

MATANEL FOUNDATION
ACTIVITY REPORT
Program: The Jerusalem Greenhouse for Artists
Year: 2018-2019 Academic year

Name of the Program: The Jerusalem Greenhouse for Artists @ Musrara

Year of activity: 2018-2019 academic year

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Number of active participants in the program: 26

Estimated number of impacted participants: 4000

Give the actually state of the program:

The program started at Sept. 2018. There was a tendency among the alumni of our school to focus on the development in their field of expertise within the nurturing environment of school which is enabling and inviting curiosity, thus it was decided to create a division into 3 professional niches and three integral groups, in addition to the initiation of workshops dealing with marketing and business development, for the general artists community.

The different disciplines were divided as following:

- New Music Dept.- The Sonoric Art Research Group
- Photography- The Greenhouse for Photography Graduates
- Phototherapy- The Advancement of the Phototherapy Alumni Community

In addition to the above, Musrara promoted and assisted participating artists in producing work and exhibiting it in local and international venues.

The main achievements during the last year of activity:

4 General advancement workshops held in Musrara:

- Self-Advancement- December 18
- Financial Conduct- January 1st and 15th
- Face Book Marketing- Feb. 5th

Between 20- 30 participants for each workshop.

New Music Dept.- The Sonoric Art Research Group:

This experimental lab was loosely established in the summer of 2018 by alumni and lecturers of the New Music Dept. When the funding of Matanel Foundation was approved the lab grew stronger and began to meet on regular basis- monthly meetings of the entire group for discussion, research and brainstorming and weekly meetings of smaller groups in order to promote new researches. This lab examines and expands the dialogue and body of knowledge of the local fields of sound art. It is the extension of an informal initiation of the sound art artist Eran Sachs (a senior faculty member in Musrara) as he returned from his MFA studies in Bard College U.S.A and was in search of an advanced sound art studies incubator. The group, in its current format, provides fertile grounds for the development of projects led by alumni and faculty members of Musrara, which are not focusing at sheer development of their private project, but rather the development of new tools and the wording of new insights in the pedagogical and technological aspects of sound art. The group bases its theories on 3D compositions, the scriptures, and hybrid systems for electronic music.

It is in constant dialogue with the social environment it works in, for example: one of its projects “A Long Tape Cassette Loop #1”, was developed with a Musrara veteran resident, Coco (Jacob) Deri. Together with another project by Gidon Levi and Eran Sachs, “Icosahedron for One”, the projects were presented in Musrara Mix Festival (June 2019): <https://www.musraramixfest.org.il/program/sound-installations/>

On March 2019 the group held an open talk at the Jerusalem’s “Ha’Mifal” artists’ workshop titled “Temptation from the Devil” – A talk about mixed techniques in art. <https://www.facebook.com/events/1103603816501278/>

The group is planning an end of the year event during which they will exhibit the outcome of their yearlong labor. For instance, Amir Meir researched the conceptual context between the Zohar Book and musical pieces with electrical means - in this event he will give a presentation and present audio demos. On the occasion of the event plans are to launch the Sonoric Art Research Group internet site.

Niv Gafni, graduate of the class of 2018, developed a few projects within the Jerusalem Green House for Artists involving sound and visual art and presented them on various occasions:

In Musrara Mix Festival- <https://www.musraramixfest.org.il/program/fauna/>

In a group exhibition titled “Möbius Ring” in the Morel Drefler Gallery, Musrara, and in the Audiovisual Arts Festival in Corfu, Greece, together with two more of the Greenhouse members, Gidon Levi and Amir Meir:

https://www.musrara.org/index.php?option=com_content&view=article&id=869:news13519&catid=17:2009-08-05-08-12-02&Itemid=399

Photography- The Greenhouse for Photography Graduates:

Graduates of the class of 2018 have expressed great enthusiasm and interest in continuing their advanced studies in Musrara.

Together, they had meeting with Ayelet- Hashahar Cohen, the head of Musrara’s Photography Dept. and each of them had private tutorials with a mentor of the school faculty in their field of interest. Some joined school core courses in the Department of Photography.

Some of them are already active in the school's studies as assistance and receive scholarships for their time.

During the year, the group exhibited a group exhibition in Nov. 2019 at the Edmond De Rothschild building on 104 Rothschild Blv. in Tel- Aviv.

This exhibition was mentored by Musrara faculty and supported by Musrara facilities and equipment:

<https://www.facebook.com/events/303676257095663/>

Two members of the group, Neat Levi and Uri Bareket, had an exhibition in Musrara Mix Festival 2019 titled "Detached Ground":

<https://www.musraramixfest.org.il/program/detached-ground/>

Uri Bareket, a greenhouse member who was one of the outstanding graduates of his class, participated in "à la fenêtre" exhibition by the Institut Francais- Antenne Romain Gary- Jerusalem (March 2019) and received the award for the best professional photography in the competition, of which outcome was presented in Musrara Gallery.

Phototherapy- The Advancement of the Phototherapy Alumni Community

Over the years, the community of Phototherapists coming out of Musrara and into the therapy world has grown and has become strong and unified. The community's thirst for new insights, ideas and for shared knowledge has led to Musrara's great will and efforts to bring this community together for an alumni conference and for the development of an enhancement in the field of Phototherapy via a visual and conceptual research lab.

Conference: On Feb. 2019 the Phototherapy Dept. community gathered for an alumni conference dealing with a variety of subjects revolving the field of Phototherapy such as - New approaches, Phototherapy in the digital world, therapy of senior citizens, children therapy, therapy in hospitals and institutions for mental illnesses, workshops and group discussions.

Over 70 participants came to the conference and it was highly successful and meaningful for all beneficiaries.

In addition to the above, the senior faculty member, Ms. Daphna Ichilov, invited alumni to join a special lab which met once a month for 4 hours. This lab invited Phototherapy alumni who are keen on joining an active and creative framework in photography within a phototherapy oriented discussion and research revolving their private work.

This lab enables therapists to take an inner look, which is highly important once in this field which holds a heavy mental burden.

Participation in Exhibition: In June 2019, two members of the Greenhouse exhibited a group exhibition titled "Hidden" within the framework of Musrara Mix Festival- In their exhibition they revealed very private and personal stories with the tool of photography, as they well learned via the studies of Phototherapy:

<https://www.musraramixfest.org.il/program/hidden/>

The evaluation: The members of the Jerusalem Greenhouse for Artists have all reached varied achievements and accomplishments during their year in Musrara. Their work has impacted and was exhibited and experienced by hundreds and they continue to explore and be leaders in their fields with a deep thirst for more- This is our greatest evaluation mythology and we think in this aspect the greenhouse has greatly succeeded.

Furthermore, the program has enabled the alumni to stay an inseparable part of school and supports for a great number of them a good reason to stay in Jerusalem.

The true impact of the greenhouse will be evident when the participating artists use the tools they have been given when continuing their work outside the greenhouse, but clearly they have already taken their first steps in the right direction within the past year.

Provisional guide lines for the advancement of the program in the next year:

Next year we would like to continue keeping the same 3 niches' format, while gathering all members once every few weeks for general one day/ two days workshops for all participants to enhance their abilities as working artists, as we did last year.