**Art in the Community Program**

**Cultivating the next generation of art-lovers and museum-goers in Israel**

**Proposal for Irit Rapoport**

**December 2017**

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**Summary**

In order for art museums to continue to play an important role in the future, and for them to be an essential part of the community, they need to attract diverse audiences. Therefore, Tel Aviv University is proposing a program in conjunction with the Tel Aviv Museum of Art, which will work to expand the museum’s target audience and to make its collections accessible to a young audience and populations from Israel’s social periphery.

The University considers Ms. Irit Rapoport, Chair of the Friends of the Tel Aviv Art Museum, to be a natural partner for this initiative, which will help nurture a new generation of art-lovers and museum-goers. Her contribution to this program will enable us to harness the involvement and academic knowledge of students in the Department of Art History to reduce gaps in art education and to expand the community of museum visitors. Further, her contribution will foster a desirable and beneficial synergy between Tel Aviv University and the Museum, enable students to acquire and apply new skills, and deepen their understanding of the complexity of Israel’s social reality.

**The need: to diversify and expand Israel’s community of art lovers**

The circle of museum visitors and supporters is getting older, and museums around the world are seeking ways to bring the younger generation into museums, and to teach them to see art as a positive part of their lives. The Paul Getty Museum in Los Angeles, which initiated a wide-ranging educational process to expand and diversify its visitor community, is a good example of a successful initiative of this type.

In Israel too, even though entry to most art museums is free for people under 18 years of age, young people comprise only a tiny percentage of regular museum visitors. For children and young people on the margins of Israeli society, or for children who are not exposed to education about museums at home, the “barrier” to visiting museums is even higher, and a long-term educational investment is needed in order to change this situation.

**Program description and impact**

The “Art in the Community” program will recruit students studying for a bachelor’s degree in Art History — Israel’s future generation of researchers and practitioners in the field of art—to social activities that will benefit the community, via an academic course combining practical activity with theoretical studies. The aim is to bring children and young people closer to the museum and its collections. During the current academic year (2017–2018), a pilot program is underway that is limited to one group, in which just 15 students are participating. The generous support of Ms. Irit Rapoport will enable us to expand the program to three groups, with a total of 50 students per year—and to thus also reach a wider target audience of around 250 children and young people, and more than 1,000 participants over five years.

**The program will comprise four components:**

* The first part of the course will serve as the theoretical platform for the program and will discuss issues of activism and community involvement in art museums, with the aim of answering the question of why entire communities are excluded from museums.
* The second part of the course will be held in conjunction with, and under the guidance of, the Education Department of the Tel Aviv Museum of Art, and will provide students with the training and practical tools to guide young people in the museum and to make its artistic content accessible to young populations.
* The third part of the course will be dedicated to a series of visits by schoolchildren to the museum, guided by the students. Each student will guide an average of five schoolchildren. The schoolchildren will be aged between 10 and 15, from Tel Aviv and from other cities, with the aim of including children from Israel’s geographical and social periphery.
* Summary and evaluation: At the end of the course, a summary and conclusions meeting will be held with the participation of the Museum’s Training Department. In addition, the program will be accompanied by a study that will assess its impact, and which will be able to provide insights that will be of use to everyone involved in making art collections accessible to wider audiences.

**The impact**

The guided, age-appropriate encounter with the museum will open a gateway into the world of art for the children and young people who participate in the program. It will draw them closer to the museum and will focus on locating their narratives within the artworks on display. Such an encounter will enable them to develop critical skills and personal taste, to expand their horizons and cultural worlds, and will give them an interest and a desire to visit the museum in the future. Moreover, this young community will serve as a bridge to other communities, since young people can also encourage their parents and families to visit the museum.

**Funding for the program will be used for the following activities:**

* Academic organization and guidance, as well as teaching assistants for each group on the course.
* Reduced rate annual membership of the museum for each student, for training and guiding purposes, plus additional enrichment during their free time.
* Transport for the students to the museum.
* A scholarship for a doctoral student to carry out the research and evaluation of the program.

**Why Tel Aviv University?**

As Israel’s largest and most diverse university, Tel Aviv University also operates outside of the academic space and harnesses its knowledge for real social impact. The university’s potential for social impact is enormous, thanks to its size, high-quality human resources, groundbreaking research, and world-renowned researchers.

The Department of Art History is the leader in its field in Israel. The department’s faculty members include lecturers who are renowned researchers in Israel and around the world, and a young and dynamic team who have studied and worked in leading academic institutions and research institutes in Israel and abroad. They have transformed the department into a lively place of intellectual openness, interdisciplinarity, and contemporary debate.

**Budget and donor recognition**

In order to carry out the Art in the Community Program, Tel Aviv University is requesting a donation of 397,000 NIS per year for five years—a total of 1.985 million NIS. The funding will be allocated to components of the program as follows:

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| **Activity** | **Annual cost** | **Total over 5 years** |
| Academic organization and guidance for bachelor’s degree students on the program | 80,500 NIS | 402,500 NIS |
| 3 teaching assistants | 40,000 NIS | 200,000 NIS |
| Training workshops for students in the museum | 50,000 NIS | 250,000 NIS |
| Annual subscription to the museum for the students (150 NIS x 50 students) | 9,000 NIS | 45,000 NIS |
| Coach transport to the museum for the students  | 10,000 NIS | 50,000 NIS |
| Doctoral scholarship for a student –research review of the project  | 70,000 NIS | 350,000 NIS |
| Miscellaneous—advertising, book purchases, unexpected expenses | 58,000 NIS | 290,000 NIS |
| Administrative expenses for Tel Aviv University | 79,000 NIS | 397,000 NIS |
| **Total** | **397,000 NIS** | **1,985,000 NIS** |

In recognition of the donation, the university will name the program according to the donor’s wishes, and it will be recognized by this name throughout the donation period. All the events, publications, and activities related to the program will bear this name, in recognition of the donor’s vision and generous support.