

FORGOTTEN FACES: 12+1 LEGENDARY FIGURES FROM THE JEWISH PAST OF SZEGED

Development of creative cultural attractions

OUTPUT 5.2.



2020

1. Mission

Szeged Municipality's mission as Lead Partner of project Rediscover was to showcase 12+1 prominent local Jewish persons and their personal stories at an open-air exhibition in the most frequently visited square in downtown Szeged. The novelty of this exhibition lay in its visibility concept, based on which, information was distributed in a unique and innovative way drawing attention of large masses of people from all age groups.

2. Description

The exhibition *Forgotten Faces: 12+1 legendary figures from the Jewish past of Szeged* took place on 2-6 November, 2020. This special cultural event introduced thirteen outstanding persons: renowned rabbis Lipót and Immánuel Löw, Sámuel Birnfeld, industrialist Jenő Pick, Ármin Winter and Tivadar Holtzer, world-famous spice trader János Kotányi, artists Manci Back and Judit Kárász, writer Éva Janikovszky, the first trained female librarian Ágot Fischhoff, local celebrity Mrs. Kárász and last, but not least, architect Lipót Baumhorn. Several of these names have nationally or internationally been acclaimed and thus, widely known, but it is a lesser-known fact that they all had roots in Szeged. Many of these persons' faces have long been forgotten, but were revived by this unique exhibition where personal stories were displayed on a life-size, two-dimensional statue-shaped-form (160 cm tall and 90 cm wide) in English and Hungarian. Besides its 180,000 residents, Szeged has over 4000 foreign university students from 115 countries.





This unique, open-air exhibit partially filled the void of the cancelled 16th Autumn Jewish Festival. By carefully selecting its place, we aimed at attracting the largest possible audience, taking into consideration: easy accessibility for all age groups, for disabled people and for cyclists.



All schools were officially notified about the cultural event via e-mail and as a result, several classes from local primary and secondary grammar schools visited the exhibition during school day. Senior groups also visited and discussed the content of the exhibition together.



3. Conclusion

The generally less visible intangible local Jewish cultural heritage was brought to light by the innovative exhibition *Forgotten Faces* between 2 and 6 of November 2020. Our intention was to incorporate as much rediscovered information on the local intangible JCH as possible, doing so, in a creative and attractive way. The cultural event not only generated wide interest locally, but has also gained national acclaim online. In order to meet the specific objectives of project Rediscover and to assure sustainability, the exhibition is going to be moved to the garden of the New Synagogue where it will be permanently exhibited for visiting national and international tourists, locals and schoolchildren.