



M+ Retail and Dining

Overview M+ provides unique dining and retail experiences that enable visitors to embrace visual culture in a sensory way. The M+ Shop is the main museum shop, located on GF, while The Other Shop and CURATOR Creative Café at M+ share the same integrated space at M+, located on B1 of M+ adjacent to the Promenade, overlooking Victoria Harbour. In addition, two full-service restaurants on the B1 and the 3F of M+, namely ADD+ All Day Dining and Mosu Hong Kong respectively, are set to open in early 2022 in the museum. Each of them is unique in both dining concept and design, and promises noteworthy new culinary concepts worthy of the museum's stature.

Members' Benefits M+ Members will benefit from a 10% discount at the M+ Shop, The Other Shop (both physical shop and online shop), CURATOR Creative Café at M+, ADD+ All Day Dining and Mosu Hong Kong when they open for business.

M+ RETAIL

M+ Shop The M+ Shop on level G of the museum will cater for museum visitors as well as attracting customers from far and wide, becoming a destination shop in its own right. The shop's unique and wide appeal will set it apart as a leading cultural retail proposition within one of the biggest retail centres in the world.

Interior Design UK-based Lumsden Design, a specialist in retail and catering environments for cultural attractions worldwide, has designed the M+ Shop, building on the vision of architects, Herzog & de Meuron, and utilising the concepts of Material Culture, the Unexpected and Natural as inspiration for the design. Inspiration also came from the culture of Hong Kong, with Lumsden developing their ideas following a comprehensive study of the history of the iconic city.

The design of the M+ Shop is immersive and offers a seamless experience for national and international customers. Bespoke, responsive and customised features throughout the shop and its merchandise will encourage visitors to interact with the retail architecture through masterclass demonstrations, artist installations, concessions, gift-wrapping and events.

Store Features The retail space is divided into three specific zones, which serve as anchors to attract customers with a variety of compelling offers.

- The 'Discover Myself' zone is a flexible unit that combines seating for demonstrations and artist presentations, a merchandise display and a digital screen to present commissioned videos that align the products with the visual artists.
- The Lifestyle area features an array of high-end curated products, commissioned in collaboration with designers, craftsmen and makers and artists from around the world. Incorporating a personal stylist, this area will feature products ranging from furniture to rugs and jewellery. It has been



designed as a cool but aspirational space for discerning shoppers in Hong Kong and mainland China.

- Inspired by the traditional Dai Pai Dongs of Hong Kong food market stalls, the third area features a line of three-metre-high structures, forming a striking design highlight within the store. The largest 'Express Myself' structure has been designed to contain an artist installation or a brand concession, featuring products inspired by the visual arts. The products are displayed and merchandised on the three other Pai Dong structures, providing an ever-changing offer for the regular customers of the shop to enjoy.

Size	539 square metres
Opening Hours	Tuesday to Thursday, and public holidays: 10:00am–6:00pm Friday: 10:00am–10:00pm Saturday, Sunday and Public Holidays: 10:00am–6:00pm
Address	G, M+, 38 Museum Drive, West Kowloon Cultural District, Kowloon, Hong Kong
E-Shop	E-shop: https://shop.mplus.org.hk For customers who would like to shop online, the M+ Shop offers a full range of products with multiple ways of searching, from education essentials, best sellers, new arrivals, artisan and design gifts, to apparel, stationery, table and kitchenware, and daily essentials.

The Other Shop The Other Shop on level B1 in M+ presents a vibrant range of carefully crafted merchandise, aiming to enrich the daily lives of M+ visitors and inspire them to explore the connection between life and visual culture. Incorporating visual culture elements within the shop's concept design and offering bespoke customer service, The Other Shop provides a memorable visitor experience.

Interior Design For The Other Shop, Lumsden Design has reinterpreted local Hong Kong design features, gathering inspiration from the thoughtfully arranged display shelves in traditional Chinese medicine cabinets (Baizigui), highlighting the uniqueness of Hong Kong culture.

A brightly coloured display wall is located inside the store, where M+ publications, cultural and creative materials, and children's products are displayed to inspire visitors' curiosity and passion for knowledge.

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| Store Features | <ul style="list-style-type: none">- Sports and health zone: Provides all sports-related equipment, athleticwear, books, and products that are not only aesthetically pleasing, but also highly functional- Work and study area: Stationery area, a must-visit destination for stationery lovers, art enthusiasts, and culture vultures- Leisure and hobby area: Displays a variety of interestingly designed products, attracting visitors with their unusual design features- Books and literature table: Displays all M+ publications and other art books |
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- Zero-waste wall: Visitors can bring their own containers to purchase a selection of skincare products, reducing the impact on the planet
- Flower corner: Sells flowers and flower-inspired products with complimentary packaging services
- Children's area and pet station

Size	184 square metres
Opening Hours	Monday to Thursday: 10:00am–6:00pm Friday: 10:00am–10:00pm Saturday, Sunday and Public Holidays: 10:00am–8:00pm
Address	B1, M+, 38 Museum Drive, West Kowloon Cultural District, Kowloon, Hong Kong

M+ DINING

CURATOR

Creative Café at M+

CURATOR Creative Café at M+ offers delicious drinks and light bites to be enjoyed with views over the Promenade and waterfront. From a range of coffees including the Artsy Print Coffee, the Rose Strawberry Cappuccino, and the Raw Coconut Latte, to a selection of tasty light meals, such as the Glutinous Chicken with Mushroom and Black Truffle Sauce, Pork Siu Mai with Thai Pomelo Salad, and Sakayaki Fish Balls, visitors can experience Asian tastes and nourishing delights.

Size	94 square metres
Opening Hours	Monday to Thursday: 10:00am–6:00pm Friday: 10:00am–10:00pm Saturday, Sunday and Public Holidays: 10:00am–8:00pm
Address	B1, M+, 38 Museum Drive, West Kowloon Cultural District, Kowloon, Hong Kong

ADD+ All Day Dining

Refresh and replenish with an experience of culinary culture to complement the M+ galleries. Offering all-day dining in an inviting setting overlooking the Art Park Promenade, ADD+ is a destination restaurant with iconic views of Hong Kong Island. Crafted by Executive Chef Daniel Chan, the menu features meals inspired by the global cuisines of Asia as well as bites that evoke the comfort and nostalgia of Hong Kong's classic snacks.

Executive Chef	Daniel Chan
Opening Hours	Coming soon in early 2022



Address B1, M+, 38 Museum Drive, West Kowloon Cultural District, Kowloon, Hong Kong

Mosu Hong Kong The sophisticated taste of Seoul comes to Hong Kong with the arrival of Mosu Hong Kong. A leading figure in the generation that is reinventing Korean cuisine through the imaginative use of seasonal ingredients, chef Sung-Anh creates a singular dining experience in a setting to match. Adjacent to the M+ Roof Garden, Mosu Hong Kong offers wrap-around views of the Hong Kong skyline, Victoria Harbour, and the lights of Kowloon.

Executive Chef Sung Anh

Opening Hours Coming soon in early 2022

Address 3F, M+, 38 Museum Drive, West Kowloon Cultural District, Kowloon, Hong Kong

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