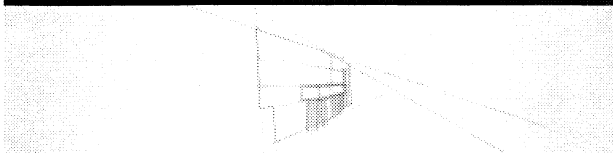
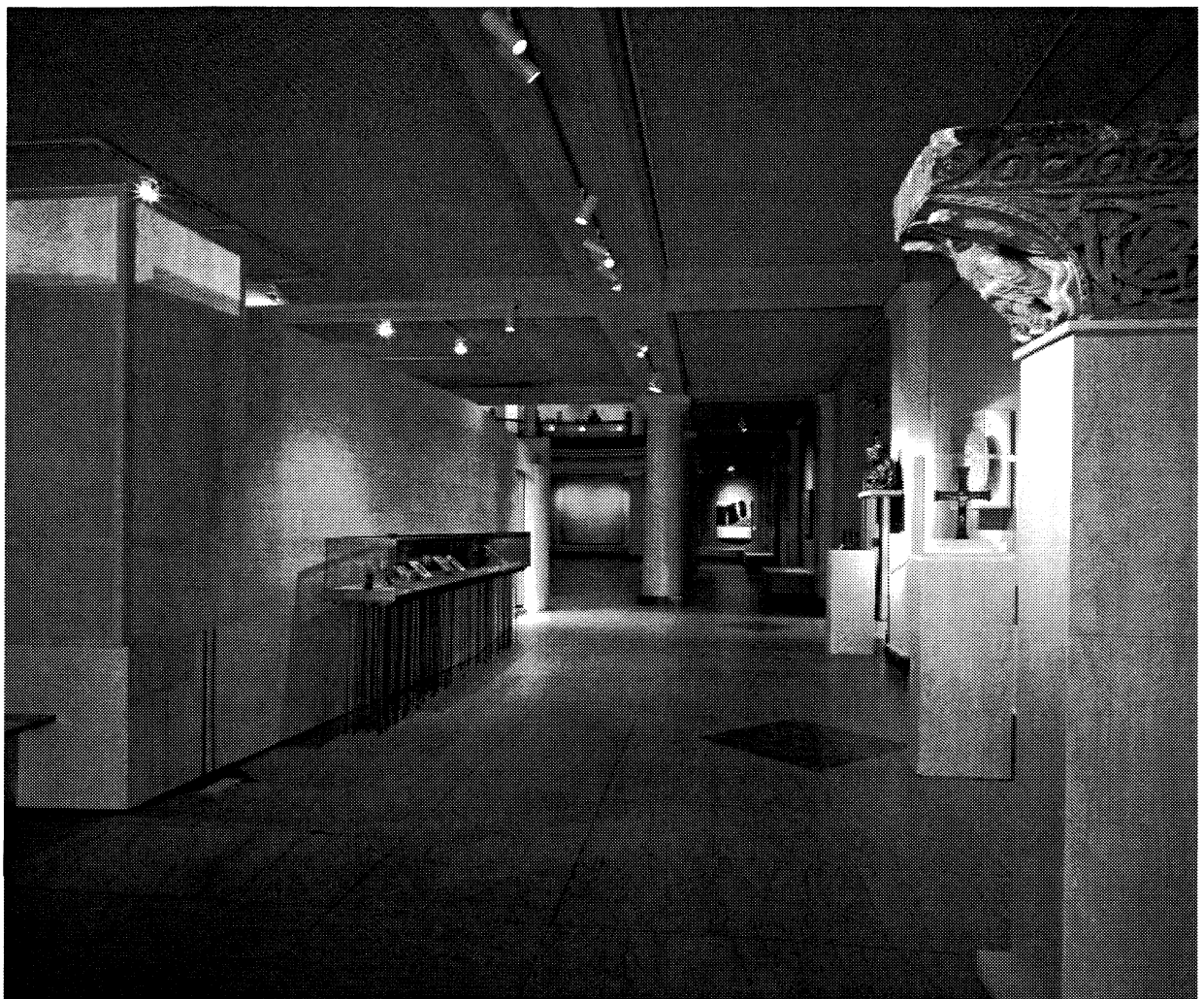
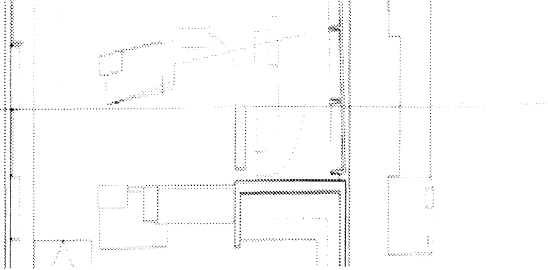
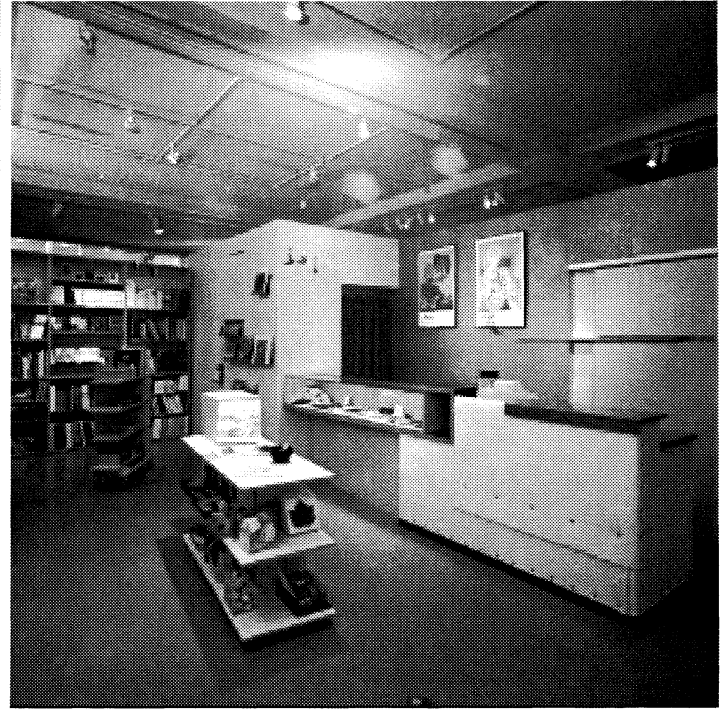


Museum Bookshop

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The new bookshop inside the University of Michigan Museum of Art is a five hundred-forty square foot, stand alone building constructed inside the main space. Its site, on the primary axis of a Beaux Arts building, obliges the new structure to perform as an object, comfortable with its prominent position on this ideologically strong line. Its program, a commercial enterprise embedded inside an academic archive, obliges the new object to fit in, to avoid calling undo attention to itself.

The design strategy entertained an interesting “double thinking” in that decisions were made as to maximize the impact of both obligations. The new bookshop is a reluctant object.