

20th JEWISH CULTURE FESTIVAL in Krakow

June 25th – July 4th, 2010

REPORT

The Jewish Culture Festival in Krakow is one of the oldest and largest Jewish festivals in the world. This prestigious cultural and educational event has showcased authentic contemporary Jewish culture from Israel and the entire Diaspora from 1988.

254 artists, lecturers and instructors from many countries, including Israel, USA, Ukraine, Latvia, Lithuania, Germany, Great

Britain, Hungary, France, Moldova, Cuba, Canada, Kurdistan and Poland, were invited to participate in the Festival.

More than **25,000 persons** from all around the world came to Kazimierz to participate in the **247 events** planned for the 20th Anniversary of the Jewish Culture Festival. These events include (detailed list of events included below):

- **33 concerts and other musical events**, including: Jazz Klez Sessions, DJ Parties, Flashmob and Tea Dance, Thursday Night Dance Party
- **50 lectures, meetings with authors, book presentations and panel discussions**
- **21 different workshops comprising 83 individual sessions**
- **41 tours and trips in 11 different thematic series**
- **8 exhibitions**
- **4 religious ceremonies** (including Shabbat dinner)
- **5 theater performances**
- **18 film screenings, including one Polish premiere**
- **2 conferences**
- **3 other ceremonies**: Zahor, Award ceremony and presentation by the Museum of the History of Polish Jews for Polish people who have contributed to the preservation of Jewish heritage

On the occasion of the 20th annual festival, two long-awaited books were published. ***Second Soul. Twenty Jewish Culture Festivals***, was written by Anna Dodziuk. ***Because of the Jews – a Subjective Alphabet of the Jewish Culture Festival in Krakow***, was written by Joanna Szwedowska and Ewa Ziembla.

The Festival medal, crafted by hand in the *Medieval Mint*, was bestowed on all those who have supported the Jewish Culture Festival throughout the years of its existence.

The President of Poland has traditionally been the honorary patron of each year's festival. This year we asked the President once again to honor us with his patronage. The late President Lech Kaczynski gave his consent on April 8th, two days before his tragic death in a plane crash near Smolensk.

EVENTS of the 20th JEWISH CULTURE FESTIVAL IN KRAKOW

MUSICAL EVENTS

1. MuLaKuŽ – Musical Laboratory of Jewish Culture: **Banda Dzeta**: Ricardas Katkevicius, Adas Meskenas, Andrius Pomorskis, Marius Kurgonas, Advardas Kazakevicius, Zbigniev Bartosevic, Justinas Vaznevisius (Lithuania)
2. DJ Party: **Baltic Balkan** (Lithuania) – twice
3. MuLaKuŽ – Musical Laboratory of Jewish Culture: **Nefesh – Raphael Roginski Ensemble**: Cigdem Aslan (Turkey), Tahir Palali (Turkey), Raphael Roginski (Poland), Peter Ole Jorgensen (Denmark) – *see photo*
4. Noontime Classic: piano recital: **Elijah Zabaly** (Israel)
5. **Cantors' Concert: The Lord Builds up Jerusalem; He Gathers the Exiles of Israel** with Cantor Yaacov Motzen (Israel/Canada), Cantor Raphael Frieder (Israel/USA), Cantor Yaacov Lemmer (USA), Cantor Chaim Louk (Israel) and **The Choir of the Great Synagogue in Jerusalem**; conductor: **Elli Jaffe**; accompaniment: Cantor **Daniel Gildar** (USA), concert produced by **Yosi Notkowitz** (Israel)
6. **Concert on the Boat: Konsonans Retro**: Christian Dawid (Germany), Vasyl Baranovsky, Volodymyr Voronyuk, Volodymyr Baranovsky, Vitaly Baranovsky, Aleksandr Voronyuk, Vyacheslav Baranovsky (Ukraine), Ilya Shneyveys (Latvia)
7. **Chaim Louk Ensemble**: Chaim Louk, Imad Dalal, Eliav Uval, Elad Levi, David Menahem, Yair Harel (Israel) – *see photo*



12. **Kroke** (Poland) – accompanying event organized by the Alchemia Club (twice)
13. **Brave Old World** (USA): Alan Bern, Michael Alpert, Kurt Bjorling, Stu Brotman
14. **Arkady Gendler** (Ukraine) with Michael Alpert, Dan Blacksberg, Stuart Brotman, Christian Dawid, Daniel Kahn, Sasha Lurje, Ilya Shneyveys, Deborah Strauss, Jeff Warschauer
15. MuLaKuŽ – Musical Laboratory of Jewish Culture: **Wojciech Mazolewski Bund Band** (Poland): Maciej Obara, Marek Pospieszalski, Michał Gos, Oskar Torok, Wojtek Mazolewski
16. **Ad Adhei Ad | Untill Forever - Piris Eliyahu** with ensemble: Mark Eliyahu, Gil Hameiri, Nissim Lugassi, Esther Kenan Ofri (Israel) – *see photo*

8. **Hommage to Rabbi Shlomo Carlebach**: Cantor **Benzion Miller** and Cantor **Daniel Gildar** (USA)
9. **Jamie Saft Trio Plays Zorn, Dylan and Saft – Jamie Saft Trio**: Jamie Saft, Ben Perovsky, Trevor Dunn (USA)
10. Jazz Klezz Session: **Paul Brody** (USA/Germany), **Plazmatikon** (Poland) – 5 sessions
11. **Cukunft**: Raphael Roginski, Paweł Szamburski, Michał Górczyński, Paweł Szpura, Kacper Szreder (Poland)



17. **Ilana Eliya and The Jabalayo Ensemble:** Oren Meir Fried, Tibi Golan, Eliyaho Dagmi, Efraim Zaken, Eran Mordechai Horwitz (Israel) – *see photo*
18. **Stempenyu's Neshome | Stempenyu's Soul** – **Steven Greenman** with Ensemble: Alan Bern, Peter Rushefsky, Lorin Sklamberg, Daniel Kahn, Mark Rubin (USA)
19. **Thursday Night Dance Party**
20. **Metamorphoses Project** – **Bester Quartet:** Jarosław Bester, Jarosław Tyrała, Oleg Dyyak, Mikołaj Pospieszski (Poland):
21. DJ Party: **DJ SoCalled | Josh Dolgin** (Canada)
22. Midnight Classic: **Joseph Achron: Fiddle's Soul** – concert for violin and orchestra performed by Sinfonietta Cracovia; conductor: Gabriela Chmury; Robert Kabara – violin.
23. **Concert Shalom on Szeroka Street** featuring: **Konsonans Retro** (Ukraine), **Septeto Rodriguez Cuban Jewish Allstars** (USA / Cuba), **Parno Graszt** (Hungary), **The Other Europeans: Klezmer and Gypsy** (Europe / USA), **Benzion Miller** (USA), **Ilana Eliya and The Jabalayo Ensemble** (Israel / Kurdistan) and **Festival All Stars Orchestra** conducted by Christian Dawid
24. **Leopold Kozłowski and Friends** (Poland)
25. **Hassidic Reggae from NY in Kazimierz** - **Matisyahu Duo Live:** Matthew Miller (USA) and Dave Holmes (Great Britain) – *see photo*



26. **Tea Dance** – Jewish dances presentation with participants in the Jewish dance workshop on Wolnica Square
27. **Flashmob** – event at the Main Market Square in Krakow prepared by Steven Weintraub (USA)

LECTURES, MEETINGS WITH AUTHORS

1. Convivencia in Empik: Meet the Star: **Raphael Rogiński** (Poland)
2. Meet the Author: **Andrzej Bart** (Poland), moderation: **prof. Jerzy Jarzębski** (Poland)
3. Book Signing: **Andrzej Bart** (Poland)
4. Meeting with **Zvi Rav-Ner**, Israeli Ambassador to Poland
5. Meet the Author: **Agata Tuszyńska** (Poland), moderation: **Angelika Kuźniak** (Poland)
6. **Wizards of Wit. How Jews Revolutionized Comedy** – **Arie Kaplan** (USA)
7. Book Signing: **Agata Tuszyńska** (Poland)
8. Basic Judaism: **Tisha b'Av** – **Benzion Miller** (USA)
9. Prelimud in JCC: **Eggs in an Airplane** – **Mysteries of Israeli Fauna** – **Patryk Pufelski** (Poland)
10. Meet the Star: **Jamie Saft** (USA) – *see photo*
11. Meet the Author: **Miriam Akavia** (Israel), moderation: **Ewa Węgrzyn** (Poland)
12. **A History of Jews in Film. Flickering Shadows-** **Arie Kaplan** (USA)
13. Book Signing: **Miriam Akavia** (Israel)
14. Book Presentation: **A Second Soul: Twenty Jewish Culture Festivals in Krakow** – **Anna Dodziuk** (Poland)
15. Prelimud in JCC: **Jewish Motifs in Architecture** – **Alicja Beryt** (Poland)



16. **Pre-War Traditional Jewish Attire in Poland, from the Collections of the National Museum** – Anna Lebet-Minakowska (Poland)
17. Meet the Star: **Brave Old World** (USA)
18. Prelimud in JCC: **Holocaust Motifs in Cartoons for Children** – Maria Wejmayr (Poland)
19. Meet the Author: **Anda Rottenberg** (Poland), moderation: Masza Potocka and Ryszard Krynicki (Poland)
20. **From Krakow to Krypton. History of Jews in Comics** – Arie Kaplan (USA)
21. Book Signing: **Anda Rottenberg** (Poland)
22. **The Endangered Treasure Box** – Janna Gur (Israel) – see photo
23. Prelimud in JCC: **About Jews? Wow, Fascinating! Why Jewish Subjects Are Popular in Poland** – Joanna Grzesiak (Poland)



24. **Choose Life! The Role of the Jewish Community Centre in Krakow's Jewish Revival** – Jonathan Ornstein (Poland)
25. Meet the Author: **Auschwitz – What Am I Doing Here?** – Mikołaj Grynberg (Poland)
26. **Sarah Schenirer and the Interwar Revolution in Jewish Women's Religious Education** – Naomi Seidman (USA)
27. **How A Cuisine Is Born** – Janna Gur (Israel)

28. Basic Judaism: **God Has Made Me a Laughing Stock, or Humor in Judaism** – Boaz Pash, Chief Rabbi of Krakow (Poland/Israel)
29. Prelimud in JCC: **Surviving Painted Interiors of Polish Synagogues** – Sławek Pastuszka (Poland)
30. Book Presentation: **Because of the Jews – a Subjective Alphabet of the Jewish Culture Festival in Krakow** – Joanna Szwedowska and Ewa Ziembla (Poland)
31. **Life is Beautiful** – panel discussion about present day Jewish life in Poland with Michael Schudrich, Chief Rabbi of Poland and Jonathan Ornstein, JCC Director.
32. Meet the Star: **Paul Brody** (Germany/USA)
33. Basic Judaism: **The Polish Yiddish Language and the Polish Jewish Identity** – Stanisław Krajewski (Poland)
34. Meet the Author: **The Pages in Between: A Holocaust Legacy of Two Families, One Home** – Erin Einhorn (USA)
35. Panel Discussion: **Twenty Years Later: The Fall of the Wall and the Rebirth of Jewish Life in Poland** with participation of Konstanty Gebert, Stanisław Krajewski, Helise Lieberman, Anna Makówka-Kwapisiewicz and Shana Penn.
36. **Tel Aviv – 100 Years of Culinary History** -- Janna Gur (Israel)
37. Prelimud in JCC: **Jewish Bordello – Why Argentinian Prostitutes Are Called „polacas”** – Katarzyna Czerwonogóra (Poland) – lecture in English
38. Meet the Star: **Roberto Rodriguez** (USA)
39. Prelimud in JCC: **Jewish Fair Trade – Fixing the World by Shopping** – Jakub Rok (Poland)
40. Prelimud in JCC: **Jewish Bordello – Why Argentinian Prostitutes Are Called „polacas”** – Katarzyna Czerwonogóra (Poland) – lecture in Polish
41. Prelimud in JCC: **Intercultural Education – Fact and Myths** – Iga Kazimierczyk (Poland)
42. **My Jerusalem, My Israel** – Prof. Władysław Bartoszewski (Poland) – see photo
43. Prelimud in JCC: **Israeli Politics of Emigration** – Remigiusz Sosnowski (Poland)



44. Prelimud in JCC: **Jews and Jewish Congregations Among the Polish Law** - Krzysztof Izdebski (Poland)
45. Prelimud in JCC: **Jewish LGBT Leaders – from Magnus Hirschfeld to Harvey Milk** - Maciej Kraśniewski (Poland) – lecture in Polish
46. Prelimud in JCC: **Klezmer Gone Astray** - Witold Wrzosiński (Poland) – lecture in English
47. Prelimud in JCC: **Jewish LGBT Leaders – from Magnus Hirschfeld to Harvey Milk** - Maciej Kirschenbaum (Poland) – lecture in English
48. Prelimud in JCC: **Klezmer Gone Astray** – Witold Wrzosiński (Poland) – lecture in Polish
49. Prelimud in JCC: **How Social Changes Influence Jewish Cemeteries** - Alicja Mroczkowska (Poland)
50. Panel discussion with members of the Jewish organizations in Poland organized by the JCC.

WORKSHOPS

1. **Yiddish language** – led by Ula Makosz, Julia Makosz and Przemysław Piekarski (Poland) – 6 meetings
2. **Hebrew Language**– led by Dr. Maciej Tomal (Poland) – 5 meetings
3. **Klezmer Basic – klezmer music workshops for beginners** – led by Deborah Strauss, Benjy Fox-Rosen (USA) – 5 meetings
4. **Klezmer Advanced – klezmer music workshops for advanced** - Christian Dawid (Germany), Ilya Shneyveys (Latvia) – 5 meetings
5. **Jewish Dance** – led by Steven Weintraub (USA), accompaniment: Jeff Warschauer (USA), Deborah Strauss (USA), Stuart Brotman (USA), Christian Dawid (Germany), Dan Blackberg (USA), Ilya Schneyveys (Latvia) – 5 meetings – *see photo*



6. **Hassidic Singing** – led by Cantor Benzion Miller (USA), accompaniment: Cantor Daniel Gildar (USA) – 3 meetings
7. **Yiddish Singing** – led by Sasha Lurje (Latvia), Jeff Warschauer (USA) – 5 meetings
8. **Genealogy Workshops** – led by Agata and Grzegorz Gembala (Poland) – 5 meetings

9. **Jewish Paper-Cutting** – led by Anna Małecka-Beiersdorf (Poland) – 5 meetings
10. **Jewish Cooking** – led by Hanna Kossowska (Poland) – 5 meetings
11. **Workshops for Children** – led by Monika Krajewska i Hanna Kossowska (Poland) – 5 meetings
12. **Discovering Kazimierz – artistic workshops** – led by Sylwia Liszka and Agnieszka Wozowicz (Poland) – 5 meetings
13. **The Vineyards of Israel: From the Golan Heights to the Negev Desert** – led by Zbigniew Pakuła (Poland) – 5 meetings
14. **One Wire Becomes the Jewel – Yemenite Jewelry workshops** – led by Ben Zion David and Adriana Angel (Israel) – 6 meetings – *see photo*
15. **DJ workshops** – led by DJ SoCalled (Canada) – 3 meetings
16. **How to Draw Gag Cartoons** – workshop led by Arie Kaplan (USA)
17. **How to Write a Comic Book** – workshop led by Arie Kaplan (USA)
18. **Let's Design a Synagogue!** – led by Monika Krajewska (Poland)
19. **Mizrah for the Eastern Wall** – led by Monika Krajewska (Poland)
20. **Open Meetings – Person as a Sanctuary** – led by Tanna Jakubowicz-Mount (Poland) and Anna Dodziuk (Poland) – 4 meetings
21. **Open Meetings – Using the Torah as a Guidepost to Answer the Question: Who Am I and Where Am I Going?** – led by Anna Dodziuk (Poland) – 2 meetings



TOURS

1. **Remuh Cemetery** – in English, led by Edgar Gluck, Chief Rabbi of Galicia (USA); in Polish - led by Anna Kiesell (Poland) – total 4 tours
2. **New Jewish Cemetery** – in Polish and English led by Anna Kiesell (Poland) – total 2 tours
3. **In the Footsteps of Bałaban** – led by Julia Lasek, Anna Kiesell (Poland) – total 4 tours
4. **Jewish Krakow** – led by Anna Kiesell (Poland) – total 6 tours
5. **Synagogues of Kazimierz** – in Polish - led by Anna Kiesell (Poland); in English - led by Agnieszka Legutko (Poland) – total 10 tours
6. **Former Krakow's Ghetto in Podgórze** – in Polish led by Anna Pióro (Poland); in English led by Agnieszka Legutko (Poland) – total 4 tours
7. **In the Footsteps of Krakow's Rabbis** – in English and Polish led by Agnieszka Legutko (Poland) – total 2 tours
8. **A Hidden Heritage: Vestiges of the Będzin Jews** – led by Karolina Jakoweńko (Poland) – 2 tours
9. **Remarkable Jews of Krakow. Local Roots, Global Biographies** – led by Agata Dutkowska, Jakub Czupryński and Michał Maziarz (Poland) – total 2 tours
10. **In the Footsteps of Jewish Women** – led by Anna Kiesell (Poland) and Agnieszka Legutko (Poland) – total 2 tours
11. **Shtetls – On the Trail of the Small Jewish Towns** – tour to former Jewish towns in the vicinity of Krakow

EXHIBITIONS

1. **Becoming Acquainted with Jerusalem. Photographs 1857 - 1900** – exhibition organized in cooperation with the Ethnographic Museum in Krakow and Abraham Madejski Gallery in Jerusalem
2. **The Seven Beggars and Other Tales of Rabbi Nachman of Bratzlav** – paper cuttings and Collages by Marta Gołąb (Poland)
3. **Yemenite Jewellery by BenZion David** (Israel)
4. **The Old Testament According to Krzysztof Grodzicki** – exhibition organized by Art Naive Gallery in Krakow
5. **My Muranów – My Kazimierz** – exhibition of the winning entries in this year's photographic competition for secondary school students in Krakow and Warsaw, organized by the Galicia Jewish Museum
6. **Inspired by Jewish Culture** – exhibition organized by Art School Complex in Częstochowa
7. **Entries from the Records of Forgotten Realm 2** – exhibition of paintings by **Hanka Kossowska** (Poland), organized by the JCC
8. **The Colors of Yiddish – Diti Rav - Ner** (Israel), exhibition organized by the Jewish Museum Galicia



THEATRE PERFORMANCES

1. **Ov** – contemporary dance theatre **Renana Raz Dance Group** (Israel); based on „The Dybbuk” by S. Ansky; performed by: Ofer Amram, Renana Raz, Rali Margalit (cello), Ehud Gerlich (double bass) and Rachel Viznitzer, Nina Bleibtreu – 2 performances
2. **The Mysteries of My Grandma – Midrash Theatre** (Poland), performances organized by the Jewish Museum Galicia; performed by: Patrycja Zywert, Agnieszka Bała; directed by: Rabbi Tanya Segal – 3 performances

FILM SCREENINGS

1. **Eyes Wide Open** by Haim Tabakman – **Poland's premiere**
2. **From Shtetl to Swing** by Fabienne Roussio-Lenoir
3. **Fiddler on the Hoof** by Simon Broughton
4. **The „SoCalled” Movie** by Gary Beitel
5. **Cantor's Son** by Ilya Motyleff (1937)
6. **8 Stories, That Did Not Change the World** by Ivo Krankowski, Jan Śpiewak, Magda Grabowska, Jakub Rok
7. **Cataloguing** by Paweł Łoziński
8. **Poland revisited. Discovery of Heritage and Legacy** by Sarah Golabek-Goldman
9. Film Festival Jewish Motifs presents: **Leaving the Fold** by Eric R. Scott
10. Film Festival Jewish Motifs presents: **Pizza w Auschwitz** by Moshe Zimmerman
11. JCF Files: **10th Jewish Culture Festival** by Barbara Łabuz-Szumowska
12. JCF Files: **14th Jewish Culture Festival** by Agnieszka Światłoń, Adam Szklarek



13. JCF Files: **15th Jewish Culture Festival** by Agnieszka Światłoń, Adam Szklarek
14. JCF Files: **16th Jewish Culture Festival** by Borys Lankosz
15. JCF Files: **17th Jewish Culture Festival** by Agnieszka Szklarek, Adam Szklarek
16. JCF Files: **18th Jewish Culture Festival** by Adam Szklarek, Szymon Bielecki
17. JCF Files: **19th Jewish Culture Festival** by Elwira Wojtunik
18. JCF Files: **Shalom on Szeroka Street 2009**, footage courtesy of TVP2

CEREMONIES

1. **Zahor. In the Memory of Krakow's Jews** – Ceremony with participation of Cantor Benzion Miller and Cantor Daniel Gildar
2. **Preserving Memory** – ceremony awarding Poles, who preserve Jewish heritage organized by the Jewish Historical Institute, Museum of History of Polish Jews, Jewish Community in Krakow and the Foundation for Preservation of Jewish Heritage in Poland.
3. **Open-Ended Past** – presentation of the post-war gallery of the Museum of History of Polish Jews led by: Prof. Barbara Kirshenblatt-Gimblett, prof. Stanisław Krajewski and Dr. Helena Datner

CONFERENCES

1. **Jews in Galicia: 8 Lectures About History and Culture of Jews in Galicia** – conference organized by the Jewish Studies Department of the Jagiellonian University in Krakow
2. **Jews in Poland – In Search of Roots** – conference organized by the Le Mémorial de la Shoah Foundation and the French Institute in Krakow. With participation of Frédéric Brun, Esther Hoffenberg and François Milewski, led by Jean Yves Potel.

RELIGIOUS CEREMONIES

1. Kabbalat Shabbat – ceremony welcoming Shabbat
2. Shabbat Morning prayer
3. Melave Malkah – ceremony to farewell Shabbat – see photo
4. Shabbat dinner with Michael Schudrich, Chief Rabbi of Poland, Edgar Gluck, Chief Rabbi of Galicia, Boaz Pash, Chief Rabbi of Krakow and Janusz Makuch, Director of the Jewish Culture Festival in Krakow.





THE JEWISH CULTURE FESTIVAL IN KRAKOW AWARDS

The Jewish Culture Festival in Krakow has conferred the 'Voice of Joy and Deliverance' Award since 2008. Its recipients include: Bogdan Zdrojewski, Minister of Culture and National Heritage, (2008) Tad Taube (2009) and Sigmunt A. Rolat (2009).

The Festival's 20th Anniversary in the year 2010 saw the award conferred on **Prof. Jacek Majchrowski**, Mayor of Krakow and **Prof. Władysław Bartoszewski**, Plenipotentiary of the Prime Minister for International Dialogue.

This award honors those who have given their support to the annual Jewish Culture Festival in Krakow.

This year the award was designed by Krakow artist Witold Siemaszkiewicz. Made of plain mountain crystal, it is inscribed with the name of the award – 'Voice of Joy and Deliverance' (Psalm 118) in three languages: Polish, English and Hebrew.

AWARD FOR CANTOR BENZION MILLER

During the official inauguration of the Festival, the Cantors' Concert, Prof. Jacek Majchrowski, Mayor of Krakow, awarded Cantor Benzion Miller the „**Honoris Gratia**” medal in recognition of his dedication to the city of Krakow and its citizens.

TELEVISION AND INTERNET TRANSMISSIONS

Polish Public Television recorded the entire 'Shalom on Szeroka Street' concert and broadcast it in two parts on Polish Channel Two – the first part on Sunday, July 5th, and the second part – one week later.

As in previous years, all Festival concerts from the Tempel Synagogue were **broadcast live on the Internet** on a dedicated website. 10,000 people from all around the world have already watched the concerts on www.jewishfestival.ajctv.pl and recordings of the concerts will continue to be available.

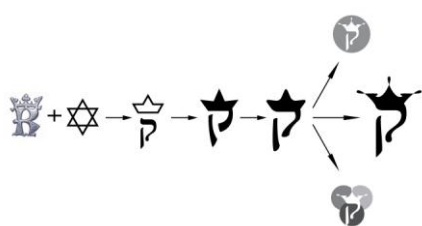
POSTCARD

The Polish Postal Service honored the 20th Anniversary of the Jewish Culture Festival in Krakow by issuing a special postcard, available in post offices throughout the country.

POSTER OF THE 20th JEWISH CULTURE FESTIVAL IN KRAKOW and NEW LOGO OF THE FESTIVAL

This year our poster was designed by Israeli artist Oded Ezer (www.odedezer.com). Oded Ezer used internet technology to create his design, calling via Skype and compiling photographs of Israelis' faces next to letters spelling the Festival's name in Polish and English.

A second poster (in three color versions) introduced the Festival's new logo, designed by the same artist.



The new logo is a combination of three elements: the Hebrew Letter 'Kuf' for Krakow, the Latin letter 'K' as seen on the door of the Wawel Cathedral (the symbol of Krakow), and a Magen David. The new logo replaced the former one, designed by Krakow artist Henryk Matlingiewicz.

IPHONE APPLICATION

Krakow's CocoLab created a special iPhone application: an excellent guide to Festival events and venues. The application was available for free from the iTunes store and was downloaded by users from Poland, USA, Great Britain, Germany and France 218 times.

PROMOTION OF THE FESTIVAL PROMOTION OF FESTIVAL SPONSORS

More than 130 articles promoting the Festival's 20th Anniversary appeared in the Polish and foreign media (not including extensive internet coverage).

The Festival's publicity campaign, including the names and logos of Festival sponsors, was directed to local and nationwide media in Poland:

Gazeta Wyborcza National Edition

four advertisements: June 19, 2010 in „High Heels” magazine; June 22, 2010; June 24, 2010 in “Large Format” magazine; July 1st, 2010

Gazeta Wyborcza Krakow Edition

four advertisements: June 18, 2010 in ‘What is Going On’ magazine; June 23, 2010; July 1, 2010

A Special Festival Supplement with page dedicated to our sponsors was included in every issue of the newspaper on June 26, 2010

Przekrój weekly

advertisement in issue 25/3391, June 22, 2010

Midrasz monthly

advertisement in the June issue

Karnet monthly

two advertisements: June and July, 2010

Tom Kultury monthly

advertisement in the June issue



Posters of the 20th Festival were displayed throughout Krakow on **43 poster kiosks** between June 19th and July 4th, 2010. Each event poster featured the logos and names of our sponsors. 3,900 posters were displayed in total, comprising 13 distinct designs.

The Program Booklet of the 20th Festival of Jewish Culture in Krakow, featured advertisements of selected sponsors in addition to the logos of all our sponsors, partners and patrons. 30,000 copies of the program were printed in English and Polish versions (15,000 each). These were widely distributed in Krakow, throughout Poland and abroad, before and during the Festival. The program booklet will be used throughout the year along with other promotional materials. Programs will also be distributed to companies and individuals in Poland and abroad, mostly in the US and Israel.

A 30 second **video clip** of the Festival was presented on three large video walls in three Polish city centers: Warsaw, Wroclaw and Krakow, between June 20th and July 4th, 2010. The same clip was also shown in Empik Megastores throughout the country.

An exhibition of posters from 20 years of the Jewish Culture Festival was on display next to the famous Slowacki Theater in the Planty, the park encircling Krakow's Old Town, opposite the main railway station. An additional board displayed the logos and names of our sponsors. (June 20th – July 4th, 2010)

Together with its media patron, the most popular Polish daily newspaper Gazeta Wyborcza, the Festival produced a **CD featuring music from the artists participating in the 20th Festival**. On June 29th, 2010, the CD was included with the paper throughout Southern Poland free of charge, as well as with the Warsaw issue of the weekly magazine Przekroj.



Gazeta Wyborcza also included **a special booklet** about the Festival on Saturday, June 26th, 2010. An entire page of the booklet was dedicated to sponsors of the Festival.

Partner:



Jewish Community in Krakow

The Festival has been made possible thanks to support from:

- Polish Prime Minister Office
- The Chancellery of the Prime Minister
- City of Krakow
- Małopolska Region
- Israeli Embassy in Poland



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Stowarzyszenie Żydowskich Miłośników
Jewish Mafits Association
www.jewishmafits.org.pl



projekt bohp
RESTAURANT & CAFE



A **huge banner** (2m x 3m) with the logos and names of all Festival sponsors was hung (June 24th – July 2nd, 2010). The banner was then moved to Szeroka Street on July 3rd, the day of the 'Shalom on Szeroka' concert, attended by a 15,000 strong crowd.

14 newsletters sent out to 1,500 persons each before and during the Festival included the logos and names of our sponsors.

The **Jewish Culture Festival website** www.jewishfestival.pl presents information about the Festival, photo and video galleries, and logos and names of our sponsors. Between June 1st, 2010 and July 14th, 2010, our website received **149 864 hits**. Information about sponsors will remain on the website until June 2011. **220,000 people** access our website each year.



To promote the Festival in the USA, the New York based PR and communications agency – Jessica Weber Design – designed a special **save-the-date postcard** for nationwide distribution. It was used at meetings and fundraisers organized by the **Friends of the Cracow Jewish Culture Festival** from Philadelphia as well as at the 92nd Street Y Street Fair that was held on October 18th, 2009 in New York.

The **Taube Foundation for Jewish Life and Culture** – among many other promotional activities for the Festival – offered special **Heritage Tours** that brought US visitors to participate in the Festival and visit other important and interesting Polish sites.

THE FESTIVAL IS ORGANIZED BY

The Jewish Culture Festival Society in Krakow

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Festival Director: Janusz Makuch

Festival Staff: Katarzyna Wydra, Kornelia Biniewicz, Robert Gądek

Book-keeping: Maria Bobrowska, Elzbieta Woch

