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The Tower of David Museum of the History of Jerusalem



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Dear friends,

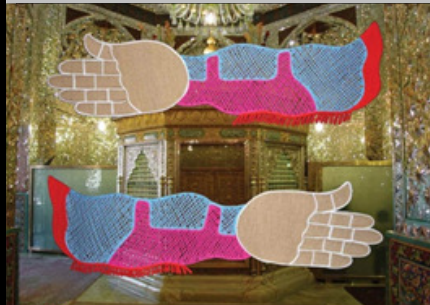
In this edition, we will share with you Israel's creativity in different sides.

The oldest university in Israel, the Hebrew University of Jerusalem recently unveiled a photo exhibition showcasing 27 university researchers whose genius is behind commercial products that have revolutionized the fields of health, safety, environment, agriculture, computer science and nutrition.

Besides science and technology, this summer Jerusalem is also the venue for inspired creativity in music, dance, poetry, visual art and new media at the second annual Season of Culture in Jerusalem, where internationally renowned designer Ron Arad's monumental installation at the Israel Museum is a must-see.

Ambassador Amikam Levy
Consul General of Israel

Highlights from Jerusalem Season of Culture





Portraits of brilliance

Hebrew University launches a photo exhibition of the human faces behind some of the world's best and brightest inventions.

<http://embassies.gov.il/hong-kong/AboutIsrael/AboutIsraelInfo/Pages/Portraits-of-brilliance.aspx>



Israeli researchers find possible answer to autoimmune disease

The Weizmann Institute is looking to commercialize a revolutionary solution for stopping diseases such as Crohn's and lupus, proven so far in mice.

<http://embassies.gov.il/hong-kong/AboutIsrael/AboutIsraelInfo/Pages/Israeli-researchers-find-possible-answer-to-autoimmune-disease0509-7895.aspx>



Insect-free groceries

Israel's Bio[pack] is marketing a packaging compound derived from plants' own natural pest repellents to keep bugs out of food, warehouses and supermarkets.

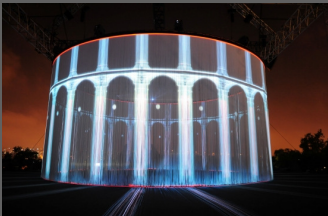
<http://embassies.gov.il/hong-kong/AboutIsrael/AboutIsraelInfo/Pages/Insect-free-groceries.aspx>



Gait analysis made easy

Israeli startup SensoGo's walking monitor aims to make orthopedic assessments more accurate and accessible.

<http://embassies.gov.il/hong-kong/AboutIsrael/AboutIsraelInfo/Pages/Gait-analysis-made-easy.aspx>



Jerusalem Season of Culture

Whether it's music, dance, visual art or new media, Jerusalem in the summer is the venue for inspired creativity.

<http://embassies.gov.il/hong-kong/AboutIsrael/AboutIsraelInfo/Pages/Jerusalem-Season-of-Culture-.aspx>



Ramat Hasharon invites chalk artists for its 90th birthday

A new international festival in this Tel Aviv suburb will be highlighted by 3D sidewalk drawings, music and other festivities.

<http://embassies.gov.il/hong-kong/AboutIsrael/AboutIsraelInfo/Pages/Ramat-Hasharon-invites-chalk-artists-for-its-90th-birthday0723-5212.aspx>



Brits discover posh Israeli teas

Israeli herbalist Avi Zitherspieler hand-blends seasonings from 300 varieties of seeds, leaves, roots, fruits, nuts and vegetables: "This new concept is you don't only drink your tea, you eat it."

<http://youtu.be/yWQuckAX7nw>

Check this out: Hiking in Israel

<http://embassies.gov.il/hong-kong/AboutIsrael/AboutIsraelInfo/Pages/Israel-trekkers-paradise.aspx>