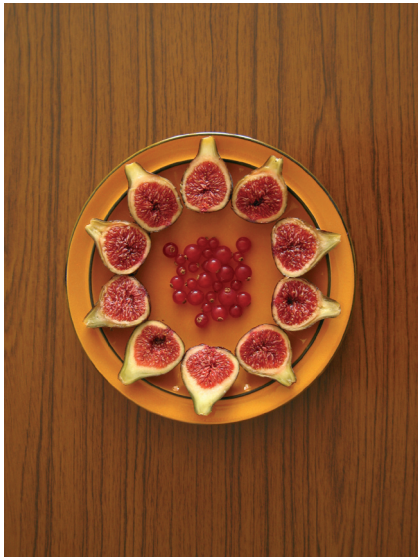


Passion 2008

HH Art Project



Uri Gershuni

The hh art project is meant to support creating artists and encourage original creation and art, in the framework of business for the community and for a better Israeli society. Each year, a theme for the project is chosen, and artists are requested to make an original artwork under this theme. The resulted artworks create an interesting mosaic, which gives a free artistic perspective on the chosen theme. One of the artworks is chosen and incorporated on the New-Year greeting card of Heskia - Hacmun Law Firm. The greeting cards are posted in thousands in Israel and around the globe. The artist whose artwork is chosen receives a grant. This year's project is led by Neta Gal-azmon, who works for years to promote both veteran and young artists, and in the production of fundraising exhibitions jointly with museums, curators and leading galleries. For the 2008 art project, the theme "Passion" was chosen. leading artists are taking part in this project, the most of which have already had their work exposed in Israel's museums and art collections as well as collections and exhibitions abroad. The artists were requested to exhibit artworks of the chosen theme "Passion".

The chosen artwork and details about the artworks and the artists can be found on the website: www.hh-law.co.il, under the link "art".



One of the strongest motives and feelings we usually have is the one that we do our best to hide; **Hide so deep that even its name we only whisper: Passion. How many of you said out loud "I feel passionate..."**, not necessarily towards a sexual partner. It's true that the word does not "fit" well on our tongues but if we would have used it more often we would have got used to it. Passion can mean everything. The passion will always hide behind other phrases... In art, mostly in painting, the passionate person is portrayed with swallowed lips and puffy eyes. Passion is always painted as indecent one way or another. **We don't have external artistic image for passion** that clarifies what's behind this word, such as in Lust. The Jews, for instance, were always described as lustful rather than passionate. One needs to know the difference. To see anti-Semitic caricatures and to realize the connection between lust and fortune. Lust and sex... **Passion may raise lust as a part of its essence. Passion can change itself to the word "Collecting", and then evolve to compulsive collecting.** For money, more money. People with thousands of CD's who never listen to them. People with strange collections... Since childhood we are taught that passion is forbidden. From all the mental and physical feelings anything that may be interpreted as passion is forbidden in the most frightening way, making this feeling something that has to be vanished immediately and replaced by something else, less passionate. Children are being taught not to envy the other child's toys, not to desire having the same products. Not to desire what I don't have and others do. Passion can hurt. **It involves a void that can't be filled.** Worse, man's lust is expressed in different strange ways. Sometimes with animal straightforwardness, sometimes with gentle coverage. But the passion must be hidden. **This sheer passion has many appendixes added to it. From passion to a beautiful woman, to a rare stamp, to a dinner by an amazing chef.** However, we always use alternative words. We rarely admit having passion. A high moral value forces us to hide passion. **What is the fear of admitting having passion..."**

(Quated from an artical written by Dan Lachman, "Passion or Lust", the complete artical at the internet address: <http://www.e-mag o.co.il/Editor/hagut-949.htm>)

Participating Artists:

Galia Yahav
Adi Shimony
Michal Shreiber
Uri Gershuni
Sasha Serber
Anan Tzukerman
Ran Slavin
Dana Gillerman
Rakefet Viner-Omer