

MATANEL FOUNDATION
ACTIVITY REPORT
Program: The Jerusalem Greenhouse for Artists
Year: 2020-2021 Academic year

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

Year of activity: 2020-2021 academic year

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Number of active participants in the program: 28

Estimated number of impacted participants: 4000

Give the actual state of the program:

Each year, there is a continues tendency among Musrara School's graduates to develop their fields of knowledge, to explore the frontiers of their art and to create new art works that are daring and innovative within the nurturing environment of Musrara, which is enabling and inviting curiosity and research.

Thanks to the Matanel Foundation kind support, over past last 3 years, we opened up a 4th year study tracks for musicians, photographers, new media artists and Phototherapists promoting and enhancing their work with mentorship, professional tools and hand-on experience.

During the past academic year we assisted two of our cum laude graduates (New Music and New Media Arts) with preparations, portfolio assembly and more for registration to top notch art academies for **MA programs** (University of Zurich and Goldmith, London)- Both were accepted warmly.

The pandemic outburst held back some of The Jerusalem Greenhouse for Artists plans- Varied classes and meetings were cancelled as it was hard to develop artistic work and projects via zoom. Nonetheless, this past year was active and fruitful - In between lockdowns and since end of March activities were geared up and the outcome is astonishing.

In the past year we opened four continuous study tracks in New Music, New Media Art, Photography and Phototherapy and held an annual convention for the entire alumni community of the Department of Phototherapy, as well as assembled an important art exhibition, led by our mentorship, with new art works made by 6 of our alumni.

The main achievements during the last year of activity:

New Music

Leading Mentor- Amir Bolzman

The Greenhouse for New Music graduates is designed for those who wish to expand and deepen the knowledge they have acquired as part of their studies in the Department of New Music. The program focuses on broadening horizons, developing personal-artistic language, developing projects and intellectual independence.

This year the program included two major courses: The first was a series of meetings on the subject of intervention in public spaces, and the second dealt with placement in space in the context of art / nature / technology.

In addition to the above courses, students participated in courses from the school's broad program such as video editing, photography and art programming, in order to focus on areas outside the regular curriculum of the Department of New Music and combine fields of art.

Intervention in the Public Space - Workshop and Project

The workshop dealt with sound art that intervenes and integrates within the open public space.

The corona crisis has created (at the time) a situation in which the private-closed space does not allow convergence while the public-open space remains abandoned. Therefore, as part of the workshop, the participants examined how the new / old stage can be utilized - the public space as a platform for contemporary creation.

As part of the workshop, the students became acquainted with and experienced sound methods in the public space, including sound walks, sound placement and intervention in the space, the use and reconstruction of amplification techniques for mass use - for example - public address systems and alarms.

At the end of the project the participants chose to carry out a group project dealing with the intervention of the sound of the Sabbath siren. For this purpose, they created and used a portable public address system and after several attempts, chose to place it in the Mahane Yehuda market. Afterwards, the participants worked on a short composition that would accompany the Shabbat siren and create a sound dialogue between the siren and its sound system, to the portable public address system.

Despite the limitations of the corona the group was able to go out into the field twice and try different compositions, different sound directions and different locations.

[Short Video About the Project](#)

Nature / Sound / Environment Workshop

The workshop was divided into two main parts: a seminar of three days, and two weeks later an exhibition based on the works of the project at MaMuta Center for Art and Society, Hansen House, Jerusalem.

The Nature / Art / Technology Seminar

The seminar provided the climatic culmination of a process that the Greenhouse Group began at the end of January.

In preparation for the seminar, the students began to plan and work on sound works that explore the connection between sound, nature and the environment. As part of the process each student began to work, plan, record and build sound stabilizers that could form basis to the work.

At the end of the seminar, the works were presented to the general public in an exhibition set up by the students in Klil (Galilee region).

During their stay at Klil, the students were accompanied by lecturers from various fields who live and work in the Galilee region.

The artists' meetings included work mentorship, and a glimpse into each of the mentors' unique technique in the context of nature, art and the environment.

Mentors: Hagar Goren, Galia Lulko, Amnon Wellman.

[Yarden Levi-Ellentuck Piece](#)

Lyrical Syndrome Exhibition

The exhibition was a collaboration between the Greenhouse and New Music Dept. group of graduates of the advanced studies program in Musrara under the direction of Kiki Keren-Hus and Mamuta Center for Art and Research.

As part of the exhibition, the students presented their work from the seminar at Klil and adapted them to the space of Mamuta. The exhibition was open to the public for three days and included a concert by the Nova Music Ensemble.

Ars Electronica Festival, Linz, Austria (Sept. 8-12, 2021)

<https://ars.electronica.art/keplersgardens/>

Ars Electronica Festival is one of the world's most important media art festivals.

Musrara was invited, for **the third consecutive year**, as the only Israeli representative, with a sequel to last years' project "Finding Amir", titled "En Tehom" A vocal-visual poem on an internal audience presented in a video.

A collaboration between Excessive Productions collective (a collective composed by 3 of Musrara's alumni Tomer Damsky, Eyal Lally Bitton and Marco Milevski, and Musrara Graziella Choir.

During the festival, a panel of participants coming from educational institutions was held online and Tomer Damsky, the leader of the project, discussed the project and School.

Short Synopsis

Between the city of Jerusalem and a desert cave, Amir attempts to clear away his mind from the internal flux of mental voices and find his own, only to reveal that the sole voice is constructed of many. A vocal-visual poem deconstructing a choir into a composition of shared voices.

Link to the work: <https://vimeo.com/587463211>

Acco Festival

“Leil Ha’Pumpiyot”

On September 22nd, as part of Akko Festival, Musrara’s New Music Department graduates, along with leading faculty members and friends created a tribute evening for the retired faculty member Mr. Yossi Mar- Chaim, winner of the Lifetime Achievement Award from ACUM and one of the most musical, original and futuristic composers.

The participants presented, played, built and performed some of his best creations and works. A combination of sounds, sights, instruments and tools from all periods, which together tell the story of Yossi Mr. Haim. His personality and activities mark the connection between music, theater, cinema, television and dance, rock operas alongside collaboration with rock and jazz ensembles.

<https://www.accofestival.co.il/index.php?dir=site&page=fests&op=item&cs=29>

New Media Art

Leading Mentor- Ayala Landow

During the Greenhouse year, students focused on the development and enhancement in certain areas to which they were exposed during their 3 years’ studies. Each student chose a field he/she are interested in further developing and took additional courses from different Departments such as VR., Editing, Performance and Video Mapping.

In addition, during the year, the students received a mentor who accompanied them in a number of areas -

1. Accompanying an art project and the specific creative processes it is staged in.
2. Writing an artist's statement, submitting to call for entrees and preparing a portfolio – Crucial tools a graduate should have in order to further oneself and develop independently in his/her field of art

On July 1st a joint event was hosted with the Department of New Music’s choir titled “New Media Take” in Ha’Mifal Art and Culture Center which concluded the year and provided a landmark for this year. The event showed video art works and mapping by Tom Maor and Tanya Shreifel and was packed with visitors.

Exemplary Work:

Tanya Shraifel’s Video Art, created in the neighborhood of Musrara:

<https://www.tanyashraifel.com/windows-in-the-magic-garden>

Tom Maor's Performative Video Art:

https://youtu.be/_VHkFLc6sjo

Photography

Leading Mentor- Ayelet Hashahar Cohen

The Greenhouse year offered the participating students to extend their knowledge and focus on specific subject they find intriguing. In addition to taking varied courses such as sculpture and video, one of the fourth year students, Orly Inna, focused on curating when co-working with Ayelet Hashahar Cohen, Musrara Galleries Director, on the curation of the exhibition series "In the Beginning Protest"- A part of the Photopoetic Exhibitions' series #10 revolving around the jubilation of the creation of "The Black Panthers" movement, which was initiated in Musrara neighborhood. She was involved in the pre-production research, made liaison with the photographers, collected texts, edited and produced texts, would with the digital lab, with the designer etc.. In addition, she photographed participants and created videos which were incorporated in the exhibition. Later she developed an online virtual tour of the exhibitions in addition to guiding visitors and students through the exhibitions. To further their personal abilities, the student received mentorship from faculty members.

Phototherapy

Leading Mentor- Shirly Goffer

The students who chose to advance their Phototherapy studies in Musrara continued their practical work in phototherapy instead of a practicum. They received 18 sessions of individual instruction during the year and group meetings in Musrara 8 times a year.

All chose to continue their work in very difficult and challenging locations:

Alma Boarding School for Girls at Risk

Oshalom - Center for Children in Foster Care

Parent and Child center in Bat Yam.

Phototherapy Conference

The "Tools and Community" conference of the Department of Phototherapy, held every two years, was held on Friday, June 18th, 2021.

The event was attended by 65 graduates from the Department, staff and students participating in the program, in addition to the participants of the advanced program for therapists.

This was the third edition of the conference of the alumni community and the topic chosen this year was "Proximity / Distance".

At the conference, the Department's alumni lectured and shared their work and experience in the fields of: phototherapy for women who had quiet births, case studies of a group of women in Kfar Shaul who had been sexually assaulted, a post-hospitalization patient, as well as using a self-portrait as healing tool.

The various sessions were exciting and innovative, and gave a taste of the significant work being done in the field of phototherapy, in accordance with the theme of the conference.

In addition, two graduates presented personal projects in phototherapy.

For the first time, collections of therapeutic cards and books by the graduates were on sale on location.

It was wonderful to finally meet face to face after a year and a half and enjoy the opportunity to get excited together, study together, and chart the steps of the phototherapy community in Israel.

Exhibition – Photography, New Media Art, New Music & Visual Communication

As part of “In the Beginning” exhibitions, which circle the theme of protest and 50 years in jubilation to the birth of “The Black Panthers” movement, our school initiated a call for entree to develop art works dealing with this theme. 6 Musrara alumni, were chosen to develop their ideas into an actual exhibition titled “Tongue of Many” which was presented in Musrara’s New Gallery from March 12th till June 24th.

The artists developed music installations, sound installations, video art and more- Varied works corresponding with the written word of poets, as part of Photopoetics series of exhibitions - All were incorporated into one exhibition orchestrated by Tali Ben Nun.

“Tongue of Many” Seeks to observe the linguistic, physical, cultural, political and aesthetic tension and to examine it between the echoes of noise, silence and the silencing. The works try to follow the muted, repressed voice, imprisoned in the body, the singing voice or the spoken.

A special vintage magazine, promoting the exhibitions and making use of the “Black Panthers” movement photos and texts (taken from Musrara Collection) was produced and distributed as an insert in the weekend edition of Ha’aretz newspaper.

During the period of the exhibitions the New Gallery was visited by thousands of visitors- groups, tourists, soldiers, organizations and more. The 50 years’ jubilation to the “Black Panthers” celebrations and events received over the past year front stage and its publicity was accelerated, thus Musrara’s exhibitions received wonderful PR (see article attached).

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 the thousands 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.

Outstanding Achievements:

Among the achievements of this years' participants of the Greenhouse:

Niv Gafni:

Corfu Audio-Visual Festival, Greece

Musrara Mix Festival, Jerusalem, 2019

Ars Electronica Festival, Linz, Austria, 2020

"Tongue of Many", Musrara New Gallery, 2021

"Black Rain", Edmond De Rothschild Center, Tel Aviv, 2021

"Thoughts of Aesculapius", Hazira, 2021

Daniel Treistman

Top of Topia, Hamifal Artists Greenhouse, 2020

Zurich University, Art School., Exchange Program in Master of Arts in Composition and Theory, Sound Design, 2021

Zurich University, Art School., Exchange Program in the Department of Design, 2021

The Edmond De Rothschild Greenhouse for Artists, 2021

Tom Maor

Avishag Hakimi

Yarden Levi-Ellentuck

Vered Tzin Kleinman

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

This is the last edition of The Jerusalem Greenhouse for Artists at Musrara supported by Matanel Foundation. We hope to find funding to support a continuation for this blessed project.

We received a positive response from Mifal Hapais for hosting 3 artists for residency in Musrara and we are truly hopeful that this will provide a continuation of the program in addition to the many exhibitions incorporating and occupying many of our graduates and alumni, as well as many other Israeli artists.