

MATANEL FOUNDATION

ACTIVITY REPORT

Program: *THEO-TRON ENSEMBLE*
Year: 2019

Please present your activity report according to the following lines. The whole report will not exceed 2 or 3 pages (as word document).

Name of the Program: THEO-TRON ENSEMBLE

Year of activity: 2019

Name of the report's writer: Netanela Tirosh

Function of the report's writer: Manager of the Ensemble

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<https://www.facebook.com/ensembletheotron/>

Number of active participants in the program: 12

Estimated number of impacted participants: 1,000

Give the current state of the program (where the program stands at the date of the activity report, no more than ten lines):

At the end of 2019, we came up with "Halila"- A play inspired by the case of the "beheaded heifer" that appears in the book of Deuteronomy, which we examined during study of Jewish texts. The play was entirely complete for the 5/12/19 premiere, including final text revisions, costumes and lighting.

We are currently working on a promotional trailer that will be distributed by as many channels as possible.

Another goal we are aiming for and working towards is to perform the show beyond Jerusalem, to tour in Israel and even abroad.

In addition to the marketing and distribution of "Halilah", the ensemble has begun work on a new project to be presented to an audience in December 2020 - "Adele" – an adaptation of Yochi Brandes' book on the Baal Shem Tov.

The main achievements during the last year of activity (main achievements, number of events, number of participants, etc.):

- Minister of Education's award for Jewish Culture named after Uri Orbach
- Appearance in the national bible quiz broadcast on Israeli television

- The new show "Halila" has held 7 events in Jerusalem and attracted audience members from all over the country. The total ensemble activity included 30 events during 2019 that reached approximately 3,000 people.

The evaluation (methodology, results, comparisons with the previous year, conclusions for the future...):

- Compared to the previous year, the ensemble reached a wider audience (approximately 3,000 viewers were exposed to the group's productions in the past year) half of them being students and high school students in the crucial period of forming their personal identities and we are seeing improvements in the various sectors.
- Approximately 50% of the viewers came from the religious sector, which indicates that the group's work is responding to a cultural demand that is not otherwise met for this population.
- Among the 50% of viewers coming from the secular sector, we are witnessing the devotion and affinity towards Judaism and its values.
- In 2019 we had more events than in 2018 (30 events).
- The products of the group received a professional assessment from the establishment (Ministry of Culture and Jerusalem Municipality).
- The secular-religious dialogue within the group has become more significant in the discourse between the group members and in resolving the conflicts that emerged from the work.

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

- Increase the frequency of study sessions within the rehearsal process in a way that strengthens the creators' connection to the Jewish sources from which the work originates.
- Efficient coordination between all creators before the process in order to enhance the dialogue between the different sectors that exist within the group, and through which conflicts arising from the different backgrounds from which each one comes, can be mitigated.
- To deepen the relationship with the Khan Theater and thus increase the visibility of the outcome.
- Increase the number of events, thus expanding the public's exposure in Israel and abroad to the Jewish content of the group's work.

Please join the Evaluation Report, the Financial Report and the list of the participants to the program (as PDF documents)

Please join photos – as JPG files – and any link or any other document connected to the program which will seem to you relevant – as PDF document.

Please join a 5 minutes movie which presents your institution and the particular project supported by the Matanel Foundation. The movie should be accessible to the philanthropic world and to other potential donors.