

יהודים על הנייר • Jewish on Paper

A poster exhibition for the Jerusalem Biennale 2023

Curated by Hillel Smith

Co-curator: Eli Kaplan-Wildmann

Contact hillel@hillelsmith.info

Printed posters have been the most accessible form of visual media since their introduction in the West nearly six centuries ago, arguably being the earliest mass media. Posters continue to be beloved pieces that allow their owners to express their interests and beautify their environments at low cost. But because of historic segmentation between art and design—the latter seen as a “low art” due to its commercial intent, democratizing sensibilities, and short lifespan—poster design and illustration are frequently ignored as an artistic medium central to our self-expression. In thinking about the spiritual assets and inalienable cultural legacy the Jerusalem Biennale seeks to highlight in its array of exhibitions, it is necessary to consider forms of art that may be overlooked. For it is often the everyday products we use to decorate our lives—the drawings we hang on our walls, the cards we send to friends, the jokes we share, and the posts we like—that speak most deeply about what is important to us.

This exhibition seeks to elevate posters featuring Jewish texts, holidays, and rituals. These posters include works intended as home décor, as synagogue art, and for display in other formal and informal contexts. They are works for adults and for children. They can be serious, joyful, or ironic. Many play with typography in their rendering of ancient passages. Their creators are global, hailing from bustling Jewish centers and tiny outlying communities. The desire to make this kind of explicitly Jewish work, in both cases, demonstrates the intense need to connect to our heritage through creative and visual means. Much of this work is intended to be commercial and is sold by the artists in reproduction. There is a recognition that commerce can be essential in allowing others to similarly craft and display their own identities. (Scan the QR codes to be taken to the artists' websites.)

הפוסטר המודפס הוא הצורה הנגישה ביותר של תקשורת חזותית מאז שהופיע במערב לפני כמעט 600 שנה. אפשר בהחלט לטעון שהפוסטר הוא ראשית תקשורת ההמונים. כרזות והפוסטרים האהובים גם היום, ומאפשרים לכל אחד לבטא את השקפותיו ולקשט את סביבתו במחיר שווה לכל נפש. ואולם בשל הפיצול ההיסטורי בין אמנות לעיצוב—כאשר עיצוב נחשב “נמוך” בשל כוונותיו המסחריות, נטיותיו לדמוקרטיזציה, ואורך חיים קצר—בשל כל אלה נהוג לא פעם להתעלם מכך שעיצוב ואיור פוסטרים הוא מדיום אמנותי מרכזי להבעה עצמית שלנו כבני אדם. הביאנלה של ירושלים, במחשבות על נכסי צאן ברזל כנכסי תרבות, מבקשת להדגיש בפריסת התערוכות את הצורך להתייחס גם לצורות אמנות שנוטים לפעמים להתעלם מהן. הרי אותם חפצים רגילים שמשמשים לנו בחיי היומיום—התמונות התלויות על הקיר, כרטיסי ברכה, בדיחות ולייק לפוסט—יש להם אמירה מעמיקה ביותר על מה שחשוב לנו.

התערוכה חוגגת כרזות ופוסטרים שמתייחסים ליהדות - טקסטים מן המקורות, חגים ומנהגים. המוצגים כוללים כאלה שנועדו לעיצוב הבית או בית הכנסת ולשימוש בהקשרים פורמליים ובלתי-פורמליים אחרים. אלה יצירות למבוגרים ולילדים. הם עשויים להיות רציניים, קלילים ואף אירוניים. מבחינת הטיפוגרפיה, רבים מהם משחקים בגופן במובאות מן המקורות העתיקים. היוצרים הגלובאליים באים ממרכזים תוססים של חייקהילה ועד קהילות קטנות ונידחות. אצל אלה וגם אצל אלה, הרצון ליצור עבודה יהודית במוצהר מבטא צורך עז להתחבר לנכסי התרבות שלנו באמצעים יצירתיים וזואליים. העבודות נועדו לא פעם למטרה מסחרית, ונמכרות על ידי האמנים ברפרודוקציות. ישנה הכרה, שהצד המסחרי הוא חיוני כדי שאחרים יוכלו גם הם ליצור ולהציג בתורם את הזהות שלהם. (סריקת קוד QR תביא אתכם לאתר האינטרנט של האמן.)

Production methods like silkscreen and etching historically limited color use and imposed technical hurdles that designers overcame with layering and clever use of inks. Today, digital printing allows limitless options for color, and some artists, seeing physical printing as secondary, focus on digital displays where colors can be even brighter. Many contemporary designers choose to look back to the minimalism and techniques of previous eras to inform their work. Others look around to the aesthetics of their surroundings, infusing traditional iconography with surprising outside influences. The common thread is the desire to bring Jewish content to the fore in ways that feel rooted both in Jewish life and modern society. The exhibition exemplifies the message that while the aesthetics we use may change, the act of weaving Judaism into our lives—the Iron Flock we take with us as we move through time and space—is ever present.

שיטות ייצור כגון הדפס משי וחריטה הגבילו, לאורך ההיסטוריה שלהן, את השימוש בצבע והציבו קשיים טכניים. המעצבים הגרפיים התגברו על ההגבלות בעזרת עבודה בשכבות ושימוש מתוחכם בדיו מסוגים שונים. כיום, הדפסה דיגיטלית פותחת אינסוף אפשרויות לעבודה בצבע, ויש אמנים שבעיניהם ההדפסה הפיסית נחשבת משנית, והם מתמקדים בתצוגה דיגיטלית שבה הצבעים עזים אף יותר. מעצבים רבים בוחרים כיום להפנות מבט לאחור אל המינימליזם והטכניקות של הדורות הקודמים כדי להכניס אותם בעבודתם שלהם. אחרים מתבוננים על האסתטיקה בסביבתם ומכניסים השפעות חיצוניות מפתיעות לאיקונוגרפיה המסורתית. החוט המקשר הוא הרצון להביא תוכן יהודי אל קידמת הבמה בדרכים הנותנות תחושה ששורשיהן נטועים גם בחיי הקהילה היהודית וגם בחברה המודרנית. התערוכה ממחישה מסר: בעוד שהאסתטיקה המשמשת אותנו עשויה להשתנות, עצם מעשה האריגה של תוכן יהודי בחיינו—נכסי צאן ברזל שאנו לוקחים אתנו במעברים בזמן ובמקום—הם נוכחים תמיד.

Participating contemporary artists



Dov Abramson

דוב אברמסון

QR: studiodov.com/project/shaot-zmaniyot

Shaot Zmanot, 2005, Collection of the Ein Harod Museum

Dov Abramson is a Jerusalem-based designer who works primarily in the field of Jewish-Israeli culture and identity. Jerusalem, Israel



Dov Abramson and Elad Lifshitz

דוב אברמסון ואלעד ליפשיץ

QR: studiodov.com/project/shiviti-shmita

Shiviti Shmita, 2014, A Beit Avi Chai Project

Bio:



Ezra Baderman

עזרא בדרמן

ezrabaderman.com

Ezra Baderman is a British-Israeli multi-disciplinary artist. His work explores a wide range of themes, from street life and meme culture, to his own Jewish heritage and esoteric knowledge.

Lisbon, Portugal



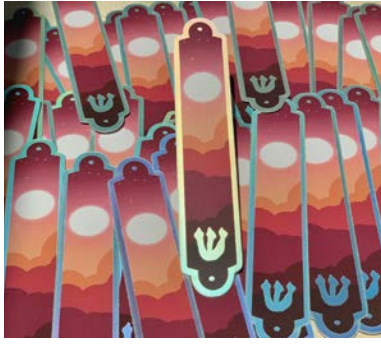
Elhanan Ben Uri

אלחנן בן אורי

QR: [instagram.com/elhabenuri](https://www.instagram.com/elhabenuri)

Sukkot, 2012

Elhanan Ben-Uri, 36, lives in Harish, Israel. Illustrator, calligrapher and font designer.



Heather Bronson

חנה ברונסון

QR: BacktoShalom.etsy.com

Mountains Mezuzah (sticker), 2023

Heather is a digital art Jewish designer specializing in stickers. Her motivation is to connect all generations to their heritage and spiritual identity.

Gerber, California



Jessica Tamar Deutsch

גסיקה תמר דויטש

QR: jessicatdeutsch.com

Adar, 2023

Bio:

Brooklyn, NY



Shimon Engel

שמעון אנגל

QR: vimeo.com/178004814

David & Goliath, 2016

Shimon Engel is a designer and animator at Dov Abramson Studio in Jerusalem.

Jerusalem, Israel



Yuval Gazuli

יובל גזולי

QR: yuvalgazuli.com

Lag Baomer, 2023

Yuval Gazuli is a designer and illustrator at Dov Abramson Studio in Jerusalem.

Jerusalem, Israel



Rinat Gilboa

רינת גלבוע

QR: rinatgilboa.com



David Goldstein

דוד גולדשטיין

QR: [instagram.com/david__goldstein](https://www.instagram.com/david__goldstein)

EL EL Bashamayim (Eicha), 2022

David Goldstein is a graphic designer, calligrapher, and lettering artist from Israel, specializing in Hebrew calligraphy. He Graduated with honors at Shenkar College of Engineering, Art and Design. He teaches Hebrew calligraphy and lettering at Shenkar and in several courses and workshops in Israel.

Tel Aviv, Israel



Zan Goodman

זן גודמן

QR: [via-maris.com](https://www.via-maris.com)

Via Maris Shabbat Shalom card by Zan Inc.

Via Maris aims to help Jewish people engage and re-engage with their faith and culture through a collection of refined, useful, and contemporary tools for observing traditions.

New York, NY



Yehoshua Hooper

יהושע הופר

QR: [kavanah-arts.com](https://www.kavanah-arts.com)

The Illustrated Perek Shira: Nature's Song, 2023

Yehoshua Hooper is an artist and educator whose creative journey is a fusion of Visual Language, Torah, and the human spiritual experience. Yehoshua's art and educational work are inspired by his goal to ignite others' spirituality and facilitate a profound connection with Torah in new and meaningful ways.

Ithaca, New York



Rachel Jackson

רחל ג'קסון

QR: [binahdesign.com](https://www.binahdesign.com)

Kiddush Levana, set of 12 pairs of cards, 2020

Rachel Jackson is a Boston based soferet and graphic designer. Her work primarily focuses on ritual and the form of the book.

Cambridge, Massachusetts



Rachel Jackson and Rabbi Jackson Mercer

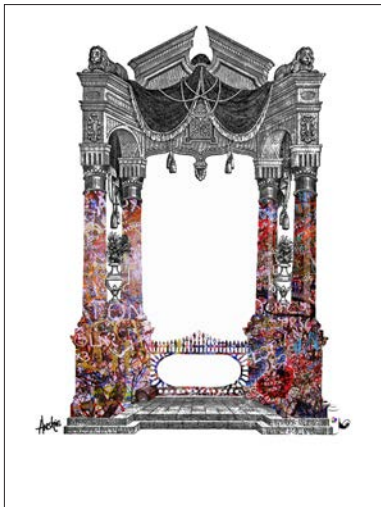
רחל ג'קסון ורב ג'קסון מרסר

QR: binahdesign.com

Water, California, 2020

Rabbi Jackson Mercer and Rachel Jackson run Base BSTN, an innovative Jewish community in Boston. They have a passion for connecting to Jewish ritual through art in many forms, such as music and visual arts.

Cambridge, Massachusetts



Anshie Kagan

אנשי קאגאן

QR: anshie.com

Abandoned Learning, 2015

Bio: Anshie is filling the Jewish world with pop art they didn't know they needed. Chicago based.

Chicago, Illinois



Chaya Mushka Kanner

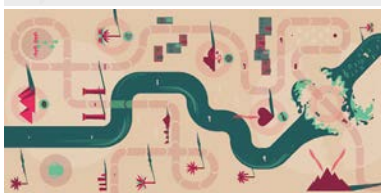
חיה מושקא קאנער

QR: kanner.co

Victory (Chanukah Collage), 2020

Chaya Mushka (Mush) is a Graphic Artist whose focus is on intentional, conceptual design. She currently lives in Brooklyn, New York, and is the Art Director at the Rohr Jewish Learning Institute.

Brooklyn, NY



Eli Kaplan Wildmann

עלי קפלן וילדמן

QR: createunbound.com

River Runner, 2024

Eli Kaplan Wildmann is a creative director, artist and designer. He creates a bridge between the worlds of color and design; content and education; and production and printing.

Jerusalem, Israel



Shana Koppel

שנה קופל

QR: shanakoppel.com

Hine El Yeshuati, 2021

Shana Koppel is an Israeli-American illustrator and designer turned Hebrew type designer. Her work celebrates the integration of opposed elements within her personal and cultural identity—Hebrew and English, Israeli and American culture, modern design and Jewish tradition—through the combination of illustration with graphic design.

Jerusalem, Israel



Elad Lifshitz and Neriya Zur (Dov Abramson Studio)

אלעד ליפשיץ ונריה צור (סטודיו דוב אברמסון)

QR: studiodov.com/project/park-avenue-synagogue-prayer-book-series-2

L'Dor Vador, 2019, Created for Park Avenue Synagogue

Neriya Zur is a designer based in Zur Hadassa.

Israel



Steve Marcus

סטיב מרקוס

QR: smarcus.com

Connect to Your Roots, 2023

Steve Marcus has been creating artwork for popular and unpopular culture for over 35 years mostly from in his NYC Lower East Side studio. He's contributed works that have appeared on 5 continents in print, fashion & broadcast media & has been viewed by millions.

New York, NY



David Moss

דוד מוס

davidmoss.com

David Moss is an illuminator, animator and transformer of Jewish texts, objects, spaces, and souls. He enriches Jewish life by synthesizing tradition, beauty, learning, art, and creativity into engaging new forms of expression.

Jerusalem, Israel



Yitzchok Mouly

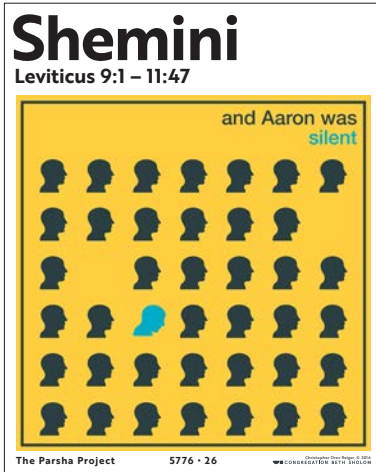
יצחק מולי

QR: moulyart.com

Pop-Ritual Objects: Shabbat Candles, 2007

Yitzchok Mouly is a conceptual artist whose work explores the intersection of spirituality and the material world we live in.

Hillside, New Jersey



Christopher Orev Reiger

כריסטופר עורב ריגר

QR: christopherreiger.art

The Parsha Project: Shemini, 2016

Most of Christopher Orev Reiger's visual art, illustration, design, and writing projects wrestle with contemporary constructions of nature, and the human relationship to nonhuman animal species, but he occasionally turns his attention to Judaica design and illustration projects.

Santa Rosa, California



Breini Rosenbloom

ברייני רוזנבלום

QR: HebrewLetterArt.com

Love of G-d, 2022

Breini is a Hebrew letter artist known for her bold, precise and creative distortion of the Hebrew alphabet. She began freelancing more than twenty five years ago as a Hebrew monogram artist and then expanded to create inspirational wall art. More recently her work includes custom designs used for Judaica embroidery and other synagogue adornments.

Chicago, IL



Eliav Sa'adia

אליאב סעדיה

QR: [instagram.com/madeby.saadia](https://www.instagram.com/madeby.saadia)

Nachshon ben Aminadav, 2023

Saadia is from Madrid, Spain. He takes as much inspiration from scriptures as he does flaking stickers on the backs of road signs. His illustrations draw from Jewish vignettes, children's books, and old Zionist posters. Currently based in Germany.

Stuttgart, Germany.



Chaya Ita Singer

חיה איטא זינגער

QR: [instagram.com/ita.does.it.all](https://www.instagram.com/ita.does.it.all)

Ignight, 2021

Chaya Ita Singer, a designer and illustrator residing in Brooklyn, utilizes her creativity to visually communicate the profound meanings of Judaic and Chassidic teachings. Across diverse artistic mediums, her focus centers on capturing the essence and beauty that define Jewish life.



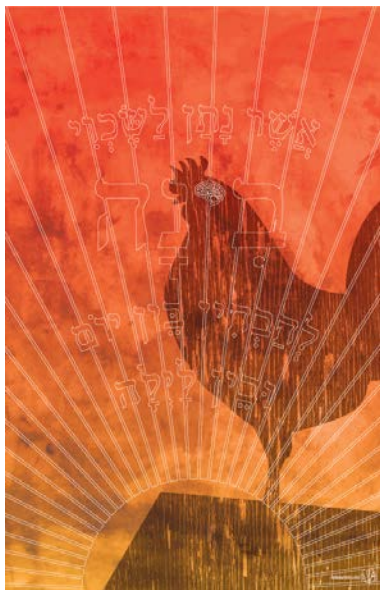
Lizzie Sivitz

ליזי סיביץ

QR: [nirehor.com](https://www.nirehor.com)

Min Hameitzar-2022

Lizzie Sivitz is a graphic artist, stand-up comedian, and design executive, based out of Boston, MA. She is a co-founder of Nireh Or, an instagram-based Judaica and art platform which seeks to illuminate the Torah and help people connect visually to Jewish concepts and texts.



Hillel Smith

הלל סמית

QR: [hillelsmith.info](https://www.hillelsmith.info)

Who gives the rooster, 2011

Focused on expanding the boundaries of Jewish art, Hillel revitalizes ancient rituals with projects in contemporary media, encouraging creative reconsideration of religious practice. He has painted dynamic Jewish murals around the world and is the founder of the Jewish Street Art Festival.

Washington, DC



Jay Smith

ג'יי סמית'

QR: [instagram.com/mmmjaysmith](https://www.instagram.com/mmmjaysmith)

Etz Chayim Hi, 2023

Jay Smith (they/them) is an illustrator who credits their grandmother Sylvia with teaching them to paint at an early age. Their artwork reconstructs traditional Jewish ritual for a contemporary audience, and creates protective spells for trans bodies and spirits.

Florence, MA



Eleyor Snir
אליאור שניר
eleyori.com

EleyOri art prints and products are designed to bring inspiration, blessings, beauty, and joy into homes and lives. The art unites traditional Judaic motifs, quotes, verses, and blessings, with contemporary themes, balancing it all together. Created and illustrated by Eleyor (Ori) Snir in Nelson, BC, EleyOri creates inspirational modern folk art that speaks to the heart.



Emily Theodore
אמילי תיאדור
instagram.com/emmtheo

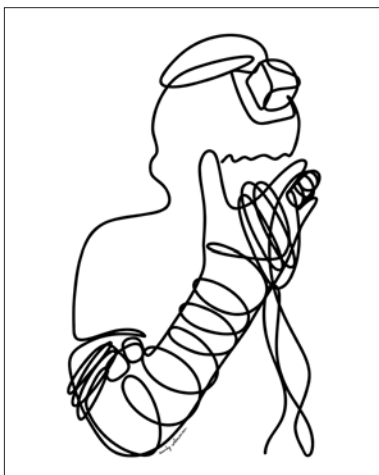
Emily is a freelance designer based in London specialising in branding, typography and illustration. She loves letters, dancing and big earrings.



Heather Vidmar-McEwen
התר ווידמאר-מיקיוען
QR: otterspiel.com

Asher Yatzar, 2021

Heather Vidmar-McEwen is an artist living in Cleveland, Ohio with an eclectic background in archaeology, anthropology, and natural history. She enjoys exploring the collisions of science and folklore in her art.



Sandy Webberman
סנדי וברמן
QR: instagram.com/kosherchaos

Tefillin - Continuous Line, 2022

Sandy Webberman, a wife and mother of three in Hollywood, Florida, has embraced a Torah observant lifestyle while utilizing her extensive expertise as a professional graphic designer to create and market unique Jewish-themed digital artwork.



Menachem Weinreb

מנחם וינרב

instagram.com/amudart

Art from "Mystical Matters from the Bible and Beyond," 2023

Menachem Weinreb, the Creative Director of Mishpacha Magazine, resides in Ramat Beit Shemesh, Israel, with his wife and children. He also passionately pursues his project Amudart, which aims to impart deep-rooted Jewish concepts and true Torah knowledge through cutting-edge illustrations and explanations.



Ofer Winter (Dov Abramson Studio)

עופר וינטר (סטודיו דוב אברמסון)

QR: instagram.com/ofewinter

Chad Gadya coasters, 2017

Bio:

Jerusalem, Israel



Mike Wirth

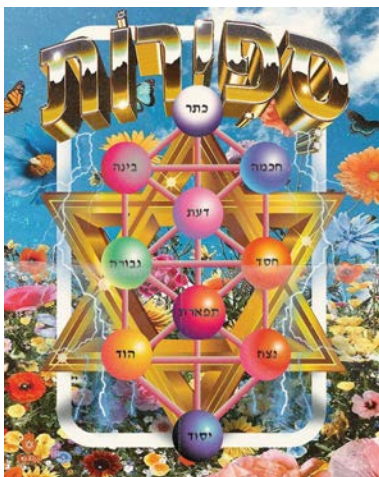
מייק וירט

QR: mikewirthart.com

Shel Rosh, 2021

Mike Wirth is a visual artist, digital experience designer, and muralist, best known for his thoughtful murals, public art installations, and client-driven commercial design work that focus on major social justice issues and his identity as a Southern, Jewish-American.

Charlotte, North Carolina



Alex Woz

אלכס וואז

QR: instagram.com/woz_art

Pillars of Existence, 2022

Alex Woz is a 25 year old LA-based Argentinian artist who seeks to empower the Jewish people through the use of art; inspiring us to connect with our culture on a deeper level and from a place of love. Transforming his experiences with antisemitism into empowerment art, Alex encourages all Jewish people to connect to their identity through art to reclaim their narrative.

Los Angeles, California



Various Illustrators (Curated by Dov Abramson)

מאיירים שונים (אוֹצֵר: דוב אברמסון)

QR: studiodov.com/project/get-to-work/

Get to Work!, 2021

Historical Artists

The show will also include reproductions of historic posters and illustrations from artists of the early and mid 20th century. This places the contemporary works as the latest examples in a long chain of Jewish expression.



Ismar David

איתמר דוד

QR: ismardavidarchive.org

Six Drawings of Themes from the Holy Scriptures, published in 1969 in Philadelphia by the Jewish Publication Society of America. Courtesy of the Ismar David Archive.

Ismar David (1910-1996), considered one of the few graphic designers, illustrators, and calligraphers of international reputation, was a German-born graphic artist who practiced the first third of his professional career in Jerusalem and the remainder in New York City. He is noted for his brilliant work in Hebrew and Latin calligraphy, lettering, and type design, as well as for his distinctive linear style of illustration.



Moses Elijah Goldstein

משה אליהו גאלדשטיין

QR: blogs.loc.gov/international-collections/2018/02/micrography-in-the-jewish-tradition/

Sefinat Yonah (The Ship of Jonah), 1897. Image courtesy of Library of Congress, Hebraic Section.

Moses Elijah Goldstein of Frankfurt am Main also published micrographic portraits of Simeon bar Yohai, Esther, and Judith. The lithograph contains the complete text of the Book of Jonah.



E. M. Lilien

ארתור שיק

QR: lbi.org/collections/rare-books/em-lilien

Sabbath, from Die Bücher der Bibel, 1908.

E. M. Lilien (1874-1925) was an internationally renowned Austrian printmaker, illustrator, and photographer. He is often considered the most prominent Jewish artist to be associated with Art Nouveau or Jugendstil at the turn of the twentieth century. Lilien is particularly noted for his art on Jewish and Zionist themes.



El Lissitzky

על ליסיצקי

QR: st.museum-digital.de/series/60

Chad Gadya, 1919

El Lissitzky (1890-1940) was a Russian artist, designer, photographer, typographer, polemicist and architect. His work greatly influenced the Bauhaus and constructivist movements, and he experimented with production techniques and stylistic devices that would go on to dominate 20th-century graphic design.



Arthur Szyk

ארתור שיק

QR: magnes.berkeley.edu/exhibitions/in-real-times

Israel (Heritage of the Nations series), 1948, Taube Family Arthur Szyk Collection, Magnes Collection, UC Berkeley

Arthur Szyk (1894 – 1951) was a Polish-born artist who worked primarily as a book illustrator and political artist. Szyk's work is characterized in its material content by social and political commitment, and in its formal aspect by its rejection of modernism and embrace of the traditions of medieval and renaissance painting, especially illuminated manuscripts from those periods.



Shlomo Yedidya-Zelenfroind

שלמה ידידיה־זלנפריינד

QR: <https://museums.cjh.org/web/pages/cjh/Display.php?irn=12172&QueryPage=%2FAdvQuery.php>

QR: <https://museums.cjh.org/web/pages/cjh/Display.php?irn=12172&QueryPage=%2FAdvQuery.php>

Purim poster: When Adar arrives one increases merriment, ca. 1920, Uzhorod, Hungary. Publisher: David Schiffer. Collection of Yeshiva University Museum

Shlomo Yedidya Seelenfreund (Hungary 1875 – Tel Aviv 1961) developed a unique style of Hebrew ornament, designing monograms and illustrating posters and books.

Additional artists from JNF, including Naama Kitov, Michal Leshem, F Moshel, and M. Gefen.

Curators

Hillel Smith is an artist and designer focused on engaging communities with their heritage in innovative ways. He graduated from the University of Pennsylvania with a degree in Visual Studies. He attempts to re-imagine the potential of Judaica by utilizing contemporary media—such as spray paint and digital graphics—to create new manifestations of traditional forms. He has painted dynamic Jewish murals around the United States, Israel, and at the Fendi headquarters in Rome. He has also revitalized ancient rituals with online projects, including the Best Omer Ever: GIF the Omer counter and Parsha Posters, meant to encourage creative reconsideration of religious practice. Hillel leads workshops on Jewish art, including Jewish street art, at a growing number of institutions, centering on artistic empowerment, continuity, and manifesting identity through the arts. Seeing Hebrew as the visual glue that binds Jews together across time and space, he also teaches Jewish typographic history, using print as a lens for Jewish life and culture.

Hillel organized the collaborative street art project Illuminated Streets with Itamar Paloge, which included the creation of three murals in Los Angeles and two in Jerusalem, one of which was painted live at the opening of the Jerusalem Biennale in 2015. At the 2019 Biennale, Hillel curated "Heaven is All Around Us," an exhibition featuring Jewish street artists from around the world. That program featured ten pieces by ten artists created for First Station Jerusalem, and seven more panels in a Days of Creation series painted at the Artists Colony. Together with a large collaborative mural that included the participation of Israel's top calligraphers at Machon Schechter, these murals comprised the first Jewish Street Art Festival, of which Hillel is the director and founder. The success of that first year prompted the continuation of the Festival in 2020, which, as a result of COVID making travel difficult, tasked nine street artists in eight North American cities to create Chanukah murals in their hometowns. In 2021, Hillel directed a third Festival to coincide with Passover as part of the Dwelling in a Time of Plagues project initiated by CANVAS, featuring four new murals.

Eli Kaplan-Wildmann is a designer and artistic director living and working in his favorite city, Jerusalem. He is one of the founders of the city's Starcatcher Theater, where he has been director/designer on five musicals and producer/designer on several others. Eli co-curated the first Jewish Street Art Festival with Hillel for the 2019 Jerusalem Biennale.

Location and logistics

The show will open at the Jerusalem Biennale on the ground floor entrance at Hechal Shlomo, also the home of multiple other Biennale exhibitions on the upper floors. This show will thus serve as both a welcome to Biennale attendees, as well as an introduction to the Biennale itself for those who were not aware of it and happen to be passing through. The show opens in the evening of March 16 and runs through the end of the Biennale on May 2.