

**ARTISTS INVITED TO ENTER THE  
AVIS LEE & ABRAHAM NEIMAN JUDAICA PRIZE COMPETITION**

In 2002, the Museum established the prestigious Avis Lee & Abraham Neiman Judaica Prize Competition to encourage Florida artists to be at the forefront of a renaissance of Judaic art, to enrich and enhance ritual celebration of Jewish holidays with contemporary designs and to expand the Museum's collections. Previous competitions have been awarded for the design of a *seder* plate, *tzedakah* box, *challah* tray or cover, Chanukah *menorah* and *mezuzah* case.

**This year's competition challenges Florida artists to create an original Torah Mantle Cover and/or Torah Pointer expressly for this contest.** First prize is \$1,500; second is \$750 and third prize is \$500. We encourage artists in all media who are residents of Florida, have a studio in Florida, or have exhibited in Florida to participate.

**Entry deadline: February 1, 2011.**



The Torah is one of the most sacred objects in Judaism. It is a parchment scroll, handwritten by a scribe, comprising the Five Books of Moses, which contain the original history of the Jewish people and all the laws and instructions for Jewish ritual. A specific portion of the Torah is read each week in synagogues all over the world – and it takes a year to complete the readings.

The Torah is kept in an enclosed area known as the Ark. The Torah is adorned with various ritual items for its protection and also to honor the tradition of *hiddur mitzvah* (beautifying ritual objects). The Torah is considered sacred to the degree that once the writing is completed, we do not touch the actual scroll. The rolled Torah scroll is covered with a Torah Mantle Cover. Most Torah Mantle Covers in the Ashkenazi community are made of decorated cloth, whereas in the Sephardi and Middle Eastern Jewish communities the covers are more often made of silver or other precious metal or wood.



A Torah Pointer is used when reading from the Torah to help keep the reader's place and to ensure we do not erase any of the text. The pointer is known in European communities as the *yad*, "hand," or the *etzba*, "finger," and in Sephardi and Eastern communities as the *moreh*, "pointer," or *kulmus*, "quill," the former because of its function and the latter because of its shape. The pointer was originally a narrow rod, tapered at the pointing end, usually with a hole at the other end for a ring or chain to hang the pointer on the Torah scroll. Some are designed with a hand and pointing finger at the end. Pointers can be made from any materials, but most are silver, silver-plated brass or wood.



## **DEADLINES, PROCEDURES & RULES**

- We encourage artists in all media to participate.
- Only one entry per artist; artists' collaborations are permitted.
- Artists must be residents of Florida, have a studio in Florida, or have exhibited in Florida.
- All entries must be created exclusively for the Jewish Museum of Florida Judaica Prize competition. This exclusivity is to mean that prior to this competition, the item has never been shown publicly or sold.
- Winners are selected by an eminent jury, whose names will be announced after the winners are chosen.

### **Torah Mantle Cover Criteria:**

The cover can be made of any type of material, as long as it can be easily removed for the Torah reading.

**Length: 30 inches • Width: 13 inches • Depth: 7.5 inches**

**For cloth covers:** The top of a cloth cover needs two 2.25 diameter holes at a distance of 5.25 inches between them to allow for the wooden handles. The top is usually reinforced to make the openings stiff. The back of a cloth cover often has a vent to facilitate removing it.

**For metal or wood covers:** The cover may enclose the entire scroll including handles, or it may have an opening at the top as described above to accommodate the handles. The cover must have the ability to be opened and closed for easy removal of the Torah.

### **Torah Pointer (Yad) Criteria:**

Any material. Length: 6 – 12 inches

## ***PHASE I***

Application deadline is **February 1, 2011 at 5:00 p.m.** Please submit:

- Maximum of 4 Images on CD: The images must include both the front and back of the object. Submit two copies of the CD, in jpg or tiff format, with image size of 3" x 5" and resolution of 300 dpi. Each CD should be labeled with the artists' name; however, the images should not contain the name of the artist. CDs will not be returned and e-mail submissions will not be accepted.
- Artist's statement: Maximum 150 words, describing the entry, and labeled with the artist's name.
- Artist's biography: Maximum 150 words, labeled with the artist's name.
- Completed and signed application: Please staple the application, statement and biography together in that order with the application on top.

All submissions become the property of Jewish Museum of Florida and will not be returned. No notification will be sent upon receipt of entries. We recommend sending your entry via registered mail. Entries will not be accepted after the deadline date.

## ***PHASE II***

The winners will be notified by Friday, March 18, 2011 and will need to submit their winning entry to the Jewish Museum of Florida by Friday, April 8, 2011. The objects must be exactly as shown in the photographs; any altering of the objects after the submission of the photographs will disqualify the objects from consideration. Winners are responsible for bringing their winning entries to the Museum or for crating, shipping and insuring their work to reach the Museum by the deadline. The winning entries will become part of the permanent collection of the Jewish Museum of Florida.

To enter, you may download the contest criteria and application form from our website [www.jewishmuseum.com](http://www.jewishmuseum.com) or call 786-972-3164 to receive the form by fax or mail. Submit the completed form and photographs, by **February 1, 2011 at 5:00 pm.** to the Museum: 301 Washington Avenue, Miami Beach, FL 33139. The prize ceremony will take place at the Museum on Monday evening, May 2, 2011.



301 Washington Avenue  
Miami Beach, FL 33139-6965  
305-672-5044 • fax 305-672-5933  
www.jewishmuseum.com



## JEWISH MUSEUM OF FLORIDA

### AVIS LEE & ABRAHAM NEIMAN JUDAICA PRIZE 2011 FOR A TORAH MANTLE COVER AND/OR TORAH POINTER

**APPLICATION** – Please submit with CDs by **February 1, 2011**.

**Please print clearly or type:**

Name \_\_\_\_\_

Address \_\_\_\_\_

City, State, ZIP \_\_\_\_\_

Phone (day) \_\_\_\_\_ (evening) \_\_\_\_\_

Phone (cell) \_\_\_\_\_ Fax \_\_\_\_\_

e-mail \_\_\_\_\_

Dimensions of entry (in inches):

Length \_\_\_\_\_ Width \_\_\_\_\_ Depth \_\_\_\_\_

Materials \_\_\_\_\_

I hereby declare that I have created this item exclusively for the Jewish Museum of Florida Avis Lee & Abraham Neiman Judaica Prize competition. Prior to this time, this piece has never been shown publicly or sold. I understand that if my entry wins, it will become part of the permanent collection of the Jewish Museum of Florida.

Signature \_\_\_\_\_

Date \_\_\_\_\_

**Application form must be accompanied by:**

- Two CDs (maximum of 4 images per CD)
- Artist's statement
- Artist's biography

**RETURN TO:** Jo Ann Arnowitz, Associate Director  
Jewish Museum of Florida  
301 Washington Avenue, Miami Beach, Florida 33139-6965

Questions? Contact Jo Ann, tel: 786-972-3164

Fax: 305-672-5933, e-mail: [assocdir@jewishmuseum.com](mailto:assocdir@jewishmuseum.com)

All e-mail inquiries should read "Judaica Competition" in the subject line