

MATANEL FOUNDATION

ACTIVITY REPORT

Program: *Safa Hadasha*
Year: 2025

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

Name of the Program: Safa Hadasha (New Language)

Year of activity: 2025

Name of report writer: Ben Ben-Ami

Function of report writer: Member of the Editorial Board of Safa Hadasha, and Research Fellow at the Reshimo Institute.

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Website / Facebook address of the organization: <https://www.safahadasha.co.il>

Number of active participants in the program:

Graphic designer – Ela Yehudai
Site programmer – Dganit Amitai
Website Manager- Ben Ben-Ami
Administrative Manager- Ora Kobelkowsky

Contributors to 1st edition – 45

Contributors to 2nd–4th editions – 70+

Overall – 120+ participants in the first year

Estimated number of impacted participants:

~10,000 unique users (~39,000 page views) since launch; ~4,100 unique users (~13,000 views) in the second half of 2025 alone.

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

After the successful launch of its first two editions, *Safa Hadasha* has in the second half of 2025 released **Issue 3 – “A Brief Glance” (Mabat Ḥatuf, מבט חטוף)** on Passover, and **Issue 4 – “Destruction” (Ḥurban, חורבן)** on Tisha B’Av. These editions positioned the journal at the forefront of cultural discourse in Israel, addressing the trauma of October 7 and offering a space for healing and dialogue through text, art, and sound. In parallel, *Safa Hadasha* began operating as an **independent publishing house**, releasing two books: *The Haggadah of Infinite Peace (Haggadat HaShalom Ha’Ensofi)* and *Tikkun Shavuot (Tiqqun Shavuot)*. The website underwent a full redesign, significantly improving accessibility and aesthetic appeal. Analytics show robust organic readership growth. Preparations are underway for **Issue 5** and the one-year anniversary event at Beit Alma, Tel Aviv, on Simchat Torah 2025.

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

Publication of two major themed editions:

Issue 3 – “A Brief Glance” (Mabat Ḥatuf, מבט חטוף) (April 2025, Passover).

Issue 4 – “Destruction” (Ḥurban, חורבן) (August 2025, Tisha B’Av).

- **Rich interdisciplinary content:** Together, Issues 3–4 published over **70 works** across essays, poetry, philosophy, visual art, and music.
- **High-profile contributors in Issues 3–4** included Dr. Naama Oshri, The artist Einat Sinai Pasternak, Dr. Sheli Elkayam, Prof. Eldad Pardo, The painter Shimon Pinto, The musician Yagel Haroush, The photographer Yuval Chen, The poet Ghias Al-Madhoun (tr. Dr. Daniel Behar), Prof. Avi Elkayam, Dr. Shoee Raz, Dr. Yuval Evri, The artist Kaid Abu Latif, The art curator Yaniv Shapira, and Rabbi Daniel Epstein. These names represent leading voices in Israeli and international culture, and their participation highlights the journal’s unique ability to bring diverse communities together.
- **Website redesign (2025):** The upgraded platform elegantly integrates text, audio, and visual art, aligning with the mission of creating a polyphonic “new language.”
- **Growing readership:** ~4,100 unique users (~13,000 page views) during the period of Issues 3–4, all through organic reach.
- **Community outreach:** Continuous activity on Facebook and through newsletters; cultural gatherings connected to the journal’s themes strengthened its reach beyond the digital sphere.
- **Publishing initiative:** During Issues 3–4, *Safa Hadasha* also launched its independent publishing house. Two volumes were published: **“The Haggadah of Infinite Peace” (Haggadat HaShalom Ha’Ensofi)** and **“Tikkun Shavuot”**. These works expand the impact of the journal into print and ritual life, offering readers both creative and spiritual resources.
- **Recognition:** *Safa Hadasha* is increasingly acknowledged as one of Israel’s most innovative journals in the fields of art, philosophy, and trauma studies, cited in cultural media and invited into public discourse.

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

- **Methodology:** Use of Google Analytics to monitor unique visitors, page views, time spent, and traffic sources; combined with reader and contributor feedback.
- **Results:** The second half of 2025 demonstrated strong growth and deepening impact. Readers not only visited but spent significant time on the site, indicating meaningful engagement with the content.
- **Comparison:** Compared with the first half of 2025 (Issues 1–2, ~5,000 users), the second half saw significant expansion — with ~4,100 new users engaging with Issues 3–4, despite the difficult wartime context.
- **Conclusions:** The success of Issues 3 and 4 confirmed the journal's status as one of Israel's most important interdisciplinary cultural initiatives, sustaining a living dialogue that combines healing, philosophy, and art.

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

- **Print editions of the journal:** Anthologies of Issues 1–4 for wider distribution (libraries, schools, cultural centers).
- **Expansion of the publishing house:** Develop *Safa Hadasha* into a fully independent publishing initiative, enabling creators to publish works beyond the journal itself and broadening our reach to wider audiences. Following the two books already published (*Haggadah of Infinite Peace* and *Tikkun Shavuot*), we aim to produce additional titles in 2026.
- **Multilingual expansion:** Launch English and French content to engage international audiences and the Jewish diaspora.
- **One-year anniversary:** Organize the launch of Issue 5 and the one-year celebration at **Beit Alma, Tel Aviv**, on Simchat Torah 2025.
- **Expanded team:** Recruit additional editors, translators, and media staff.
- **Focused outreach:** Invest in strategic communication while maintaining the authenticity of organic reach.
- **Cultural engagement:** Continue organizing events and dialogues across the country, bridging communities through art and thought.