EST. 2026

SOCIÉTÉ *Tarocchi*

NEW YORK



Find us,

and you will be found.

A CAPSTONE BY CATHERINE JACOBI

Senior Project 1: Capstone · Professor Robert McKinnon

Parsons School of Design · Fall 2026

CONTENTS

Seven parts

01	The hook	*Three in ten Americans consult the cards*
02	Background	*A card game that became a mirror*
03	The question	*How might we welcome women wary of tarot*
04	Research	*A survey, two field visits and six centuries of sources*
05	The idea	*Société Tarocchi, est. New York 2026*
06	Making	*Process, symbols, imagery*
07	What comes next	*What testing taught me, and the launch*



THE HOOK

Three in ten Americans consult the cards.



30%

of US adults consult astrology, tarot or a fortune teller every year

2×

Women consult tarot at twice the rate of men: 14% against 7%

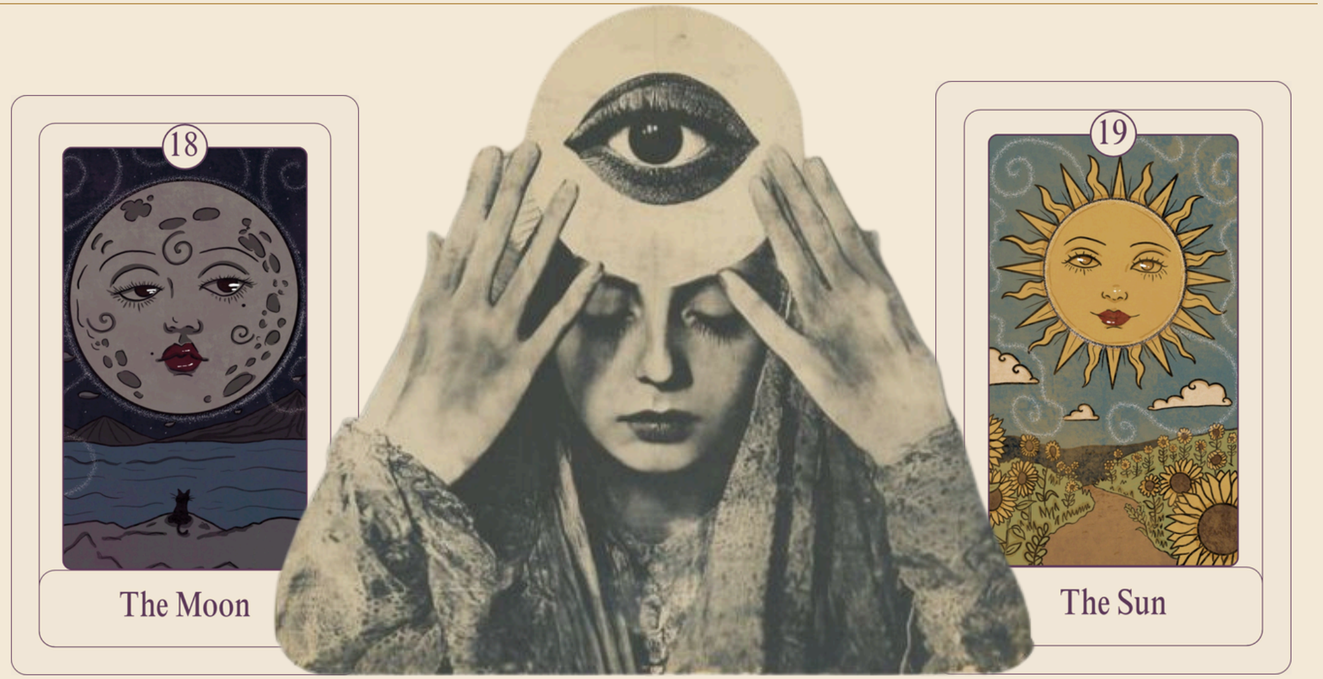
23%

of adults under 30 consult tarot every year

Source: Rotolo, "30% of Americans Consult Astrology, Tarot Cards or Fortune Tellers," Pew Research Center, May 2025.

BACKGROUND

A card game that became a mirror.



1440s

MILAN

The Visconti dukes commission painted cards for a court game called tarocchi. No fortune telling yet.

1781

PARIS

Court de Gébelin invents an ancient Egyptian origin, and the game becomes mystical.

1909

LONDON

Pamela Colman Smith draws all 78 cards of the deck everyone pictures, for a flat fee. It sells for a century as “Rider-Waite.”

2026

NEW YORK

The Morgan Library’s Tarot! exhibition draws a line around the lobby.

BACKGROUND, CONTINUED

Why it matters now.





I Leaving religion, not spirit

Women are 54% of Gen Z adults who have left the religion they grew up in.

II No gatekeeper

Tarot has no clergy. Whoever reads the cards holds the authority.

III A mirror, not a prophecy

Since the 1980s, readers have used the cards to reflect on the present, not predict the future.

IV Social from the start

It began as a game around a table. 15 of 19 readers I surveyed still read with someone.

Women made its meaning. The market keeps trying to package it.

THE QUESTION

How might we welcome women wary of tarot into it as a practice of reflection and connection?

Six stories keep the wary away: that tarot is a sin, a scam, a stereotype, satanic, cursed or nonsense.
Only one of them is about what the cards can actually do. The rest call for history and respect, not persuasion.

RESEARCH · ASKING, WATCHING, VISITING, READING

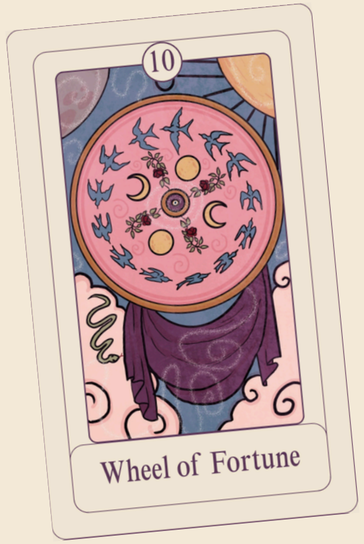
Four ways in.

32

SURVEY RESPONSES

Women 18 and over, mostly in New York and Brazil, October 2026

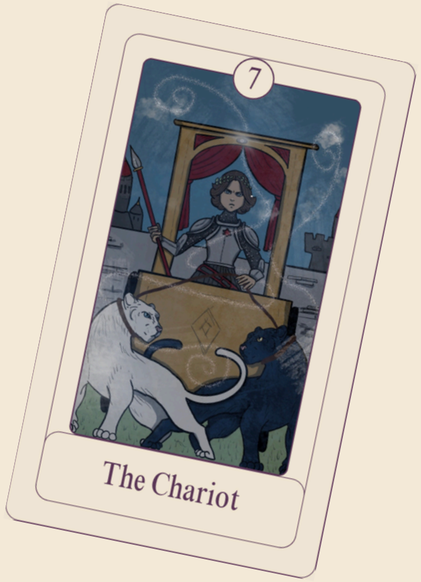
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FIELD VISITS

The Morgan Library in New York and Il Meneghello in Milan

3



SHOPPER CONVERSATIONS

Anonymous clients inside Il Meneghello, plus a talk with its team

15+

PUBLISHED SOURCES

Pew Research Center, the V&A, Smithsonian, museum and maker archives

FIELD VISIT · ONE

The Morgan Library & Museum.

Tarot! Renaissance Symbols, Modern Visions · New York · October 2, 2026









01 — The tarot rooms were the most crowded in the whole museum.

02 — Visitors of every age, mostly women, photographed whole spreads, not single cards.

03 — The gift shop line wrapped the lobby: replica decks, grimoires, oracle decks.

04 — Several visitors asked the staff which first deck they should buy.

FIELD VISIT · TWO

Il Meneghello, Milan.

Corso di Porta Ticinese · October 2026

In the city where tarot began, Il Meneghello has printed and finished its decks by hand since 1974, in small numbered editions. A member of the team called it one of the “last artisans of tarot in the world.” I spoke with three shoppers who asked to stay anonymous.

None of them was buying a first deck.



1974
FOUNDED

3 of 3
SHOPPERS ALREADY OWNED A DECK

100+
DECKS MADE, EVERY ONE BY HAND

WHAT I FOUND

Five insights.

01	The way in is a person: 20 of 31 women met tarot through a friend or relative.
02	Curiosity is everywhere; the threshold is the problem. 13 of 32 have never tried it.
03	We treasure the art and forget the artist: only 5 of 31 know who drew Rider-Waite.
04	Trust is borrowed from people and places, not from logos.
05	Tarot is a mirror someone else holds: 15 of 19 readers read with another person.



THE IDEA

Société Tarocchi.

A society for women who read between the lines, established in New York in 2026. Tarocchi is Italy's word for the cards; société nods to the French revival.

I — The door · Instagram and TikTok

II — The letters · free, history first essays on Substack

III — The circle · a free calendar and grimoire

IV — The Empress · ten numbered, hand painted decks

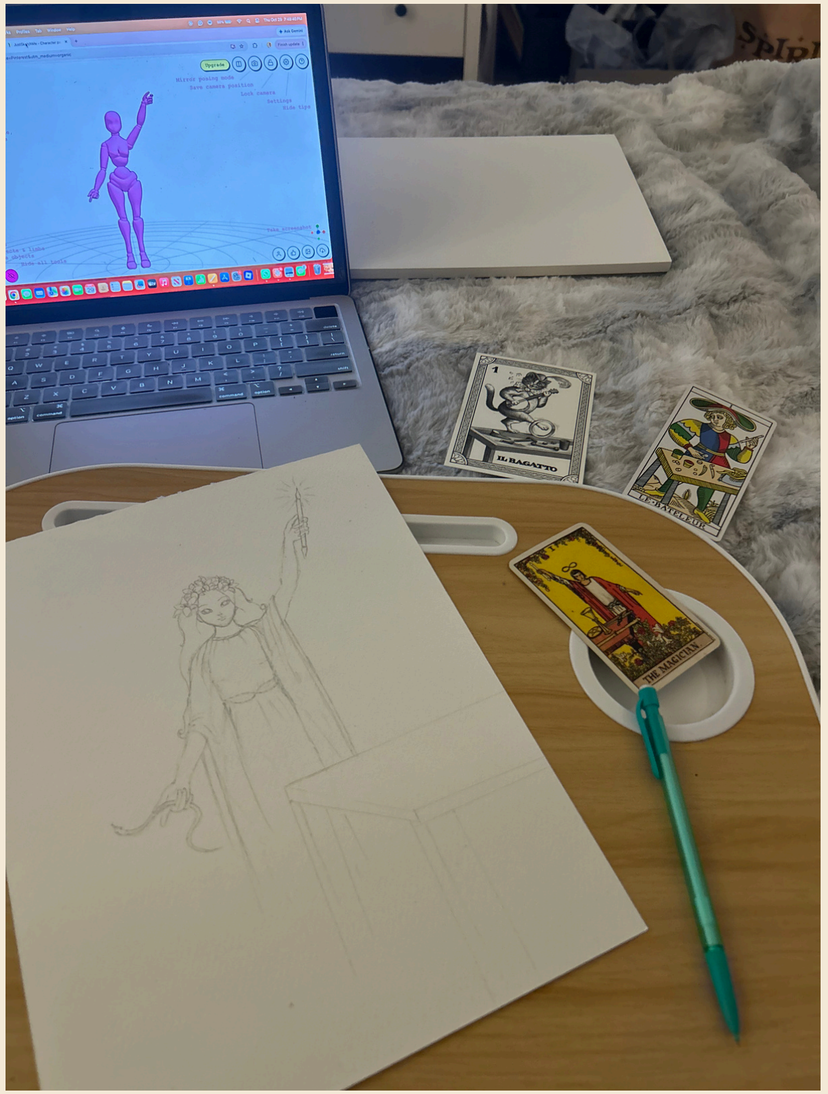
V — The table · seasonal gatherings where women read together



PROCESS

How the cards were made.

01	Compare	— Study historic decks side by side, from the Visconti to Smith.
02	Pose	— Pose a 3D figure to solve each body before drawing it.
03	Sketch	— Draw every card in pencil on A4 paper.
04	Colour	— Digitise the line art and test colour to choose the paints.
05	Paint	— Paint by hand, scan, and print at true tarot size: 2.75 by 4.75 inches.

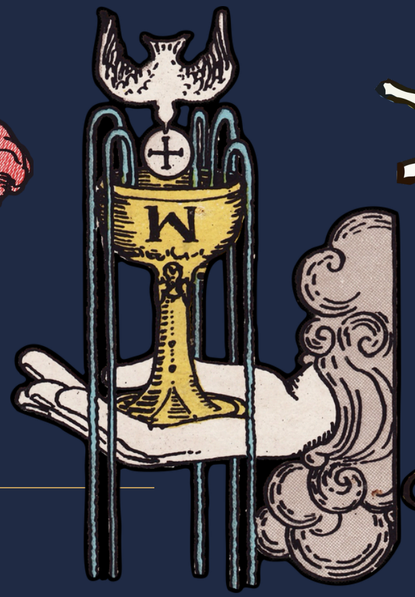


IMAGERY

Reading the old symbols.

















From Smith — Every card is a scene a beginner can read without a book.

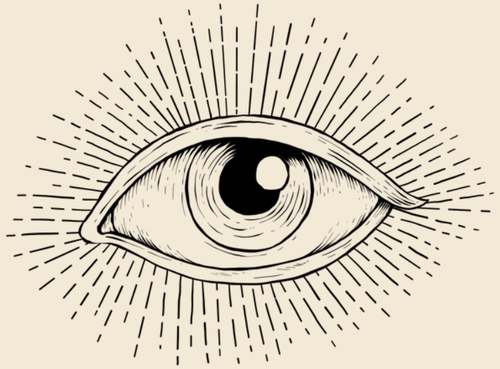
Keep — The symbols readers trust: the pillars, the moon, the veil.

Change — The faces, painted to look like the women who hold the deck.

Colour — By mood: warm for the Fool, lilac at night, plum for the Tower.

WHAT TESTING TAUGHT ME

Four lessons.



01 — **The question needed the wary.**

My first question already held its answer. Now it names her.

02 — **Lead with history, not witches.**

Only 1 of the 32 women I surveyed calls herself a witch.

03 — **Small and numbered is the right scale.**

An edition of ten numbered decks, honest about the craft.

04 — **Credit every hand, including mine.**

Found images make way for my own painted cards.

WHAT COMES NEXT

Three next steps.





01

Seed/Sell the deck

Ten numbered decks, due December 1, 2026.

02

Gather the first circle

A December evening to celebrate the release.

03

A year of gatherings

Seasonal evenings in 2027 with partner brands and venues.

EST. 2026
SOCIÉTÉ Tarocchi
NEW YORK

Find us, and you will be found.

Thank you

Société Tarocchi · Catherine Jacobi

