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February 1, 2023 / FOR IMMEDIATE RELEASE

**Temptation Transformed: How the Forbidden Fruit Became an Apple
In-Person Public Talk, February 22**

NEW BRUNSWICK/PISCATAWAY, N.J. – It is often assumed that Adam and Eve sinned by eating an apple in the Garden of Eden, but the Bible does not identify the forbidden fruit. How did the apple become the dominant symbol of temptation, sin, and the Fall of Man? Azzan Yadin-Israel, Professor of Jewish Studies and Classics at Rutgers, pursues this mystery across centuries of artistic interpretations and religious history, uncovering where, when, and why the forbidden fruit became an apple.

Free and open to the public, this in-person talk on February 22 is based on Yadin-Israel's groundbreaking new book, *Temptation Transformed: The Story of How the Forbidden Fruit Became an Apple* (University of Chicago Press, 2023), which upends an explanation that stood for centuries. His wide-ranging study of Renaissance art, medieval storytelling, and early Christian thought offers a fresh look at the history of a central religious icon.

Sponsored by the **Allen and Joan Bildner Center for the Study of Jewish Life** at Rutgers University, the talk will be held at 7:00 p.m. at the Douglass Student Center, 100 George Street, New Brunswick. Light refreshments will be served following the talk. Advance registration is required online at **BildnerCenter.Rutgers.edu**.

A professor at Rutgers since 2002, Azzan Yadin-Israel has published widely on rabbinic literature, early Christianity, and the history of the Hebrew language. His publications are available at: <https://azzanyadinisrael.wordpress.com/>

The Allen and Joan Bildner Center for the Study of Jewish Life connects the university with the community through public lectures, symposia, Jewish communal initiatives, cultural events, and teacher training.