



THE JACOB RADER MARCUS CENTER OF THE  
**AMERICAN JEWISH ARCHIVES**

**MS-763: Rabbi Herbert A. Friedman Collection, 1930-2004.**  
Series F: Life in Israel, 1956-1983.

---

Box  
19

Folder  
18

Tel Aviv Museum. March 1972.

For more information on this collection, please see the finding aid on the  
American Jewish Archives website.

---

6 March 1972

Dear Dr. Gamzu:

Please think over carefully whether you really would like Mr. Riklis as your Chairman, in case he would accept.

If you would prefer someone else, this letter need never be sent.

On the other hand, if you wish me to send it, please make any necessary corrections and return it to me. Then I will send it.

Very truly yours,

Meshulam Riklin  
Rapid American Corp.  
711 Fifth Avenue  
New York, N. Y. 10022



6 March 1972

D R A F T

Dear Rik:

When last in New York I tried to make an appointment with you, to discuss a matter, but you were tied up, and I couldn't get to see you.

Therefore, instead of waiting for the next trip, let me start the subject by mail.

You may not realize it, but I think of you often, in connection with the power you possess, of personality, speech and purse. Naturally, I think of putting such power to use for Israel - and you will recall I spoke to you along these lines several years ago. You have done a brilliant job, lifting New York last year and again this, from a previous dullness, to a new sparkle.

Now, I have another idea in mind. Dr. Gamzu, renowned art critic and historian, and now the curator of the New Tel Aviv Museum, asked me to suggest someone as Chairman of the Board of the Museum. He is looking for a person with an interest in art, status in the community at large, a love for Israel, and a known and respected name. The person who fills that role for the Jerusalem Museum is Baron Edmond de Rothschild. A counterpart is being sought for Tel Aviv. After much thought, I have suggested your name.

There are no barons or dukes in the United States. And when one looks at all the qualifications required for this post, there are damn few candidates at all. Can we be frank? Nate Cummings is as interested in art as you are, and has a bigger collection, but he is not in Israel as often as you are, nor does he feel about Israel the way you do, nor is he possessed of your youthful vigor. When I think carefully, and go over the entire list of public figures slowly and repeatedly, I keep coming back to you. I think you are the best man in America for the job.

And I think, furthermore, that the job is a very good one for you. I want to see you firmly and continuously linked with Israel. I think that is good for you and your future. I want you to have internal status in Israel - not just external status via the UJA. The fields of education and culture - universities and museums - in Israel are the most highly prestigious and recognized.

I know something about your schedule and workload. Even if you are suited for a job - and that job, in turn, is good for you - nevertheless you couldn't undertake it, if the burden were too heavy. Happily, that is not the case here. This task is an easy one for you. There are no deadlines, no pressures, and no emergencies to deal with. The work can be summarized under four headings:

1. Public leader - chair a few Board or Committee meetings per year; represent the Museum at public functions, etc.
2. Acquirer of Art - get people to contribute to the Museum paintings and sculptures to enrich its collection. This simply involves the persuasion of those people whom you meet socially anyhow.
3. Finder of major gifts-right now there are only a few required: for a Henry Moore sculpture now reclining in front of the building; for a sculpture garden; for a festive hall; for a piazza. Such gifts can be obtained as a result of careful thought about who the right prospect is and



a soft sell. They do not require the same kind of hard work that UJA efforts entail.

4. Builder of a Friends Group

-This is also a relatively easy matter, and can be done largely through a few successful museum shows, dances, or concerts. For comparison sake, at the Jerusalem Museum, Rothschild's inner group consists of 200 people contributing \$1,000.00 annually for maintenance. That is not a difficult assignment.

Since I really believe the task is not onerous; since it involves art in which you are already deeply interested; since it is a high-status and high-visibility post within Israel (for instance, the public reception for 2,000 people at the recent change-over of Chief of Staff was held in the Museum Main Hall); and since I strongly feel that you are quite the best man, I want to suggest to Dr. Gamzu that he write you officially inviting you to become the Chairman of the Board. You know what? I think Judy would get a big kick out of it, too. Let me know your reaction.

As ever,



DRAFT

1

Dear Rik -

When last in New York I tried to make an appointment with you, to discuss a matter ~~in person~~, but you were tied up, and I couldn't get to see you.

Therefore, instead of waiting for the next trip, let me start the subject by mail, and we can finish in person when we next meet.

You may not realize it, but I think of you often, in connection with the power you ~~possess~~ <sup>possess</sup>, of personality, speech and purse. ~~I am fascinated by you, recognize it~~ Naturally, I think of putting such power to use for Israel - and you will recall I spoke to you along these lines several years ago. You have done a brilliant job, lifting New York last year and again this, from a previous dullness, to a new sparkle.

Now I have another idea in mind. Dr. <sup>renowned art critic and historian, and now</sup> Gerson, the curator of the new Tel Aviv Museum, asked me to suggest someone as Chairman of the Board of the Museum. He is looking for a person with an interest in art, status in the community at large, a love for Israel, and a known and respected name. The person who fills that role in the Jerusalem Museum is Edmund de Rothschild. A counterpart, ~~is being sought~~ <sup>is being sought</sup> for Tel Aviv. After much thought, I have suggested your name.

There are no barons or dukes in the United States. ~~When you~~ <sup>When you</sup> add together all the ingredients required, there are damn few candidates at all. Can we be frank? Kete Cummings is as interested in art as you are, and has a bigger collection, but he is not in Israel as often as you are,



and now is he <sup>possessed</sup> of the ~~vigorous~~ youthful vigor which would enable him to do a good job. When I think carefully, and go over the entire list of public figures slowly and repeatedly, I keep coming back to you. I think you are the best man in America for the job.

And I think, furthermore, that the job is a very good one for you. I want to see you firmly and continuously linked with Israel. I think that is good for you and your future. I want you to have internal status in Israel - not just external status via the USA. The fields of education and culture - universities and museums - in Israel are the most highly prestigious and recognized.

I know your schedule and work load. Even if you are good for a job - and that job, in turn, is good for you - nevertheless you couldn't undertake it, if the burden was too heavy. Happily, that is not the case here. There is usually no emergency to deal with. I think it could be summarized in four headings:

1. Representational

1. Public leader - chair a few Board meetings, per year; represent the museum at public functions; at other museums in other countries, etc.

2. Acquirer of art - bring to the museum paintings and sculptures to enrich its collection. This simply involves the persuasion of <sup>those</sup> ~~the~~ people whom you meet socially anyhow.

3. Finder of major gifts - right now there are only a few required - ~~and~~ for a Henry Moore



sculpture now reclining in front of the building;  
 for a sculpture garden; for a festive hall;  
 for a piazza. Such gifts come as a  
 result of careful thought <sup>and soft sell.</sup> They do not  
 require <sup>represent</sup> the same kind of <sup>hard work</sup> ~~hard work~~  
~~that~~ that vast efforts entail.

4. Builder of a friends group - This is also a <sup>relatively</sup> ~~easy~~ <sup>easy</sup> matter, and can be done largely  
 through a few successful museum shows,  
 lunches, or concerts. ~~It~~ For comparison  
 sake, at the Jerusalem museum, <sup>Edmonds' inner</sup> ~~they have~~  
 a group consisting of  
 200 people contributing \$1000 annually for  
 maintenance. That is not a difficult  
 argument.

Since I ~~do not~~ really believe the  
 task is <sup>not</sup> onerous; since it involves <sup>art</sup> ~~something~~ <sup>in which</sup> you are  
 already deeply interested; since it is a high-status and  
 high-visibility part within Israel (for instance, the public  
 reception for 2000 people at the recent change-over of Chief of Staff  
 was held in the Museum); ~~and~~ ~~and~~ and since I  
~~very~~ strongly feel that you are quite the best man, I  
 have suggested to Dr. Golan that he write you specially  
 inviting you to become the Chairman of the Board, and I urge  
 you to accept. You know what? Judy would get a  
 big kick out of it, too.



12  
100-200 campaign at  
home for Person housing

---

Mon - 3rd - 13<sup>th</sup>

Eden

(27)  
± 50,000 = X 2.4 = Henry  
Muk

Garden sculpture - 1 m. (a)

Festive Hall - 1 m. (b)  
(opening)

Piazza -

Chairman of Board of  
Governors



Phone 257361 (o)

722770 (h)

DR. HA'IM GAMZU

DIRECTOR AND CHIEF CURATOR  
OF THE TEL-AVIV MUSEUM

27-24

27 ~~5~~ King Saul's R<sup>x</sup>

6-TARSAT STR.  
TEL-AVIV, ISRAEL

257361

PHONE 247196