

## Modern-Day Gifts from the Silk Route are a Click Away

The Aga Khan Museum relaunches online Shop in time for holiday gifting



**Toronto, November 16, 2017** — The Aga Khan Museum Shop is making its unique delights more easily accessible to art lovers and gift buyers around the world with a relaunch of its online shopping platform and a major increase in items that doubles the Museum Shop's offerings. Most of the new items were commissioned exclusively for the Aga Khan Museum Shop, an undertaking that supports both Canadian and international artisans while showcasing their distinct cultural backgrounds. In many instances, the items — jewellery, books, clothing, artwork, and more — are connected to the Aga Khan Museum's temporary exhibitions as well as its Permanent Collection.

The Museum Shop gives Canadian and international shoppers numerous gift-giving options for the holidays. More items will be added in coming months as Shoheb Gwaduri, Senior Retail Operations Manager at the Aga Khan Museum, travels to Turkey, Morocco, Egypt, and Pakistan to meet artisans and handpick items.

Browse the Museum Shop at [shop.agakhanmuseum.org](http://shop.agakhanmuseum.org).

Highlights include:

- Ceramics handcrafted by fifth-generation Turkish artisans exclusively for the Museum, inspired by traditional **Iznik patterns** in the Museum's Permanent Collection
- Canadian designer Rahim Bhimani's one-of-a-kind maple coasters, which take inspiration from the *mashrabiya* pattern in the Museum's courtyard
- Perfect for kids: uniquely designed teddy bears in limited-edition prints inspired by bustling markets and architecture dating back to the Silk Route

The online Shop's improved user experience includes a clean design, intuitive site-wide navigation, and improved menu functionality. It is also fully responsive to mobile devices, making it easy to navigate on a range of web browsers and portable devices.

**The Aga Khan Museum** in Toronto, Canada, has been established and developed by the Aga Khan Trust for Culture (AKTC), which is an agency of the Aga Khan Development Network (AKDN). The Museum's mission is to foster a greater understanding and appreciation of the contribution that Muslim civilizations have made to world heritage while often reflecting, through both its permanent and temporary exhibitions, how cultures connect with one another. Designed by architect Fumihiko Maki, the Museum shares a 6.8-hectare site with Toronto's Ismaili Centre, which was designed by architect Charles Correa. The surrounding landscaped park was designed by landscape architect Vladimir Djurovic.

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