



**Manx National Heritage**  
*Eiraght Ashoonagh Vannin*

**18<sup>th</sup> December 2009**

**PRESS RELEASE**

**Manx National Heritage Shop goes live!**

A very exciting first step has just been made by Manx National Heritage who have gone live with their new online shopping website [www.manxheritageshop.com](http://www.manxheritageshop.com).

The website is in collaboration with the Department of Trade and Industry's ShopIOM.com project to help promote local retailers and assist them with online shopping. The project is supported by Venda, a company specialising in shopping software and e commerce and who also support museums like the British Museum in London and the Metropolitan Museum of Modern Art in New York.

To test the market a small selection of unique products have been displayed ranging from jewellery, desk accessories and silk scarves to seasonal Christmas cards and decorations including the few remaining limited edition Three Legs sculptures by Bryan Kneale. The site will change regularly and already new stock is planned to go online in mid January.

With the emphasis on shopping local and supporting the local Manx economy it is hoped that local shoppers will take advantage of browsing the site at their leisure, taking advantage of the option to have products delivered to their doorstep, or utilising a collection service from the Manx Museum.

Manx National Heritage anticipate a great deal of interest from the U.S.A. and it is hoped that online shopping will make it easier for the American Manx market to avail themselves of Manx National Heritage's unique, quality Manx products.

Manx National Heritage has a wide range of products which have been especially created for them exclusively. The advantage of online shopping is that the "story" surrounding the products can be told which is more difficult when the product is sitting on a shop shelf. The products featured illustrate how the art and landscape provide the inspiration for them. For instance, the art of the Manx crosses and most particularly Gaut's cross from Kirk Michael have been used to create a range of jewellery, desk accessories and a beautiful silk scarf. Local artists are also featured, the Royal Academician, Bryan Kneale but also Archibald Knox.

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This is a very exciting step for Manx National Heritage and one which we hope to build on quickly in the future.

**ENDS**

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**Giving Heritage Freedom to Flourish**

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