



# Jewish Children's Museum UPDATE 2016

ANNUAL REPORT

The Jewish Children's Museum is Dedicated to the Memory of Ari Halberstam



# FROM THE DIRECTOR

Dear Friend,

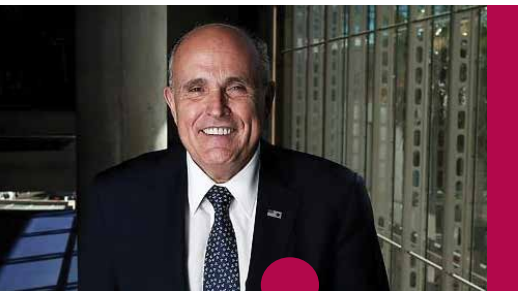
It is our great honor to present this update to you. Please enjoy browsing the included photos as you allow an entire year of programs and events to come to life.

The Jewish Children's Museum is at the forefront of young Jewish education. We remain committed to providing the most fun and memorable Jewish childhood experiences. In addition to the many learning programs for Jewish children, the museum is a hallmark institution that promotes respect and understanding, and is active in teaching all age groups and faiths. For over a decade the JCM has been promoting values that help make our world a better place, and we look towards the next decade with hope and enthusiasm.

We are so proud to continuously be bringing students, families and public officials to tour and experience the wonder that the Jewish Children's Museum is. With cutting edge designs and an incredible amount of educational displays, everyone walks away from the museum amazed, and more importantly, enriched by what they have seen. We are excited to share with the public the many exhibits and programs that are to come at the Jewish Children's Museum.

We thank you for your support of our important work.

Rabbi Y. Benjaminson  
Executive Director



This year the JCM is pleased to welcome Rudy Giuliani as the awardee of the Ari Halberstam Memorial Award. The former Mayor of New York City has spent his years tirelessly bringing the city of New York to a higher level. From education reforms, to the enhancement of public places, Rudy Giuliani, has helped make NYC the great city it is today.

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## JEWISH CHILDREN'S MUSEUM STAFF

- |  |  |
|--|--|
| Rabbi Yerachmiel Benjaminson<br><i>Executive Director</i>                    | Bluma Rapoport<br><i>Data Systems</i>  |
| Devorah Halberstam<br><i>Director of Foundations and Government Services</i> | Chani Shuchat<br><i>Family Programs Coordinator</i>  |
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| Rabbi Sholom Ber Baumgarten<br><i>Director of Operations</i>                 | Rabbi Mendel Nemes<br>Itta Simon<br><i>Mailing Department</i>  |
| Chaim Benjaminson<br><i>Director of Marketing</i>                            | Rabbi Mendel Cohen<br>Rabbi Herschel Scheiner<br><i>Special Funding Directors</i>  |
| Mendel Spalter<br><i>Director of Development</i>                             | Rabbi Berel & Chani Majeski<br><i>Friendship Circle</i>  |
| Miri Katzman<br><i>Executive Assistant</i>                                   | Peretz Lazaroff<br>Yossi Isseroff<br><i>Exhibit and Building Maintenance</i>   |
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| Mendel Nemanov<br><i>IT Department</i>                                       |  |
| Yossi Shomer<br><i>Controller</i>  |  |
| Goldie Moskowitz<br><i>Accounting Manager</i>                                |  |

## WHAT'S NEW AT THE JEWISH CHILDREN'S MUSEUM?

### NEW MINI-GOLF ENCLOSURE

The JCM has installed all new glass walls in its mini-golf exhibit. We will soon be able to offer use of this exciting activity to our guests for close to twelve months out of the year, instead of six! Previously, the mini golf exhibit had been enclosed by mesh metal gates which left it susceptible to winds, rain and snow, rendering it impossible for use during inclement weather. Now, not only will the golf course be in use all year round, rain or shine, but the course exhibits will be protected and preserved for many years to come.



## COMMUNITY EVENTS

### KOSHER DAY

The Fourth Annual Kosher Day was a spectacular success, bringing together men, women and children from all over the Tri-State area for a day of family fun. With food tastings and samples from tens of Kosher food companies, an interactive Chocolate Factory for children to enjoy, and Uncle Moishy performances, a great time was had by all. The day also featured face painting, photo booths, rock climbing and balloon sculptures.



*A family enjoying Kosher Day*

# UPCOMING EVENTS

## 10<sup>TH</sup> ANNUAL GOLF OUTING

This July 25, join a large group of Jewish Children's Museum supporters for a great day of golf and friendship!

Connect, network, and be inspired, as, together, we continue to help fund the many important projects of the Jewish Children's Museum. Help us pave the path to a more Jewish and connected future.

For more information please visit [jcmgolf.org](http://jcmgolf.org)



## SUMMER SOIREE

Join a diverse group of businessmen this August 23, for our second annual Summer Soiree. Hosted at the Jewish Children's Museum, this business networking event is not to be missed. Last year's Summer Soiree boasted a caricaturist, a cigar rolling station, a Deep-Fry Lab, and an open bar. The menu included an array of the finest wines, mouth-watering gourmet meats and a scrumptious dessert table. There were performances by world class mentalist Oz Perlman, The Zmiros singing group, and singer Yanky Lemer. Guests enjoyed mingling around an open fire pit under the stars, getting to know one another, and exchanging business advice.

## SUMMER SAFETY 2016

Back by popular demand! The success of the wildly popular Summer Safety Program has attendees begging for more. This year, with an all-new theme, there are bigger and better things in store.

Last year's Summer Safety found an area of the museum transformed into a mini-city. Kids got behind the wheels of go-karts and zipped their way around town, navigating roads complete with stop signs, traffic lights, and pedestrians to look out for. Children also had the opportunity to dress up as community helpers, shop and work in stores, and they got to meet real police and firefighters! Safety City was a real learning experience for kids to get a feel for traffic rules, learn how to stay safe in their surroundings, and to see how community helpers come to our aid.

## MAD SCIENCE-PASSOVER

This year, as a Passover treat, the Jewish Children's Museum, is presenting an impressive science show for the whole family to enjoy. Featuring Dr. S as the science expert, the show is sure to be a crowd pleaser!



*A girl enjoys dressing up and playing the part of a community helper*

# TEMPORARY EXHIBITS

## ALEPH BET SHIP

Ahoy there! Grab a sailor hat and welcome aboard! Based on the much-loved children's book by Hachai Publishers, 'The Aleph Bais Trip on the Aleph Bais Ship', this animated adventure took children on a cruise not to be forgotten. Exploration of the shapes and sounds of the Jewish letters had never been more fun!

The ship themed exhibit hosted an array of discovery activities where children were given the opportunity to learn about the Aleph Bet through guided play. On board the ship, children used magnets and kinetic sand to shape letters.

In the Discovery Alcove children explored the sounds of the Aleph Bet and then enjoyed sending Aleph Bet letter balls up a giant wind tube.

The exhibit also featured a cozy reading corner with a collection of various Aleph Bet books, set against the gentle sound of ocean waves.

*Visitors write their Jewish names in the sand with cookie cutters*





*Children learn about the lost art of Damascus through exhibits and crafts*

## THE LOST ART OF DAMASCUS: JEWISH SYRIAN METAL WORKS

The Jewish Children's Museum hosted the debut United States event showcasing art handcrafted by acclaimed Syrian artist Maurice Nseiri. On display were plates, small chests, ornamental vases and Arabian coffee sets. Many pieces of Nseiri's Art boast hidden Jewish symbols intertwined into Arabic references and inscriptions. Back in Syria artists feared selling, or showing off, Jewish themed art. Nseiri, now in his 70s, reveled in the opportunity to share his rare collection of exquisite brass, copper and silver art.

The first day of the art exhibit, the gallery was temporarily transformed into a replica of Syrian cultural life. Sheer gold curtains graced the walls, colorful metal lamps decked the floors and a long table offered trays of Syrian nut-filled desserts, including Marzipan, Pistachio Ghaybe (butter cookies), Maamoul (Middle Eastern cookies with dates) and Atayef (crepes).

As an artist in residence, Nseiri received the International Arts Award at the museum's annual dinner in March 2015.

## THE LOST ART OF DAMASCUS: CHILDREN'S WORKSHOP

Adjacent to the display of Nseiri's artwork, children were busy creating paper lanterns, which included elements from the authentic metalwork craftsmanship that Nseiri used, including casting and rubbing designs. The lanterns glowed with electric tea lights flickering through paper cut-outs.

People from many different communities came out to see Nseiri's unique handiwork, particularly members of the Syrian Jewish community. Visitors of Syrian descent were extremely touched, and happy to see parts of their rich history and heritage on display.





*Clothing drive for children*

# KIDS FOR KINDNESS

## CHILDREN MAKING A DIFFERENCE

Part of the JCM's mission is to impart to children that no one is too young to make a difference. The Jewish Children's Museum offers programs for kids to have lots of fun, while at the very same time having a positive impact on the life of another child!

## CLOTHING DRIVE

Don't just clean out your home, make it count! The Jewish Children's Museum hosted a month-long Pre-Passover clothing drive. The clothing was then distributed to Gittel's Boutique and the MET Council. Gittel's Boutique is a local Brooklyn shop that allows children who cannot afford to purchase new holiday clothing to come into the store and take whatever clothing they like, at no cost.

This shop delivers a unique, shame-free shopping experience to children, and parents alike, and allows them the pleasure of wearing as good as new, high-quality clothing for the holidays. The MET Council is a Jewish organization that provides a vast range of services to those battling many different poverty related issues.

## BOOKMARK ART

Oh, what fun! Children gathered at the Museum to create gifts and cards for hospital-ridden children. Each participant made their very own Swirl Art bookmark. Using rubbing alcohol and permanent markers the kids experimented with a super cool way to paint. The bookmarks were then laminated and delivered to the hospital along with handwritten Get Well cards.

The bookmarks have found their home with the Maria Fareri Children's Hospital Library Program. The hospital library is an on-wheels program that visits the rooms of ill children and allows them to borrow books. Now, each child will receive their very own bookmark, full of fun colors!





# THE FRIENDSHIP CIRCLE

The Jewish Children's Museum is so proud that the Friendship Circle of Brooklyn has chosen to call the JCM their home. Directed by Rabbi Berel and Chani Majeski, The Friendship Circle provides assistance and support to nearly two hundred individuals with special needs, and their families, by providing recreational, social, educational, and vocational programming. In addition to helping those in need, the Friendship Circle enriches its vast network of volunteers by enabling them to reap the rewards of selfless giving.

## THE SENSORY PLAYROOM

The Sensory Playroom has become a go-to location for children throughout the week; it is a place for them to spend quality time with their volunteers and friends, and it provides a haven of relaxation and calm for children who really need it. The Sensory Playroom sports state of the art equipment and toys that were hand selected by an experienced group of therapists and mothers of children with special needs.



## PARENT'S NIGHTS

What better way to unwind, than a night out with your spouse? Caring for a child with special needs can be very demanding, and the Friendship Circle seeks to offer events of appreciation and fun for parents. On February 16 the FC hosted an evening of comedy and music, featuring Mike Fine and John Kass.

## FAMILY EVENTS

Thanks to its supporters the FC is able to procure tickets to sports games, and other shows which are then given to siblings of children with special needs. Additionally, the Friendship Circle hosts numerous holidays events, and social evenings for the families of the special children.

## VOLUNTEERS EVENTS

The Friendship Circle volunteers give so much of their free time, so much dedication, and so much of their hearts to the children of Friendship Circle and to their families. The Friendship Circle staff treats the volunteers to small gifts, holiday treats, and evenings of appreciation. The evenings include inspirational speakers, and fun, laid-back activities, such as pizza making, or an open mic.

*Happy kids and volunteer friends*





# AROUND THE YEAR WITH THE JCM 2015

## BUBBLE TROUBLE

Bubble Master Jeff Boyer taught kids the science behind the fun of bubbles. Jeff juggled, sculpted and built, creating bubble volcanoes, bubble roller coasters, and lots of other fun objects and shapes out of bubbles, all while offering a physics lesson for children!

## EXTREME KOSHER MAGIC

Illusionist Eric Wilzig wowed a large crowd with his one of a kind tricks and magic. Spectators enjoyed the unique Jewish twist he put on his show, which he dubbed "Kosher Magic."

## CHANUKAH AT THE MUSEUM

Chanukah is a holiday that is fun for all ages! The museum offers an array of thrilling holiday programs geared towards many different ages and interests. This year there was Donut Decorating, an olive oil workshop, where kids learned about the process from olive to oil with a hands-on demonstration, and a giant beaded Menorah. Visitors even got to help bead the Menorah!

*Visitors learn about Jewish holiday traditions*





*So much fun to create at the museum*

## ART WEEK

It is always fun to try something new. This year Art Week at the JCM featured an art project called Silk Screening. Visitors to the program used special silk screens to push ink onto tote bags, using Shabbat themed stencils. Each child walked away with a beautiful bag decorated with Challah, candlesticks, and Kiddush cups. Additionally, every child had the opportunity to dress up as artists with aprons and giant paintbrushes and take selfies with their friends and families in our photo booth!

## THE TORAH UNWRAPPED

The Torah scroll, the center of Jewish life, is made with skilled craftsmanship and painstaking attention to detail. Children joined in honor of Shavuot-the holiday when the Jewish nation received the Torah- and got their hands dirty, helping a scribe go through the real process of writing a Torah. The kids helped prepare the parchment for writing, by soaking, stretching and sanding the skin of an animal. Afterwards, they watched as the scribe wrote Hebrew letters onto the prepared parchment.

## PURIM

### THE ART OF HAMANTASCHEN

What a treat! Children joined for a pre-Purim program, and each got to decorate, fill and eat their very own masterpiece of a Hamantasch!

### TREASURE HUNT

Visitors spent the afternoon looking high and low for clues to find King Achashverosh's missing signet ring. Kids searched through many exhibits to answer the hidden clues and save the day!



*A boy prepares parchment, as is used in creating a Torah*



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How many children do you see on this wall? Dozens? Or just one? But if you look at the individual squares, there are 1,408 faces. This "photo mosaic" creates one image. It also carries a special message. Yet all kids come in all sizes, shapes, and colors. Each child is unique. The mosaic celebrates both diversity and unity—the many different faces of children, and the humanity we all share.



THIS 30 FOOT HIGH MOSAIC GRACES THE FRONT OF THE  
JEWISH CHILDREN'S MUSEUM ON EASTERN PARKWAY.

 /JewishChildrensMuseum

**VISIT [WWW.JCM.MUSEUM](http://WWW.JCM.MUSEUM) FOR MUSEUM INFORMATION**