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Maccabi World Union

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Live the life you love
In the beginning was “The Idea” conceived by a 15-year-old Jewish youngster, Joseph (Yosef) Yekutieli, against the background of the 1912 World Olympics in Stockholm.

For the next 10 years, he mulled it over until he formulated a detailed plan. After another decade of intensive efforts, endless lobbying and tireless knocking on the doors of rulers, secretaries, government officials, authorities and close friends, the plan, which had appeared to many to be too daring and pretentious, finally took shape and became a reality. In 1928, Yekutieli presented a proposal to Menachem Ussishkin, Chairman of the Executive Committee of the Jewish National Fund, for the first convocation in Eretz Yisrael of Jewish athletes from all over the world, symbolically timed for the 1800th anniversary of the Bar Kochba rebellion.

The purpose of these worldwide Jewish competitions was to allow the various participating associations an opportunity to test their strength, prepare themselves for international and Olympic competitions and to glorify the sports achievements of Jewish youth.

The path towards the Maccabiada, which, at the suggestion of the writer K. Silman, was Hebraized to Maccabiah, abounded with arguments and was strewn with stumbling blocks. Alongside the differences of opinion which emerged in World Maccabi over the conduct and content of the Maccabiah, events in Israel took a grave turn, throwing doubt upon whether the Games would ever take place.

Ultimately, with the help of Sir Arthur Wauchope, who admired Jewish sports and the achievements of the Zionist movement in Israel, extended his patronage to the Maccabiah, on condition that it hosts Arab and English groups.

Two delegations of Jewish motorcycle riders set out from Tel Aviv for a promotional tour throughout Europe; the first in 1930 from Tel Aviv to Antwerp, and the second, a year later from Tel Aviv to London. Yekutieli himself participated in the delegation of young cyclists. On the second tour, the riders covered 9,375 kilometers, from the Sinai desert through Cairo, Alexandria, Salonika, Sofia, Belgrad, Novisad, Osijek, Zagreb, Vienna, Linz, Nuremburg, Frankfurt, Metz and Paris to London, Brighton, Leeds, Manchester, Glasgow, Birmingham and Beirut. In all these cities, they announced the Maccabiah which would take place the following spring in Israel.

Masses of enthusiastic Maccabi members proclaimed their desire to participate in the “Jewish Olympics” and the rest – as they say – is history!
PRESIDENT ISAAC HERZOG’S MESSAGE FOR THE 21ST MACCABIAH GAMES

It is an immense honor to launch the Twenty-first Maccabiah Games and welcome thousands of athletes to Jerusalem, the eternal capital of Israel. The Maccabiah opening ceremony is a festive occasion for the whole Jewish world, a celebration of our togetherness. It is also a proud display of our shared values: Zionism, excellence, Jewish solidarity, faith and hope. As thousands of athletes from all around the Jewish world ascend to Jerusalem, they join thousands of their brothers and sisters from Israel. Together, they represent dozens of countries but one, special people: the Jewish People.

The Maccabiah is not just another sports competition, but one with a massive heart. When Jewish hearts beat at full speed across packed stadiums, we all come together in an incredible display of might and determination.

For over 100 years, the Maccabi World Union has been working to fortify the Jewish People’s national body, strengthening Israel as the nation’s heart and strengthening Jewish communities worldwide. The movement’s hundreds of thousands of members are the best proof of its importance not only to the sporting world but also to guaranteeing the Jewish future.

To all Maccabiah athletes, I wish the best of luck!

ISAAC HERZOG
President of the State of Israel

Dear trainers, coaches, team members, players and all of our dear guests!

We are happy to welcome you to the 2022 Maccabiah Games. The Maccabiah Games, being an exciting and most significant international Jewish event, have become a praised tradition.

The Maccabiah offers the exciting chance to enjoy the wonderful sites of the land of Israel and to be exposed to the varied Israeli society, thus creating a memorable experience of competitive sports and cultural events.

The Maccabiah definitely combines our two most loved and shared values; the State of Israel and the love of Sports.

I wish you a pleasant stay in Israel and most enjoyable games!

Yours Sincerely,

CHILI TROPPER
Minister of Culture and Sport
State of Israel
Dear friends,

Welcome to Jerusalem! I am overjoyed to be able to welcome so many athletes, coaches, and supporters to the eternal capital of Israel, for the 21st Maccabiah Games. I want to congratulate all the organizers and directors of this tremendous undertaking, bringing together more than 10,000 participants, coaches, and supporters for a full schedule of sporting and family events across the country. Jerusalem is honored to be hosting so many of the events, and of course, the opening ceremony which will see all the teams and delegations proudly parade together with their country’s flags.

I wish to express my deep appreciation for the important role that Maccabiah plays in Israel and around the world, in strengthening Jewish and Zionist identity, teaching about healthy lifestyle, community, and of course the need to stand up against antisemitism. You work to empower young Jews to be proud of their identity, building self-confidence and awareness, and crucially, reaffirming the bond between the Jewish people all over the world with the people, the land, and the state of Israel. You are truly gold medalists, and we all reap the rewards for your dedication.

To all those who are visiting from around the world, I hope you will enjoy and benefit from the new sporting facilities in the city, and that you will have the opportunity to enjoy the cafes, restaurants, and museums – and that most importantly, that you come back and visit us soon.

I wish you all a triumphant time, with my very warmest wishes,

MOSHE LION
Mayor of Jerusalem

Dear Athletes, coaches, delegations’ members and supporters,

Welcome to Israel! Welcome to the greatest gathering of the Jewish people in the world! Welcome to a celebration of sports and a celebration of peoplehood. For the Israeli people, our wonderful hosts, this event is a vital opportunity to meet Jews from all over the world, to showcase our beautiful country, our shared homeland, and to connect with the Jewish communities, our sisters and brothers.

We have the unique opportunity to be inspired by so many Jewish athletes who have dedicated themselves to their talents and skills, and proudly represent their country, and their community, as part of the Jewish nation.

As the long and complex preparations come to a close, the stage is set for a wonderful championship, replete with family zones, and supporters’ open areas across the country. We look forward to welcoming Israelis from all walks of life to join together in celebrating this special gathering.

Of course, Maccabiah is not just about the Games which take place every four years. At any moment throughout the of the year, Maccabi clubs and centres across Israel – and around the world – work with young Israelis to help promote a healthy lifestyle, sport, community, and above all sportsmanship.

So as I wish each and every one of our athletes the very best of luck, I invite everyone in Israel to come and enjoy the games, and engage with the Maccabiah wherever you live. Together, we are working for a stronger community, and a healthier tomorrow.

AMIR PELED
Chairman
Maccabi World Union

(Courtesy)

(Courtesy)
Since the last Maccabiah in 2017, there is a new World Chairman of Keren Kayemeth LeIsrael-Jewish National Fund (KKL-JNF), and his ongoing message of partnership between the two Israeli institutional giants is as bright and strong as ever!

“From the very first Maccabiah, Keren Kayemeth LeIsrael-Jewish National Fund was involved,” said Avraham Duvdevani, who has served as World Chairman of KKL-JNF since he took over the role in 2020.

“Every single Maccabiah that has taken place, KKL-JNF has been a partner in. And the reason why is that Maccabi is really the biggest Zionist organization in the world, it has the most members of any such group.”

The Maccabiah is clearly far beyond a sporting competition. The thousands of participants do much more than demonstrate their physical achievements and strength, but even more so the spiritual strength and the whole-hearted identification of the Jewish people with the State of Israel.

“Maccabi is part of the Zionist movement,” said Duvdevani. “Its way of promoting Zionism is done through the extremely powerful platform of sport.

“Every member of Maccabi proudly knows that they are a part of this wonderful movement that connects Jews all around the world through sport.

“The pinnacle of all of that is the Maccabiah Games in Israel!”

For more than a century (since 1901) KKL-JNF and its partners worldwide have been faithfully fulfilling its historical role as the trustee of the Jewish people in Israel.

Asked for the mission statement of KKL-JNF in one or two sentences, Duvdevani instantly replied “to continue to build the land of Israel.”

“It is, of course, almost obvious for us to be a partner with the Maccabiah as we have essentially the exact same goals.”

Included among the stated goals of KKL-JNF are developing the land for a sustainable future; supporting Zionist and environmental education; enhancing the bond between the Jewish people and their homeland; building connection with people who love Israel.

Another important topic that Duvdevani wanted to address was KKL-JNF’s forays into climate change.

“Saving the planet is a humane, Jewish and moral mission. Our organization has always been a green body whose work is devoted to protecting and improving the environment and sustainability.”

Just this month, it was announced that 36 doctoral students from leading Israeli universities whose doctoral dissertations deal with the climate crisis will each receive a scholarship of NIS 25,000 per year for two years from KKL-JNF. The total amount of scholarships comes to NIS 1.8 million.

The scholarship program will promote Israeli researchers and entrepreneurs and will encourage climate research that could lead to significant breakthroughs.

“The future of Israel, and the entire world, is of course intertwined with the sustainability of our planet, and we want to invest as many resources as possible towards this goal.”

Born in 1945 in Jerusalem and having taken part in the liberation of Jerusalem during the Six Day War, Duvdevani previously served as the chairman of the World Zionist Organization, the Director General of World Bnei Akiva and an executive for the Jewish Agency. He has a great deal of experience in working to promote Zionism both in Israel and abroad, and he is very well acquainted with Jewish communities worldwide.

“When it comes to an event like the Maccabiah, we sit with the organizers and try to figure out how to synthesize our joint message within the sporting competition and the entire experience.

“You have to understand, that while the Maccabiah itself may take place for two weeks every four years, there is an entire infrastructure of preparation that is ongoing.”

But now that much of the groundwork for the Games is complete, hopefully there will be time for some fun.

“I will definitely be enjoying the Maccabiah events, from the opening and closing ceremonies to the seeing different competitions and medals being won. It is really an exciting atmosphere.”

Thinking about the message that KKL-JNF wanted to convey to all of Maccabiah participants, Duvdevani went big picture and small.

“We are thrilled to see you here and wish you all the best in all aspects of your trip! We want to see you, not only here right now, but also to see you as our partners in the land of Israel, to come here, to live here, and to help us grow this vitally important land for our entire nation.”
Come and discover Beresheet - a new residential experience for people ages 65 and over, which is being built at Ramat Motza in the Jerusalem mountains. Here you have the opportunity to be partners in a new residential concept and to take part in building a way of life that fits your worldview. Come and build active life full of interest together with people who know how to appreciate the amazing nature that surrounds the project, enjoy the pool, fitness lessons and many other free facilities at your pleasure, tracks in the neighbouring forest and celebrate life with a strong and cohesive community, which we built together.
A DEEP DIVE WITH
A TRUE MACCABI ICON

ALEX BLAVATNIK DISHES ON HIS LOVE OF ISRAEL, SWIMMING AND HIS LONG HISTORY WITH THE GAMES, IN AND OUT OF THE POOL

9 medals from 2013 Maccabiah Games (Courtesy)

Still competes in the pool (Courtesy)

ALDEN TABAC

Alex Blavatnik is quite the unique Maccabiah athlete.

The former NCAA Division One swimmer at Miami University is the Executive Vice President and Deputy Chairman of Access Industries. He also sits on the board of USA Swimming and, aside from competing in Masters Swimming this year, is also serving as the Honorary President of Maccabiah 2022.

Blavatnik, 58, is a Maccabiah veteran, having competed in the 2003 Pan American edition and the past two Maccabiah Games in Israel, in 2013 and 2017. Impressively, he has been swimming competitively since the age of six.

“I’m originally from the Soviet Union,” explained Blavatnik, who these days splits his time between Florida, New York and does quite a bit of traveling. “My dad put me into swimming. I wanted to play soccer, and my dad was a professional soccer player, but there was a lot less drinking in swimming than in soccer in Russia.

“I swam throughout elementary school, high school and at college. After college I continued to swim Masters following a few years off.”

Although swimming was not his first choice of sports to play as a young boy, Blavatnik grew to enjoy the sport immensely, as is evident from his decision to continue competing in the sport nearly uninterrupted throughout his life.

On a practical level, he enjoys the sport because of his skills in the pool.

“Swimming is the only sport in which I can do well,” Blavatnik said half-jokingly. “I still enjoy playing soccer, but I’m not very good at it.”

However, the swimmer obviously appreciates several other aspects of the sport.

“Swimming keeps you in good shape, it gives you discipline. To be able to stay with the sport you need to be disciplined. When I swam seriously in high school and college, it was five hours per day of training. Time management was very important. You had to study, swim, go to class, do homework, and have some time to socialize. It basically forced you to be organized.”

The discipline that Blavatnik gained from years of competitive swimming has helped him outside of the pool as well.

“I’m not the most organized person in the world, but if I didn’t swim I’d really be in trouble [disorganized],” he said.

Thankfully, swimming is relatively not too taxing on the body and is one of the few
sports that both the young and the old can enjoy. “Overall, it’s a great sport you can do your whole life. Once in a while you see a hundred-year-old swimmer. For kids, it takes them off the street. They’re so tired after swimming they have no time or energy to misbehave. “I enjoy the competition as well. I continue competing because it gives me goals.”

In addition to swimming, Blavatnik has been heavily involved with the Maccabiah Games over the years. Through active board membership and financial contributions, he has been an instrumental part of the Games’ success. “I’ve been a board member since I started doing the Maccabiah Games,” Blavatnik shared. “I was chairman of the USA Masters Swim team for the Maccabiah in 2013, where I was responsible for recruiting swimmers. In general, our family foundation financially supports Maccabi USA and the Maccabi Foundation. This time around, I’ll be the Honorary President of the Maccabiah. I’ll be at the opening and closing ceremonies and helping to give out medals. Israel Swimming has also benefited from the philanthropist’s kindness while Blavatnik has served as its honorary president.

“We’ve been providing some needed finances to the national team over the last four years, and we’re trying to help Israeli swimming get to the next stage,” he said.

As a swimmer himself, Blavatnik expressed his optimism about the future of the program. “They have been doing really well. We hope that Israel can win a medal at the [2024] Paris Olympics. We’re getting closer.”

Blavatnik’s family upbringing played a large part in what inspired him to get involved with Israel in such a significant capacity. “Our company has been in Israel for the last 10 years. I’ve been coming to Israel for maybe 25 years. Since I was growing up in the Soviet Union, there was a lot of antisemitism, a lot of negative press about Israel and anti-Israel propaganda. In my family, my parents held up Israel as a beacon of light and hope and pride for Jewish people.

“Israel has been growing,” he remarked. “25 years ago, I don’t remember seeing a single skyscraper, and if you look at Tel Aviv and the cities now, it’s a completely different story. There is more infrastructure. The country has become more and more cosmopolitan. “The economy, technology and innovation have grown. It’s a great place for tourists to visit. There’s a lot more of everything. Israel has become more integrated into the world community.”

“Israel has been growing,” Blavatnik stated. “I’ve seen this in international events even outside of the Maccabiah, and the camaraderie is great.”

Blavatnik is, of course, looking forward to returning to Israel yet again from this year’s Maccabiah Games. In addition to participating himself in the pool, the Games will provide many other pleasurable opportunities. “I’m looking forward to a lot of my friends coming and competing. Relatives and friends will come to watch me swim. I’m also looking forward to meeting people involved in Maccabiah World Union and participating in events. I’m looking forward to just visiting Israel too. I don’t remember ever staying for two weeks.”

Blavatnik was also excited about a special event he is organizing during his trip. “We put together an exhibition swimming relay at the Wingate Institute on July 20 at 17:00 that will involve former and current Jewish Olympians from Israel and USA competing against each other,” he noted.

“On the Israeli side Yoav Bruck and Anastasia Gorbenko will participate, among others. On the US side, it’ll be me, as well as legendary Olympic Gold medalists Anthony Ervin, Lenny Krayzelburg, Garrett Webber-Gale and Jason Lezak – all of whom competed in the Maccabiah in prior years. Blavatnik ultimately has a strong passion for sports that has inspired him to continue competing as well as supporting other athletes.

“Sports is the one thing that brings people together,” Blavatnik stated. “I’ve seen this in international events even outside of the Maccabiah, and the camaraderie is great.”

Very active in developing youth swimming (Courtesy)
J
ames Cohen lives in Ramat Gan with his wife and children. For years he’s been urging his parents, Marc and Vanessa, to make Aliya from Glasgow, and live close to their family. So far they’ve refused. They’re reluctant to face the many hassles involved; cumbersome bureaucratic procedures, seeking a suitable home, and integrating into a new social environment.

They are not alone. Many over-65s who might want to move to Israel are deterred by all the same reasons that keep Marc and Vanessa staying put in Scotland.

But all that may soon change. The Oranim Group, an Israeli Real Estate Development Company specializing in sea front development, is pioneering Oranim Club Sixty Five, a new line of luxury sea front resorts that aims to eradicate the stress from Aliya for seniors.

Living in Israel will feel like one long vacation: settle into your own private home with all the amenities of a first class resort: maintenance, cleaning, laundry, shuttle service, social activities, fine dining, state-of-the-art gym, spa and pools, lecture halls, art studio, private cinema, business center and conference rooms, synagogue and much more. Tours, lectures, films, concerts, workshops, bridge classes and art classes, and computer courses are among some of the activities provided to cater to holistic happiness. Round the clock security and concierge services, as well as a Business Lounge with the latest communications equipment, all add to the laid back lifestyle.

Club Sixty Five will even handle Aliya bureaucracy and arrange Ulpan Hebrew lessons. Equally fabulous is how new Olim can slip straight into a warm, dynamic community, feeling embraced and right at home, in ultra-elegant accommodation overlooking the blue Mediterranean Sea.

The flagship resort, Sea One, is currently under construction on the seafront of the city of Rishon Lezion. Centrally located, Rishon Lezion is a 15-minute drive from Tel Aviv, 20 minutes from Ben-Gurion Airport, and 45-minutes from Jerusalem. With the Promenade literally on the door front, club members have additional shops, open-air cafes, and restaurants on tap.

Sea One contains 270 apartments of various sizes, ranging from a compact 50 square meters to spacious homes comprising of 125 square meters. Each apartment includes a fully equipped bathroom and kitchen, as well as a private terrace. Unique sea-facing garden apartments are also available.

Sea One provides all the facilities for happy family events; residents are welcome to celebrate Bar Mitzvas, birthday parties, anniversaries or any other milestones on the premises. Friends and family members are invited to enjoy the restaurants, swimming pools, gym, and spa. Sea One also offers hotel style accommodation for longer visits of family members.

Membership in Club Sea One requires a minimum depreciating deposit of NIS 2 million, and an additional monthly maintenance fee, both based on the size and type of apartment. Membership can always be terminated with three-months’ notice; the deposit, linked to the Israeli CPI, will then be refunded.

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GREAT BRITAIN
Andy Cohen
WE ALL KNOW IT IS MUCH MORE THAN A SPORT EVENT!

Azorim, The Leading Real Estate Development Company in Israel, Congratulates all the Delegations at The 21st Maccabiah. Thank you all for showing our spirit of excellence to the whole world.
**THE OPENING OF THE WORLD JEWISH SPORTS MUSEUM**

_Julia Robbins_

Why are Jewish sports different from all other sports? the sporty wise one might ask.

According to Osnat Tzur, the Director of the World Jewish Sports Museum, it’s because Jews were forced to create their own sports clubs in the wake of antisemitism in the world of athletics in the late 19th and early 20th centuries. “This is why I think there is a story to tell that is specific for the Jewish people,” she said. “You don’t know any other nation that had to build their own sports clubs in order to do sports.”

The World Jewish Sports Museum lays testament to the relentless spirit of Jewish athletes and the Maccabiah movement, in addition to highlighting stories of the most talented Jewish athletes from the last 100 years.

There are three floors to the Maccabi House and Jewish Sports Museum. The first floor is administrative offices, the second floor houses the Museum’s reception and several interactive exhibits, and the third floor takes visitors through the history of Jews in sports.

The interactive exhibits on the second floor seek to put visitors into the mindset of athletes. For instance, one of the walls boasts a game of speed for its guests where competitors have to press certain spots on a wall faster than their competitor.

“You will get the rush of sports you will get the excitement,” Tzur said. “It’s not about the game specifically. It’s about the feelings; it’s about the person that it makes you.”

While the sports-like competitions are located on the second floor, the museum itself is also home to elements for people to engage with history in a tangible way. “We want people to feel,” Tzur said. “It’s not like a library, we want people to feel free to touch things.”

One of those items for people to feel with their own hands is a fire-engine-red motorbike from 1932. The first Maccabiah Games in 1932, held to honor the 1800th anniversary of the Bar Kokhba revolt, was carried out in an age before the Internet. Maccabiah organizers needed a way to let the Jews of Europe learn about this sports competition taking place in Tel Aviv.

Motorcyclists helped solve that issue by driving through Europe and touting news of the inaugural games. One of those motorbikes now rests inside the museum, alongside artifacts ranging from baseball player Sandy Koufax’s baseball mitt to Olympian Linoy Ashram’s gymnastic leotard.

Artifacts are spread throughout the museum to help recount a chronological story of Jews in sports. To visualize this chronology, a racetrack is superimposed on the museum’s floor to guide visitors through the six sections of the museum.

The first section of the museum discusses why Jews started their own sports clubs in the face of antisemitism, and how the beginning of the 20th century was a period where Jews thrived in sports in Europe.

Along the floor of the second section, which outlines the ramifications of Holocaust on Jewish athletes, the colorful track turns black. “We cut the track to make it all black because of course that was the period; nothing happened, most of the champions lost their lives in the concentration camps,” Tzur said.

The museum then turns to an exhibit detailing the stories of Jewish athletes during the period when the State of Israel was established. This portion of the museum features an interactive wall where visitors can hear stories about almost 20 different Jewish athletes and historically significant moments from over the years, including a piece about Koufax, who famously refused to play in a 1965 World Series game on the day of Yom Kippur.

Section four contains information about Maccabi Haifa and the Maccabi Tel Aviv championship team from 1977, a team that Tzur noted was a notable part of not only Israel’s sport’s legacy, but the country’s history as a whole.

Outstanding Jewish athletes are again brought to the fore for the fifth section; a committee of people from around the world selected athletes from different sports to feature in videos that visitors can watch as sources of inspiration and celebration.

As visitors end their time in the museum, they’ll enter a room made to feel like a small sports arena. The museum leaders wanted visitors to feel immersed in the experience of Jewish athletes, Osnat said, which is why they set up this small stadium. The movie in this room discusses the past 20 Maccabiahs, spanning the Games before the establishment of Israel to the most recent one in 2017.

Osnat is looking forward to guests, spanning from soldiers to Birthright groups, finally experiencing the full museum and the interactive exhibit after years of planning.

“I love it because [the Museum tells] really unique stories,” she said. “I really think that we created something so special that will speak to everyone.”
An exclusive bubble of serene luxury by Yarkon Park, just minutes from the Mediterranean.

Yarkon Park, the idyllic green oasis amid cosmopolitan Tel Aviv, is where everyone longs to live, drawn by running and cycling trails, the Sportek and rowing center, charming pastoral corners, breathtaking gardens, and the perfect serenity found among the old trees leading along the Yarkon River to the Mediterranean, all at the heart of Tel Aviv. This exclusive, coveted urban setting, just steps from the river bank, is home to HaGada. A short stroll from here will take you to the beach, the bustling port, and the iconic seafront promenade. Everywhere you look, you will find the city’s most popular bars and cafes, top shopping, cultural, and culinary centers, and prestigious educational institutions.

HaGada is a unique complex of 4 intimate buildings surrounding a tranquil patio courtyard with internal paths, all within a lush green perimeter. Here you will enjoy the absolute luxury of a residential experience that blends harmoniously with the urban park environment and offers meticulous premium specifications of the highest standard in the area. Choose from deluxe 2, 3, 4, and 5-room apartments, magnificent mini penthouses and penthouses, and gorgeous garden apartments immersed in greenery.
Maccabiah 21

Member Country List

(Listed in alphabetical order, along with size of delegation to 21st Maccabiah)

- Albania
- Argentina
- Australia
- Austria
- Azerbaijan
- Bahamas
- Belgium
- Bolivia
- Brazil
- Cayman Islands
- Canada
- Colombia
- Chile
- Costa Rica
- Cuba
- Czech Republic
- Dominican Republic
- Denmark
- El Salvador
- Estonia
- Finland
- France
- Georgia
- Germany
- Great Britain
- Gibraltar
- Greece
- Guatemala
- Hong Kong
- Honduras
- Hungary
- India
- Israel
- Ireland
- Italy
The Yossi Avrahami Group is currently building the Noga 1 project in Tel Aviv-Jaffa’s Noga complex, on the land where the first branch of the Anglo-Palestine Bank, built in 1903, was located. The project includes a 10-floor luxury boutique building, above a commercial floor, with 64 diverse units – 2-, 3- and 4-room apartments and luxury penthouses. The project also includes a business lounge, gym, tenants’ club and innovative work space, a spacious Pilates space and a treatment room. The project was designed by architect Gidi Bar Orian, and occupancy is expected in early 2024. According to Yaffa Sadan, VP of marketing and sales at Yossi Avrahami: “This is a unique project, one of the significant advantages of which is the attractive location: at the intersection of Noga and Neve Tzedek neighborhoods, between old art galleries and luxury international hotels, the most trendy and fashionable location in the city. The project is also located next to the light rail, which is expected to run on Jerusalem Boulevard in the city, and is within walking distance of the Mediterranean coast and the surfers of Tel Aviv or the prestigious First Station complex. The buyers in the project are housing downsizers who are leaving spacious villas and looking for luxury apartments in a desirable location, foreign residents and investors who are buying mainly 2- and 3-room apartments.”
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NEW BRANCHES SPROUT IN 2022

Alden Tabac

This year’s Maccabiah Games promise to provide unparalleled competition and excitement, as over 10,000 participants come to Israel to represent 65 countries around the world.

Athletes in under-16, under-18, open and masters (over-35) divisions will compete in 43 sports. Among the plethora of sports on tap for the games are five new branches: surfing, climbing, three-on-three basketball, padel (paddle tennis) and beach football (soccer). Weightlifting will also be returning after a prolonged absence.

“We are trying to understand what the trends around the world are in order to make sure that the Maccabiah is the most updated and relevant for the audience and the participants themselves,” Roy Hessing, CEO of the Maccabiah, explained.

Three of the five new sports, namely surfing, climbing and three-on-three basketball, were new additions to last year’s Olympic Games in Tokyo. However, inclusion in the Olympics does not automatically qualify a branch of sports for the Maccabiah Games. In order for a new sport to be added, it must go through a lengthy process of approval.

“We have four steps before we add a new sport. They are called preliminary entry form, entry form one, two and three,” Hessing said. “We try to add all the requests from around the world. People ask, can you add backgammon? Can you add whatever? And we say, ‘yes, why not?’ If it’s a sport and if it has an international body, we always try to make the request after consulting with international sports committees to decide which sports should be offered to the world.”

After it has been decided that a sport should be considered, it goes through the entry forms, and Maccabiah makes sure that there is sufficient interest following each form it passes. The criteria for a sport to ultimately be

Maccabiah CEO Roy Hessing Discusses the Process of Adding New Sporting Events – Including Five for This Year
included in the games is dependent on its participants. Male team sports require teams from at least four different countries, while their female counterparts need three countries at minimum to compete. For individual events, 20 athletes — including Israelis — must compete.

To the benefit of athletes and fans alike, this process has resulted in the Maccabiah featuring far more sports than the Olympics.

As Hessing spelled out, “We try to bring all of the Olympic sports to Maccabiah, but we add more. If you compare [Maccabiah] to the Olympics, they have 26 or 28 different sports, and we have 43, meaning that there are a few sports not part of the Olympics that are part of the Maccabiah.”

Hessing is particularly excited to see the padel events.

Padel is a racket sport usually played by doubles teams on an enclosed court that is 25% smaller than a standard tennis court with a ball that is slightly less pressurized than a tennis ball.

Just like in tennis, a player attempts to hit the ball to the other side of the court, scoring a point when it bounces twice on the ground. Elements of squash are also integral given that competitors can hit the ball off the walls that surround the court.

“It’s an amazing sport, a combination of tennis and squash,” Hessing said. “It is one of the sports that is really growing around the world. With donations from friends around the world, we decided to build four courts in Kfar Maccabiah, and we will be able to host the tournament there, which we are very happy about.”

In addition to new facilities in Kfar Maccabiah, Poleg Beach in Netanya will be the site of several of the new sports, hosting beach football, climbing, three-on-three basketball and an exhibition of ninja – a sport that Hessing hopes will be included in the next Maccabiah, where competitors attempt to complete an obstacle course.

Other exhibitions include a motocross event at the Wingate Institute and a motorbike enduro competition in Ramat Gan. Of no less importance, according to Hessing, is a showcase of sports technology that will be open to the public. “We are going to show the entire world as well as the Israeli public what happens when start-ups deal with sports,” the Maccabiah CEO enthused. “I am sure that we will hear about most of [the inventions] and their success later on.”

Just as new sports and activities have been added to this year’s games, some have been removed as well. “Unfortunately, it’s about trends and interest from around the world,” Hessing explained. “We had to cancel bridge at the Maccabiah at the last minute due to lack of participants, and we had to remove handball, which had been in previous games.”

Nevertheless, the 2022 Maccabiah Games will offer more sports than the last games since the five new sports plus the return of weightlifting more than make up for the two sports that are not being continued.

Overall, Hessing is greatly looking forward to the 2022 Maccabiah Games, which will be on an unprecedented scale with 15% more participants than in 2017.

“This Maccabiah, we’ve decided to celebrate the sports together with Israeli citizens, and we are very happy about it. We invited all Israelis to be part of the games, and to be proactive about it, to come and try new sports. I truly think that it’s going to be a huge festival this summer.”
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The 2022 Maccabiah will take place throughout Israel, with Jerusalem, Haifa and Netanya as the official "host cities" in addition with the Kfar Maccabiah central hub. Please visit the official Games' website at www.maccabiah.com for further details – including the most complete updated schedules, venue locations, ticket information and full TV listings and social media platforms/broadcasts.
omer Segman, CEO of Innovision, which is producing the opening ceremony of the 21st Maccabiah, the largest sporting event in Israel, and one of the most complex events ever held in Israel, reveals its secrets...

Tell us a little about the opening ceremony:
“The biggest event in Israel. 30K viewers, live broadcast in prime time on the most watched channel in Israel. A complex event that requires synergy between hundreds of professionals and thousands of stage participants, 10,000 athletes from 60 delegations around the world, donors, top artists, 1,500 staff.

But that’s what we do best. We not only create the experiential concept and content, but also conduct this entire orchestra with the goal of playing as well as possible.”

How do you create a buzz for the event?
Segman: “We proposed a groundbreaking idea, this is part of our strategic-creative concept at Innovision: to make the Maccabiah something more relevant, fresher, more connected to people in Israel (and not just to non-residents) such that the whole country will talk about it. Therefore, we proposed an all-encompassing move, a campaign, and not just an event, which produces an emotional connection, thus the idea was born to create a song especially for the event, Israel’s new sports anthem, performed by the most powerful stars - Static and Ben El.

Have you had experience producing events in the presence of the president, the prime minister and 20 million spectators around the world?
“It is very exciting that the ceremony is being in the presence of high-level personalities who are coming to our events. We are the most experienced event company in Israel in live broadcasts. Since 1999, we have produced the Bible Quiz for 7 consecutive years, the largest mall in Moscow, and hundreds of other state, national, private and business events in which we have hosted heads of state and high-ranking people.

How do you produce such a big event?
Beyond the content and pyrotechnics, there are another 10,000 athletes here who need to be taken care of, VIP, catering, transportation, security... and a live broadcast in prime time on the most watched channel in Israel!

The secret is in management.
It all starts with an idea and a strategy, a strong creative push that produces an emotional experience that makes a difference, and then the ability to fulfill the dream and make it a reality. We’re good at that - excellent content, along with quick and efficient logistics. We perceive ourselves as a hi-tech, agile company. During the pandemic, we became a technological events company to allow people to continue to consume experiences, also virtually, and we were also chosen by the Ministry of Health to be one of the few companies that operate the institutional antigen test centers.

Final thoughts for our readers?
“A big thank you to Maccabiah for choosing us for this great production. We are proud, happy and confident that following this success, we will see each other at the next ceremony in four years!”
The Road to the Gold Begins with Eldan

Eldan, Israel’s leading car rental company, is proud to be the official sponsor of the Maccabiah Games and to support Jewish sports in Israel and around the world.

Good luck to the tournament participants,

Don’t forget to enjoy your journey
MACCABIAH STORIES

A WEDDING AT THE GAMES

Under the Chuppah stood Jordan and Leslie Schlachter, Basketballers from the United States.

In 2003, Leslie was a prominent basketball player in college, but her Jewish parents had had enough of waiting patiently for grandchildren, and they decided to enroll – and join – their daughter to the Pan American Maccabiah Games, held in Chile that year.

“They came to find me a husband,” Leslie recounts. The story about the basketball player whose parents came with her to help her find a husband spread, and one day, one of the players from the American Basketball team approached her and asked where to submit his resume for the position.

That man was Jordan Schlachter, and years later, when the two were members of the American basketball delegation, they decided to hold their ceremony at the Maccabiah, along with their friends from the teams. Jordan Schlachter eventually did not go on to become a professional NBA player, but today he serves as the marketing manager of the NBA Players Union, and Leslie is a doctor assistant at the Neurosurgical Department at Mount Sinai Hospital.

Twelve years have passed since that wedding, and today the two are very happily married, live on the Upper East Side in New York, and are the happy parents of two little children. In the picture, the Schlachter couple in the 2003 Pan American Maccabiah Games, where they met.

ABIGAIL ‘ABBY’ HOFFMAN – A STORY OF A TRUE CHAMPION

When Abby Hoffman was nine, she wanted to play hockey like all the boys, but there were no leagues for girls where she lived, in Toronto.

Hoffman did not give up. She cut her hair short and persuaded her parents to enroll her to the team as ‘Ab Hoffman’ in the boy’s league. At first, everything went according to plan. Hoffman integrated in the team and became defenseman, a role in which she excelled.

But then her team registered for a regional tournament, in which all players of the teams were required to present ID’s. Her big secret exposed, she got expelled from the team. Hoffman did not give up. She cut her hair short and persuaded her parents to enroll her to the team as ‘Ab Hoffman’ in the boy’s league. At first, everything went according to plan. Hoffman integrated in the team and became defenseman, a role in which she excelled.

But then her team registered for a regional tournament, in which all players of the teams were required to present ID’s. Her big secret exposed, she got expelled from the team. Hoffman and her parents did not give up and petitioned to the Ontario Supreme Court in a case which received considerable Media coverage. Hoffman won the case and the court determined that everywhere there are boys’ teams there must be girls’ teams or some other arrangement must be made for women who wish to train. The verdict is considered as a huge breakthrough, and credited for changing the face of Canadian Sports. But Hoffman was just a girl who wanted to play sports, and after the trial ended she enrolled to athletics and swimming teams and did not stop for a moment. During her athletic career Hoffman represented Canada in four Olympic Games, and even participated in the 1969 Maccabiah Games, where she won several gold medals. All her life Hoffman kept breaking records and being “the first woman to…”

In the 1976 Olympic Games in Montreal, she was the first woman to win the honor of carrying the Canadian flag in the opening ceremony, and in 1981 she was appointed as head of the Canadian Sports Municipality – here too, she was of course first.

In 2003 she was appointed as the CEO of Agency for Women’s Health – a new institute founded by the Canadian Ministry of Health. For her countless achievements Hoffman was added in 2004 into the Canadian Sports’ Hall of Fame, and in 2007 into the Hall of Fame of Jewish Sports. It is time for us to thank Abby Hoffman for paving the way for the women of Canada – on the field and outside of it.
A UNIQUE CREATION
ON THE BANKS OF THE YARKON
RIVER IN TEL AVIV

The "HaGaDa" project that the Prashkovsky Group will establish on Bnei Dan Street will allow you to enjoy the peace and quality of the Old North in one of the most exciting cities in the world.

To start your day at the river and end it on the beach at sunset, to decide whether to have an intimate date in the park or a wild evening at the pub, pedal along the Yarkon Park to the port, the promenade and the bustling beaches, boulevards and markets, museums, bars, restaurants and theaters, enjoy the peace and quality of the Old North in one of the most exciting cities in the world.

All of these and more will be at the disposal of those who buy apartments in the luxury project "HaGaDa," which the Prashkovsky Group will build on the banks of the Yarkon River in Tel Aviv. This is an exclusive residential project of tranquility and luxury, between the wild nature and the big city, in the most coveted location, just a few minutes’ walk on the Yarkon to the sea.

The HaGaDa project, a unique creation on the banks of the Yarkon (hence its name - "the bank"), includes 106 new luxury apartments in 4 new 7-story buildings, which will be built on the site of two buildings with 55 old apartments, which will be demolished and evacuated at 68/70 Bnei Dan Street in Tel Aviv. Prashkovsky has already obtained the consent of all the complex’s tenants for the project and is working to obtain a building permit. Occupancy is expected within three years of receiving the permit.

Haim Karadi, CEO of Prashkovsky Menivim, notes that "this is a prestigious residential complex designed by architects Barali Levitsky Kasif, in a winning location that combines all the urban benefits with green and pastoral nature. The buildings in the project are located around an intimate and green inner courtyard with rich greenery and seating areas; each of the buildings will have 25-28 apartments. The mix of apartments is diverse and includes 2-, 3-, 4-, and 5-room apartments with spacious balconies of various sizes, garden apartments with courtyards in a variety of sizes and unique penthouses. From every point in the project, there will be a green inner path that leads to the park and the river bank." Apartment prices in the project are NIS 3.680 million.

The apartments in the project were designed with smart planning that maximizes the space and allows for planning flexibility within the apartment and adaptation of the space to the needs and design aspirations. It will be built according to the principles of green construction and will offer very rich technical specifications. Each building will have a designed and furnished lobby designed by super designer Michael Azoulay.

The "HaGaDa" project is surrounded by 3 streets that are synonymous with pastoralism and quiet luxury - Bnei Dan, Zirelson and Rabbi Friedman. It is located next to Hayarkon Park, and within walking distance of Tel Aviv Port and the coastal strip, the cafes and shops on Yehuda Hamaccabi, Kikar Hamedina, the conservatory and leading educational institutions, Sportek, the sailing club and the most magical corners of the park. In terms of transportation, the project has high accessibility - it is close to the main traffic routes and entrances and exits from the city, to the Ayalon, Road 4, Israel Railways stations and all municipal means of transportation.

"The Old North of Tel Aviv is branded as the high-quality and sought-after area in Tel Aviv, for those addicted to the high pulse of the city but also to the green lungs, peaceful streets and the leading community and educational infrastructure. The HaGaDa project offers its residents a luxurious and meticulous living experience, harmony and tranquility alongside inspiring urban nature," Karadi concludes.

The Prashkovsky Group is one of the oldest real estate companies in the industry in Israel, and it builds many residential, office and commercial projects nationwide, amounting to thousands of apartments in the tens of thousands of square meters.
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In addition, Maccabi World Union is composed of six confederations; Maccabi Israel, Maccabi North America, Maccabi Latin America (CLAM), European Maccabi, Maccabi South Africa, and Maccabi of Australia. Each confederation has its own set of events and activities that make it unique. Maccabi Israel has thousands of members throughout the state. With activities spanning from basketball to paralympic swimming, Maccabi Israel, also known as the Maccabi Organization of Athletics and Sports in Israel, is operated almost entirely by volunteers. With this objective, the confederation is able to involve individuals regardless of their socioeconomic status. In fact, the most prominent program is the “Maccabi Tzair” youth movement which, with 18 cohorts nationwide, trains and educates participants in grades 3-12 in Judaism and Zionism through meetings, sports, and scout activities. Maccabi Tzair spans internationally and intertwines...
with other cohorts around the world for delegations, weekend retreats (Shabbatons), and programming. Maccabi North America spans all 50 states in the US and Canada. Activities often take place in a local Jewish Community Center (JCC). Many JCCs partake in the Maccabi Games by hosting their own mini-Maccabi Games with those in the local community.

These type of week-long Olympic-style events cultivate Jewish bonding, fundraising, and awareness of JCC and MW opportunities. In addition, Maccabi North America makes its mark through community run youth camps, volunteering, and scholarship opportunities. Notably, Canada’s junior athletes of the Maccabiah get the opportunity to travel through Israel prior to the Games and during their formal pre-Games training. For six days, these athletes, aged 15-18, visit Israel’s iconic landmarks and volunteer. Maccabi of Latin America (CLAM) brings unique programming throughout South and Central that unites them. With over 200,000 members in 15 countries, Maccabi of Latin America has Shomer Shabbat programming on Saturdays that bring together kids from all ages for Zionist and leadership activities.

In addition, CLAM participants in both the international Maccabiah and the Pan American Maccabi Games. The Pan American Maccabi Games is a sporting event held in a different Latin American country every four years. Sponsored by CLAM, they include top Jewish athletes represent North, South, and Central America, in addition to Israel. The most recent Pan American games occurred in 2019 in Mexico City, Mexico.

Maccabi has a long-standing presence in Europe. Not only was it founded in Europe, but even today there are various programs, activities, and opportunities for the youth that encourages leadership, Zionism, and Judaism.

Every two years, Europe holds its own Olympic-style sporting event, featuring the best of the best Jewish athletes in Europe. With over 2,000 athletes from 40 countries, the European Maccabi Games were first held in 1929 Prague, followed by Antwerp more into the year. The next Games would not be for another 30 years in Copenhagen. Notably, made up of 19 disciplines, Maccabi Europe made it a point to hold the 2011 Games in Vienna as a representation of Jewish success and bonding in the symbolic territory of the former German territory of World War II. The last European Maccabi Games occurred in July 2019 in Budapest, with the 2021 Games postponed due to COVID-19.

Maccabi South Africa has a variety of athletic events, ranging from competitive to recreational, that cater to every age from toddlers to senior citizens. Generally volunteer run, Maccabi South Africa is run by a Sports Convener who organizes and manages local programs, selects and manages teams, as well as, appoints individuals to compete in both regional and the Maccabi Games.

Simultaneously, South Africa has participated in the international Maccabiah Games since its second occurrence in 1935. Trials to attend the Maccabiah Games representing South Africa occur in both Cape Town and Johannesburg with a diversification of age ranges and sports. Maccabi is the largest Jewish organization in Australia. With over 35,000 participants and 6,000 members from ages of 5-85 years old. Maccabi has had a presence across Australia for 98 years in four states with a range of about 50 clubs throughout the country.

In addition to the yearlong activities, programming, and events, Australia’s Maccabi has held a Junior Carnival every year since 1982. The Australian sporting event is sponsored by Maccabi Victoria, an Incorporated Association run by volunteer coaches and players (both able bodied and disabled) who aim to financially relieve underprivileged households and develop sporting and social facilities with over 23 clubs.

The Maccabiah of Australia will be participating in the 2022 Maccabiah Games with 45 teams spanning across 20 sports in a delegation of 560 athletes.
The Pursuit of Excellence

International Students at Hebrew University Further Their Expertise Through Impactful, Hands-on Experience in Jerusalem’s Thriving Ecosystems and Living Laboratories.

KERI ROSENBLUH

Each year, approximately 2,300 students from over 90 countries flock to The Hebrew University of Jerusalem in pursuit of an exceptional academic experience at a global top 100 university. As international students, they enjoy innovative curricula, advanced facilities, vibrant campus life, comprehensive student support services, and membership in a riveting global research community, all while living in one of the world’s most inspiring locations – Jerusalem.

From the sciences to the humanities, Hebrew University’s international degree programs offer something for everyone. The common thread between them is their innovative, immersive approach, their ability to adapt to shifting global trends, and their balance of theoretical knowledge and practical skills. Essentially, these programs are preparing tomorrow’s skilled researchers, policy-makers, educators, and professionals to tackle the world’s most pressing challenges.

Allison Silfen is an alumna of the International StartUp 360° MBA program, which offers students the opportunity to immerse themselves in Israel’s startup ecosystem, while gaining the knowledge and skills to thrive in today’s dynamic business environment. Hailing from Boston, Silfen came to Israel for the 2017 Maccabiah games as a basketball player, beginning her studies at Hebrew University later that year. Following graduation, she secured a job with OrCam – a Jerusalem-based high-tech company that specializes in artificial vision – after learning about the company during a guest lecture given by their Vice President of R&D.

For Allison, the greatest advantage of the program is its synergy with Jerusalem’s high-tech ecosystem. Some of Israel’s leading entrepreneurs can be found among the program’s faculty and guest lecturers. She not only learned from them, but was able to engage and build relationships with some. “A few of the guest lecturers even invited us to their homes for Shabbat dinner. They’re eager to help you make connections, to see you succeed. Ultimately, they want to keep great minds in Jerusalem.”

The opportunity to enter Jerusalem’s close-knit ecosystem was very impactful for Allison, and a major asset to her upon graduation.

As part of a cohort from the U.S., Asia, South America, and Israel, Allison gained lasting friendships and developed an international network of colleagues with which to boost her career. With a team of her classmates, she experienced her program highlight – taking their product from ideation to a final pitch to potential investors. “The experience was incredibly exciting. I learned that, if I pursue my own ideas in the future, I can succeed. I can dream, and anything is possible.”

The International StartUp 360° MBA is one example
of the many innovative programs on offer. 2021 saw the launch of one of the university’s most future-oriented programs yet – the MA in Smart Cities and Urban Informatics (SCUI). Developed by the Department of Geography in collaboration with the Rotheberg International School, the 1-year program attracts tomorrow’s urbanists (analysts, planners, and policy-makers), imparting the knowledge and analytical skills to address the anticipated growth of smart cities.

Prof. Daniel Felsenstein, academic director of the SCUI program and a faculty member of the Department of Geography, specializes in economic geography, regional science, and urban and regional economics. Felsenstein, an alumnum of the Hebrew University, shares how his journey here began. “I was a long-distance track and field runner, and I came to Israel for the 1981 Maccabiah games as a British athlete.” During his stay, Felsenstein unexpectedly made his way to the Mt. Scopus campus, where he met a professor in the Geography Department who encouraged him to enroll. “I didn’t get a medal,” says Daniel, “but I did get admitted to MA studies in geography and urban planning.” Felsenstein went on to complete his MA and PhD degrees at the Hebrew University, ultimately joining the Faculty of Social Sciences.

As Felsenstein describes the program, one begins to understand just how avant-garde it really is. “‘Smart Cities’ is a buzz word, a concept in the making.” By translating massive amounts of collected data into actionable information, smart cities aim to improve the quality of life of their residents. There are several approaches to smart cities, including engineering, design, and computer science. Hebrew University applies a social science perspective. “We train students to understand what smart cities are all about, how they’re harnessing technology to make them a better place to live. Then, we give students the skills to analyze them through a social science lens.”

The program’s first cohort included students from the United States, China, Abu Dhabi, South Africa, France and Israel. “The idea is to showcase Israel as a start-up nation,” explains Daniel. “From Mobileye in Jerusalem to a vehicle testing station in Ashdod, green rooftops in Tel Aviv, and a satellite station for remote sensing in Sde Boker, students witness how smart applications are implemented in Jerusalem and throughout Israel.”

When asked what distinguishes the program from others, Daniel’s response is clear. “It’s the only program of its kind in Israel, and entirely unique amidst the few other programs out there.” In Jerusalem’s technological ecosystem, students put their acquired skills to practice, collecting data right from their backyard. “We’re in Jerusalem, one of the most exciting urban living laboratories in the world.”

For more information on Hebrew University’s international graduate programs, please visit: https://international.huji.ac.il/international-students
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ninety years ago, before the establishment of the State of Israel, the first Maccabiah was held. Since then, and to the present day, tens of thousands of athletes have participated in the Maccabiah Games.

The second largest sports event in the world, it has also been called “The Jewish Olympics.” Historical moments in sport that took place during the Maccabiah Games are interwoven with stories of the Zionist enterprise.

The Maccabiah strengthens the relationships between its participants and the State of Israel in all its diversity and complexity. As then also today, the Maccabiah is a celebration of international sport.

The exhibition, “Israel Celebrates Sport—Then and Now” presents pairs of photographs depicting inspiring moments of sport. Each pair, comprised of a historical image alongside a contemporary photo, emphasizes the continuity of the sporting tradition, the growing strength of the place of sports in Israeli culture, and the values underlying the Maccabiah – fairness, mutual respect, the victory of body and spirit, and the pursuit of excellence.

In anticipation of the 21st Maccabiah that will be held in July 2022, I am excited to invite you to look back in time and remember significant Maccabiah moments and the remarkable stories of her participants, and from there to take a huge leap and join us at the Maccabiah Games this summer.

ARIK ZE’EVI
Chair, Maccabiah

Baseball is a sport first imported to Israel as part of the Maccabiah, as early as 1981 at the 11th Maccabiah games. Forty years later, for the first time in its history, the Israeli national baseball team qualified for the Tokyo Olympic Games in 2020, and in September 2021, qualified for the European championship final. The Maccabiah contributes to the increasing variety of sports in Israel, and in the current Maccabiah, sportsmen and sportswomen will compete in 42 different sports branches.
The historic photographs of the Maccabiah athletes perpetuate peak moments that tell the story of the Zionist sporting enterprise. Older photographs tend to fade and suffer degradation, and when viewing a black-and-white image it is sometimes difficult to notice the details that comprise an important element in the story. Imagine that you had a time machine by means of which it was possible to go back to the moments that were immortalized by the camera lens and to see them against in color, faithful to the original as much as possible.

This journey in time is now possible thanks to smart technology breathing new life into old photos with color, focus and damage repair in deteriorated photographs. Suddenly, we can see the details and can relate in a more personal way to the people in the images, to feel as if we were there at the same instant when the camera clicked.

All historic photographs displayed in the exhibition were colorated using innovative technological applications based on deep learning technology developed by the Israeli hi-tech company, MyHeritage, that specializes in research on family history and in building family trees. In addition to the advanced coloration, the photographs were edited in a process that included sharpening, damage repair and restoration of the original colors of color images that faded over the years.

Just a few of the many wonderful pictures from the Maccabiah Exhibition at Ben-Gurion Airport are presented here.

Running is one of the most ancient branches of sports. It is the beating heart of light athletics, that is comprised of a variety of different competitions: running at different distances, racewalking, jumping, throwing, and any combination of these in all-round competition. Track and field competitions, and first of all running, were central to the 1st Maccabiah. The track on which they competed was prepared from charcoal donated by the railway. Today as well, this is a central branch of Maccabiah sports in which hundreds of athletes compete. The runner, Juma Jubran, Israeli Champion in the Heptathlon and the 400-meter race, won three bronze medals in the 19th and 20th Maccabiah Games.

Agnes Keleti, one of the great Jewish sportswomen of all times and winner of the Israel Prize for Sports and Body Culture, was born in 1921 in Budapest. During the Holocaust, she hid by using forged documents and she continued to train in secret. At the end of World War II, Keleti resumed her training, won the title of world champion and was an Olympic champion with ten medals, five of them gold. In 1957, Keleti arrived in Israel for the 5th Maccabiah after which she remained in the country. Keleti developed the field of gymnastics in Israel and served as coach for the national team.
NOT ONLY IN SPORT – IN EVERYTHING

THEN

Tal Brody and Mark Spitz, 7th Maccabiah, 1965. Photo: Maccabiah Archives

& THEN

Tal Brody and Miki Berkovich, Belgrade 1977. Photo: Shmuel Rachmani. The original B&W photograph was colorated for this exhibition

Tal Brody first came to Israel in the summer of 1965 as a member of the American delegation to the 7th Maccabiah. His team won the gold medal in the basketball tournament. That same year he was the 12th pick in the NBA draft for the Baltimore Bullets. In spite of that, he decided to make Aliyah to Israel and play for the Maccabi Tel-Aviv basketball team. Following his team’s win in the European Cup championship over The Moscow team, CSKA, in February 1977, he proclaimed: “We are on the map, and we are staying on the map – not only in sports, but in everything.” This statement became a part of Israeli culture and an inseparable addition to the repertoire of popular Hebrew phrases. Two years later, Brody won the Israel Prize for his “special contribution to society and the nation in the field of body culture.”

WOMEN IN SPORT

THEN

Lawn Bowling, 8th Maccabiah, 1969. Photo: Maccabiah Archive. The original photo in B&W was colorated for this exhibition

& NOW

Field Hockey, 18th Maccabiah, 2009. Photo: Itamar Grinberg

Woman have competed in all Maccabiah Games in a variety of sporting events, among them branches of sport that are less well-known in Israel, such as lawn bowling, netball and field hockey. More than 2000 female athletes participated in the 20th Maccabiah. The World Maccabiah Union now encourages international teams to include women in a variety of sports with the ambition of achieving equality with regard to the numbers of sportsmen and sportswomen who will be participating in Israel’s 21st Maccabiah.

THE MACCABIAH TORCH

THEN

Swimmer Mark Spitz holds the torch at the 12th Maccabiah, 1985. Photo: Maccabiah Archive

& NOW

Field Hockey, 18th Maccabiah, 2009. Photo: Itamar Grinberg

Outstanding and leading athletes are invited to light the Maccabiah torch at a ceremony marking the beginning of the Games. Over the years, world renowned sportsmen and sportswomen have come to participate in this moving symbolic event. Mark Spitz, the great swimmer and athlete of all times, lit the Maccabiah torch in 1985. In 1965, when he was only 15 years old, Spitz made his first appearance in the international arena competing at the 7th Maccabiah. Seven athletes were invited to take part in the torch lighting ceremony at the 20th Maccabiah. Among them were the basketball player Omri Caspi, the rhythmic gymnast Neta Rivkin, and the judoka Yarden Gerbi.
Maccabiah Appreciates and thanks all the partners for celebrating sports in Israel with us.

For the full list of events, search 'The Maccabiah' on Google.

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