

Transforming the heart of Jerusalem

Since its creation, the Muslala Arts Collective has believed in the power of people to bring about change. Especially in a complex city like Jerusalem, that encompasses the spiritual and the mundane, and is home to vastly different population groups.

Muslala's programs include the creation of urban-based art in Jerusalem's streets, workshops, art tours, concerts, and educational courses for arts students at local institutions for higher learning. All of Muslala's activities encourage interaction and dialogue with Jerusalem communities, neighborhoods and the urban environment. It's "Meeting Point: Under the Bridge" project, which attracted 5,000 audience members in 2015, has been lauded for "creating a temporary safe space of co-existence" by building a place for Jewish and Arab residents to gather for over 10 days of cultural events and performances. It's "Art and Hummus Tour" teaches about the complicated history and daily reality of life on the seam line between Arab and Jewish, Orthodox and secular communities, asking audience members to question their own concepts of culture and identity.

In 2015, Muslala took on a

special challenge with the support of the Jerusalem Foundation and Mayor Nir Barkat – to transform the city center into a vibrant and exciting hub of culture and community through "The Terrace" – an indoor terrace and urban green roof in the heart of Jerusalem that would

would be dedicated to culture and to environmental sustainability, two elements that are crucial to the city's long-term future and to the municipality's vision for Jerusalem.

Inside the Clal Center in Jerusalem's downtown, Muslala had the opportuni-

owners inside the complex. Muslala's new space, known as "The Terrace" encompasses both an indoor terrace and an outdoor rooftop. The indoor space hosts activities, movie screenings, performances and classes. It also houses office space for Muslala and work-

a wooden playground and a geodesic dome dedicated to yoga, dance, and movement. The rooftop hosts an urban beehive, an organic farm, and a self-contained ecosystem encompassing both fish and plant-life, with beekeeping and urban agriculture workshops

that would help to advance the vision of the Mayor of Jerusalem to reinvigorate the core of the city and bring together the people of the city. The partnership between the Jerusalem Foundation and the Jewish National Fund of Canada took a great leap forward and made this innovative project a reality. As the Jerusalem Foundation prepares to celebrate its 50th anniversary, and over a billion dollars invested in Jerusalem since its establishment, it is honored to work with esteemed partners that share its values and its profound dedication to the people of Jerusalem, and looks forward to continuing to work with the Jewish National Fund of Canada to shape a modern, thriving city that builds upon the heritage of its past to lay the foundations for a vibrant future. The Jerusalem Foundation of Canada is very pleased to have supported the 2016 Calgary JNF Gala honouring Carol & Larry z"l Ryder on Thursday May 12. If you would like to honour Jerusalem's 50th and make a donation to this incredible project or attend the Negev Gala which will be a very special evening, please contact the JNF office at 403-255-0295. Tickets are very limited so reserve your seats now.



leverage Muslala's expertise in using art to bring members of diverse communities together in order to create a new shared space in the city center, where Jerusalem's different population groups converge. This space

to enhance the scope of its activities and access new audiences. At the same time, Muslala's presence revived this commercial center built in the 1970's, and gave the hope of new customers to store

shops for local artists, as well as a library, shared workspace, a public coffee corner, and a shop that sells local artwork. The rooftop has been transformed into the largest green space in the city center, with

that offer participants the skills they need to start their own rooftop gardens and beehives.

The Jewish National Fund of Calgary was inspired by the vision of an urban green space in the center of Jerusalem

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with the Jerusalem Foundation of Canada
Celebrating Jerusalem's 50th & Israel's 68th

— NEGEV GALA 2016 —

Join us in honoring
CAROL & LARRY z"l RYDER

THURSDAY, MAY 12, 2016

Concert: 6:30 PM Tapas Reception: 8:00 PM
The Jack Singer Concert Hall

In support of the Muslala Indoor Activity Terrace
& Urban Green Roof, Jerusalem



For further information and tickets:
Contact the Calgary JNF Office or order online
Tel: 403 255 0295 | jnfcalgary.ca | Calgary@jnf.ca
Seating is limited – make your reservation today!

