

# Press Release: KMAC Shop

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## KMAC MUSEUM

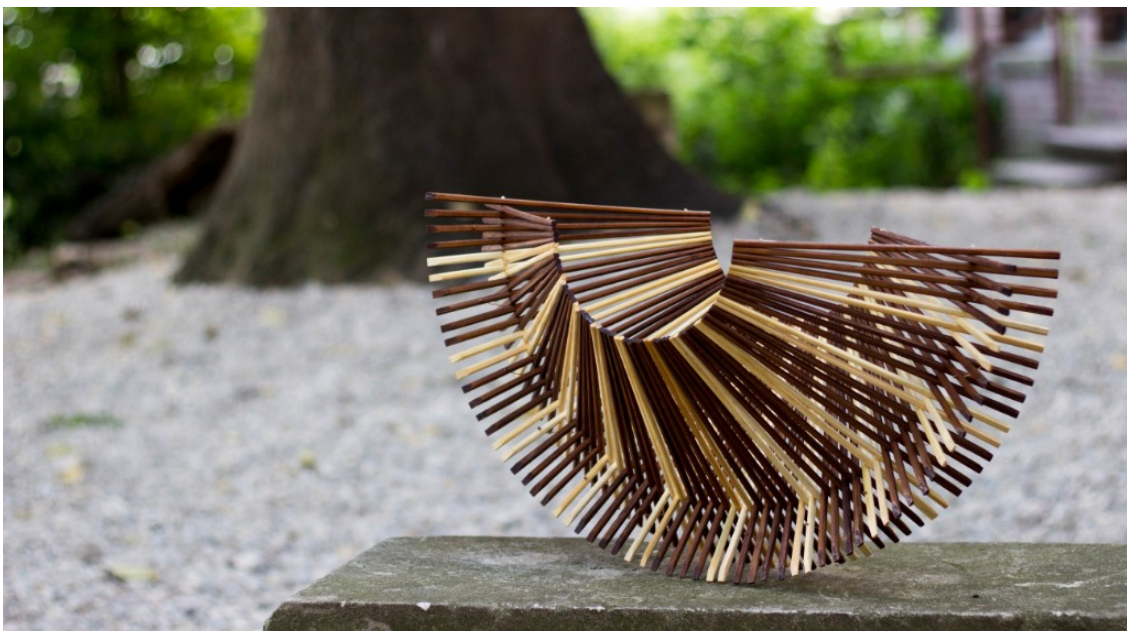


## KMAC Shop Preserves the Essence of Handmade This Holiday Season

November 20, 2018

KMAC Museum, a free contemporary art museum in downtown Louisville, has a long history of carrying unique and handmade gifts in their shop. The KMAC Shop's mission statement? To preserve the essence of handmade by offering a curated collection of wearable, decorative, and functional art pieces. Setting the KMAC Shop apart, all of the pieces carried in the shop are hand-selected by artist, designer, and Shop Manager, Julia Comer.

Julia considers five criteria when she selects an item to carry in the shop: does the item reflect the museum's mission statement "Art is the Big Idea, Craft is the Process?" Does the item preserve the essence of the handmade object? Does it respond culturally and demographically to our audience? Does it reflect excellent, ethical design? Does it support local talent? Considering these criteria, Julia thoughtfully selects each piece.



The KMAC Shop is not an afterthought to KMAC Museum exhibitions, filled with trinkets or branded souvenirs. Rather, the Shop serves the dual purposes of bringing together eclectic and unusual items from around the world, and providing a retail space for local Louisville

and regional artists. The Shop reflects the Museum in this way: showcasing the best from the region alongside the best from around the world.

Each holiday season the KMAC Shop overflows with new merchandise to afford locals the chance to shop locally, patronize a local museum, and support artists when shopping for holiday gifts. This year, Julia has gone a step further by creating a collection of curated gift sets. Each gift set targets a specific interest, age group, or special occasion: some were selected for children, some for teachers, others for professionals, and so on. Some gift sets, like "Intro to Bourbon," are intended to reflect the best of our region by combining good design and fun, and every gift set comes beautifully packaged and ready to give.



Ready to get shopping? All of KMAC's new gift sets are available online at [KMACMuseum.org](http://KMACMuseum.org). The KMAC Shop is celebrating shopping local this November on Small Business Saturday (November 24) and encouraging the community to be a patron on Museum Store Sunday (November 25.) On both days, guests can enjoy free gift-wrapping for every purchase and take 15% off of all coffee drinks in the KMAC Café! In addition, each year the KMAC Shop throws a kickoff to the holiday shopping season in the form of Martinis & Mistletoe. This shopping extravaganza will take place from 5-9pm on Thursday, December 6th. At this free event, guests can shop in a fun, party atmosphere with music, vendors, and special recipe martinis! That evening, KMAC Members will receive two drink tickets and an additional discount in the shop.



KMAC Museum is a 501(c)(3) non-profit organization, and all proceeds from the KMAC Shop go to support Museum exhibitions and education. KMAC is also a proud member of the Louisville Independent Business Alliance which encourages everyone to shop local. For more information about KMAC or to schedule interviews, contact Maddie Tong at [maddie@kmacmuseum.org](mailto:maddie@kmacmuseum.org), or by phone at 502-589-0102, ext. 1007.

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### Fact Sheet

WHAT: Holiday Shopping at KMAC  
WHERE: KMAC Museum  
WHEN: November 2018 - January 2019

### About KMAC Museum ([kmacmuseum.org](http://kmacmuseum.org))

KMAC Museum is a contemporary art museum located in historic downtown Louisville on "Museum Row." KMAC Museum's goal is to educate and inspire while promoting a better understanding of art through exhibitions, education, and collections.

The Museum explores the relationship between art and craft by identifying art as the big idea and craft as the intersection between process, materials, and labor. The museum connects people to art and creative practice.



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