



Embassy of the State of Israel

I AM FROM HERE

By Liora Grossman

JA SAM ODAVDE

autorice Liore Grossman

Exhibition of illustrations of children's books in Israel
from 1948 to 2014

Izložba ilustracija dječjih knjiga od 1948. do 2014.

The exhibition is open from
November 9 to November 20, 2016

Izložba je otvorena
od 9. studenoga do 20. studenoga 2016.

Galerija Klovićevi dvori
Jezuitski trg 4, Zagreb



Liora Grossman was born in Lithuania and moved to Israel with her family at the age of five. Today she lives and works in Israel where she has built a very successful career as an illustrator of children's books. After graduating from the Bezalel Academy of art and design, she worked as a graphic designer in several advertising agencies. Since then, she has worked as an illustrator in many of Israel's leading newspapers and magazines. However, she always preferred illustrating children's books. Together with the Israeli Ministry of Foreign Affairs she put together an exhibition of Israel's finest artists named „Israillustrators“, which proved to be very successful. This experience inspired her to curate a much larger exhibition, „I am from here“, which deals with local features in Israeli picture books illustrated between the years 1948-2014.

At one point in my work as a children's books illustrator, I was asked by a client to create "The most Israeli book that you possibly can". I had illustrated many children's books before, without particularly noticing if they were "Israeli" per se. What exactly does make a book local? Maybe locality is in the particular shape of little things – like mail boxes, dumpsters, antennas etc.? This was the beginning of a long and exciting journey to the depiction of changing values and evolving culture in Israeli children's illustration, dated from 1948 (the establishment of the State of Israel) until 2014. I focused on four issues in Israeli children's books: the child, the country, the city and the Israeli environment.

The interesting thing I discovered was the depiction of Israeli values through the years. For example, in the early years of the Israeli state, illustrators dealt with ethnicity and diversity (Israel is an immigration country). Later on, in the 50's and 60's, the years of the melting pot and the socialist values of the kibbutz, children were drawn as an identical unified group. They were shown in large groups, looking quite the same. Only in the 80's illustrators started creating individual children, "starring" in their own storylines. This points to the shift in Israeli values: from collectivism & socialism to free initiative and personal freedom. As much as this exhibition is a story of a specific place, it can also generally refer to a very different country which is in the midst of creating its own personal identity.



Liora Grossman

Liora Grossman je rođena u Litvi i preselila je u Izrael s obitelji kad joj je bilo 5 godina. Danas živi i radi u Izraelu gdje je izgradila vrlo uspješnu karijeru ilustratorice dječjih knjiga. Nakon što je diplomirala na Akademiji Bezalel za umjetnost i dizajn, radila je kao grafička dizajnerica za nekoliko reklamnih agencija. Otada radi kao ilustratorica u mnogim izraelskim novinama i časopisima. Međutim, uvijek je više voljela ilustrirati dječje knjige. U suradnji s izraelskim Ministarstvom vanjskih poslova sastavila je izložbu najboljih izraelskih umjetnika pod nazivom „Israillustrators“ koja je bila vrlo uspješna. To iskustvo ju je nadahnulo da stvori mnogo veću izložbu, „Ja sam oдавде“ koja se bavi lokalnim pojavama u izraelskim slikovnicama ilustriranim između 1948. i 2014.

U jednom trenutku mogla rada kao ilustratorice dječjih knjiga neki me klijent zamolio da napravim 'najizraelskiju knjigu koju mogu stvoriti'. Prije toga sam ilustrirala mnoge dječje knjige bez da sam primijetila da su one same po sebi 'izraelske'. Što, u stvari, čini knjigu lokalnom? Možda je lokalnost u posebnom obliku malih stvari – poštanskih sandučića, kanta za smeće, antena, itd. Bio je to početak dugog i uzbudljivog putovanja kroz opis promijenjenih vrijednosti i evoluirajuće kulture u izraelskim dječjim ilustracijama od 1948. (osnivanje Države Izrael) do 2014. Usredotočila sam se na četiri pojave u izraelskim dječjim knjigama: dijete, selo, grad i izraelski okoliš. Otkrila sam svu zanimljivost prikaza izraelskih vrijednosti kroz godine. Na primjer, u prvim godinama izraelske države, ilustratori su se bavili etničkom pripadnošću i raznolikošću (Izrael je zemlja useljenika). Kasnije, u 50tim i 60tim, godinama stapanja i socijalističkih vrijednosti kibuca djeca su crtana kao identična u jedinstvenoj skupini. Prikazivana su u relativno velikim skupinama i sva su izgledala sasvim jednako. Tek su u osamdesetim godinama ilustratori počeli stvarati individualnu djecu, junake vlastitih priča. To pokazuje promjenu izraelskih vrijednosti od kolektivismu i socijalizmu prema slobodnoj inicijativi i osobnoj slobodi. Kolikogod ova izložba bila priča o nekom drugom mjestu ona se općenito može primijeniti i na sasvim drugačiju zemlju koja je usred stvaranja svoga vlastitog osobnog identiteta.



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