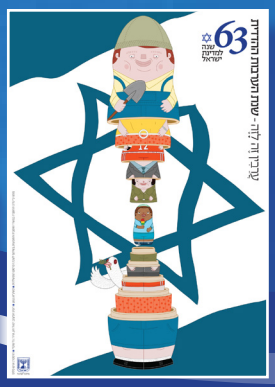
כרזות מספרות

KRAZOT MESAPROT



POSTER TALES:
INDEPENDENCE DAY POSTERS

Addendum

The Seventh Decade
2009-2018

JewishLearningWorks
Professional Learning

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Poster Tales/*Krazot Mesaprot* is a project of Jewish LearningWorks

This educational resource draws from many sources that were compiled and edited for the sole use of educators, for educational purposes only.

Special Thanks to: The iCenter for Israel Education

This Addendum is a part of the two-part Poster Tales/*Krazot Mesaprot* program that includes posters from 1949-2008.

For a full program contact vtoran@jewishlearningworks.org

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Our original resource, Poster Tales - *Krazot Mesaprot* ended with Israel @60. We are proud to present an addendum to Poster Tales that reflects the last decade as we celebrate Israel@70.

This anniversary presents an opportunity to take time to reflect on 70 years of independence, struggles, achievements, aspirations and hopes. It is an opportunity to tell Israel's story and to uncover the many ways it intertwines with our own story – our personal story, our family's story and our collective story as a people. It is an opportunity to connect students with Israel. And it is an opportunity to celebrate!

Even before the establishment of the state, opportunity to connect to Israel was a seamless part of daily life. The Jewish holiday calendar, the words of the daily prayers, the everyday detail of the stories of the Bible and the laws of the *Mishna* were all permeated with Israel: its landscape, its climate, its agriculture and its geography.

Today, making connections must be intentional. We must create opportunities for students to discover their relationship, wrestle with contentious issues, and find creative ways to express it. Our hope is to make Israel's story part of each student's story to make it personal. We created Poster Tales - *Krazot Mesaprot* with exactly that goal.

The educational components of this project include:

- Two booklets with educational resources, and a poster gallery for 1949-2008
- An addendum for 2009-2018

This chapter explores and offers interpretations of the stories told over a decade of posters created in celebration of *Yom Ha'atzmaut* (Israeli Independence Day). It includes the poster itself along with descriptions and analysis and provides an overview of trends and styles of the period. This chapter invites your students to engage in critical examination, to ask questions and explore. It's an opportunity to explore themes through an artistic medium, while discerning myth from reality.

The Seventh Decade (2009-2018)

Many events mark this decade including:

- Three Knesset elections, all with a majority won by Benjamin Netanyahu's Likud party
- Ada Yonah won the Nobel Prize in Chemistry, becoming the first female Israeli to earn the prestigious award
- Arab Spring started in Tunisia and spread to other Arab countries
- Syrian civil war erupted
- Several Gaza strip campaigns were initiated, including Operation Protective Edge in 2014, when Israeli cities including Tel Aviv were targets for scud missilesReuven Rivlin was sworn in as Israel's 10th president
- Omri Casspi became the first Israeli to be drafted into the NBA
- Hamas released Israeli soldier Gilad Shalit to Egypt in exchange for 1,000 Palestinian other Arab prisoners held in Israel
- Several terror attacks erupted in Europe Social justice protests took place in Israel…

The population of Israel as of January 2018 is 8,796,000 with approximately 75% Jewish 21% Arab and 4% marked as "other."

The posters for this decade celebrate and highlight Tel Aviv at 100 years, Theodore Herzl's 150th birthday, mutual responsibility, the importance of water, national heritage, achievements of women, trailblazers, civil heroism and 50 years since the reunification or liberation of Jerusalem*.

*These terms are disputable. See the 2017 poster for a deeper look at them.

For detailed timelines of Israel related events:

https://israeled.org/resources/timeline/#!/?start_date=2009

http://www.jetsisrael.com/tool/israel70/

2009

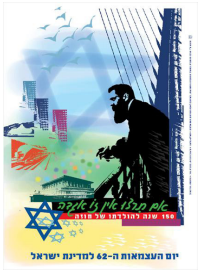
100 Years to the First Hebrew City Tel Aviv - Jaffa.

61 Years to the State of Israel

Tel Aviv was founded on April 11, 1909. On that day, sixty six families gathered on the sand dunes on the beach outside Jaffa to allocate plots of land for a new neighborhood they called Ahuzat Bayit, later known as Tel Aviv. To ensure a fair division of land, the families held a lottery. By pairing different color seashells with names and lot numbers, they let fate choose which family took which plot.. Today Tel Aviv is a bustling urban center.

Notice: The number 61 is interwoven into the Star of David in the center. The two blue stripes that reference the Israeli flag are depicted as skyscrapers towering over old and new architectural icons of the city, including the Herzelia Gymnasium (high school), which no longer exists, the Shalom Tower which replaced it, a Bauhaus building and more.

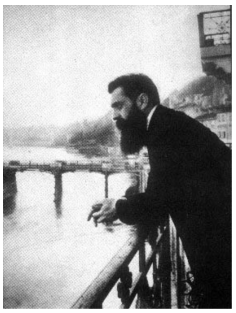
Designer: Ehud Elimelech



2010

“If you will it, it is no dream” – 150 years to the birth of the *Visionary of the State*.

The 62nd Independence Day of the State of Israel



Theodor Herzl was an Austrian Jewish journalist and playwright best known for his critical role in establishing the modern State of Israel. His pamphlet *Der Judenstaat* (The Jewish State), published in 1896, helped launch Zionism as a modern political movement whose objective — the establishment of a Jewish homeland — Herzl spent the rest of his life advancing.

The quote “If you will it, it is no dream” is commonly attributed to Herzl. A modified form of the line appeared in the book *Altneuland*, which he published in 1902.

Notice: Iconic portrait of Herzl leaning over a balcony in Basel is placed in modern day Jerusalem. Depicted are the Knesset, the light rail, Shrine of the Book at the Israel Museum, and the Chords Bridge design by Santiago Calatrava.

Designer: Barbara Gur

2011

***Arevin zeh la'zeh* – A Year of Mutual Responsibility**

All Israel are responsible for one another

63 Years to the State of Israel

The verse from the Talmud served as an inspiration for this year's theme chosen by the Ministerial Committee on Symbols and Ceremonies. The poster depicts the multicultural fabric of Israeli society as a Matryoshka doll, which is a set of wooden dolls of decreasing size placed one inside another. They are connected to, and thus, responsible for each other. The Russian Matryosha is a wink to several waves of Russian immigrants to Israel.

Notice: The dolls consist of a *chalutz* (pioneer) with a shovel and *kova tembel* (dunce hat) as the largest doll and an Ethiopian child holding a popsicle with Ethiopian flag colors as the smallest.

Discuss: Who else do you see in the depiction? There is also a dove carrying an olive branch symbolizing peace.

Designer: Yigal Hazan

2012

64 Years to the State of Israel

Water – The Source of Life

In an arid region suffering from frequent droughts water is a national resource of utmost importance in Israel. Water is vital to ensure the population's well being and quality of life and to preserve the rural-agricultural sector. In short – The Source of Life.

Throughout its history, Israel has initiated several large-scale public works to address the water issues, including the Yarkon-Negev Pipeline – Israel's greatest irrigation project, inaugurated in 1955, and the National Water Carrier, completed in 1964, which is the largest water project in Israel. Its main task is to transfer water from the Sea of Galilee in the north to the highly populated center and arid south and to enable efficient use of water and regulation of the water supply in the country.

Israel is also a pioneer in drip irrigation technology and more recently in a major national effort to desalinate Mediterranean seawater and to recycle wastewater. These innovations have provided the country with enough water for all its needs, even during severe droughts. More than 50 percent of the water for Israeli households, agriculture and industry is now artificially produced.

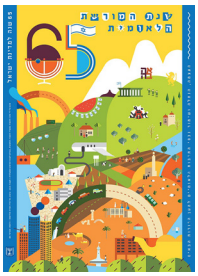
"Today, Israel is widely considered a pioneer in the area of water desalination.... If we had to rely on sources of fresh water, we wouldn't be here," says Oded

Distel, director of Israel New Tech, a government agency that gives grants to high-tech water startups. “In Israel, we use every drop twice.”

Notice: Depiction of different landscapes, both rural and urban. Industry, agriculture and leisure all benefitting from abundance of water supply. A lake in the shape of the Star of David.

Designer: Shlomit Ben tzur

Illustrator: Gustavo Viselner



2013

Year of National Heritage

65 Years to the State of Israel

Empowerment, Endowment, and Preservation of National Cultural Assets for Future Generations

The theme was chosen at the request of Prime Minister Benjamin Netanyahu, who since the beginning of his term has launched a program to strengthen national consciousness and heritage. Through this program the State has invested large amounts of money into restoring heritage sites and historical assets and increasing their exposure to the public.

The following physical sites have received such investment: Tel Shilo, Herodion, Tel Arad, Yitzhak Ben Tzvi’s hut, the Montefiore Flour Mill in Jerusalem, Independence Hall in Tel Aviv. Digital efforts include the establishment of a joint portal for Israeli archives, and an archive of Israeli music heritage.

Notice: Depiction of the Knesset, Israel Museum, the Monster play structure (in Jerusalem), Azrielli Towers, Kadishman sculpture (Tel Aviv), archeological sites, rural and urban landscapes, the power station’s three chimneys (Hadera) and much more.

Design: Tal Herda and Sonia Oliysky

2014

66 Years to the State of Israel

A Time for Women - Achievements and Challenges

The official annual theme in Israel for 2014 celebrated the contributions of women for advancements and innovations in all aspects of Israeli society, culture and industry.

The official Independence Day ceremony on Mount Herzl in Jerusalem placed the accomplishments of Israeli women at the center of the national celebrations.

Each year, torch lighters are selected to represent an aspect of Israeli society and to light 12 symbolic torches representing the 12 ancient tribes of Israel.

The torch lighters (14 in number) were all women, each with remarkable achievements, meaningful contribution to the state of Israel and Israeli society, and an inspiring life story.

There was some controversy regarding the poster design, especially since it was designed by a man. Many thought that it was an oversight and a missed opportunity to have a woman design the poster.

Notice: Woman's profile inside a *Magen David*, integrated in a dominant and central place in the state emblem. The woman is in motion and in an upward momentum. She has long hair flowing in multiple colors and symbols that express action and direction.

Designer: Ofir Meirav

2015

67 Years to the State of Israel

Israeli Trailblazers

This year's theme focused on trailblazers – outstanding Israelis whose unusual and inspiring achievements have made a significant contribution to Israeli innovation and excellence in different walks of life, including: science and technology, defense, economics, medicine, agriculture, culture and sports.

The torch-lighting ceremony, which officially marks the beginning of Independence Day celebrations, honored 14 trailblazers, including these:

- Danny Gold – one of the mastermind developers behind the Iron Dome missile defense system
- Rami Levi – an entrepreneur whose chain of supermarkets is credited with revolutionizing food prices in Israel
- Alice Miller – Israel's first female pilot who took the IDF to the Supreme Court, clearing the way for female pilots and gender equality in the army

- Lucy Aharish – a Muslim Israeli-Arab journalist, an outspoken voice against racism in Israel, a voice for women and Arab journalists in Israel who hosts a daily news broadcast on i24 News.
- Ehud Shabtai – the WAZE developer who spearheading the internationally acclaimed application purchased by Google for over $1 billion.

Notice: Torch-bearing child ascending a trail with onlookers cheering and celebrating.

Designer: Monty Alon

2016

68 Years to the State of Israel

The State of Israel Salutes Its Citizens

The Ministerial Committee on Symbols and Ceremonies headed by Culture Minister Miri Regev decided to honor those who showed ingenuity and courage in light of the wave of terrorism or helped others and society: "The uniqueness of civic heroism is that it does not distinguish between religion, race or gender. The only test is the human soul, courage and assistance to others."

Celebrating 'civil heroism,' the torch lighting ceremony for Israel Independence Day featured an 82 year-old deaf and mute Holocaust survivor who is an activist for deaf people's rights, a Greek-Orthodox priest working to enlist Christian youth to the IDF and to partake and contribute to Israeli society as equal citizens, Nepal aid worker, IDF soldiers, community and civil rights activists, and everyday heroes.

Unlike every year since independence, this year the ministry of Culture and Sports Information Center did not produce a poster for lack of budget. The outcry from the public forced a quick if uninspired poster design in a few days. The designer remains anonymous.

Notice:

From: Lines and Posts graphic design blog

"The number 68 is highlighted in blue against a yellow background (a hint of the theme of the Holocaust). On the sides scattered Stars of David in various sizes, mostly blue and a few orange, yellow and purple – perhaps to symbolize the cultural diversity of the citizens of the country. Also present are the emblem of the menorah in the statue next to the Knesset, the lion of the symbol of Jerusalem, the sign of the key (as a hint of the "Hatikvah" anthem), a plastic hammer (commonly used during celebrations) with seven Stars of David on it and a torch. Four aerial fighters (as an expression of the IDF's strength), four butterflies as a symbol of Israel's eternity, five colorful fireworks and the flag of the State. At the bottom of the poster are marching

(in a contrasting blue-light blue photograph) three groups celebrate with drums and flags. In addition to these are scattered a few clips of stars and circles (to fill the spaces among the many national symbols and to make the celebrants happy) (SIC)."

Designer: Unknown

2017

5 of Iyar 5777

69 Years to the State of Israel

Marking 50 Years to the Liberation of Jerusalem

Jerusalem United, Unifying

This year's theme "50 years since the liberation and unification of the capital of Israel – Jerusalem," commemorates the victorious battle for the old city of Jerusalem during 1967's Six Day War.

The Culture Minister, Miri Regev, insisted upon the word 'Liberation' and not 'reunification' – as it was commonly used beforehand – in the logo's design, and said it sought to counter efforts to distort the Jewish connection to Jerusalem. "This logo tells the true story of Jerusalem. If we are not able to say to ourselves that we liberated Jerusalem from generations of foreign occupation, how can we complain when the world does not?"

1967 – Battle for Jerusalem

Jerusalem was reunified under Israeli rule as a result of the 1967 Six-Day War launched against Israel by the Arab world.

Despite Israel's appeal to Jordan to stay out of the war, Jordanian forces fired artillery barrages at Israeli cities and also attacked and occupied the UN headquarters in Jerusalem. At first Israel held back but eventually was forced to counterattack and within two days was able to defeat and repulse the Jordanian forces across the West Bank and retake Eastern Jerusalem. On June 7, IDF paratroopers, after fierce fighting with Jordanian soldiers, were able to advance into the Old City and gain control of the Temple Mount and the Western Wall. "The Temple Mount is in our hands" – the report from Paratroop Commander Lt. Motta Gur – remains one of the most dramatic statements in Israel's history.

(From: Israel Ministry of Foreign Affairs)

Notice: The poster utilized the official logo of the 50's anniversary of the Liberation of Jerusalem. The logo depicts the Lion of Judah (from the official Jerusalem flag) and David's harp with 12 strings (for 12 tribes) in the shape of the number five and the Israeli flag flying atop the Temple Mount, Wailing Wall and Jerusalem stone on the number zero. The color, gold, is to honor the city's unofficial anthem "Jerusalem of Gold"; and the number five, which can be counted in the wall notches and the stones, is also a hint to the 55th Paratroopers Brigade that liberated the old city of Jerusalem in 1967.

Designer: unknown

2018

Heritage of Innovation

70 years to the State of Israel

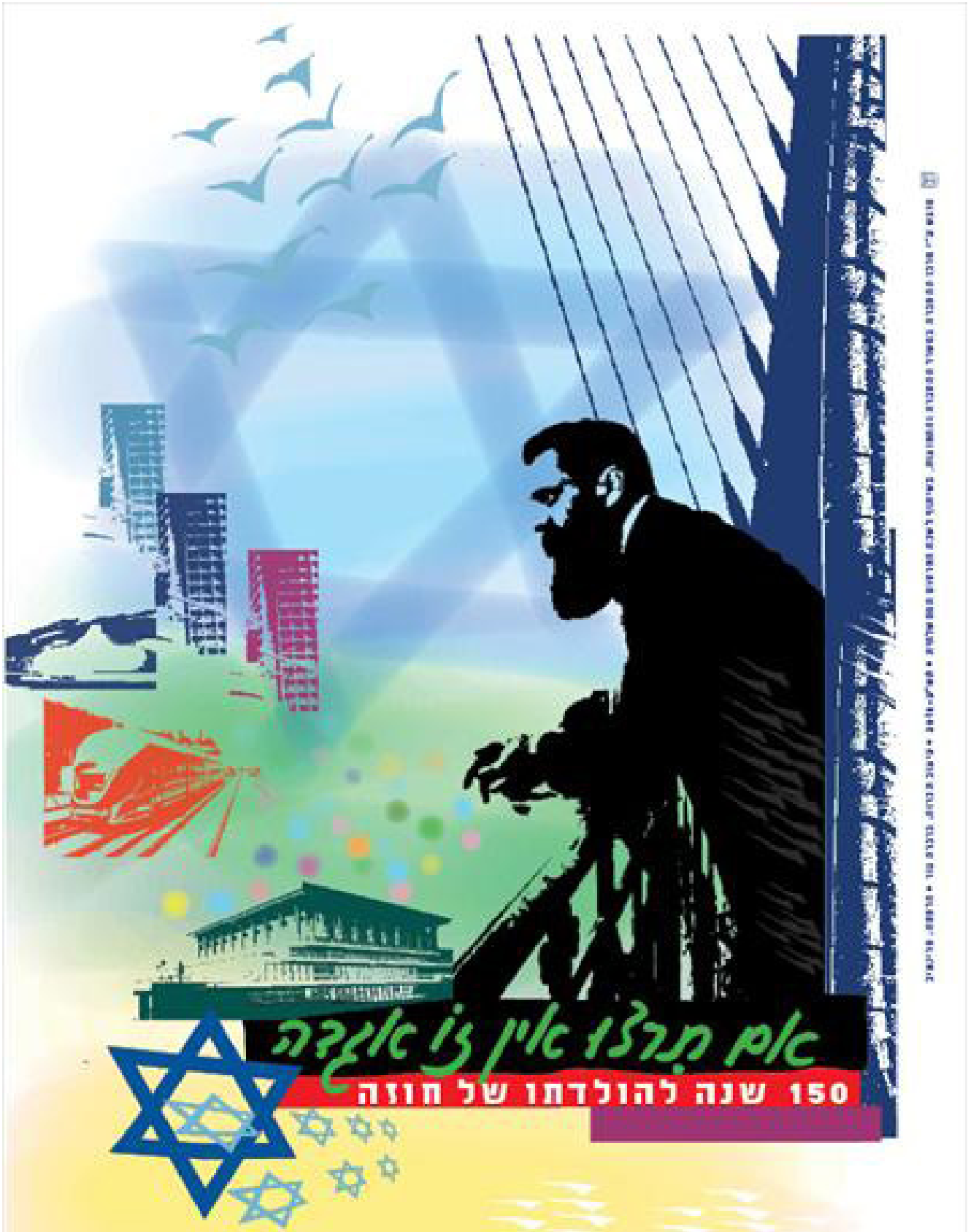
Stay Tuned!

Independence Day posters are not revealed or published until the day itself. We will add it to this addendum when it becomes available.

In the meantime, we include here the official logo of this year's celebrations and encourage you to invite your students to imagine and design their own poster to commemorate the year.

Yom Ha'atzmaut Poster Gallery

2009



יום העצמאות ה-62 למדינת ישראל

2010

עיתונות עכשיו שם - יוצאת לגדולה

63 שנה למדינת ישראל

מוגש ע"י מרכז ההסברה במשרד ההסברה והתפוצות, בשיתוף לשכת הפרסום הממשלתית ■ תשע"א 2011 ■ רעיון ועיצוב: יואל חזן, איור: גל שקדי ■ הדפסה: אדרט פלוס

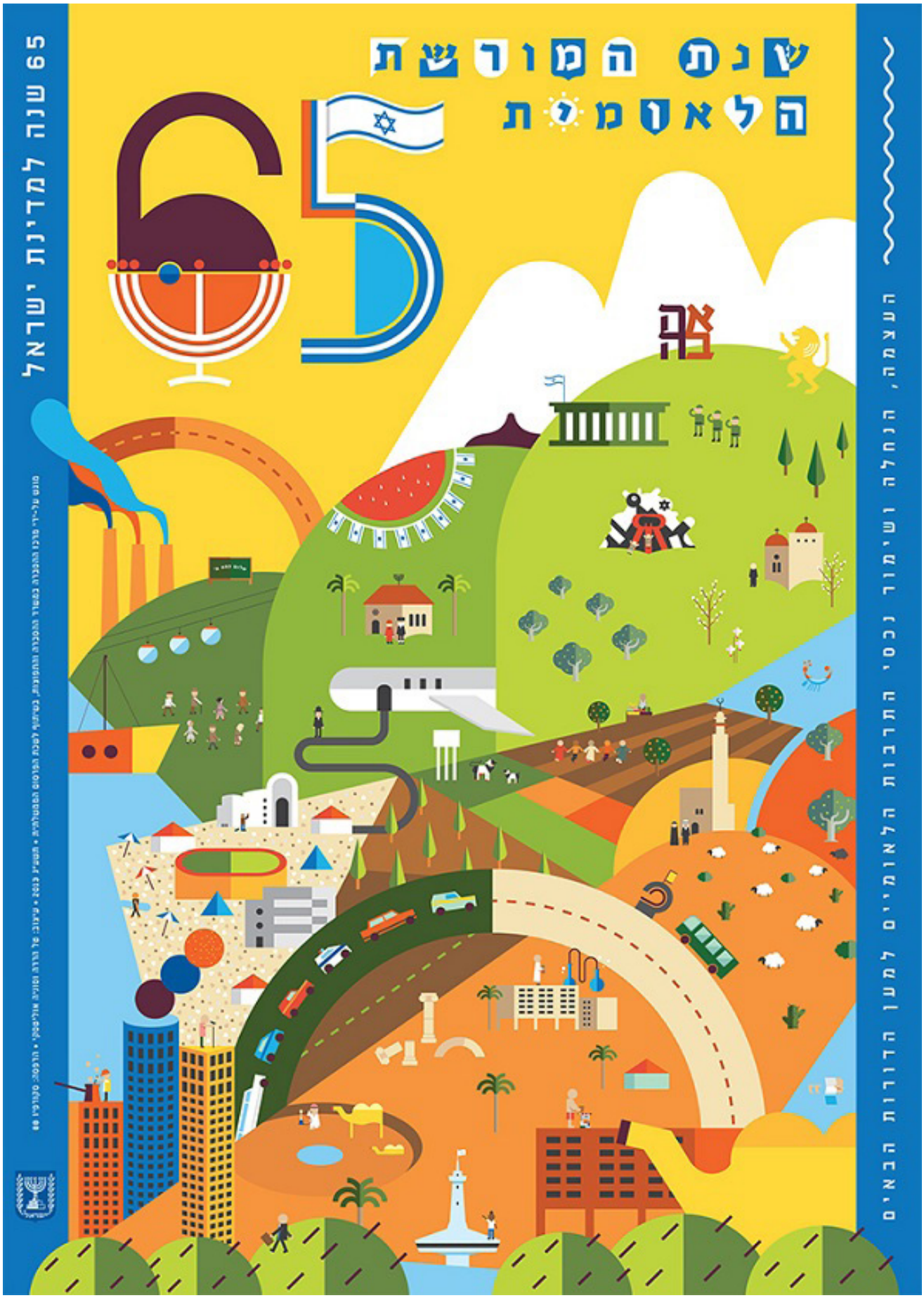
מדינת ישראל

2011

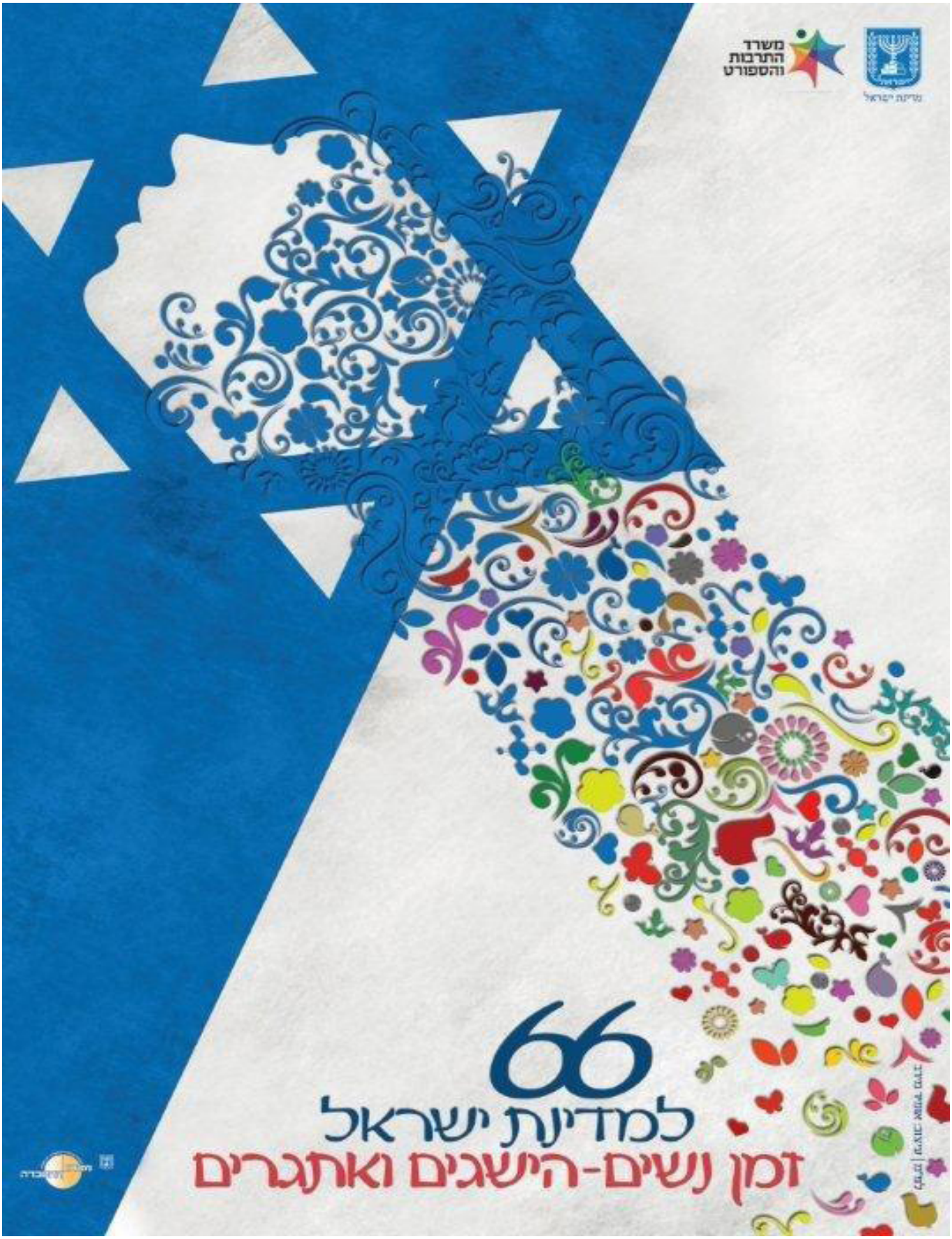
64 שנה למדינת ישראל

מים – מקור החיים

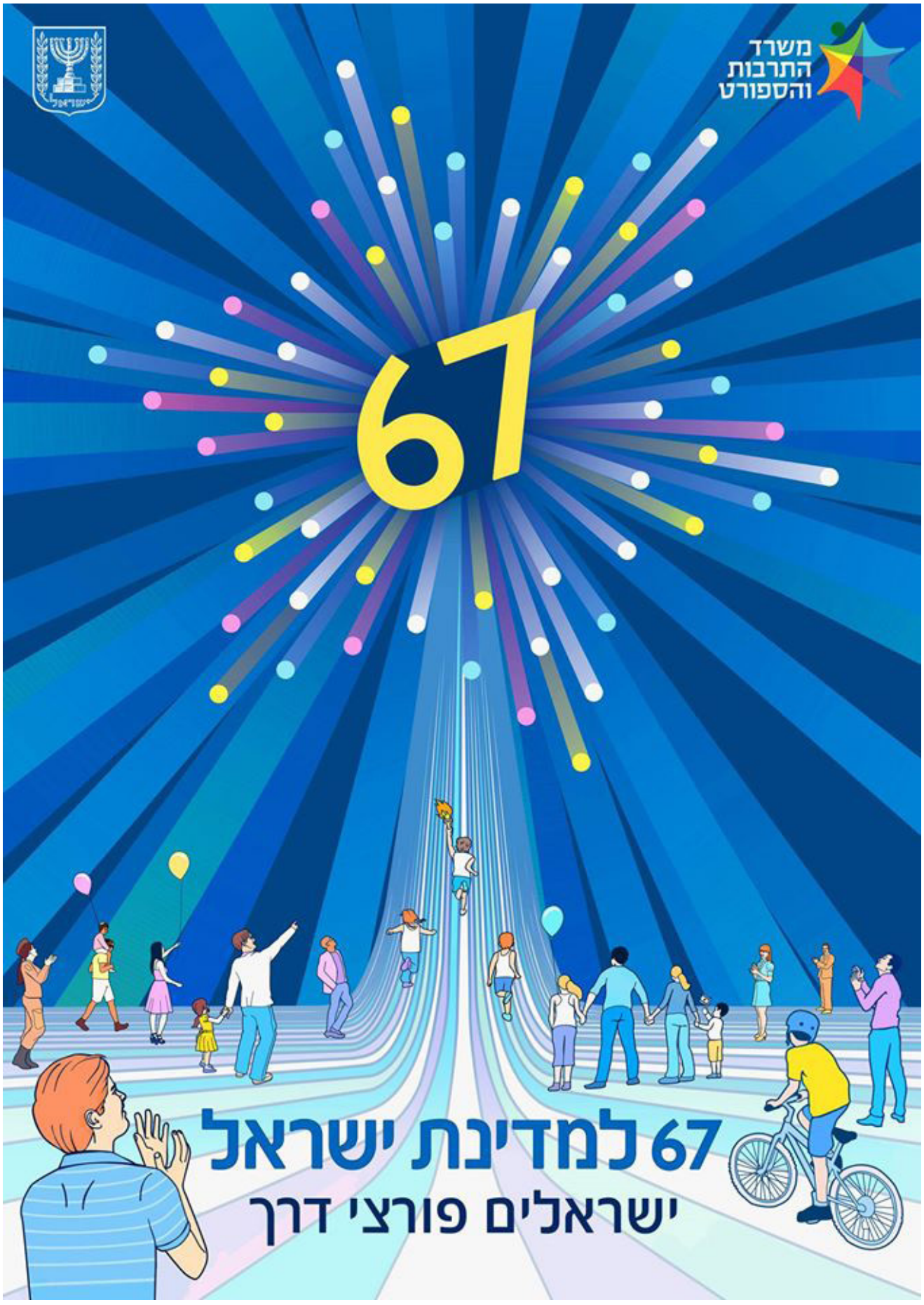
2012


שנת המורשת
הלאומית
65
65 שנה למדינת ישראל
העשרה, הנחלה ושימור נכסי התרבות הלאומיים למען הדורות הבאים

2013


משרד התרבות והספורט
מדינת ישראל
66
למדינת ישראל
זמן נשים - הישגים ואתגרים

2014



2015

משרד התרבות והספורט
מרכז ההסברה

מדינת ישראל

2016

משרד התרבות והספורט
מרכז ההסברה
המטה לטקסים ואירועים ממלכתיים
ה' באייר ה'תשע"ז
69 שנה למדינת ישראל
בסימן
50 שנה לשחרור ירושלים
ירושלים מאוחדת, מאחדת.

2017

2018

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