

Winter Holiday MAGAZINE



A SUPPLEMENT to the
JEWISH EXPONENT
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Give
THE GIFT OF
Experience

HILARY DANAILOVA | JE FEATURE

My friend Jennifer was recently surprised with birthday tickets to a magic show.

Weeks later, she couldn't stop raving about how the magician produced drink after drink, perfectly concocted, from the same spigot, based solely on what the audience members called out. "A White Russian. Coconut water. Small-batch bourbon. It was amazing!" she recalled. "I have no idea how he did it."

The most amazed one was probably her boyfriend, who'd wondered whether a pair of tickets would be as well received as the usual jewelry or cashmere.

But as it happens, her boyfriend had tapped into our shifting zeitgeist: More and more people favor experiences over objects, a trend that is growing more pronounced with the millennial generation, which famously eschews cars in favor of vacations.

So this year, consider a Chanukah gift that won't take up space in a closet, tarnish or require yet another irritating charger cable. Give an experience like one of these — and get ready to savor the stories.

BABY DISCO, STANDUP AND STORYTIME, PLUS A WHOLE YEAR OF JEWISH MUSEUM-GOING.

The best Chanukah party this year just might be the family-centric Christmas Day extravaganza at the National Museum of American Jewish History. That's because this year, Dec. 25 is also the first day of Chanukah — so the \$90 family membership, which includes party entrance, is an ideal first-night gift.

And it's a crazy bargain, because the whole family gets free admission the rest of the year. They also get two additional guest passes, discounts at the store and cafe, member exhibition previews, invites to family programs, and special holiday shopping days ... in case they're still scrambling for those last couple of nights.



PHOTOS BY MARIO MANZONI
Above: A membership to the National Museum of American Jewish History is a gift that lasts the whole year.