



BEIT HATFUTSOT
THE MUSEUM OF THE
JEWISH PEOPLE

YOU ARE PART OF THE STORY

AN OVERVIEW OF THE MUSEUM
& DEDICATION OPPORTUNITIES

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 offers 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

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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 ft²
site

-
66,000 ft²
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

Donor Recognition

The Museum of the Jewish People at Beit Hatfutsot is looking for its Thirty-Six Visionaries, our take on the ancient Jewish concept of the “lamedvavnik”.

The Talmud teaches that at any one time, there are thirty-six people in the world who represent the absolute best of humanity, and whose kindness and example sustain and protect our world.

In Jewish tradition, much like Roman numerals, each Hebrew letter carries a numerical value also. Taken together, the letters lamed (30) and vav (6) make thirty-six, hence each of the Talmud’s thirty-six righteous figures is known by the Hebrew term “lamedvavnik”.

Much like the mystical lamedvavnik, our thirty-six are committed givers, driven by a passion to sustain and elevate the world they encounter.

Any contribution of \$1 million or more will be recognized at the special “Thirty-Six Visionaries — Lamed Vav Wall of Honor,” placed at the entrance of the new museum, proudly displaying the names of the visionary leaders who helped us in our mission.

Naming opportunities

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

\$10,000,000

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\$5,000,000

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\$3,500,000

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\$3,000,000

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\$2,000,000

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\$1,500,000

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\$1,000,000

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\$750,000

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\$500,000

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\$250,000

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BEIT HATFUTSOT:
THE MUSEUM OF THE JEWISH PEOPLE

IDENTITY AND CULTURE WING

\$10,000,000

The visitor's journey begins on the upper floor in an encounter with the vibrant and rich life of the Jewish People today. Here the idea of Jewish Peoplehood is presented along with the diverse modes of Jewish culture in modern times and the contribution Jews have made to global civilization and culture throughout the years. The encounter with the contemporary Jewish story enables a direct and immediate connection between the visitor and the exhibition, where one is realistically confronted with relevant questions regarding one's personal identity.



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BEIT HATFUTSOH
THE MUSEUM OF THE JEWISH PEOPLE

GLOBAL JEWISH HISTORY WING

\$10,000,000

This floor develops the historical narrative of global Jewry in all its dimensions. Our sweeping tale unfolds through exploration of the dual centers of Jewish life that have arisen at various points in our history: the Land of Israel and Babylon, Sepharad and Ashkenaz, the Ottoman Empire and Poland/Lithuania and the State of Israel and North America. An interactive map of Jewish migrations provides the floor's focal point, traversing Jewish journeys around the world. The exhibition traces the evolution of Jewish faith, thought and creativity through the ages and focuses on the Jewish story in the modern era. This includes, of course, the uninterrupted presence of a living Jewish community in Israel for nearly 4,000 years.



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BEIT HATFUTSOT:
THE MUSEUM OF THE JEWISH PEOPLE

The screenshots illustrate the My Jewish Story platform's features:

- Search Functionality:** The left screenshot shows a search interface where users can enter first and last names. It displays results for "Nachmanson" and "Sali".
- Family Tree Feature:** The middle screenshot shows a visual representation of a family tree for the "Nachmanson Family Tree". It includes nodes for "Nachmanson" (Nachmanson), "Sali" (Nachmanson), "Shlomo Nachmanson", and "Avraham Joseph Judah Nachmanson".
- Search Results:** The right screenshot shows a search result for "San Francisco" with a video titled "San Francisco Video - English". Other results include "The Exodus of Sephardim" and "Sephardic Synagogues".

BH ONLINE

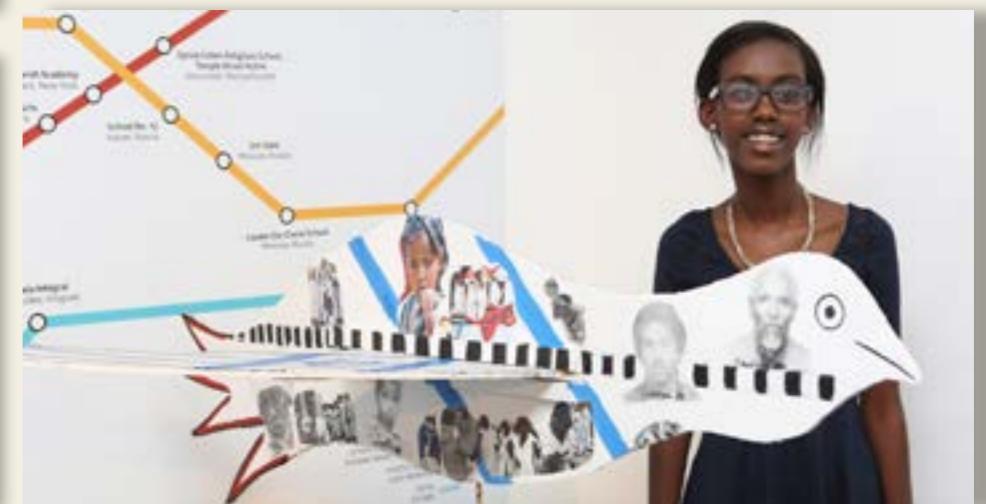
\$10,000,000

Beit Hatfutsot's remarkable archive holds more than six million files, across five separate databases, offering incredible insights into genealogy, visual documentation (photos and films), Jewish music, the history of communities and the meaning of family names. Launched in 2016, BH Online frees these records from the confines of academic research, allowing users an unlimited, no-cost platform through which to create, curate and share their own Jewish stories, across multiple devices and generations.



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BEIT HATFUTSOT:
THE MUSEUM OF THE JEWISH PEOPLE



THE KORET INTERNATIONAL SCHOOL FOR JEWISH PEOPLEHOOD

\$10,000,000

The Koret International School for Jewish Peoplehood offers innovative resources for the Jewish community worldwide. Operating in three areas — museum education and programming; professional training for educators; and development of curricular resources and both international and local programs — the school strives to promote Jewish consciousness, involvement, action, and education through a knowledge-based sense of belonging. The Koret International School for Jewish Peoplehood regularly partners with the Israel Ministry of Education, the Israel Defense Forces and their teacher training institutes, and with educational organizations across the globe. Teachers, counselors, students, soldiers, schools, and groups visiting Israel all benefit from its vast array of available resources.



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BEIT HATFUTSOT:
THE MUSEUM OF THE JEWISH PEOPLE

FOUNDATIONS OF JEWISH LIFE WING

\$5,000,000

The Biblical Story, the Jewish Calendar and the Jewish Lifecycle provide the existential foundations of the Jewish People. This floor represents these foundations, depicting through art, artifacts and interactive displays the many interrelationships that link Jewish practices, customs and beliefs. The core practices and tenets of Jewish culture — Shabbat, the Covenant and prayer — and the evolution of Jewish practices, form the core of this floor while traditions in different communities surround them. Particular attention is paid to how these elements of Jewish life became a crucial source of connectivity between Jews throughout history.



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BEIT HATFUTSOT:
THE MUSEUM OF THE JEWISH PEOPLE

**THE ALFRED H. MOSES
AND FAMILY
SYNAGOGUE HALL**

\$5,000,000

This gallery focuses on the evolution of the synagogue as an institution from ancient times until the present, whose functions include prayer halls and schools (Beit Midrash) and is the center for social, charitable, political, and judicial activities. 21 synagogue replicas from Beit Hatfutsot's famed collection are the heart of this exhibit. Next to each model, an original ceremonial object from the synagogue or its community is displayed, providing a glimpse into the cultural and artistic identity of each community. Using cutting-edge technology, visitors can travel across time, explore and zoom in on items of interest. They will see people congregate, hear local melodies, and watch as various ceremonies are held.

[Photograph by Yaakov Brill]



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BEIT HATFUTSOT:
THE MUSEUM OF THE JEWISH PEOPLE

**THE TAMAR AND MILTON
MALTZ FAMILY GALLERY**

\$5,000,000

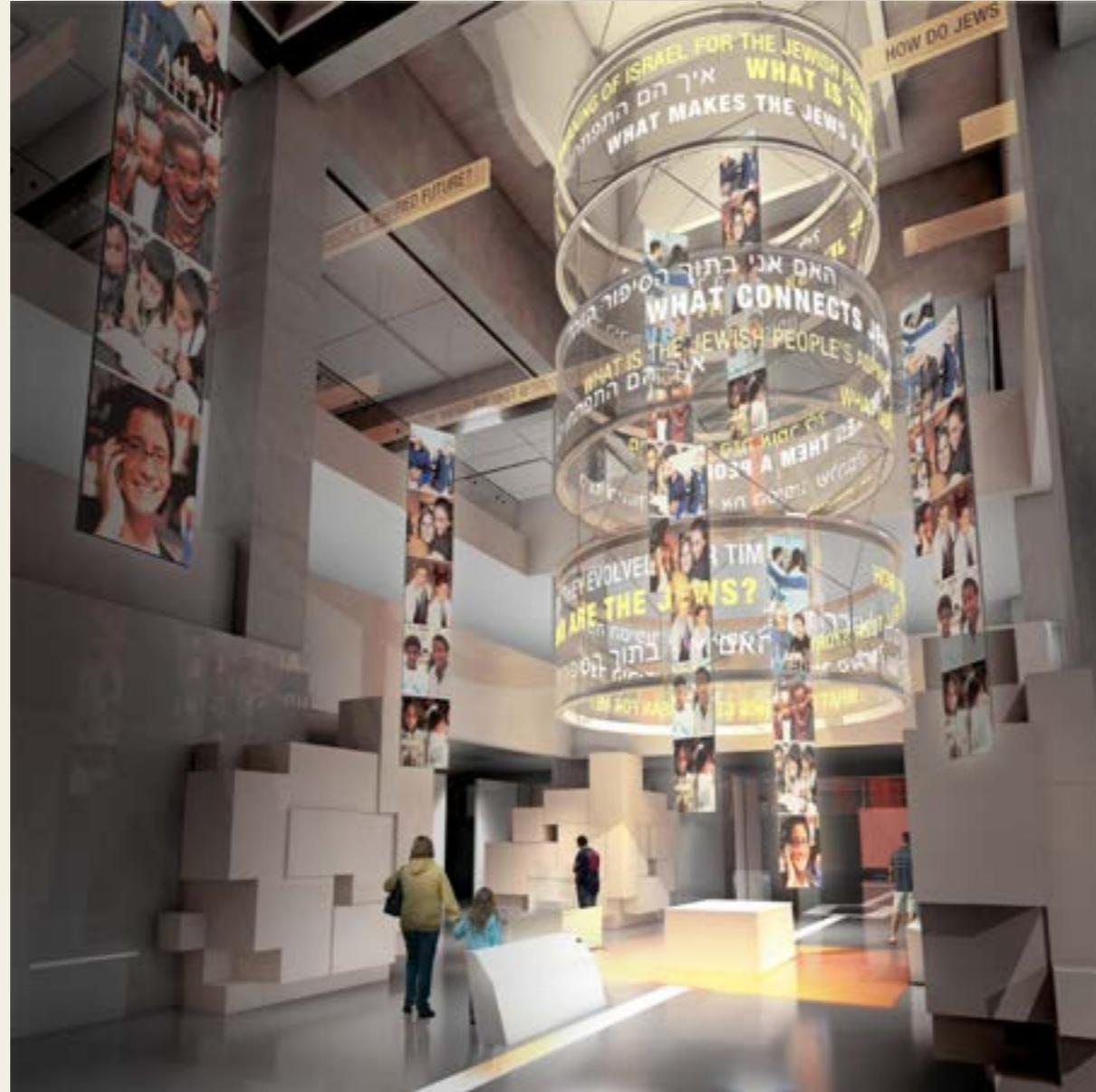
This Gallery is a space dedicated to children. Here they can learn about various aspects of the Jewish People through fun and engaging activities. The new Family Gallery hosts the exhibit *Heroes: Trailblazers of the Jewish People*, introducing historical figures, men and women, from all walks of life - culture, science, sports and more, each with a special activity underscoring that hero's exceptional role and contribution to Jewish history. Parents can join in as their kids explore the unique setting.

Photograph by Yaakov Brill



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BEIT HATFUTSOT:
THE MUSEUM OF THE JEWISH PEOPLE



**atrium:
eternal jewish values**

\$5,000,000

Occupying the central space of Beit Hatfutsot and rising up through its three floors, the Jewish Values Atrium provides the living heart of the core exhibition. A magnificent installation that fuses light and words, this element literally and symbolically illuminates the permanence of Jewish values. A visual constant through all three floors — as viewed from the open galleries — this installation underscores the unity of the Jewish People, bound to one another through an incredibly diverse yet unifying 4,000-year history.



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BEIT HATFUTSOT:
THE MUSEUM OF THE JEWISH PEOPLE

FOUNDATIONS OF JEWISH LIFE

SPECIAL EXHIBIT HALL I

\$3,500,000

This hall provides 3,700 square feet of space for special exhibits that delve into themes and ideas intrinsic to the story of the Jewish People. The special exhibit hall is a dedicated space for exploring Jewish communities, key events in Jewish history, prominent Jewish personalities, Jewish art, culture, heritage and identity. Recent exhibits include *Forever Young – Bob Dylan at 75* (on display in the New Wing), the Mossad's files on the capture of Adolph Eichmann, the Dreyfus Affair and wedding gowns highlighting different Jewish bridal traditions.

[Photograph by Shahar & Ziv Katz, Lucido Photography]



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BEIT HATFUTSOT:
THE MUSEUM OF THE JEWISH PEOPLE



**EVENT HALL
AND TERRACES**

\$3,000,000

The Event Hall is located on the first floor of the museum, with separate and direct access from the Promenade and through the Garden. This space allows flexibility of use for museum as well as for stand-alone events, such as lectures, cocktails and more. Adjacent to both the core exhibition and a panoramic window, and with access to two spacious terraces – one facing east and the other facing west – this space also offers a beautiful view of the Tel Aviv university campus.



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BEIT HATFUTSOT:
THE MUSEUM OF THE JEWISH PEOPLE

IDENTITY AND CULTURE

JEWISH TRAILBLAZERS

\$2,000,000

This display relays Jewish contributions to the arts, literature, scientific advancement, music, cuisine, civic life and fashion. Visitors will encounter the global impact of the "Jewish spirit" in the 20th and 21st centuries. From an immersive film highlighting prominent Jewish figures to interactive stations that bring those figures to life, this display will enable individuals to delve deeply into the lives and stories of key Jewish personalities from Albert Einstein to Donna Karan, from Sigmund Freud to Mark Zuckerberg and beyond.



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BEIT HATFUTSOT:
THE MUSEUM OF THE JEWISH PEOPLE

GLOBAL JEWISH HISTORY

JEWISH HISTORY: THE MODERN ERA

\$2,000,000

Jewish communities transitioned into modernity rapidly while Jewish individuals led the intellectual, social and technological movements that defined it. This display documents these facts, showcasing the flexibility within Jewish culture and traditions that enabled this transition. Here visitors encounter the story of integration in Western Europe, the move from Shtetls to the big cities of Eastern Europe, the leading roles Jews played in modernizing Islamic countries under colonial influence, the great migration to the New World, political and national Jewish movements throughout the world and the great flourishing of Jewish culture in the years between the two World Wars.



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BEIT HATFUTSOT:
THE MUSEUM OF THE JEWISH PEOPLE

GLOBAL JEWISH HISTORY

THE HOLOCAUST AND ITS AFTERMATH

\$2,000,000

This experiential exhibit uses artistic and conceptual tools to evoke the terrible human and cultural loss the Jewish People suffered during the Holocaust. It also explores the impetus to rebuild through the birth of the modern State of Israel and the restoration of the phenomenon of dual centers of Jewish life, reflected today in Israeli and American Jewry.

Rendering by Ariel Efron & Guy Goldstein, Gallagher & Associates



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BEIT HATFUTSOT:
THE MUSEUM OF THE JEWISH PEOPLE

GLOBAL JEWISH HISTORY

HISTORY OF JEWISH MIGRATIONS

\$2,000,000

Migration and resettlement around the world, both voluntary and imposed, shapes much of the Jewish story. Here the movement of Jewish communities comes to life through media projections, and interactive maps and displays. The story begins with the journey to the Land of Israel by Abraham and Sarah, continues with Jewish migration to the New World and traces the return to our Homeland via 20th century Aliyah. The display walls feature five unexpected figures from Jewish history — from the Queen of Sheba to a Jewish pirate. Most importantly, this exhibit draws attention to the flourishing Jewish communities across the globe in each epoch.



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BEIT HATFUTSOH
THE MUSEUM OF THE JEWISH PEOPLE

FOUNDATIONS OF JEWISH LIFE

**THE LADY SARAH COHEN
EXHIBIT HALL**

\$2,000,000

This hall provides 2,500 square feet of space for special exhibits that delve into themes and ideas intrinsic to the story of the Jewish People. The special exhibit hall is a dedicated space for exploring Jewish communities, key events in Jewish history, prominent Jewish personalities, Jewish art, culture, heritage and identity. Recent exhibits include *Forever Young – Bob Dylan at 75* (on display in the New Wing), the Mossad's files on the capture of Adolph Eichmann, the Dreyfus Affair and wedding gowns highlighting different Jewish bridal traditions.

Photograph by Shahar & Ziv Katz, Lucido Photography



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BEIT HATFUTSOT:
THE MUSEUM OF THE JEWISH PEOPLE



MUSEUM MAIN ENTRANCE

\$2,000,000

The premier gateway for Museum visitors, this entrance is at the heart of a central pedestrian passageway of the Tel Aviv University Campus. Ushering visitors into Beit Hatfutsot's spacious lobby, the main entrance welcomes guests to the unique and transformative experience that is the new Museum of the Jewish People.



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BEIT HATFUTSOT:
THE MUSEUM OF THE JEWISH PEOPLE

IDENTITY AND CULTURE

**JEWISH CULTURE
AUDITORIUM**

\$1,500,000

Jewish wisdom, creativity and identity inspire cultural media of all kinds. Here an experiential, multi-screen video installation deals with the question "what is Jewish culture today". Visitors embark on a fascinating journey through Jewish literature, music, art, film, theater, dance, folklore, languages, cuisine and humor as a concluding stop at the end of the third floor, which focuses on Jewish culture and identity.



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BEIT HATFUTSOT:
THE MUSEUM OF THE JEWISH PEOPLE



**MUSEUM LOBBY
& RECEPTION FOYER**

\$1,500,000

This space welcomes visitors and sets the tone for their journey of exploration, learning and interaction. Its 10,800 square feet include reception facilities, which will be combined with displays dealing with essential questions of Jewish identity and culture that will trigger what lies ahead.



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BEIT HATFUTSOT:
THE MUSEUM OF THE JEWISH PEOPLE

PROMENADE

\$1,500,000

This Promenade, measuring 7,000 square feet, is the central walkway that serves pedestrians entering the Tel Aviv University Campus from east to west and vice-versa. It is located between the museum's garden on one side, and the lobby and Events Hall on the other. From this open-ended corridor passers-by will be able to see the inside of the museum through a glass ceiling, while the museum visitors will have an outlook to the outside.



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BEIT HATFUTSOT:
THE MUSEUM OF THE JEWISH PEOPLE

GARDEN

\$1,500,000

The Garden, located near the entrance to the museum, offers visitors and passers-by a moment of rest. It also allows groups to prepare for their visit, providing them with a quiet, shaded corner. Situated next to the promenade and acting as a visual extension of the lobby and Reception Foyer, the garden functions as a transitional space in entering the museum.



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BEIT HATFUTSOT:
THE MUSEUM OF THE JEWISH PEOPLE

**THE SOFIA & MIKE SEGAL
ROOFTOP TERRACE**

\$1,500,000

The rooftop terrace is one of the most unique locations at the Museum of the Jewish People. A capacious 4,800-square-foot space, it serves as a café and bar and can accommodate exhibitions, events and cocktails of up to 200 guests. Elegantly designed with a wooden deck, the rooftop terrace has a beautiful outdoor setting overlooking the Tel Aviv University Campus, with panoramic views of the Mediterranean.



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BEIT HATFUTSOT:
THE MUSEUM OF THE JEWISH PEOPLE

IDENTITY AND CULTURE

LIFE IN OPEN SOCIETIES

\$1,000,000

In the modern era many Jews embraced opportunities to integrate in open societies — and helped lead cultural, social and political movements that promised greater freedom and inclusivity. This display touches upon the choices Jews encounter today, and the ongoing tension between the preservation of tradition and the promises and perils of acceptance via assimilation.



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BEIT HATFUTSOT:
THE MUSEUM OF THE JEWISH PEOPLE



GLOBAL JEWISH HISTORY

DUAL JEWISH CENTERS — ISRAEL & AMERICA: HALL AND FILM

\$1,000,000

This 270-square-foot theater will represent the apex of the second floor. A spectacular film will conclude the historical chapter of the museum and illustrate the essence of the Jewish world today, emphasizing the modern incarnation of the dual Jewish centers: the State of Israel and US Jewry.



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BEIT HATFUTSOT:
THE MUSEUM OF THE JEWISH PEOPLE

GLOBAL JEWISH HISTORY

THE JEWISH CANON

\$1,000,000

When it comes to the Jewish canon, the Bible is just the beginning. Throughout history and extending to the present time, a rich corpus of literature has been added to that sacred foundational text. In this display the Jewish canon will be presented as an inverted pyramid, its vertex beginning with the Bible and continuing upward through the ages until the present time.



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BEIT HATFUTSOT:
THE MUSEUM OF THE JEWISH PEOPLE

FOUNDATIONS OF JEWISH LIFE

SHABBAT

\$1,000,000

The Sabbath is one of the cornerstones of Jewish tradition. It is also one of the gifts the Jewish People bestowed upon the entire world. Placed at the very center of the museum, this display will focus on two different aspects of this foundational tradition: "Remember" — the traditional Sabbath, and "Keep" — contemporary expressions of the Sabbath in different parts of the world.



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BEIT HATFUTSOT:
THE MUSEUM OF THE JEWISH PEOPLE

FOUNDATIONS OF JEWISH LIFE

**THE BIBLE STORY:
HALL AND FILM**

\$1,000,000

This 260-square-foot theater will invite visitors to discover the importance of the Bible story as both a foundational narrative of Jewish existence and as the root of Jewish life. The historical events and traditions of Jewish history comprise a narrative that has been passed down from generation to generation through the ages. An experiential film will inspire visitors to consider key historical events from the days of Abraham through the destruction of the First Temple.



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BEIT HATFUTSOH
THE MUSEUM OF THE JEWISH PEOPLE

FOUNDATIONS OF JEWISH LIFE

**THE COVENANT AND
JEWISH PRAYER**

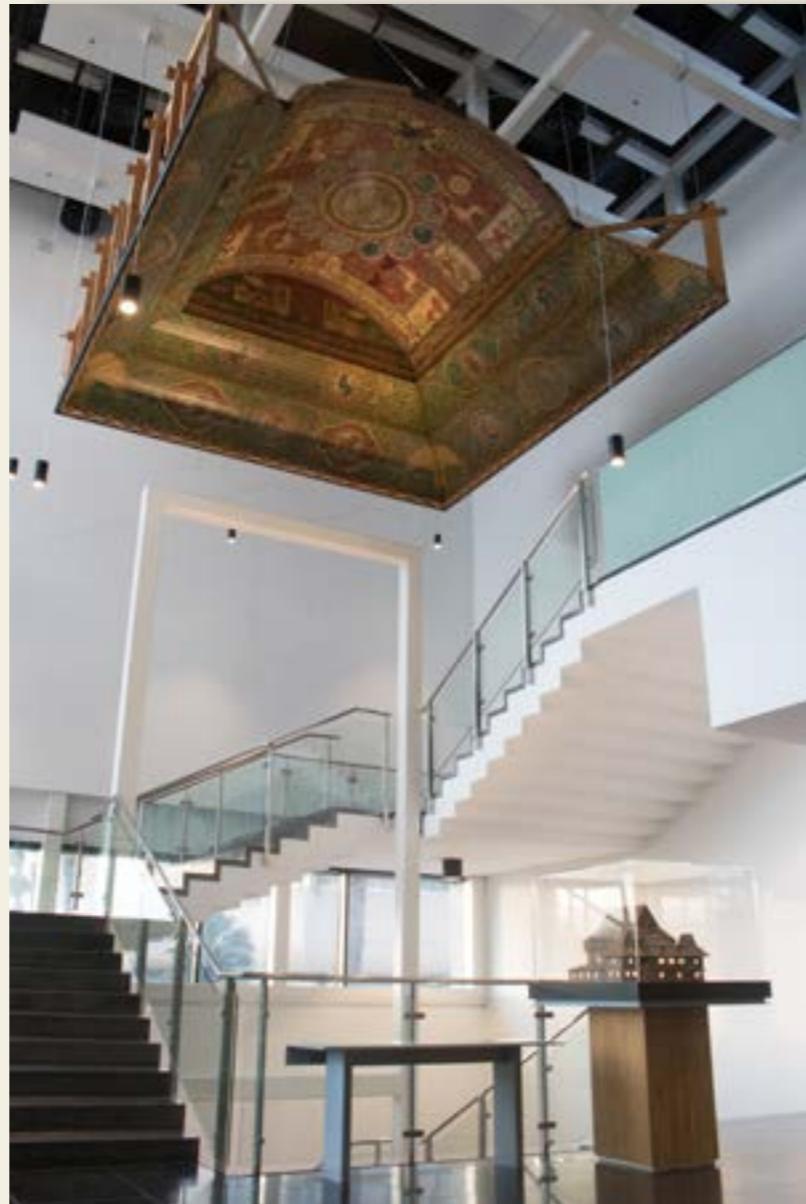
\$1,000,000

The covenant forms the bond between the Jewish People and God, defining us as a people. This 23-foot-tall and 33-foot-wide wall towering over the entire first floor, will illuminate the great and diverse covenants of the Bible. But despite the ties that bind us, the conversation between God and the Children of Israel is a dynamic one. While the covenant is the means by which God chose to communicate with the Jewish People, prayer is the method by which Jews communicate with God. In addition to the biblical covenants, this display will highlight the different variations of Jewish prayer.



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BEIT HATFUTSOT:
THE MUSEUM OF THE JEWISH PEOPLE



SPECIAL EXHIBITS ATRIUM

\$1,000,000

The Special Exhibits Atrium is a 40-foot-high atrium space, featuring a model of the magnificent ceiling of the Hodorov Synagogue. A transitional space, leading the visitors from the lobby to the new wing, it visually connects all levels of the new Museum of the Jewish People.



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BEIT HATFUTSOT:
THE MUSEUM OF THE JEWISH PEOPLE**IDENTITY AND CULTURE****CULTURE:
FILM AND TELEVISION**

\$750,000

Jews were instrumental in the development of U.S. cinema — as studio owners, directors, actors, screenwriters and more — and were motion picture pioneers around the world, making an impact in Germany, India and the Soviet Union. Even in Israel, a thriving film industry flourishes. But what is uniquely “Jewish” about these contributions? Jewish film festivals around the world are trying to solve this puzzle.



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BEIT HATFUTSOT:
THE MUSEUM OF THE JEWISH PEOPLE

IDENTITY AND CULTURE

CULTURE: MUSIC

\$750,000

Music has been an integral part of Jewish culture since the biblical era. In the 20th century, Jews managed to break through barriers and significantly impact a wide variety of musical genres around the world. This display will focus on musical creativity and Jewish musicians, from liturgical poetry and cantillation to hip-hop, from Gustav Mahler and Leila Mourad to Amy Winehouse and Matisyahu. Innovative audio stations and interactive games — aimed at conveying the rich experience of the many facets of Jewish music — will form the center of this display.



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BEIT HATFUTSOT:
THE MUSEUM OF THE JEWISH PEOPLE

IDENTITY AND CULTURE

FOLKLORE: HUMOR

\$750,000

What is the secret of Jewish humor? Why are there so many hilarious Jewish comedians? This display will decipher this remarkable phenomenon, showcasing a spectacular tableau of the great stars of Jewish humor from Eastern Europe, North Africa and the Middle East to German cabarets, New York stand-up clubs, Hollywood comedies and the best of today's Jewish humor from around the world. Spilling out from within these walls, visitors' laughter will reverberate throughout the museum.



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BEIT HATFUTSOT:
THE MUSEUM OF THE JEWISH PEOPLE**GLOBAL JEWISH HISTORY****THE DAVID BERG JEWISH
CENTERS OF ANTIQUITY:
BABYLONIA AND LAND
OF ISRAEL**

\$750,000

The Jewish community in Babylonia was one of the most magnificent in Jewish history. During the Talmudic era it functioned as the equivalent center of the Land of Israel after the destruction of the Second Temple. This is the story of Jews who waged a dialogue with Hellenistic culture in Israel and with Persian culture in Babylonia, forever changing the face of Judaism. This 1,400-square-foot display will emphasize the heights attained by the Babylonian Jewish community, including the position of *Rosh HaGola*, the culture of the great yeshivot and the creation of the Babylonian Talmud.



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BEIT HATFUTSOH
THE MUSEUM OF THE JEWISH PEOPLE**GLOBAL JEWISH HISTORY****JEWISH CENTERS OF THE
MIDDLE-AGES: ASHKENAZ
AND SEPHARAD****\$750,000**

The Golden Age in Spain is one of the high points in the narrative of the Jewish People. This 1300-square-foot display will focus on the immense cultural flourishing of the Spanish Jews and their integration into all walks of life, celebrating achievements in science, medicine, poetry, philosophy, music and government. Alongside this pinnacle of Jewish accomplishment, exhibits depicting religious persecution and the eradication of the Spanish Jewish community during the Expulsion will be presented. In addition to the Sephardic experience, this display will highlight the Ashkenazic origin story. Together with the familiar stories of sages and religious persecution, this display will emphasize Ashkenazic triumphs, including the economic integration of the Jews and the renaissance that the women of Ashkenaz experienced during this period.



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BEIT HATFUTSOT:
THE MUSEUM OF THE JEWISH PEOPLE

GLOBAL JEWISH HISTORY

**JEWISH CENTERS OF THE
EARLY MODERN PERIOD:
POLAND AND LITHUANIA;
THE OTTOMAN EMPIRE**

\$750,000

Prior to the Holocaust, the Jewish community of Poland and Lithuania was the largest in the world. The Jews there realized a previously unprecedented accomplishment — an autonomous existence, essentially 'a state within a state'. This 840-square-foot display will convey the epic story of Eastern European Jewry, while emphasizing unique stories such as the great flourishing of the Council of Four Lands, the tragedies of the Khmelnytsky Uprising (1647-1648), the establishment of the Hassidic movement and the struggle between the Hassidim and Mitnagdim.

The Ottoman Empire, which at its peak stretched from North Africa in the west to Iraq in the east and to southeast Europe in the north, housed a plethora of Jewish communities. This aspect of the display will focus primarily on the narrative of the Jews of Greece and Turkey, highlighting their outstanding economic and cultural integration. Special emphasis will be placed on the story of Doña Gracia Nasi.



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BEIT HATFUTSOH
THE MUSEUM OF THE JEWISH PEOPLE

GLOBAL JEWISH HISTORY

THE GREAT MIGRATION

\$750,000

During the 19th century the entire world — the Jewish People included — was in motion. This 650-square-foot display will focus on the experiences of the individual immigrant and the narrative of the society that absorbed the greatest wave of Jewish immigration in history — American Jewry. This display will highlight the stories of immigrants and the manners in which they became an integral part of American society.



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BEIT HATFUTSOT:
THE MUSEUM OF THE JEWISH PEOPLE



FOUNDATIONS OF JEWISH LIFE

LIGHT UNTO THE NATIONS

\$750,000

The Bible is the cornerstone not only of Judaism, but of the entire Western world. This display will demonstrate the Bible's massive influence on all walks of life, spanning the far reaches of the globe. Visitors will discover how the Book has shaped everything from various religions to world politics to names of people and places, having a sweeping impact on human culture at large.



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BEIT HATFUTSOT:
THE MUSEUM OF THE JEWISH PEOPLE

IDENTITY AND CULTURE

**JEWKBOX
INTERACTIVE**

\$500,000

In recent years more and more leading Israeli rock artists have discovered their Jewish roots, culture, and even God — with whom they began to carry on a dialogue through their music. The goal of this interactive display is to engage visitors with popular Jewish/Israeli music in an experience that is both educational and joyous. Visitors will be invited to learn and sing a song in a karaoke-like audio and video recording booth. They will then have the opportunity to email their creation to friends and family throughout the world.



44

/ BEIT HATFUTSOT:
THE MUSEUM OF THE JEWISH PEOPLE**IDENTITY AND CULTURE****LET'S DANCE
INTERACTIVE**

\$500,000

This interactive display teaches children how to dance the Hora, the Yemenite step, and more. Introducing well-known choreographers and their impact on the art of dance, this fun and engaging activity allows young visitors to experience Jewish folk-dancing first-hand. Children are invited to choose a dance and learn its steps with the virtual help of a contemporary professional dancer, bringing together the best of modern technology and Jewish cultural tradition.



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BEIT HATFUTSOT:
THE MUSEUM OF THE JEWISH PEOPLE

IDENTITY AND CULTURE

CULTURE: LITERATURE

\$500,000

The Jewish People are the people of the Book, but what is Jewish literature? What makes the stories of Kafka, Doktorov, Stefan Zweig and Elias Canetti uniquely Jewish? This display, designed as a library filled with indelible literary works in all languages, will introduce readers to a uniquely Jewish authorship. Visitors will be able to read and review this incomparable literature in their own language, acquainting themselves with the vast literary wealth of Jewish authors.



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BEIT HATFUTSOT:
THE MUSEUM OF THE JEWISH PEOPLE

IDENTITY AND CULTURE

CULTURE: THEATER

\$500,000

Jewish theater — with roots that can be traced back to the 2nd century — flourished in the 20th century when Jewish theaters, acclaimed playwrights and famous actors began to appear around the world. This rich and dramatic display will consider what is Jewish in a play like *Death of a Salesman*, celebrate the dramatic acting of Sarah Bernhardt, and contemplate how a Shakespearian play translates to the Hebrew stage.



47

BEIT HATFUTSOT:
THE MUSEUM OF THE JEWISH PEOPLE**IDENTITY AND CULTURE****CULTURE: DANCE**

\$500,000

Dance has always accompanied Jewish celebrations, from the days of Miriam and her tambourine to those ecstatic revelations of joy — Hassidic dance, the Hora, the Yemenite step and more. In the 20th century Jewish choreographers and performers introduced this spirit into modern dance — from Isadora Duncan to Jerome Robbins, from Sara Levi-Tanai to Ohad Naharin. So, too, has dance accompanied the formation of Israeli culture, giving rise to a uniquely Israeli style of dance.



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BEIT HATFUTSOT:
THE MUSEUM OF THE JEWISH PEOPLE

IDENTITY AND CULTURE

CULTURE: ART

\$500,000

Well-known Jewish artists emerged in the mid-19th century, their creations exploring issues of faith, the image of God and the Jewish condition. Connected to many waves and facets of the avant-garde, these artists made great contributions to the ever-changing face of art in the 20th century. This display will explore several key themes that detail the impact and rise of Jewish artists, granting the visitor an intimate insight into masters and influencers in a wide array of artistic fields.



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BEIT HATFUTSOT:
THE MUSEUM OF THE JEWISH PEOPLE

IDENTITY AND CULTURE

FOLKLORE: FOOD

\$500,000

Jewish cuisine is bursting with flavors and recipes from all over the world. This mouthwatering display invites visitors to embark on a rich culinary expedition from the savory to the sweet, from challah and gefilte fish to Yemenite jachnun and Iraqi kubbeh, from the cinnamon spices of rugelach to the warm melt of chocolate babka. This interactive display will both teach visitors how to prepare Jewish food and invite them to add their own family recipes, thereby creating a comprehensive database of Jewish cuisine.



50

BEIT HATFUTSOT:
THE MUSEUM OF THE JEWISH PEOPLE**IDENTITY AND CULTURE****COMMUNITY
AFFILIATIONS**

\$500,000

Although today's Jewish community is not a compulsory institution, many feel compelled to be a part of it. This display will tell the story of the institutionalized streams of Judaism: Orthodox, Conservative, Reform and Reconstructionist, as well as the kibbutz – Israel's organized secular Jewish community. The more informal subsets of Judaism such as Masorati (traditionalist) and secular Judaism will also be on display. A film will explore the role of Tikkun Olam, a core value in the lives of many American Jews and the key to their identity.



51

BEIT HATFUTSOT:
THE MUSEUM OF THE JEWISH PEOPLE**IDENTITY AND CULTURE****WORLD JEWRY TODAY**

\$500,000

Jews around the world express their Judaism in diverse and varied ways. The Jewish world is not comprised of a single homogeneous unit, but is constantly progressing from place to place and from one form of self-definition to another. These movements are often accompanied by changes in attitudes and behaviors, of self-perception and of various activities. This display will showcase this multifaceted phenomena as reflected in figures and statistics that reveal the lives of Jews around the world.



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BEIT HATFUTSOT:
THE MUSEUM OF THE JEWISH PEOPLE

IDENTITY AND CULTURE

FEMINIST TRAILBLAZERS

\$500,000

Jewish women were among the leaders of the feminist revolution in the 20th century. This display will illustrate the heroic struggle for gender equality in all strata of Jewish society. This will be the first time a Jewish museum has highlighted the uniquely Jewish contribution to women's suffrage, liberation, and equality.



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BEIT HATFUTSOT:
THE MUSEUM OF THE JEWISH PEOPLE

GLOBAL JEWISH HISTORY

THE JEWS OF EASTERN EUROPE

\$500,000

The Jews of Eastern Europe are divided into two groups: the Jews of the large cities — partners in the spirit of enlightenment and knowledge — and the Jews of the small towns and villages — the shtetl. This display will focus on the shtetl and demonstrate how these Jews managed to create a thriving Jewish culture despite significant hardships.



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BEIT HATFUTSOT:
THE MUSEUM OF THE JEWISH PEOPLE

GLOBAL JEWISH HISTORY

SEPHARAD POETRY

\$500,000

This interactive exhibit will convey, through poetry and music, the dialogue between past and present and the impact of medieval Jewish creativity on contemporary Israeli culture. The goal of this display is to use music and poetry not only to open visitors' minds, but to blow their minds with the beauty of Sephardic poetry. This display also aims to acquaint guests with the amazing phenomena of the renaissance of Sephardic poetry in contemporary Israeli music, and with the unique historical phenomena of Sephardic Jewish creativity and thought: the myriad of scientific and cultural fields the Sephardic sages worked in, and some riveting details of their work.



55

BEIT HATFUTSOT:
THE MUSEUM OF THE JEWISH PEOPLE

GLOBAL JEWISH HISTORY

JEWISH CULTURE BETWEEN THE TWO WORLD WARS

\$500,000

In the period between the two world wars Jewish culture flourished all over the world. This phenomenon marked a new era for the Jews, resulting from the Jewish emancipation. Jewish culture was mainly modern and secular, diverse and vibrant, and drew its inspiration from Jewish traditions, as well as from world culture – from Poland to Morocco and from Australia to Argentina. Beyond literature, art, music, theater and philosophy, modern Jewish culture encompassed the day-to-day life, fashion, entertainment, sports and leisure. This film will showcase the wealth of Jewish culture, using rare films from the Beit Hatfutsot archive, and illustrating a colorful, living and breathing scene, full of hope and optimism.



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BEIT HATFUTSOT:
THE MUSEUM OF THE JEWISH PEOPLE

GLOBAL JEWISH HISTORY

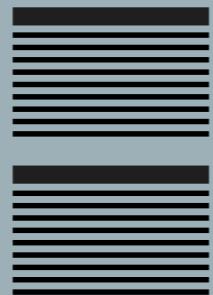
POLITICAL CHOICES

\$500,000

This display will enable visitors to experience firsthand the many challenges Jews faced at the turn of the century and the choices that were available to them. Visitors will be invited to join a rally in one of Europe's big cities and to choose their affiliation. A special interactive will hone in on the Zionist Movement and its many nuances, and a film, set in a Warsaw café, will illustrate the intensity of the debates in which Jews engaged.



57

BEIT HATFUTSOT:
THE MUSEUM OF THE JEWISH PEOPLE

FOUNDATIONS OF JEWISH LIFE

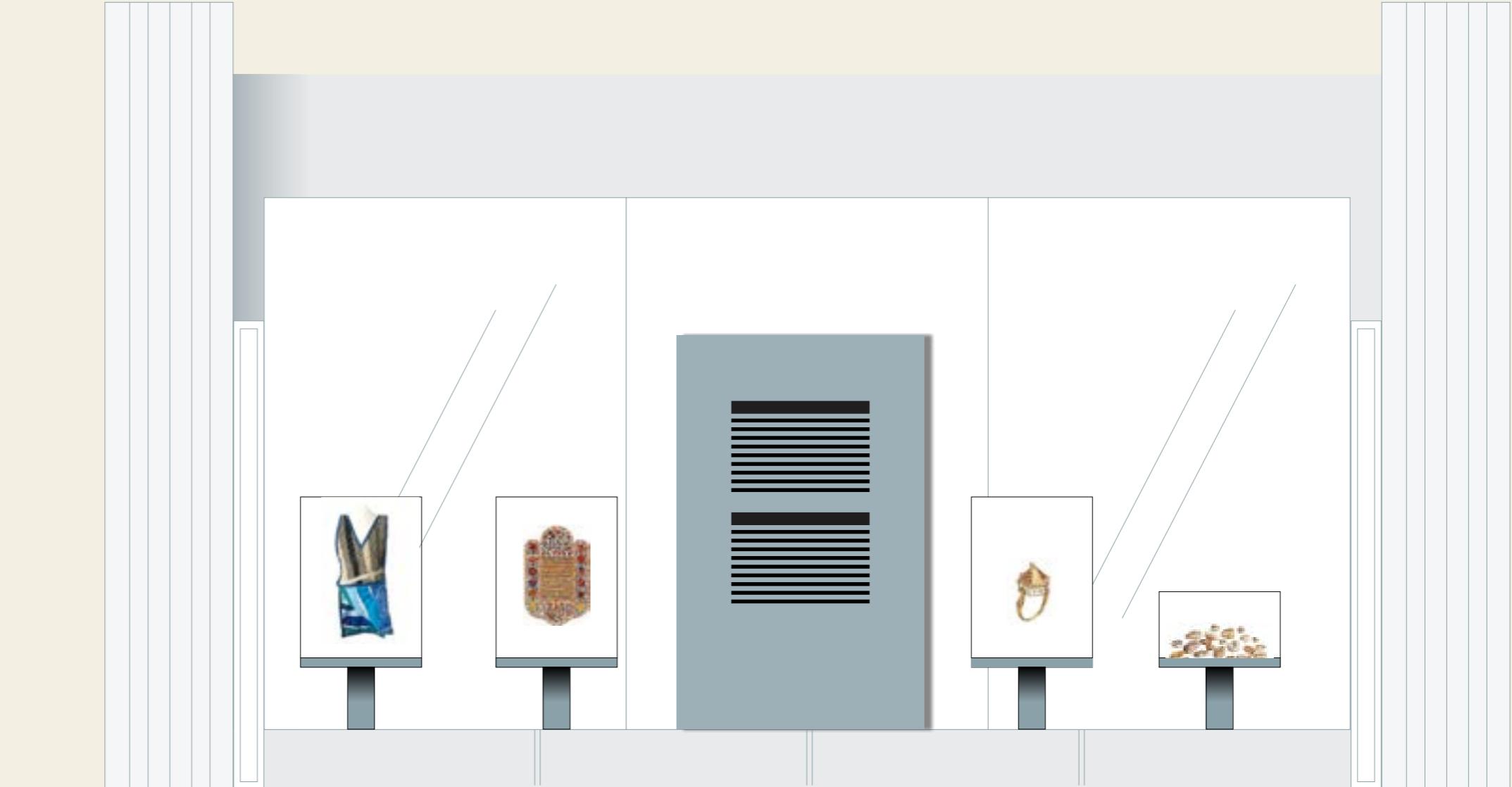
THE JEWISH CALENDAR

\$500,000

Both ancient and modern history have shaped the Jewish calendar, which is the focus of this display. What we have inherited as a result is an epic instrument that celebrates holidays from the biblical era — such as commemorating the Exodus from Egypt — alongside events from the last century such as the establishment of the State of Israel. The consistency of the Jewish calendar and its adoption by all streams of Judaism (even in the face of disagreement) guarantees the worldwide unity of the Jewish People.



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BEIT HATFUTSOT:
THE MUSEUM OF THE JEWISH PEOPLE

FOUNDATIONS OF JEWISH LIFE

THE JEWISH LIFECYCLE

\$500,000

Major rites of passage — the brit milah, bar and bat mitzvahs, weddings, mourning — represent the foundation of the Jewish way of life. This display will introduce these key events, illuminating them with contemporary works of art by renowned Judaica artists.



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BEIT HATFUTSOT:
THE MUSEUM OF THE JEWISH PEOPLE

IDENTITY AND CULTURE

FOLKLORE: BELIEFS

\$250,000

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.



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BEIT HATFUTSOT:
THE MUSEUM OF THE JEWISH PEOPLE



IDENTITY AND CULTURE

FOLKLORE: JUDAICA

\$250,000

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.



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BEIT HATFUTSOT:
THE MUSEUM OF THE JEWISH PEOPLE**IDENTITY AND CULTURE****FOLKLORE: TRADITIONS**

\$250,000

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.



IDENTITY AND CULTURE

FOLKLORE: SAYINGS

\$250,000

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.



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BEIT HATFUTSOT:
THE MUSEUM OF THE JEWISH PEOPLE

IDENTITY AND CULTURE

THE REVOLUTION OF THE HEBREW LANGUAGE

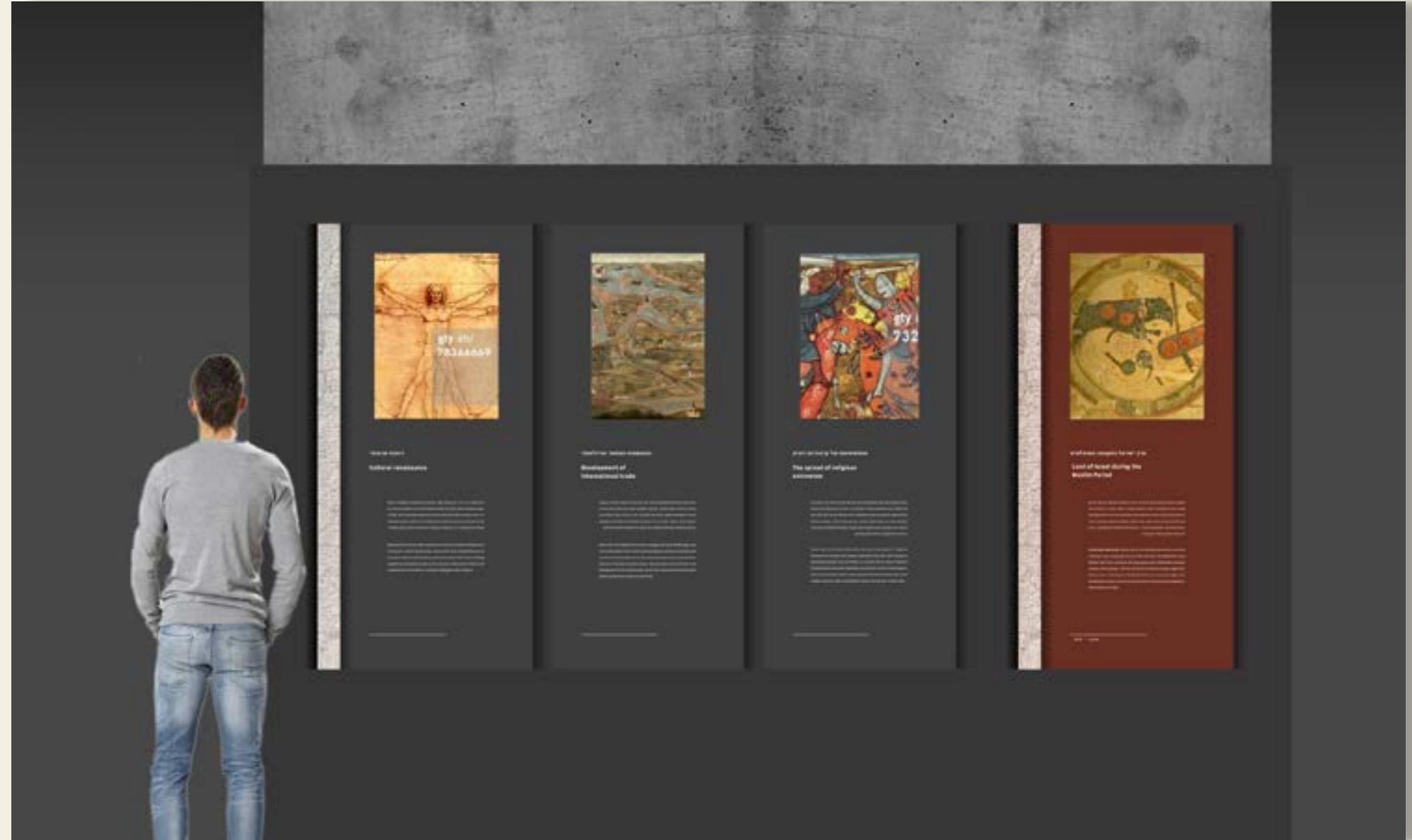
\$250,000

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 200 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.



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BEIT HATFUTSOT:
THE MUSEUM OF THE JEWISH PEOPLE



GLOBAL JEWISH HISTORY

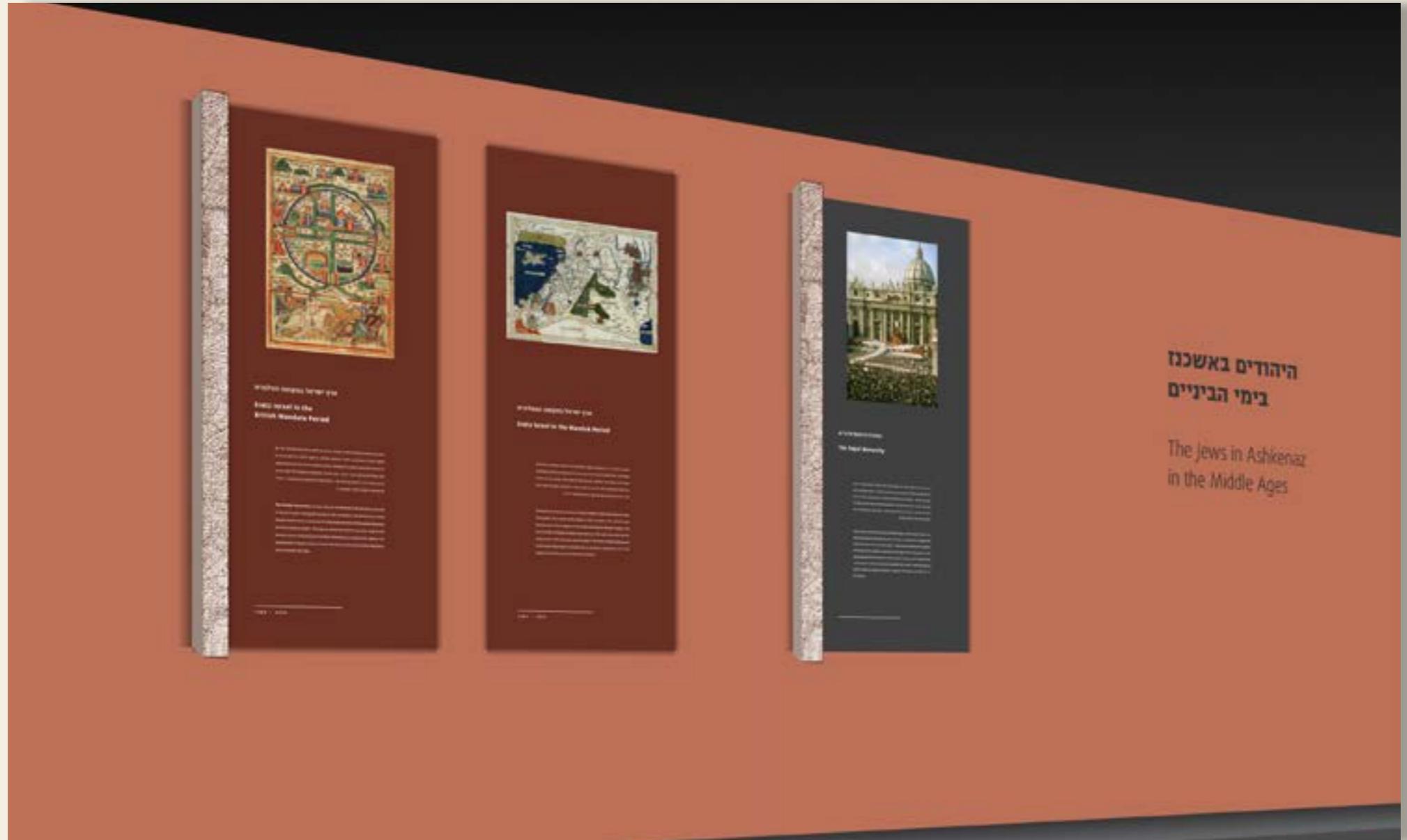
**FORMATIVE EVENTS
COLUMNS**

\$250,000

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.



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BEIT HATFUTSOT:
THE MUSEUM OF THE JEWISH PEOPLE

IDENTITY AND CULTURE

**LAND OF ISRAEL
COLUMNS**

\$250,000

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.

Contact information:

Other opportunities are available.
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Building renderings by Mintz
Melamed Architects Ltd. -
Daniel Mintz & Elad Melamed

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