

# 21st Jewish Culture Festival in Kraków, Poland

June 24th – July 3rd, 2011

## REPORT

The Jewish Culture Festival in Krakow is the broadest presentation of contemporary Jewish culture taking place in the world today. It has no parallel either in Israel or the Diaspora. Besides showcasing Jewish performers, the Festival gives the audience a chance to participate in the creation of Jewish culture in the numerous educational events that have been at the core of the festival for many years

This year, the Jewish Culture Festival took place under the **honorary patronage of HE Bronisław Komorowski, President of the Republic of Poland.**

During 21st Jewish Culture Festival, **272 events** took place: 200 events were organized by the Jewish Culture Festival Society, and 72 by our partners. The main program of the Festival included following events:

- 24 musical events, including 18 concerts
- 33 lectures, meetings with authors, presentations and seminars
- 18 film screenings
- 70 workshops in 18 different series
- 39 tours in 10 different series
- 4 exhibitions
- 2 curator's talks
- 3 theater performances
- 7 religious ceremonies and official ceremonies
- 42 lectures in "Prelimud @ JCC" series
- 30 accompanying events

We invited **137 artists**, lecturers, instructors from Poland, Israel, the United States, Great Britain, Germany, France, Ukraine, Canada, Spain and Mali.

25,000 people came to participate in the Festival events – most of them from Poland, but also from other European countries. The United States, Israel and many other countries of the world.

## CONCERTS AND OTHER MUSICAL EVENTS

1. **MuLaKuŻ** (Musical Laboratory of Jewish Culture): **Shofar** (Poland)
2. **Night Songs from Galicia**, Michael Alpert (USA) and Julian Kytasty (Ukraine) – multimedia presentation
3. **Cantors' Concert: Pray for the Peace of Jerusalem; May They Prosper that Love Thee (Psalm 122:6): Cantor Benzion Miller ( USA ), Cantor Israel Rand (Israel), Cantor Alberto Mizrahi (USA), The Halleluyah Choir (Israel) and Kabara Instrumental Group (Poland):** Robert Kabara – violin, Rafał Kwiatkowski – cello, Arkadiusz Adamski – clarinet, Maciej Garbowski – doublebass, Grażyna Zbijowska – flute, Artur Kasperek – bassoon, Marcin Hałat – violin, Arkadiusz Krupa – oboe, Michał Micher – viola. Accompaniment – Raymond Goldstein (Israel), concert produced by Yosi Notkowitz (Israel)



4. **Concert on the Boat: Daniel Kahn & The Painted Bird (USA/ Germany)**
5. **Night Songs from Neighbouring Village: Michael Alpert (USA), Julian Kytasty (Ukraine)**
6. **Concert in the Courtyard of the Isaac Synagogue: The Hassidic Songs of Rabbi Shlomo Carlebach: Benzion Miller (USA), Israel Rand (Israel), Alberto Mizrahi (USA), accompaniment – Raymond Goldstein (Israel)**
7. **Tradition and the Avant-Garde in the SPIrit of Mysticism, Bester Quartet (Poland)**
8. **Lior Elmalich Ensemble (Israel)**
9. **MuLaKuŻ (Musical Laboratory of Jewish Culture): Lorin Sklamberg Unplugged (USA)**
10. **Daniel Kahn & The Painted Bird (USA / Germany)**
11. **Di Naye Kapelye (Hungary)**
12. **The Sway Machinery (USA) and Khaira Arby (Mali)**
13. **Roger Davidson Ensemble (USA)**
14. **Dejando Huellas – Traces. A Sephardic Journey with Flamenco: Leilah Broukhim (Spain)**
15. **Tsuker – Zis (USA): Roger Davidson, Pablo Aslan, Brandon Seabrook, Christian David, Lorin Sklamberg, Frank London**



Cygan, Kamila Klimczak, Katarzyna Jamróz, Renata Świerczyńska, Marta Bizoń, Andrzej Róg, Jacek Hołubowski, Halina Jarczyk

18. **Alfred Schreyer Ensemble (Ukraine)**

16. **Shalom on Szeroka Street: Jewish Woodstock**, featuring: **Abraham Inc. (USA):** David Krakauer, Fred Wesley, DJ Socalled; **Yemen Blues (Israel), Roger Davidson Ensemble (USA), Tsuker-zis (USA), Di Naye Kapelye (Hungary), Alfred Schroyer (Ukraine), The Sway Machinery (USA) and Festival All Stars Orchestra** conducted by Frank London; moderation: Janusz Makuch and Jolanta Fajkowska (TVP2)
17. **Leopold Kozłowski and His Friends (Poland):** Leopold Kozłowski, Jacek



19. **Jazz Klez Sessions** in Alchemia Club – **Paul Brody** (USA) with **Daniel Kahn and The Painted Bird** (USA / Germany) – 5 meetings
20. **Tea dance Party**. **Steven Weintraub** (USA) and the **Festival Yiddish Band**

## LECTURES, MEETINGS, PRESENTATIONS, SEMINARS

1. ***Drawing the Line. A History of Jews in Animation***, Arie Kaplan (USA)
2. ***Among the Stars: The History of Jews in Science Fiction***, Arie Kaplan (USA)
3. ***Yiddish Idioms and Classical Jewish Texts***, Michael Wex (Canada)
4. ***Yiddish and the Outside World***, Michael Wex (Canada)
5. ***Slang in Yiddish***, Michael Wex (Canada)
6. ***Flags over Warsaw Ghetto***, meeting with Moshe Arens (Israel) and Michał Sobelman (Poland), moderation: Witold Bereś (Poland)
7. ***Jewish Attitudes to Other Faiths***, Prof. Jonathan Webber (Wielka Brytania)
8. ***Food in Biblical Times***, Janna Gur (Israel)
9. ***Jewish Food***, Janna Gur (Israel)
10. ***Israeli Food***, Janna Gur (Israel)
11. ***The Food Fair – A Virtual Tour of Local Open-Air Markets***, Janna Gur (Israel)
12. ***Matzevot for Everyday Use*** – panel discussion with Łukasz Baksik (Poland), Wojciech Wilczyk (Poland); moderation: Jakub Janiszewski (Poland)
13. **Chris Schwarz Memorial Lecture: *Rabbis of Krakow***, Rabin Boaz Pash
14. ***Bagels and Bongos: the Jewish Latin Wave***, Roger Bennett, Josh Kun and David Katznelson – Idelsohn Society (USA)
15. ***Haifa in Hi-Fi: The Ever-Evolving Notion of Israel***, Roger Bennett, Josh Kun and David Katznelson (USA)
16. ***Black Sabbath: The Secret Musical History of Black Jewish Relations...***, Roger Bennett, Josh Kun and David Katznelson (USA)
17. ***Who's a Jew?***, Stanisław Krajewski (Poland)
18. Multimedia presentation: ***Hi, My Name is Oded Ezer and I am a Typoholic***, Oded Ezer (Israel)
19. Multimedia presentation: ***Typo-Shaman***, Oded Ezer (Israel)
20. Multimedia presentation: ***Biotypography, Typospermia & Typoembrya***, Oded Ezer (Israel)
21. ***The Threat to Israel's Existence – Why It's Back, How to Deal with It***, Prof. Daniel Pipes (USA)
22. ***Europe or Eurabia: Islam and the Continent's Future***, Prof. Daniel Pipes (USA)



23. Meet the Author @ Empik: ***What Happened to the Jews in Poland. Response from Polish Jews***
24. Meet the Author @ Empik: ***Second Soul*** – presentation of ENGLISH version of A. Dodziuk's book about the Jewish Culture Festival in Krakow
25. Meet the Author @ Empik: **Roma Ligocka** (Poland), moderation: Krzysztof Gierat (Poland)
26. Meet the Author @ Empik: ***Cwizsyn – Magazine in Yiddish***
27. Meet the Author @ Empik: **Bella Szwarzman-Czarnota** (Poland)
28. Meet the Author @ Empik: **Piotr Bikont** (Poland), moderation: Hanna Kossowska (Poland)
29. Meet the Star @ Cheder: **Bester Quartet** (Poland)
30. Meet the Star @ Cheder: **Leilah Broukhim** (Spain)
31. Meet the Star @ Cheder: **Di Naye Kapelye** (Hungary)
32. ***Remembering Jan Karski*** – conference organized by the Strategic Studies Institute Foundation
33. ***How to Teach Future Generations About the Holocaust?*** – conference organized by the French Institute in Krakow and Center for Holocaust Studies of the Jagiellonian University



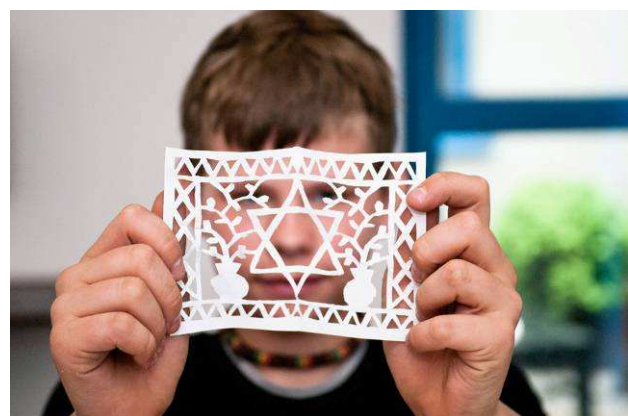
## FILM SCREENINGS

1. ***Romeo and Juliet in Tuddish*** by Eve Annenberg
2. ***Jazz Baroness*** by Hannah Rothschild
3. ***An Unfinished Film*** by Yael Hersonsky
4. ***Round-Up*** by Rosalyne Bosh
5. ***The Brothers Warner*** by Cass Warner
6. ***Singing in the Dark*** by Max Nosseck
7. ***The Best of the 20<sup>th</sup> JCF: Ilana Eliya*** (Israel)
8. ***The Best of the 20<sup>th</sup> JCF: Brave Old World*** (Germany / USA)
9. ***The Best of the 20<sup>th</sup> JCF: Haim Louk Ensemble*** (Israel)
10. ***The Best of the 20<sup>th</sup> JCF: Jamie Saft Trio*** (USA)
11. ***The Best of the 20<sup>th</sup> JCF: Arkady Gendler*** (Ukraine)
12. ***The Best of the 20<sup>th</sup> JCF: Piris Eliyahu*** (Israel)
13. ***The Best of the 20<sup>th</sup> JCF: Matisyahu Duo Live*** (USA)
14. ***The Best of the 20<sup>th</sup> JCF: Shalom on Szeroka Street***
15. ***19<sup>th</sup> Jewish Culture Festival*** by Marcin Krawczyk – premiere showing of the film
16. ***Finding Kalman*** by Roz Jacobs, Laurie Weisman
17. ***Karski's Report*** by Claude Lanzmann (as a part of *Remembering Jan Karski* seminar)
18. ***Irena Sendlerowa. In the Name of Their Mothers*** – premiere showing of the film



## WORKSHOPS

1. **Comic Book Workshops** - Arie Kaplan (USA) – 3 meetings
2. **Yiddish Language** – Ula Makosz, Julia Makosz oraz Przemysław Piekarski (Poland) – 6 meetings
3. **Hebrew Language** – Dr. Maciej Tomal (Poland) – 5 meetings
4. **Klezmer Basic. Klezmer Music Workshops for Beginners** – Deborah Strauss (USA), Sanne Möricke (Germany) – 5 meetings
5. **Klezmer Advanced. Klezmer Music Workshops for Advanced Musicians** – Christian Dawid (Germany), Jake Shulman-Ment (USA) – 5 meetings
6. **Jewish Dance** – Steve Weintraub (USA) – 5 meetings
7. **Hassidic Singing** – Cantor Benzion Miller (USA), accompaniment: Raymond Goldstein (Israel) – 3 meetings
8. **Yiddish Singing. Lomir ale in eynem. Sing Together in Yiddish** – Jeff Warschauer (USA) – 5 meetings
9. **Genealogy Workshops** – Grzegorz Gembala (Poland) – 2 meetings
10. **Jewish Paper-Cutting** – Anna Małecka-Beiersdorf (Poland) – 5 meetings
11. **Workshops for Children. Jewish Fairytales** – Hanna Kossowska and Etel Szyk (Poland) – 5 meetings
12. **Artistic Workshops Discovering Kazimierz** – Sylwia Liszka and Agnieszka Wozowicz (Poland) – 5 meetings
13. **Yemenite Jewellery: One Wire Becomes a Jewel** – Ben Zion David (Israel) – 5 meetings
14. **Ukrainian Jewish Songs** – Michael Alpert (USA) and Julian Kytasty (Ukraine) – 2 meetings
15. **Jewish Art** – Monika Krajewska (Poland) – 3 meetings
16. **Open Meetings: Wisdom of the Heart. The Message from Spiritual Elders.** – Tanna Jakubowicz – Mount (Poland), Anna Dodziuk (Poland) – 3 meetings
17. **Open Meetings – Workshop: The Obligation to Rejoice in the Torah** – Anna Dodziuk (Poland), Tanna Jakubowicz-Mount (Poland) – 2 meetings
18. **The Vineyards of Israel** – Zbigniew Pakuła (Poland)



## TOURS

1. **Remuhu Cemetery** – in Polish: Anna Kiesell (Poland), in English: Edgar Gluck, Chief Rabbi of Galicia (USA) – 2 tours
2. **New Jewish Cemetery** – in Polish and English: Anna Kiesell (Poland) – 2 tours





3. **Former Jewish Ghetto of Krakow** – in Polish: Anna Pióro (Poland), in English: Agnieszka Legutko-Ołownia (Poland) – 4 tours
4. **Remarkable Jews of Krakow** – in Polish: Agata Dutkowska and Michał Czapryński (Poland), in English: Michał Maziarz (Poland) – 5 tours
5. **Symbols of the Jewish Tombstones** – Monika Krajewska (Poland) – 3 tours
6. **The Synagogues of Kazimierz** – in Polish: Anna Kiesell (Poland), in English: Agnieszka Legutko-Ołownia (Poland) – 10 tours
7. **In the Footsteps of Balaban** – in Polish: Julia Lasek, in English: Anna Kiesell (Poland) – 4 tours
8. **In the Footsteps of Krakow Rabbis** – in Polish and English: Agnieszka Legutko (Poland) – 3 tours
9. **In the Footsteps of Jewish Women** – in Polish and English: Anna Kiesell (Poland) – 2 tours
10. **Jewish Krakow** – in Polish and English: Anna Kiesell (Poland) – 4 tours

## EXHIBITIONS

1. **Jews on Vinyl** – exhibition of LP covers from the collection of The Idelsohn Society (USA)
2. **Matzevot for Everyday Use** – photographs by Łukasz Baksik (Poland)
3. **Our Israelis. The Fate of Polish Jews in Israel** – exhibition of the Israeli Embassy in Warsaw
4. **Where the Past Meets the Future** – Fay Grajower (USA)
5. **Jews on Vinyl** – curator's talk: Josh Kun (USA)
6. **Matzevot for Everyday Use** – author's talk: Łukasz Baksik (Poland)

## RELIGIOUS CEREMONIES, OFFICIAL CEREMONIES

1. **Kabbalat Shabbat**
2. **Morning Shabbat Prayer**
3. **Melave Malkah**
4. **Havdala** – during Shalom on Szeroka Street
5. **Righteous Among the Nations** – ceremony of conferring medals organized by the Israeli Embassy in Warsaw
6. **Shabbat Dinner** with Michael Schudrich, Chief Rabbi of Poland
7. **Award ceremony:** Irena Sendlerowa Award for Magdalena Grodzka-Guzkowska; an award of the Taube Foundation for Jewish Life and Culture



## THEATRE PERFORMANCES

1. ***Five (P)arts*** – performance of the Midrash Theatre, directed by Rabbi Tanya Segal (Israel) – two performances
2. ***Mysteries of My Grandma*** performance of the Midrash Theatre, directed by Rabbi Tanya Segal (Israel)

## PRELIMUD @ JCC SERIES

organized by the Jewish Community Centre

1. ***Reading of Halina Nelken. Walking Through Existent Town*** – Olga Andrynowska, Agata Dutkowska – twice
2. Exhibition Opening: ***Rhapsody of Silence by Samuela Wasilewskiego***
3. ***Meaninglessness, Kafkaism and Search of God in The Coen Brothers', A Serious Man*** – presentation by Ido Lewit and film screening
4. ***Meet the JCC*** – meeting with the members of the Jewish Student Club – 5 meetings
5. ***You Can Take the Jews Out of Egypt, but You Can't Take Egypt Out of Judaism*** – Cain Elliott (USA)
6. ***Hebrew Language and the Jewish Identity*** – Joanna Goldstein (Poland)
7. ***Jewish Education for Children*** – Maria Szychowska (Poland)
8. Film screening: ***The Lebanon Trilogy: Beaufort***, by Joseph Cedar, introduction: Ido Lewit
9. ***Getting Past the Past. JCC Krakow and the Jewish Revival*** – Anna Gulińska, Alicja Beryt (Poland)
10. ***Sephardic Belly Dance*** – led by Anna Abłamowicz (Poland)
11. ***Hollywood, Jews and Social Changes in USA*** – Ishbel Szatrawska (Poland)
12. ***Voytek – the Soldier Bear*** – Prof. Wojciech Narębski (Poland), Richard Lucas (Great Britain)
13. ***It's From Poland – Famous Jews and Their Inventions*** – Alicja Beryt (Poland)
14. Film screening: ***The Lebanon Trilogy: Waltz with Bashir***, by Ari Folman, introduction: Ido Lewit
15. ***Mordechai Gebirtig Phenomenon in Contemporary Culture*** – Marlena Pacześ (Poland)
16. ***Meet the Genealogist***. Grzegorz Gembala (Poland) – 4 meetings
17. ***Representations of Polish Jews in Museums in Krakow's Kazimierz District*** – Gina Kuhn (USA)
18. Film screening: ***The Lebanon Trilogy: Lebanon***, by Samuel Maoz, introduction: Ido Lewit
19. ***Jewish Youth Movement in War-time and Prewar Kraków*** – led by Uri Meiselman and other members of the HaNoar HaOved weHaLomed organization from Israel – twice
20. ***When and How the Jewish Nation was Inveited; the New View of History and Origin of Contemporary Jews*** – Michał Klajman (Poland)
21. ***Invention of Jewish Man. Why Do We Need Gender in Zionism*** – Katarzyna Czerwonogóra (Poland)
22. ***Sephardic Belly Dance*** – led by Anna Abłamowicz (Poland)
23. ***Jews and Communism – Genesis, Evolution and Consequences*** – Mikołaj Mirowski (Poland)
24. Film screening: ***Betar***, by Robert Kaczmarek
25. ***Informal Education About the Holocaust*** – Julia Maria Koszewska (Poland)
26. ***More Rabbis Than Jews? Poland's Rabbis about Their Work***
27. ***Does Contemporary Art. Manipulate and Destroy the Memory of the Holocaust?*** – Dawid Wildstei
28. ***The Arab Springtide of Nations and Its Reception in the Jewish Community*** – Oskar Skuteli (Poland)
29. ***Lost Generation. An Artistic Approach to the Trauma Suffered by Children*** – Małgorzata Malinowska (Poland).
30. ***Jewish Design*** – Klara Jankiewicz and Helena Czernek (Poland)
31. ***EUJS Representation at the UN*** – Jane Braden-Golay and Victoria Godik





32. ***A New Way of Narration about History of Polish JEWS on Example '8 Stories' and 'Halinka'*** – Jakub Rok and Jan Śpiewak (Poland)
33. ***The Story of Israel Through Israeli Rock Music*** – Alon Simhayoff (Israel) – Cultural Attaché of the Israeli Embassy in Warsaw
34. ***Jewish Future in Poland*** – Panel discussion with leaders of Poland's Jewish Community.

## ACCOMPANYING EVENTS

1. **Shabbat Service** – organized by Beit Krakow – Progressive Jewish Community led by Rabbi Tanya Segal – twice
2. Exhibition: ***War Caricatures. Arthur Szyk*** – organized by Arthur Szyk Foundation from California, in cooperation with Oficyna Bibliografów from Łódź, under the honorary patronage of American Consulate General in Krakow.
3. Exhibition opening: ***Hassidim*** – photographs by Bogusław Czajczyk, Włodzimierz Płaneta, Agata Różycka, Liliana Wolnik and Piotr Werewka, organized by Galeria Strefa.
4. Theatre performance: ***Hommage à Chagall*** – directed by Adolf Weltschek – 2 performances, organized by the Groteska Theatre
5. Theatre performance: ***Szyc*** – directed by Ana Nowicka – 3 performances organized by the Barakah Theatre
6. **DJ Party @ Alchemia**: Yiddishe Gaucho – Jewish/ Balkan/ Tropical/ Brass'n'bass/ Folkstep, organized by the Alchemia Club
7. Exhibition: ***Kazimierz. To Be Continued*** – paintings by Ewa Mańkowska (Poland), event organized by the Alchemia Club
8. Exhibition: ***Paintings of Polish Jews*** organized by the Space Gallery.
9. **DJ Party @ Alchemia**: Stereo Partizan (Besh o Drom, Hungary). Gergely Barcza (saxophone, EWI, kaval, MPC) DJ 1000arc (electronica) Support: Funklore DeeJay (Poland), an event organized by the Alchemia Club.
10. ***Minister's Dream or Cold Calculation?*** -lecture and presentation by Anna Lebet-Minakowska, organized by the National Museum of Krakow.
11. Exhibition: ***Great Krakow Rabbis***, organized by Austeria Publishing House
12. Conference: ***Jewish Women's World. 12 Lectures about Jewish Women*** – event organized by the Jewish Studies Department of the Jagiellonian University in Krakow.
13. ***Parochet – Aron ha-kodesh – Torah. Gates of Paradise. Symbolic Meaning of Synagogue Decorations*** -led by Anna Lebet-Minakowska (Poland), organized by the National Museum of Krakow.
14. **Anita and Aleksander Leyfell Award Ceremony** and lecture of its recipient Dr. Joanna Preizner, translator of the book *The Life of Jews in Poland Before the Holocaust* by Ben-Zion Gold.
15. Exhibition: ***Auschwitz Album Revisited***, paintings by Pat Mercer Hutchens (USA). Exhibition organized by the Jerusalem Connection Report and the International Youth Meeting Center in Oświęcim.
16. Concert: ***Bluer than Blue*** – Urszula Makosz (vocal), Christian Dawid (clarinets, vocal), Paweł Pierzchała (piano), Michał Półtorak (violin, mandolin), Avia Moore (director and visualizations)
17. ***Gwoździec. Re!Construction***. Presentation organized by the Museum of the History of Polish Jews. .





## JEWISH CULTURE FESTIVAL AWARD



'Voice of Joy and Deliverance' is the name of the award bestowed on those who support the organization of the Jewish Culture Festival in Krakow. It has been awarded annually since 2008 and the recipients include: Bogdan Zdrojewski, Minister of Culture and National Heritage (2008), Tad Taube (2009) and Sigmunt A. Rolat (2009), Prof. Jacek Majchrowski, Mayor of Krakow (2010) and Prof. Władysław Bartoszewski (2010).

In 2011, the 'Voice of Joy and Deliverance' Award was given to Mrs. Corinne Evens, founder and Honorary Chairman of the Evens Foundation, during the Shalom on Szeroka Street concert.

The award was designed by Witold Siemaszkiewicz.

## POSTER OF THE 21st JEWISH CULTURE FESTIVAL

This year's poster was designed by Danuta Dąbrowska-Siemaszkiewicz, an artist from Krakow whose artwork has previously featured on the cover of the New Yorker Magazine.

## INTERNET STREAMING and TELEVISION BROADCASTS

**Polish National Television** recorded the entire *Shalom on Szeroka Street* concert and broadcasted the most exciting parts of the concerts in two parts: the first part, dedicated entirely to Abraham Inc. concert, on Sunday, July 3<sup>rd</sup>, 2011 at 11.15 pm and the second part – the following Sunday, July 10<sup>th</sup> at 11.25 pm.

As it was the case in the previous years, all concerts from the Tempel Synagogue as well as *Shalom on Szeroka Street* concert were broadcasted live in on Internet on a dedicated website [www.jewishfestival.ajctv.pl](http://www.jewishfestival.ajctv.pl) The streaming in HD quality was watched during the Festival by more than 11,000 people from around the globe. Recordings of the concerts will be available on the website throughout the year.

## iPHONE APPLICATION

CocoLab company prepared also this year a special interactive application for iPhone, iPod and iPad, that was available for free on iTunes. It was downloaded 304 times – by users from Poland, USA, Great Britain, Germany and France.



## PROMOTION AND MEDIA

Between June 16th and July 6th, 2011, more than 100 press articles and information about the 21st JCF were published – in addition to online sources. A selection of articles is available on our web-site at [www.jewishfestival.pl](http://www.jewishfestival.pl) ('Media about us' link). They can also be sent to you on request.

In addition to these articles, the Festival, our donors and sponsors, were also promoted in advertisements which appeared in the regional, nationwide and - for the first time - the international press.

**Gazeta Wyborcza** daily, nationwide edition – total 4 advertisements

*June 16th, June 22nd, (two separate ads), June 30th*

**Gazeta Wyborcza** daily, Krakow edition – total 4 advertisements

*June 17th, June 21st, June 25th, June 30th*

**Przekrój** nationwide weekly – one advertisement

*June 13th – issue No. 24*

**Midrasz Jewish** nationwide bi-monthly – one advertisement

*June – July issue*

**Karnet** local monthly – two advertisements

*June and July issues*

**The Krakow Post** regional monthly in English – one advertisement

*June issue, No. 80*

**Tom Kultury** nationwide monthly – one advertisement

*June issue (advertisement without sponsors and donors)*

**Jewish Quarterly** Great Britain – one advertisement

*issue 218, summer 2011 (advertisement without sponsors and donors)*



**Festival posters** were visible all around Krakow. The Society rented 43 displays in different locations throughout the city between June 18<sup>th</sup> and July 3<sup>rd</sup>. Each poster (except for the main poster of the Festival) has a section with the donors' and sponsors' logos. All together there were 3,900 posters.

**The Program of the 21st Festival** was printed in a total number of 30,000 copies, of which 18,000 were in Polish and 12,000 – in English. The brochures were widely distributed in Krakow, in all possible places and will also be used for promotion of the Festival throughout the year and will be sent to many recipients in Poland and abroad, as well as handed out to the visitors to the Festival and Cheder café.

**Video** promoting the Festival (prepared by Justyna Rosa) was broadcast on three huge screens in two towns including one in the Old Town in Krakow and one at the Warsaw International Airport. The same video was shown in Empik stores throughout the country, as well as on screens on Krakow's public tram system.





Gazeta Wyborcza, the major Polish daily newspaper, prepared a special 16-page brochure about the Festival that was distributed free together with the regional Krakow issue. Gazeta Wyborcza's nationwide edition included a 4-page supplement dedicated exclusively to the Festival.

**The banner** advertising the 21st Festival was on a display in three locations in the Old

Town of Krakow.

**Another banner** – exclusively displaying the names and logos our sponsors and donors - was on display at the entrance to the Kupa Synagogue, the main venue for the lecture series during the Festival. The same banner was then transferred to Szeroka Street, where it was on display during the Shalom on Szeroka Street concert on July 2nd, 2011. The Shalom on Szeroka Street Concert was attended by some 15,000 people.

The **Festival newsletter**, with a sponsors and donors section, was circulated to more than 15000 people over a period of 14 days.

The **new Festival website** operates under the same address [www.jewishfestival.pl](http://www.jewishfestival.pl). Its multimedia offerings are far richer than the old website and include audio, video and photos. The Festival website is visited annually by some 220,000 persons from all around the globe – most of them visit the website in the period of 4 – 5 weeks before the Festival and during the Festival.



## FESTIVAL'S ORGANIZER

**Stowarzyszenie Festiwal Kultury Żydowskiej w Krakowie**

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**Festival Staff:** Katarzyna Wydra, Kornelia Binicewicz, Robert Gądek, Alicja Głuszek

**Accounting:** Maria Bobrowska, Elżbieta Woch

*Photos: Paweł Mazur, Wojciech Karliński*



Honorowy patronat Prezydenta Rzeczypospolitej Polskiej, Pana Bronisława Komorowskiego  
Honorary patronage: H.E. Bronisław Komorowski, President of the Republic of Poland

21. Festiwal Kultury Żydowskiej zrealizowano przy udziale finansowym  
21<sup>st</sup> Jewish Culture Festival receives financial support from



patronat medialny media

