

One City, One CD

A holistic approach to Israeli performing arts in the community, with a clear plan of action

What's the issue?

The ambitious **arts presenter** will always look for fascinating contemporary Israeli artists to program, yet will always struggle with the financial implications of presenting an expensive unknown.

The **cultural enthusiasts** in the Jewish community will rarely be drawn to an Israeli performing artist, since Hebrew is not a language easily grasped, and Israeli references fly over the head of the local audience.

Invariably a more famous, more established Israeli name will be an easier decision, despite the chance it will draw only ex-pat Israelis and few locals.

As a result, since the only live events on offer in the community say little to their students, **Israel educators** can only present content-full challenging contemporary Israeli arts in the classroom, entirely disconnected from the experience of a live performance.

How can education, culture, and finance, be married for the good of all?

We at Makom suggest adopting the model of One City, One CD.

How would it work?

Similar to the way in which *One City One Book* projects work around the world ([Philadelphia](#), [Dublin](#), [Chicago](#), [San Francisco](#)) we suggest that a community adopts one CD. The schools, the community centers, the campuses will then study, listen to, discuss, and arrange events inspired by the lyrics and music of the disc. Towards the end of this process, the arts center will program a live performance of the band. Due to the broad and deep exploration of the material that has gone on throughout the community, the performance will 'sell itself'. All the educational and social interaction with the music will form the basis of a deep 'marketing campaign'.

