

From Book to Countenance:

The FRMRC's New Logo



The Franz Rosenzweig Minerva Research Center is proud to introduce its new logo! The invention of Aaron Friedmann at Shift Studio Graphic Design, the Center's new logo is modeled upon an iconic photograph of Franz Rosenzweig from June, 1917.

For more than thirty years, the Rosenzweig Center logo featured an open book on the backdrop of an image of the Hebrew University of Jerusalem, highlighting the Center's identity as an academic home for the study of a once-thriving German-Jewish life of letters, displaced to Jerusalem. The Center's new logo brings the viewer face-to-face with the Center's namesake, in a striking, high-contrast image. Such an iconic transition from book to countenance mirrors Rosenzweig's own elevation of the face in the quest for truth in the closing pages of his magnum opus, *The Star of Redemption* (*Der Stern der Erlösung*, 1921). But the Center's transition to a new logo likewise calls attention to the ways relationships between books and the countenances facing them serve as the foundation for the kind of innovative research and fruitful intellectual dialogue which the Franz Rosenzweig Minerva Research Center seeks to foster.

