

PR & Media



ARTS IN BRIEF

New Andy Prize winner named

An Israeli jewelry artist has won the 2008 Andy Prize for decorative arts. Esther Knobel was chosen by a prestigious international panel of judges who noted that she "stretches the limits of her discipline... [and] creates a dialogue between the artist, the piece and the user."



ESTHER KNOBEL

Now in its third year, The Andrea Bronfman Prize for Decorative Arts, founded by her husband Charles Bronfman, is an annual award for an outstanding Israeli artist in ceramics, jewelry, textile or glass. The winner receives a prize of NIS 50,000, a catalogue and an exhibition at the Tel Aviv Museum of Art. In addition, the Tel Aviv Museum of Art will host an exhibit of Esther Knobel's work in July 2008. • Jerusalem Post staff



THE ANDY PRIZE

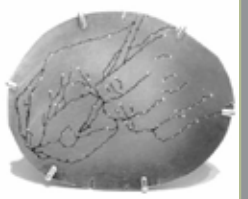
With a MindSet-created strategic program of branding and positioning, The Andrea Bronfman Prize for Decorative Arts, or The Andy, has become a leading barometer of artistic achievement in Israel. Founded by Charles Bronfman in 2006, The Andy is an annual award for an outstanding Israeli artist in ceramics, jewelry, textile or glass. The winner receives a prize of 50,000 shekels, an exhibition of his or her work at the Tel Aviv Museum of Art, and the purchase of two works for the Tel Aviv Museum of Art and the Israel Museum in Jerusalem. Each year, an assertive and creative media campaign follows the international panel of judges, the curator and the prizewinner, through an ongoing series of interviews and press events. A reception ceremony caps the process, now a must-attend event for members of the cultural and media communities.



2007 winner Itai Noy designs time



Teruo Kurosaki, interior stylist and consultant, 2008 international judge



The jewelry of Esther Knobel, 2008 winner