

FOR IMMEDIATE RELEASE
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**THE NATIONAL MUSEUM OF AMERICAN JEWISH HISTORY IS OPEN FOR
INTERPRETATION BY FILMMAKERS TIFFANY SHLAIN AND KEN GOLDBERG**

**The Artists in Residence Will Produce “The (Whole) Cinemagillah”—an Original
Short Film Featuring Quintessentially Jewish Moments in American Film and
Television History—to Premiere on December 14**

PHILADELPHIA—The National Museum of American Jewish History (NMAJH) announces the latest participants in its ***OPEN for Interpretation*** artist residency: Filmmaker and Webby Awards founder **Tiffany Shlain** and University of California robotics professor and artist **Ken Goldberg**. The husband-and-wife team have launched a participatory art project to create an original short film, “[The \(Whole\) Cinemagillah](#),” which will explore the American Jewish experience through film and television. The film will premiere at NMAJH on December 14, 2016 and will remain on view at the Museum as part of its regular installations through early 2017.



Tiffany Shlain and Ken Goldberg.

Shlain and Goldberg's project is inspired by the original films playing in NMAJH's core exhibition, especially those on view in the Hollywood Theater on the Museum's third floor. The artists will create a film using clips from films and television that reflect how the American Jewish experience is depicted and understood in popular media. The film will capture a range of cinematic moments, whether it is a scene from *Cabaret*, Spock's famous salute in *Star Trek*, or a clip from *Seinfeld*. The film's title, "The (Whole) Cinemagillah," blends the concepts of cinema (a sequence of images wound onto a reel and unwound to tell a story) and *megillah* (the Hebrew word meaning a sequence of words wound onto a scroll and unwound to tell a story).

Shlain and Goldberg are cloud-sourcing the public using social media for suggestions of clips to use in the film, a method they used successfully for past award-winning films "The Tribe" (2005) and "Making of a Mensch" (2015). Their video call for participation (www.letitriple.org/films/the-whole-cinemagillah) invites anyone to suggest film and television moments by posting on Facebook [here](#) or emailing ideas to ideas@letitriple.org. Shlain and Goldberg will review the entries as inspiration for their "Cinemagillah" and weave audience recommendations into the film.

NMAJH will debut "The (Whole) Cinemagillah" at a screening on December 14, 2016 at 7 pm, after which there will be a discussion with Shlain and Goldberg about their work and their perspectives on how television and film as mediums shape and reflect the Jewish experience. Tickets to the film premiere are on sale now on the NMAJH website, bit.ly/cinemagillah.

About Tiffany Shlain and Ken Goldberg

Tiffany Shlain is an Emmy-nominated filmmaker and founder of The Webby Awards. Her films and work have received over 80 awards and distinctions including a Disruptive Innovation Award from Tribeca Film Festival and NPR's list of best commencement speeches. She closely follows the latest developments in technology, neuroscience, feminism, and footwear. Four of her films have premiered at Sundance, including her feature documentary "Connected," and "The Tribe," which explores American Jewish identity through the history of the Barbie doll. The US State Department selected four of her films for The American Film Showcase. As a speaker, Tiffany has presented at Harvard, NASA, and was the closing speaker for both TEDWomen and TEDMED. Her original series "The Future Starts Here" has received over 40 million views. She is co-founder of Character Day, a global annual event for schools and organizations on the science of character and that had over

90,000 events in 125 countries. Her new film “50/50: Rethinking the Past, Present & Future of Women + Power” premiered at TEDWomen and Refinery29. While Tiffany loves technology, she pries off its tentacles once a week for “technology Shabbat” with her family. Website: tiffanyshlain.com. Twitter: @tiffanyshlain.

Ken Goldberg is an artist, inventor, and UC Berkeley Engineering Professor. Ken is an East Pennsylvania Jew, with all the associated baggage. Ken's artwork is closely linked with his research on robotics, automation, art, and social media. Ken developed the first provably complete algorithm for part feeding and the first robot on the Internet. Despite agonizingly slow progress, Ken persists in trying to make robots less clumsy. He has over 200 peer-reviewed publications and eight U.S. Patents. Ken's installations have been shown in over 70 venues including the Whitney Biennial, SF Contemporary Jewish Museum, Pompidou Center, Buenos Aires Biennial, Berkeley Art Museum, Nevada Museum of Art, and the ICC in Tokyo. His Erdos-Bacon number is 6. Ken lives in the Bay Area and is madly in love with his closest collaborator Tiffany Shlain and their two daughters. He is fiercely protective of his family, his students, and his frequent-flier miles. Twitter: @ken_goldberg.

About *OPEN for Interpretation*

OPEN for Interpretation is the National Museum of American Jewish History's artist residency program. It invites creative thinkers to immerse themselves in the Museum's many stories of courage, imagination, struggle, and heritage as inspiration for new works of art, music, dance, writing, or performance that bring history to life in new and unexpected ways. Most recently, the Museum featured a series of installations by visual artist and community organizer JJ Tiziou highlighting universal themes of immigration, displacement, identity, and community. Learn more about past *OPEN* artists at NMAJH.org/OPEN.

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About the National Museum of American Jewish History

The National Museum of American Jewish History, located on historic Independence Mall in Philadelphia, brings to life the more than 360-year history of Jews in America. Tracing the stories of how Jewish immigrants became Jewish Americans, the Museum invites visitors of all backgrounds to share their own stories and reflect on how their histories and identities shape and are shaped by the American experience. An open door for all, NMAJH honors the past and contributes to a better future by sharing the power of imagination and ideas, culture and community, leadership and service, in ways that turn inspiration into action.

The National Museum of American Jewish History is located at 101 South Independence Mall East at the corner of Fifth and Market Streets in Philadelphia. Museum hours are Tuesday to Friday, 10:00 am - 5:00 pm, and Saturday and Sunday 10:00 am - 5:30 pm. NMAJH is closed most Mondays, including federal holidays and some Jewish holidays. Museum admission is \$12.00 for adults, \$11.00 for senior citizens and youth, free for children 12 and under, Museum Members, and active military with ID. For the run of *Bill Graham and the Rock & Roll Revolution*, September 16, 2016 – January 16, 2017, the Museum will stay open until 8 pm on Wednesday evenings. (Please note the Museum will be closed on select Wednesday evenings.) Connect with the Museum on [Facebook](https://www.facebook.com/nmajh), [Twitter](https://twitter.com/nmajh), [Instagram](https://www.instagram.com/nmajh), and [Pinterest](https://www.pinterest.com/nmajh). For more information, visit nmajh.org or call 215.923.3811.