

## Press Release

### A New Museum Shop at Vienna's Jewish Museum

**On January 11, Gottfried & Söhne will open as a combined shop and salon, bringing Jewish culture of today into a symbiosis with Jewish tradition from the museum's exhibition events, allowing for enriching interpersonal encounters.**

A place of diverse encounters in transferring between the museum and the street, between everyday life and art, between past and present: that is the intent behind the new museum shop at Vienna's Jewish Museum according to the concept of art historian, design expert, and new shop owner Elisabeth Maria Gottfried. On January 11 at 5 pm, *Gottfried & Söhne* will be celebrating its opening with a select range of products from literature, music, and design. "I see the shop as a complement and expansion of the museum's collection and its exhibitions, which explore and preserve a rich Jewish tradition. A complement and expansion to the extent that I would like to bring today's Israel to Vienna in the form of contemporary design, an initiative that has been lacking in Austria until now." The museum shop is thus an open meeting point in the tradition of the centuries-old concept of the salon and at the same time opens up a current window on a country that despite a politically difficult situation features a vibrant and innovative cultural life.

"With the opening of the new museum shop, we offer our visitors a broad range, which includes a curated assortment of books and our catalogues and brings the creative heart of Israel to Vienna." (Director Danielle Spera, Jüdisches Museum Wien)

#### **A Shopping Experience in the Midst of the Everyday**

In tune with the idea of running the shop as a salon, Elisabeth Maria Gottfried invites the public to enjoy everyday miniatures that tell stories, to perceive them with all the senses, and to get a taste for new things: delicate porcelain on a table, an open book, writing utensils, a colorful illustration behind glass, or the music as a background for the inviting atmosphere. Attention is focused on the shop display arranged like a living room, which invites guests to pass time browsing in the shop and sets an unmistakable accent on the street.

#### **The Name as a Reflection of Family Tradition**

Inspired by the exhibition *Kauft bei Juden!* held in 2017 at the Jewish Museum and the almost forgotten culture of old department stores, the shop name *Gottfried & Söhne* takes up the history of typically Viennese shops, which always were linked to a family tradition as a guarantee for quality, a wide range of products, and a personal approach to the customers. In fact, the name *Gottfried & Söhne* reflects the family tradition of the new shop owner, her great-grandfather, a Jewish clothier who provided the family name. "Gottfried" or "God" and "peace" together in a name could also be seen as a message for tolerance.

#### **Personal Exchange while Travelling and in Conversation**

In preparation for this ambitious task, Elisabeth Maria Gottfried travelled extensively in Israel, focusing on Tel Aviv, the creative melting pot on the Mediterranean Sea, looking to engage with people working in the realms of literature, interiors and object design, fashion, and music, establishing initial contacts. A constant exchange will not only continue with people working in the cultural realm directly in Israel, but with people in all countries who have given Jewish cultural producers a home, first and foremost Austria. Characteristic of the idea of the salon, future readings, concerts, and other performances are planned that reflect the thematic content of the museum exhibitions, while moving individual shop products or design lines to the forefront and enable encounters with individual artists, writers, and designers. A collaboration with Vienna's Universität für

angewandte Kunst is also in planning, to develop joint projects with Israeli institutions of higher education to promote young designers.

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