



הקרן לירושלים  
THE JERUSALEM FOUNDATION  
مؤسسة صندوق القدس



פסטיבל הסופרים הבינלאומי  
משכנות שאננים, ירושלים

The International Writers Festival  
Mishkenot Sha'ananim, Jerusalem

**CULTURE**  
JERUSALEMFOUNDATION.ORG



### **The Jerusalem Foundation and the Arts**

Jerusalem's rich history, spirituality and beauty have inspired writers and artists around the world for centuries. The city's fascinating religious, social and political complexity contributes to a heightened sense of awareness that is the basis of great art, thought and literature.

Indeed, Jerusalem's vibrant cultural landscape is one of the city's most important assets, holding the promise of rejuvenation and revitalization. In Jerusalem, culture serves to bridge the gap between fragmented sectors of the population, to spread a sense of pride, improve the quality of life, establish a positive image, encourage tourism and accelerate the economy.

### **Where the Minds of the World Meet - Mishkenot Sha'ananim**

Jerusalem is home to a truly unique institution that tackles the collective and essential issues facing society. At Mishkenot Sha'ananim the questions are asked: What will Israel look like in the years ahead? What will shape us and how do we shape our future? Who will ensure an ethical code of behaviour?

In 1860, the first Jewish residential quarter outside of the Old City walls was completed thanks to the initiative and vision of Moses Montefiore. It was named *Mishkenot Sha'ananim* - peaceful dwellings, from the words of the prophet Isaiah.

Following the Six Day War and the reunification of Jerusalem, Mayor Teddy Kollek and the Jerusalem Foundation restored and renovated the historic landmark. In 2001, the Jerusalem Foundation added the Konrad Adenauer Conference Center. Today, Mishkenot Sha'ananim is a non-profit, non-governmental organization which serves both as a creative retreat and guesthouse for artists and scholars and as a world class international conference center bringing cultural programming and a discussion of universal ethical values to the public in Jerusalem and Israel.

Israel is one of the leading countries in the world in the publication of both local and translated literature. Despite the many book fairs, the Hebrew book week, and other encounters with writers; an international festival placing writers, translators and literary researchers on centre stage was the one missing piece. In 2008, the phenomenally successful First International Writers Festival was held at Mishkenot Sha'ananim, followed in 2010 by the equally successful Second International Writers Festival.

This great tradition is set to continue with a Third International Writers Festival to take place in May 2012. Renowned writers from Israel and abroad have been invited to Mishkenot Sha'ananim for a week of events, as well as dialogue and discussions between writers and the public, leaders in the community, children, students and educators.

These events will take place in joint co-operation with the Jerusalem Foundation and the cultural institutions located alongside Mishkenot Sha'ananim: the Jerusalem Cinematheque, the Khan Theatre, the Jerusalem Music Centre, as well as other community and cultural centres and schools in Jerusalem.



The festival aims at a variety of audiences: scholars, students and the general public, giving them the opportunity to meet the writers for book-readings, panel discussions, writing and translation seminars and concerts, as well as films and plays based on novels.

Among the guests attending the festival are writers from around the world, including authors from Middle Eastern countries and, of course, Arab writers from Israel, thus creating a dialogue among nations, cultures and languages.

One of the additional goals of this festival is to encourage children and teenagers to read. Several planned events bring together authors and students. The encounters with authors, have proven to have a great influence on students, and are a very important part of the festival program and its commitment to youth in Israel.

### **The 3rd International Writers Festival**

The Festival, to take place between the 13<sup>th</sup> and 18<sup>th</sup> of May 2012, will welcome writers from Israel and abroad, who will participate in readings, seminars, interviews and discussions regarding the many facets of literary culture, including the creative process of story writing; the relationship between writing and culture; translation and bridging cultural gaps; the writings of immigrants and publication during the age of the Internet.

International writers who have already confirmed their participation in the Third International Writers Festival include: **Howard Jacobson (UK), Tracy Chevalier (UK), Gary Shteyngart (USA), Gerard Donovan (Ireland), Lorenza Mazzetti (Italy), Claudia Piñeiro (Argentina), Aimee Bender (USA), Tom Rob Smith (UK), Steve Toltz (Australia), Herman Coch (Netherlands), Jonathan Tropper (USA), Arnon Grunberg (Netherlands), László Krasznahorka (Hungary), Solveig Eggerz (Iceland) and Javier Cercas (Spain)**. We expect additional leading writers from around the world to join this distinguished list in the coming months.

Israeli writers who have already confirmed participation in the festival are: **David Grossman, A.B. Yehoshua, Meir Shalev, Eshkol Nevo, Sayed Kashua, Amos Oz, Eli Amir, Etgar Keret, Zeruya Shalev**.

In accordance with the tradition of previous festivals we will once again invite President of Israel, **Shimon Peres**, to open the festival events. Emerging, young writers, translators, literary editors, literary scholars, literary critics, publishing house representatives and others will also participate in the festival.

The events will take place on the Mishkenot Sha'ananim rooftop overlooking the old city walls (450 seats), in the auditorium (200 seats), the Djanogly Hall (90 seats) as well as additional meetings in schools and cultural centres around the city. The audience will be able to sneak a glimpse into the world of writers from Israel and abroad, the writing process, translation processes and the different stages involved in the creation of a literary work. The audience will take part in social encounters with writers from different cultures, speaking different languages -- finding common ground through the world of literature. This year, the Festival we will seek to broaden the scope and hold meetings with writers in the Old City and in alternative locations such as the Austrian Hospice, Zedekiah's Cave and others. Additionally, every evening throughout the festival, we plan



to hold a musical performance or literary event in the Sherover Hall of the Jerusalem Theatre, which has a capacity of about 900 seats. These events will address the general public, literary scholars, teachers, students, high school students and others. They will be offered the opportunity to get a glimpse into the world of local and foreign writers, the writing process, the art of translating and the various stages of constructing a literary work. All of the festival events will be recorded on video and will appear on Mishkenot Sha'ananim's website.

**The Writers Festival makes a direct and meaningful contribution to improving the image of Jerusalem around the world, and at the same time, continuing a most significant tradition of Jerusalem as the centre of creativity, scholarship and spirituality. These complementary goals can be met with the help of friends around the world who understand that the power of the written word can have an impact on how we all view Jerusalem. Through renewing our commitment to Jerusalem as a creative capital, with Mishkenot Sha'ananim as a key player bringing leading minds and creative talent together, it is possible to bring about change for the future of Jerusalem.**

### **Funding**

In addition to the Jerusalem Foundation, the festival expects to receive funding from the Ministry of Culture, Ministry of Foreign Affairs, the Jerusalem Municipality, the Jewish Agency, embassies and cultural attaches.

Funding support is needed for special activities that will expand the circle of festival participants and to open it to a wider audience. These include audiences that are not the usual attendees of literary festivals such as children, young adults and families. The festival wishes to open a window to the world of literature for these target audiences, while at the same time, establishing a base of festival participants for future years. Most importantly, the festival aims to impart love of literature and the written word into the lives of each and every participant.

Below is a description of the unique activities available – there is something for everyone.

### **Children's Compound and Activities**

The children's compound is situated at the historic Windmill, built by Moses Montefiore, and is located alongside the replica of his famous coach in the Mishkenot Sha'ananim complex. During the festival, the site will run a variety of afternoon activities and hold performances based on classical children's literature, specifically selected for children and parents. The compound will be designed in fairy tale motif and will include workshops, concerts, story hours and meetings with leading children's writers and illustrators.

	<b>Description</b>	<b>Cost (NIS)</b>
1	Children's performances	45,000
2	Story hours	12,000
3	Meetings with authors and illustrators	6,000
4	Workshops	10,000



5	Design and construction of Children's Complex	75,000
6	Sound system	5,000
7	Supervising and operating the complex with stage cost	21,000
8	Advertising & marketing	75,000
9	Production	25,000
<b>Total Cost</b>		<b>274,000</b>

A naming opportunity is available for funding of the Children's compound.

### **Israeli Friday: My Most Formative Book**

As part of enlarging and expanding the 2012 Festival, an activity day (Friday, May 18, 2012 dedicated to the Israeli reading experience will be added. Writers, artists, politicians, opinion makers and cultural trailblazers will speak with the audience about a formative book which was instrumental in molding their personality and helped to build them into who they are today. The audience will likewise be invited, through various means, to tell about books which inspired and shaped their own lives.

	<b>Description</b>	<b>Cost (NIS)</b>
1	Moderators, lecturers	100,000
2	Artistic management	42,000
3	Technical equipment (including tent upgrade, sound system)	64,000
4	Transportation	11,000
5	Advertising & marketing	89,000
6	Temporary personnel (event manager and attendants)	5,000
7	Production	33,000
<b>Total Cost</b>		<b>344,000</b>

### **Evening Performances: Music and Literature**

A series of musical performances based on literary texts and poetry will take place in the evenings during the festival. This year, for the first time, the performances will be unique musical drama created especially for the festival. Evening performances will be built around themes and will integrate music, literature, poetry, plays and paintings into a story. Included in the entertainment will be musical performances by choice musicians, as well as poetry and prose readings performed by groups of actors. Likewise, writers and poets from Israel and abroad, who are among the festival's guests, will participate as readers and read their own work, or that of other writers. For example, in previous years, American writers such as Saul Bellow and Nicole Krauss shared their written work on the Centre and Jerusalem. The performances will be featured as interwoven threads between texts, music, theatre and art. Focus will be placed on texts or poems of a particular writer, poet or thematic topic, and will be unraveled and examined.

Participating authors (tentative) can include **Haim Gouri, Yehuda Amichai, Natan Alterman, Natan Zach, Leah Goldberg, Yona Wallach, Hanoch Levin, Natan Yonatan, Yossi Banai, Meir Ariel, and Jonathan Geffen.** Potential musician



participants (tentative) will include: **Idan Raichel, Shalom Hanoch, Shlomo Artzi, Rita**. Implementation of these activities is dependent on the success of our fundraising for them.

	<b>Description</b>	<b>Cost (NIS)</b>
1	Artists	300,000
2	Artistic management	30,000
3	Technical equipment	24,000
4	Halls	30,000
5	Advertising & marketing	89,000
6	Event managers	5,000
7	Production	20,000
<b>Total Cost</b>		<b>498,000</b>

### **Basic Budget for Festival's Core Costs**

	<b>Description</b>	<b>Cost (NIS)</b>
1	Moderators, lecturers, artists	95,000
2	Programs, advertising and public relations	335,000
3	Establishment of the festival area (including accompanying necessary equipment)	260,000
4	Halls	50,000
5	Opening, meals and refreshments	95,000
6	Simultaneous translation	80,000
7	Exhibit	30,000
8	Flights, transportation and tours	128,000
9	Accommodations	85,000
10	Documentation	35,000
11	Temporary personnel (including security and cleaning)	74,000
12	Production	260,000
<b>Total Cost</b>		<b>1,527,000</b>

**Total Cost of Festival (Core costs + special activities) = 2,643,000 NIS**

Sponsorship is available for individual writers, at the cost of \$8000 per artist. Naming opportunities are available for funding of special activities (Children's Compound, Fridays, My Most Formative Book, and Evening Performances with Music and Literature).