



# Tekoa

## THE POWER OF ART

Art helps us create an authentic connection with ourselves and those around us; whether it conveys emotions through paint, plucks at the strings of our heart through music, or connects us through touch, with different textures. Art invites us into a deep inner place beyond language, to the currents of our vulnerability and strengths. At Tekoa, a community woven of Israelis, immigrants, religious and secular, art has been the catalyst for healing from horrific events of terrorism. The people of Tekoa have embraced art as their source of strength, hope, and livelihood.

Tourism plays an important role in Tekoa's economy, attracting a portion of those visiting Gush Etzion and the Herodian. Home to a significant concentration of artists—over 200 artists reside there—Tekoa dreams of channeling its talented population's creativity into a regional hub for the arts that will nurture the community's affinity and inspire optimism, resilience, and financial stability.

Thanks to generous donors, the Tekoa Madeleine Greenwald Art Center opened its doors two years ago, and it is truly a gem! A contemporary lobby leads to the art gallery and gift shop, where visitors can savor unique art by residents and visiting artists on display. Visitors can explore artists' studios, absorb the joyous vibes of creativity and collaboration and gain an intimate view of the artists at their crafts. Live performances featuring musicians, dancers, poets, and other artists offer visitors and Tekoa residents a unique perspective into the pioneering experience in Judea and Samaria, combining art and culture.

But to grow into a thriving regional art center, there are still many needs. Government grants for the arts require the center to demonstrate a two-year track record of hosting a minimum of four annual gallery exhibits. While the nascent art center is already flowing with creativity and has been gaining income from art studio rentals and performance fees, the cost of producing multiple art exhibits is prohibitive. To ensure continued vitality and growth, the Tekoa Art Center desperately needs your help with the costs of producing this year's art exhibits, including procurement, installation, and gala events. Further, advancing their vision requires a few more items, including constructing another artist studio and creating an aesthetic backdrop to the center's frequent performing arts shows and concerts by designing and landscaping the backyard.

**Tekoa needs your help to complete its vision of creating a vibrant contemporary art center in the Biblical Heartland. The Madeleine Greenwald Art Center provides a unique venue for local and visiting artists to create, collaborate, and share their pioneering and Israeli experiences. Your support can make a significant impact on the inspiring community of Tekoa, by fostering unity, strength, and resilience in their ancestral land.**

# COMMUNITY SNAPSHOT

- ✧ **Founded:** 1977
- ✧ **Location:** Gush Etzion, Judea
- ✧ **Geographical Significance:**  
located in the Judean Desert and overlooking the Dead Sea, Tekoa is one of the communities that defend the southern approach to Israel's capital, Jerusalem
- ✧ **Biblical Significance:** birthplace of Amos the prophet
- ✧ **Population:** 3,500 residents



*Your help with installing and producing art exhibits will ensure Tekoa's Art Center's vitality and future growth*



*Artists collaborate in outdoor performances, sharing the cultural experiences of pioneers in Judea & Samaria*

## TEKOA ART CENTER

### PROJECT BUDGET

Additional Studio Construction .....	\$27,580
Yard Design and Development .....	25,740
4 Art Exhibits (\$5,060 each) .....	20,240
<b>Art Center Participation.....</b>	<b>-17,310</b>
<b>TOTAL FUNDS REQUIRED .....</b>	<b>\$56,250</b>

To participate in this project: visit our website at [www.cfoic.com/projects](http://www.cfoic.com/projects)  
 Or mail a check with the project name in the memo to:  
 CFOIC Heartland, 7661 McLaughlin Rd, #255, Falcon, CO 80831 (US & Canada)  
 CFOIC Heartland, PO Box 752, Karnei Shomron, Israel (all other countries)