



BEZALEL ACADEMY OF ARTS AND DESIGN

FIRST ILANA ELOVIC BEZALEL PRIZE FOR THE ARTS LAUNCHED

A new annual \$20,000 art prize for an Israeli artist was announced today by Dr. Eugene Elovic and Bezalel Academy of Arts and Design, Jerusalem. The prize, named in memory of self-taught Israeli-American artist, Ilana Elovic, will be awarded to an active Israeli painter in April 2012.

Jerusalem, December 27, 2011: Dr. Eugene Elovic and Bezalel Academy of Arts and Design, Jerusalem, one of the leading academies of its kind in the world, are searching for a recipient for the first-ever Ilana Elovic Bezalel Prize for the Arts.

The prize, which is being launched today, will comprise an award of \$20,000 as well as a catalog and solo exhibition at the Bezalel Gallery, Yaffo 23/Jerusalem in November 2012.

“I wanted to find a way to honor and preserve my wife, Ilana’s memory and her exceptional artistic talents,” said Dr. Elovic. “I couldn’t think of a more fitting tribute than by helping other artists to develop and grow their talents. Working with Bezalel on this project has been very rewarding and we are happy to have the Academy as our partners in this venture.”

The judging committee will be made up of representatives of the Elovic family, Professor Arnon Zuckerman, president of Bezalel Academy of Arts and Design, Professor Nahum Tevet, artist and Bezalel faculty member, well-known curator, Yigal Zalmona, artist Michal Rovner and Rivka Saker, chair of Sotheby’s Israel.

“It is a privilege for Bezalel Academy to be able to announce the first Ilana Elovic Bezalel Prize for the Arts with Dr Elovic,” said Liv Sperber, director of International Affairs and Development. “This is an extremely significant and generous prize for Israeli painters and it will acknowledge Israeli artists while celebrating the life of Ilana Elovic.”

The competition is open to all active Israeli artists in Israel and the Diaspora. Artists who would like to enter the competition will find the information and criteria for the competition in the media as well as on Bezalel’s website – www.bezalel.ac.il. The deadline for applications is 9 February 2012.

About Ilana Elovic

Ilana Elovic was born into a family of Holocaust survivors and developed innate artistic talent at a young age, allowing her to express herself in various artistic disciplines including painting, ceramics, glass and jewelry design.

Without formal training, her talent was recognized in the Israeli army, where she served as a cartographer in the intelligence corps. Following her army service, she was employed as a draftsman in one of Israel’s leading architectural firms.

Ilana soon began to experiment with various artistic forms, initially with knitting, developing intricate and complex designs. Later, she worked with glass, producing Tiffany-style pieces. Subsequently, she turned her talents to jewelry, inspired by visits to the Old City of Jerusalem and the work of Bedouin jewelry-makers. She designed necklaces using old beads alongside different materials such as coral, cornelian, amber and turquoise, and when materials were scarce, she innovated and used

more modern materials, even making her own beads. At a later stage, Ilana turned to sculpture, ceramics and painting.

In 2001, she was diagnosed with ovarian cancer. Soon after, she began to create works that focused on her disease, which included statues that symbolized cancer, chemotherapy, women afflicted with cancer and photographs of places she went to for her treatment. When her strength began to wane, she turned again to ceramics and painting, and finally drawing, when she could no longer paint. Ironically, as her life drew to its conclusion, she became more productive than ever and continued to plan new works of art for the future. She continued to be creative until the end, and her last project was designing a memorial for a cousin's son who lost his life tragically. In November 2006, after a long and brave fight against her illness, Ilana passed away.

In 2008, she was honored with an exhibition of her art in the Massachusetts State House sponsored by the Massachusetts House of Representatives.

The Elovic family has strong links with Israel and the Jewish community, having made Aliyah in the 1960s and returning to Miami about 15 years ago. These links have been maintained through the Elovics' children and grandchildren who live in Israel. The family supports various philanthropic organizations in Israel and the US such as Mount Sinai Hospital, the Weizmann Institute, the Kollel of Mevaseret Zion, the Wellness Community, and other organizations involved in cancer research.

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For further information about Bezalel Academy of Arts and Design Jerusalem, please contact: Darryl Egnal at Koteret Group, Tel Aviv on 054 884 5237/ darryl_e@koteret.com or Jason Silberman at Koteret Group, Tel Aviv on 054 535 9955 / jason_s@koteret.com

About Bezalel Academy of Arts and Design, Jerusalem

Established in 1906 by artist Boris Schatz, with the support of the founder of Modern Zionism, Theodor Herzl, Bezalel is Israel's leading academy of art and design, and one of the most prestigious in the world.

Bezalel takes enormous pride in its many generations of graduates – artists, designers and architects at the cutting edge of their fields in Israel and all over the globe. Bezalel is first and foremost a large array of talented and inspired artists. The Academy's unique strength lies in its ability to respond swiftly to cultural changes, as demonstrated by the numerous artistic breakthroughs for which it has been responsible.

Bezalel has built an international network of art and design excellence. Its alumni exhibit their work in the world's leading venues, and Bezalel is a focus and a destination for students and the creative community from across the globe.

The Academy has a broad and multifaceted scope of professional and artistic activities involving pioneering, state-of-the-art design methods as well as ancient techniques. The academy offers workshops unparalleled anywhere else in Israel in a variety of fields that have seen many changes in the past decades: industrial design, architecture, animation & video art, visual communications, fine art, photography, fashion & jewelry, history & theory, and ceramics & glass.

Both the faculty and the student body are driven by a passion to create and by their meticulous attention to quality and excellence. These two cornerstones, plus the Academy's commitment to fostering creativity and opportunity amongst all communities in Israel, have positioned Bezalel at the center of Israel's creative and artistic scene, making it instrumental in shaping and enriching the country's cultural identity. – www.bezalel.ac.il