

NELSON-ATKINS MUSEUM OF ART – BLOCH BUILDING

Kansas City, Missouri 2007

Mary was called to advise and merchandise the museum shop within the new Bloch Building designed by architect Steven Holl. In collaboration with the design team, Retail Detail integrated the luminosity of architectural day lighting with art and products that reflected the encyclopedic museum's collections.

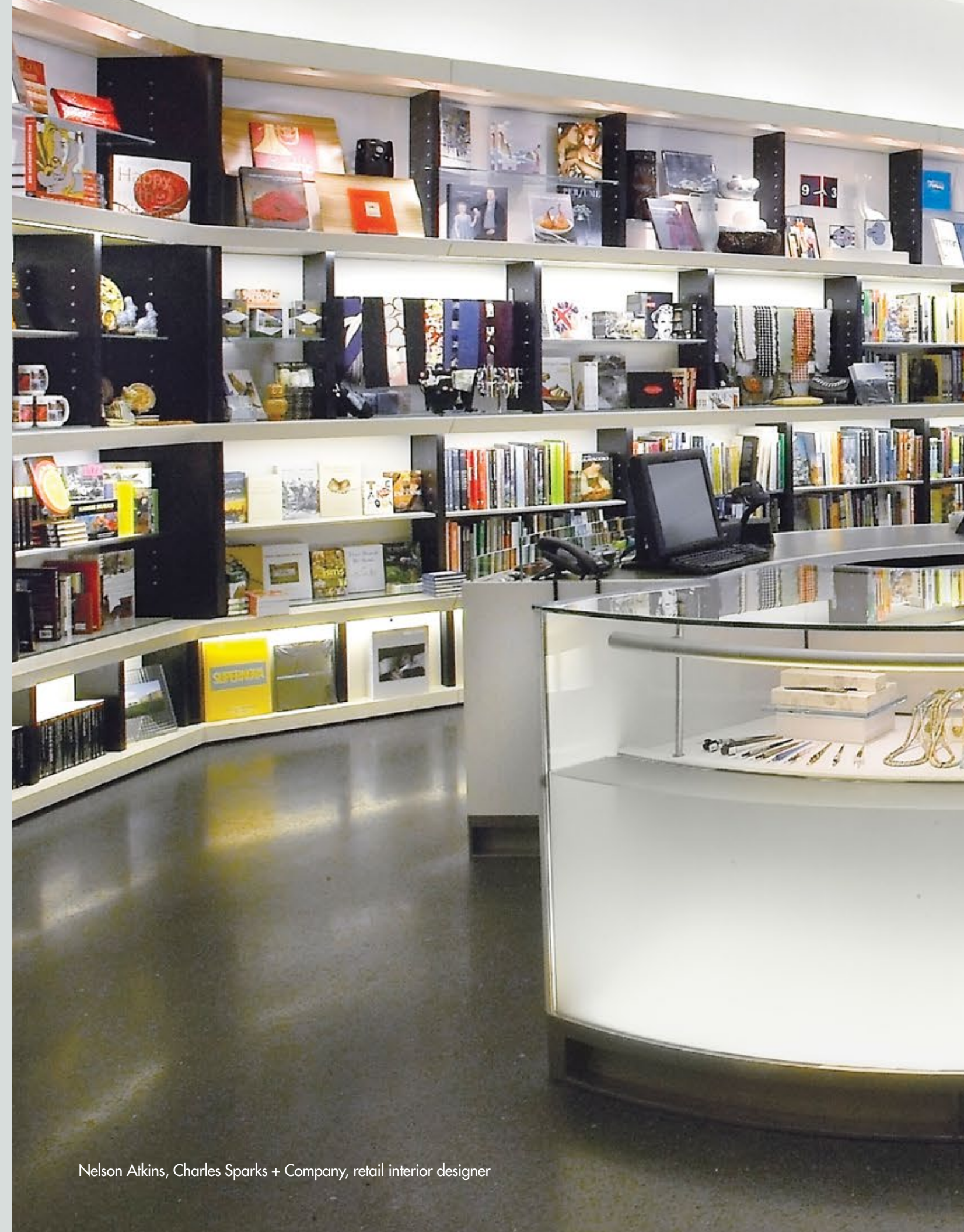
Envisioning the shop as a retail destination unlike any other in the city, Mary Bloom and her team developed a merchandise plan that included 20% handmade by artisans, 40% books, and an intelligent balance of beautiful items at varying price points all illustrating the museum's collections.

"This shop exceeded our original financial projections, trending toward a \$2 million enterprise before the end of its first year in operation," Mary Bloom explained. In addition to planning and buying the merchandise mix, Retail Detail developed the shop's full budget and created job descriptions and training for the manager/buyer and all personnel.

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"Mary's extensive personal network and willingness to share knowledge makes her an outstanding choice as a consultant. She was fundamental in creating the vision and transition of our bookstore into a stylish museum store with a clear point of view. Her focus on the museum's encyclopedic collection and Kansas City's retail attributes resulted in an inaugural product mix that was acclaimed by museum visitors and local patrons alike."

– Mark Zimmerman,
Director, Client Services,
Nelson-Atkins Museum of Art



Nelson Atkins, Charles Sparks + Company, retail interior designer