

# HERE IT'S NOT EUROPE

**MARGALIT TZANANI AND ARISA**

**Written by DORON MADELI, performed by MARGALIT TZANANI**



## WHAT'S WITH EUROPE?

Beginning in 2013, inheriting the concerns over Israeli price gouging expressed in the Tent Protests for Social Justice in 2011, Israelis in Berlin began commenting on how standard Israeli-made food products cost far less abroad than they do in Israel. From a concern about the price of the "Milki" chocolate mousse, this complaint led to TV news reports on the "New Yordim" - the new wave of people leaving Israel (literally "going down") to live in Berlin. Even the Finance Minister at the time, Yair Lapid, wrote in his Facebook page:

"A word for all those who have had enough and are leaving for Europe. You happen to have caught me in Budapest. I came here to give a speech to the Parliament against Antisemitism, and to remind them how they attempted to murder my father here only because Jews did not have a country of their own, how they murdered my grandfather in a concentration camp, how they starved my uncles, and how my grandmother was saved from the March of Death at the last minute. So you'll forgive me if I have little tolerance for people who are willing to throw the only country the Jews have into the garbage, because Berlin is more comfortable."

"Here it's Not Europe" rejects what is, essentially, an Ashkenazi argument. First, European anti-Semitism and the Holocaust speak far more to those whose parents fled Europe for Israel, than those who came from the Arabian peninsula. Second, the possibility of easy integration into white Christian Europe (pre-refugee crisis) was a privilege open to white Ashkenazim, and far more challenging for darker-skinned Israeli Jews of Arab origin. This song can be seen as a full-on critique of the way this Berlin discourse was riddled with assumptions about hegemony and privilege.

This song emerges as a collaboration between Margalit Tzanani (often known simply as "Margol"), and the Arisa brand. Arisa (a Moroccan cooking paste) is a line of parties and events designed especially for and by Mizrahi Gays - led by Uriel Yekutieli a well-known actor and drag star. Margol is a singer of long-standing fame, who is also well-known for her strong Yemenite-Mizrahi identity. The song's critique of what it sees as the trend of Israelis moving to Europe, is less to do with anti-Semitism, and more to do with Israelis fleeing their Middle Eastern origins and identity. Walla! News at the time called it a protest song: "Margol decided to bring out a cynical and amusing protest song against all those people who think that the Big City is Europe..."



Madame Rothschild<sup>1</sup>, had enough of Tel Aviv?  
Hilton was too full, you went off to Paris  
Came home with the scent of Chanel  
Back to Ben Yehuda Street, don't get mixed up

Miss Hipster, nu, how's Berlin?  
Fitting in easily with the Germans?<sup>2</sup>  
You don't want to hear any more left-right<sup>3</sup>  
So gutte nacht, auf wiedersehn

Here it ain't Europe  
Here it's Israel - get used to it  
Kapara<sup>4</sup>, hey, it ain't Europe here  
Here it's balagan, the Old Middle East

Everywhere you feel like Miss Universe  
And work hard with the non-Jews to assimilate  
And you have a start-up thanks to a Jewish brain  
You wish for a Spanish passport<sup>5</sup>

In The Beginning we were created Wild  
Americans with an Arab sense of honor<sup>6</sup>  
It'll do you no good to keep cursing  
You're addicted! To Israel!

Here it ain't Europe  
Here it's Israel - get used to it  
Kapara, hey, it ain't Europe here  
Here it's balagan, the Old Middle East

Hands up!  
Hands in the air!

*G'veret Rotshild, nim'as meTel Aviv?  
Tzafuf b'Hilton, nasa't l'Pariz  
Chazart habayta im reyach shel Chanel  
L'Ben Yehuda, lo l'hitbalbel*

*G'veret Hipster, nu eych b'Berlin?  
At mishtalevet yafeh im Germanim?  
At lo rotzah yoter lishmo'a smol-yamin  
Az gutte nacht, auf viderzehn*

*Po zeh lo Iropa  
Po zeh Yisra'el, tatchil l'hitragel  
Kapara, hopa, po zeh lo Iropa  
Po zeh balagan, mizrach tichon yashan*

*Bechol makom at margisha kmo miss tevel  
Umakpida im hagoyim l'hitbolel  
V'yesh lach start-ap ki hamo'ach Yehudi  
At m'yachelet l'darkon hasfaradi*

*Mibreshit bara otanu mufra'im  
Amerikayim im kavod shel aravim  
Lo ya'azor lach shetamshichi l'kalel  
At mechora l'Yisra'el!*

*Po zeh lo Iropa  
Po zeh Yisra'el, tatchil l'hitragel  
Kapara, hopa, po zeh lo Iropa  
Po zeh balagan, mizrach tichon yashan*

*Tarimu et hayadayim  
Yadayim ba'avir!*

גברת רוטשילד, נמאס מתל אביב?  
צפוף בהילטון, נסעת עד לפריז  
חזרת הביתה עם ריח של שאנל  
לבן יהודה, לא להתבלבל

גברת היפסטר, נו איך בברלין?  
את משתלבת יפה עם גרמנים?  
את לא רוצה יותר לשמע שמאל-ימין  
אז גטע-נאכט ואור וידרזין

פה זה לא אירופה  
פה זה ישראל, תתחיל להתרגל  
כפרה, הופה, פה זה לא אירופה  
פה זה בלאגו, מזרח תיכון ישן

בכל מקום את מרגישה כמו מיס תבל  
ומקפידה עם הגויים להתבולל  
יש לך סטארט אפ כי המוח יהודי  
את מיחלת לדרכון הספרדי

מבראשית ברא אותנו מפרעים  
אמריקאים עם כבוד של ערבים  
לא יעזר לך שתמשיכי לקלל  
את מכורה! לישראל!

פה זה לא אירופה  
פה זה ישראל, תתחיל להתרגל  
כפרה, הופה, פה זה לא אירופה  
פה זה בלאגו, מזרח תיכון ישן

תרימו את הידיים!  
ידיים באויר!



I recognize you from afar  
Deep in your heart you are still a child of G-d  
You're not from London or from Amsterdam  
Your look my dear, is from Bat Yam...<sup>7</sup>

Here it ain't Europe  
Here it's Israel – get used to it  
Kapara, hey, it ain't Europe here  
Here it's balagan, the Old Middle East

*Ani m'zaha otach mimerchakim  
Amok balev at od yalda shel elokim  
At lo miLondon oh Amsterdam  
Hawedged shelach motek hu miBat Yam!*

*Po zeh lo Iropa  
Po zeh Yisra'el, tatchil l'hitragel  
Kapara, hopa, po zeh lo Iropa  
Po zeh balagan, mizrach tichon yashan*

אַני מְזַהָה אוֹתְךָ מִמֶּרְחָקִים  
עֵמֶק בְּלֵב אֶת עוֹד יְלֵדָה שֶׁל אֱלֹקִים  
אֶת לֹא מִלֹּנְדוֹן אוֹ אִם־אִמֶּסְטֶרְדָם  
הַנּוֹדֵג' שְׁלֶךְ מוֹתֵק הוּא מִבַּת יָם!

פֹּה זֶה לֹא אֵירוֹפָּה  
פֹּה זֶה יִשְׂרָאֵל, תִּתְחִיל לְהִתְרַגֵּל  
כַּפָּרָה, הוֹפָּה, פֹּה זֶה לֹא אֵירוֹפָּה  
פֹּה זֶה בְּלֶאֱגוֹ, מִזְרָח תִּיכוֹן יִשְׂרָאֵל

## FOOTNOTES

1. Rothschild is the name of a central boulevard in Tel Aviv, where all the best cappuccino is to be had. It also resonates with the Baron Rothschild, whose family name is associated with wealth. (When Fiddler on the Roof is performed in Hebrew, "If I were a rich man" is sung as "If I were Rothschild".) The implication is that "Madam Rothchild" is a yuppie funded by her parents' dollars.
2. The implication is that Miss Hipster is not at all fitting in with the Germans. She is too dark-skinned for that.
3. She is fleeing the headache of the political left-right divide.
4. Kapara. In traditional Judaism, the Kapara (emphasis on the final syllable) is the sacrificial chicken that takes on one's sins in the High Holidays. In popular Israeli slang, Kapara (emphasis on the second syllable) is a term of endearment used primarily by Mizrahi Jews, implying you are so precious one might die for you.
5. In 2015 the Spanish government passed a long-discussed law, to invite all descendants of Jews who were expelled from Spain in the 15th century, to reapply for citizenship. Most Mizrachim are of Spanish Jewish descent (Sefardim). An Israeli Jew looking to gain a Spanish passport is most likely a Mizrahi Jew.
6. The majority of Israeli Jews have their origins in Arab lands.
7. Using hard-core LGBT+ slang for "look", the song reminds its subject that she is from Bat Yam. She does not look like one of the elite from North Tel Aviv; she has the look of a Mizrahi woman from the working-class suburb, Bat Yam.



## AND NOW YOU

- Do you ever feel that a visit to Israel is a visit to the Arab world, or to an extension of Europe?
- The song sees Israelis as “Americans with an Arab sense of honor”. Do you understand this as a compliment, or something else?
- This is a song that emerges from the margins (Mizrachi, LGBTQ+), but supports a form of patriotism against a more globalist elite. How do these juxtapositions sit with you?

## THEMES

- # **Mizrachim**
- # **Holocaust**
- # **Orientalism**
- # **Racism**
- # **Patriotism**
- # **Tribalism**
- # **Universalism**
- # **Globalism**
- # **Escapism**