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Bezalel Academy. 1976-1977.

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לכבוד,
גב' בורה אביעד,
מנהלת המחלקה ליחסי ציבור,
בצלאל,
אקדמיה לאמנות ועיצוב,
רח' שמואל הנגיד 10,
ירושלים.

181 ביולי, 1977

גב' אביעד היקרה,
מר הרברט פרידמן כעס בחופש, בביתו שבקיסריה.

דיווחתי לו, טלפוניית, על השי היפה ששלחת לו. הוא ביקש ממני למסור
לך תודותיו הלבבות.

בכבוד רב,

הלן שולזינגר
(מזכירה)



בצלאל

אקדמיה לאמנות ועיצוב, ירושלים
רחוב שמזאל הנגיד 10, ירושלים 94592
טלפון 225111

לכבוד

מר הרברט פרידמן
רחוב אברבאנל 17
ירושלים.

15.7.77

מר פרידמן היקר,

קיווינו בזמנו שתשתתף במושב חבר הנאמנים של בצלאל וכפי שעשינו לגבי
כל אחד מן המשתתפים, הכנו גם בשבילך נייר מכתבים אישי.

לצערנו, לא זכינו לנוכחותך, ועל כן אני שולחת לך את הנייר בדרך זו,
כשי צנוע מבצלאל.

בברכה,



נורה אביעד

מנהלת המחלקה ליחסי ציבור

Tuesday, June 28th, 1977

Wednesday, June 29th, 1977

| | | | |
|-------------|--|-------------|--|
| 10:00 | Meeting at the Main Building of the Academy (1 Bezalel St.) | 10:30-09:00 | Plenary session, Belgium House, Hebrew University Addresses: Dr. Dan Hoffner, Director of the Academy "Bezalel Academy and Society". Dr. Dan Ronen, Chairman of the Board of Directors "Bezalel – Where to?". Mr. Itzhak Gur, Associate Director for Administration "The Academy's Budget & Financing Problems". |
| 10:30-12:00 | Visit to the annual exhibitions Department of Fine Arts Department of Graphic Design | | |
| 12:30-14:00 | Lunch at Jerusalem Theater | | |
| 14:00-16:30 | Visit to the annual exhibitions Department of Ceramics Department of Gold – & Silversmithing Department of Environmental & Industrial Design | 10:30-11:00 | Short recess for refreshments |
| | | 11:00-12:30 | Committee Meetings Organization committee Development committee Finance committee |
| 19:00-22:00 | Formal opening Dinner at the Belgium House, Hebrew University Greetings: Mr. Jerry Sudarsky, Chairman of the Board of Governors Mr. Teddy Kollek, Mayor of Jerusalem Dr. Dan Ronen, Chairman of the Board of Directors Dr. Dan Hoffner, Director of the Academy Address: Dr. Willem Sandberg: "Experiences of a Designer". | 12:30-14:00 | Lunch |
| | | 14:00-15:30 | Plenary session Discussion of committees' recommendations Election of resolutions committee |
| | | 15:30-16:00 | Short recess for refreshments |
| | | 16:00-17:00 | Election of the Chairman of the Board and his deputies Reading and approval of the resolutions |
| | | 18:00 | Reception at the Home of the President of Israel |

| יום ג', 28 ביוני 1977 | | יום ד', 29 ביוני 1977 | |
|-----------------------|---|-----------------------|--|
| 10:00 | התכנסות בבנין הראשי של האקדמיה (רח' בצלאל 1) | 10:30—09:00 | ישיבת המליאה בבית בלגיה, האוניברסיטה העברית |
| 12:00—10:30 | סיורים בתערוכות סוף השנה המחלקה לאמנות המחלקה לעיצוב גרפי | | דברים : ד"ר דן הופנר : "בצלאל והחברה בישראל" ד"ר דן רונן : "בצלאל — לאן?" מר יצחק גור, מנהל משנה למינהל : "תקציב האקדמיה ובעיות מימון" |
| 14:00—12:30 | ארוחת צהריים בתיאטרון ירושלים | 11:00—10:30 | הפסקה לכיבוד קל |
| 16:30—14:00 | סיורים בתערוכות סוף השנה המחלקה לקדרות המחלקה לצורפות המחלקה לעיצוב סביבתי ותעשייתי | 12:30—11:00 | ישיבת הועדות ועדת אירגון, ועדת פיתוח, ועדת כספים |
| 22:00—19:00 | פתיחה חגיגית ארוחת ערב בבית בלגיה, האוניברסיטה העברית ברכות : מר ג'רי סודרסקי, יו"ר חבר הנאמנים מר טדי קולק, ראש עיריית ירושלים ד"ר דן רונן, יו"ר הועד המנהל ד"ר דן הופנר, מנהל האקדמיה דברים : ד"ר וילם סנדברג : "מחויבותיו של מעצב" | 14:00—12:30 | ארוחת צהריים |
| | | 15:30—14:00 | ישיבת המליאה דיון בהמלצות הועדות בחירת ועדת ניסוח |
| | | 16:00—15:30 | הפסקה לכיבוד קל |
| | | 17:00—16:00 | בחירת יושב ראש חבר הנאמנים וסגניו קריאת ההחלטות ואישורן |
| | | 18:00 | קבלת פנים במשכן נשיא ישראל |

Issue No. 5 of our bulletin, appearing in a new form, is being published in the midst of the activity of the new academic year. The teaching staff, students and administrative staff are united in their efforts to ensure continuous progress in every department of Bezalel.

In this issue — glimpses of the Academy, its problems, its ideas, its achievements over the last year, and reports on the activities of friends and supporters in Israel and overseas.

Bezalel *In brief*



The Opening of the Academic Year 1976/77

"We have had many difficult years, but we have succeeded. When I say that we have succeeded, I am not referring to the fact that we have attained recognised academic status, but to the fact that we have succeeded in preserving not only academic values, but also moral values. Our true success lies in the fact that the moral ideal of this institution, which was founded in 1906, has not been forgotten. The past has not gone from us, and it is therefore not possible to say of Bezalel that it has already attained its goal. I believe in Bezalel, in its students, teachers and staff, in other words, in the future. Bezalel's ideal is like a star whose light grows steadily brighter from year to year and we feel that its full brilliance has not yet reached us, and will enlighten a society where (in the words of the philosopher) not the judge will judge but the creative man. We have succeeded in overcoming all obstacles because we have gone forth in faith without compromises or concessions."

These words were spoken by Dr. *Dan Hoffner*, Director of the Academy, at the opening of the academic year 1976/77, on October 18, 1976. The occasion was marked by a festive ceremony at Bet Ha'am, and a garden-party on the grounds of the main building of the Academy. Greetings were also conveyed by Mr. *Teddy Kollek*, Mayor of Jerusalem, Dr. *Dan Ronen*, chairman of the Board of Directors of Bezalel, and *Amir Gadot*, the students' representative. The ceremony was attended by students, graduates, lecturers, parents and guests. After the speeches the graduates of 1975/76 were presented with diplomas of Bachelor of Fine Arts and Bachelor of Design – the first academic degree. Departmental prizes were presented to outstanding students, such as the Sandberg prize, the Struck prize, the Gelles prize, as well as prizes endowed by donors in Israel and abroad, the Blumenthal prize for Ceramics, the Samuel prize for Fine Arts, set up by Lord and Lady *Harry Kissin*, the Berner prize for Photography, and the Good-Fellowship prize in the name of the late Moshik Ben-Dor.

Bezalel's Budget

The beginning of a new academic year also marks the beginning of another fiscal year for the Academy. 1976/77 opened with a series of drastic cuts in the budget of all institutions of higher learning in Israel. Even in the past the allocation of the Council for Higher Learning did not cover all current expenses of the Academy, but this year the situation will be more severe, and redoubled efforts will be needed in order to maintain a high standard of education.

The necessity of increased aid-schemes for underprivileged students, as well as the gradual implementation of plans for development, will require additional financial means to be raised through the goodwill of Bezalel Friends and supporters. The budget of Bezalel this year amounts to IL 15,592,000 in comparison to IL 14,034,000 last year.

Facts and Figures

In 1975/76, 170 scholarships were granted by the Academy. The largest scholarship amounted to IL 2,310 and the smallest to IL 420 (tuition fees for 1975/76 were IL 2,700).

The size of the scholarships was determined on the weight of two factors: financial situation and academic attainments, with the financial situation weighting double to the academic attainments (financial – 67%, academic – 33%).

In addition to the above figure, 50 students received individual scholarships, from foundations and bodies which specify in advance the demands and requirements for the candidates who apply.

This year some 480 students are studying at the Academy, about 60 of them from overseas. Approximately the same number belong to families originating from Asian and African countries. Four students are members of the non-Jewish minority. Several students are young people from development towns and villages in the north and south. The teaching staff numbers about 130 lecturers.

Project of Departments of Graphic Design and Gold- and Silversmithing in the Israel Defence Forces (IDF)

"I hereby wish to bring to your attention the successful completion of the design stage for the amphitheatre at our base . . . This project, apart from its aesthetic contribution and its harmonious blending with the design of our base, is an educational project of the highest level and Bezalel Academy can be proud of it . . ."

These words were part of a letter which was sent to the Academy by the IDF authorities at the conclusion of the project, which was achieved through the initiative of Mr. *Joram Rozov*, lecturer in the Department of Graphic Design. *Joram Rozov* did his army reserve duty in an airforce base, where he saw a large amphitheatre and stage which had been built with a marked lack of taste. On his return to Bezalel, and bearing in mind the importance of education to aesthetics, he suggested to the students, in the framework of his course in "Basic Design", an exercise in the design of the stage of the amphitheatre on the base, including movable wings and the backdrop. All the first year students of Graphic Design, as well as the first year students of Gold- and Silversmithing, presented their suggestions for a solution of the design of the amphitheatre.

The suggestions were passed on to those responsible at the army base, who chose the design of *Ruben Nutels* of the Department of Graphic Design, and the construction department of the base carried out the work.

Avi Sharf's "Menoit"

"Menoit" is the name of the tiny car built by *Avi Sharf*, a student in the Department of Environmental and Industrial Design. During a year's course, Avi developed a model for a small, collapsible vehicle. Its measurements are: 55 cm. long, 40 cm. wide, and 30 cm. high. The vehicle was assembled from spare parts which were readily available in the market. For example, the motor and steering system were taken from a "Tilon" (motor scooter). The secret of the car lies in a formula which Avi devised, which enabled him to connect all the parts to one whole. The car can reach speeds of up to 40 kph, and is designed for numerous possibilities, such as: a vehicle for city use, to alleviate traffic jams, a haulage vehicle for industrial

8. Mr. A. Berner and Ms Shoshana Elings, Dean of Students, award the Photography Prize to Haya Tirosh of the Graphic Design Department.

9. Prof. Gdula Ogen, Head of the Dept. of Ceramics, awards the B.F.A. degree to Hanna Friedlaender-Tal, graduate of the Ceramics Department.

10. Dr. Dan Hoffner, Director of the Academy, and Amir Gadot, Students' Representative, greet Meir Hanegbi, graduate of the Ceramics Department.

11. Mr. Arie Ofir, Head of the Dept. of Gold and Silversmithing, awards the B.F.A. degree to Larissa Podgoretz, graduate of his Department.

12. Dr. Dan Ronen, Chairman of the Board of Directors; Mr. Teddy Kollek, Mayor of Jerusalem; and Dr. Dan Hoffner, Director of the Academy, greet Alisa Greenwald, graduate of the Dept. of Environmental and Industrial Design.

13. Mr. Dolf Michaelis and Ms Shoshana Elings, Dean of Students, award the prize in memory of Ms Deborah Blumenthal, to Nechama Savir, graduate of the Dept. of Ceramics.

14. Prof. Arthur Goldreich, Head of the Dept. of Environmental and Industrial Design, awards the B.Des. degree to Roger Berrhoun, graduate of his Department.

15. Prof. Yarom Vardimon, of the Department of Graphic Design, awards the B.Des. degree to Orit Naveh, graduate of the Dept. of Graphic Design.

16. Mr. Efraim Degani, a Senior Lecturer, makes one of the departmental prize awards to Phillip Bender of the Dept. of Fine Arts.

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The Bezalel Opening Ceremony of the Academic Year 1976/77 on October 18th, 1976, Jerusalem

1. Greetings by Mr. Teddy Kollek, Mayor of Jerusalem.
2. Dr. Dan Hoffner, Director of the Academy, and Amir Gadot, Students' Representative.
3. Lecturers and students, graduates and their parents, as well as Friends of Bezalel and many other guests participated in the ceremony.
4. Ms Esther Kaufman and Ms Shoshana Elings, Dean of Students, award the Prize in the Memory of Siegmund and Hedwig Samuel to Joshua Borkovsky of the Fine Arts Department.
5. Greetings by Dr. Dan Hoffner, Director of the Academy.
6. Mr. Abraham Ben-Dor and Ms Shoshana Elings, Dean of Students, award the Good-Fellowship Prize in the memory of Moshik Ben-Dor, who was killed during the Yom Kippur War, to Nissim Gal of the Fine Arts Department.
7. Prof. John Byle, Head of the Dept. of Fine Arts, awards the B.F.A. degree to Shulamit Sadeh-Goshen, graduate of the Fine Arts Department.



sites and airports, capable of hauling loads of up to 500 kg; a transport vehicle in army camps or kibbutzim, etc. The cost of the portable vehicle is up to IL 4,000, and it runs on one litre of fuel per 40 km.

Professor *Arthur Goldreich*, head of the Department of Environmental and Industrial Design, says that this invention does not herald a "technical revolution," but was designed to offer a solution to problems of everyday living.

The Centre for Professional Training in Gold- and Silversmithing

On the 18th November 1976 the first course in training of workers in the industry of gold- and silversmithing was opened at Bezalel Academy. The course is being held under the auspices of three bodies: the Division for Vocational Training of the Ministry of Labour, the Ministry of Commerce and Industry, and Bezalel.

The aim of the program is to prepare workers who will be able to fit into existing plants. In the framework of the course, students are given basic training in recognition of materials, and all the phases of production — acquaintance with the casting procedures, the basic techniques of smithing by hand, polishing and finishing, which comprise the final treatment of jewellery after casting. Students of the course will produce models for jewellery as designed by students of the Bezalel Department of Gold- and Silversmithing. In this way, a student of Bezalel who has designed a piece of jewellery, will be able to follow it through all its stages of industrial manufacture — from the stage of the student's design up to the completion of production, in small series, which will be done by the Centre for Professional Training.

Department of Ceramics Study Tour

In the beginning of November 1976, at the opening of the academic year 1976/77, the Department of Ceramics organised a geological study tour. The Department of Ceramics, which utilizes the earth beneath our feet, uses many of the raw materials which are found in Israel, and is trying to expand their application, through closer study of the earth material, and new experiments for working it, for the purposes of ceramic design.

Visiting Lecturers from Overseas

Two departments of the Academy were joined at the beginning of the academic year by visiting lecturers from overseas. Professor *Wallace Higgins* and his wife from the USA joined the Ceramics Department. Professor *Higgins* is a lecturer in technology and industrial techniques at Alfred University, Faculty of Industrial Design, Ceramics Division. Mrs. *Higgins*, who specializes in methods of printing on ceramics, accompanies her husband in his work, and they will both spend one trimester at Bezalel.

The Department of Environmental and Industrial Design has been joined by Professor *Woodruff W. Wood* from the University of British Columbia in Vancouver, Canada. Professor *Wood* visited Israel two years ago, at the head of a

group of 20 students of architecture from the university in Vancouver. The group spent about 4 months in Jerusalem, where they conducted their overseas program with the participation of lecturers and students from the Department of Environmental and Industrial Design of Bezalel. Professor *Wood* has now returned as guest lecturer in Environmental Design for the lapse of two trimesters, to conduct third and fourth year classes and a seminar. In addition, two students from that group have arrived here in order to do their graduate-project in architecture.

Gift of Equipment to the Department of Fine Arts

Valuable equipment was donated by Dr. *Jacob Lustig* of Jerusalem to the Department of Fine Arts of the Academy. Professor *John Byle*, Head of the Department, announced that the equipment has been transferred to the sculpture workshop, where it will be at the disposal of students and lecturers for their various works in sculpture, silk-screening and photography. The Department of Fine Arts is one of the largest of the five departments of the Academy and it comprises: drawing, sculpture, sketching, etching, lithography, silk-screening, photography, and several workshops in the sphere of Fine Arts. The department numbers about 120 students in a four-year course towards a B.F.A. degree.

The Blumenthal Prize

About a year ago a foundation was set up by the family of *Ernst Blumenthal* in the name of the late ceramicist *Deborah Blumenthal*, to award an annual prize to a student in the Department of Ceramics. This year, the family has decided to increase the fund from IL 30,000 to IL 50,000, which makes it possible to award larger prizes to outstanding students in the department.

According to Professor *Gdula Ogen*, Head of the Department of Ceramics, the gesture of the Blumenthal family has three important components: the name of the late artist, which is commemorated in the department, the moral support, which is given both to the staff of lecturers and to the students; and the necessary material assistance which is provided for advanced students or graduates in their first steps along the artistic road.

The Shapiro Prize

For several years now the family of *Romie and Blanche Shapiro* from New York have been donating an award to students in the Department of Gold- and Silversmithing for designing Jewish ritual objects. In this way students have in the past won awards for a Menorah, a Seder plate, a Havdala set, etc. This year, Mr. *Arie Ofir*, Head of the Department of Gold- and Silversmithing, introduced Hanukia-designing into the curriculum. Candidates for the prize will be chosen from among those who present the most outstanding designs.

The Louis and Anna Paul Foundation

In the academic year 1975/76, grants were awarded for the first

time to students in the Department of Gold- and Silversmithing, from the *Louis and Anna Paul* Foundation. This foundation was established several years ago by Mrs. *A. Don Halperin* of Gainesville, Florida, to mark the golden anniversary of her parents.

Scholarships Donated by the America-Israel Cultural Foundation

The America-Israel Cultural Foundation granted scholarships to cover tuition fees and cost of materials, on behalf of the Keren Shareit for Young Artists, to ten students for the academic year 1976/77, for a total amount of IL 36,000.

The Campus Building

After a lengthy interruption in construction of buildings for higher education, work will resume next spring on the site of the new campus of the Academy, which is situated between the Israel Museum and the Hebrew University.

It has been decided that the first departments to move to the new campus will be the Departments of Graphic Design and Environmental and Industrial Design.

A large portion of the financing of the construction comes from the generous donation of Mr. *Eugene Ferkauf* of the U.S.A.

New Appointment in Public Relations Department

Ms *Nora Aviad* was appointed Director of the Public Relations Department of Bezalel. In the framework of her duties, she will be in contact with the Board of Governors of Bezalel, and with institutions, bodies and persons in Israel and overseas who are counted among the friends of Bezalel.

Ms *Nora Aviad*, a graduate of humanities at the Hebrew University, came to Bezalel Academy after filling senior posts in public institutions, as director of the Latin American Department at Keren Hayesod, and advisor to the Tel-Aviv University for public relations in Latin America.

Canadian Friends of Bezalel

The Canadian Friends of Bezalel Association was recently registered legally in Canada, at the initiative of Mr. *Walter Bick*, one of the faithful friends of the Academy.

The Bezalel Fellowship of Arts

An association under the name "The Bezalel Fellowship of Arts", chaired by Dr. *Morris C. Davis*, physician and artist, has been active in Melbourne, Australia for several years. The Committee of the Association, whose purpose is to educate the Jewish community in artistic ideals and values, intends strengthening their ties with the Academy in Jerusalem and is willing to be committed as Friends of Bezalel. Congratulations to Dr. *Davis* for his personal contribution to the Melbourne Community in conceiving and donating twelve

artistic windows to the East Synagogue and wishes of success to the Association in its renewed efforts towards the progress of Bezalel.

Congratulations

Bezalel congratulates Mrs. *Hani Bergman*, member of the Board of Governors of the Academy, on her new appointment as chairlady of the Council of Women's Organizations in Israel.

Warm congratulations to *Mike Turner*, lecturer in the Department of Environmental and Industrial Design, on receiving the Yehuda Haezrahi Prize. The prize in the name of Yehuda Haezrahi is given by the Council for a Beautiful Israel for work in city planning and site preservation. The jury chose *Mike Turner's* work on the subject "Public Participation in Planning Procedures".

Bezalel congratulates *Yoram Fogel*, lecturer in the Department of Environmental and Industrial Design, *Eldad Sofer*, student in the same department, and architect *David Sagi*, on their achievement in winning first prize in the competition organized by the Association of Engineers and Architects and the International Technical Co-operation Centre (ITCC). This was a public competition among various conceptions for planning an integrated city suburb in Migdal Ha'emek, and many planners competed from the entire country.

Visitors to the Academy

Professor Murray Baumgarten, University of California, U.S.A.
Mr. Robert John Fitzpatrick, President, California Institute of the Arts, Valencia, California, U.S.A.

Lord Harry Kissin, Member of the Board of Governors, and Lady Ruth Kissin, London, England.

Dr. Bernard Mandelbaum, President, America-Israel Cultural Foundation, N.Y., U.S.A.

Mrs. Claire and Mr. Leon Riebmán, Friends of Bezalel, Philadelphia, U.S.A.

Dr. Willem Sandberg, Chairman, Academic Council of Bezalel, and member of the Board of Governors, Amsterdam, Holland.

Mr. Bernard Schwartz, well-known photographer, Los Angeles, California, U.S.A.

Professor Herbert P. York, University of San Diego, California, U.S.A.

Correction

We apologize for the error which occurred in the previous issue of "Bezalel in Brief". Under the heading "Visiting Lecturers", it should read:

Mr. Otto Schild from Germany, who works in the field of Industrial Ceramics, worked here with students of the Department of Ceramics.

In Gold- and Silversmithing we were honoured with an extended visit by Mr. Claus Bury from Germany. He arranged a project with students of the department which began with an excursion to the Judean Desert and ended with the design of jewellery inspired by the experience of the outdoor excursion.

In Issue No. 6 — the appointment of a "Guidance Committee" for Bezalel; research and guest-lecturers at the Academy; co-operation between Bezalel and industry; a student attempt, in the Graphic Design Department, to contribute to Israeli propaganda; a new prize in the Gold- and Silversmithing Department; education officers course trainees visit and other news about activities and happenings at the Academy.

Bezalel *in brief*



A "Guidance Committee" for Bezalel

Dr. *Dan Hoffner*, the director of the Academy, reported at the last Senate meeting, that a committee was appointed to guide the Academy in the coming two years and to advise it on academic matters. The Committee was established in conformity to the decision of the Council for Higher Education which has granted academic recognition to Bezalel.

Among the tasks of the Committee will be to supply the Council for Higher Education with the required material needed to achieve recognition for the Environmental Design Program, the only program still awaiting recognition. The members of the "Guidance Committee" are Prof. *Robert Werman* (chairman) and Prof. *Alice Shalvi* of the Hebrew University, and Architect *Yaacov Rechter*.

America-Israel Cultural Foundation

Mr. *Gideon Paz*, Vice-President of the America-Israel Cultural Foundation, announced that the Foundation will grant Bezalel IL 60,000 this year. The major part of this grant will go toward constructing a "Ram" Press for the Ceramics Department.

The "Ram" is a hydraulic press which has been used in ceramics production in the U.S. for the past 15 years. One of its outstanding qualities is its suitability for industries of various dimensions as well as for studio use, since it saves on floor space and man-power. Another advantage of this press is its adaptability to the processing of non-plastic materials (the kind available in the country) which are not suitable for production in other techniques. This is significant since the Bezalel Ceramics Department has committed itself to the use of local raw materials and to the search for appropriate production techniques for these materials. Prof. *Gdula Ogen*, Head of the Department, believes that every achievement in this field will contribute towards the advancement of the ceramic industry in Israel, in addition to the saving of foreign currency for importing raw materials, knowledge and professionals.

The price of a small "Ram" press in the U.S. is approximately \$ 15,000. Prof. *Wallace Higgins*, from Alfred University in the U.S., who was a guest lecturer in Bezalel at the beginning of the year, aided in designing a simple press which can be built in Israel, for a much lower price, and which will be compatible both for industry and studio work. An order for construction of the press was placed at "Hidraulit" in Haifa.

Guest Lecturers

Following the policy of Bezalel to invite artists and renowned experts in the fields of fine arts and design as guest lecturers, the artist *Jorg Schmeisser* arrived from Hamburg, Germany, at the invitation of Prof. *John Byle*, Head of the Fine Arts Department.

Mr. *Schmeisser* studied Fine Arts in the Hamburg Academy, he majored in teaching and was an assistant to Prof. *Paul Wunderlich*. In 1968 he received a scholarship for study in Japan and spent four years there, where he also taught in the Inter-

national College of Design in Kyoto. After his return to Europe, Mr. *Schmeisser* participated in archaeological digs in Greece and Israel and specialized in the illustration and graphic restoration of archaeological finds.

The well-known London designer *Henrion* arrived in Israel in order to participate in judging the international contest for art books, held bi-annually by the Israel Museum in Jerusalem. *Henrion*, one of the most important European designers, heads the Design Department in L.P.C., London, and is engaged in designing corporate identity schemes for big firms. He has designed, among others, the corporate identity of K.L.M. and B.E.A. During his visit, in February 1977, he agreed to lecture to the students and teachers of Bezalel on the "rules of the game." The lecture was accompanied by slides showing his graphic conceptions.

"Israel Wants Peace" — A Project of the Graphic Design Department

Is it possible to express Israel's desire for peace in a poster aimed at the student on an American campus? Are the design processes of such a poster similar to the usual ones, for example, the designing of a corporate identity scheme for a big company? These questions were posed to the students of the Graphic Design Department as guidelines for the project "Peace and War," in which each student was asked to approach the problem individually and suggest his possible solutions.

In a discussion with the students, directed by Prof. *Yarom Vardimon*, various remarks and reactions were voiced:

"The limit I posed for myself," said *Doron*, "as the most serious one, was to avoid creating a feeling that we are talking about propaganda, which is basically one-sided, and instead give the viewers the full credit of a thinking public able to digest the serious implication of the problem for us by understanding and common sense." *Jehudit* believes that there is a need to find the way to stress the existential need of the country, but she confesses that "It's difficult." *Karel* said that Israel's striving for peace can best be expressed by the slogan, "Israel wants peace — Israel wants the real thing" (with an ironic comparison to the Coca Cola ad.). American youth are searching for "the real thing," while here in Israel we know what it is, what we cannot do without — peace.

Perhaps *Yigal Gross* best expressed the desire to present the problem objectively, when he said: "Since Israel sees the way to peace differently than that of the other side — there is a need to express the subject as neutrally as possible — something like "let's talk" — in order to attract people who don't see the problem from your point of view." All the students agreed on one point: "This is a totally different type of project because of our deep personal involvement with the subject and the great difficulty in representing it objectively." The students' proposals, together with an abstract of the discussion, will be published in "Icographic," a periodical of the International Council of Designers — the Icograda.

The Eytan Ron Prize

Kibbutz Yechiam has decided to commemorate the memory of

Eytan Ron, a member of the kibbutz, by establishing a fund to award prizes to students in the Bezael Gold- and Silversmithing Department.

Eytan Ron was born in 1950 to parents who are one of the founding families of the kibbutz and he was educated there. His military service was in the armoured corps and, upon discharge, he was a sergeant in a tank crew.

Following the Army, Eytan began handicrafts, particularly jewelry-making. He aspired to advance in the field and to study in Bezael. Eytan was killed on 7.10.73 in the Yom Kippur War battle on the Golan Heights. His family and the kibbutz members decided to establish the fund in order to encourage youth to engage in jewelry design, to which Eytan devoted many hours.

New Design for Light Switches and Sockets by Bezael's Students

An interesting and fruitful cooperative endeavor has developed between the management of "Citor" (of "Koor Electronics and Electricity") and the Bezael Department of Environmental and Industrial Design.

As reported by Prof. *Arthur Goldreich*, Head of the Department, and Mr. *Shmuel Kaplan*, coordinator of the Industrial Program, sixteen fourth-year students were occupied with the design of a complete set of switches and household sockets. Before beginning the actual work, they visited the plant to investigate the existing systems and their production line. During the visit they learned of the various aspects of design and production, including the factors that a designer of such systems must consider, such as the desire for originality and uniqueness, the question of cost, suitability to interior design and — most important — the need to preserve the existing technical mechanism.

Upon conclusion of the special project, which lasted two months, the students presented "Citor" with a number of models of original design, incorporating modern ideas. The manager of "Citor," Mr. *B. Lapidot*, and a committee composed of public representatives and Bezael, will select the best work, whose designer will win a prize, and which will go into production.

Bathroom Accessories Designing for "Harsa," Israel Ceramic Works

Students of the Industrial Program in the Environmental and Industrial Design Department will, during the last trimester, work in collaboration with "Harsa" Ceramic Works of Beer-sheva, planning bathroom accessories. The joint project was a result of a recent meeting in Jerusalem between the manager of the plant, Dr. *M. Englert*, and the Head of the Department, Prof. *A. Goldreich*. Mr. *Wally Mayer*, a Bezael governor and a member of the Solcoor management, initiated the meeting. Before beginning implementation, the students will visit "Harsa" to study the complexity of factors involved in this system, and during the execution of the project there will be meetings with the managers and technicians of the factory, in order to follow up the planning and execution.

Inter-Departmental Unit in the Field of Photography, Animation and Video

An inter-departmental unit in the field of photography, animation and video will open at the Academy next year. This decision was taken at a Senate meeting a few weeks ago. The aim of the unit will be to centralize the teaching services in the above subjects, for all the Academy's departments, according to their specific demands. This will eliminate division and duplication and will result in maximum utilization of existing teaching forces and equipment. Heading the unit will be Mr. *Hanan Ken Laskin* and Mr. *Itzhak Yoresh*, in charge of those fields in the Departments of Fine Arts and Graphic Design.

A New Building for the Fine Arts Department

The Fine Arts Department will, at the beginning of next year, move to a new building in Romema rented from the "Pereg" factory.

The building is close to the Sculpture Workshop and the move will unite all the workshops of this Department. The structure is 2,000 sq. m. (as compared to the 700 sq. m. the Department uses now), and it will enable an expansion of the activities of the Department as well as a possible increase in the number of the students. The design of the building by Mrs. *Salme Rahamimoff*, makes room available for an exhibition hall, and working areas for all other purposes. The structure was rented for seven years and the renovations are financed through the help of the Planning and Grants Committee of the Council for Higher Education. Mr. *Itzhak Gur*, the Academy's Associate Director for Administration, reported on the move to the Board of Directors at its last meeting.

Jewelry Exhibition in the Israel Museum

An exhibition of contemporary jewelry (1900–1976) from the Pforzheim Jewelry Museum collection in Germany, opened at the Israel Museum in January.

Dr. *Fritz Falk*, the Museum's curator, who accompanied the exhibition, is also an adviser to the Gold- and Silversmithing Department of Bezael. Mr. *Arie Ofir*, Head of the Bezael Gold- and Silversmithing Department, initiated the idea of a special exhibition and introduced Dr. *Falk* to the Israel Museum's people. During the exhibition a series of public lectures was held on the subject of ancient and contemporary jewelry, and Mr. *Arie Ofir* demonstrated his lecture with the aid of slides taken of the works of Bezael students.

Education Officers Course Trainees Visit Bezael

Forty-five trainees of the education officers course in ZAHAL visited the Academy at the initiative of the Chief Education Officer. Whilst visiting the Departments of Gold- and Silversmithing and Ceramics, the visitors noted the recent trends and techniques in these fields and their implementation in industry today. The highlight of the visit was at the Department of Graphic Design, where each trainee, under the guidance of Mrs. *Milka Cizick*, a lecturer in the Department, tried

to improvise a poster, using very simple means. At the conclusion of the course, the officers will be responsible for educational activities in their bases and their direct contact with Bezalel should widen their horizon and enrich their ideas.

Bezalel and the Philatelic Services

The 70th anniversary stamp of the Academy won second place in a contest to choose "the nicest stamp of 1976," which was held by the "Yediot Aharonot" newspaper. The stamp was designed by *Aryeh Hecht*, a Bezalel graduate, while he was a student in the Department of Graphic Design. A price-awarding celebration was held at the "Yediot Aharonot" house.

A stamp on the subject of "Volunteering", which was designed last year by a fourth year student of the Graphic Design Department, was issued on February 15. The student, *Leah Hlabin*, a new immigrant from Russia, who has since received a bachelor degree in design, participated with her fellow students in designing the stamp as a class project, joining the proposals of professional designers. The jury of the Philatelic Services chose the design by *Leah Hlabin* as the most original. The project was guided by Prof. *Yarom Vardimon*.

Gill Fridman, a 1976 graduate, won a closed bid of the Philatelic Services for the design of an airletter stamp. Ten graphic designers participated. *Gill*, who immigrated to Israel from Argentina in 1972 and is doing post-graduate work in the Graphic Design Department, in addition to the prize, was awarded a commission to design the airletter and supervise its execution.

Greetings

Bezalel congratulates the new Academy Governors, appointed by the Minister of Education and Culture: Mr. *Michael Barzilay*, Paris, Director of the State of Israel Bonds European office; Architect *Pascual Broid*, Jerusalem; Mr. and Mrs. *Abraham Chelminsky*, Zahala, who came to Israel from Mexico and were among the most active Jewish leaders of the community there; Mr. *Simon Ellman*, Director general of AMPA Ltd., Tel Aviv, and chairman of the executive board of the Manufacturers Association of Israel; Mr. *Mark Mosevics*, Director of the "Elite" factory in Ramat-Gan; Mr. *Michael Rosner*, manager of the Industry Development Corporation in Jerusalem; M.K. *Aviad Yafeh*, Jerusalem, Director general of the Jewish Agency.

Congratulations to Mr. *Yaacov Zim*, a graduate of the Bezalel Graphic Design Department and a representative of the Association of Graduates in the Board of Governors — upon the opening of his exhibition in Tel Aviv.

Congratulations to the artist *Dani Karavan*, member of the Board of Governors of Bezalel — upon receiving the 1977 Israel Prize for sculpture. Congratulations also for the agreement of cooperation between him and the Municipality of Florence in Italy. In a meeting between Mr. Karavan and the Mayor, it was agreed that, among other things, there will be a solo exhibition. The Mayor called the artist "one of the great

sculptors of our times" and praised his works, centered around the theme of peace, especially the Israeli pavilion in the Venice Biennale in 1976.

Congratulations to the artists Prof. *Itzhak Danziger*, member of the Academy's Board of Governors, and *Joshua Neustein*, lecturer in the Fine Arts Department — upon their participation in an exhibition of ten Israeli artists in Denmark. This exhibition, the largest from Israel ever to be held in a European museum, which was arranged through the cultural agreement between Israel and Denmark, received very positive reaction and will be exhibited in various other museums in Europe.

Congratulations to Ms. *Elisheva Cohen* and Mr. *Yona Fischer*, curators of the Israel Museum, upon receiving the 1977 Israel Prize for Design, which was awarded for their contribution to the design and decor of the Museum.

Guests at the Academy

Mrs. *Ayala Zacks-Abramov*, member of the Board of Governors of Bezalel, Tel-Aviv.

Mr. and Mrs. *Meir Bergteitl*, members of the Association of Americans and Canadians in Jerusalem.

Mr. *Israel Beth-Halachmi*, member of the Board of Governors of Bezalel, and Mrs. *Beth-Halachmi*, Tel-Aviv.

Mr. and Mrs. *Walter Bick*, members of Bezalel Board of Governors, Toronto, Canada.

Architect *Pascual Broid*, member of the Board of Governors of Bezalel, Jerusalem.

Mr. *Simon Ellman*, Director General of "AMPA" Ltd., Tel-Aviv, and member of the Board of Governors of Bezalel.

Dr. *Meir Englert*, Director of "Harsa" Ltd., Israel Ceramic Works, Beer-sheva.

Dr. *Fritz Falk*, member of the Board of Governors of Bezalel and of the Academic Council of the Academy, and Mrs. *Falk* from Pfortzheim, Germany.

Mr. *David Golan*, Director General of the First International Bank of Israel, Ltd., and member of the Board of Governors of Bezalel, Tel Aviv.

Mr. *Moshe Golan*, Associate-Director of "Orbi," a factory for producing photographic paper.

Dr. *Hans Lamm*, Head of the Jewish community in Munich, Germany.

Mr. and Mrs. *Marcel Liatowitsch*, owners of the Liatowitsch Gallery, Basel, Switzerland.

Mr. *Louis L. Lockshin*, a friend of Bezalel from Toronto, Canada.

Mr. *Stephen M. Maltz*, owner of Maltz Gallery, London, England.

Mr. *Michael Rosner*, Director General of the Industry Development Corporation and member of the Board of Governors of Bezalel, and Mrs. *Rosner* of Jerusalem.

Mrs. *Ruth Spivakovsky*, member of the Bezalel Fellowship of Arts, Melbourne, Australia.

The artist Mr. *Morton Zacks*, Professor in the Fine Arts Department, Boston University, U.S.A.

Mr. and Mrs. *Abdulla K. Zilkha*, Members of the Board of Governors of Bezalel, Paris.