

תחנות רוח نتطلع نحو الإنسانية *Public Humanities*



17.5.2023

Bezael Academy of Art and Design Jerusalem,
Russell Berry Auditorium, Jack, Joseph and Morton Mandel Campus

08:30-9:30

Registration

09:30-10:00

Welcome Remarks

Professor Adi Stern, President, Bezael Academy of Arts and Design Jerusalem
U.S. Embassy in Israel - To be announced

10:00-11:00

Keynote

The Art of Relevance: Mattering More to More People

Nina Simon

Curator, Author and Cultural activist

Guest of the United States Department of State - U.S. Speaker Program

11:00-11:15

Coffee Break

11:15-12:45

Going Public - On the Agenda

Dr. Anat Lapidot Firilla, Executive Director Fulbright Israel &

Dr. Tal Hasdai-Rippa, Head, Research and Innovation Authority,

Bezael Academy of Arts and Design Jerusalem

Theorizing What We Do: Public Humanities across Disciplines, Methods, and Practices

Professor Ricardo L. Ortiz, Director, MA Program in Engaged and Public Humanities,

Georgetown University

Deepening the Public Discourse: the Place of History, Memory and Heritage in

Present-Day Israel

Dr. Adi Sherzer-Druckman, Melton Center for Jewish Education, Seymour Fox School

of Education, Hebrew University of Jerusalem

How Tel Aviv and Jerusalem Might Become International Creative Capitals?

Professor Frédéric Martel, Zurich Centre for Creative Economies, Zurich University

of the Arts (ZHDK)

Taking the Algorithm by the Horns: intelligence, creativity, and learning in the AI age

Dr. Liat Lavi, Head, Master's Program in Visual Communication, Bezael Academy of

Arts and Design Jerusalem

12:45-14:00

Lunch Break

14:00-16:00

Parallel Workshops

Building and Sustaining a Public Humanities Program: a Case Study

from the United States. (In English)

Professor Ricardo L. Ortiz, Director, MA Program in Engaged and Public Humanities,

Georgetown University.

While using the MA Program in Engaged and Public Humanities at Georgetown University as a touchstone, this session will also explore possible alternative approaches to building public humanities "infrastructures" in institutions of higher education using recent published work on the topic. We will focus on program building, curricular design, faculty recruitment and development, and student training, as well as on alternative models of public outreach, and alternative approaches to serving the public good.

Chair: Professor Liat Kozma, The Hebrew University of Jerusalem

Visioning and Unlearning (In English)

Nina Simon, Curator, Author and Cultural activist

Guest of the United States Department of State - U.S. Speaker Program

A workshop in which participants develop their own big vision for where they want to go and examine what they might need to "unlearn" to make that vision a reality.

Geolocalization : On cultural globalization (In English)

Professor Christoph Weckerle, Dr. Frédéric Martel, Zurich Centre for Creative

Economies, Zurich University of the Arts (ZHDK)

"MOST LIKELY"

Archaeological research through design (In Hebrew)

Oded Friedland, The Master's Degree program in Industrial Design, Bezael Academy

of Arts and Design Jerusalem

Design for extreme conditions -scenario planning and world building (In Hebrew)

Roe Bigger, Head, Bezael X, the Center for New Technologies, , Bezael Academy of

Arts and Design Jerusalem

Dr. Romi Mikulinsky, Head, The Master's Degree program in Industrial Design, Bezael

Academy of Arts and Design Jerusalem

Fulbright Alumni Meet-Up: From the Impact Factor to an Impact

16:00

Tour at the new Jack, Joseph and Morton Mandel Bezael Campus

16:30

Toast at The Nathan Drahi Research and Innovation Center



Fulbright Israel:

Dr. Anat Lapidot Firilla, Executive Director

Noa Turgeman, Deputy Director for Programs

Bezael Academy of Arts and Design Jerusalem:

Rotem Ruff, Head, Office of International Academic Affairs

Dr. Tal Hasdai-Rippa, Head, Research and Innovation Authority



U.S. Speaker Program

BUREAU of EDUCATIONAL AND CULTURAL AFFAIRS