

Jewish National Fund
ISRAEL ART & FASHION MISSION

October 31 –
November 6, 2014

Leadership

Sara Cannon, *Mission Chair*

Alyse Golden Berkley, *Mission Chair*

Professional Staff

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Itinerary is Subject to Change.



Tel Aviv

FRIDAY OCTOBER 31 • ARRIVAL / TEL AVIV

Welcome to Israel! Upon arrival, proceed through Passport Control, Immigration and Baggage Claim before meeting your driver in the Arrivals Hall. Depart the airport for **Tel Aviv**, Israel's cultural center and most cosmopolitan city. After checking into the Carlton Hotel, take some time to unpack and unwind after the long flight. This evening, enjoy an **opening dinner** at a local restaurant in Tel Aviv.

Overnight, Carlton Hotel, Tel Aviv



Masada

SATURDAY NOVEMBER 1 • TEL AVIV

Today will be at leisure in honor of Shabbat. Consider attending optional Shabbat services, relaxing at the hotel or participating in one of the following **optional activities**:

OPTION I: DAY TRIP TO MASADA & THE DEAD SEA (* additional cost)

The optional day trip to Masada and the Dead Sea will depart the hotel in the morning and drive via the Judean Hills along the shores of the Dead Sea, the lowest place on Earth. Continue to Masada, the mountain fortress built by King Herod, where the Zealots made their last stand against the Romans. Learn about the history of the Jewish fighters before taking a cable car ride (or a hike) to the top of the Herodian Palace Complex. Tour the remains of the walls, palaces, synagogues, water cisterns, mosaic floors and Roman baths.

Afterward, descend the mountain to the depths of the Dead Sea. Take a swim in the buoyant waters of the Dead Sea or simply relax at the beach.



Dead Sea

OPTION II: BRAVERMAN GALLERY

This afternoon, visit the Braverman Gallery, located in an emerging area of Tel Aviv. Founded in 2004 by Yaffa Braverman, the Braverman Gallery provides a platform for all contemporary art media, with a strong emphasis on video and installation art.

This evening, enjoy **dinner** at a local restaurant in Tel Aviv. Afterward, everyone is invited to attend an **optional musical performance or show** (*additional cost - TBD).



Braverman Gallery installation

Overnight, Carlton Hotel, Tel Aviv

SUNDAY NOVEMBER 2 • TEL AVIV



Neve Tzedek

Begin today with a special tour of the trendy **Neve Tzedek neighborhood**, Tel Aviv's first neighborhood, built in 1909 and now filled with galleries and artists' studios. **Aviva Ben-Sira**, Director of the Association of Israel's Decorative Arts (AIDA), will lead a special tour through Neve Tzedek to visit several galleries and to meet local artists.



Litvak Gallery

Following **lunch** at a local restaurant, continue to the **Litvak Gallery**, one of the world's premier glass art galleries. Founded in 2008, the Litvak Gallery represents and showcases some of the leading glass artists worldwide, and has since expanded its reach by representing contemporary Israeli and international artists of all media.

Continue to **Old Jaffa**, an 8,000 year-old port city. Guided by Aviva, see the ancient ruins, take a stroll through the restored artist's quarter, visit several of the unique galleries and meet local artists.



Ilana Goor Museum

The final stop in Old Jaffa will be the **Ilana Goor Museum**, situated in an 18th century building, on the third floor of the internationally renowned artist's residence. The museum is an ever-changing, living exhibition, which houses over 500 works of art by Ilana Goor and other celebrated Israeli and international artists. See how ancient history and modern art are combined during a tour of the museum, which fashion designer Donna Karan includes as one of her "favorite inspirations in Israel." After the tour, enjoy magnificent views of the coastline during a special **cocktail reception** in the rooftop sculpture garden, followed by **dinner** at the restaurant next door.

Overnight, Carlton Hotel, Tel Aviv

MONDAY NOVEMBER 3 • TEL AVIV



Designs by Shenkar students

Today's focus will be on the dynamic **fashion, style and design found in Tel Aviv**. This morning, join fashion maven **Galit Reismann** for a unique, inside look at Tel Aviv's fashion scene. Meet current and emerging Israeli designers, take a tour of top Israeli boutiques, and get a first look at new collections.



Israeli Diamond Exchange

Following lunch at a local restaurant, proceed to **Independence Hall** for a tour with **Noa Gefen**, Vice-Chairman of the Society for Preservation of Israel's Heritage Sites (SPIHS). Be transported back in time with original exhibits and see where David Ben Gurion announced the independence of the State of Israel.

Afterward, head to the **Shenkar College of Engineering and Design** for an exclusive tour with **Leah Perez**, Director of the Fashion Design Department. Learn about the prestigious fashion design program that has been recognized by Fashionista Magazine as one of the top fashion schools in the world.



Dinner and wine tasting

Later this afternoon, visit the **Israeli Diamond Exchange**, which boasts the largest diamond trading floor in the world.

This evening, visit a nearby **winery** for a tour and **wine-tasting** followed by **dinner**.

Overnight, Carlton Hotel, Tel Aviv

TUESDAY NOVEMBER 4 • COASTAL ROUTE



Janco Dada Museum

Following breakfast and hotel checkout, begin the drive north along the scenic coastal route. Along the way, stop in **Ein Hod** for a tour of the local **artist colony**. Start at the **Janco Dada Museum** and meet the museum's Director, **Raya Zommer-Tal**. Join her for a tour of the museum, which exhibits the work of Marcel Janco and other art from the Dada Movement, and aims to conserve the works and ideas of the sole Dadaist living in Israel. Following the museum visit, continue with Raya on a **walking tour** to explore the artist colony, meet local artists and visit several galleries.



Israeli Fire Fighters

Afterward, proceed to the nearby JNF-KKL Park that has helped to restore the area after the devastating Carmel Forest Fires shook the region in 2010.

Continue to the **Usafiya Fire Station**. Ranked among the best firefighting and rescue services in the world, Israeli fire fighters are often the unsung heroes of Israel. Tour the station and meet several Israeli fire fighters who will share their personal experiences before demonstrating some of their unique skills.



Planting a Tree

Following a falafel lunch, begin the drive toward Jerusalem. Along the way, stop in **Neot Kedumim**, an eco-tourism site and "living museum" that recreates the physical setting of the Bible in all its depth and detail. Visit the **Harvey Hertz - JNF Ceremonial Tree Planting Center**, which serves as JNF's primary planting center in Israel. Each person will have the opportunity to **plant a tree** and contribute to JNF's ongoing afforestation efforts in Israel.

Upon arrival into **Jerusalem**, participate in a traditional Shehechyanu ceremony before proceeding to the David Citadel Hotel to check-in.



Anna Ticho House

This evening, enjoy **dinner** at the **Anna Ticho House**, one of the first houses in Jerusalem built outside the Old City walls, which became the home of artist Anna Ticho around 1912. During the meal, experience the atmosphere of old Jerusalem while taking in the art of one of Israel's most beloved painters (*pending confirmation*).

Overnight, David Citadel Hotel, Jerusalem

WEDNESDAY NOVEMBER 5 • JERUSALEM



Chagall Windows

Begin today with a visit to Hadassah Hospital to see the **Chagall Windows** by artist Marc Chagall. Take an in-depth look at the 12 exquisite stained-glass windows depicting the blessings that Jacob, on his deathbed, bestowed to each of his 12 sons.

Spend the remainder of the morning on a special **tour of Jerusalem artists' studios**. Meet local artists, learn about their work and see them in action.



Mamuta

This afternoon, continue to the charming village of **Ein Karem** for a **tour of local art galleries**. Stop at Hansen House to see the **Mamuta Project**, which is a center for artistic creation, encounters, research and display of art. Developed and directed by the Sala-Manca Group, it is an artist-operated space with a mission to create a framework for artists from different media, as well as curators, architects, designers and researchers, who wish to create in the spirit of cooperation, dialogue and technical innovation.



Western Wall Tunnels

After dinner on your own and some time for shopping, take an exciting tour through the **Western Wall Tunnels**, an incredible labyrinth of tunnels, arches and passageways that expose Jerusalem's rich history, archeology and topography.

Overnight, David Citadel Hotel, Jerusalem

THURSDAY NOVEMBER 6 • JERUSALEM



Ammunition Hill

Following breakfast and hotel check-out, take a tour of the **Jerusalem Print Workshop**, which is a center dedicated to the promotion and fostering of the art of printmaking.

Following lunch, continue to **Ammunition Hill**, site of the famous battle during the Six-Day War. During a tour, follow in the footsteps of the soldiers who fought here. See the “Seam-Line” multimedia show and photography exhibition about the Six-Day War and reunification of Jerusalem before ending at JNF’s **Wall of Honor**, honoring Jewish veterans from around the world.



Yvel Building

This evening, head to the **Yvel Design Center** and gain insight into the story and history of Israel’s prestigious and award winning jewelry brand that manufactures its jewelry in Israel and exports to 650 retail outlets on five continents, including Neiman Marcus. Take a tour of the jewelry factory and visit the showroom before enjoying a **farewell dinner** at the center’s wine cellar. During the meal, learn about Yvel’s school that gives recent immigrants jewelry-making training followed by employment opportunities. Meet several Yvel employees and recent immigrants, who will share their experiences. Following dinner, transfer to the airport for return flights to the USA.

Overnight, En Route