



"The Glass House Design Store is one the five *Best Museum Gift Shops*".

—*Wall Street Journal*, 12.20.13

CASE STUDY



Philip Johnson Glass House Design Store

The Glass House is a site of the National Trust for Historic Preservation

03.2014

March 2013, Moss Bureau was contracted by the Glass House for a three-phase consultancy intended to address the retail operations at the Philip Johnson Glass House in New Canaan, CT.

The phases were the same as what we have proposed to The Jewish Museum in this document.

We were working with a very limited budget so most of our efforts were spent repurposing existing fixturing and in eliminating existing stock, and in remerchandising. We pared the list of existing products by three quarters, keeping only books and special limited edition pieces which had traditionally sold well. Everything else was newly chosen following a policy of much closer connection to the Glass House itself.

What follows is a set of Before/After photographs documenting the impact our work had upon the shop.

BEFORE

Books were shown in piles on the display units, and contributed to the general visual cacophony.



AFTER

We redesigned an existing wall unit and rationalized the book display below it. Also we added a second sales desk.



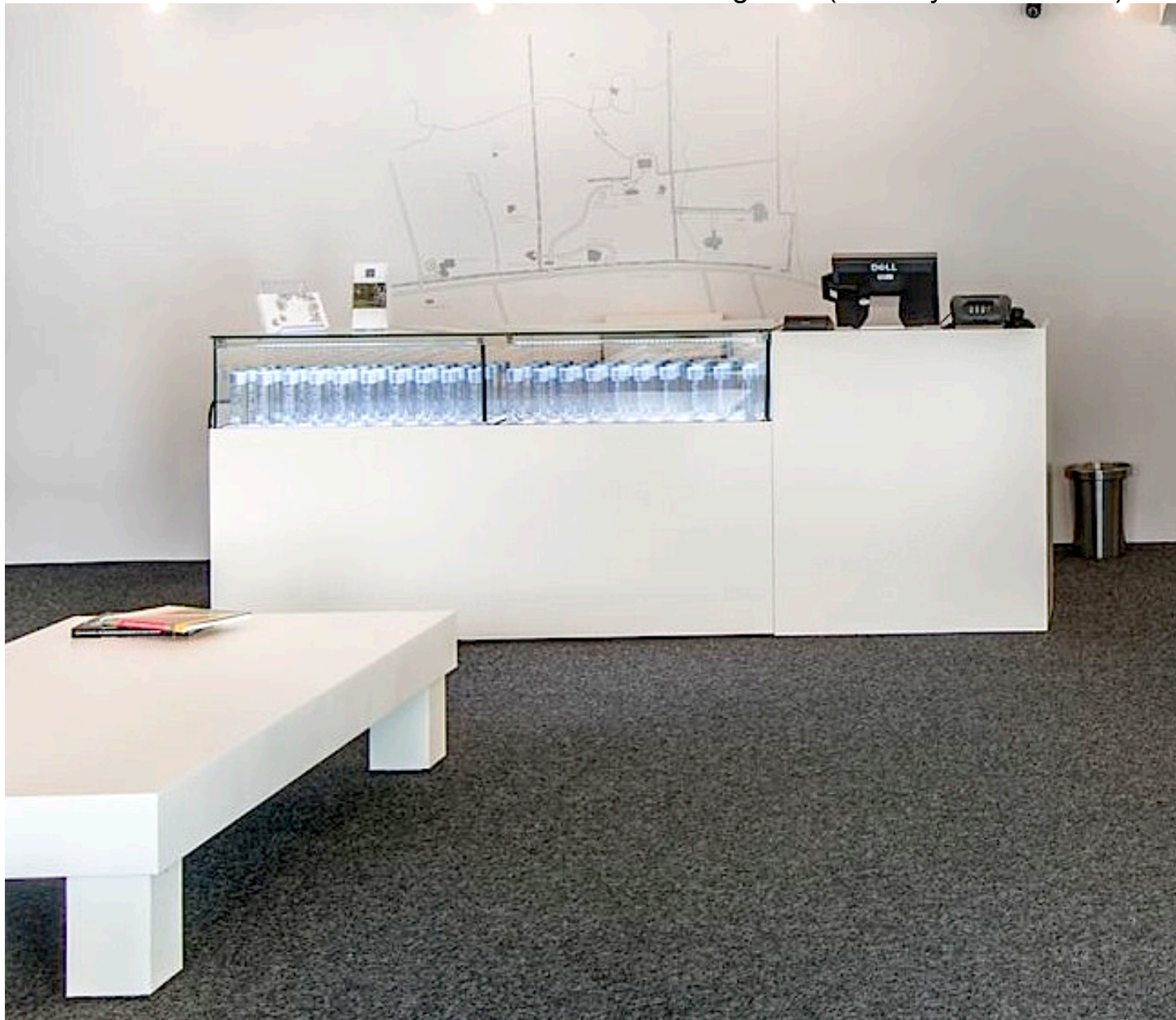
BEFORE

The sales desk was in the middle of visual overload, with merchandise on the walls and the giant red glasses behind the sales desk, which we replaced with a clean graphic map of the site.



AFTER

The sales desk area was repositioned and simplified.
New benches were commissioned for the waiting area (our only new fixtures).



BEFORE

The view from the windows near the shop entrance, reachable through a large parking lot, was only of cars. Below the windows there was a long station for viewing videos.



AFTER

We frosted the windows, removed the video station, and built a platform to create an area to sell the same Knoll furniture featured in the House. The video station was removed so to focus visitor attention toward shopping. We added captions to the video wall and removed the shades from the ceiling lights.



BEFORE

The shop was chaotic and unfocused, and merchandise was mixed together.



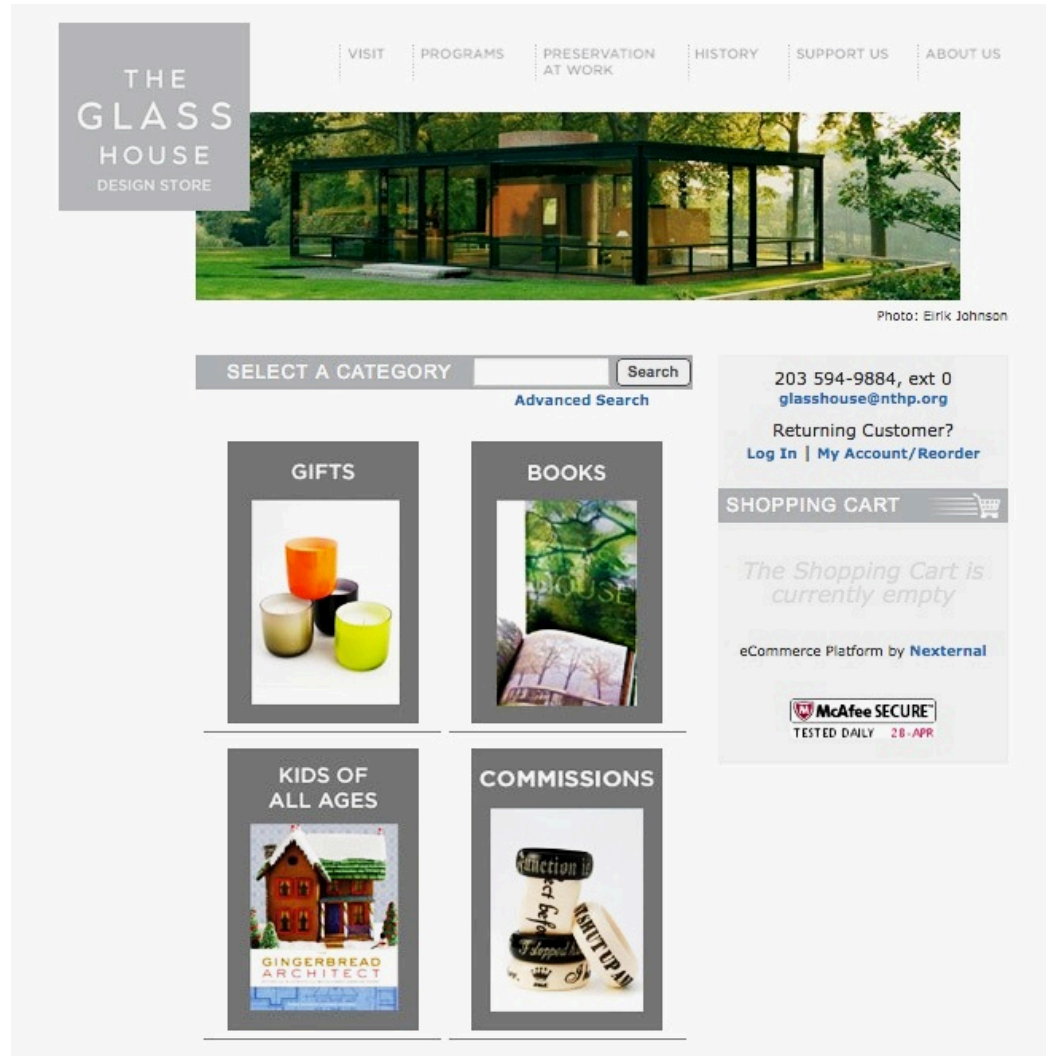
AFTER

We had all surfaces painted the same unifying optic white, products were grouped by “narrative”, and the carpet in the sales area that had been green, was replaced with the grey color of waiting area.



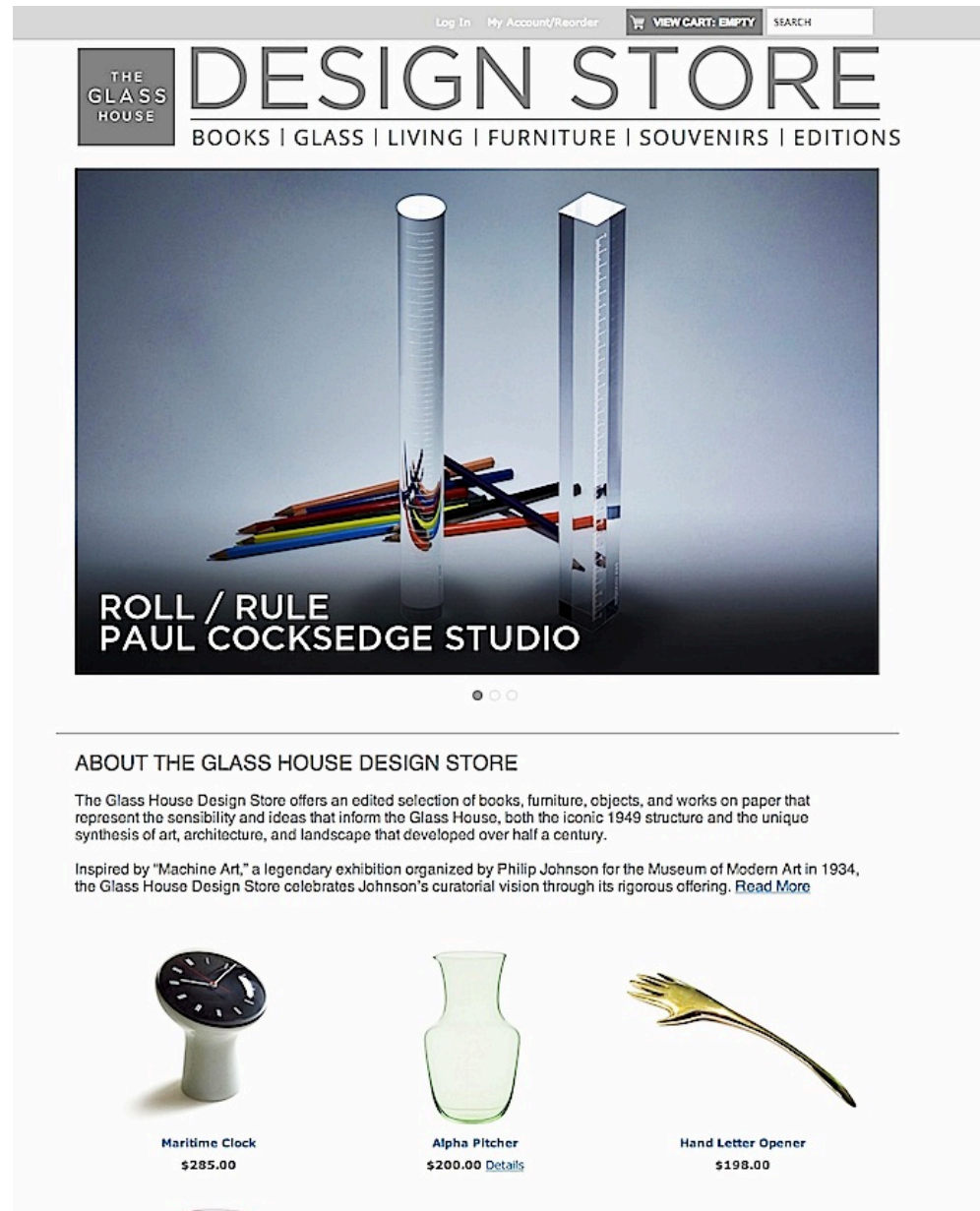
BEFORE

The website, which was buried inside the larger Glass House site, had a very clumsy, dated and user-unfriendly interface, and had very few product selections.



AFTER

The redesigned website offers more product, with simple clear navigation, larger images and complete philosophical integration with the Glass House site.




The screenshot shows the homepage of the Glass House Design Store. At the top, there is a navigation bar with links for "Log In", "My Account/Reorder", "VIEW CART: EMPTY", and "SEARCH". Below this is the store's logo, "THE GLASS HOUSE", and the main title "DESIGN STORE" in large, bold, sans-serif letters. Underneath the title, a horizontal line separates it from a list of product categories: "BOOKS | GLASS | LIVING | FURNITURE | SOUVENIRS | EDITIONS". The main visual is a large, high-quality photograph of a glass ruler and a stack of colorful pencils, with the text "ROLL / RULE" and "PAUL COCKSEGE STUDIO" overlaid at the bottom. Below the image are three small circular navigation dots. A horizontal line separates this from the "ABOUT THE GLASS HOUSE DESIGN STORE" section. This section contains two paragraphs of text describing the store's offerings and its inspiration from Philip Johnson's 1934 exhibition "Machine Art". Below the text is a grid of three product cards. Each card features a product image, a title, and a price. The first card shows a "Maritime Clock" for \$285.00. The second card shows an "Alpha Pitcher" for \$200.00 with a "Details" link. The third card shows a "Hand Letter Opener" for \$198.00.

Log In My Account/Reorder VIEW CART: EMPTY SEARCH

THE GLASS HOUSE

DESIGN STORE

BOOKS | GLASS | LIVING | FURNITURE | SOUVENIRS | EDITIONS




ROLL / RULE
PAUL COCKSEGE STUDIO

● ○ ○


ABOUT THE GLASS HOUSE DESIGN STORE

The Glass House Design Store offers an edited selection of books, furniture, objects, and works on paper that represent the sensibility and ideas that inform the Glass House, both the iconic 1949 structure and the unique synthesis of art, architecture, and landscape that developed over half a century.


Inspired by "Machine Art," a legendary exhibition organized by Philip Johnson for the Museum of Modern Art in 1934, the Glass House Design Store celebrates Johnson's curatorial vision through its rigorous offering. [Read More](#)



Maritime Clock
\$285.00



Alpha Pitcher
\$200.00 [Details](#)



Hand Letter Opener
\$198.00

Summary

Our work contributed to a significant increase in both revenue and gross margins, in the physical store and online. Additionally, operational improvements streamlined inventory processing and maintenance, and the enhanced store image provides hard to measure additional benefits.

Post Script

The Manager of the store who worked with us throughout was also working on a Masters in History of Design and Curatorial Studies at Cooper Hewitt/Parsons, and wrote her Masters Thesis on Murray.