

DRAWN TO ISRAEL: UNITY BY DESIGN



VALUE

UNITY AND MUTUAL RESPONSIBILITY

Achdut v'Areyvut

Visual art doesn't just decorate; it communicates. For 78 years, Israeli artists have designed posters for Yom Ha'Atzmaut, each one a reflection of pride, hope, challenge, unity, and identity. These images form a visual story of Israel, capturing the complexity and evolving values of its society. In this session, grounded in the Momentum value of Unity & Mutual Responsibility, we step into that story. As we explore how different artists have represented the people and spirit of Israel, we'll reflect on our own place in that unfolding narrative—and add our voices to it through creative expression.



TIMELINE: 90 MIN

BEGIN WITH INTENTION | 5 MIN

FRAME THE SESSION | 5 MIN

POSTER REFLECTION | 15 MIN

HAVRUTA | 15 MIN

CREATE YOUR POSTER | 25 MIN

SHARE AND APPRECIATE | 15 MIN

BRING YOUR LEARNING HOME | 5 MIN

END WITH MEANING | 5 MIN



WHO FACILITATES THE SESSION

This session is designed to be participant-led, with different women taking turns guiding each section. One person can volunteer to open the session, while others can lead specific parts like reading the framing paragraph, introducing the *havruta* prompts, or giving instructions for the creative activity.

Facilitating doesn't require expertise, just a willingness to keep things moving and create space for others to share. The most important role of the facilitator is to invite participation, encourage reflection, and ensure that everyone feels included and heard.






MATERIALS

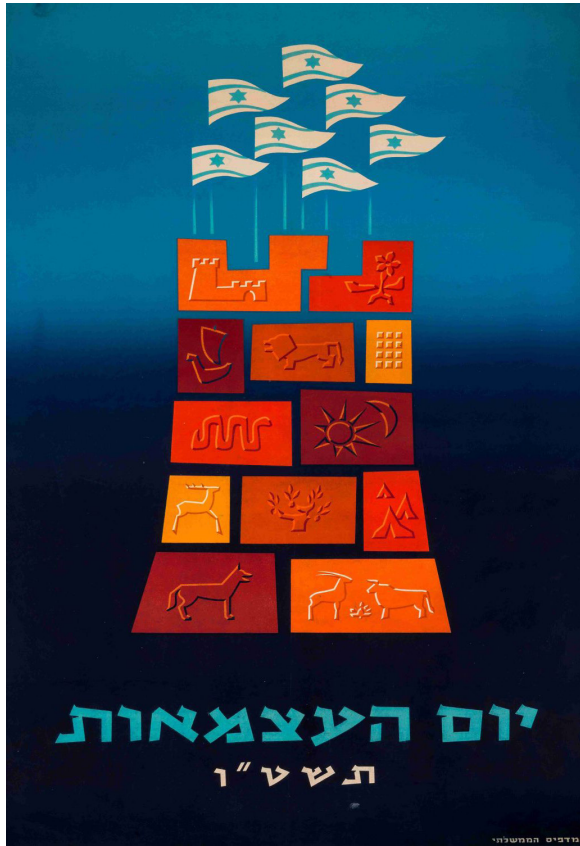
- Pens
- Sticky notes
- Card stock for posters
- Art supplies (markers, crayons, colored pencils, old magazines for collage, glue, glitter, sequins, scissors, etc.)



FACILITATOR PREPARATION

- Review the session beforehand
- Remind participants to bring their journal and a pen
- Prepare materials, including enough art supplies

<p>PART I BEGIN WITH INTENTION</p>  <p>5 MIN</p>	<p>Looking for ways to start your session with purpose?</p> <p>Turn to the Universal Guide on p. 4 for simple, meaningful ideas to open your gathering with presence, connection, and shared energy.</p>
<p>PART II FRAME THE SESSION</p>  <p>5 MIN</p>	<p>Today, we're going to explore Israel's story in a different way, through art. Each year for Israel's Independence Day, Yom Ha'atzmaut, artists in Israel create posters that reflect the spirit of the time. These posters capture how people have viewed Israel — its hopes, challenges, values, and identity — across different decades. You'll have a chance to look closely at some of these posters, discuss what they are expressing, and create your own. Together, we'll explore how unity and mutual responsibility have shaped Israel's past and how we can imagine a shared future, one full of hope, connection, and meaning.</p>
<p>PART III POSTER REFLECTION</p>  <p>15 MIN</p>	<p>On the following pages you will find eight Yom Ha'Atzmaut posters with the year and artist listed for each. These images tell a visual story of Israel over time — its values, identity, challenges, and dreams.</p> <p>Take about 2 minutes per poster to look closely and reflect.</p> <p>For each poster:</p> <ul style="list-style-type: none"> • Write a few words or phrases that come to mind as you view the image. • Use the lines beneath each poster to jot down associations, and what you think the intention or message of the artist might be. <p>This is your time to explore the posters through your own eyes and insights, before we move into group reflection and creativity.</p>



1955 Gidi Keich



1963 Paul Kor



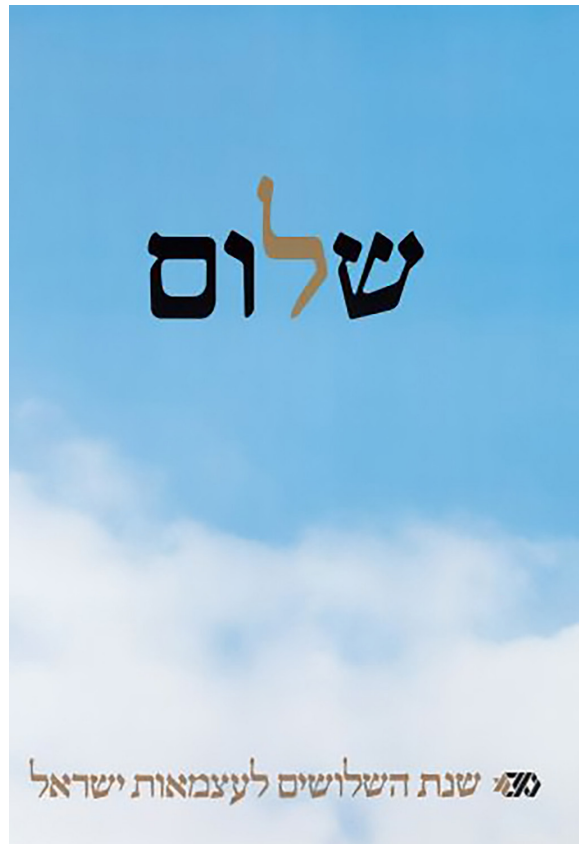
1964 Kopel Gurwin



1975 Studio Tornovsky



1977 Ora and Eliyahu Schwartz



1978 David Tartakover

PART IV

HAVRUTA



15 MIN

Havruta is a traditional Jewish learning practice where two people engage in dialogue to explore a text, challenge each other's ideas, and deepen understanding through conversation.

In pairs, choose one poster from the collection that you want to explore more deeply together.

10 MIN

Use these prompts to guide your conversation:

- What **symbols** or **images** stand out to you in this poster, and what might they represent?
- What **emotion** does this poster evoke for you? What in the image brings that up?
- What **values** or **hopes** do you think this poster is expressing?

After your discussion, join another *havruta*, making a group of four, and share highlights from your conversation.

5 MIN

PART V

CREATE YOUR POSTER



25 MIN

Now it's your turn to become the poster artist, an agent of hope. What matters is not your technical skill as an artist, but the feelings, hopes, and ideas your image brings to life.

Step 1: Envision the Future

5 MIN

Before you begin creating, take a moment to reflect.

Israel holds many layers of meaning.

It can refer to:

- ***Am Yisrael*** — the people of Israel, across time and across the world.
- ***Eretz Yisrael*** — the land of Israel, rich in history, landscapes, and life.
- ***Medinat Yisrael*** — the modern state of Israel, whose independence we celebrate today.

Your poster can reflect any or all of these, or something else entirely that feels true to you.

- What feels important to express about this moment in Jewish life?
- What images, words, or symbols come to mind as you imagine the future?
- What message might you want to pass on to future generations?

There's no single story of Israel. Your poster adds your voice to the mosaic.

Step 2: Design Your Poster

15 MIN

Use the art supplies provided to create a Yom Ha'Atzmaut poster that communicates **your hopeful vision for Israel**. Be bold and creative. Consider:

- A central message, word, or phrase
- Visual symbols and imagery
- A sense of who you are speaking to: your peers, future generations, the global Jewish family, your Israeli brothers and sisters.

Step 3: Add a Headline of Hope

5 MIN

Write a fictional news headline from the future that reflects your vision. Underneath it, write one sentence about how ordinary people like you helped make it happen.

PART VI SHARE AND APPRECIATE



15 MIN

Place your poster on your chair or table. Then walk around the room and spend a few moments with each creation.

5 MIN

Once everyone has had a chance to explore, return to your seat. Go around the room and invite each participant to stand beside her poster and read aloud her headline and sentence of intention. This is a moment to honor each person's voice and vision. Listen with attention and appreciation.

Then return to your seat and engage in a group conversation.

10 MIN

- What shared themes or messages did you notice?
- What ideas or images surprised or moved you?
- How might you capture and share what moved you about the posters?

PART VII BRING YOUR LEARNING HOME



5 MIN

In honor of Yom HaAtzmaut, invite your family into a shared creative moment. You can do this around the dinner table, on a weekend afternoon, or as a wind-down activity before bedtime. All you need is paper, markers, and a little imagination.

Begin with a short conversation:

- What does Israel mean to us as a family?
- How do we feel connected to other Jewish people around the world?
- What message do we want to share about hope, unity, or helping others?

Then, work together to create a family poster that expresses those ideas. Younger kids might draw hearts, flags, or friends helping each other. Older kids and teens might contribute words, symbols, or messages that feel meaningful to them.

Hang your poster somewhere visible as a reminder of your family's connection to the Jewish people, to Israel, and to one another.

PART VIII

END WITH MEANING



5 MIN

Head back to the Universal Guide on p. 4 for thoughtful ways to close your gathering with reflection, gratitude, and a sense of shared purpose.

Continue the Journey



Continue growing your skills as a Jewish communal leader through the **Momentum Fellowship**, an opportunity for listening, learning, mentorship, and meaningful leadership development.



Join Joel Chasnoff on Yomm for *Israel, Now You Know*, a journey through the surprising, complex, and often untold stories of modern Israel. With humor and heart, Joel helps you deepen your understanding of the people, history, and spirit of the Jewish state.



Travel back to Israel with David Sussman on Yomm in *Israel: A Virtual Tour*, where each step reveals the beauty, resilience, and sacred sites of the land. This journey brings Israel to life through powerful storytelling and spiritual insight, no passport required.



The iCenter



Poster Tales

The iCenter is a leader in Israel education. **Poster Tales** is one of its signature resources, curated and developed by The iCenter in partnership with **Jewish LearningWorks**, and inviting learners to explore Israeli history and society through the lens of artistic poster design. Each year since Israel's founding, artists have submitted designs for the official Yom Ha'Atzmaut poster. The resulting visual archive reflects shifting identities, cultural trends, and national aspirations across the decades.