

# Turn Down the Volume

Posted on [February 18, 2013](#) by [Janet Muniz](#)

*"Sometimes in the stillness, we find things coming up that we didn't expect. They rise up so they can be released. Whatever appears, it exists in you, and you are presented with it as a question: Do you want to release me or not?..."*

**Harry Gordon Selfridge** was a visionary marketer and a master architect of creating incredible experiences. Over 100 years ago in London, he opened his dream store, Selfridges & Co., where he perfected what they call "the theatre of retail," using his incomparable instinct for discovering all that is new and noteworthy, delivering it first to his customers -and enjoying every minute of it.

Voted *Best Department Store in the World* at the Global Department Store Summit in Paris last year, Selfridges continues to delight. Just recently, this venerable place re-envisioned what Mr. Selfridge himself created in 1909: the Silence Room, where busy shoppers could "retire from the whirl of bargains and the build-up of energy."



**Sounds intriguing, no?**

[The Silence Room 2013](#) is part of the No Noise initiative, the store's answer to our noisy world, where we're constantly trying to manage the buzz. "In an initiative that goes beyond retail," they say, "we invite you to celebrate the power of quiet, see the beauty in function and find calm among the crowds." Designed by Alex

Cochrane Architects, this space of soothing light, soft felt seating -and silence- is free to anyone who enters; no shoes or phones allowed.

*... We have to look at what arises, own it, and then consciously set it free. The heart rises in joy with the liberation of each unneeded memory."*

-Winter Feast For The Soul

**Peace and Quiet.** Whatever you're looking for in your life, once you turn down the volume and listen, you'll probably hear the answer loud and clear. Why not take a break today, and shop for some peace and quiet? If you happen to be in London, you can visit The Silence Room; if you're here, you can visit Maya - take a class, enjoy a massage or get an acupuncture treatment.

Either way, I'll bet Mr. Selfridge would approve.

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