



28 February 2011 / Press Release

Bezalel Academy, Jerusalem, chosen to exhibit during prestigious Milan Design Week and will show the “Thinking Hands” exhibition

Israel’s leading arts and design academy selected to exhibit work at the Ventura Lambrate Collective Space during the Milan Salone Internazionale del Mobile in April 2011

Jerusalem and Milan, April 2011: The Industrial Design department of the Bezalel Academy, one of the leading academies of its kind in the world, has been chosen among a select group of international academies to exhibit its works of design at the new, avant-garde Ventura Lambrate district during Milan Salone Internazionale del Mobile (also known as Milan Design Week), the largest design fair in the world, which takes place in Milan, Italy, from April 12 to 17 this year.

Bezalel Academy was chosen to showcase 45 works from 37 under-graduate and post-graduate students, alongside work from the Royal College of Art in London, the School of Art and Design in Lodz, Poland, and the Academy of Art Maastricht in The Netherlands, among others – 16 in total. Bezalel, as a result of its portfolio of work, has been allocated the third largest exhibition area (100 m²), showing that Bezalel’s students can hold their own among the top art and design schools in the world.

“The philosophical background of the theme of the exhibition, ‘Thinking Hands’, comes from the new integrations and combinations possibilities in design today, enabled by the post-industrial radical change,” says Prof Ezri Tarazi, head of the Master of Design program. “Bezalel is a cutting-edge laboratory of design in which students explore and experiment with the unconventional and unordinary in design today, and Milan is the best place to expose the Bezalel scene.”

According to Haim Parnas, part of the Bezalel curatorial team and head of the Bachelor of Design program, the work that is being exhibited by the Industrial Design department is innovative, creative and fresh. “Our students have designed pieces that have enormous potential for practical use,” he says. “This is a great opportunity for us to show the design world the depth of talent, innovation and imagination that Bezalel produces.”

The Bezelel exhibition will showcase its students' work under the "Thinking Hands" theme. This concept expresses the thought process that takes place in the space between the hand and the brain; thinking by doing, which opposes classic methodologies of pre-planning. "Thinking Hands" is the result of Bezelel's laboratory approach, which exposes a collection of experimental, original and unusual projects. The theme has been divided into four hands that are searching, exposing, healing and creating (See attached Curators' Text for further information).

Bezelel's curatorial team comprises Haim Parnas, Prof. Ezri Tarazi, head of Bezelel's Master of Design (M.Des) program, Ilanit Kabessa Cohen, academic coordinator of the M.Des program, and Liora Rosin, a recent Master of Design (M.Des) graduate of Bezelel's Industrial Design department. The exhibition design team includes Rosin and Nitsan Debbi, another recent M.Des graduate.

"The invitation to join such an important event is an honor for Bezelel and we take pride in the work of our students," says Liv Sperber, director of International Affairs and Resource Development at Bezelel. "Bezelel Academy will share space with an international, top-class group of design academies.

"Our involvement in this year's festival is a testament to the quality of the work that comes out of our Industrial Design department, and it reinforces the Academy's status as one of the leading institutions of its kind in the world. We are happy to be participating in this important exhibition," she says.



Opening hours

Press Preview: Monday April 11, 15:00–20:00

General Opening Hours: Tuesday April 12 – Sunday April 17, 10:00–20:00

Ventura Lambrate Opening Night: Wednesday April 13, 19:00–23:00

Address

Ventura Lambrate

Collective Location

Via Massimiano 6, 20134 Milan, Italy

Websites

www.mdes.org.il

www.bezalel.ac.il

<http://sites.google.com/site/thinkinghands2011/>

 [Thinking Hands // Bezalel // Milan Design Week](#)

For further information about the exhibits, or for further information about Bezalel Academy of Arts and Design, Jerusalem, please contact: Darryl Egnal on +972 54 884 5237 / Darryl_e@koteret.com or Adam Murray on +972 542 152 654 / adam_m@koteret.com, Koteret Group, Tel Aviv.

Notes For Editors

About Bezelel Academy, Jerusalem

Bezelel is Israel's leading academy of art and design, and one of the most prestigious of its kind in the world. Established in 1906 with the support of the founder of Modern Zionism, Theodor Herzl, Bezelel is the source of some of the most creative talent emerging from the Middle East. Bezelel has built an international network of art and design excellence. Its alumni exhibit their work in the world's leading venues, and the Academy is a focus and a destination for students and the creative community from across the globe.

Bezelel has a broad and multifaceted scope of professional and artistic activities involving both pioneering state-of-the-art design methods as well as ancient techniques. The academy offers workshops unparalleled anywhere else in Israel in a variety of fields that have seen many changes in the past decades: industrial design, architecture, animation & video art, visual communications, fine art, photography fashion & jewelry, history & theory and ceramics & glass.

Both the faculty and the student body are driven by a passion to create and by their meticulous attention to quality and excellence. These two cornerstones, plus the Academy's commitment to fostering creativity and opportunity amongst all communities in Israel, have positioned Bezelel at the center of Israel's creative and artistic scene, making it instrumental in shaping and enriching the country's cultural identity.

www.bezelel.ac.il