

## **Hamsa Aleinu Exhibition - FAQ**

### **What is the Hamsa Aleinu Exhibition?**

The exhibition is an artistic digital project by Beit HaNasi - The President's Office and Vibe Israel. It is rooted in the President's "Four Tribes" speech, and his flagship program, Israeli Hope. The exhibition shines a light on the strength of the partnerships between the different groups in Israeli society and the Jewish communities abroad (the "Fifth Tribe") through exceptional and inspirational real-life stories. The exhibition will be featured in the Tel-Aviv Ben Gurion International Airport until the end of 2021.

### **What does Hamsa Aleinu mean?**

"Hamsa Aleinu" literally means "Hamsa (the palm symbol) on us". It is an expression commonly used when someone wants to bless the other with good luck and protect them against evil.

### **Why did you choose the Hamsa symbol?**

The Hamsa is a symbol you can find in pretty much every Israeli household. It is a symbol of luck, which is fitting for an exhibition celebrating and appreciating how lucky we are to have each other.

Just as Israelis are all both alike and different, so too the Hamsas are both unique and singular, yet the same all at once. They come in every color, with endless decorative touches. And like the "Tribes" of Israeli society and the Jewish Diaspora, every Hamsa, in the end, is a world unto itself: Five separate fingers, which together make up one hand.

### **Who are the organizations behind the initiative?**

The Hamsa Aleinu Exhibition is a joint initiative of Beit HaNasi – the President's Office (and the president's flagship program - Israeli Hope), and Vibe Israel. Both Israeli Hope and Vibe Israel believe that Israel's cultural diversity is one of its biggest assets, both Internally and globally.

[Vibe Israel](#) is a not-for-profit organization dedicated to enhancing Israel's global reputation and energizing the next generation about Israel. Since 2011, the organization has had much success in the digital realm, creating over one billion positive mentions about Israel online. The organization's flagship program, the Vibe Israel Initiative, is a long-term work-plan to brand Israel around the world that is based on a joint effort by the Israeli private and public sector, as well as the leaders of the Jewish Diaspora.

[Israeli Hope](#) is President Reuven Rivlin's flagship program for strengthening statehood and establishing partnership between the four main sectors that comprise Israeli society: secular Jews, religious Jews, ultra-Orthodox Jews, and Arabs. Israeli Hope operates in key social and

economic fields – education, academia, employment, sport, and more - and seeks to strengthen the “togetherness” of Israeli society.

### **Who sponsored the Hamsa Aleinu exhibition?**

The exhibition was made possible by the generosity of the Azrieli Foundation, Etz HaRimon Foundation, Lautman Foundation, Pears Foundation, Ruderman Family Foundation, the Wohl Legacy, Weil-Bloch Foundation, a private donation in memory of Dov Ben Moshe z"l, Michael Ben Eliezer z"l, and Davida Bat Shlomo z"l, and additional donors.

In addition, we would like to thank the Airport Authority at Ben Gurion Airport for hosting this important exhibition.

### **What are the "Five Tribes?"**

In a speech President Reuven (Ruvi) Rivlin gave at the Herzliya Conference in 2015, he said that over the past few decades, demographic and cultural processes have been reshaping Israeli society. The Israeli society is no longer a society comprised of a clear majority with several minorities, Israel is becoming a society comprised of four principal sectors or “tribes” that are similar to one another in size: secular Jews, religious Jews, ultra-Orthodox Jews, and Arabs. In light of these changes, the President insisted that we must find a new approach based on partnership between the different population sectors that make up Israeli society.

In a later speech, President Rivlin addressed the Jewish Diaspora as the fifth tribe, emphasizing the importance of maintaining the alliance between Israel and Jewish communities abroad, especially at times of disagreement.

### **What about other cultural and ethnic groups in Israel?**

Israeli society is comprised of many sub-groups not mentioned specifically in the President's speech. The President chose to focus on a division to four groups according to the division existing in the Israeli education system. While children from families with diverse cultural and political ideology and heritage go to school together, children in Israel are sent to separate school systems according to their association with one of these four groups: secular Jews, religious Jews, ultra-Orthodox Jews, and Arab. Each of these four separate school systems aim to shape students' world view and cultural identity differently. In Israel, the system shaping a child's basic perception is tribal and separate, which is why, unlike other divisions into sub-groups of Israeli society, this division into four main tribes uncovers the underlining structure of Israeli society that we cannot overlook.

### **Who are the people featured in the exhibition?**

The exhibition features true stories of prominent and inspiring people, projects, and activities that are helping to shatter prejudice, change paradigms, and break down boundaries. The stories that make up the exhibition are living examples of what true cooperation amongst Israel's Tribes can look like and serve as an inspiration to us all.

This exhibition was created and photographed prior to the Covid-19 outbreak. However, we find that it is more relevant and needed than ever. All of the people and projects featured in this exhibition are still active and continue their inspiring work, despite these challenging times.

### **Why is the exhibition featured at the Ben Gurion Airport?**

Each year, Ben Gurion Airport showcases annual exhibitions on different topics of national and social significance. As the gateway to and from Israel, this airport is a unique space where people from all Five Tribes come together, as well as visitors to our country outside these tribes.

In addition, travel has been limited and Israel's direct, in-person connection to the Jewish communities abroad is not as free-flowing as it used to be. Under these circumstances, Ben-Gurion Airport has become, in the eyes of many, a symbol of hope and normal day-to-day life. For this reason, we find the location of this exhibition, which celebrates and spotlights the cooperation between the different groups, especially moving.

### **Can I see the exhibition without going physically to the Airport?**

Yes! The full exhibition is available online at: [www.hamsaaleinu.co.il](http://www.hamsaaleinu.co.il)

### **What about social media?**

The Exhibition is accompanied by a multi-layered digital campaign including:

- The #HamsaAleinu campaign for social networks. Learn more about the campaign on the exhibition's [website](http://www.hamsaaleinu.co.il) and in the attached one-pager.
- A Hamsa filter for Instagram created especially for the exhibition, available here and on the [@vibeisrael](https://www.instagram.com/vibeisrael) Instagram page.
- An in-person "Instagram room" at the airport shaped like a giant Hamsa chair for visitors to take photos with and share online using the hashtag #HamsaAleinu.

We invite you to take part in the #HamsaAleinu campaign through your organization or your personal social media accounts, and invite all your friends, colleagues and partners to spread the message about the power of Israel's cultural diversity and its connection to Jewish communities around the world. Together, we will create a chain of people who know how lucky they are to be both similar to one another and different from each other.

### **I wish to upload a photo of the exhibition itself (not the campaign) to social media. Is there anything I should include in the post?**

We encourage you to share photos of the exhibition on your social media platforms after the official launch. When posting, please make sure you include the following tags and credit:

- The exhibition's full name – "Hamsa Aleinu"



- The name of the photographer whose photo you are sharing. You can find the name of the photographer at the bottom of the image online or on the printed images at the Airport
- The hashtag #HamsaAleinu
- The President's social media tag for the relevant platform: @ReuvenRivlin (FB); @presidentruvi (IG)
- Vibe Israel's social media tag: @vibeisrael

**I am a donor/my organization is photographed in the exhibition. How can I get involved in the exhibition's PR?**

Please email us at [mayravb@vibeisrael.com](mailto:mayravb@vibeisrael.com) and we will gladly connect you with our PR firm.

**How can I bring the messages of the exhibition to my community?**

We would love to partner with organizations around the world for the exhibition and the ideas behind it to reach as wide an audience as possible, and are working to develop a lesson plan about the exhibition that you can share with your community. To learn more about partnership opportunities, please email:

North America: [marisao@vibeisrael.com](mailto:marisao@vibeisrael.com)

Israel and organizations outside North America: [lipaze@vibeisrael.com](mailto:lipaze@vibeisrael.com)