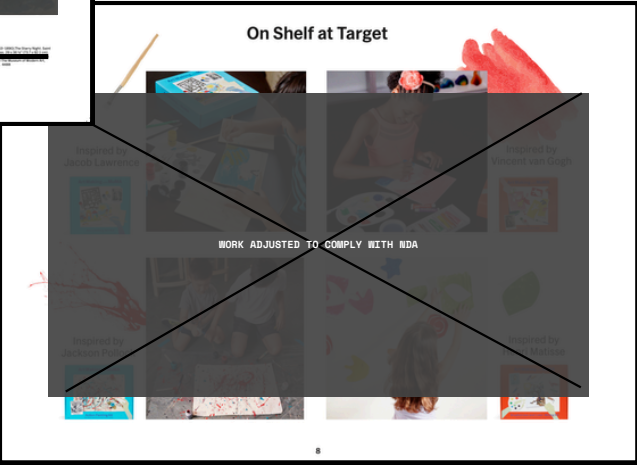
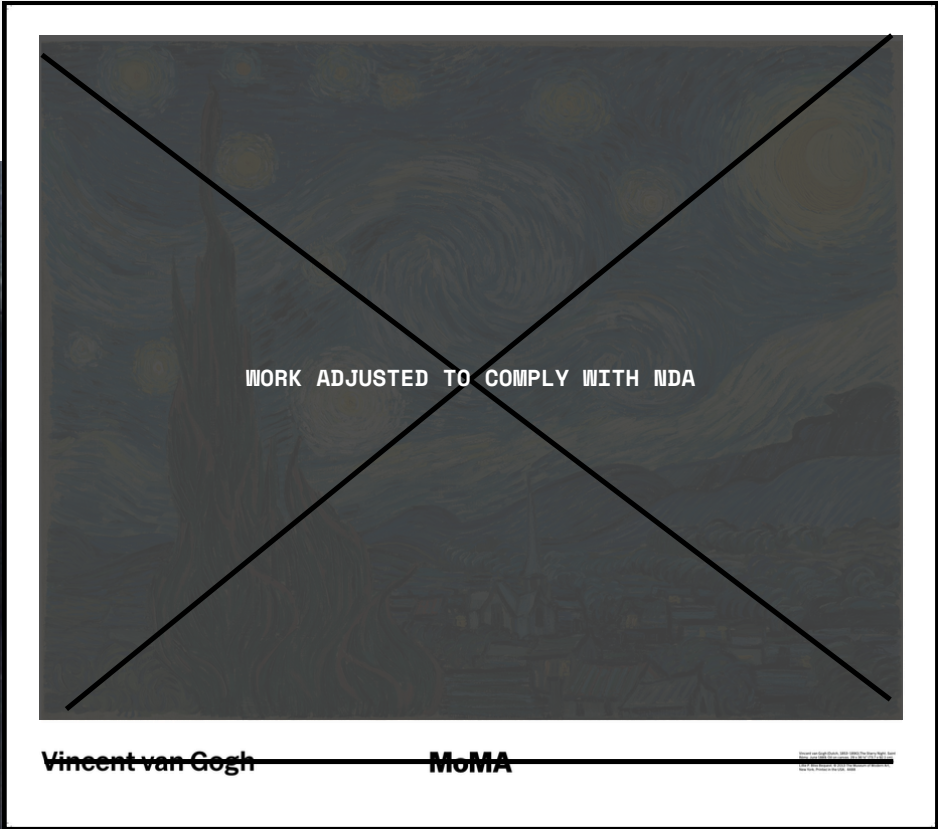


OVERVIEW

BUSINESS DEVELOPMENT, RETAIL EXPERIENCE, WAYFINDING, PRODUCT DESIGN & ENVIRONMENTAL GRAPHICS FOR THE MUSEUM OF MODERN ART (MOMA) RETAIL IN NYC

MoMA



SHONA.STUDIOS | MOMA

ROLE = APPROACH

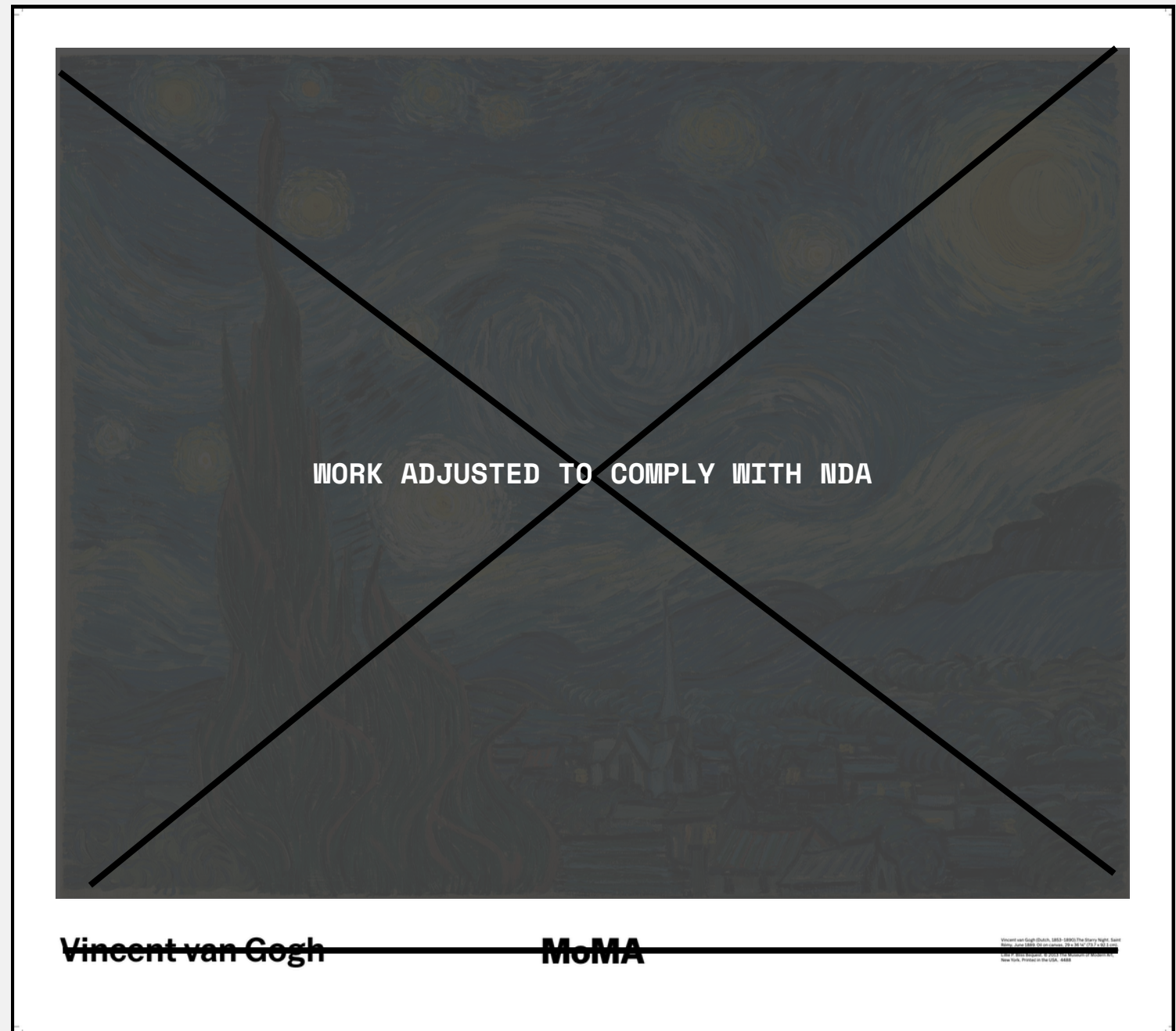
FOCUSED ON TRANSLATING BRAND INTO PHYSICAL ENVIRONMENTS
WITH AN EMPHASIS ON CLARITY, USABILITY, AND CONSISTENCY.
DESIGNED SYSTEMS THAT SUPPORT:

- BUSINESS DEVELOPMENT AND SALES
- INTUITIVE NAVIGATION
- VISUAL COHERENCE
- ALIGNMENT ACROSS TOUCHPOINTS

- RETAIL GRAPHICS
- WAYFINDING DESIGN
- ENVIRONMENTAL AND SPATIAL SUPPORT
- INSTALLATION COORDINATION
- PRODUCT DESIGN + MECHANICALS

RETAIL PRODUCT DESIGN & MECHANICALS

DESIGNED AND PRODUCED MECHANICALS
TO SEND TO PRINT SUPPLIERS FOR
RETAIL POSTER PRODUCTS



WAYFINDING & SYSTEMS

DESIGNED **WAYFINDING SYSTEMS** TO GUIDE USER
MOVEMENT AND IMPROVE **SPATIAL UNDERSTANDING**
WITHIN **RETAIL ENVIRONMENTS** AND MUSEUM
ENVIRONMENTS TO **GUIDE CUSTOMERS** TO THE
RETAIL AND POS SPACES.

Letter

Finex Cast Iron Demo with Chef BJ Smith

Sunday, April 22
2-6pm

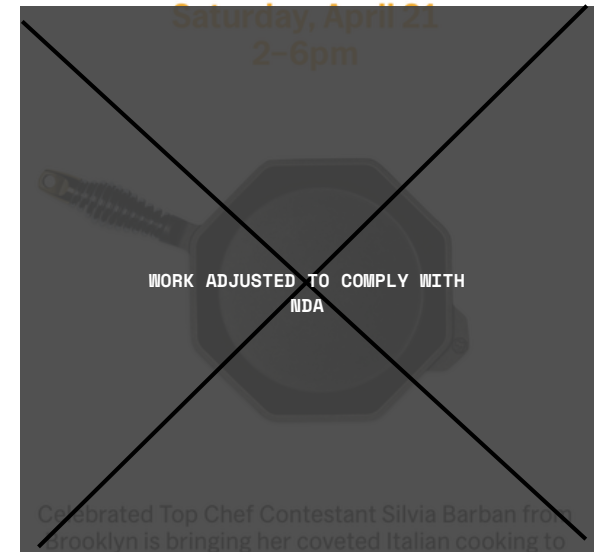


Celebrated Top Chef Contestant BJ Smith from
Portland, Oregon is bringing her coveted Italian
cooking to our store with the Finex Cast Iron Skillet.
Chef BJ will create and share a surprise specialty
dish made in this modern heirloom cookware.

MoMA Design Store Soho, 81 Spring Street

Finex Cast Iron Demo with Chef Silvia Barban

Saturday, April 21
2-6pm



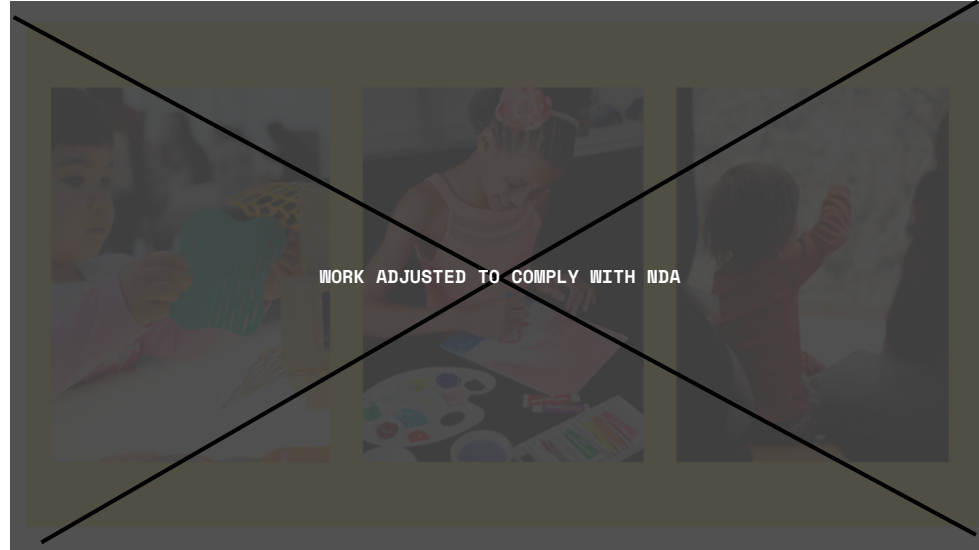
Celebrated Top Chef Contestant Silvia Barban from
Brooklyn is bringing her coveted Italian cooking to
our store with the Finex Cast Iron Skillet. Chef Silvia
will create and share a surprise specialty dish made
in this modern heirloom cookware.

MoMA Design Store, 44 West 53rd Street

PARTNER PITCH DECKS

Art Making with MoMA

The Museum of Modern Art



Kid Made Modern

DESIGNED AND FORMATED PITCH
DECKS FOR **MAJOR PARTNERS** TO
PRESENT NEW PROJECTS AND
FUNDS FOR MOMA RETAIL

On Shelf at Target



MoMA INSTALLATIONS

SUPPORTED WINDOW AND
IN-STORE INSTALLATIONS,
CONTRIBUTING TO THE
PHYSICAL EXPRESSION OF
THE BRAND.



PHOTO CREDIT: ANDY HENG

OUTCOME KEY TAKEAWAYS



DELIVERED COHESIVE RETAIL DESIGN ELEMENTS THAT ENHANCED BOTH BRAND PRESENCE AND CUSTOMER EXPERIENCE AND SALES.

- WAYFINDING IS ESSENTIAL TO RETAIL SALES AND EXPERIENCE
- VISUAL COMMUNICATION AND EXPERIENCE DESIGN TRANSLATES FROM PHYSICAL SPACES, PITCH DECKS, DIGITAL SPACES.
- HOW TO DESIGN AND PRODUCE RETAIL PRODUCTS

SHONA.STUDIOS x MoMA