

Manifesto

CAFÉ MORTEL

Welcome to Café Mortel, a pioneering lifestyle and deathstyle brand that envisions a world where the end of life is celebrated as vibrantly as its beginning. Our mission is rooted in the belief that embracing our mortality profoundly enriches our lives. Through engaging discussions, thought-provoking dinner parties, and our 'to die for' memento mori products, we invite you to contemplate the finiteness of life in ways that ignite joy and fulfillment.

At Café Mortel, we craft a new narrative for death, tailored for our era. Our name, inspired by the anthropological term coined by Bernard Crettaz, represents not just a physical space but a domain of profound dialogue—where dinner tables become the setting for deep conversations about life and its inevitable conclusion. These gatherings, echoing Crettaz's original 'café mortels', build a community united by the recognition that our time here is invaluable.

We are more than a brand; we are a movement. With Ruby Cohen Love at the helm, our ethos is to reshape death culture one conversation at a time. Currently, our focus is on fostering community through dinner parties that encourage open dialogues about mortality and on providing beautifully designed products that act as memento mori.

Café Mortel intends to nurture human culture by inspiring you to question and reimagine the rituals and ceremonies surrounding death, potentially impacting our views on life, death, and transcendence for decades to come.

Our commitment to injecting art, fashion, theater, and design back into end-of-life ceremonies speaks to a deep human quality, reminiscent of the theatrical rites of ancient times that evolved into Greek Tragedy and, subsequently, modern theater. This project revives the performative element lost in today's industrialized rituals, offering a glimpse of a hopeful bend in history at a time when it feels that history has reached its end.

While beautifully curated ceremonies and innovative funeral and cemetery designs are in our future plans, they are not yet in practice. Our approach to funeral planning will incorporate elements of history, culture, fashion, philosophy, and the arts, creating a multi-sensory experience that both celebrates life and honors the departed.

Our commitment extends beyond services; it includes creating spaces that nurture connections and breathe life into our movement. As we plan to transform cemeteries into lush botanical gardens and offer alternative commemorations such as ballets or gallery exhibitions, we also look to the future. Our sustainability initiatives aim to rejuvenate ecosystems, turning mourning into regrowth by transforming our lost loved ones into living elements of nature. Furthermore, we will introduce long-term funeral plans that not only secure future funeral arrangements, thereby relieving families of financial burdens, but also contribute to our sustainability efforts.

Join us at Café Mortel, where we don't merely prepare for the end—we craft it into a celebration of life itself.