

EURO-MEDITERRANEAN INSTITUTE

ACTIVITY REPORT

Program: Within the secret of many voices - Piyut, Prayer and Music festival

Year: 2023

Please present your activity report according to the following lines. The whole rapport will not exceed 2 or 3 pages (as word document).

Name of the Program:

Within the secret of many voices - Piyut, Prayer and Music festival

Year of activity: 2023

Name of the report's writer: Yair Harel & Michal Brilliant

Function of the report's writer: Artistic Director & General Manager

Mail: Michal@snunit.org.il

Phones:0543218371

Give the actually state of the program (where the program stands at the date of the activity report, no more than ten lines):

The 6TH addition of the festival took place in the National Library in Jerusalem in February 2023. It was important to us to maintain continuity and make the festival an established major cultural event, particularly in light of the move to the permanent building of the National library and the process of creating a plan for cultural events for the coming years. Thanks largely to this year's Festival, we were successful! We plan to expand the event in the coming years, establishing it as one of the main cultural events of the National Library.

The main achievements during the last year of activity (main achievements, number of events, number of participants, etc.):

Audience response was enthusiastic; the tickets were sold out a week after the program was advertised. Approximately 800 people attended, and general feedback, from both the audience and the Media, were very good.

We invested effort in establishing the festival's unique language – a combination of contemporary and traditional art in a variety of voices in Israeli society – in greater depth by providing a range of experiences: workshops, master classes, lectures, and performances that were held in various spaces throughout the library.

We held 11 events during the two days of the festival.

The opening performances was dedicated to one main theme: **Personal contemporary prayer**, in a way that creates a creative dialogue with the language of prayer and with different Jewish sources. These performances in particular attracted young crowds to the festival in addition to other various audience. Another significant accomplishment was the strengthening of our relationship with the office for Heritage.

We invested thought and production in documenting and editing events from the festival into content that will be uploaded to the Piyut & Tefilla web site on a ongoing basis.

The evaluation (methodology, results, comparisons with the precedent years, conclusions for the future...):

This year's festival marks the end of a six-year chapter in which the festival was held in the National Library's old building. This is the third addition Supported by EMID. It was during these years that the festival began to establish itself as a main stage in the field of piyut, prayer, and Jewish music.

In the year 2021, we were happy to report that despite the challenging COVID conditions, we succeeded in holding the festival in a physical space.

The Year – 2022-23 the festival was originally postponed due to the schedule of the Transfer of the National Library to its new building. However when it became clear that the schedule is delayed, we decided to make an effort to produce the festival in order to maintain its presence and development in the field of Jewish-Israeli culture.

The major parameters of success are the feedback from the National Library – starting from the effort itself and the investment to produce the festival in a stressed time for the Library, continuing with a clear decision to place the festival as one of the Library's major events in the years to come. This is not to be taken for granted. We believe that the Library in its new permeant building will grow to be an important international cultural center.

On top of that, one of the main goals for this year was to draw young, particularly secular audience. The festivals plan extended itself to more contemporary arias, that are related to the theme of Piyut and Prayer, in order to meet these crowds. We are happy to report that thus year the tickets were sold out in WEEKS TIME and the crowd was various then ever. The feedback from the audience that attended and Media was very positive.

By all these parameters, the festival was a great success.

We feel that the festival's artistic language became more solidified this year. This was evident in the way that the artistic concept found expression in rich and varied content and in the language of the graphics and design.

However we believe that with a longer period of planning time and secured budget for an ongoing plan, we are will be able to deepen the language of the festival, continuing to develop and original language. There is still much to discover!

Provisional guide lines for the advancement of the program in the next year:

As noted, there is a clear decision to place the festival as one of the Library's major events in the years to come. We are working together with the Library to create a more stable ongoing budget and plan, expanding to additional partners.

The festival is practically entering its second phase, and we plan to expand the artistic processes and plan, with an emphasis on international collaborations, in order to establish the festival as one of the world's most important platforms for the renewal of traditional Jewish and interfaith music and song.

We would be grateful for the opportunity to explore together with EMID new directions for the years to come, that will allow us to add new components in accordance to EMID's mission, to this promising project.

Please see the appendix containing links relevant to this report

Please see the Documents added to this report:

Budget

The WEBSITE - <https://besodkolot.nli.org.il/>

Pictures attached

Budget:

ITEM	Actual cost (NIS)
Artistic management and main production	117,000
Artistic program, speakers	323,875
Design, branding and printing	16,758
Advertising, marketing and PR	46,800
Construction ,Audio Visual Equipment Security and safety	155,974
Documentation, photography, videography	76,284
Production , festival staff	57,973
Total	794,664 NIS

Revenue:

Source	Amount (NIS)
National Library of Israel	650,000
The Ministry of Heritage	54,664
EMID	30,000
The Snunit Center for the Advancement of Web-Based Learning	30,000
Additional donations and partners	30,000
Total	794,664 NIS