

Photo Essay:

**Museum / Retail**

Product Group:

**BusRun Busway – Recessed**

**BusRun**<sup>™</sup>  
BUSWAY

lighting  
power  
support



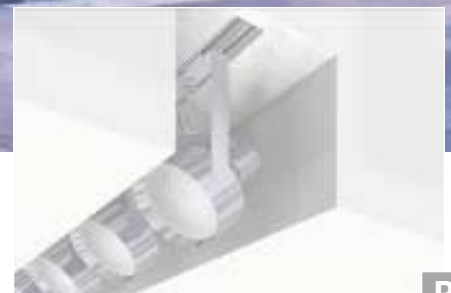
### **Museum of Modern Art DESIGNSTORE**

New York, New York

## **MoMA Makeover**

The Museum of Modern Art (MoMA) DESIGNSTORE makeover began with relocation of the entrance and introduction of a "virtual mezzanine" in the back upper-half of the 22-foot high space. With greater street visibility, an unobstructed view of the interior, and dramatic vertical texture, the museum-quality retail space required non-intrusive lighting plan with optimum flexibility.

Lighting is integrated into the space as in a theatrical set, knowing that display fixtures can be easily reconfigured as merchandise changes. Repositionable accent lighting is located above the ceiling plane in 8-foot long architectural coves, where two-circuit recessed BusRun™ busway and PAR-38 Jewelers' Collection fixtures are installed. The recessed, linear accent lighting makes an architectural statement while providing fixture interchangeability as well as greater focusing capability than monopoint downlights. (consult.)



**R**

### **In Focus, Outta Sight**

*Re-positionable Jewelers' Collection fixtures mounted to two-circuit recessed BusRun™ in an architectural slot (consult for ventilation requirements).*



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**Machined Aluminum Rings**

*Jewelers' Collection lighting fixtures are available in 120, 12 or 277 volt models for lamp sizes from MR-11 to PAR-38.*

Museum of Modern Art (MoMA) DESIGNSTORE: New York, New York  
Architectural/Interior Design: 1100 Architect, New York – Lighting Design: Johnson/Schwinghammer  
Photography: ©Paul Warchol

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