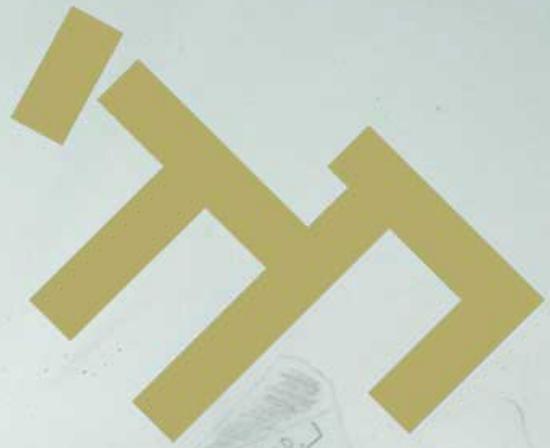


# מוזיאון ג'סי כהן השלם



The Complete Jessy Cohen Museum



The Complete Jessy Cohen Museum is a museum of a place. It attempts to create a polyphonic representation of the Jessy Cohen neighbourhood in Holon, beyond the concrete and the geographic, as perceived and understood by its inhabitants. The museum is developed, assembled and created together with the neighbourhood's residents, through research, discussion and action.

A project by Effi & Amir with Haviva Barkol, Pnina Barkol, Dvora Harel, Malka Cohen, Yaakov Erlich, Ruti Mizrahi, Igal Ophir, Rachel Polet, Ada Rahamim, Mimi Rosenberg, Tikva Sedes and many more of the neighborhood residents.

Hosted and Produced by The Israeli Centre of Digital Art, Holon

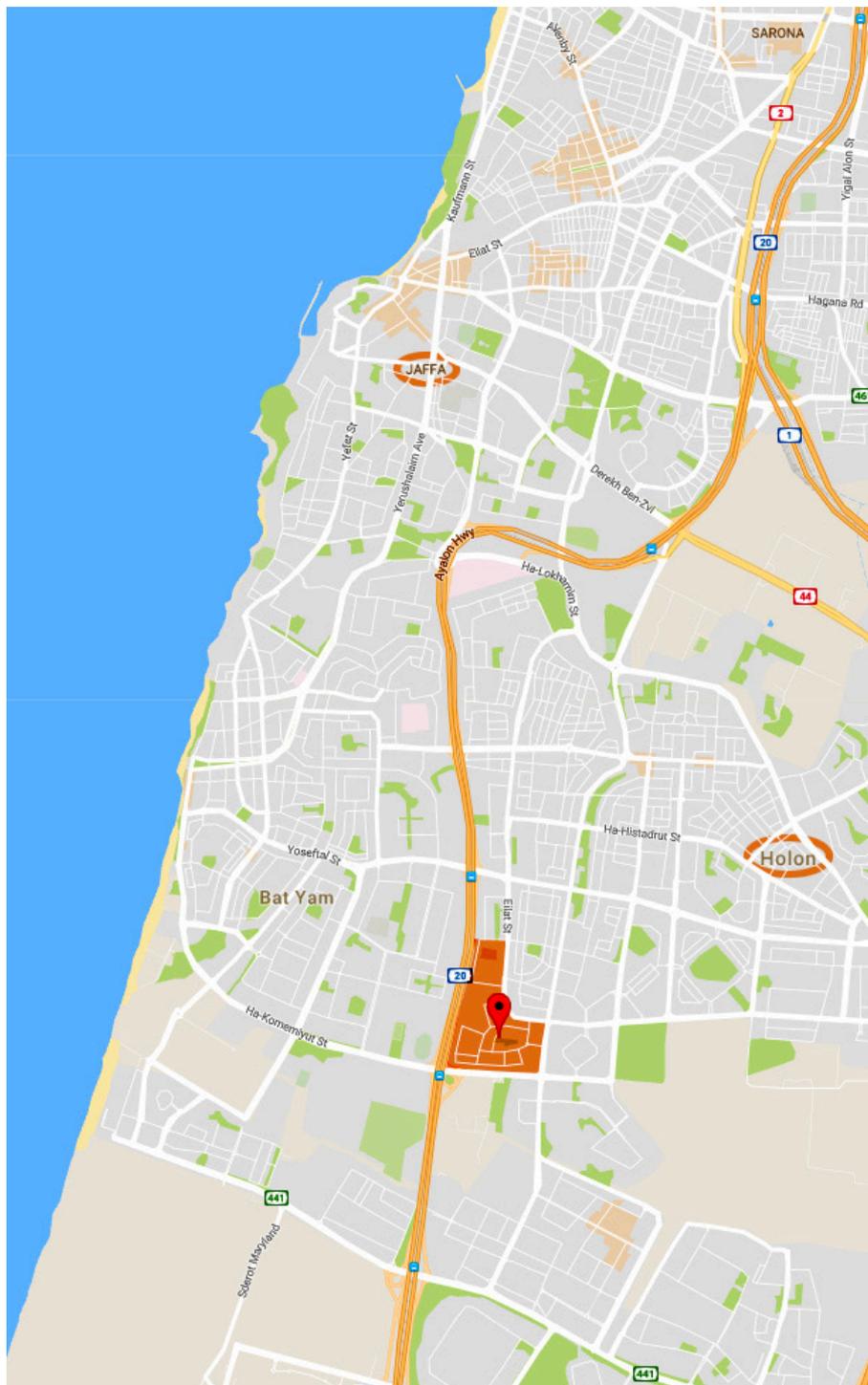
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## BACKGROUND (IN BRIEF)

Jessy Cohen is a neighbourhood in the south-western edge of the city of Holon, itself located south to Jaffa. It was built in the early 1950s with money donated by Jewish-American philanthropists Max and Jessica Cohen as a response to the big waves of immigration that followed the establishment of the Israeli state. Till today it is the first station for many new-arrivals (the most recent ones, from Ethiopia, between 2004 and 2010). The ongoing neglect on behalf of the authorities together with the tendency of more established inhabitants to leave, considerably weakened this neighbourhood which has gained an infamous reputation in Israeli society.

In 2013 The Israeli Centre for Digital Art moved to the neighborhood.





## PROCESS

Upon arrival at the Jessy Cohen Neighbourhood, with which we were rather familiar thanks to a previous project we have done there, our first effort was to gather a group of people that will form the museum's core team.

During 5 months the museum team, about 12 people - neighbourhood residents and ourselves, met once a week to bring up ideas, thoughts, memories and information on the neighbourhood and to discuss the possible directions the museum can take and the exhibits it may show.

Between the weekly meetings the group conducted a research on different aspects of the neighbourhood's history and present that were evoked in the meetings, including visits to different archives, held numerous interviews, field research in the neighbourhood and more. In parallel several workshops and processes were initiated in order to produce exhibits to be displayed in the museum.



neighbourhood mapping session



interviewing passers-by at the local commercial centre



A special attention was given to the documentation of the working process, and to finding ways of keeping track and trace of lines of thoughts and ideas that haven't found their place in the museum yet. The round table around which the weekly meetings took place is one of these documentation devices.

# EXHIBITION



At its first stage, the museum focuses on the one hand on the neighbourhood's timeline in an attempt to outline a historical narrative, desperately missing from the collective conscience inside and outside the neighbourhood.



Above: The Timeline, from the pre-history of the neighborhood till today - General view  
Below: detail



The Timeline is composed of personal materials, official documents, photographs, objects, videos, quotes from interviews and more.



On the other hand the museum tries to represent the neighbourhood's mental-geographic space. The way the space is perceived, the imaginary borders and sub-divisions, sites, reference points and associated stories.

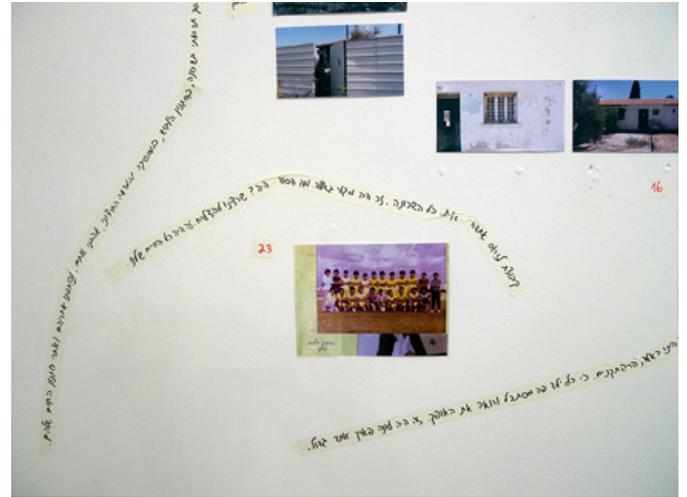




# DETAILS



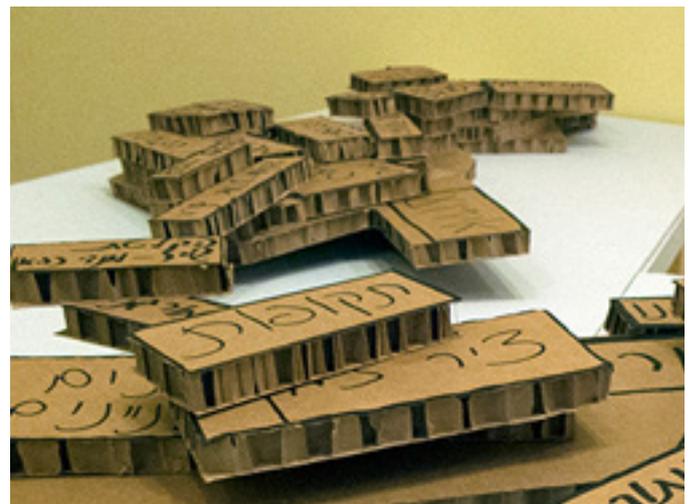
Spatial mapping



Spatial mapping



Blind map



Evolution of ideas



Time line

Photo: Romy Engel



Brainstroming table



## FUTURE

The current exhibition of The Complete Jessy Cohen Museum is only a first stage, rather a starting point than a final result. We see the work done during the initial phase as a foundation for future projects and further developments, based on the material collected and on the themes and issues that the research, testimonies and observations brought to the fore (i.e. forgotten historical episodes, local cultural heritage, political and social struggles, tensions between residents and authorities, urban typologies and many more).

In early 2017 a curatorial team was put together, composed of staff members of the Israeli Centre for Digital Art, neighborhood residents and ourselves, who will decide each year of the activities, actions and productions of the museum.

A first call for artists was launched, inviting proposals for projects stemming from the topic of the local school, shut down in 2012.

A second project, planned for 2018 will be developed towards a future exhibition of archeological objects excavated in the neighbourhood in 1965 and lost since (see details below), which were recently found thanks to the museum's research. In parallel the museum is working on organizing an new archeological excavation of the site, conducted by the National Antiquities Authority and with the active participation of the local school and neighbourhood's residents.

Another project the museum hopes to launch soon is an online on-going publication, which will serve both as a catalogue and as a tool kit focusing on working methods and participatory processes.

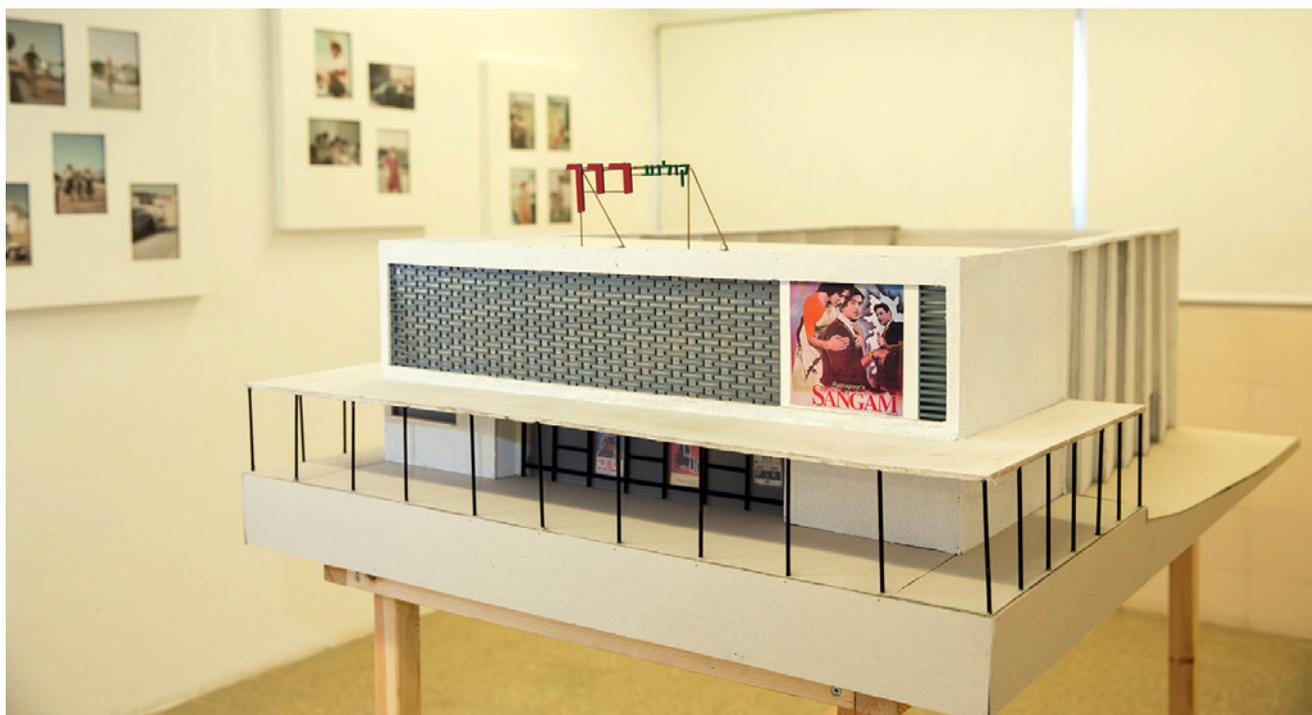
## A CLOSER LOOK AT SOME OF THE EXHIBITS:



### CINEMA RON



One of the main sites pointed by the museum team was the local cinema, Ron, which was active at the heart of the neighbourhood during 15 years, between 1964 and 1980 and was the centre of cultural and social life. The cinema was part of the local commercial centre, planned by acclaimed architect I. Perlstein, and is currently a supermarket. The cinema's accurate miniature, on its 629 wooden seats, was made by residents in the frame of workshop led by artist Ktura Manor.



The finished model.

Photo: Dor Nevo



Inside the small-scale cinema a short film (10 min) is projected - An interview held by Tikwa Sedes and Pnina Barkol with Yossi Milstein, the cinema's projectionist.



Still from video: Yossi the projectionist keyed into the interior of the cinema model

## PHOTOS RECONSTRUCTION

The little urban changes that the neighbourhood has gone through was at the base of the idea to re-enact some of the early photographs we have collected. Artist Rona Yefman was invited to produce 6 reconstructions, together with the group.





Reconstructed photo and the investigation process that led to it (detail from exhibition)

Photo: Dor Nevo





## LOCAL PHOTOGRAPHER

The museum has curated a photo exhibition in honour of Yehezkel Gabbay a long term resident of Jessy Cohen. Gabbay came to the neighbourhood in 1958 as a young man and is still living in the same house. The exhibition features 4 light boxes with 17 of his slides, reproduced and blown up.





## ARCHEOLOGICAL SITE

The archeological site at Jessy Cohen was unknown to the neighbourhood's residents and the findings from an early and partial excavation done in 1965 couldn't be traced. The museum's first intention was to reopen the excavation site with the collaboration of the Antiquities Authority and in parallel to find the lost objects. The research first led to the finding of 120 slides taken by the archeologist during the 1965 excavation. The museum displays a film composed of these slides, which are shown for the first. Only after the opening of the museum, the archeological findings were located and will be exhibited in the museum after registration and treatment.



still from video made with museum team about the archeological site



## LINKS

- > THE COMPLETE JESSY COHEN MUSEUM's page at the website of [the Israeli Centre for Digital Art](#)
- > On [Effi & Amir's website](#)
- > An ongoing PROCESS [BLOG](#)
- > [Facebook](#) page
- > [Curatorial text](#) - Eyal Danon
- > Press - [Haaretz \(HE\)](#)
- > Press - Israeli TV, [Channel1](#) (HE)
- > Press - Radio [Kol HaCampus](#) (HE)
- > [JESSY COOKS](#) - Effi & Amir's previous project in the neighbourhood

