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OLD CITY JEWISH ART CENTER

A PROJECT OF JEWISH HERITAGE PROGRAMS

119 North 3rd Street, Philadelphia 19106

215-923-1222 www.jewishartcenter.com

MISSION STATEMENT: The mission of the Old City Jewish Art Center is to foster the creation, understanding, appreciation and enjoyment of Jewish art and culture through exhibitions, performances and educational programs.

The Center strives to provide the best possible environment for all those who are interested to grow artistically and through the richness of Jewish art and culture.

It creates a forum which fosters communication and mutual appreciation amongst all facets of the community through rich and powerful events and forums.

I. ARTWORK CRITERIA (GUIDELINES) at OCJAC for posting guidelines on website regarding artwork and approval of theme and content: In keeping with the OCJAC mission statement (as shown above) as well as the dynamic and unique nature of Jewish art, the following guidelines should be employed to develop the criteria which we (OCJAC) and potential artists consider when submitting artwork for presentation at OCJAC:

1. The shows should advocate the importance of Jewish culture as a core component of Jewish life.
2. The shows should nurture a vibrant and enduring identity of creativity in the community.
3. Artists should work together with the staff of the gallery to at least accommodate (if not communicate) this goal.
4. The art should strive to appeal to a diverse audience in order to link Judaism to the larger world in which we need to belong.
5. Some aspect of a show should (could) celebrate the enduring uniqueness and continuity of Jewish civilization.
6. Rabbi Schmidt/staff will include as part of the show, explanations linking Jewish philosophy and spiritual study and the exhibit. The artist should be comfortable with this. This is in order to "bridge" the artwork with the mission of our gallery.
7. NOT AT ALL LASTLY! All projects to be considered for exhibit in the gallery need to be of the highest *quality and standards of craftsmanship so that OCJAC is ranked right up there with the other prestigious and high-end galleries in the surrounding area.
8. All works submitted should exhibit sensitivity to the sponsors of the gallery in imagery and subject matter. In turn, the administration will be sensitive to issue of concern to the visitor and exhibitors of the gallery (e.g. gender issues and expressions, appreciating different levels and expressions of observance, etc.)

9. Quality in art is highly subjective. We must be vigilant to maintain high standards—the caliber of patrons and DONORS that we wish to attract demand the highest quality artwork. We are in a highly competitive market.