FOR IMMEDIATE RELEASE
Media Contact: LoriAnn Wukitsch, Managing Director
Work: 610-882-0450 ext. 16
Mobile: 484-695-1040
lwkitsch@historicbethlehem.org

Debunking Design Myths with Shweta Jajodia, local interior Designer, at the Kemerer Museum of Decorative Arts

BETHLEHEM, PA, October, 2021 – Join Historic Bethlehem Museums & Sites (HBMS) for an evening celebrating the artistry of interior design on October 28th, 2021 from 6:30pm to 8:30pm at the Kemerer Museum of Decorative Arts. HBMS is delighted to welcome interior design expert Shweta Jajodia to lead this lecture and workshop focused on debunking design myths and sharing the importance of tradition, modernity, and functionality in creating a space. This not-to-be missed Schneider Lecture will take place at Pennsylvania's only museum dedicated completely to the decorative arts- a match made in design heaven.

Shweta Jajodia, a National Council for Interior Design Qualification certified interior designer and owner of SJ Interiors in Allentown, will take attendees on a spirited discourse that will go beyond mainstream design techniques: “I firmly believe that the use of various artforms provides identity to the space they are used in, while providing something unique to the collector... it’s the storytelling medium for human civilization,” says Jajodia. Her goal is to dispel the myth that history and tradition in design mean stuffy or outdated while using contemporary innovation. Her design roots go back to her native India, where she worked to conserve heritage hotels while adding modern amenities.

“What better place to talk about this topic than the Kemerer Museum which is all about Decorative Arts and history? The current exhibit Art at Home featuring 100 artworks from various artists ties perfectly with our current topic of discussion.” said Jajodia of the program partnership.

Visitors will have the chance to converse during the evening, with Jajodia, who will offer tips on how to create a space that sets itself apart from the design norm, prioritizing vision over trends. Light fare and wine will be served during the lecture, guests will have time to peruse the Art at Home exhibition and shop a pop-up from RE:Find. RE:Find is a home furnishings store in Allentown that blends luxury retail and a quirky, high-end aesthetic to create a truly one-of-a-kind, acclaimed shopping destination. They will have a curated collection of decor objects and art to bring character and personality to your home decor.

The Schneider Lecture is funded in part by the Ernest M. Schneider Lecture Fund and in part by the Jones Fund for Adult Programming as part of the Design After Dark: Community Curated series.

Admission is $30 for current HBMS members, and $45 for future members. Tickets may be purchased online in advance, or by calling 610.882.0450 ext. 25. To learn more,
visit [www.historicbethlehem.org](http://www.historicbethlehem.org). The Kemerer Museum of Decorative Arts (part of Historic Bethlehem Museums & Sites) is located at 427 N. New St. in Bethlehem and can be reached at 610-868-6868. Masks are currently required for indoor programs.

*Historic Bethlehem Museums & Sites is a not-for-profit institution that brings to life three centuries of American history. Historic Bethlehem tells the story of a small town of great influence, home to some of our nation’s earliest settlers, to the first pumped municipal water system in the American colonies, and to one of the world’s greatest industrial companies. Historic Bethlehem is located in eastern Pennsylvania, only a 1.5 hour drive from Philadelphia to the North and 2 hours west of New York City. Historic Bethlehem is an Affiliate of the Smithsonian Institution, a National Historic Landmark District, and a designation to the US Tentative List.*

###