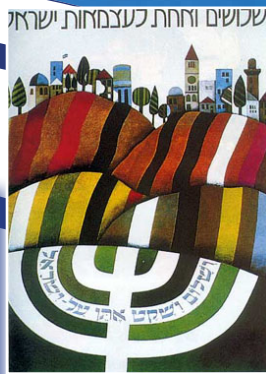


# כרזות מספרות

## KRAZOT MESAPROT



### POSTER TALES: INDEPENDENCE DAY POSTERS 1948-2008

Educational Material and Poster Gallery  
Booklet 2 of 2

**Developed, compiled and written by:** Vavi Toran

**Edited by:** Naomi Goldner

### **Krazot Mesaprot is a project of Jewish LearningWorks**

Krazot Mesaprot was conceived with input from the Consulate General of Israel to the Pacific Northwest and from San Francisco–Bay Area Jewish Educators.

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Usage of this booklet, accompanying material, and CD for **educational purposes only**

#### **A Special Thank You to:**

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**KRAZOT MESAPROT**

**כרזות מספרות**

**POSTER TALES:  
ISRAEL'S INDEPENDENCE DAY POSTERS  
1948-2008**

**Educational Material and Poster Gallery  
Booklet 2 of 2**

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# Welcome

Dear Educators,

We are proud to present Krazot Mesaprot (Poster Tales) as part of Israel @ 60 Educational Program and Celebration.

This anniversary presents many opportunities. It is an opportunity to take time and reflect on 60 years of independence, struggles, achievements, aspirations and hopes. It is an opportunity to tell Israel's story and to uncover the many ways in which 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 and engage students with Israel. And it is an opportunity to celebrate.

Long before the establishment of the state of Israel, the “connection to Israel” was incorporated into every aspect of daily life. The entire calendar of holidays, 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, we have to intentionally create opportunities for students to explore their own connection, discover their relationship and find a creative way in which to express it. Our hope is to make Israel's story their own story and to make it personal. We hope that Krazot Mesaprot (Poster Tales) creates exactly such an opportunity.

The educational component of this project consists of:

- Two booklets with educational resources, and a poster gallery
- A CD containing PDF files of the 2 booklets and a Power Point presentation

Enjoy!

# Introduction

For many years, the visual arts have served as commentary on global, national, social and political topics in many cultures. Making a statement, conveying a concern, celebrating achievements or expressing hope for the future – all can be depicted visually. This program invites both educators and students to enter, explore and interpret the material and create their own visual commentary – they are invited to make it personal.

The historical posters designed for Israel's Independence Day throughout the years serve as the backdrop for this curricular and creative program. These posters offer a rare perspective into Israel's national mood and aspirations as well as its historic and esthetic timeline. They reflect on the struggles, values, and ideals of Israeli society and the social and technological changes that have taken place throughout the years.

This program can be used in many ways depending on the classroom setup, the goals, and the allotted time of the group. Students can examine and discuss recurring themes, visual symbols, iconic images and metaphors, styles, and messages as well as interpret and match posters with a historic timeline. They can learn about special commemorative years and their significance, examining the posters based on visual impact, clarity of message, originality, and creativity. All of this can (and should) inspire the students to explore their own connection to Israel. Finally, with an art teacher's guidance, and based on their learning and the message they wish to convey, students will design their own poster or use other artistic forms to express their connection to Israel.

This material, which is rich in both content and creativity, can be approached in many ways. The material can be sorted by themes, motifs and symbols, by values presented in the Declaration of Independence, by artistic techniques, by specific artists, and by decades, to name a few.

In this booklet, we have touched upon a few of these options and encourage the educators, both Judaic Studies and Art teachers, to delve into their own exploration and come up with unique activities and artistic expressions.

We wish you and your students an intellectual, reflective, and creative experience!

# Yom Ha'atzmaut Poster Gallery









# יום העצמאות

הביידי  
תשט

זוהי זכותו הטבעית  
של העם היהודי להיות  
ככל עם ועם עומד  
ברשות עצמו  
במדינתו הריבונית

סתוך ההכרזה על המדינה, 14 במאי 1948



שרות תרבות של צבא הגנה לישראל









1953 - 1954



יום העצמאות תשי"ג

# יום העצמאות







# יום העצמאות

תשט"ו

תשט"ז



יום העצמאות











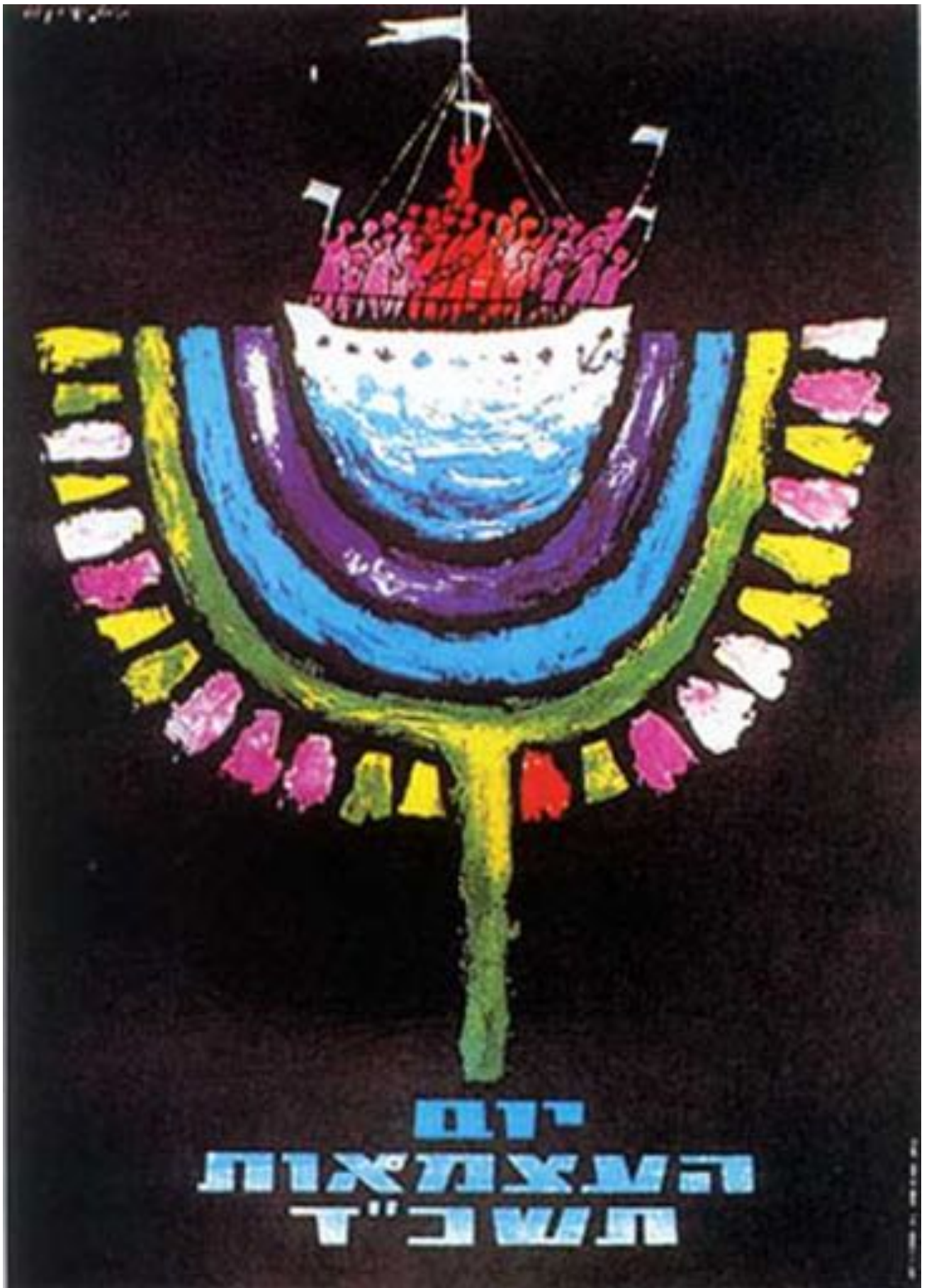


















# יום המעצבנות המשכ"ד











יום  
הנצמאות  
תשכ"ט

# יום העצמאות תשי"ז























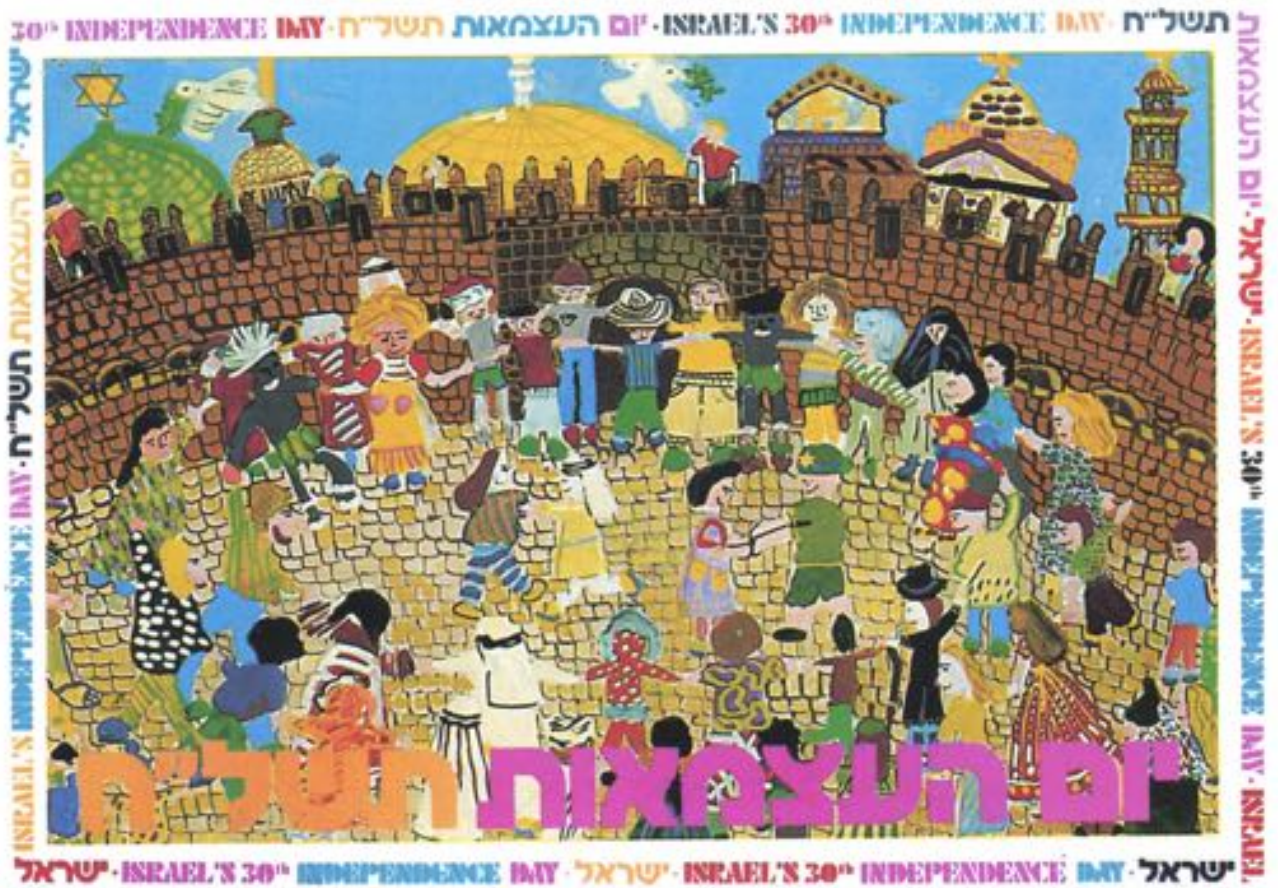








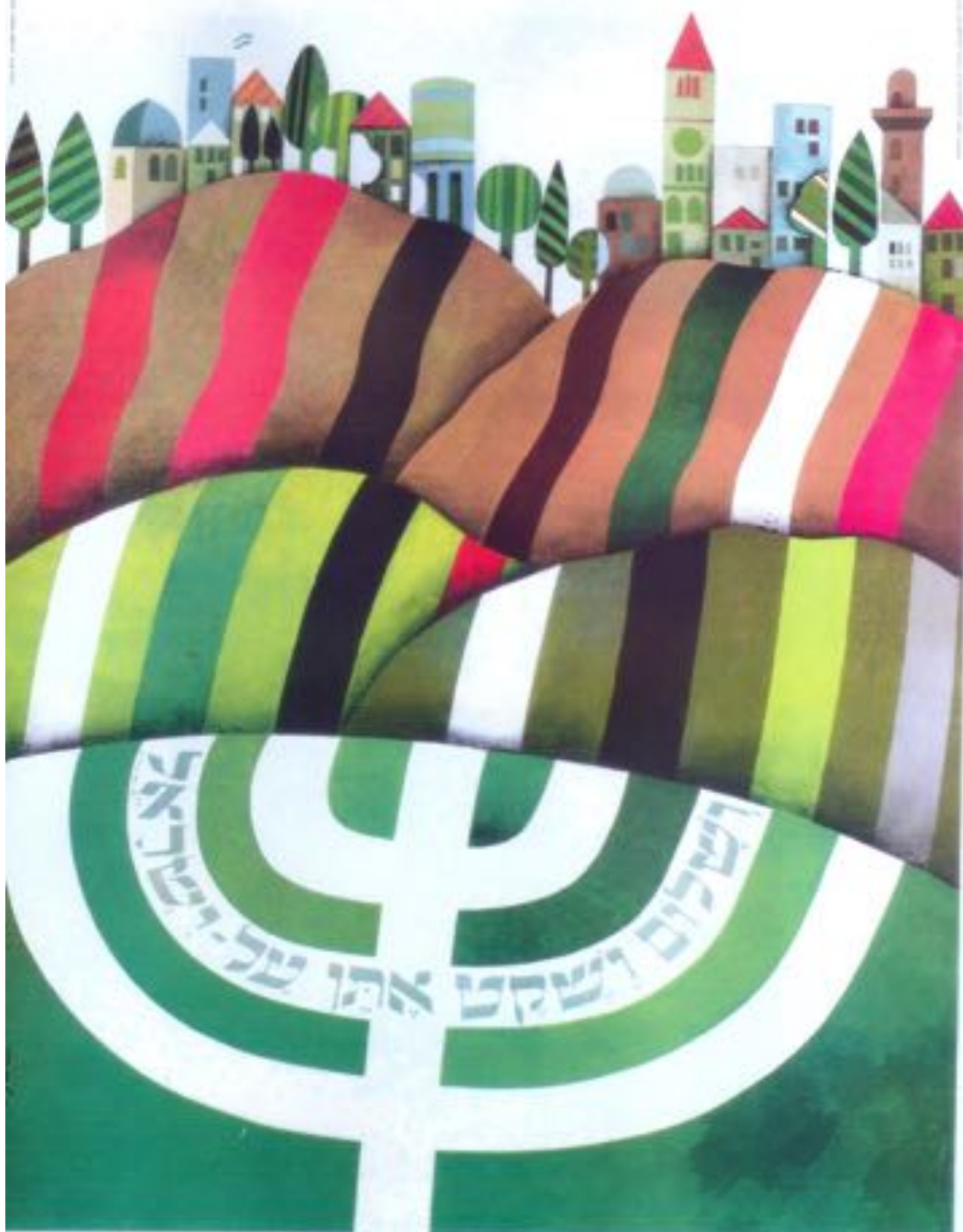




# שלום

מגזין שנת השלושים לעצמאות ישראל

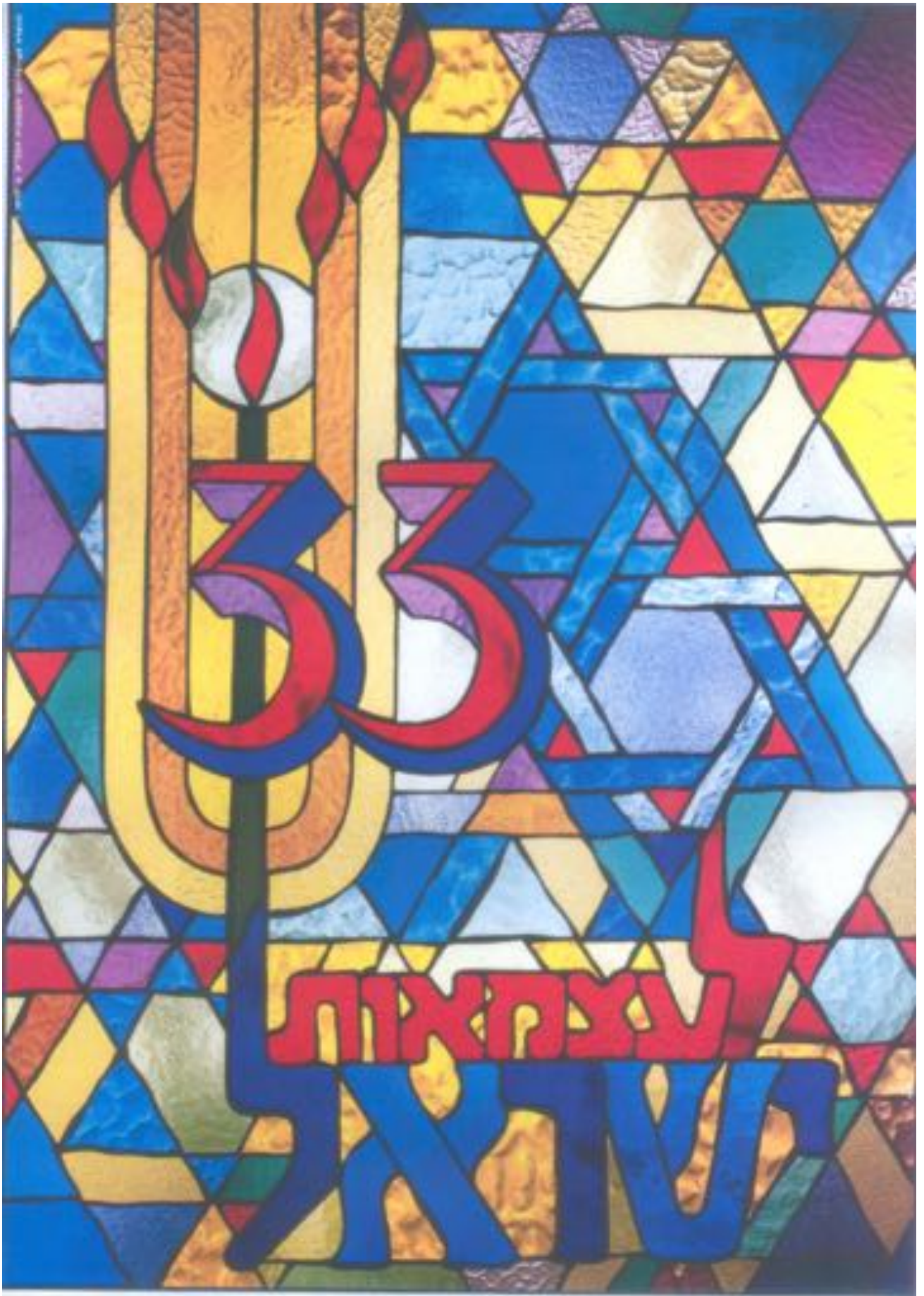
# שלושים ואחת לעצמאות ישראל

















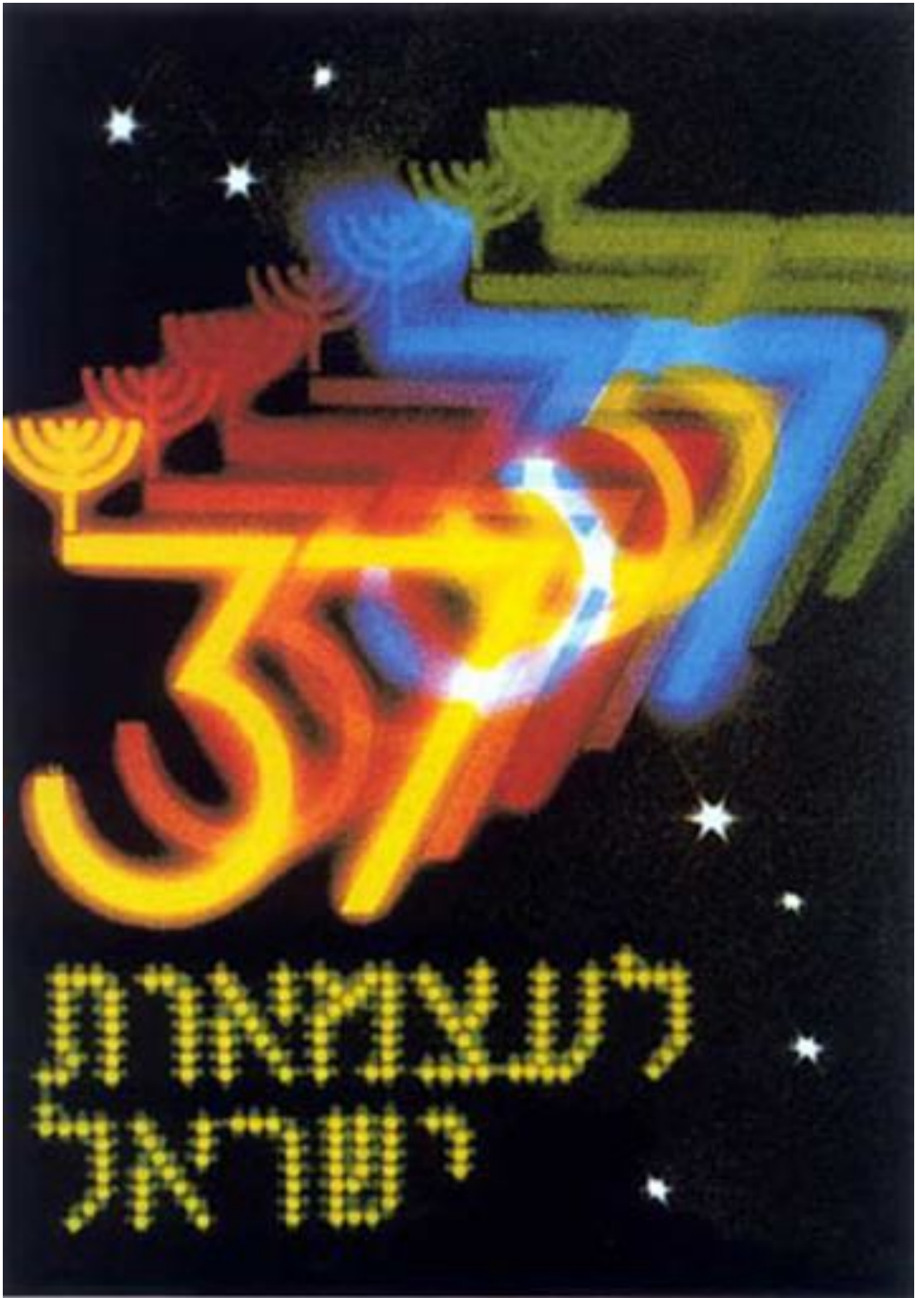


ל"ה לעצמאות ישראל













# מדינת ישראל

תרא פתוחה לעליה יהודית ולקטוצ גלוחת, תשמור על פירות  
הארץ לטובת כל תושביה, תרא מושטתה על יסודות החירות  
הצדק והשלום לאור חזונו של נביא ישראל, תקיים שיתוף וסדר  
חברתי יסודי גמור לכל אזרחיה כלי הכול רח, טעויות, ריבונות  
הקשר רית, מצפוק, לשון, חינוך ותרבות, תשמור על הסקסיות הקדושים  
של כל הדתות, ותהיה נאמנה לעכחונותיה של מלכות האמנות  
והסארוחות.

# לה לעצמאות ישראל





*Israel - 39 years of independence*



QUARANTIEME  
ANNIVERSAIRE  
D'ISRAEL

ISRAEL 40 ישראלין ישראל

WORLD ZIONIST ORGANIZATION  
Departments of Organization and Information

















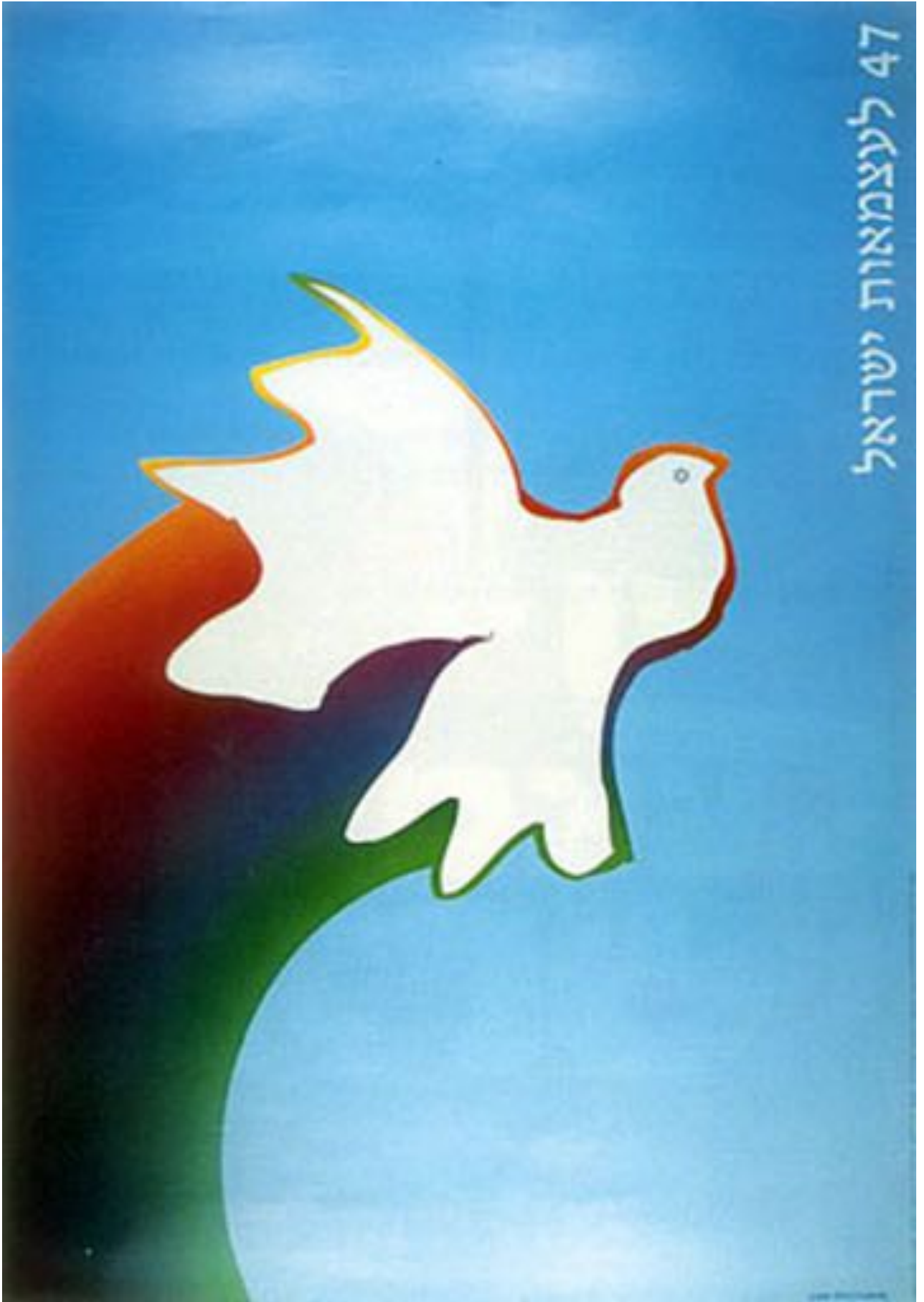


ל ע נ צ מ א ו ת ' ש א ר א 2 4 6



ש נ ח א • כ ו ת ה ס ב • ב ה  
 שנת הלימודים תשנ"ד • 1994  
 משרד החינוך • מנהל המחלקה לביטחון ובריאות  
 תל אביב • תשנ"ד





47 לעצמאות ישראל











50 לעצמאות ישראל





עיצוב גרפי: אריאל גולדברג. צילום: אריאל גולדברג. תמונות: אריאל גולדברג. עיצוב: אריאל גולדברג. 1999

# לעצמאות ישראל

יובל ה-50 לכינון הכנסת











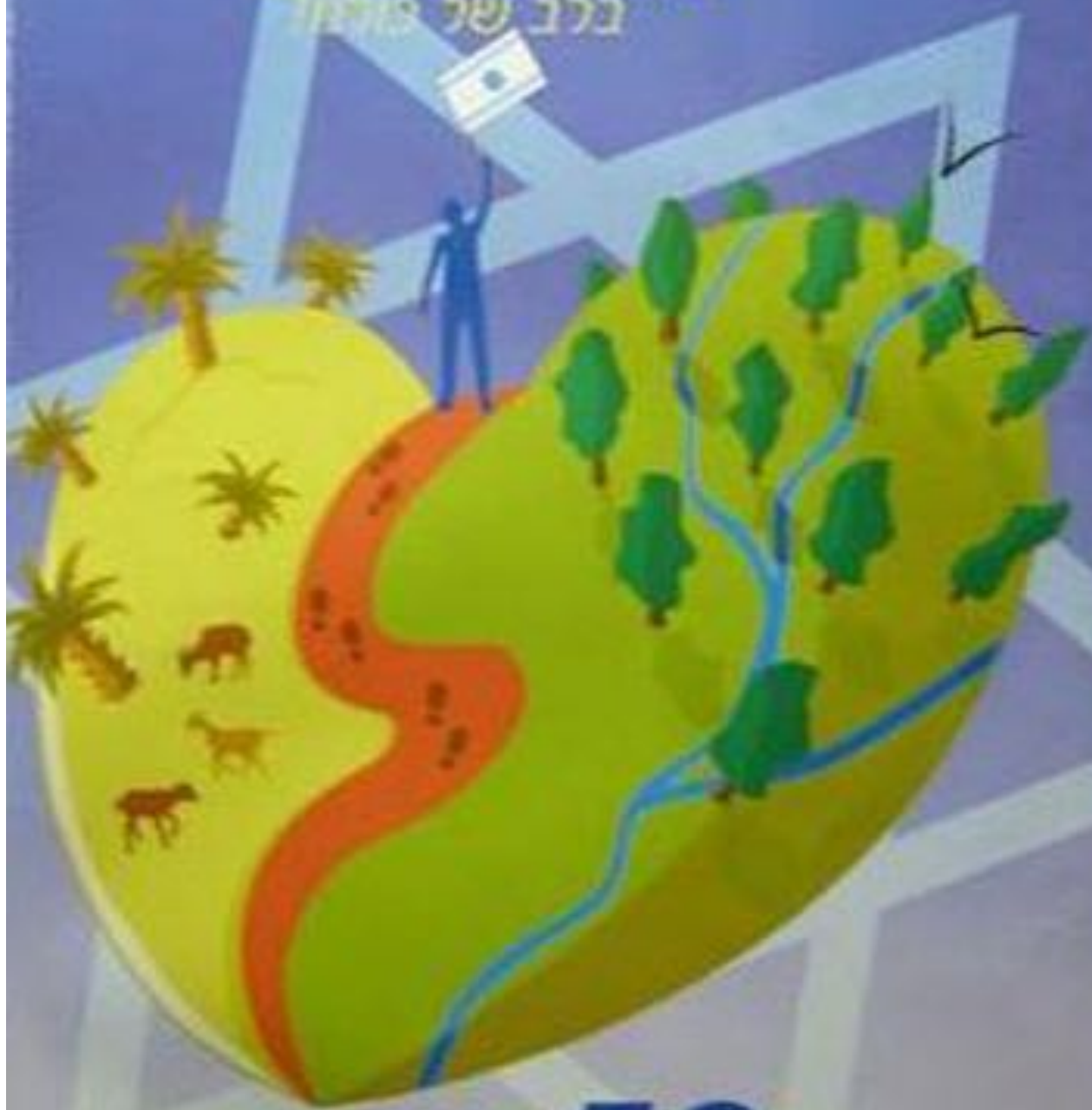








מתקדמים  
בשנייה הפינאנסי  
**הנגב והגליל**  
בלב של פיתוח



**58 שנים**  
לעצמאות ישראל  
בסיסן פיתוח הנגב והגליל



# 59 שנה למדינת ישראל







# Yohanan Simon

Clockwise from top left:  
Sabbath on the Kibbutz (1952)  
Kibbutz (1950's)  
The Bus Queue



# The Shamir Brothers

From top:

Banknotes (1958)

Israel Postal Company first logo (1948)





Posters. Clockwise from top left:

A call to move from urban to rural setting (1955 and 148-1959)

A call to enlist in the British Navy (1944)

A call for women to enlist in the British Army (1939-1945)



# Kopel Gurwin

Clockwise from top left:

Virgo (1960's) - felt applique

King Solomon (1960's) - felt applique

Ruth (1987) - wall rug

Garden of Eden (1960's) - felt applique





# Ziona Shimshi



Clockwise from top:  
Gallery installation (unknown date)  
Portrait of poet Natan Alterman (2004)  
Medicine (Beilinson Hospital)



## David Tartakover



From top:  
Artist's self portrait with a collage of his posters.  
Shalom Achshav (Peace Now) logo (1978)

שלום עכשיו



# Rafael Abecassis

Clockwise from top left:  
Shabbat Theme (Decoupage)  
Shabbat Theme (Decoupage)  
Blessing of the House (Decoupage)  
Mazal Tov (Decoupage)





Exodus (decoupage)



# Graphic Commentary

Clockwise from top left:

Artist: Yossi Lemel

Independence Day (2007)

Have a Year of peace and Security (2002)

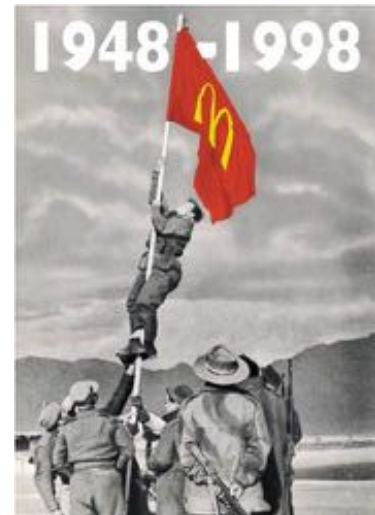
Independence Day (1994)

Israel at 50 (1998)

18 Years to the Lebanon War (2000)

Artist: David Tartakover

Independence Day (1997)





ID poster (1978)

Images in this and the next page are from exhibits of the Shenkar School of Design (2005 and 2006)

Clockwise from top left:  
Tamar Vered Halevi (2005)  
Oded Ezer (Shenkar 2005)  
Eyal Segal (2006)



ID poster (2002)





From top:  
Liora Shurer and Talia Sagi (2005)  
Anat Bachar (2005)

