

THE REPORT

Bergdorf Goodman's Holiday Windows Are an Ode to Iconic New York Institutions

The store partnered with beloved New York nonprofits for its much-anticipated windows

Text by Hadley Keller • Posted November 15, 2017

Is there any New York store more iconic than [Bergdorf Goodman](#)? The shopping destination has inspired multiple documentaries, earned a near rabidly devoted following, and draws traffic-stopping crowds for its annual—highly buzzed about and kept fiercely under wraps—holiday windows. This year, Bergdorf's upped the ante, partnering with a series of New York City institutions to outfit its iconic displays in a breathtaking ode to its home city. "While exploring this theme, we knew the windows had to be dynamic and multilayered to evoke the excitement of New York today, while simultaneously celebrating the city's past," says the store's celebrated senior director of visual presentation David Hoey. "Our institutional partners provided an array of subject matter to inspire us, so we crafted a completely different type of window for each organization." Indeed, the American Museum of Natural History, Brooklyn Academy of Music, Museum of the Moving Image, New York Botanical Garden, New York Philharmonic, New-York Historical Society, and [UrbanGlass](#) all lent their creativity in uniquely dazzling ways, and Hoey and team interpreted each vision in a manner that reflects the current

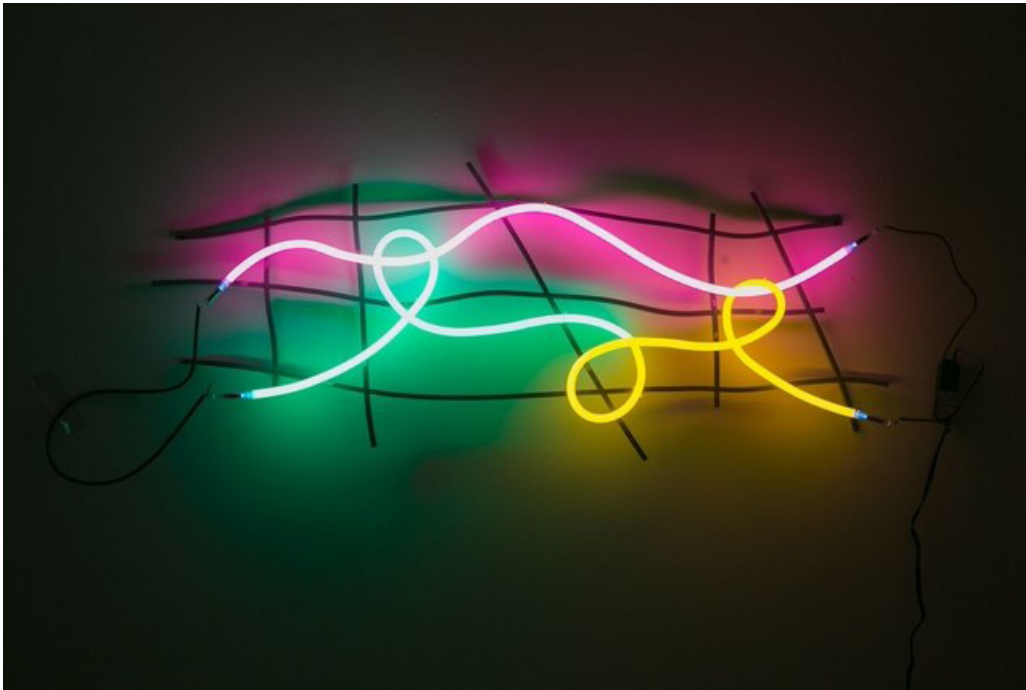


UrbanGlass

The [Brooklyn institution](#) responsible for some of today's hottest glasswork talents enlisted four artists to create works for sale and display.

institution in ways that are anything but obvious.

To go along with the windows, Bergdorf's has commissioned a slew of limited edition products created in collaboration with the institutions and several vendors carried in the store as well as a portfolio of unique "experiences" featuring each institution. Shoppers can purchase unique glass art from [Urban Glass](#), jewelry modeled after items in the American Museum of Natural History collection, or a movie screening at the Museum of the Moving Image, among many other presents.



UrbanGlass

"Looped Grid," a neon work by Keith Sonnier made in collaboration with UrbanGlass.

UrbanGlass

Rob Pruitt, "Fresh Fruit Bowl (San Pellegrino)."

