



# The Museum of the Jewish People at Beit Hatfutsot

*An Overview of the Museum & Dedication Opportunities*

YOU ARE PART OF THE STORY





# **The Museum of the Jewish People at Beit Hatfutsot**

As the Jewish story continues to evolve, so too does the work of Beit Hatfutsot. Over the past ten years, Beit Hatfutsot has turned its attention to the central, existential challenge facing the Jewish People today — a growing disconnect of many young Jews from:

- The diverse global Jewish family
- A personal sense of Jewish belonging
- A connection to Israel

In response to this growing crisis, Beit Hatfutsot has launched an ambitious renewal process, culminating with the opening of the new Museum of the Jewish People at Beit Hatfutsot. This monument, the first of its kind, has been permanently enshrined in Israeli law, alongside icons such as Yad Vashem and the Israel Museum, affirming its continued frontline status on the global Jewish map.

## **What we do**

While continuing to showcase the Jewish past — and doing so with more impact, depth and breadth than ever before — the new Museum of the Jewish People at Beit Hatfutsot will celebrate the successes and creativity of Jews around the world today, in all fields of modern life, while embracing the diverse ways in which Jews choose to live. Through this approach, unparalleled in Israel or any other location globally, the museum will serve as a platform for a shared, optimistic Jewish future, connecting modern Israel with global Jewish life, and the voice of each individual with the fate of the collective Jewish People.

## **A comprehensive, multi-platform approach**

With the new Museum of the Jewish People at its heart, Beit Hatfutsot works through multiple channels, offering an advanced, comprehensive all-in-one solution, featuring: Brand new core exhibition, inspiring all visitors to connect and interact with the achievements, history and values of the Jewish People; BH Online: enabling users to connect with, build and share personalized Jewish stories; The Koret International School for Jewish Peoplehood: training Jewish youth, IDF officers and soldiers, educators and leaders; Special and traveling exhibits and events: partnering with Jewish communities around the world.

## **Why us?**

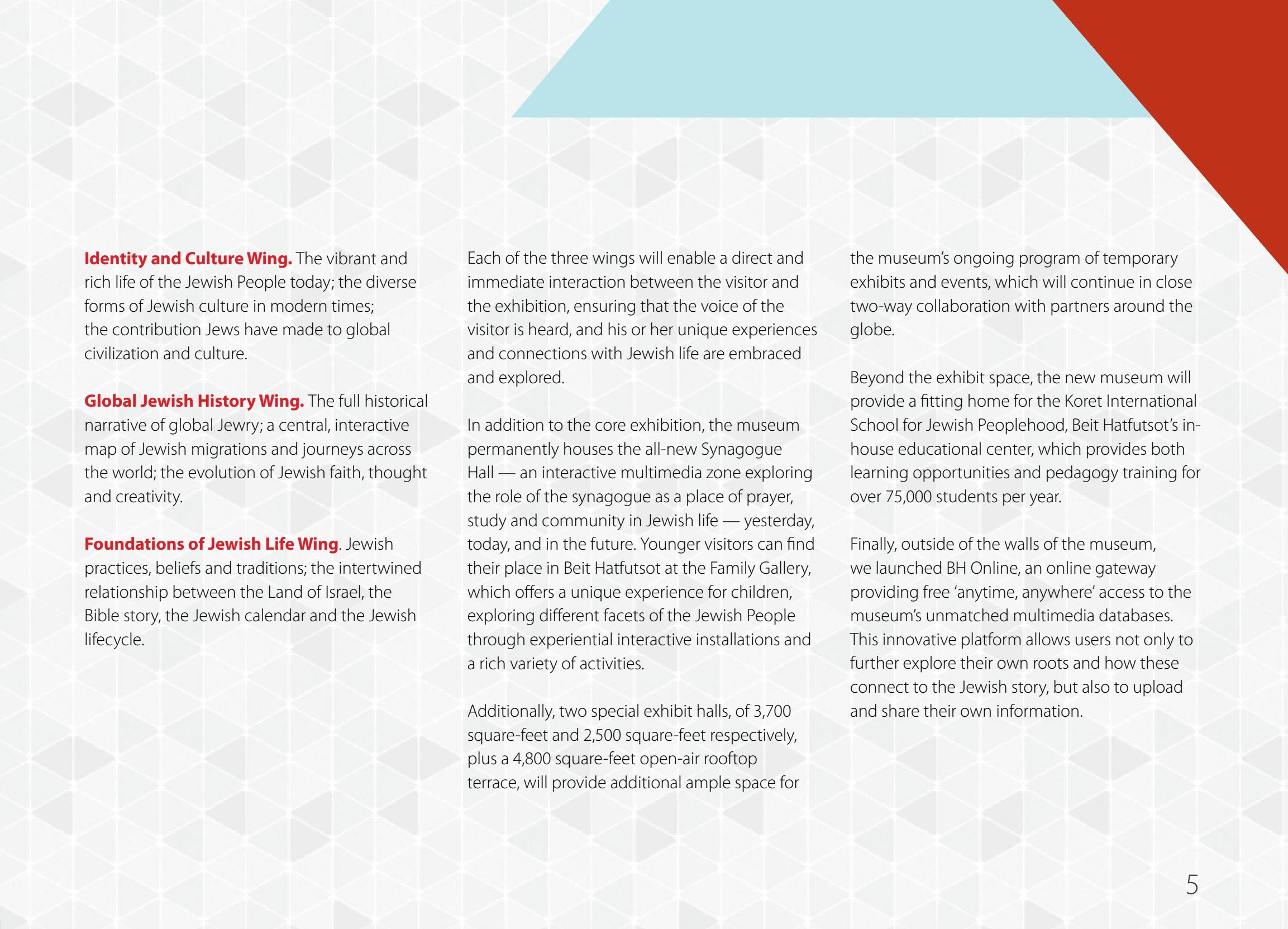
Faced with the divisions that separate Jews geographically, religiously and culturally, Beit Hatfutsot is the only venue — on-site, online and around the world — to offer an authentic, inclusive and inspiring shared Jewish experience to visitors of any age, background or lifestyle. Each and every encounter with Beit Hatfutsot brings a meaningful opportunity, unique to the individual, to discover and express their own place in the story of the Jewish People, each adding a precious new tile to a grand, multi-colored and ever-changing mosaic.



## Overview

Located in a city rightly celebrated as an icon of modern Israel, but lacking in major symbols of wider Jewish life — The Museum of the Jewish People at Beit Hatfutsot will offer an authentic, inclusive and inspiring global Jewish experience for each and every visitor. The centerpiece of the museum will be its new three-floor core exhibition, utilizing cutting-edge design and technology to showcase a vision of Jewish life that is diverse, accessible and engaging, connecting visitors with a personal sense of their identity, roots and connectedness.

The new exhibition will be comprised of three wings:



**Identity and Culture Wing.** The vibrant and rich life of the Jewish People today; the diverse forms of Jewish culture in modern times; the contribution Jews have made to global civilization and culture.

**Global Jewish History Wing.** The full historical narrative of global Jewry; a central, interactive map of Jewish migrations and journeys across the world; the evolution of Jewish faith, thought and creativity.

**Foundations of Jewish Life Wing.** Jewish practices, beliefs and traditions; the intertwined relationship between the Land of Israel, the Bible story, the Jewish calendar and the Jewish lifecycle.

Each of the three wings will enable a direct and immediate interaction between the visitor and the exhibition, ensuring that the voice of the visitor is heard, and his or her unique experiences and connections with Jewish life are embraced and explored.

In addition to the core exhibition, the museum permanently houses the all-new Synagogue Hall — an interactive multimedia zone exploring the role of the synagogue as a place of prayer, study and community in Jewish life — yesterday, today, and in the future. Younger visitors can find their place in Beit Hatfutsot at the Family Gallery, which offers a unique experience for children, exploring different facets of the Jewish People through experiential interactive installations and a rich variety of activities.

Additionally, two special exhibit halls, of 3,700 square-feet and 2,500 square-feet respectively, plus a 4,800 square-feet open-air rooftop terrace, will provide additional ample space for

the museum's ongoing program of temporary exhibits and events, which will continue in close two-way collaboration with partners around the globe.

Beyond the exhibit space, the new museum will provide a fitting home for the Koret International School for Jewish Peoplehood, Beit Hatfutsot's in-house educational center, which provides both learning opportunities and pedagogy training for over 75,000 students per year.

Finally, outside of the walls of the museum, we launched BH Online, an online gateway providing free 'anytime, anywhere' access to the museum's unmatched multimedia databases. This innovative platform allows users not only to further explore their own roots and how these connect to the Jewish story, but also to upload and share their own information.

# Our Vision

A unique institution — on-site, online and around the world — forging a path for renewed connections across the Jewish People through a diverse, innovative celebration of 4,000 years of Jewish life, culture and history, engaging to those of any age, background or lifestyle.

## PROJECT TEAM

### **Medy Shvide**

Project Director

### **Dr. Orit Shaham Gover**

Chief Curator

### **Gallagher & Associates**

Designer

### **Prof. Gideon Shimoni**

Academic Consultant

## CAMPAIGN LEADERSHIP

### **Irina Nevezlin**

Chair of the Board of Directors

### **Sen. Joseph I. Lieberman**

Honorary Chair of the Board of Governors

### **Ambassador Alfred Moses**

Co-Chair of the Board of Governors

### **Maj. Gen. (Ret.) Eitan Ben-Eliahu**

Co-Chair of the Board of Governors

### **Dan Tadmor** CEO

## AT A GLANCE:

\$100 million

campaign

\$68 million

raised to date  
(\$18 million from the  
Israeli Government)

\$17 million

pending commitments

\$15 million

to be raised

100,000 ft<sup>2</sup>

site

66,000 ft<sup>2</sup>

permanent exhibition

One centralized renewal  
campaign

for the museum's core  
exhibition, in-house  
educational center and online  
user engagement tools

### Phase I (2016):

launch of BH Online & opening  
of new 20,000 square-feet  
5-gallery wing, including new  
Synagogue Hall

### Phase II (2019):

opening of new core exhibition

# Naming Opportunities

Below is a table of contents listing select naming opportunities available at Beit Hatfutsot, with more information provided on the corresponding page for each option.

\$250,000

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\$200,000

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\$100,000

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\$50,000; \$25,000

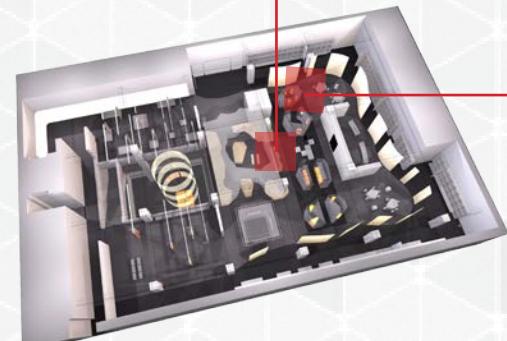




## Folklore: Sayings

Jewish wisdom is embodied in a linguistic wealth of expressions, proverbs and aphorisms. This display will feature the best and richest of Jewish expressions, from Pirkei Avot to the lingual treasures of a vast array of Jewish languages.

\$250,000



ירצה את כל היד  
אם הוא היה חכם כפלויים,  
גם בתפוח האדום ביותר  
יכולת להסתתר תולעת  
אף אחד לא רואה  
את הדבשת של עצמו

תשעה רבנים לא יכול לקיים  
מנין אבל עשרה חיטים כן.

Nine rabbis can't make a minyan,  
but ten tailors can.

No one sees their own faults:  
When a woman sits in  
housewife, it is sure that  
there is nothing sweeter.  
If he had been three times smart,  
he would have been stupid!  
Don't sit on the horses  
unless you climb!

# Folklore: Traditions

Tradition, tradition! From Tevye in Fiddler on the Roof to Rabbi Ovadia Yosef, many have argued that tradition is the tie that binds the Jewish People. This folkloric hub will focus on different traditions related to mitzvahs, holidays, clothing and beyond. New traditions that developed among the Jews living in Israel will also be on display.

\$250,000

## מסורות

ביסוד המונח "מסורת" ייְמּוֹתָה השאיפה להמשיך את המנהגים והאמונות שארם ראה וחווה בבית אביו. אולם בפועל, במחצית הדורות יהודים אימצו הרבה מנהגים מקומיים שאסם בהכרח נגבים מההלהנה וממנוגתיה.

חלק ממנהגים אלה, שאומצו תחילה על ידי יהודים תפוצה מסוימת, נפוצו מאוחר יותר בקבוק יירור קוליות שיטראן, רק לדלומה: הקטינה החסידית ממורה אירופי, סגנון העיצוב והארוי של ליל קדרש בבדות שווית, ותנאיו הנוגם, כמו: המימונה של יהודים צפוני אפריקאים, הסביבון שמורוב בששת גגומים במניינים החקלאות התימני, האפיקומן בפסח, וכו'. במחצית הדורות נגנו מסורתו שנות והתקבע בדורותיה היהודית כמנגנים מוכת ישראל סבא.

## Traditions

The term "tradition" is based on the desire to continue the practice of customs and beliefs a person experienced in his childhood. In practice, however, over a period of generations, Jews have adopted many local customs that are not necessarily derived from Jewish Halakhic precepts.

Some of these customs, which were initially adopted by Jews in a certain region, eventually became common in other Jewish communities. For example, the eastern European Hassidic capote, the appropriate design and style of sacred vessels in various ethnic groups, and holiday customs such as: the Mimouna of the Jews of northern Africa, the dreidel (spinning top), which is based on a medieval German game, the Yemenite Halaka, the Passover Afikoman, etc. Over the centuries, various traditions were circulated between the communities, and became embedded in Jewish consciousness as traditional customs.



IDENTITY AND CULTURE<sup>9</sup>

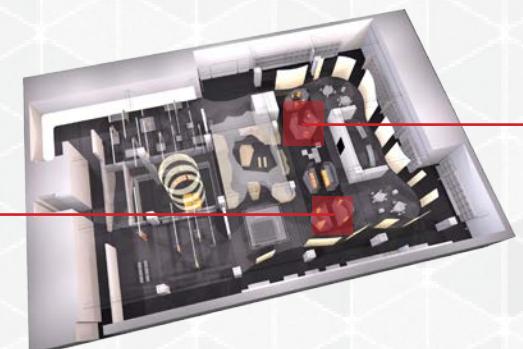
# IDENTITY AND CULTURE



## Folklore: Judaica

For centuries, the tradition of Hiddur Mitzvah (enhancement of the divine commandment) instigated the creation of magnificent works of Judaica in the Diaspora. This display will exhibit diverse Judaica objects and shed light on one of the most magnificent spheres of Jewish art.

\$250,000



## Folklore: Beliefs

Popular beliefs are the result of a human desire to protect our way of life. This fantastical display will exhibit the mysterious world of spells, charms, demons and curses that developed throughout Jewish folklore, from ancient times to the present.

\$250,000



IDENTITY AND CULTURE



## The Revolution of the Hebrew Language

It has been said that the only successful revolution of the 20th century was that of the Hebrew language; its resurrection is unprecedented in human history. In this display visitors will discover how after remaining unspoken for more than 2000 years, in a few short decades the Zionist movement succeeded in reviving Hebrew and transforming it into a rich and vibrant language that not only flourished, but took root as the mother tongue of the modern State of Israel.

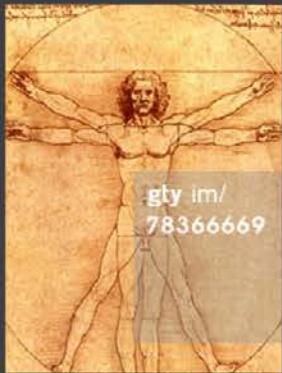
\$250,000



# Formative Events Columns

The intricate history of the Jewish People unfolded in conjunction with many significant events on the larger scale of human history. These impactful world events will be showcased in ten columns, each next to a display area, in order to provide a wider historical context for the Jewish story.

**\$250,000**



רנסנס תרבותתי

WILSON & PEARCE, INC., APPEALS FROM THE UNITED STATES DISTRICT COURT FOR THE DISTRICT OF COLUMBIA, WHEREIN IT CHARGES THAT THE DEFENDANT, THE UNITED STATES, VIOLATED THE FIFTH AMENDMENT BY FAILING TO PROTECT IT FROM THE EXERCISE OF ITS DUE PROCESS RIGHTS.

Between the 12th and 16th centuries, the Christian world underwent an impressive cultural blossoming. Universities were established and an impressive measure of philosophical and literary essays were written, testing ingenuity, erudition as well as the credence of medieval art that is still considered as one of Western civilization highlights, either religious



## התקשרות חיצונית ביןלאומית

One of the most important economic changes during the Middle Ages was the transformation from a local economy based on produce manufactured mostly in the local market, to an international economy where trade between nations is the main economic power. The port cities instrumental in the development of international trade, due to their network of connections with other communities around the world, play



## הפשטה של קיומיהם דתית

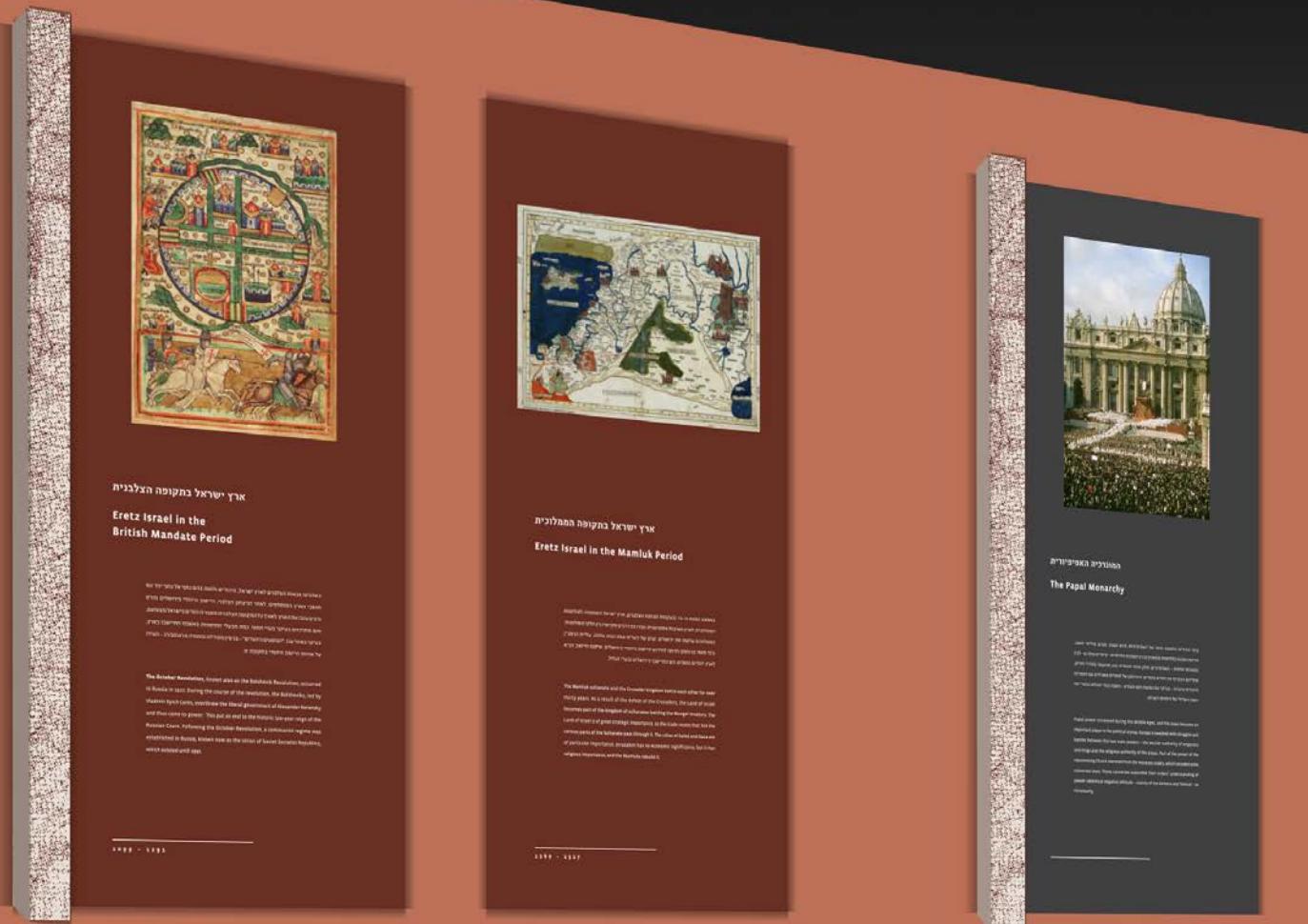
At the start of the 11th millennium, the world was about to undergo extension. In Europe, the Crusades declared a holy war with the goal of liberating Jerusalem from the "infidels"; in northern Africa, tribes of Moslem fundamentalists declared a jihad (holy war) in the name of converting the entire world to Islam. Each of these groups concentrated violence within their religious and left a path of destruction, destruction and ruin in their wake.



ארץ ישראל בתקופת חמשת מלכים

The October Revolution, known also as the Bolshevik Revolution, occurred in Russia in 1917. During the course of the revolution, the Bolsheviks, led by Vladimir Ilich Lenin, overthrew the liberal government of Alexander Kerensky, and thus came to power. They put an end to the historic tsarist reign of the Romanovs (1613–1917). Following the October Revolution, a communist regime was established in Russia, known now as the Union of Soviet Socialist Republics.

# GLOBAL JEWISH HISTORY



## Land of Israel Columns

Although much of Jewish history took place in the Diaspora, the Land of Israel never ceased to be thought of as the motherland, and a Jewish population resided there continuously. Distributed throughout the second floor, the Land of Israel Columns will tell the story of Jewish settlement in Israel throughout history.

\$250,000

## Faith, Thought and Creativity

This film will celebrate the magnificent written heritage of the Jewish People throughout history, with an emphasis on philosophy, culture and Jewish life. Considering halacha as a unique feature of Judaism, this film will also explore the constant turmoil pertaining to the debate over Jewish spirituality and tracks Jewish Philosophical development, in all its richness and diversity.

\$200,000



GLOBAL JEWISH HISTORY

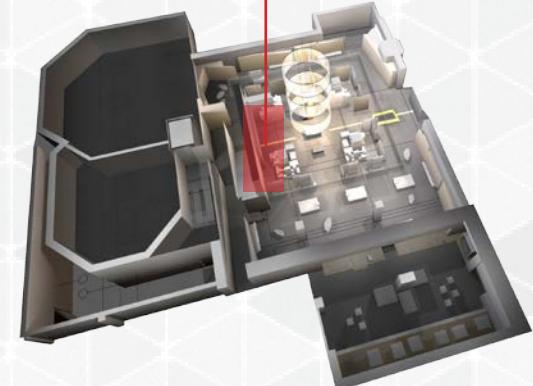
# FOUNDATIONS OF JEWISH LIFE

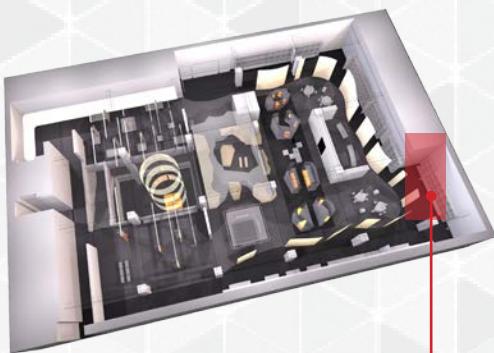


## Jewish Communities Worldwide Today

Nowadays, one can experience a full Jewish life in all countries where Jews live, and the majority of Jews maintain some sort of affiliation with one of the different communities in their respective countries of residence. These communities add contemporary content to the traditional Jewish communal way of life. Visitors will be invited to share their own Jewish experience as they live and know it. In doing so, the museum's database will become a living and breathing story which presents the entire spectrum of Jewish life in our times.

\$200,000

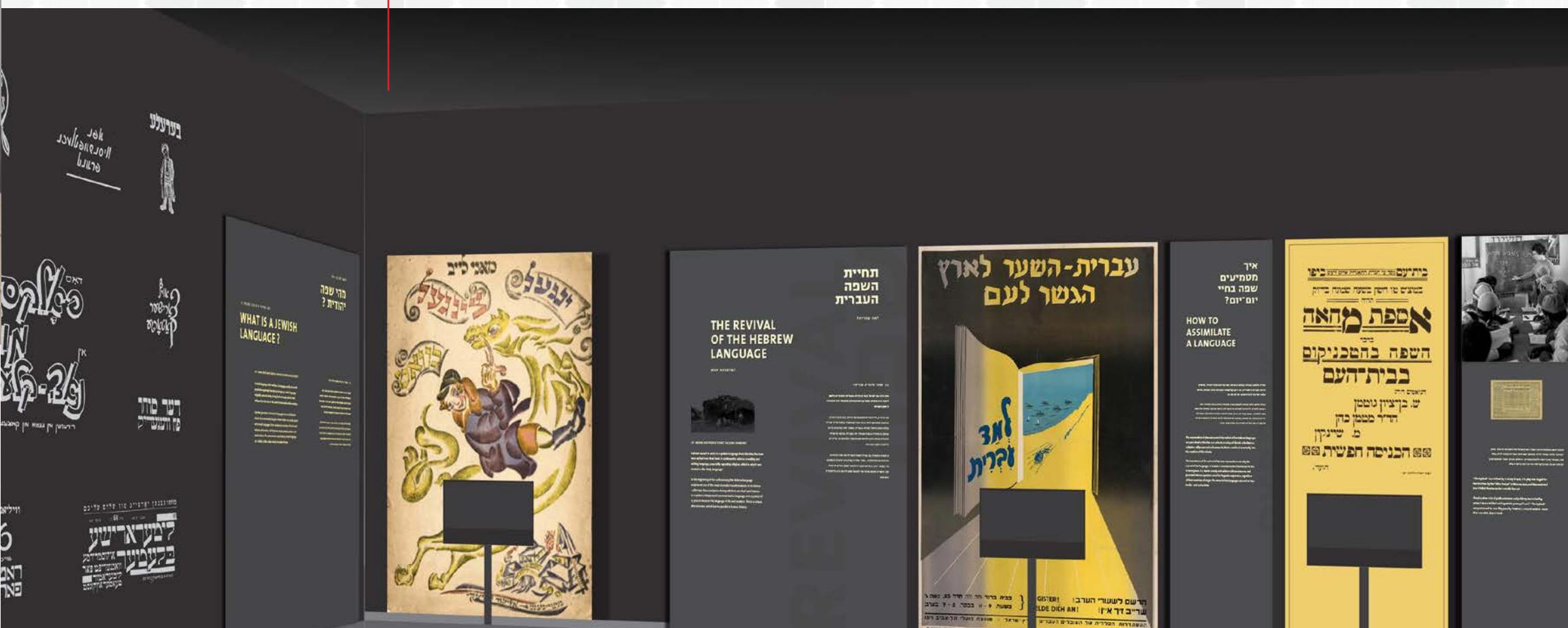




## Jewish Languages

Jews in the Diaspora spoke various languages – from Yiddish to Ladino, from Mougribi Arabic to Kurdish Hebrew and beyond. This display celebrates those languages that arose from the intermingling of Hebrew and other local tongues. Featured here are works of literature, poetry and proverbs in these unique – and nearly extinct – languages that serve as a marker of the linguistic wealth of the Jewish People.

\$100,000



IDENTITY AND CULTURE



## Rest Areas

\$25,000 (85 square feet)

\$50,000 (200 square feet)

\$100,000 (450 square feet)

Numerous rest areas throughout the Museum will serve visitors who wish to pause to reflect upon their museum experience, offering a dedicated space for rest and relaxation. Visitors utilizing these areas will also be able to enjoy complementary power outlets for laptops and other electronic devices.



**Established nearly forty years ago, Beit Hatfutsot is a public, not-for-profit organization with private and governmental involvement. Its shareholders are the State of Israel, The Jewish Agency/World Zionist Organization, the World Jewish Congress and the Tel Aviv University. According to the 2005 Beit Hatfutsot Law, Beit Hatfutsot has the status of National Center for Jewish Communities in Israel and around the world. Beit Hatfutsot remains the sole institution in the world devoted to sharing the complete story of the Jewish People — from the Bible until today, from tragedy to triumph — with millions of visitors from all over the globe.**

Other opportunities are available.  
For more information please contact **Noga Steinmetz** at [noga@bh.org.il](mailto:noga@bh.org.il)

Building renderings  
by **Mintz Melamed Architects Ltd.**  
Exhibition design and all interior renderings  
by **Gallagher & Associates**

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