



NEWS

RELEASE

THE JEWISH MUSEUM AND KETUBAH.COM RELEASE NEW ROUND OF MARRIAGE CONTRACT DESIGNS

New Marriage Contract Designs Represent Expanded Geographical Scope

New York, NY - The Jewish Museum, the preeminent museum in the United States devoted exclusively to art and Jewish culture, and Ketubah.com, the world's largest resource for the traditional Jewish marriage contract known as the *ketubah*, are releasing a new round of marriage contract designs, part of the ongoing **Museum Collection** series. These new designs are a follow-up to the best-selling initial release of **Museum Collection** ketubahs, and represent an expanded geographical scope. Adapted from rare examples in the Museum's unrivaled permanent collection, these new additions to the **Museum Collection** will be available internationally - exclusively online at Ketubah.com and at The Jewish Museum Shops in New York City.

The ketubah is a document with millennia-old origins and a rich artistic history. An ancient and longstanding tradition of the Jewish wedding, it is a marriage contract between newlyweds intended to outline their responsibilities toward each other. Once simple and unadorned, *ketubot* (plural in Hebrew) have evolved over recent centuries into exceptionally beautiful, vividly colorful and touchingly personalized works of art that couples frame and display in their homes as a testament to their bond and enduring love for one other, and an affirmation of the roots of their Jewish faith. Today, the ketubah also has become quite popular in interfaith and non-Jewish marriages as a general expression of consecration and commitment.

The new round of **Museum Collection** designs includes twelve ketubah designs adapted from precious original works representing a diverse geographical offering, from Greece to Morocco, Persia to Italy, they are prized among The Jewish Museum's vast holdings of 25,000 works of art, artifacts, ephemera, and ceremonial objects. The twelve new ketubahs - each one an heirloom-quality giclée print, created using archival inks and papers - feature updated modern texts surrounded by historic artwork.

The designs in the new **Museum Collection** are available in a choice of sizes. They also can be personalized, with a variety of texts printed with digital calligraphy and appropriate to different types of marriages and all levels of religious observance. Texts are available in English, Hebrew, or both; couples can also choose to use their own text. Whereas ketubah designs previously have been available in only one size and often require weeks of preparation, the **Museum Collection** designs take advantage of current technology and offer couples personalization and variety in a far more efficient timeframe; Ketubah.com's streamlined production makes a completely personalized, museum-quality ketubah available in as little as two days.

The **Museum Collection** ketubahs can be viewed and purchased on location at The Jewish Museum Shops in New York City, and online at <http://www.ketubah.com/museum-ketubahs/> and <http://shop.thejewishmuseum.org>.

THE COLLECTION:

Rhodes (Greece), 1843

This ketubah was adapted from a marriage contract, from Rhodes (Greece), 1843, in the collection of The Jewish Museum.



Senna, Kurdistan, Persia, 1848

Adapted from a marriage contract from Senna, Kurdistan, Persia, 1848, in the collection of The Jewish Museum, the decoration of this ketubah combines the motif of the lion in front of the rising sun, a national symbol of Persia typically used in ketubot from Isfahan, with a frame comprising a series of quatrefoils alternating with pitchers, popular in ketubot from Senna, where this example was produced. The appearance of these two decorative devices on the same ketubah could indicate that the document commemorates the wedding of a local Senna Jew to a member of a family with ties to Isfahan.



Modena (Italy), 1785

This ketubah was adapted from a marriage contract, from Modena (Italy), 1785, in the collection of The Jewish Museum.



Rhodes (Greece), 1830

This ketubah was adapted from a marriage contract, from Rhodes (Greece), 1830, in the collection of The Jewish Museum. In the left panel are the terms of engagement (tena'im) and in the right panel the marriage contract, an arrangement also found on Italian ketubot. The Soriano family, to which the bride belonged, was very prominent on Rhodes.



Ancona (Italy), 1793

This ketubah was adapted from a marriage contract, from Ancona (Italy), 1793, in the collection of The Jewish Museum. The empty shield above the text indicates that the decorative frame was prepared prior to the ketubah's sale. The families had no coats of arms.



Vercelli (Italy), 1776

This ketubah was adapted from a marriage contract, from Vercelli (Italy), 1776, in the collection of The Jewish Museum. Although some Italian marriage contracts depict the bride and groom, very few represent the wedding party or the attendant musicians, shown here in lavish costumes and hairdos.



Tehran, Persia, 1885

This ketubah was adapted from a marriage contract, from Tehran, Persia, 1885, in the collection of The Jewish Museum. The composition of this ketubah consists of a decorated panel at top and a series of gilt frames below, each inscribed with text. This format was influenced by Persian book decoration and is also found on many Muslim marriage contracts.



Probably Mashhad, Persia (Iran), 1898

This ketubah was adapted from a marriage contract, from (probably) Mashhad, Persia (Iran), 1898, in the collection of The Jewish Museum.



Isfahan, Persia, 1818

This ketubah was adapted from a marriage contract, from Isfahan, Persia, 1818, in the collection of The Jewish Museum. The use of the motif of the lion in front of the rising sun, a popular symbol of Persia, reflects the national pride of the Jews of Isfahan, who believed they were the oldest Jewish community in the country.



Isfahan, Persia, 1879

This ketubah was adapted from a marriage contract, from Isfahan, Persia, 1879, in the collection of The Jewish Museum.



Hamadan, Iran, 1943

This ketubah was adapted from a marriage contract, from Hamadan, Iran, 1943, in the collection of The Jewish Museum.



Tétouan, Morocco, 1837

This ketubah was adapted from a marriage contract, from Tétouan, Morocco, 1837, in the collection of The Jewish Museum.



About The Jewish Museum Shops

The Jewish Museum Shops offer the world's finest selection of Jewish ceremonial objects and products representative of contemporary and traditional Jewish art and culture. The Cooper Shop (just off the main lobby of The Jewish Museum, 1109 Fifth Avenue, 212.423.3211) offers an extensive selection of merchandise reflecting the Museum's current exhibitions and permanent collection, as well as

distinctive gifts for men and women, Museum reproductions and adaptations, jewelry, books, music, toys and inspired objects created by artists exclusively for the shops – all relating to Jewish life. Celebrations, (located next door to the Museum at 1 East 92nd Street, 212.423.3260) is devoted exclusively to high-quality, innovative and artist-designed Jewish ceremonial objects for every holiday and occasion. A large selection of ketubahs and wedding registry services are also available. Visit the Shops online at <http://shop.thejewishmuseum.org>.

About The Jewish Museum

Internationally admired for original exhibitions, public programs and education offerings that inspire people of all backgrounds, The Jewish Museum (at Fifth Avenue & 92nd Street in New York City / <http://www.thejewishmuseum.org>) is the preeminent museum in the United States exploring art and Jewish culture. Founded in 1904 with just 26 donated objects, the Museum has grown a thousand-fold over the course of a century. Today its permanent collection includes more than 25,000 works, including archaeological artifacts, ceremonial objects, and works of art in every medium that span centuries up to the cutting-edge contemporary art of today. The Jewish Museum's home is an architectural jewel among the cultural institutions of New York City's famed "Museum Mile." Its building is the elegant French Gothic chateau-style Warburg mansion, designed by C.P.H. Gilbert and constructed in 1908. The mansion is both an historic landmark and a symbol of the Museum's commitment to the arts and cultural understanding.

About Ketubah.com

Ketubah.com, a division of Ketubah Ketubah Inc., is North America's leading provider of fine art Ketubahs. The company, founded in 1996 by Michael Shapiro, was the first to specialize exclusively on the creation of fine art Jewish marriage documents and offers the most unique and comprehensive catalog of ketubahs ever available to consumers. Utilizing state-of-the-art technology for fast, flexible ketubah creation and personalization, the company remains devoted to exacting quality standards, and providing a unique and meaningful way for couples to express their love for each other. <http://www.ketubah.com>

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