

SHOP MISSION STATEMENT – MAY 1998

Statement

The mission of the Museum Shop is to contribute to the Museum's overall goals and objectives, promoting a strong relationship between the community and the Museum by fostering knowledge and appreciation of American Art. To achieve this goal it will make available for purchase at prices appropriate to its visitors high-quality objects, reproductions, books, and other publications which reflect the Museum's collection and its art-historical context.

Additional Notes

The Morse Museum Shop is designed primarily to be an educational extension of the Museum program, to foster knowledge and appreciation of the collection and related collections, especially in American art from 1850 to 1920.

At the same time the Shop provides visitors the opportunity to take with them a variety of objects that serve as mementos of the collection or similar collections. To fulfill this function, items in the Shop will be priced from very affordable to more expensive to serve the broadest section of the visiting community.

In its educational capacity the Museum Shop is designed to meet a very specific need that other gift or book shops in the area are unlikely to provide. It offers an extensive collection of literature devoted to Louis Comfort Tiffany and his work, the American Arts and Crafts Movement, and related art historical issues, and includes related books, periodicals, pamphlets, etc.

Serving both its mission as an educational arm of the Museum and a provider of objects related to the Museum experience, the Shop will sell a selection of quality reproductions designed to represent objects in the Museum, or in related collections, or similar styles and periods. The Shop will develop wholesale and royalty sales programs as well as its on-site retail operation.

Approved by the Board of Trustees
4 May, 1998