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BEING JEWISH AT CHRISTMAS

More entertainment and activities are planned for a day of family fun.

"Being Jewish At Christmas" is expanded this year, with even more entertainment and activities planned for the Museum's annual day of family fun on Wednesday, December 25.

New this year is the Mitzvah Factory, a project of Lubavitch of the Main Line. Among its crafts projects, the Mitzvah Factory will be demonstrating an olive oil press and will then light a menorah with the olive oil.

Returning is the Sally Mitlas Orchestra, performing a mix of Israeli, Sephardic and traditional Jewish music, and the Segal Puppet Theatre. Also returning is Hankus Netsky and the Old-Town-Old-World Klezmer Ensemble with a participatory program of klezmer, Hasidic and Yiddish music.

BJAC is held at the Museum from 11:00 a.m. to 4:00 p.m. on Wednesday, December 25. Tickets are \$4 per person (children under three admitted free) and free to members. For more information call 215-923-3811.



JEWISH FILM FESTIVAL

Mirra Bank (right), director of the documentary "Last Dance," a behind-the-scenes look at a stormy collaboration between legendary author/illustrator Maurice Sendak and the iconoclastic dance company Pilobolus, discusses the film with (from left) Gwen Goodman,

Museum Executive Director, Sendak, and Archie Perlmutter, the Artistic Director of the Jewish Film Festival at the

Gershman Y. "Last Dance" was the first of five Museum-sponsored films with American Jewish interest shown at the Film Festival. The next film sponsored by the Museum is "Strange Fruit," a documentary about the history of the jazz classic. The film will be shown on Monday, January 20, 7:30 p.m. at the Gershman Y.



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THE CAMPAIGN TO BUILD A NEW MUSEUM



A five story building will replace the current NMAJH structure.

Plans for a landmark museum dedicated to the history and contributions of American Jews throughout the last 350 years were announced November 12, 2002 at a press conference and reception that attracted hundreds of enthusiastic supporters.

"This project marks a new era for the National Museum of American Jewish History," said

D. Walter Cohen, Chairman of the Board of Trustees of the Museum. "For more than 25 years, this Museum—its mission, its vision and its collections—has been a labor of love for members and supporters. Today, however, we have an opportunity to create something even more visionary, more memorable, more interactive. We have the opportunity to bring American Jewish history and education to a higher level."

Dr. Cohen announced that the Museum Board is leading a fundraising campaign to provide for the construction of a new \$100 million facility. More than \$35 million has been raised to date, including the generous lead gift of \$25 million donated by philanthropist Sidney Kimmel (see related story.) Groundbreaking is scheduled for late 2004 and the new Museum will open in 2006.

The new building will be built on the Museum's current site on Independence Mall East, replacing much of the existing structure. Of the original building, only the facilities of Congregation Mikveh Israel will remain. The new 80,000 square foot, five-story building of glass and stone will house dramatic, interactive galleries and exhibition halls, a state-of-the-art resource center and an auditorium for films, lectures and performances.

"Most museums that focus on the American Jewish experience approach the topic regionally," said Dr. Cohen. "This museum will include the experiences of an entire ethnic group, and will span 350 years and all 50 states. It will serve as the gateway to American Jewish history and culture and will be a place where Jews of all levels of observance, from all areas of the country, from (continued on page 2)

SIDNEY KIMMEL COMMITS \$25 MILLION



"American Jews need a place where we can be represented for all to see."

Sidney Kimmel

During the past decade Sidney Kimmel has donated more than \$400 million to a range of charitable causes. His most recent commitment is the lead gift of \$25 million contributed to the National Museum of American Jewish History Capital Campaign. Explaining his commitment to the project, Mr. Kimmel said, "This Museum is located right in the middle of the birthplace of America, there can be no better place to exhibit our shared experiences, our challenges and our successes. This Museum can serve as a beacon to teach and inspire generations of Americans, Jews and non-Jews alike, about how freedom can provide limitless opportunities."

On November 12th Mr. Kimmel said, "It is an honor and a privilege to be here today, but I stand as a representative, in some respects, of the many who preceded us here. Our ancestors came to America seeking religious and personal freedom as well as opportunity. This Museum tells my story and that of millions of American Jews from all walks of life."

Mr. Kimmel is the founder and Chairman of Jones Apparel Group, one of the world's leading designers and marketers of branded apparel, footwear and accessories. Born and raised in Philadelphia, Mr. Kimmel has translated his business successes into philanthropy, supporting cancer-related causes (he is the nation's leading individual funder of cancer research) and Philadelphia's Avenue of the Arts (most prominently in his support of the

Kimmel Center for the Performing Arts). He has generously supported the United States Holocaust Memorial Museum and the Jewish Federation of Greater Philadelphia, as well as education initiatives, including his groundbreaking support of the Raymond and Ruth Perelman Jewish Day School.

During the event, Museum President Myles H. Tanenbaum and Board Member George M. Ross, who serve as Co-Chairs of the Capital Campaign Committee, presented Mr. Kimmel with a framed copy of the original sheet music to "God Bless America," as sung by Kate Smith in 1939.

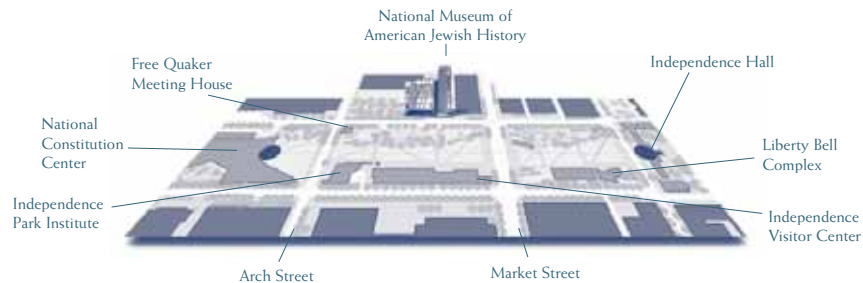
The piece, written by American Jewish composer Irving Berlin, is a love letter to the country from a young Jewish immigrant who came here seeking freedom.

"Sidney's support of the new National Museum of American Jewish History is a love letter in its own right," said Mr. Tanenbaum. "We will always be grateful that he recognized the importance of this Museum from the very beginning. It is through his foresight that we are now able to move forward. When we open the doors to the new Museum in 2006, we will be able to look back to today and see how Sidney's leadership gift allowed us to convert a dream on paper to a reality."

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THE CAMPAIGN TO BUILD A NEW MUSEUM



(continued from page 1)

New York to North Dakota, Portland to Palm Beach, will feel at home. Together with the new National Constitution Center and Independence Visitor Center, we will forever change the face and feel of Independence Mall. And what better place than Independence Mall to tell the story of the Jewish people in America?"

A team of acclaimed professionals has been gathered for the project. James Polshek, Design Principal of the Polshek Partnership in New York, is the building's lead architect. Patrick J. Gallagher, President of Washington D.C. based Gallagher & Associates, is leading the team that will manage the Museum's planning and exhibition design.

Other principal members of the team include Jonathan Sarna of Brandeis University in Waltham, Mass., the pre-eminent historian specializing in American Jewish history, contemporary Jewish life

and Judaism in the Americas, and acclaimed director, writer and cinematographer David Grubin.

"The new Museum will be the product of the effort of many people," said Board Member George M. Ross, Co-Chair of the Museum's Capital Campaign Committee with Museum President Myles H. Tanenbaum. "As I have spoken with potential donors over the past few weeks, I have received a very positive and enthusiastic response. While there is a lot of hard work ahead, it augurs well for our campaign."

Longtime Board Member Gwen Goodman, who has been named Executive Director of the Museum, is an active member of the team.

Fundraising for the new Museum has begun. ABK Associates, Inc., led by Adam Kahan and Bob Gurmankin, are fundraising consultants to the Capital Campaign. For more information about the project, please call 215-923-3811, extension 101.

RENOWNED CONSULTANTS HELPING TO CREATE NEW MUSEUM

The new National Museum of American Jewish History, when completed in 2006, will be a reflection of hundreds of people's creativity and hard work. The project will forever change how American Jewish history is presented to the public—and change the face of Independence Mall. What follows are the thoughts and visions of four key members of the team planning the new Museum: architect James Polshek, exhibit designer Patrick Gallagher, historian Jonathan Sarna and storyteller David Grubin.



James Polshek



Patrick Gallagher



Jonathan Sarna



David Grubin

A Beacon Representing Freedom

Mr. Polshek, one of the foremost architects in America today, brings the depth and breadth of Polshek Partnership's experience to the project. Known for his work on museums and cultural institutions around the country, the 150-person firm led by seven partners work from the shared belief that the most elegant architectural responses are both technically and socially relevant to their time and place. Every project is approached with extensive research involving the analysis of context, program, public image, environment and construction technologies, an approach very much in evidence in the team's work for the Museum.

"We have a wonderful opportunity to build this Museum on Independence Mall, the site of the signing of the Constitution and the Bill of Rights," said Mr. Polshek. "Our design for the Museum expresses our liberties as Americans and our identities as Jews. The transparent exterior of the building embodies the idea that today, in America, Jews do not have to hide and that America is inseparable from Jewish life.

"An eight foot-flame, which rises from the 100-foot rugged stone tower that represents over 5000 years of Jewish history, will crown the building," he continued. "This will serve as a beacon representing both American freedom—a reference to our beloved Statue of Liberty—and the permanence of the Jewish people, as represented by the Eternal Light. This light will shine as long as Americans embrace and defend freedom of religion and cultural expression."

Inspire Visitors for Years to Come

Patrick Gallagher, president and founder of Washington, D.C. based Gallagher & Associates, heads a firm that is committed to the creation of meaningful and memorable visitor experiences.

"This Museum will exemplify the meaning of freedom in America. Through stories of struggle and success the visitors will come to understand that the Jewish immigrant story is exemplary of the American Jewish story," explained Mr. Gallagher, whose work can be seen in museums throughout the country. "Our approach to design is a collaborative one. We are visitor-focused and look to the life of a museum and how it grows to become a rich national asset for the next generation.

"We will strive to create a Museum that sets a standard for how people learn and experience the story. This Museum will show how we learn from our past and help to guide our understanding of the future. In the

Museum our most important artifacts are the stories of individuals whose lives are reflected in all of us as Americans."

A Story Every American Can Understand

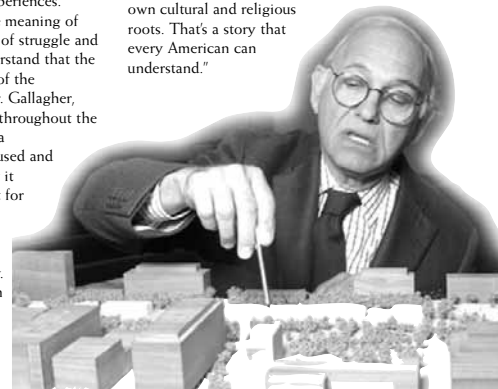
Dr. Jonathan Sarna, the pre-eminent authority on Judaism in the Americas, serves as historian on the project, to which he brings more than 25 years of Jewish scholarship. He is the author, editor or co-editor of 20 books, including "The American Jewish Experience," and a new history of American Judaism for Yale University Press, which he is now completing.

"As American Jewry approaches its 350th anniversary on the soil of North America, it is especially appropriate to have a museum dedicated to the portrayal of Jewish history from Colonial times to the present so that Jews and non-Jews alike can study this history and learn to appreciate its significance," said Dr. Sarna, the Joseph H. & Belle R. Braun Professor of American Jewish history at Brandeis University.

"The placement of the Museum across from the Liberty Bell and the Constitution Center is particularly fitting since the Jews, as much as any group in America, have benefited from the liberty and freedoms accorded them," Dr. Sarna said.

David Grubin, an award-winning director, writer and producer, is the official Museum storyteller. His role is to immerse visitors to the Museum in an unforgettable experience of sights and sounds through music, film, artifacts and art.

"This is a rich, complex story which we want to make relevant to all our visitors, Jew and non-Jew alike. It is really a story about freedom," he said. "The Museum will show how American Jews made their way in the mainstream American culture with pluck and determination, at the same time struggling to hold on to their own cultural and religious roots. That's a story that every American can understand."



MESSAGE FROM GWEN GOODMAN, EXECUTIVE DIRECTOR



"Museums promote tolerance, cultural understanding and an appreciation of diversity. There has never been a greater need for a national Jewish museum."

Twenty-five years ago I agreed to serve on the Board of the Museum because I keenly felt the need to have a museum on Independence Mall dedicated to the history and contributions of American Jews.

I felt it was crucial to furthering an understanding in Jewish and non-Jewish communities alike. A

generation later, the National Museum of American Jewish History is even more relevant, more important—and more crucial.

Cultural institutions embody our national values. Museums strengthen our communities by serving as social and economic catalysts for revitalization of our cities. As educational institutions, museums aid local schools, helping them to fulfill curriculum requirements while

providing interactive, hands-on experiences. Most importantly, museums promote tolerance, cultural understanding and an appreciation of diversity while giving people a greater knowledge of themselves, the past and the world around them.

It is our mandate to fulfill this mission. We are committed. We are focused. The time is now.

I am proud and humbled to lead the National Museum of American Jewish History at this exciting time.

With the strength of a talented staff, the intellect and generosity of a dedicated Board, the support of our membership, and the confidence of our governmental, foundation and corporate donors, there is no doubt: the new National Museum of American Jewish History will take its place on Independence Mall—and in the hearts and minds of visitors for decades to come.

MESSAGE FROM D. WALTER COHEN, CHAIRMAN OF THE BOARD OF TRUSTEES



"At no time in the history of the United States has the Jewish experience been chronicled in one place."

For 350 years, American Jews have been making an indelible imprint on every facet of life in our country. In no other place and time in Jewish history, have we as individuals, families or as a people, thrived as we do in America. The result has been an extraordinary impact in every realm: in science and medicine; the humanities and the arts;

government and law; business and technology; education; sports, public service and philanthropy.

That is because America has offered all of us the same promise—freedom. It is that freedom that allows all Americans to retain the values, strengths and histories of our heritages.

The American Jewish story mirrors the trials and triumphs of all ethnic groups. Truly we all stand on the shoulders of those who came before us. At no time in the history of the United States has this experience been chronicled and presented on this scale in one central location, where it will be appreciated by millions of people of all backgrounds.

With the completion of our five story glass and stone building rising majestically where our Museum now stands, a new home will powerfully express how the Jewish people intersected with the most powerful idea in human history: the United States of America.

"We have a wonderful opportunity to build this museum on Independence Mall."

MEDIA COVERS MUSEUM STORY



NOVEMBER 12TH ANNOUNCEMENT RECEPTION ATTRACTS ENTHUSIASTIC SUPPORTERS

Philanthropist Sidney Kimmel (center) is surrounded (from left) by Don Weinreich and James Polshek of Polshek Partnership, Patrick Gallagher of Gallagher & Associates, and David Grubin of DJC Productions.



United States Senator Arlen Specter addresses the audience gathered for the program.



David Grubin with Connie Smukler.



Trustee Member Rabbi Albert Gabbai of Congregation Mikveh Israel with Reverend Tim Safford of Christ Church.



Sidney Kimmel (left) with Trustee Joseph Smukler.



Philadelphia Mayor John F. Street speaks about the positive effect the new Museum will have on the city.

AN INTEGRATED IMAGE

An updated image is an integral part of the new Museum's identity. A new logo echoes the institution's mission to connect Jews more closely to their heritage.

"In designing the new logo and identity," said Gwen Goodman, NMAJH Executive Director, "we wanted a symbol of Jewish freedom in America." The logo depicts the Star of David with 13 stripes that represent the original American flag.

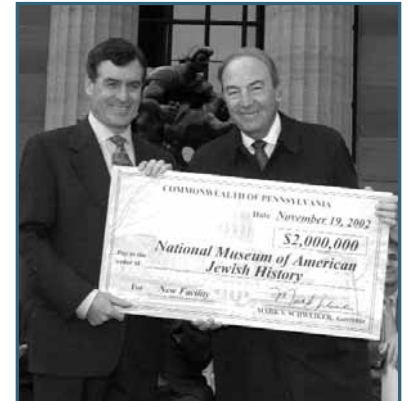
Crane Marketing Communications, the firm responsible for the Museum's identity design, worked closely with the Museum's development team and architects to create an integrated image. Inspired by the building's design, the logo includes a depiction of the flame that will crown the new building.



NATIONAL MUSEUM
AMERICAN JEWISH HISTORY



Trustee George Ross (left) and Museum President Myles H. Tanenbaum (center) present Sidney Kimmel with a framed copy of the original sheet music to "God Bless America" as sung by Kate Smith in 1939. Mr. Ross and Mr. Tanenbaum serve as Co-Chairs of the Capital Campaign Committee.



Following the announcement of the new plans for the Museum, Governor Mark Schweiker presents a check for \$2 million to Museum Chairman D. Walter Cohen. The governor gave funding to the Museum and other area institutions to "enhance Philadelphia's reputation as a world-class cultural city."



Trustee Selma Fishman (left) with Museum Chairman D. Walter Cohen and Melba Pearlstein.



Museum Docent Dena Luborsky (left) with President Emerita Ruth Sarnier-Libros.



From left: Trustees Lynne Barrack, Lyn M. Ross, Robbi Toll and Bubbles Seidenberg.

MOSKOVITZ PORTRAITS DONATED TO MUSEUM COLLECTION

A treasure trove of engraved portraits comprising a "Who's Who" of famous individuals, including composer Leopold Stokowski, President Harry S. Truman, and Chaim Weizmann, the first president of Israel, was recently donated to the Museum by relatives of the artist, Philadelphia native Harry Sholom Moskowitz.

The collected works include more than 400 etched prints, portraits and commercial art that date from 1909 to the early 1950s. Other prominent people whose pictures are included in the collection are President Franklin D. Roosevelt, who autographed his portrait; comedian Bob Hope; former RCA Chairman David Sarnoff; Dennis Cardinal Dougherty, a former Archbishop of Philadelphia, and members of Philadelphia's notable families from past years, including Jack Kelly and Colonel Samuel Price Wetherill.

Moskowitz studied at the Graphic Sketch Club, now the Samuel S. Fleischer (whose portrait is also part of the collection) Art Memorial, and at the Pennsylvania Museum and School of Industrial Art in Philadelphia, which evolved into two separate institutions, the Philadelphia Museum of Art and the University of the Arts. After finishing his studies in France and Germany, Moskowitz served in World War I. Following the war, he taught art to soldiers stationed in Germany before returning to Philadelphia to work as a commercial artist.

"This collection is significant because it shows a Jewishly-identified artist engaged in the larger, non-Jewish world," said Museum Registrar Claire Pingel of Moskowitz, who was a member of the Jewish fraternal organization Brith Sholom. "His work is distinguished and varied and appears in the collections of many museums and libraries."

Moskowitz's niece, Selma Cohen, who donated her uncle's collection to the Museum, said, "It was just a logical place for us to take it. We were confident his legacy would be preserved at the Museum."

To inquire about donating objects to the Museum, please contact Claire Pingel at 215-923-5975, extension 124 or cpingel@nmajh.org.

"This collection shows a Jewish-identified artist engaged in the larger, non-Jewish world."



Leopold Stokowski



Chaim Weizmann



Louis Marshall

MUSEUM SHOP FEATURES LYNN RAE LOWE



Museum Shop Manager Elaine Silverman was one of the first in her field to encourage Jewish artisans to create Jewish ceremonial objects in their respective media. She believes that vital expressions of Jewish identity can be revealed through reinterpretation of ancient traditions and rituals into modern forms and media.

Her support helped create what is now a virtual explosion of artists of all backgrounds producing the finest ceremonial art. Their artistic expression is seen in a range of design, medium and technique.

Beginning with this edition of "Only in America," the Museum will feature an artist whose work is in the Museum Shop. This issue highlights Lynn Rae Lowe, whose work will be available at a 10 percent discount through February 2. A multiple award winner who has exhibited widely, Lynn Rae Lowe is a prolific sculptor working in bronze, copper, silver, steel and paper.

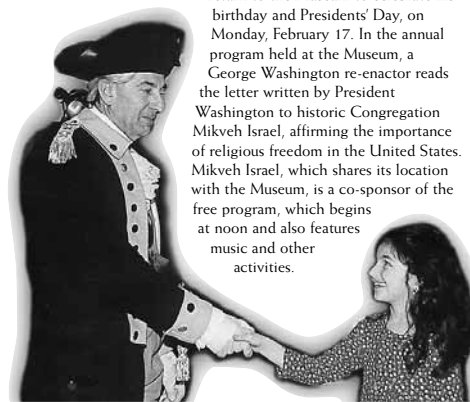
Ms. Lowe said her work is inspired, in part, by her childhood seders. "I remember the line from Passover to 'teach this to your children,' and that one line has been very important to me," she said. Raising a family in Telluride, Colorado, where for many years there were very few Jewish families, she said she wanted to make sure her children were raised in a Jewish environment. The artist, who has a bachelors of fine arts in mixed media from the University of Arizona, created menorahs and other ritual pieces for her family.

Now, her award-winning ritual objects are in thousands of homes. It is "humbling to know that your work is helping people to understand their own spirituality, their Jewish religion," Ms. Lowe said. "My work has a Judaic theme, but it is about the elevation of the human spirit."

Please call the Museum Shop at 215-923-0262 to speak with someone on the staff about purchasing Jewish ceremonial objects that will become family heirlooms passed down from generation to generation, and that can be displayed year 'round as unique art. Ms. Lowe's work, and that of other artists, can be viewed at the shop's website, www.judaicashop.net

GEORGE WASHINGTON CELEBRATION

Former President George Washington will return to the Museum to celebrate his birthday and Presidents' Day, on Monday, February 17. In the annual program held at the Museum, a George Washington re-enactor reads the letter written by President Washington to historic Congregation Mikveh Israel, affirming the importance of religious freedom in the United States. Mikveh Israel, which shares its location with the Museum, is a co-sponsor of the free program, which begins at noon and also features music and other activities.



SMITHSONIAN HOSTS CULTUREFEST

The young Irving Berlin is seen here in an uncredited photograph taken on the streets of New York City around 1908, when he was launching his remarkable career as a songwriter. The slide was one of many historic photos shown by Dwight Blocker Bowers, a Curator and Cultural Historian at the National Museum of American History's Division of Cultural History at the Smithsonian Institution during "Irving Berlin's America," presented in October at the Museum. His presentation was part of a three-city cultural experience, "CultureFest," hosted by "Smithsonian Magazine." The National

Museum of American Jewish History is a Smithsonian affiliate, joining approximately 100 cultural institutions in a program that enables sharing the Smithsonian's collections and resources.

Through special arrangement with the Smithsonian Institution, the Museum is offering Smithsonian affiliate memberships as a supplement to Museum memberships for an additional \$20 when renewing 2002/2003 memberships. Among the benefits of Smithsonian Affiliate memberships are discounts on Smithsonian Institution catalogue purchases and at participating Smithsonian Institution affiliate institutions, a one-year subscription to "Smithsonian Magazine," and discounts on shopping and dining at the Smithsonian. For more information, contact Gadi Aronson, the Museum's Associate Director of Development, at garonson@nmajh.org or at 215-923-3811, extension 103.



GIFT DONORS

THE MUSEUM EXPRESSES ITS DEEP APPRECIATION TO ALL THOSE WHO HAVE MADE GIFTS FROM APRIL 1, 2002 THROUGH OCTOBER 31, 2002 TO SUPPORT THE MUSEUM'S MEMBERSHIP, ANNUAL FUND, AND SPECIAL PROJECTS.

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