



## Plan a Group Trip to Israel with an ART FOCUS

There are lots of ways to see Israel, and we've found ourselves helping individuals and groups to add an art focus. If your interest is an additional day or two or if you are leading a high level museum trip, we would be glad to help. Write to us at [info@aidaarts.org](mailto:info@aidaarts.org) for more information.

## AIDA's Art Guide

AIDA's directory to Israel's galleries, studios and museum shops is available to search online or download as a PDF to view on your computer, iPad, tablet or smartphone. To access the online art guide, visit [www.aidaarts.org](http://www.aidaarts.org).



## IN THIS ISSUE

Department Heads Travel to US [P.2](#)

AIDAshed 2012 [P.2](#)

Tip Toland Master Class [P.2](#)

August Jewelry Trip [P.2](#)

BIJOUX at The Norton Museum [P.3](#)

AIDA Scholarships [P.3](#)

Museum Curators Trip to Israel [P.4](#)

Penland and Pilchuck to Israel [P.4](#)

## Dear Friends,

Since 2003, AIDA has built bridges between the United States and Israel, engaging artists, arts educators, collectors, curators, critics, writers, and gallerists in a meaningful, ongoing cultural exchange. With a small budget, AIDA has employed strategies that have produced big results.

By funding and facilitating their attendance at esteemed American institutions like Pilchuck, Penland, Haystack, Watershed and Corning, AIDA helps Israeli artists develop their ideas and skills, as they learn from teachers and peers. By sending internationally renowned artists from the US to Israel to conduct workshops and classes, AIDA gives those artists the opportunity to get to know the real Israel, to meet the people and experience that extraordinary country, while they share their knowledge and techniques with students at schools like Bezalel, Shenkar and Tel Hai. Through our efforts, Israeli

artists are expanding their world view and enhancing their ability to market what they create to new audiences.

In addition to artist development, AIDA continues to bring a range of interested participants into its ever-growing cultural mix. I am so excited that we make it possible for American curators to visit Israel and experience its dynamic contemporary art scene; we facilitate meetings among arts educators of both countries; and we connect collectors visiting Israel to artists, museums and galleries through our contacts in the country, our website and online art guide. Through its many programs, AIDA is changing how Israel's decorative artists see the world and how the art world sees Israel. I am proud to be a supporter of AIDA.

Sharon Karmazin  
Board Member

# AIDAshed 2012

We are pleased to announce that artists **Molly Hatch, Linda Sormin and Nan Smith** have been selected by a jury consisting of ceramists from **Watershed and Givat Haviva, with input from AIDA's jury, to participate in the second biannual AIDAshed program in Israel. They will spend two weeks living, working and traveling together. As part of the arrangement, Jacaranda Kori and Martha Rieger will travel to Maine and spend two weeks in residence at Watershed.**



Nan Smith



Molly Hatch



Linda Sormin



Martha Rieger



Jacaranda Kori

**Through our various programs, we have made great strides in bringing together the ceramics communities in Israel and the United States.**

## AIDA to bring Israeli Department Heads to United States



Shoran Keren  
*Shenkar*



Einat Leider  
*Bezalel*



Asher Arnon  
*Tel Hai*

In August, AIDA's Director, Aviva Ben-Sira, will travel to Corning, Haystack and Penland with Einat Leider, Chairman of the Jewelry and Fashion Departments at Bezalel; Shoran Keren, Chairman of the Jewelry Design Department at Shenkar; and Asher Arnon, Chairman of Tel Hai Art Center. They will spend two nights as guests of each school and will end their trip with visits in New York City.



## Tip Toland to teach master classes in Israel

We are delighted to be bringing Tip Toland to teach master classes at Bezalel (Jerusalem), the Benyamini Ceramic Center (Tel Aviv) and the Tel Hai School of Art in the Galilee. Tip teaches in Seattle, is a world renowned sculptor with work in the Metropolitan Museum's permanent collection and is represented by the Barry Friedman Gallery, NYC. When Akio Takamuri returned from his trip to Israel in December, he suggested that we **MUST** ask Tip to come... and so we have.

## August Jewelry Trip

Suzanne Ramljak, renowned art historian, critic, curator and editor of *Metalsmith Magazine* and Susan Grant Lewin, long time collector of contemporary art jewelry and CEO of the premier public relations firm for visual design that goes by her name, will travel to Israel for a week this summer. In Aviva's words, "The highlight of the trip will be the graduate shows of all the schools—Bezalel, Shenkar, Tel Hai, Wizo Haifa and Holon Technology and Design School. AIDA artists are also teaching in these schools. There will be a comprehensive jewelry exhibition at the Eretz Museum where AIDA jewelers will participate."



Suzanne Ramljak



Susan Grant Lewin

## BIJOUX at The Norton Museum, Palm Beach

In March, the Norton Museum held its first international jewelry show/sale...a huge success. Of the 45 jewelers chosen by the Norton's jury, seven were from Israel.

Donna Schneier, a dealer in contemporary decorative arts, had traveled to Israel on an AIDA trip and had seen, firsthand, the great work being done there. As founder of the Bijoux Show, she was anxious to give collectors in Palm Beach a chance to see for themselves. She writes:

“As a result of seeing Tzuri Gaeta’s work when he won the Andy Prize in Tel Aviv, we brought him to Bijoux at the Norton where his work was in constant demand.

It is so unique and inventive that I wanted to expose the work at SOFA NY where he created quite a stir. Not only did we have extraordinary sales at every price point... from hundreds of dollars to \$14,000... but he had curatorial lectures and great critical response. One of the works will be entering a museum. I want to thank Aida for sponsoring him at Bijoux, allowing the art world to see firsthand what can be and is happening in Israel.”

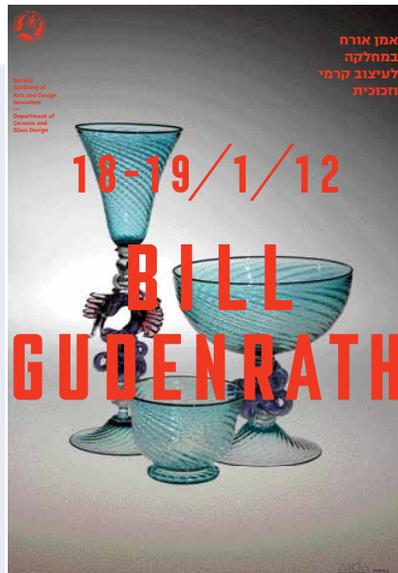


**Tzuri Gaeta**  
Jewelry Designer

### EVENT HIGHLIGHT:

## Bill Gudenrath's 2-day workshop at Bezalel

In January, AIDA sponsored a 2-day workshop at Bezalel with internationally renowned glass artist Bill Gudenrath. Adjacent is the beautiful poster created by the students to commemorate the event.



### SPOTLIGHT:

## AIDA Scholarships



This Summer, we have awarded more scholarships than ever before—20 in all—to Corning, Haystack, Penland, Pilchuck and Watershed.

We are most pleased with the program that Stu Kestenbaum created at Haystack in partnership with Bezalel, Shenkar and Tel Hai as the result of his trip to Israel last November. He has empowered department heads at the 3 schools in Israel to award AIDA scholarships to 7 deserving students. AIDA has given a grant to Haystack to support this program and will also give a \$1,000 travel grant directly to each student.



**Cindi Strauss**  
MFA Houston



**Matilda McQuaid**  
Cooper-Hewitt

## Museum Curators Trip to Israel

artis **אָרטיס**

In October, Cindi Strauss and Matilda McQuaid will join an **Artis** trip to Israel and then travel with Aviva (AIDA's Director) to visit other artists and colleagues.

Each of these very accomplished women holds two positions in her institution. Cindi is Assistant Director for Programming and Curator of Modern & Contemporary Decorative Arts at the MFA Houston. Matilda is Deputy Curatorial Director and Head of Textiles at the Cooper-Hewitt National Design Museum.

As they travel with the **Artis** group, they will broaden the conversation to include the decorative arts as did Emily Zilber last year.

When they return, they will join Jane Adlin (Metropolitan Museum of Art), Davira Taragin (Ball State), and Emily Zilber (MFA Boston) in having a full understanding of what's going on in Israel's contemporary art and design scene. This program is not only important for the curators but provides great insights for the artists.

Word of mouth in the curatorial world has given us a long waiting list of curators who would like to participate. If there is someone you would like to recommend, please send an e-mail to [info@aidaarts.org](mailto:info@aidaarts.org). For more information on **Artis**, visit [www.artiscontemporary.org](http://www.artiscontemporary.org).

## About AIDA

AIDA's mission is to foster the development of contemporary decorative artists from Israel by connecting them to an international audience of galleries, institutions, and collectors. Since the organization's founding in 2003, AIDA has helped careers of a generation of artists from Israel. Underlying all of AIDA's activities is the goal of promoting a positive face of contemporary Israel not often seen.

**AIDA is a 501c.3 nonprofit organization that relies on funding from generous donors.**



**Jean McLaughlin**  
Penland



**Jim Baker**  
Pilchuck

## AIDA to send Penland and Pilchuck Arts Educators to Israel

Last November, we brought Amy Schwartz (Corning) and Stuart Kestenbaum (Haystack) to Israel for a week with AIDA's Director, Aviva Ben-Sira. They met members of the arts community; faculty and administration at Bezalel, Shenkar, Tel Hai; museum curators and administrators; and philanthropists. The goal was to create direct contact so that the unexpected might happen. It did...and this year, we're going to bring Jean McLaughlin, Director of Penland School of Crafts, Jim Baker, Director of Pilchuck Glass School, and Ruth King, Arts Director at Pilchuck.

*To make a tax-deductible gift, please send your check to:*

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*Giving the unexpected a chance to happen*

