**All About Tel Aviv-Jaffa**The Invention of a City

**Jewish Museum Hohenems**

**from April 7 until October 6, 2019**

*Long*

These days, hardly any other metropolis is being celebrated as much as Tel Aviv—as an open-minded party city, as a Mecca for startups, as “White City“ and, with more than 4000 buildings, as the “worldwide largest ensemble of Bauhaus architecture.“ Or simply as an oasis in the midst of Israel’s, Palestine’s, and the Middle East’s national and social as well as religious and violent conflicts.

The first “Hebrew city“ of modernity was founded as a suburb of Jaffa, the old Arab port city. However, after the war of 1948, Jaffa’s few unwrecked structures turned into a backyard of the booming city – and a picturesque backdrop for tourists. To this day, Tel Aviv-Jaffa attempts at reinventing itself time and again.

The exhibition “All about Tel Aviv-Jaffa” takes a look—together with Tel Aviv-born photographer Peter Loewy—behind the scenes of this successful city branding. It delves into the myths, abysses, and complex realities of this city that was built and shaped by legal and illegal immigrants and refugees. A city that tries to forget its own history—and to repress anything that is not “white.”

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These days, hardly any other metropolis is being celebrated as much as Tel Aviv. Open-minded party city, Mecca for startups, “White city” and “Bauhaus ensemble”: an oasis in the midst of Israel’s, Palestine’s, and the Middle East’s national, religious, and violent conflicts. The exhibition “All about Tel Aviv-Jaffa” takes a look—together with Tel Aviv-born photographer Peter Loewy—behind the scenes of this successful city branding. It delves into the myths, abysses, and complex realities of Tel Aviv-Jaffa. A city that was built by legal and illegal immigrants and refugees and that keeps trying to reinvent itself—and to repress anything that is not “white.”

Curator
Hannes Sulzenbacher (Vienna)
Co-Curators
Ada Rinderer (Dornbirn)

Hanno Loewy (Hohenems)

Photography
Peter Loewy (Frankfurt am Main)
Architecture
Ada and Reinhard Rinderer (Dornbirn)

Graphics and Design
atelier stecher (Götzis)

Roland Stecher, Thomas Matt

Project Organization
Hanno Loewy, Birgit Sohler (Hohenems)
Education
Angelika Purin, Judith Niederklopfer-Würtinger, Tanja Fuchs (Hohenems)
Administration
Gerlinde Fritz (Hohenems)
Technical Assistance
Dietmar Pfanner (Andelsbuch), Dietmar Pöschko (Hohenems)

**Press conference**
**Friday, April 5, 2019, 9:30 a.m.**
at the Jewish Museum Hohenems, Schweizer Str. 5, 6845 Hohenems

**Exhibition opening**
**Sunday, April 7, 2019 at 11 a.m., Salomon Sulzer Hall
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Welcome
Hanno Loewy - Jewish Museum Hohenems
Dieter Egger – Bürgermeister der Stadt Hohenems
Opening Speech
Muhammad Jabali (Berlin/Jaffa)
Words about the exhibition
Hannes Sulzenbacher – curator (Vienna)
Ada Rinderer – architect (Dornbirn)
Peter Loewy – photographer (Frankfurt am Main)

Opening: Salomon Sulzer Hall, Schweizer Str. 21, 6845 Hohenems
Followed by a tour of the exhibition at the Jewish Museum, Schweizer Str. 5

Public guided tours
Every 1st Sunday of the month from 11:30 a.m. until 12:30 p.m.
May 5 | June 2 | July 7 | August 4 | September 1
And every 3rd Saturday of the month from 3-4 p.m.

April 13 | May 18 | June 15 | July 20

Guided tours for groups
Advance reservation required, please contact Gerlinde Fritz,
office@jm-hohenems.at, ph +43(0)5576 73989

Address
Jewish Museum Hohenems
Schweizer Straße 5, A-6845 Hohenems
Ph +43(0)5576 73989, office@jm-hohenems.at, www.jm-hohenems.at

Opening hours museum and caféteria
Tuesday to Sunday 10 a.m. – 5 p.m. and on holidays

Opening hours library
Tuesday to Friday 10 a.m. –12 p.m. and 2-4 p.m., as well as upon appointment

**Contact**
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