

# Heard Museum Fact Sheet

## HEARD MUSEUM SHOPS

- The Heard Museum Shops offer an outstanding selection of original fine arts and craft by American Indian artists. A large inventory of authentic items purchased from several hundred artists are available. All materials sold in the Shop are guaranteed; there are no reproductions or imitations.
- The Shops are located at the Heard Museum in downtown Phoenix. The main shop offers traditional and contemporary original American Indian-made artwork and Books & More specializes in books on Native art and culture along with souvenir and gift items.
- Art collectors can also shop for authentic, one-of-a-kind works of American Indian art on the Heard Museum Shop's website [HeardShops.com](http://HeardShops.com). The online Shop offers more than 1,000 items like those found in the Heard Museum Shops, with inventory changing daily.
- Only the finest in authentic American Indian jewelry, pottery, paintings, sculpture, katsina dolls and weavings are selected for sale. A variety of books relating to American Indian cultures and the Southwest also are available including hard-to-find selections about American Indian dance, songs and stories.
- For the past 50 years, the primary purpose of the Heard Museum Shop has been to promote Native cultures and art while giving American Indian artists a venue in which to sell their art and enhance their careers. Every purchase made directly benefits the efforts of the Heard Museum.
- The Shop began in 1958 with \$2,000 in seed money. In 1969, Lovena Ohl became the shop manager. Byron Hunter, a longtime trader, became shop manager in 1977 and continued through the summer of 1997, when he retired. Currently, Bruce McGee, a third-generation Indian art trader, is the Heard's vice president of retail sales.
- The Heard Museum Shop features one of the largest and most extensive selections of katsina dolls in the country.
- The Heard Museum Shop is staffed primarily by volunteers from the Heard Museum Guild. Approximately 170 people volunteer in the Shop along with 12 staff members, giving more than 18,000 hours of service annually.
- In February 2011, the Shop underwent an expansion. The new retail outlet, Books & More, is a dedicated, expanded space for the Heard to merchandise the country's finest collection of books pertaining to Native art, culture, history and literature written by and about American Indians and the Southwest. Books & More also carries an assortment of gift items including T-shirts, music, souvenir and children's items. This move allowed the Shop to expand its selection of handcrafted, authentic American Indian art and offer even more baskets, textiles,

large-scale sculptures, pottery, carvings and other pieces.

- In 2007, the Shop expanded to add the Berlin Gallery – a fine art gallery featuring one-of-a-kind, high-quality modern, traditional and contemporary fine art from paintings and sculpture to photography, mixed-media, prints and pastels from today’s top master and up-and-coming American Indian artists.
- In summer 2014, the Berlin Gallery was officially rechristened the Collector’s Room, which features the “best of the best” in American Indian art. The Collector’s Room aims to inspire and educate collectors of fine Native art in displaying and collecting art.

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