

Th: Jefferson

MONTICELLO

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www.monticello.org

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Bring Monticello Design to Your Home

As author of the Declaration of Independence and the founder of the University of Virginia Thomas Jefferson had ideas that transformed our world. He voiced aspirations for his new nation and introduced new architecture, plants, and cuisine to its culture. Today, Monticello is often described as a three-dimensional autobiography of its creator.

A French nobleman described Thomas Jefferson as a “Musician, Draftsman, Surveyor, Astronomer, Natural Philosopher, Jurist, and Statesman.” Fueled by Enlightenment thought and knowledge of the classics, he was both politically and artistically creative. His home Monticello served as a laboratory for his cultivated life. Jefferson’s admiration for neoclassicism influenced his designs—from architecture to household objects. Inspired by his travels, Jefferson created Monticello with a larger objective to educate his friends and family on how to live with “a greater eye toward convenience.”

President Franklin D. Roosevelt, a frequent visitor to the mountaintop during his own presidency, noted that “*Monticello appeals to me as an expression of the personality of its builder. ... In the very furnishings*

which Jefferson devised on his own drawing board ... there speaks ready capacity for detail, and above all, creative genius.”

The Shop at Monticello™ offers customers the opportunity to bring home the objects and designs inspired by Jefferson’s vast intellectual and artistic pursuits, his eye for design and innovation, and his passion for the classics and architecture.

This summer The Shop at Monticello launched a new website dedicated to engaging customers in a uniquely Monticello experience. The new online store introduced more than 250 new products including jewelry, gardening items, food, and handcrafted gifts, and one of the largest selections of Jefferson book titles—more than 190 available online. More than 500 of the offerings are exclusive to Monticello, and many are made in the United States.

The website features a new blog, *Memorandum*, inspired by Thomas Jefferson’s Memorandum Books, the accounts he kept for years covering his day-to-day life. *Memorandum* offers insight into Jefferson’s interests and life at Monticello. The blog features ideas for the art of entertaining,

Monticello-inspired recipes, and insider videos and interviews with Monticello experts.



Shop monticelloshop.org and receive **free shipping** on orders of \$75 or more.

Enter coupon code TJFN13 during checkout.
Hurry! Offer expires December 24, 2013.

5 WAYS TO EXPERIENCE THE NEW www.monticelloshop.org

- ❖ Watch a video on how the Tulip Poplar bowls are made with local artisan Fred Williamson and then shop the extraordinary handmade one-of-a-kind gifts.
- ❖ Learn more about Jefferson as one of our “Founding Foodies” and shop our new selection of homemade pasta cooking products.
- ❖ Find out what our staff is reading on Monticello’s new Revolving Bookstand series—add staff favorites to your personal library.
- ❖ Check out our new gourmet food packages—the perfect gift to send to friends and family this holiday season!
- ❖ Try a Jefferson-influenced recipe from our blog, *Memorandum*.

