



PRESS RELEASE

Heard Museum Enters New Era of Modern Retail

Shop Opened with Fanfare on Oct. 26th

PHOENIX – [The Heard Museum](#) announced the opening of its newly re-imagined Heard Museum Shop at a gala celebration on Saturday, Oct. 26. The renovation elevates the retail experience for acquiring authentic works of Native American art in Phoenix and enhances the shop's existing reputation as a stand-alone shopping destination. Every dollar spent in the Heard Museum Shop will continue to support the Heard Museum's mission of connecting the world to Indigenous creativity.

"Founded in 1958, the Heard Museum Shop has grown to become so much more than just a museum store," said David M. Roche, Heard Museum Dickey Family director and CEO. "It's a beloved place for visitors and collectors alike to acquire the best of Southwestern Native American creative practices."

The more than 8,000-square-foot, newly renovated shop was designed by PHX Architecture and SB Design. Additional square footage was added with a contemporary take on traditional Southwestern design, including:

- An outdoor sculpture garden
- A dedicated textile gallery
- Barrel ceilings with vigas
- Reclaimed and hand carved wood details
- Custom casework
- Solid wood flooring with Saltillo tile relief
- State-of-the-art lighting
- A private viewing room

The shop's extensive inventory is purchased directly from hundreds of artists each year. Only the finest in authentic Native American jewelry, pottery, basketry, paintings, sculpture, Katsina dolls and weavings are selected for sale. Many books relating to Native American cultures and the Southwest are also available, including hard-to-find selections and publications by Indigenous authors.

For more than 40 years, the Heard Museum Shop has played a critical role in supporting the livelihoods of Native American artists and their communities, helping to generate \$46 million in economic impact annually throughout Indian Country.

The two -year, four-million-dollar project was made possible by individual and institutional donors

including Heard Museum Trustee Sharron Lewis, the Virginia G. Piper Charitable Trust, Elaine and Scott Montgomery, Lichliter Charitable Trust, Elaine Cacheris and Bruce Hiler in honor of Helen J. Cacheris, and an anonymous foundation.

The museum shop also ships both nationally and internationally. Heard Museum members receive a 10% discount on all shop items otherwise noted.

For more information about the Heard Museum shop, featured items and how to become a member, please visit HeardMuseumShop.com.

Notes to Editors:

The Heard Museum Shop reopened to the public on Monday, Oct. 28 at 10 a.m.

The Heard Museum and Museum Shop are open daily, from 10 a.m. to 4 p.m. It is closed on Easter, Independence Day, Thanksgiving and Christmas.

Ticket prices for the museum are as follows: adults are \$26; seniors (65+) are \$21; military members are \$21 (with valid ID); university/college students with a valid ID are \$10; children (6-17) are \$10; all children 5 years and under, American Indians (with Tribal ID or CIB) and Heard Museum members are free.

Photography of any kind may not be used for publication without written permission from the museum and/or artists.

Credentialed members of the media may contact a member of the marketing staff for more information concerning photography of public events or museum galleries.

About The Heard Museum:

Since its founding in 1929, the Heard Museum, a private nonprofit organization, has grown in size and stature to become recognized internationally for the quality of its collections, world class exhibitions, educational programming and unmatched festivals. Dedicated to the advancement of American Indian art, the Heard successfully presents the stories of American Indian people from a first-person perspective as well as exhibitions that showcase the beauty and vitality of traditional and contemporary art. The Heard Museum is supported, in part, by the generosity of Heard Museum members and donors, the Arizona Commission on the Arts, and the City of Phoenix Office of Arts and Culture.

For more information, please visit heard.org.

About PHX Architecture

PHX Architecture is an award-winning bespoke architecture firm founded in 2002 by renowned Architect Erik Peterson AIA. Headquartered in Scottsdale Arizona, and satellite in Beverly Hills, the 30-person team specializes in Luxury Residential, Private Golf Clubhouse, and Boutique Hospitality. The highly published and acclaimed firm provides a unique experience for their clientele while providing a design that uniquely represents them and responds to its regional context.



To follow updates on the museum via Facebook, Instagram and Twitter, use [@heardmuseum](https://www.instagram.com/heardmuseum).

Media Contact:

Ivana Morales
973-864-4523
ivana@evolve



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A full media kit with logos, high-resolution images, past announcements and more can be found here:
<https://bit.ly/3yVh8ho>.