

## ► Modern Culinary culture

**Important museums throughout the world have realized that a culture-enthusiastic public is not satisfied with only quality exhibitions, but also appreciates a good meal in a stylish and fashionable environment as a part of the museum experience. In recent years, museums have launched culinary restaurants as part of the cultural activities in a designed space.**

**Israel is not lagging behind.  
Inclusive cultural leisure**

Also In the past, Museum visitors have enjoyed impressive creations of art, while at the same time, they had to settle for drab and dreary buffets; however, today museums throughout the world know better how to upgrade the visit to the site to an overall leisure experience. In recent years, more and more museums have launched as part of the visiting experience – stylish restaurants that offer hosting that complements the museum experience.

Like many other trends in the culinary arts and in general, this one started in New York, which boasts a number of distinguished museums. "THE MODERN" Restaurant at the Metropolitan Museum of Modern Art (MOMA), was among the first that introduced a gourmet menu in the setting of a museum, and thereby, this inspired other museums in the U.S., and the trend also crossed borders and reached Europe and Asia. This global trend has also reached Israel, with the opening of the Jerusalem "MODERN" restaurant as part of the renovation of the Israel Museum. The Israeli version is located at the entrance to the museum and invites its visitors to enjoy a fine meal and a modern Jerusalem menu. There is no obligation to buy a ticket to the museum.

"The essence of the restaurant at the museum is to enhance the experience of the museum through the menu and dishes that reflect the local activities.



Museum visitors look forward to a good and authentic meal from the scene of the happening – that will wrap up the visit to the museum without having to leave the complex. After a prolonged pastime, it is important to offer to the culture-enjoying public a meal that complements the experience and compares with the experience enjoyed at the exhibitions", says Zafir Ginsberg, the owner of "Modern" at the Israel Museum .

According to Ginsberg, "Museum visitors relate to the meal as a break between one exhibition and the next one and therefore prefer a quality menu that also offers light and yet affordable dishes."

As part of this trend, the museums restaurants tend to offer visitors a cuisine that characterizes the cuisine in which the museum operates. For example, the restaurant of the Tate Gallery in London presents itself as a British bistro and offers a new interpretation of the traditional British cuisine; similarly, at the George restaurant at the George Pompidou Museum in Paris – the restaurant serves variations on contemporary French cuisine. At the Sculpture Garden of the National Museum in Washington, an excellent restaurant is operating, serving mostly traditional American sandwiches. "Modern" at the Israel Museum serves a Jerusalem cuisine with a modern preparation, creative, and with a personal touch which complements the cultural experience.

"The other important challenge facing the museum restaurant is designing the ►

▶ restaurant space as entailing extra space and serving as a business card for hosting and on behalf of the museum itself," explains Zafrir. For this reason, this trend presents the design of restaurants as an integral part of the creativity design of the museum. The finest architects and designers were hired for the sake of museum restaurants around the world. The design is an experience in itself – an experience that is no less than the visit of the public to the museum itself.

The Israeli architect Gadi Halperin, created a special and innovative space in Israel. The space corresponds with modernist artists on the one hand and on the other, with the entering of the bright light of Jerusalem and its olive trees inside.

The interior is inspired by modernist artists: Piet Mondrian and the De Stijl Dutch group; the interior design inspiration came from a pair of American designers Charles and Ray Eames; the lighting design by the Italian light artist Ingo Mauer, from whom his original works floatation suspension were purchased. Ancient olive trees,

property of the museum, were placed on the veranda so that they can be observed from anywhere in the restaurant.

It is important to remember and understand that this is not a gallery but a restaurant whose entire design must be functional, professional, and in the long run, appropriate for the hosting of the international public of the city of Jerusalem.

The "Modern" experience offers the old cuisine of Jerusalem in a modern version; the chef Yotam Bar collects the freshest raw materials from Jerusalem's colorful markets. The Jerusalem cuisine is contemporary and modern. The international atmosphere is dotted with familiar faces of the neighbors from the Knesset. This is truly a culinary experience combining both culture and leisure.

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