

27th Jewish Culture Festival: Jerusalem

June 24th – July 2nd, 2017
Kraków, Poland

Program report

27 edition of the Jewish Culture Festival in Krakow was entirely dedicated to Jerusalem.

In 1967, after Six-Day War, Jerusalem was reunited. What were social, cultural and political results of that act? What Jerusalem means to those, who live there, who visit; to each and every one of us? Is it more earthly or rather heavenly Jerusalem?

27th JCF gave a possibility for a personal encounter with the city, enabled to experience its diversity, richness, beauty and to explore Jerusalem's many layers.

**27th Jewish Culture Festival was held under Honorary Patronage
of President of the Republic of Poland Andrzej Duda.**

**Małopolska Region was a Main Partner
of the Jewish Culture Festival.**

In the year 2017 Jewish Culture Festival Society was accepted to the European Festival Association and received a special label ***Europe for Festivals, Festivals for Europe***.



PROGRAM OF THE 27th JCF

212 events:

139 events in the main program:

- 28 musical events
 - 28 lectures, discussions, sound lectures and presentations
 - 50 workshops
 - 8 exhibitions and multimedia projects
 - 22 guided tours
 - 3 other events, incl. religious ceremonies
- detailed list of events is presented below*

6 projects were commissioned by the JCF
details below

11 musical projects had their Polish premiere
details below

73 accompanying events organized by festival's partners:

JCC Krakow, Galicia Jewish Museum, Association of Progressive
Jews in Krakow, Jewish Studies Department of the Jagiellonian University

206 artists, instructors, lecturers from 6 countries:

Israel, United States, Germany, India, Ukraine, Poland

75 volunteers from 10 countries:

Poland, Germany, Spain, Ukraine, Belorussia, Bulgaria, Greece, Italy,
France, United States, including for the first time **5 senior volunteers**

33,000 persons participated in all events of the 27th Jewish Culture Festival
(including main and accompanying programs of events)



Highlights of the 27th JCF

Jerusalem in Photographs – commissioned by the JCF, this exhibition presents never shown before photographs of Jerusalem from the collection of Dominican Library of the École Biblique et Archeologique Française de Jérusalem. Exhibition in the clouster of the Dominican Monastery in Kraków; idea, creative concept: Janusz Makuch, curator: Iza Wątek, collaboration: Paweł Trzopek OP; exhibition's partners: Consulate General of the Republic of France in Krakow, The French Institute in Krakow.

Jerusalem Boulevard – special chill-out and educational space created for the 27th JCF on the bank of the Vistula River: playground for children, reading room, space for artistic actions, DJ-parties. Designed by BudCud, co-financed by the Foundation for Polish-German Cooperation.

Taxi Link – multimedia project enabling real-time travel through Jerusalem and conversation with the driver created in cooperation with Mekudeshet: Jerusalem Season of Culture. On big screens installed in a special designed 'car', located in Krakow's Kazimierz, the passengers could watch live streaming from the cameras installed in a taxi driving through the streets of Jerusalem. The taxi was driven by leaders of social and cultural scene in Jerusalem.

Shalom on Szeroka Street – traditional culmnation of each edition of the festival. 7-hours long open-air concert takes place in the heart of Kazimierz, in front of the Old Synagogue. Some 15,000 people participated in this year concert, that featured: Dudu Tassa & The Kuwaitis, Paul Shapiro, The Sejny Youth Klezmer Orchestra, Gili Yalo, Neta Elkayam, *Junun*: Shye Bez Tzur & Rajasthan Express. The concert was coproduced with the Polish Television and National Cinematheque – Audiovisual Institute. Parts of the concert were re-broadcaste by Polish Television TVP2 and will be available on TV website as well as ninateka.pl

Workshops for Senior Citizens – series of events for senior citizens from Krakow, prepared by The Machers – Festival Volunteers. This is continuation of the all-year-round program held in festival's Cheder Café. During the festival seniors could participate in following events: Israeli dance workshop, guided tour through Kazimierz, concert by Veretski Pass, antidiscrimination workshop, Jewish art workshop. This project is co-financed by the Governmental Program: Social Activities for the Elderly for 2014 – 2020/

Literary Program – for the third time already, together with the Krakow Festival Office, we prepared a special program dedicated to literature. Besides meetings with writers (Wojciech Jagielski, Charles King, Irena Klepfisz, among others), audience had a Chance to participate in book-binding workshops with Józef Rakoczy, tour of Kazimierz with Krakow writer Łukasz Orbitowski as well as workshops for children.

Klezmer Small Stars – musical project that perfectly expresses a spirit of our festival. Few years ago, three Polish girls participated in the klezmer workshops during the festival. They kept coming back every year, developed their musical skills and finally during 27th festival they performed in the main stage of the festival in the Tempel synagogue together with their teachers. Klezmer Small Stars performed also a special charity concert for children in the Children Hospital in Kraków.

Events of the 27th JCF

MUSIC

Concerts in the Tempel Synagogue

1. **Cantors' Concert: *Our Feet Are at Your Gates, Jerusalem*:** Kolot Min Hashamayim Choir in memory of Shoshana Zilberstein, conductor: Maestro Rafael Biton, cantors: Tzudik Greenwald, Berel Tzucker, Moshe Fishel, accompaniment: Menachem Bristowski, producer: Yosi Notkowitz (IL) – *Project commissioned by the festival, Polish premiere*
2. ***Classics at Noon: Klezmer Small Stars*:** Oksana Balatsko (UA), Małgorzata Spiechlanin (PL), Zofia Wydra (PL), Sanne Möricke (DE), Deborah Strauss (US), Cantor Jeff Warschauer (US)
3. ***Veretski Pass*:** Poyln (US): Cookie Segelstein (violin, altówka), Stuart Brotman (cello, tilinca), Joshua Horowitz (accordion, tsimbl), Joel Rubin (clarinet) – *Polish premiere*
4. ***Dudu Tassa & The Kuwaitis* (IL):** Dudu Tassa (vocal, guitar), Ariel Qassus (qanun), Barak Kram (drums), Nir Maimon (bass), Eyal Yonati (effects), Nasreen Kadre (vocal), Nitzan Canetty (violin), Noah Ayali (cello), Ilan Harousch (sound engineer) – *Polish premiere*
5. ***Shye Ben Tzur & The Rajasthan Express: Junun* (IL / IN):** Shye Ben Tzur (vocal, guitar, flute), Zaki Nizami (vocal), Mohammad Zakir Aliase Aghan (vocal, harmonium), Chugge Khan (percussion), Aamir Damami (trumpet), Nathoo Lal Solanki (percussion), Hasmat Hasmata (tuba), Ajmeri Khan (percussion), Yonatan Albalak (guitar), Adir Dadia (sound engineer) – *Polish premiere*
6. ***Paul Shapiro: Shofarot Verses* (US):** Paul Shapiro (tenor & soprano saxophone), Brandon Seabrook (guitar), Brad Jones (bas), Tony Lewis (drums) – *Polish premiere*
7. ***Neta Elkayam: Abiadi* (IL):** Neta Elkayam (artistic director, vocal), Amit Hai Cohen (musical director, arrangements, piano, banjo, electronics), Elad Levi (violin), Moshe Bahar (oud), Netanel Ben Shitrit (darbuka), Gilad Vaknin (mandole, guitar), Eyal Yahav (cello), Evyatar Hermesh (bass), Hillel Amsalem (percussion), Yafa Assor (vocals), Liz Botbol (vocals), Gabriel Mandel (sound engineer) – *Polish premiere*
8. ***The Master and His Followers* (PL):** Leopold Kozłowski, Halina Jarczyk (violin), Marta Bizoń (vocal), Kamila Klimczak (vocal), Renata Świerczyńska (vocal), Andrzej Róg (vocal), Jacek Bylica (piano), Olek Brzeziński (piano), Jacek Hołubowski (accordion), Jacek Cygan (moderation) *Concert under patronage of the Małopolska Region, Main Partner of the 27th JCF.*

Concerts from the Tempel Synagogue were streamed live on festival's website and Facebook. Recording are still available at jewishfestival.pl and ajctv.pl



New Stages: Alchemia Club, Nowy Theater

9. **Gili Yalo** (IL): Gili Yalo (vocal), Sefi Zisling (trumpet), Amir Sadot (bass), Noam Havkin (keyboard), Ben Aylon (drums), Yonatan Albalak (guitar), Yaron Sarel (sound engineer) – *Polish premiere*
10. **Nitai Herskovits: Time Grove** (IL): Nitai Herskovits (piano, vocal), Rejoicer (samples, electronics), Eyal Talmudi (saxophone) – *Polish premiere*
11. **ADI** (IL): Adi Ulmanky (vocal), Ori Bsor (elektronics), Avishay Lidani (sound engineer) – *polska premiera*
12. **ADI Afterparty**: Kixnare (PL), Kfjatek (PL)
13. **REO** (IL): Or Edry (vocal, bass), Zoe Polanski (vocal, guitar), Alex Karlinsky (keyboard, electronics), Neil Kalman (saxophone), Shay Baruch (drums) – *Polish premiere*
14. **ORI** (IL/DE): Ori Alboher (IL), visual art: Kiritan Flux (DE)
This project was commissioned by the Jewish Culture Festival and supported by the Foundation for Polish-German Cooperation – Polish premiere
15. **Opening Party / Market Square**: Khen Elmalech, Zack Bar (IL)
Event as a part of Wianki 2017 – The Feast of Music, organized by the Krakow Festival Office
16. **Opening Party / Alchemia Afterparty** – DJ-party: Tai Rona, Nimrod Azulay, Zack Bar, visual art: ElektroMoon Vision (PL)
17. **HEADZ: Heavy Grooves from Jerusalem** – DJ-party: Hynom (IL), Gilli Tha Kid (IL)



Jerusalem Boulevard

Jerusalem Boulevard was commissioned by the JCF. Design: BudCud (PL): Agata Woźniczka, Mateusz Adamczyk, curator of the DJ program: TEDER (IL). Project supported by the Foundation for Polish-German Cooperation, partner of the project: Barka

18. **DJ-party**: Kaj't (PL), David Pearl (IL)
19. **DJ-party**: Huges (PL), Jakub Jacher (PL)
20. **DJ-party**: Me//eYe//Bo (PL), Mazubar (PL), Rzepa (PL)
21. **DJ-party**: Piotr Burczyn (PL): *Sunday Best*
22. **DJ-party**: Kixnare (PL), Daniel Drumz (PL)
23. **Teder Weekender I**: Walter (IL), Galo (IL), Gilli Tha Kid (IL), Kfjatek (PL)
24. **Teder Weekender II**: Superficial (IL), Good Paul (PL)
25. **Teder Weekender III**: Meff (PL), Bartech (PL), Katzele (DE), JM Moser (DE)
26. **Teder Weekender: Krakow Meets Tel Aviv**: upper deck: bvrly soundsystem (IL): Michael Dagon & Tal Silberstein; JM Moser (DE); lower deck: Pacotec: Anna Haleta (IL); Alek Lee (IL); Malka Tuti: Katzele (DE); Naduve (IL), visual art: ElektroMoon Vision (PL)

Special concerts

27. **Klezmer Small Stars** – concert in the University Children Hospital in Krakow, organized jointly with the Foundation for Children Health
28. **Shalom on Szeroka Street:** 7-hours long open air concert featuring: **The Sejny Youth Klezmer Orchestra** (PL), **Paula Shapiro** (US), **Gili Yalo** (IL), **Junun: Shye Ben Tzur** (IL) & **Rajasthan Express** (IN), **Nety Elkayam** (IL), **Dudu Tassa & The Kuwaitis** (IL).

This concert was coproduced with Polish Television TVP2 and National Cinemateque – Audiovisual Institute and was broadcasted live on ninateka.pl and jewishfestival.pl



LECTURES | MEETINGS | LITERATURE | SOUNDLECTURES

1. **Open – Closed - Open.** Janusz Makuch (PL), Director of the JCF
2. **Holiness of a PPlace.** Konstanty Gebert (PL)
3. **Rynek Podgórski 15.** Katarzyna Zimmerer (PL)
4. **City-Specific Art.** Naomi Bloch Fortis (IL), Executive Director of the Mekudeshet: Jerusalem Season of Culture
5. **The Bible in Jerusalem. Jerusalem in the Bible.** Paweł Trzopek OP (PL)
6. **Eternal Jerusalem. Jerusalem Through Centuries.** Prof. Dan Bahat (IL)
7. **Temple Mount – History and the Present.** Prof. Dan Bahat (IL)
8. **Touching the Stones of HEritage. Tunnel at the Wailing Wall.** Prof. Dan Bahat (IL)
9. **A Musical Tour of Jerusalem's Old City.** Abigail Wood (IL)
10. **Music in the Shadow of the Israeli-Palestinian Conflict.** Abigail Wood (IL)
11. **Like Dreamers.** Meeting with Yossi Klein Halevi (IL); moderation: Stanisław Krajewski (PL)
12. **Understanding Israel Through Its Paradoxes.** Yossi Klein Halevi (IL)
13. **Earthly Jerusalem, Heavenly Jerusalem.** Ruth Cohen-Dar, Deputy Chief of Mission, Israeli Embassy in Warsaw
14. **New Jewish Museums for the 21st Century.** Panel discussion with: Barbara Kirshenblatt-Gimblett, PhD (CA), Chief Curator, POLIN Museum of History of Polish Jews; Irina Nevzlin (IL), Chair, Board of Directors, Beit Hatfutsot Museum of the Jewish People in Tel Aviv; Brigitte Sion, PhD (DE), Rothschild Foundation (Hanadiv) Europe in London; prof. Jonathan Webber (UK), Chairman, Galicia Jewish Museum; moderation: Shana Penn (US), Executive Director, Taube Philanthropies, Berkeley
15. **A Tale of Two Cities – The Jerusalem vs Tel Aviv Syndrome.** Eyal Rob (IL)
16. **Jerusalem Soundscape.** Meeting with Emmanuel Witzthum (IL)

Literature

The literary program was organized in cooperation with Krakow Festival Office, the operator of Krakow UNESCO City of Literature project

17. **Conflict Perceived in Scientific Terms.** Meeting with Wojciech Jagielski (PL), moderation: Maciej Jakubowiak (PL)
18. **In the Eye of the World at Midnight.** Meeting with Charles King (US), moderation: Max Cegielski (PL)
19. **The Jerusalem Syndrome.** Discussion: prof. Halina Grzymała-Moszczyńska (PL), Jagiellonian University; Paweł Smoleński (PL), moderation: Marcin Napiórkowski (PL)
20. **Views of Jerusalem.** Paweł Smoleński (PL), Marcin Gutowski (PL); moderation: Piotr Tomza (PL)
21. **Open, Open, Open. About Yehuda Amichaj's Poetry.** Tomasz Korzeniowski (PL), Jerzy Trela (PL), moderation: Janusz Makuch (PL)
22. **Ala Has a Cat. What About Ali?** Workshop for children: Daria Solak (PL), Two Sisters Publishing House
23. **Jerusalem – the City of the Book.** Bookbinding workshops with Józef Rakoczy (PL) – 2 meetings
24. **Kazimierz Through the Eyes of Łukasz Orbitowski.** A literary walking tour with Kazimierz-born writer.
25. **Bashert Stands for Destiny.** Meeting with Irena Klepfisz (US), moderation: Gabi von Seltman (PL)
26. **Nothing Is Impossible.** Meeting with Michael Schudrich (PL/US), Cheif Rabbi of Poland, moderation: Irena Wiszniewska (PL)
27. **Out on a Ledge: Enduring the Lodz Ghetto, Auschwitz and Beyond.** Meeting with Moses Libitzki (US), moderation: Helise Liberman (PL/US), Jolanta Ambrosewicz-Jacobs, PhD (PL). Meeting organized in cooperation with Taube Center in Poland.



WORKSHOPS | CULINARY PROGRAM | WORKSHOPS FOR SENIORS

1. **Conscious Travel Workshops: Israel.** A Responsible Travel Workshop The Post-tourist – 2 meetings
2. **Yiddish Singing. The Songs of Hope, Joy and Peace.** Cantor Jeff Warschauer (US) – 5 meetings
3. **Who Are You Zohra Al. Fassia. Singing Workshop.** Neta Elkayam, Amit Hai Cohen (IL)
4. **A Thread of Gold. Singing Workshop.** Neta Elkayam, Amit Hai Cohen (IL)
5. **Klezmer Basic and Beyond. Klezmer Music Workshop.** Deborah Strauss (US), Sanne Möricke (DE) – 5 meetings

6. **Jerusalem Posters. Jewish Design Workshop.** Mi Polin (PL): Helena Czernek, Aleksander Prugar – 2 meetings
7. **Jerusalem of Gold. Jewish Design Workshop.** Mi Polin (PL): Helena Czernek, Aleksander Prugar
8. **If I Forget You, Jerusalem. Jewish Art Workshop.** Monika Krajewska (PL)
9. **Our Feet Are at Your Gates, Jerusalem. Jewish Art Workshop.** Monika Krajewska (PL)
10. **Jerusalem – the Land of Reconciliation. Open Meetings.** Tanna Jakubowicz-Mount (PL), Anna Dodziuk (PL) – 3 meetings
11. **Rebuild Jerusalem, the Holy City, Quickly and in Our Days. Open Meetings / workshops.** Tanna Jakubowicz-Mount (PL), Anna Dodziuk (PL) – 2 meetings
12. **Writing Names on the Stones. Workshop for children.** Anna Rozenfeld (PL)
13. **Jerusalem of Our Dreams. Workshop for children.** Anna Rozenfeld (PL)
14. **Jerusalem in Poems, Songs and Tales. Workshop for children.** Anna Rozenfeld (PL)
15. **Places on the Map of Jerusalem. Workshop for children.** Anna Rozenfeld (PL)
16. **About Shabbat. Workshop for children.** Anna Rozenfeld (PL)
17. **Yiddish Vinkl. Informal meetings for Yiddish-speakers.** Agnieszka Legutko, PhD (PL/US), Anna Rozenfeld (PL) – 5 meetings
18. **Discovering Kazimierz. Workshops for Youth.** Agnieszka Wozowicz (PL), Beata Miligan (PL) – 3 meetings

Culinary program

1. **Shabbat @ Cheder: brunch / Jerusalem.** Menu: Sabina Francuz (PL), music: Nimrod Azoulay (IL)
2. **Summer Preserves by Fania Lwando. Culinary Workshops.** Sabina Francuz (PL) – 2 meetings
3. **Culinary Recycling. Culinary Workshop.** Sabina Francuz (PL)
4. **Fania Lewando's Vegetarian Feast.** Pop-up Shabbat. Menu: Sabina Francuz (PL)
5. **Persian Night @ Cheder.** Music: Menashe Sasson (IL), Farzane Tsipi Cohen (IL), Elli Sasson (IL), menu: Lida Sasson (IL)
6. **Avira DeKudsha. Taste, Smell & Sound of the City of Jerusalem. Workshop with the National Library of Israel.** Hedai Ofaimm (IL), music: Hadas Kleinman (IL), Aviv Bahar (IL)
7. **Seven Blessings. Taste, Smell & Sound of the City of Jerusalem. Workshop with the National Library of Israel.** Hedai Ofaimm (IL), music: Hadas Kleinman (IL), Aviv Bahar (IL)



Workshops for Senior Citizens

Project of the Machers – festival volunteers, co-funded by the Government Program: Social Activities for the Elderly for 2014 - 2020

8. **Israeli Dance Workshop.** Marzena Dudziuk-Koluch (PL), KACHOL group, JCF volunteers: Danuta Cisek (PL), Teresa Ciśłowska (PL), Jan Dybek (PL)
9. **Kazimierz – Jerusalem of Galicia? Guided Tour.** JCF volunteers: Michał Jaczyński (PL) Alicja Barć (PL), Małgorzata Wolska (PL), factual consultation: Edyta Gawron, PhD (PL)
10. **Jerusalem Made of Gold, Copper and Light. Jewish Art workshop.** Monika Krajewska (PL)
11. **A Musical Encounter** with Veretski Pass (US)
12. **Another Stranger – Another One. Anti-Discrimination Workshop.** Małgorzata Majewska, PhD (PL), Maciej Bis (PL)



ART

1. **Jerusalem in Photographs.** Photographs from the Dominical Library collection of the École Biblique et Archeologique Française de Jérusalem. Collection compiled by: Jean-Michel de Tarragon OP (FR), curator of the exhibition: Iza Wałek (PL), creative concept: Janusz Makuch (PL), collaboration: Paweł Trzopek OP (PL). The exhibition presented in the cloisters of the Dominican Order in Kraków. Exhibition's partners: Consulate General of the Republic of France in Krakow, The French Institute in Krakow. *Exhibition commissioned by the festival.*
2. **A Point of View.** Installation. Tal Erez (IL). Cooperation: *Mekudeshet: Jerusalem Season of Culture*
3. **LaCulture: Holiness.** Exhibition of contemporary Israeli graphic design. Curators: David Pearl (IL), Itay Blaish (IL). **Graphic designers:** Eyal Agivayev, Itay Benit, Omer Ben Zvi, Sergey Bunkov, Liron Cohen, Amir Gelbard, Jonathan Katav, Amit Maman, Roy Margaliot, Gavriella Melloul, Anna Mirkin and Tom Marshak, Amit Naamani, Efrat Ofek, Adi Oz-ari, Bobby Redmond and Sivan Werber, Matan Shalita, Boaz Sides UNTAY, Michael Shvadron, Ori Toor, Arik Weiss: **Typography:** Enon Avital, Omri Avraham, Meir Azar, Eran Bachrach, Gal Ben David, Maor Ben Shoshan, Hila Cohen, Shuki Duchovny, Yinon Ezra, Dar Golan, David Goldstein, Inbar Kassavi, Einat Magal Smoly, Amit Maman, Adi Marmari, Gavriella Melloul, Ran Michaeli, Maayan Miller, Ella Ponizovsky, YONIL, Shir Zinger. *Exhibition commissioned by the festival*
4. **TaxiLink: Kraków – Jerusalem.** Creators: Lila Chitayat (IL), Alon Chitayat (IL) Cooperation: *Mekudeshet: Jerusalem Season of Culture*

5. **Kvitlech Box.** Socio-cultural action of collecting *kvitlechs*, that will be delivered by us the the Wailing Wall. Concep: Mi Polin (PL): Helena Czernek, Aleksander Prugar.
Project commissioned by the festival
6. **Jerusalem Soundscape. Sound Installations.** Emmanuel Witzthum (IL):
Mahane Yehuda Market and the city center
Sounds of nature (Ein Karem, Rehavia, German Colony)
Mea Shearim Quarter, Geula, Bucharim and Shmuel Hanavi Neighbourhood
The Old City (Jaffa Gate through Nablus Gate to the Western Wall)
Project commissioned by the festival
7. **Yearning for Jerusalem:** Emmanuel Witzthum (IL), Arik Futterman (IL). Multimedia installation created by the National Library of Israel.
8. **The Girl in the Diary. Searching for Rywka from the Łódź Ghetto.** Exhibition organized by the Galicia Jewish Museum, Taube Foundation for Jewish Life and Culture, Jewish Family and Children's Services of San Francisco



GUIDED TOURS

1. **Dietl's Boulevard.** Michał Wiśniewski, PhD (PL), The Institute of Architecture
2. **Jewish Kraków.** Anna Kiesell (PL) – 3 tours in Polish and English
3. **Synagogues and Prayer Houses of Kazimierz.** Anna Kiesell (PL), Agnieszka Legutko, PhD (PL/US) – 8 tours in Polish and English
4. **Jewish Cemeteries: Remuh and New.** Anna Kiesell (PL) – 2 tours in Polish and English
5. **Jewish Life in Kazimierz and Podgórze.** Anna Kiesell (PL), Agnieszka Legutko, PhD (PL/US) – 4 tours in Polish and English
6. **Kuzmir: A Yiddish Walk Around Kzimirz.** Agnieszka Legutko, PhD (PL/US), Anna Rozenfeld (PL)
7. **Former Jewish Ghetto.** Anna Kiesell (PL), Agnieszka Legutko, PhD (PL/US) – 2 tours in Polish and English

OTHER EVENTS | RELIGIOUS CEREMONIES

1. **Melaveh Malkah** – ceremony of farewell to Shabbat with choir and cantors
2. **Zahor** – ceremony commemorating Krakow Jews held on Ghetto Heroes Square; music: Klezmer Small Stars (PL/US/UA)
3. **Shabbat Shalom. A Family Shabbat Gathering.** Anna Rozenfeld (PL)



AWARD OF THE JEWISH CULTURE FESTIVAL

The Annual Award of the Jewish Culture Festival **Voice of Joy and Deliverance** was handed out to **Leopold Kozłowski** – called The Last Klezmer of Poland, he is a symbol of continuity of Jewish tradition and music of Galicia.

Award ceremony was held before Leopold Kozłowski's concert on Sunday, July 2nd at the Tempel Synagogue.

As in the past years, **Irena Sendlerowa Award** ceremony was also held during the JCF. The recipients of this year's award founded by the Taube Foundation for Jewish Life and Culture were: **Stefan Wilkanowicz** and **Bogdan Białek**. The ceremony took place before Neta Elkayam's concert on Friday, June 30th at the Tempel synagogue.



PROMOTION OF THE 27th FESTIVAL

Promotional activities were carried out in internet, public space as well as in numerous media. The concept of the visual identification and designs were created by **Studio Otwarte** (otwarte.com.pl), cooperating with the festival since 2012.

PROMOTION IN PUBLIC SPACE

- 35 billboard posters on display in the city of Krakow
- 21,000 copies of festival program brochures (in Polish and English) distributed throughout the city
- promotional video of the festival presented on the screens in the public transportation
- festival banners in various locations of the city
- festival flags and signs on festival venues
- festival posters, leaflets, postcards distributed throughout the city

PROMOTION IN INTERNET

- festival website, festival fanpage on Facebook
- promotional campaigns on Facebook, Instagram, YouTube and Flickr
- festival newsletter
- promotional video presented in SM
- supporting promotional activities on Facebook's fanpages by The Machers and Cheder
- live streaming of concerts on our website jewishfestival.pl, ajctv.pl as well as on Facebook

PROMOTION IN MEDIA

- advertisement in the Radio Krakow
- interviews and broadcasts promoting festival in Radio Kraków, Polish National Radio PR3, Off Radio Kraków, Kraków TV
- special festival publications distributed with local Gazeta Wyborcza (in Krakow and Warsaw) and to Tygodnik Powszechny weekly (nationwide)
- 12 advertisements of 27th JCF in various newspapers and magazines:
 - Gazeta Wyborcza – total 6 ads: June 23 and June 24 – Krakow issue; May 15th and June 30 – nationwide issue; June 30 – nationwide cultural guide and June 20 – on a special festival issue
 - Midrasz(Jewish magazine) – May / June 2017 issue / nationwide
 - Tygodnik Powszechny weekly – June 11 and June 21 / nationwide
 - FORUM bi-weekly – June 9-22 issue / nationwide
 - Polityka weekly – June 13-20 issue / nationwide
 - Karnet (Krakow cultural guide) – total 2 ads in May and June issues / local



OUTREACH | STATISTICS

33,000 persons participated in the events of 27th JCF

146 accredited journalists and photo reporters from Polish and foreign media

533 information and articles in Polish and international media, including: *Gazeta Wyborcza* (local and nationwide), *Dziennik Polski* (local), *Tygodnik Powszechny* (nationwide), *Polish Television*, *Polish Radio*, *Twój Styl* (nationwide), *Harpers Bazaar* (Polish edition), *Super Express* (nationwide), *RMF FM* (nationwide radio), *Radio ESKA* (nationwide radio), *Radio Plus* (nationwide radio), *The Jerusalem Post*, *Jewish Telegraphic Agency*, *My Jewish Learning*, *Reuters*

319,558 persons watched *The Best of Shalom on Szeroka Street* in Polish National TVP2 (total number for two parts, average participation in market: 2,16 (in comparison to 2016: 200,000 watchers and 1,8% participation)

43,456 persons watched live streaming of the concerts on festival website, AJCTV website and Facebook (18,995 persons more in comparison with 26th JCF)

2,970 persons watched live streaming of the *Shalom on Szeroka Street* concert on the website of National Cinematheque – Audiovisual Institute (1,852 persons more in comparison with 26th JCF)

114,672 views of the festival website by **26 910 users** between April 13th and July 11th, 2017, including 61,6 % new users and 38.4 % - returning users (3,431 views more and 467 users more in comparison with 26th JCF)

Demographic of website users:

Country of origin	City of origin	Sex
87.54 % - Poland	53.23 % - Kraków	64.37 % - women
1.96 % - USA	15.28 % - Warsaw	35.63 % - men
1.85 % - Israel	1.28 % - Tel Aviv	
1.52 % - Germany	0.59 % - London	
1.41 % - Great Britain	0.35 % - New York	
	0.16 % - Jerusalem	

14,045 likes of the festival fanpage on Facebook (2,123 more in comparison with 26th JCF)

33,451 – maximal organic outreach of posts on Facebook

31,498 – maximal paid outreach of posts on Facebook

13,441 – average organic outreach of post on Facebook (2,008 more in comparison with 26th JCF)

10,688 – average paid outreach of post on Facebook

1,200 – maximal daily number of views of festival fanpage on Facebook

3,600 – maximal number of watchers of live streamings on Facebook

Visitors of festival fanpage on Facebook – by country:

246,240 – Poland
12,637 – Israel
8,440 – USA
6,895 – Germany
6,218 – Great Britain

830 followers on Instagram (301 more in comparison with 26th JCF)

2,433 subscribers of festival's YouTube channel (999 more in comparison with 26th JCF)

1,503,238 views of clips on festival's YouTube channel (648,528 more in comparison with 26th JCF)

SPONSORS

27th Jewish Culture Festival was made possible thanks to support from numerous institutions and private donors

- *The City of Kraków*
- *Ministry of Culture and National Heritage*
- *Małopolska Region*
- *Taube Foundation for Jewish Life and Culture*
- *Koret Foundation*
- *Friends of the Cracow Jewish Culture Festival*
- *Goldman Sachs*
- *Evens Foundation*
- *The Kronhill Pletka Foundation*
- *Charity Aid Foundation*
- *American Jewish Joint Distribution Committee*
- *Israeli Embassy in Warsaw*
- *U.S. Consulate General in Krakow*
- *Consulate General of the Republic of France in Kraków*
- *Foundation for Polish-German Cooperation*
- *Middle East Forum*



Detailed list of sponsors, partners and media patrons could be found on festival's website under the tab [Sponsors and partners](#)

THE MACHERS – VOLUNTEERS OF THE 27th JCF



Volunteers, who helped us to prepare and implement 27th JCF include:

Veronica Apostoli, Tsvetelina Balabanova, Alicja Barć, Katarzyna Bartoszek, Mireya Bilbao Barbero, Magda Bodziony, Magdalena Boguszewicz, Anna Brożek, Maria Brzyska, Alvaro Casas Gonzalez, Luca Cerruto, Anna Cizek, Anna Czamara, Joanna Czyżycka, Krystyna Dembrowska, Nafsika Dimara, Liane Feist, Gabriele Ferrari, Jakub Galan, Edyta Gawlak, Rubén Gil Prado, Anastasia Grinman, Nona Hristova, Wojciech Huk, Justyna Iskrzak, Szymon Jagustyn, Mateusz Józefowicz, Anna Kaczmarczyk, Martyna Kadela, Małgorzata Kajzer, Sylwia Kapela, Veronika Kiesche, Maria Kistowska, Anna Kluz, Oskar Krasoń, Monika Krawczyk, Kacper Krochmal, Agnieszka Królikowska, Weronika Książek, Zuzanna Kubis, Katarzyna Kurlito, Natalia Kuźniar, Karolina Lasoń, Lara Lepie, Rachel Levit, Karolina Leyta, Kamila Marciniak, Anna Mars, Marina Mehlhorn, Bartłomiej Mierzwa, Weronika Miś, Julie Morandin, Riccardo Nobile, Dawid Pajerski, Janusz Palarz, Julia Paluch, Judith Pałetta, Agnieszka Paterak, Pamela Piniaś, Artem Prymostka, Ellen Pupeter, Martyna Rejdych, Mateusz Rosa, Maria Rozkwitalska, Maria Savigni, Olga Spasskova, Natalia Stanisławska, Anna Szkotak, Nina Szul, Miyuki Tatsuma, Aleksandra Trakul, Magdalena Zboś, Sylwia Zięcina, Urszula Żachowska

For the first time among The Machers there was a group of senior volunteers, as well as a group of international volunteers coordinated by the STRIM project of international volunteering.

ORGANIZER

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