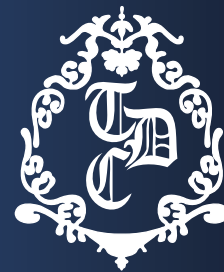


The Diplomatic Club



April 2010



PEOPLE

MEET THE
FOREIGN PRESS

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ELECTRICITY
TARIFFS IN ISRAEL

DIPLOMATIC EVENTS

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Diplomatic Spouses' Club

The Diplomatic Spouses' Club of Israel, an organization of spouses and partners of foreign diplomats from countries accredited to Israel, held a Charity Bazaar at the Walworth Barbour American International School in Even Yehuda.

The proceeds from this year's bazaar supported DROR, the Israeli Association for Housing Discharged Psychiatric Patients.



MEET THE FOREIGN PRESS

By Ksenia Svetlova



Sergey Pashkov



Richard C. Schneider



Claudio Pagliara

During operation Cast Lead, when Israeli and foreign journalists were groaning together on the border between Gaza and Israel, frustrated about not being able to get inside, a veteran foreign journalist, who has been working in the region for more than 20 years told me laughingly that during the years of peace process his bureau almost closed down. “Back then everybody was really concerned for their work places. It seemed that peace is just around the corner, and when it will happen, the foreign journalists will be no longer needed. We thought that in no time we would have to leave or concentrate on trans-border tomato growing” he said. Well, unfortunately that scenario didn’t materialize as planned, and the foreign journalists stayed right where they were: skipping between Jerusalem and Ramallah, Gaza and Jenin, reporting about the new victims and old politicians, covering funerals, elections and inaugurations. The intifada was followed dis-

engagement in Gaza (2005), elections in PA(2006), war in Lebanon (2006), coup d’etat in Gaza (2007), operation Cast Lead (2009) and this is just partial list of important and unforgettable events that made huge headlines all over the world. Yet lately it seems that foreign journalists in Israel experience “dry season” all over again. Although the situation here is far from being perfectly calm, the daily routine of Qassam here and there, Gaza shelling once in a while, sporadic arrests in West Bank and ongoing FATAH-HAMAS bash doesn’t seem to be enough to provide high-profile stories and headlines. Three foreign correspondents: Claudio Pagliara who works for Italian RAI, Sergey Pashkov – the Middle East bureau chief of Russian governmental broadcast corporation and Richard C. Schneider, German ARD bureau chief agreed to share their experiences of the years spent in Israel, and reflections on the current situation..

Q.What is the special significance of being a foreign journalist in the Middle East particularly today? Especially in the age of citizen reporters and social networks?

Claudio Pagliara

I’m a Middle East foreign correspondent for Italian network RAI, based in Jerusalem. Middle East is very relevant important for a country like Italy who sent me here. Everything that happens here effects the global stability, especially since many issues that traditionally were associated with the Middle East became very important for us at home. For example, in Italy now we are also dealing with radical Islam. We talk about this phenomenon which is now a domestic problem for Italy, we’d like

to understand how our country is affected by it, how can we deal with polygamy, covered women etc.

Sergey Pashkov

I live here since late summer of 2003 when we re-established our bureau in Jerusalem. Back then our administration rightly assumed that Israel will continue to be a hub for many significant events, so there was a need for local bureau. When I came to Israel, I travelled to



Tel Aviv where our previous office was located, then I went to Jerusalem and immediately made up my mind. I thought then and I think now that Jerusalem is the perfect place for a foreign journalist, due to its close proximity to Knesset, Ramallah and the central part of Israel. During the intifada the proximity to PA was especially important. Of course, you can also get all the important information without leaving Moscow through news agency. But our work is different. We bring exclusive stories and unique footage, and for that you need personal contacts, you need to live and create here.

Richard C. Schneider

I've been working here since 2006 as bureau chief and chief correspondent of ARD German TV. I've been to Israel before, but as a visiting reporter, who travelled all around the world. Now I'm based here, and I don't travel as much, but still it is a very dynamic experience. You know that anything can happen very quickly, anything can explode anytime and you have to be ready when it happens.

Q. After so many years of ongoing conflict in the Middle East, is there still a need for news flow from here at your end?

Claudio Pagliara

I do feel that people at home are tired of the usual political stories, so now we are concentrating on human stories. Here, in Israel and PA a journalist can easily locate hundreds of those. Israeli society is extremely rich and diverse, and so is the Palestinian society where people are very resourceful and creative. The last story I worked on in Gaza is fascinating. A few young fellows managed to establish a successful ringtone production company which they run from their basement in one of the houses in Gaza, and recently they got a big contract with one of the major telephone companies to provide them Arabic and English ringtones. I feel that sometimes I break stereotypes, for example when I report about a book of Amos Oz that is being translated into Arabic, and that significant change that the West bank is going through today.

Richard C. Schneider

We have the same situation in Germany. Currently we are hardly doing any news, mostly magazine stories. We produce 6-9 documentaries each year and we are focusing on in-depth stories, and also with stories that don't have to do with conflict.

Sergey Pashkov

Today if you want to reach out to people and interest them with your stories, you need to keep up to very high standards, because they are used to high profile stories by now. If you are doing a story about Gaza tunnels, you need at least to get inside, if not to cross to another side. Couple of Qassam rockets in the Negev now don't evoke a great deal of interest, since just recently we reported from a real war and news consumers want drama. Nowadays everybody is waiting to see what will happen with Iran and that's why many bureaus continue to function.



Q. An old joke says that for every two Jews there are at least three opinions. In Israel and PA there are so many narratives, which often contradict with each other. Are you being criticized sometimes for choosing one narrative or version of story over another? Do you believe in absolute objectivity?

Richard C. Schneider

Until now no official side ever complained about my work or accused me of anything. As for the reactions, well usually I get equally bashed by both sides. And since the bash comes from both sides I feel that I'm doing my work right. During the Cast lead operation we were working 24/7 and reported a lot about the implications of the war. So we got plenty of critical reactions: approximately 48-51% acclamation and criticizing from both sides. Also, I remember very well an incident that took place after I reported on a clash between settlers and Palestinians from a neighboring village. Following the broadcast I got an angry mail from a European Jew who wrote to me that I behave like the spokesman of the Palestinian. Soon another viewer, an Arab, blamed me for my "overt sympathies" to the Jews. So what I did is, I sent to each of these guys the letter of the other (without names and email addresses, of course) and saying: well, you judge now again.

Sergey Pashkov

Sometimes it's difficult to escape the temptation to support one side or another to become an active element in this conflict. I suppose that the balanced position is a product of experience and age. It does not exclude emotional engagement, yet I believe that reporters should act like doctors who treat everybody.

I remember that during operation Cast Lead I was cursed by both sides, and I can't say that I was surprised by that. Once I reported on a family in Gaza that lost 16 of its members in a few seconds: their house was heavily shelled by Israeli aviation. I went inside and I saw bleeding people, somebody was holding a baby who lost an eye. The central room that was shelled used to be a children's room and I saw the remains of small beds and uniforms...How can you not show that? And then you hear the reactions on the Israeli side "The Kremlin journalist Pashkov and his traditional hatred of Jews" etc. I understand that perhaps the author of these lines for a bit of a moment felt for these kids, and it scared him, so he chose the anger over empathy.

Claudio Pagliara

A reporter might feel close to the people, but he must always seek the balance. At the same time, I don't believe in absolute neutrality in journalism, I don't believe in not being involved at all. We are human beings, after all. Psychologically it's very hard. I remember the first day of my arrival in 19 of August 2003. I just arrived from Paris, and by 8 o'clock in the morning there was a major terrorist attack in Jerusalem, in bus number 2. It is a line which goes through Orthodox neighborhoods in Jerusalem. 25 people were killed. I have all the memories from the site. And of course the funeral afterwards.

Q. Are there any unique difficulties you must contend with professionally working in Israel?



Claudio Pagliara

During Cast lead operation the reporters were prevented from entering to Gaza all along the way, I believe it was counterproductive decision for Israel, and it was controversial also in Israel. When I entered Gaza, I discovered many facts - I interviewed the human shield - a lady who were inside a building of many floors that was taken by HAMAS to shoot rockets at Israel. Also, I found out that one of the schools that reportedly was shelled by Israel, all the shelling happened outside the building. And all of these things were reported as a fact by some journalists. I believe that the coverage could be more fair. It was very frustrating to be there on the border.

Richard C. Schneider

The war in Gaza was a very frustrating experience. We have an office in Gaza and while I was on the phone with one of my colleagues, we heard explosions and I was very afraid for them.

Of course, I'm a human being and I accumulate feelings and emotions about things that shock me. I've been coming to this region for 20 years now, and it's hard to see the ongoing conflict, the suffering and the losses of lives on both sides without anything moving ahead which you could seriously call a "solution" or even "peace".

Sergey Pashkov

It's not very difficult to work here, but there are some nuances. Psychologically it's difficult to observe the human suffering, it takes time to get used to the way you are treated in the airport, to the slackitude of the people who are responsible for relations with the Foreign press. I especially remember the coverage of Makkabiada. It seems to me as exactly the case when the foreign journalist should be informed, yet we weren't allowed to film the ceremony at the stadium, and we were told that some American Jewish organization was given the filming rights. At the same time, usually when you live in one place long enough and know many people, you can resolve almost all the problems.



Q. After so many years in Israel, do you feel a part of the Israeli landscape? Do you have a sense of “home away from home” here?

Richard C. Schneider

I have a personal attachment to the region as I live my daily life here and I plan to be here for still quite a while. At the same time, I don't feel that I really belong here. In fact I don't think that I belong anywhere. Born in Germany as a child of immigrants, I never developed anywhere “roots”. “Home” is for me rather a metaphorical word. It's not connected to any state or country or territory, it is where my friends are, where I have emotional connections, even to something like food or music or languages.

Claudio Pagliara

Before I came to Israel, I moved a lot. I refer to myself as Ulysses who is always on his way to somewhere. I like Jerusalem very much and during seven years of my stay here I

learned some Hebrew so I could communicate with my friends and understand better the life around me. When I started learning Hebrew I also understood more things about the Bible, and it gave me a push. Now I can use Hebrew during interviews and it helps a lot. I believe it's very important to dedicate time to things like that.

Sergey Pashkov

I became very fond of this land and its people, on both sides of the fence. By now I have a feeling that I know everybody here, as I got in touch with so many people producing different stories on politics, economics, religion, social life etc. My home is Russia, but I feel very at ease here in Israel, perhaps also because so many Israelis speak Russian.

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INTERVIEW WITH RABBI AVRAHAM FIRER

Rabbi Avraham Elimelech Firer is director and founder of the world-famous organization Ezra LeMarpeh. The organization was founded in 1979 with the goal of alleviating the suffering of the sick and their families. The organization offers a wide range of services, including flying patients to medical centers around the world, bringing renowned physicians and surgeons here to Israel for medical procedures, lending medical equipment (currently approximately \$3,000,000, with about 50,000 people in Israel using this service), ambulance services around the country, access and availability of new medications and techniques, x-ray and imaging duplication services, visiting the sick and humanitarian aid, emergency blood donations, first-aid courses, counseling and referral to specialists (about 150,000 people helped yearly), home care facilities for children with cancer, video conferencing and – international tele-medicine rehabilitation day care centers, specialist clinics, “Home Away From Home” for special children, a hydrotherapeutic swimming pool and more. The organization with its director, Rabbi Firer, have received numerous awards, including the Knesset Chairman’s Award, the President’s Shield for Outstanding Volunteer Work, The Minister of Labor & Welfare Award, and the esteemed Israel

Prize. And Rabbi Firer has an Honorary Doctorate from the Weizmann Institute in Rehovot as well as a Ph.D from Bar Ilan and Haifa Universities. All of Ezra LeMarpeh’s services are offered free of charge. Hundreds of volunteers are busy, 24 hours a day in an effort to respond to the appeals for help and fulfill the vital mission of the organization. The organization’s headquarters are in Bnei Brak in the “Beit Ciporin” Building at 24 Chida Street.

This reporter asked the Rabbi: “Who is Rabbi Firer?” The Rabbi replied that he tries to meet Rabbi Firer every day and know what his purpose is, what his activity should be. He says he hopes he will “find Rabbi Firer someday.” Before he started his activities now, he was a student in the yeshiva, which he enjoyed. He says he has always used his time well. Some thirty years ago, a friend from his class went to the U.S. for very serious surgery, there were complications, as it was very difficult to remove a tube from him, and Firer was called on for all the logistics to transfer him back to a hospital in Israel. The procedure was very difficult, he was intubated, and the airline and air crew had no experience at that time transferring patients trans-Atlantic. He was successfully transferred, and all treatments were made, a portable ventilator was used; all technology

was very simple compared with today, and today his friend is fine; this is how Rabbi Firer started in this field. The reputation of how he and his organization began to assist in the treatment of patients here in Israel just spread by word of mouth, nothing was said about it at that time in the media.

About his knowledge of medical subjects and anatomy and diagnosis, Rabbi Firer says he was always curious, not just in the medical field but in everything. His father, Rabbi Naftali Firer, was ready to help people 24/7, not only in medical areas. The organization tries to answer every call. He says that really, anyone could do his job; one just needs to be dedicated and devoted. His purpose is not to know the medical area, the anatomy, the molecular structures, or know the new treatment, the purpose is to practically know how all information can help or save a life. He does not want to waste time accumulating information that will not be useful in helping patients, every minute matters. If a target is clear in helping a patient, taking into consideration all limitations, like money, he tries to get the best, maximum treatment that can be given, he believes anyone could do this.

Rabbi Firer said that if the target is clear, you can do the same thing for many patients in a day. He takes about 150 telephone calls

a day, in addition to personal meetings of about 40 people a day, but says he manages to lead a normal life. His family has a partnership with him, in supporting him in his work, it is also a privilege for them; yet it is quite uncommon for any of his family members to come and visit him at the office. Once a year or every 2 years Rabbi Firer organizes a dinner for fundraising, but most of the income comes from private donors. There is no separate department for fundraising. He maintains excellent relations with all assisting physicians, despite the discomfort in relations of sometimes moving a patient from one hospital or charge of physician in order to get different special treatment. But the physicians understand that he is not doing it for business, he is not making any income from this work, so it is easier for them to tolerate that the patient is moving from their department to a colleague's department. If a doctor does not take the Rabbi's patient for one reason or another, he goes to another doctor.

The Rabbi receives many calls from diplomats and embassies with requests and many calls to help in transferring foreign nationals with severe health problems out of Israel. In addition to salaried staff, many volunteers work for Ezra LeMarpeh. For example, there are more than 40 medical workers in the Rehabilitation area, 22 ambulances and soon an additional 3 ambulances for the South. All ambulance drivers must have a special emergency vehicle license, which requires extremely intensive training of many hours, and very long work hours. Every worker has a different field of expertise, whether in cancer, or children with special needs, etc. The Rabbi is ready to work with any country in the world in providing help to patients, even countries without diplomatic relations with Israel. He spoke about, for example, working with a patient with ophthalmologic problems from Saudi Arabia. He received a call from a hospital in Saudi Arabia, and the Rabbi was



*Amin Kassam, MD, Medical Director, Neuroscience Institute, Jobn Wayne Cancer Institute
In Ezra Lemarpe office after a few surgery's that he perform in Israel*

able to connect the patient to a doctor in the U.S., where he flew for treatment by the surgeon. He says he has no idea how people learn about him in all these countries.

About the future? The Rabbi just wants to continue and expand activities. A free dental clinic for children has been opened in the Bnei Brak municipality. Ezra LeMarpeh sends groups of children cancer patients overseas to the U.S. and Europe for treatment and for rehabilitation in Switzerland in the Alps, among other projects. And groups of children with neurological disorders and other disabilities are sent abroad to hotels in Europe, such as Italy, for physical therapy. Rabbi Firer is realistic about dealing with people's medical problems; if he cannot help them he tries to help them deal with their problem and accept their situation and keep it in perspective emotionally. He feels privileged to be able to provide this service, not less than performing a life-saving procedure. Ezra LeMarpeh brings prominent physicians and surgeons

from all over the world to Israel for medical procedures. The doctors enjoy it and want to return. Most of the doctors do not charge any money for their services, and only ask for payment for expenses, such as airfare and hotels. Among some of the prominent physicians that Rabbi Firer and Ezra LeMarpeh have worked with are Michael D. Sussman, MD, Pediatric Specialty Care, Orthopedics, Portland , Oregon, Elad I. Levy, MD, FACS, FAHA, Associate Director of Neurosurgery and Radiology, University of Buffalo, New York, Professor Samuel Menahem, MD, Monash Medical Centre, Melbourne, and Hartzell V. Schaff, MD, Division of Cardiovascular Surgery, Mayo Clinic, Rochester, Minnesota, who has come for procedures to Israel a number of times, and is shown in the documentary "A Reason to Question" showing his work with Rabbi Firer and Ezra LeMarpeh in dealing with extremely complicated cardiac cases. One benefit is that it exposes the doctors here in Israel to the expertise of these master physicians in a learning experience in surgery. Another benefit is that the patient gets to stay with their own family for comfort and support. Usually the Rabbi prefers to send the patient abroad, because the attending physician abroad is more familiar with the working team they have there, such as anesthesiologists, nurses, etc. and might be able to function better, because it is a multi-disciplinary team.

The organization operates quietly and efficiently away from the limelight. Hundreds of thousands have benefited from its voluntary services and in calling on some of the best medical specialists and services in the world. The individuals helped are witnesses to Ezra LeMarpeh having had a share in alleviating their suffering. And Rabbi Firer with his selfless dedication to his work is one of the most remarkable and effective men in our world and a source of tremendous inspiration.



*Mr. Andrew Parker, Consul General for the United States in Israel
In rehabilitation day care center of Ezra Lemarpe*

ELECTRICITY TARIFFS IN ISRAEL

By Gina Cohen

The Diplomatic Club Magazine has decided to write a number of articles on energy in Israel and has asked Gina Cohen to oblige us in this matter. Gina Cohen has been working as a consultant in the local energy industry for the last dozen years, specializing in all aspects of the natural gas chain and electricity generation: from oil and gas exploration and development, to gas sales agreement negotiations, to the development of private power plants. She represents a number of international companies that have operations in Israel and in the region. In addition, Gina is the author of the only Hebrew-English Energy Lexicon which compiles over 7,000 terms in both languages explaining a wide variety of facets dealing with energy in general and energy in Israel in particular (www.hebrewenergy.com)



Over the last couple of months, there has been extensive debate and a lot of disagreement between the various bodies that are responsible for electricity prices in Israel. These bodies include the Ministry of National Infrastructure that is responsible for policy setting, the Public Utility Authority-Electricity (PUA), or namely the electricity regulator that is responsible for setting standards and tariffs and Israel Electric Corporation (IEC) which generates and supplies 99% of the country's electricity.

The issue culminated on the 1st of February 2010, with the PUA approving new lower electricity tariffs, in light of the natural gas revolution which has changed the face of the local energy sector enabling the generation of lower electricity due to lower costs of fuel. Thus, as of February 15 the electricity rate for residential consumers dropped by 9.6% to 41.32 agorot per kilowatt hour; rates for commercial and public institutions dropped by 16.3% to 43.59 agorot per kilowatt hour and the rate for large-scale

electricity consumers fell by between 8.6% to 12.5% based on the voltage at which the electricity is supplied. The rate decrease reflects a NIS 2.2 billion decline in the IEC's annual fuel budget due to a greater reliance on natural gas, which comprises about 40% of its fuel consumption. Natural gas is also more efficient for electricity production. In total, the IEC's fuel costs have been reduced by 24.6%.

Both the IEC and the MNI, however were far from happy with this new tariff setting. In response IEC ordered a study to be conducted by the World Bank, as part of a research on benchmarking of electricity tariffs around the world. The World Bank reported that Israel's electricity tariffs at the end of 2008 were 20% lower than in countries to which it was compared, and added that IEC has been forced to reduce investment in recent years to a less than desirable level because of the low electricity tariffs, high debt to equity ratio, and their high salary costs. The World Bank concludes that IEC will find it difficult to finance the invest-

ment necessary in 2010-13 to meet expected electricity demand, given the electricity tariffs set by the Public Utilities Authority.

At the same time, Minister of National Infrastructure Minister Uzi Landau was promoting higher tariffs in order to use any funds available to promote programs such as energy efficiency, energy conservation, renewable energy and even the construction of new power plants within the framework of the emergency program decided upon by the government to meet growing electricity needs. The Minister explained that if Israel is to embark on a policy based also on renewable energy, this will cost \$2 billion and that such an investment would need to be partially funded by a hike in electricity rates of about 18% between 2010 and 2020 and not a decrease in prices.

The PUA chairman Amnon Shapira agreed that a hike in the tariffs of about 3%-5% a year would be required for renewable energy and further funds would also be required as part of the tariff in order to invest in the upgrade of the electricity grid.

PROS AND CONS OF LOWER TARIFFS:

PROS

Tariffs are supposed to reflect the cost of producing electricity. Tariffs should rise when the price of fuels rises and should fall when the price of fuels falls. All other considerations such as encouraging energy savings, and energetic streamlining, should be encouraged through taxation or subsidies with the appropriate approvals. Lower tariffs reduce inflationary pressures and strengthen the competitiveness of exporters. Lower tariffs are also more socially friendly and improve the situation

of the disadvantaged. Lowering electricity rates will also indirectly result in other prices being lowered such as water and additional sectors where energy costs are a central factor.

CONS

Lowering the tariff of a product in excessive demand such as electricity will lead to increased consumption and in the long term will require the construction of even more polluting power stations. Lowering electricity tariffs contradict government policy which is attempting to encourage en-

ergetic streamlining. Electricity tariffs in Israel were already among the lowest in the western world, so there is no reason to cut them further. These low tariffs are one of the main reasons for the difficult financial situation of IEC.

Low electricity tariffs create a negative incentive for the entrance of private electricity producers into the market. This may delay and even endanger implementation of the reform of Israel's electricity sector, and in the long term the lack of competition from private producers may result in higher prices.

ISRAELI ARTIST STRENGTHENS INTERNATIONAL CULTURAL TIES

Enjoying major global success as a critically acclaimed contemporary artist having been featured in museums and galleries throughout the US, Europe, Israel and Asia, Ilana Raviv is the first Israeli-born artist to have had a solo exhibition in Russia's most prestigious museums, The State Russian Museum in St. Petersburg, as well as at Moscow's Museum of Modern Art (MMOMA).

Widely covered by the Russian media and press, the opening at the State Russian Museum, attended by hundreds of invitees, was inaugurated by Dr. Petrova Evgenija, Deputy Director of The State Russian Museum, and The Honorable Israeli Ambassador to Russia, Mrs. Anna Azari, both of whom expressed their pleasure at being able to strengthen cultural ties between Russia and Israel through this historic event and who looked forward to continuing this relationship with further exhibitions by the artist in Russia.

Mrs. Lubov Shakirova, Curator of Modern Art at the State Russian Museum, on the paintings of Ilana Raviv:

"We are presenting an artist... whose works are comparable to the expressive and dramatic works of the 'Avant-Garde Amazons' - the apocalyptic figures of Natalia Goncharova, and the cards cycle of Olga Rosnova."

A year later, following her success in St. Petersburg, Ilana Raviv was invited by the President of the Russian Academy of Arts to exhibit her work in a one-woman show at the "MMOMA" - Moscow Museum of Modern Art which was organized by the Government of Moscow - The Department of Culture of the City of Moscow, The Embassy of Israel in Russia, and the Russian Academy of Arts.

Dr. Andrei Tolstoy, Head of the Research Department of the Moscow Museum of Modern Art and Corresponding Member of the Russian Academy of Arts has said of Raviv:

"...this type of exhibition is clearly a defining event. Raviv is an important and vital link in the chain of artists of the 20th and 21st century...



ry... Her paintings are reminiscent of the 20th century's greatest works. Not only Matisse and Picasso, but also Albert Marquet and Raoul Dufy, the wonderful French fauvist artists... Raviv is part of this school, the French school of seemingly simple but also totally calculated art. The French artists, with all of their capa-

bilities in reflecting normal ordinary details, were raised on Cartesian philosophy. In fact, every dot, every line, every color highlight is completely calculated as was manifested by such artists as Matisse and Georges Braque, Picasso's colleague, who jointly established the Cubist movement."

The exhibitions at the State Russian Museum as well as at the MMOMA were a first of their kind for any native-born Israeli artist at such renowned Russian institutions, and included many of the artists' paintings and drawings displaying works from different periods of Raviv's oeuvre.

Both exhibitions were poised to further strengthen cultural ties between Israel and Russia and represented an important milestone for international recognition of Israeli artists in general and Israeli female artists in particular.

Most recently Ilana Raviv exhibited her works in Amsterdam, the Netherlands, and is currently preparing for another major international project.

About the artist:

Ilana Raviv was born in Tel Aviv, Israel and studied art at the Art Students League in New York. Her work encompasses different media, including paintings, drawings, etchings, tapestries and ceramics, and can be found in museums, as well as in private and corporate collections around the world.

Raviv's work has been described as "synthetic realism," (Knox Martin) which makes use of extreme metaphors, and has earned enthusiastically favorable reviews both in Israel and abroad. Much of it focuses on femininity and relations between the sexes. In her own words, the artist describes her work as: "a different version of reality, a metaphor which creates and shapes an artificial life on canvas, a variety of flat designs and contrasts not taken from academic nature - the abstract."

Branka Berberijan, Spanish art critic:

"... exciting and poetic, more of a revelation than a cold intellectual analysis. Ilana Raviv's lively artistic temperament demands large surfaces which are a real song of praise of an intuitive art that can forestall any criticism that is 'enthusiastically and politically biased' (Charles Baudelaire), preparing it and justifying its existence."

Knox Martin, the well-known New York painter and former Yale professor of art:

"... underlying the art of Ilana Raviv's painting and drawing there is a characteristic of truthfulness of the concretization that can be seen in a certain period of the works of Jackson Pollak, Hals and Miro..."

... This distinguished artist is then open to the dance of intelligence that comes out of the work

itself, therefore is self evident and very clear that the work does not come out of any kind of lack, but from a cup that runnith over filled by art from the source which is art in relationship to life and death as mother, daughter, wife, teacher, the dynamics of living to points of joy in revelation and celebration is her art."

Dr. Alec Mishory, historian and art critic:

"... Europa, Leda, Flora, Helen, Pandora, Scheherazade, Alice, and Godiva have never been depicted in this manner, in such a storm of colors and expressionist shapes... They proudly display their attitudes towards their spouses or show us how they conduct their personal introspection."

Dr. Miriam Or, historian and art researcher:

"... the construction of her art is such that the composition begets a new invention, a new pathway on the road to endless creative achievements of humankind."

Examples of Raviv's work can be found in the permanent collection of muse-

ums such as the Holocaust Memorial Museum in Washington DC, The Moscow Museum of Modern Art, The State Russian Museum in St. Petersburg, as well as at the International Convention Center in Jerusalem, where her monumental painting

"The Tabernacle of Peace - A Tribute to Zachariah" (Acrylic on canvas 8 X 2.12 m) is on permanent display at the main entrance lobby. In honor of the 60th anniversary of the State of Israel a poster of the painting was presented to attendees of the last Prime Minister's Conference in Jerusalem. An original signed by Raviv copy on canvas was presented to the Prime minister at that occasion.

Ilana Raviv was honored by the city of Tel-Aviv as "Woman of the City" in the Arts for 2008.

Raviv divides her time between her Tel-Aviv Neve-Tzedek studio and her New-York studio. Additional information about the artist can be found at her web-site: www.ravivart.com and on YouTube.



BARONESS TANNI GREY-THOMPSON VISITS ISRAEL



The Baroness Tanni Grey-Thompson, a veteran British athlete who has won 16 Olympic medals, visited Israel on Thursday, 15 April, 2010. She visited the Challenge Center for therapeutic bicycle riding in Tel Aviv and participated in a ride with Israeli paralympic athletes Mr. Nati Gruber, a cyclist, and Ms. Pascal Bercovitch, rower, climber and filmmaker (pictured). Later in the day, she was slated to join a training session in Tel Aviv at beit Halochem of the Israeli paralympic team training for the 2012 London Games. She was to close her visit by meeting the Israeli business community at the therapeutic horseback riding center in Tel Mond. (Photos by Mati Milstein/British Embassy)

Photos by Mati Milstein/British Embassy



HERE'S HOW WE RAISED THE MONEY:

- There were over 50 vendors selling assorted products: jewelry, children's gifts, carpets, ceramics, silk goods, kitchen wares, olive wood items, paintings, etc. from Israel, the West Bank, South America, Cambodia, Korea, Ivory Coast, and India, among other places.
- The members sold delicious cooked food and drink from their home countries in Asia, Africa, Latin-America, North America, and Europe, plus cheeses from Ireland, France, the Netherlands and Lithuania.

France, Germany, Guatemala, Colombia, South Africa, Nigeria, Ivory Coast .

- An auction of hotel stays, spa services, and signed jerseys of Maccabi Tel-Aviv basketball team and Maccabi Tel-Aviv soccer team

Some of the jewelry sellers included Jo Stewart, one of the members; Suzette Reynas, a member of the IWC; Maya Offer Jewelry Design; Lorraine Davidi and Handmade jewelry by Wafa from the Turkish Bazaar in Old Acre; Some of the artists are Yoram Gal, an artist from Jaffa; Sali Ariel from Herzliya Pituach, www.saliariel.com; Jerusalem Artists' Company. Other vendors include Jinny Kim, who sells Korean furniture; Sunbula, from Jerusalem; Debra Silver, who sells Green Choice Label Organic Products – Herbs & Spices; and Margret Ellwanger, who sells silk items from a Cambodian non-profit organization.

- The International Women's Club had a table of scrumptious home-baked goods.
- There was a Surprise Table, where you can pick a wrapped gift ranging from vases to jewelry to picture frames to who-knows-what?
- A raffle with assorted prizes: dinner at local restaurants, hair treatments, baskets of food and crafts from baskets of food and crafts from Bulgaria, Italy, United States of America, the Russian Federation, Romania, Slovenia, the Netherlands, Uruguay, Brazil, Kenya, Egypt, Japan, the European Union Delegation, Croatia, Georgia, Latvia, and the Kingdom of Jordan, Ireland, Canada, Korea, India,



OMEGA 3 OF CLARY SAGE

A NEW AGE OF FOOD SUPPLEMENTS

Vegetal Omega 3, of Clary Sage – is an outstanding health product - a real Israeli 'Start-Up', developed, grown and manufactured in Israel.

It all began with an 8 year long research of Dr. Nativ Dudai, head of the "Vulcany Institute", a subsidiary of the Israeli Ministry of Agriculture, in the search for a plant resource for functional food & food supplements extremely rich in Omega 3.

For most people, it is common knowledge: Omega 3 is an essential food supplement, it is made out of fish oil, and it contains 2 valuable unsaturated fatty acids – DHA & EPA.

But being made of fish oil, comprises many disadvantages, the most dominant: its taste & smell, being unsuitable for many users and the worst, being contaminated by heavy metals and other industrial wastes (originating from polluted oceans, a fact which has recently caused a major lawsuit filed in California, claiming 8 large manufacturers of food supplements, have failed to alert consumers about the toxic contents of their fish oil Omega 3).

The result of Dr. Dudai's research, cold pressed oil from the seeds of Clary Sage - known as "Salvia Sclarea", which containing over 50% ALA (Alpha Linoleic Acid), as well as 100 other active & essential ingredients, marks a new age of natural food supplements.

ALA, is a vegetal basic, unsaturated fatty acid, from which fish & humans synthesize (fish,

from seaweed and humans from plants, seeds & nuts) the more complex unsaturated fatty acids, known as DHA & EPA. So, when we consume fish oil, not only we receive those "2nd hand", we do not enjoy the advantages of ALA, an essential fatty acid by its own, which we receive in our mothers' milk and is a mandatory ingredient in Breast Milk Substitutes.

The fantastic fact about Dr. Dudai's discovery is the richness of essential food supplements which Clary Sage oil contains next to ALA: another 100 active ingredients, such as CoEnzyme Q10, Omega 9, Phytosterols, Sclareol, anti-oxidants and many other, which due to natural synergy, turn this kind of Omega 3, into a "Super food supplement".

Clinical tests, as well as numerous enthusiastic reports from consumers & practitioners, based on continuous consumption, prove why Omega 3 ALA of Clary Sage is the new "Gospel" among food supplements: it has no smell or taste, it has a shelf life of 2 years, vegetarians can consume it, it is safe for all users, it improves cardiovascular health, reduces and in some cases may replace medications for triglycerides & high sugar levels in the blood and high blood-pressure, improves cognitive functions & depressive conditions, improves and in some cases may replace medications for ADD ADHD, improves skin & hair condition, improves arthritis & other inflammatory conditions, supports eye-health, the immune system and proper fetus & baby development and more.

The product, protected by a worldwide patent, registered to the Israeli Ministry of Agriculture, distributed worldwide by the Israeli "Marvalous" company, has gained so far USA FDA approvals, as well as those of Mexico, Romania and Kazakhstan and coming soon, of the European Community, Russia, Canada and other countries.

The product is distributed through network marketing, therefore it can be found only in chosen health food stores and pharmacies.

"Sense of Gaya", known by its' Hebrew name "Chochmat Ha'adama" (the wisdom of earth), is one of those few locations, which by incorporating a Health & Herb shop with a natural healing clinic, will also provide professional consultancy.



www.chochmat-haadama.co.il or www.senseofgaya.com





SHLOMIT ROZEN

By Neil Sandler

PROMOTES BEAUTIFUL SKIN WITH HER ANANDA BIO COSMETICS

Shlomit Rozen is the Director of Ananda Bio Cosmetics, genuinely organic, now in existence for 13 years. Organic Cosmetics, or any organic products at all, are the most superior products; they are also known nowadays as “green products”. The reason Shlomit started to make organic cosmetics is because in general, synthetic chemicals in our environment and in non-organic cosmetics can make the skin get older quicker. Atopic dermatitis is a new condition, apparent for the last 10 or so years, because people’s skin has become

skin care products and sun protection products in this line.

Ananda is the goddess Mother Earth in Sanskrit which gave the name to the company, and it also represents the inner place of happiness we reach in meditation. Ananda products are sold mostly in natural food stores, as well as in pharmacies. She gives many lectures about nutrition and health and her cosmetics to groups. For example, last year she went to an Ayurvedic international conference in Turino, Italy, representing Israel. This October Shlomit has been invited to represent her line of cosmetics products at a cosmetics convention in Austria. Ananda has two products for babies for sun ray protection. The skin products for men are lighter, and absorbed more easily, including after-shave lotions. The skin absorbs everything we put on it into our systems, another reason why these chemical-free organic cosmetics are so superior: they do not add any toxins into our system. None of Ananda cosmetics are in metal containers, which add toxicity, but in glass or in special toxic chemical-free plastic. The SPF for adults in the cosmetics is 30 and for children Ananda offers a 50 SPF. There are Ananda cosmetics with Dead Sea minerals. There are about 600 manufacturers of Dead Sea products in Israel, but only about 5 of these manufacturers use the Dead Sea salt with all the minerals inside. Ananda uses mud and green clay from the Dead Sea and herbs from the Dead Sea area as well as Dead Sea salt with all the minerals in the products, for example in skin cream. Ananda skin products with the Dead Sea materials work very effectively against psoriasis, seborrhea, atopic dermatitis. People travel from abroad to the Dead Sea in Israel for the benefits of these materials, and they can get them from these cosmetics. Ananda has about 50 Dead Sea products in their line.

Eran Magon, who today runs the Ayurvedic school at Tel Aviv University. After that she studied with teachers from India, and studied medical herbs and also has a Master’s in reiki. She has been a yoga practitioner for years. In 1997 she began to make this product, with the aim of stopping the aging process of the skin. She was determined to create cosmetics that would achieve this aim. She then made a connection with a chemist with a laboratory and they began to work together. At that time it took a long time to discover the materials to work with, such as shia butter, also called karita, from Africa. After that she discovered the Grenoble Nuts. She includes natural fragrances in some of her cosmetics, like lavender, citrus and jasmine. Shlomit uses jasmine absolute oil, costing more than \$5000 per liter to produce, and uses the Grenoble Nut absolute and citrus oils absolute. There are products with organic honey and propolis as well. Shlomit emphasizes that people’s skins are exposed to damaging electrical waves from computers, cell phones, etc. as well as from the sun. She has an anti-wrinkle serum from Hiaronit acid, a natural substance, including a men’s version. The prices for Ananda cosmetics are more reasonable than for other organic pure products. When you buy Ananda products in Israel they are about 30% less expensive than in Europe. The products have special organic certification for both in Israel and in Europe. The products are distributed in Europe under Ananda Austria, Ananda Italy, etc. Shlomit Rozen’s Ananda Bio Cosmetics is a superior line of cosmetic products, of utmost quality and integrity, and created to achieve beautiful skin.



sensitive to all the new chemicals introduced into our environment. It was very difficult for Shlomit to find the ingredients she wanted in the beginning. She is an herbalist, and an ayurvedic, using this Indian medicine that uses organic food, yoga, meditation, which is an entire life-style. The difference between her cosmetics and other organic cosmetics is that her products are at least 95% organic, while the organic certification from Israel allows cosmetics that might only be 10% organic to be listed as “organic”. Her products are sold in Europe; her biggest market is Austria, followed by Germany and Italy, and Ananda is also sold in Belgium. Her most popular product contains Grenoble nuts, which grow in France and are like walnuts, the trees grow for a long long time, and the nuts contain elements that counter the effects of UV rays and pollution: the two main reasons for skin aging, and also elements that are very good for the skin cells. She uses these ingredients in her line of Grenoble Nut products, the most popular line. There are seven skin care products, three hair care products, men’s

Shlomit Rozen is an Ayurvedic nutritionist, and studied for three years at a private Ayurvedic school in Israel with a teacher who is a regular doctor as well as an Ayurvedic doctor,

www.ananda-israel.co.il





THE ORANGE HOUSE

OF ARCHITECT ARIEH J. GINZBURG

By Neil Sandler

Architect Arieh J. Ginzburg welcomed this reporter to his fantastic modular house, in the Zahala neighborhood 5 miles northeast of Tel Aviv. He understatedly describes his “Orange House”, as “a lot of fun to be in”. He sees himself as having had the special role of full control in the development of the House, unusual for an architect; being the developer, owner, builder, designer as well as the main user of the Orange House. Ginzburg has been able to experiment more, and try out different applications by living himself in the house over time. This was the first home that Ginzburg designed, before this he was involved in other spheres of architecture. Water from the pool beside the house cools the house as breeze enters from the north through a wall that opens and there is an overhang that keeps the pool cool. This is natural air-conditioning during the long, hot summer. The angle of the sunlight in winter hits the water and reflects the pool surface into the house, producing dancing water reflections inside in an inverted effect. No air conditioning is necessary in the house, but because of the events that the house is used for, air conditioning has been put in some areas. The walls are canopy walls, made of very thin membranes and 90% of the walls’ thickness is insulation. Directional orientation of the openings are carefully designed to produce maximum cooling in the summer, with optimal circulation of cool air from outside. The openings to outside are mostly north-south, overhangs are employed to

keep the air cooler. The complete space of the house is about 3000 square feet, on a 5150 square foot lot.

The flooring on the main floor is of slate imported from Vermont, the first shipment to Israel in the 150 year history of the company. The metal wall surfaces were treated with acid to change the texture and blend in with the slates. When the natural light hits the slates they show a purplish eggplant hue. There are orange cut-out lines in the floor, illuminated from below, which not only mark parts of the module, but demarcate the different areas of the living space, without blocking with walls or partitions, making the space seem much larger and allowing light to pass freely. The main construction of the house is of steel, and painted a pleasing shade of tangerine orange, making the steel warmer to the eye and giving it the “Orange House” name. There is the main area, an upstairs, with a master bedroom with a Jacuzzi, and two other bedrooms, all having their own bathroom, and a finished basement, downstairs area.

Ginzburg spent as much time designing and building the garden area as on the House itself. At night, the intermediate areas in the garden are dark and we pass to various illuminated sitting areas, creating greater mystery and feeling of greater expanse. There is the 40x13 ft. reflecting pool, traversed by a Japanese-style bridge to the House entrance, which are lined by black volcanic stones, and papyrus and other water plants beside, and the water is kept crystal clean.

Ginzburg received his architecture degree from Kansas State University and then went on to work at an architectural firm in Washington, D.C. for five years. Ginzburg’s father was a civil engineer and his mother was an architect. After returning to Israel Ginzburg worked on designing buildings and houses, but stresses that the Orange House is a custom-made, tailor-made production, a very specific project. He built it speculatively, on his own land, designed it himself and built it himself. He used a lot of very basic building materials, much of it “industrial” some of which he selected from junkyards. Ginzburg is also a professional illustrator, and is extremely skillful in producing hand-drawn prospectuses.

The Orange House is open for hosting sumptuous parties and events and affairs, and has had fabulous events such as fashion shows up to now, and including weddings (there is a synagogue within near walking distance). There is a large parking lot conveniently nearby. The events are generally for 150-200 guests. All parts of the house are open for the party guests, for example the basement area might be assigned for a children’s part of an event. And of course, the garden is open for guests to roam to the different sitting corners. The bedrooms have been used for models to change outfits and for cosmetic makeovers before entrancing to the audience below. There have been wine-tasting parties and other promotional events.

Arieh Ginzburg has chronicled the creation of the Orange House and is hoping to publish a book about it, complete with his own drawings.



SUZETTE REYNA

AND HER EXQUISITE NECKLACES

By Neil Sandler

The lovely, vivacious Suzette Reyna welcomed this reporter to her gorgeous apartment in north Tel Aviv. Suzette served two years as Vice President of the International Women's Club and then was President for one year 2008-2009. The current President is Margarita Stegny, wife of the Russian Federation Ambassador to Israel. The International Women's Club has about 400 members and maintains a close relationship with the Diplomatic Spouse Club. IWC Israel was established in 1969. Suzette has been a member of the Club for the last 20 years, she was invited to join by the then-President, the wife of the Turkish Ambassador to Israel. She arranged a trip to her native Istanbul in May 2009 for 20 IWC members, which included a guide from the Turkish Tourist Board and VIP entrance for tour-goers to every place. She maintains contact with a great number of Ambassadors' wives who left Israel over the years, and often meets them when return here to visit, after making such strong connections. She is very proud of her most recent contribution to IWC charitable events, the performance by the Moscow Rachmaninoff Trio for the Make A Wish Foundation, at Weil Auditorium in Kfar Shmaryahu on February 10. The IWC functions from September to June, with a summer break. Last year's opening lunch was held at the Turkish Embassy Residence and the closing at the American Embassy Residence. Generally, around 200 women attend the events.

Growing up in Istanbul gave Suzette a deep impression of the art and beauty of the Ottoman and Turkish art and culture. She has always had the chance to travel extensively and frequently to Europe, the Far East and North America. Her Turkish cultural roots and appreciation of European and other world cultures has fed her artistic creations. She has had a line of her personally-designed necklaces, using semi-precious stones for about the last seven years. With her jewelry work, she has attended countless fashion and jewelry shows of the top Italian and French designers in Milan, Florence, Cote d'Azur and Paris. In addition she has been influenced by the prominent inter-

rior designers she has befriended, attending design fairs in Europe and gaining practical experience in designing, choosing and obtaining decorative materials from the most reputable sources.

Her necklaces are made of semi-precious stones, of which there are a huge variety, such as agate, quartz, crystal, coral, carnelian, amethyst and onyx. She creates her designs by playing with different colors, shapes, sizes and cuts of the semi-precious stones in her necklaces. Suzette has an extensive collection available, with pieces that reflect the current fashion and stone color trends. Suzette says, that like other women, she has worn gold and diamond jewelry in various stages of her life. Now, however, she has come to the conclusion that diamonds and gold can sometimes be too expensive, and that they can be far from completing an outfit. Her semi-precious stone jewelry provides the additional charm, esthetic and dynamism that are needed in the "look". Semi-precious stone jewelry, necklace and/or bracelet, can lift the esthetic level of a simple dress or shirt dramatically. It can be worn day or night, with an evening gown, and change the appearance completely. Additionally, the fact that an exquisite semi-precious stone necklace costs only several hundred dollars, instead of several thousand dollars invested in gold or diamonds makes the semi-precious stone necklace a natural and desired choice for any elegant woman these days. The diversity of color of stones make them a match for any dress.

She has a "boutique" approach in marketing her necklaces, to be more personalized in designing for each individual customer. Only in Bologna and in Barcelona are any of her works sold in shops. A good number of Ambassadors and Ambassador's wives have bought her designed jewelry. Suzette says that sometimes she meets women wearing her jewelry and is overwhelmed with the jewelry's beauty, and cannot always realize that she herself created the piece. Suzette would like to be contacted directly by those who want to experience her jewelry creations.

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