

16 February 2021

To: DYCP Arts Council

Re: Letter of recommendation for Artist Vik JF (Avivit Jacobson-Frid)

To whom it may concern,

I am writing in support of Vik JF's (Avivit Jacobson-Frid) application to recommend the support of her activities in the request for funding for her project: Body Image, Pop. Race, Gender and Identity.

I am a practitioner in Arts Management and Art Curatorship, a PhD student at the University of Haifa and a lecturer in Management and Cultural Policy at Sapir Academic College, Israel. Previously I served as Head of Arts at the British Council Israel, Director and Curator of Beit Ha'Gefen Art Gallery - Arab Jewish Cultural centre in Haifa, and Curator at the Haifa Museum of Art. I hold an Executive MPA in Administration and Public Policy, a Bachelor's Degree in Fine Arts and Education and diplomas in Museology and Culture Management.

I have known Jacobson-Frid professionally for 10 years. I have worked with her in my role as a curator, supervised her during a residency, and collaborated with her on a volunteer public art project.

In 2011 I curated 'The Coming Community' exhibition at the Haifa Museum of Art, for which Jacobson-Frid's work was selected. In 2013 as Director and Curator at Beit Ha'Gefen Art Gallery, I led the 'Ha Hurva' residency and supervised the project. Jacobson-Frid was among nine artists selected for the residency, which offered a studio space for three years. As part of this residency, Jacobson-Frid and I created a collaborative public art project. We worked together to create public engagement events, including lectures, video art events, open studios and exhibitions.

Jacobson-Frid has worked as a professional artist since 2007. She holds a BFA and MFA in fine art from the University of Haifa and was part of the cooperative P8 Gallery non-profit organization in Tel-Aviv until her permanent move to the UK. Her work has

been presented in several solo shows, and numerous international group shows. In addition, she has received prizes and commissions to support and produce work for public spaces such as her 2016 commission, "return to paper" the 6th Biennale for Drawing: at Jerusalem Artists House. Alongside the 'Ha Hurva' residency, in 2010 Jacobson Frid also received a Lotto grant for 'Gregory' exhibition at Yanco Dada Museum, Eid Hod.

I have directly supervised Jacobson-Frid undertaking periods of research and sustained art practice. In addition, I have worked with her closely on projects such as the 'Ha Hurva' residency public art project. During this time I observed her professionalism, work ethic and ability to undertake complex public engagement projects.

It is my opinion that Jacobson-Frid's proposed activity for Developing Your Creative Practice fund is strongly beneficial to the arts. She offers an experienced and personal voice to key issues around Race, Identity and Gender which are of global importance in light of recent social justice movements such as Black Lives Matter and #MeToo, and seeks to raise public knowledge and engagement with these topics. Jacobson-Frid's proposal to create a series of works around these themes, and to follow this with two public online events presenting work and lectures is both realistic and achievable. This resonates well with the experience and skills I have observed her demonstrate. I would recommend Jacobson-Frid for this funding award without hesitation.

Sincerely,

A handwritten signature in black ink that reads "Yeala Hazut Yanuka". The script is cursive and fluid, with the first letters of each word being capitalized and prominent.

Yeala Hazut Yanuka

Researcher and lecturer | Arts management & Consulting | Arts Curator | PhD student at the University of Haifa