

MATANEL FOUNDATION

ACTIVITY REPORT

Program: *The Jerusalem Greenhouse for Artists*

Year: 2019-2020 Academic year

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

Year of activity: 2019-2020 academic year

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Number of active participants in the program: 20

Estimated number of impacted participants: 5000

Give the actual state of the program:

The program started at Sept. 2018 and continued, after the summer break, on October 2019. There was a tendency among the alumni of our school, primarily alumni of our New Music Dept. to continue and develop in their field of expertise within the nurturing environment of Musrara which is enabling and inviting curiosity and development, thus we opened up a 4th year study track in New Music studies for recent alumni in which they develop and further investigate the field of experimental sound, that is in addition to the Sonic Art Research Group. Musrara also escorted outstanding alumni from the Photography Dept. in developing their artistic style and promoting their work with mentorship and professional tools.

During the past academic year we assisted two of our cum laude graduates (New Music and New Media Arts) with preparations, portfolio assembly etc. for registration to top notch art academies for MA programs (The Hag and NY Columbia)- Both were accepted warmly.

Covid19 pandemic, needless to say, held back some of The Jerusalem Greenhouse for Artists plans, such as promotional artists workshops- We initiated a14 meetings' workshop "Entrepreneurs with Ingenuity" which was to commence on March 8th and didn't take place. Varied classes and meetings were cancelled as it was hard for musicians to gather via zoom and develop their work.

The main achievements during the last year of activity:

New Music Dept.-The Sonar Art Research Group:

This experimental lab was loosely established in the summer of 2018 by alumni and lecturers of the New Music Dept. 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.

In 2019-20 academic year, the sonar research group in Musrara incorporated five researchers, all graduates and faculty members, active musicians and artists, Lior Pinsky, Eran Sachs, Eyal Biton, Amir Meir, and Yogev Frilichman.

This year, members of the group chose research and develop a single topic and hold joint meetings to study the topic and create a project. The topic that the group members were investigating was the establishment of a sound room in 3D. Using the Ambisonix technology already explored by Eran Sachs in the previous year, the group members built a room with a cube of speakers, made sonorous compositional attempts at scattering sounds into 3D creation. The group intended to train Musrara's students and make it available for them. But just then the Covid19 pandemic broke out and the space in which the group members worked was shut down.

From this stage, the group members continued with online meetings and tried to find a space where they could operate in the spirit of the period. The next idea they came up with was 3D headphones - a field of research called Binaural Audio - that topic works essentially with the Ambisonics technology but revolves around a similar theme - the simulated directionality of the sound source. The group began to explore how a sense of sound space can be produced, such as the sound coming from a certain direction even though the sound itself comes from the two small speakers that are inside the headphones. The team members studied the subject and its rich history and found a virtual device developed in a laboratory in San Francisco that knows how to work with both Ambisonix technologies and binaural audio.

The group members are currently working on a series of study pieces that explore the various creative possibilities that this technology allows, a process that should be completed in the next two months, and published to members of the school community.

Ars Electronica Festival, Linz, Austria (Sept. 9-13, 2020)-

The Sonar Art Research Group, got accepted to Ars Electronica Festival, Linz, Austria (<https://ars.electronica.art/keplersgardens/>), one of the world's most important media art festivals, as the only Israeli representative with a film titled "Finding Amir" they produced using their researched 3D headphones technology.

Here is a link to the film: <https://www.youtube.com/watch?v=47QpQJQvN3s>

This film was shot in Judah Desert by a crew of Musrara alumni and the members of the research group.

4th Year New Music Dept. Studies:

During the last year the group established the very first **Car Ensemble**- Concert and Sound Installation which consisted of composed pieces for broadcasting out of 5 cars, and was presented as part of the Social Bauhaus Festival in Haifa, Nov. 28th -30th , (<http://socialbauhaus.co.il/english/>) and the event "Public Speaking", Feb 8th , in the Holon Digital Center.

"Freqs of Nature"- The alumni of the Department of New Music, students of the Musrara Greenhouse for Artists, produced and event open for the public featuring premier of electro-acoustic pieces (July 15th).

"This is Not an Image that Offers a Spectrum"- As part of the opening of three exhibitions in Musrara Galleries titled "Convergence" (Sept. 10th), The alumni of the Department of New Music, students of the Musrara Greenhouse for Artists, produced and event open for the public: This event marks a moment in the year-long process of the students in the Greenhouse developed during which the world went through an unexpected and extreme upheaval. In their work they seek to examine the creative processes created within an estranged situation not known to mankind before.

Into an Internet platform, each member of the group expressed directly and without hierarchy, using various languages including photography, video, text and sound, the spectrum of feelings, thoughts and emotions that were experienced by the members during this period, keeping a diary of a new movement that invites observation and coping.

The starting point of this action began at its base as a group internal action, from which works of the nature of processes that reflect internal resonance were formed.

When the opportunity arose to display this body of work in the gallery space and thus move it to another stage of exiting to the outside, thoughts began about how and what process should a work undergo during the move from virtual space into a real space begin and how raw and acute work created by convergence should go out into the world.

Photography and Video:

The Hero's Journey of Transformation- A Collaborative Program of Musrara School & Wisdom of the Elders, Portland

As part of the US State Dept. Communities Connecting Heritage (CCH) program Musrara created a partnership which explores the power of cultural arts for healing trauma and strengthening cultural identity, with the U.S. organization Wisdom of the Elders Inc..

CCH, funded by the U.S. Department of State's Bureau of Educational and Cultural Affairs, and administered by World Learning, empowers youth to protect the cultural heritage of underserved communities around the world.

The program consisted of a seven months' online virtual exchange; two-week in-person exchanges to the US (a reciprocal in person visit to Jerusalem which was planned for June 2020 was cancelled due to Covid19); and a culminating exhibition showcasing the material developed between the two organizations.

Musrara is one of six international organizations selected for the program out of tens of candidates. Each international organization was paired with a U.S. counterpart. Musrara's partner, Wisdom of the Elders, is a Native American organization from Portland, Oregon, which aims to preserve Native American history and cultural heritage through media productions of storytelling and eco Native agriculture.

This collaborative project, "The Hero's Journey of Transformation", engaged students and artists in Israel and multigenerational Pacific Northwest Native American storytellers, artists, and other cultural leaders. Musrara applied its use of phototherapy and photography as healing tools to the project, while Wisdom of the Elders share Native American traditions of storytelling and other methods of spiritual healing.

The first in-person exchange took place in February 17-29, when Musrara's team visited Native American reservations in Oregon and Washington State. During the exchange, Musrara conducted phototherapy and photography workshops and engaged with the local communities.

The project's on-line virtual culminating exhibition includes photo displays, video recordings, sound installations, and stories. Hopefully, later in the year it will be exhibited in Portland, Oregon.

Asaf Alboher (a Musrara Photography Dept. alumni) and **Yali Reichert** (a New Media Arts Dept. alumni) both travelled to the US with Musrara team. Asaf developed a travelling photography studio and conducted photography sessions with the Native American the group met with while Yali recorded audio sounds and video of the entire trip. Both exhibit the outcome of their work in the culminating exhibition and were actively occupied during the months of the project with leadership of the online exchange part of the program:

Exhibition in Musrara Website-

https://www.musrara.org/index.php?option=com_content&view=article&id=895&Itemid=1243

Online Exchange Outcome-

<https://bit.ly/herosjourney2020>

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.

Alumni Workshops:

During 2020 the Phototherapy Dept. managed to produce one alumni workshop in Musrara on Jan. 17th-

Three workshops were conducted simultaneously (50 participants):

"Photography in a Dream Space"/ Dr. Tali Gorali Turel

"Will You Hear My Voice?"/ Carmela Kit

"The Group as a Whole"/ Adva Frank Schwebel

The evaluation: The members of the Jerusalem Greenhouse for Artists have all reached varied local and international 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:

The upcoming academic year still remains in a misty cloud of uncertainty due to Covid19 Pandemic, but judging by early 2020, we are learning to better cope with the situation and make the best out of it. We are hoping to develop more international encounters between our greenhouse participants and international establishments and to spread their knowhow and abilities to the world, in addition to developing and enhancing their knowledge.