

MEADOWS MUSEUM

Dallas, Texas 2004

Acclaimed as one of the best small museums in the United States, The Meadows Museum at Southern Methodist University (SMU) called upon Mary Bloom to refine its 1,000 square-foot, on-campus shop into an inviting space experience offering goods that aligned with the Algur H. Meadows collection of Spanish masterpieces. Mary researched Spanish culture in the same 15th to 20th centuries range of the collection, focusing especially on the Golden Age of Spain. She visited Spain to purchase diverse native crafts and to source original art, luxurious textiles and books that defined the period.

To create a warm setting and an aesthetic experience, Mary matched the shop's wall paint to the rich red in the paintings and tapestries hanging throughout the museum. Retail Detail also developed financial goals and marketing strategies plus recruited and trained shop management.

Mary researched 15th to 20th centuries Spanish culture to create an ambience reflecting the Golden Age of Spain and the museum's vision.

"The Meadows Museum plans... a spiffy outlet stocked by savvy Dallas retailer Mary Bloom. If the one she did at the Nasher Sculpture Center is any indication, it alone will be a big draw."

– Janet Kutner, The Dallas Morning News

