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MUSEUM SHOPS TAKE A WINTER PAUSE

Museum of New Mexico Foundation Suspends In-Person Retail Operations at its Four Santa Fe Museum Shops through March 31

SANTA FE – After a successful two-month run of the Museum Shops Holiday Pop-Up at Lincoln Place, and in the face of the traditional post-holiday shopping lull, the Museum of New Mexico Foundation has temporarily suspended its in-person retail business at the four state museums in Santa Fe.

From Jan. 1 to March 31, the shops at the New Mexico History Museum, New Mexico Museum of Art, Museum of Indian Arts and Culture and Museum of International Folk Art will be closed.

During this time, the Museum Shops will focus entirely on online sales through the shops website at shopmuseum.org—featuring a wide range of museum-inspired merchandise from all four shops.

Negotiating the Pandemic

Despite the commercial ravages of the pandemic, sales at the Foundation's four affiliated Museum Shops managed to stay viable through 2020. Key factors included an increased online presence, brisk sales at the popular Holiday Pop-Up, an expansion of the Spiegelberg Shop at the New Mexico History Museum, and a novel partnership with seven other museum shops across the country.

Central to this success is the dedication and perseverance of Shops staff, says Sara Birmingham, the Foundation's vice president of retail operations. "Under these difficult conditions, our Shops staff were remarkably friendly, patient, kind and generous to an anxiety-centric public," she says. "We successfully completed the year and closed the shops on December 27 with zero incidence of illness. This is notable."

Nonetheless, during the first quarter of 2021, ordinarily the retail sector's slowest time of year, Shops staff time will necessarily be reduced to save resources, says Foundation

President and CEO Jamie Clements. In addition to Birmingham, three employees will continue to oversee the Shops website and warehouse, while shop managers and staff have been temporarily furloughed. Clements currently anticipates the re-hiring of staff in the spring.

“We’re doing everything possible to keep our retail business active during the COVID-19 pandemic and financial crisis,” Clements says. “We’ve made the painstaking decision to close the four physical shops January through March and send some staff home so that we can preserve our resources for a robust reopening in April.”

Winter Website Shopping

Meanwhile, the Museum Shops website—shopmuseum.org—offers a comprehensive and convenient alternative to in-person shopping this winter.

The site features select high-quality offerings from each of the shops—including jewelry, books, apparel, home accessories, activities for children and families, art and cultural objects by artists and artisans from New Mexico and around the globe, and more. The extensive inventory reflects the Shops commitment to fair-trade buying practices and to purchasing products directly from local and global artists.

Customers can connect to products from their favorite museums, or peruse staff recommendations and customer favorites. Museum members will continue to receive shop discounts for online buying, including 10% off for general members and 15% off for members of The Circles.

The Museum of New Mexico Foundation’s Shops program was established in 1965 to provide revenues that help the Foundation support the four state museums, eight historic sites and the Office of Archaeological Studies. The additional mission of the shops is to bring awareness to museum collections and exhibitions through sales of related merchandise and to forge lasting relationships with museum visitors.

“The shops are an integral part of the state museums in Santa Fe and help the Foundation fulfill its mission to the Museum of New Mexico system,” Clements adds. “We have every intention of reopening this spring and building on the 55-year success of our retail business. In the meantime, we hope the public will continue to support the Museum of New Mexico system through online buying.”

About the Museum of New Mexico Foundation

The Museum of New Mexico Foundation supports the Museum of New Mexico system, focusing on fundraising for exhibitions and education programs, retail and licensing programs, financial management, advocacy and special initiatives. The Foundation was founded in 1962 by Thomas B. Catron III with the goal of providing private support for the four state museums in Santa Fe. The private, nonprofit Foundation has expanded to support eight historic sites statewide as well as the Office of Archaeological Studies and enjoys a robust private-public partnership with the State of New Mexico and the New Mexico Department of Cultural Affairs.

For more information, go to museumfoundation.org.