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FOR IMMEDIATE RELEASE
September 21, 2010

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*Handbag Designer Judith Leiber and Artist Gerson Leiber
To Discuss Their Lives and Careers
at the Museum of Jewish Heritage—A Living Memorial to the Holocaust*

New York, NY—On **Monday, October 18 at 7 p.m.**, handbag designer Judith Leiber and her husband, artist Gerson Leiber, will discuss their lives in Hungary and in the United States at the **Museum of Jewish Heritage – A Living Memorial to the Holocaust**. Author Jeffrey Sussman will interview the Leibers about their book *No Mere Bagatelles* (Judith Leiber, LLC, 2009).

Beginning with Judith’s life in Budapest under Nazi occupation and her marriage to Gerson, an American GI, the Leibers recount their memorable lives and how his paintings ended up in the world’s most important collections, and her handbags have been treasured by every First Lady since Mamie Eisenhower.

Gerson Leiber said, “For a poor boy and a Holocaust survivor from Budapest to be fêted in the White House was an honor that would have been unimaginable to us...It’s been an amazing journey for us.”

Tickets are \$5 and free for members and are available online at www.mjhnyc.org or by calling the Museum box office at 646.437.4202.

Judith Leiber studied the craft of handbag making during World War II in Budapest. In 1947 Mrs. Leiber and her husband, Gerson, immigrated to the U.S. After many years working for leading New York handbag manufacturers, Mrs. Leiber launched the Judith Leiber Company in 1963, with the support of her husband. The couple sold the company and retired in 1998.

Judith Leiber creations are incomparable in quality and craftsmanship. Her artful, often whimsical, handbags are part of the permanent design collections at The Victoria and Albert Museum in London, The Metropolitan Museum of Art in New York, The Smithsonian Institute in Washington, The Houston Museum of Fine Arts, and the Los Angeles Museum of Art. Her handbags have been passionately collected and worn by movie stars, opera singers, and fashion icons.

Born in Brooklyn in 1921, **Gerson Leiber** showed promise in his high school art classes, and while stationed in Hungary in the army, he took classes at the Royal Academy of Art in Budapest. After the war, he studied at the Art Students League. At the Brooklyn Museum’s art school, Gerson began engraving with Gabor Peterdi. His prints won many awards and were featured in many one-person shows. He taught etching and engraving at the Printmaking Workshop established by Robert Blackburn. Emphasis in his work turned to painting in the mid-50s, but he continues to produce and exhibit his prints.

Jeffrey Sussman is the author of nine books on a variety of topics. His most recent book is *Power Promoting: How To Market Your Business to the Top!* He has been a guest on numerous CNBC, Bloomberg, CNN, and Dow Jones television business news programs. Sussman has also been teaching a popular course on marketing and promoting for adults at The New School University.

WHAT: *No Mere Bagatelles*
Judith and Gerson Leiber interviewed by Jeffrey Sussman

WHERE: **Museum of Jewish Heritage—A Living Memorial to the Holocaust**
Edmond J. Safra Plaza, 36 Battery Place, Lower Manhattan

WHEN: **Monday, October 18 at 7 p.m.**

COST: **\$5, free for members**

About the Museum of Jewish Heritage

The Museum's three-floor Core Exhibition educates people of all ages and backgrounds about the rich tapestry of Jewish life over the past century—before, during, and after the Holocaust. Special exhibitions include *The Morgenthau: A Legacy of Service*, on view through December 2010 and *Project Mah Jongg*, on view through January 2011. It is also home to the award-winning *Keeping History Center*, an interactive visitor experience, and Andy Goldsworthy's memorial *Garden of Stones*. The Museum offers visitors a vibrant public program schedule in its Edmond J. Safra Hall and receives general operating support from the New York City Department of Cultural Affairs.

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