



***Renew an ancient idea in celebration of
the 50th anniversary of the reunification of Jerusalem.***

Dear artist;

At times of prayer, for centuries, Jews have faced towards Jerusalem. No matter where we find ourselves today, once upon a time we lived there (or thereabouts). When we all face Jerusalem we enact one of the few universal practices that unite Jews everywhere in our deeds and in our imaginations.

Over time, the direction of Jerusalem superseded the city itself. People sought Mizrach (East) as the direction in which to turn. Seats by the synagogue's Eastern Wall became the most coveted. Beautiful directional signs were created by talented artists to adorn synagogues, schools, Jewish institutions, and homes. Here are some of them:

https://www.google.com/search?q=mizrach&rlz=1C1LDJZ_enUS499US503&espv=2&biw=1024&bih=715&source=lnms&tbn=isch&sa=X&ved=0ahUKEwuj7urY6JfSAhVBuBQKHVmlAroQ_AUIBjgB

This coming 28th of Iyar (May 24) will mark the first 50 years that we have enjoyed the privilege of returning to the united city that has been and will always be the focal point of our prayers and our dreams of peace. It's understandable that for thousands of years, we faced Mizrach. If we said we were facing Jerusalem, we would have been facing a ghost. But after 50 years of a re-united city once again living, breathing and growing, it is time to proclaim that we are not simply facing Mizrach; we are facing Jerusalem!

We invite artists of this generation to build upon the traditions of their predecessors and to design new signs to adorn our synagogues, schools, JCC's Federations, and homes – from now on the direction will be Yerushalayim.

You may use whatever medium you wish. This is not a contest. There are no prizes. You retain ownership of your work. We simply ask you to join us in generating a shift from one historic paradigm to another, to provoke people to look at things differently. That's what artists do.

If you send a horizontal photo of your work to us we will post it on our website and invite others to come and view it. We prefer Hi-res, 800 x 600 pixels, JPG format. You will be credited and your contact information will be provided so people may learn more about your work. We reserve the right not to post certain submissions if, in our opinion, they do not conform to community standards.

Please send your photo to Jerusalem50@ifedgmw.org Subject: From Mizrach to Jerusalem. We will begin posting entries at the beginning of May; all submission should arrive by June 30, 2017.

The simple act of focusing on Jerusalem rather than Mizrach actually re-unites us all; not only those Jews in the West who would face East, but Jews in South Africa or the Negev who face North; Jews in the Galil or Moscow who face South; Jews in the Far East who face West. Now we will all turn towards Jerusalem. And your artwork will guide us.

Thank you for your participation.



Robert Lichtman
Chief Jewish Learning Officer