

Community Resources and Cultural Events

The OUI holds dozens of events every year through the Department of the Spokesperson and Public Relations. These include symposia, conferences, cultural evenings, and lectures in science, art, and music events. All are open to the public and participants enjoy talks by scholars in a range of disciplines. The OUI also offers entertainment, including lectures combined with film screenings, exhibition openings, and concert series.

Scientists Night, an annual OUI happening co-sponsored by the European Union under the auspices of the Ministry of Science, Technology, and Space, took place online this year, due to COVID-19 restrictions. Lectures, artistic performances, and interactive family programs connected to the theme of "Science Creates Reality" helped introduce the public to OUI research.

Selected conferences and symposia

- Captive image: A short history of the "State of Tel Aviv"
- Conference of the Israeli Society of Evolutionary Biology
- Fortieth anniversary of the Black Panthers in Israel
- Innovation in the financial and Fintech sectors
- Israel's fight for independence, as portrayed by Hollywood
- Jesus was Jewish: Teaching Christianity in Israel's education system
- Jews, Ethiopians, Israelis: New perspectives on the Beta Israel
- The "whole child": Digital platforms at school
- Twenty-fifth anniversary of the Barcelona Process
- "Zooming in" on the *Mimouna* in Israel

Selected cultural events

The vast majority of this year's events were held online. Some were aired live from the studios, recorded in advance, or were held both in person and on Zoom. This year we produced over 200 online events, including conferences and informational evenings for various groups of potential students, special broadcasts for the OUI community, online conferences for specific academic departments, celebrations such as the Rosh Hashana event, graduation ceremonies, Scientists' Night, and other programs.

Several exhibitions were hosted by the OUI this year:

- A video-art exhibition by Natalie Feldsman, *Second Dream*, displayed video artworks that touch on the boundaries between reality, dream, and fantasy. The artist seeks connections between worlds and created worlds: her connection with self, with specific spaces; connections between nature and technology, the ancient and the futuristic, the virtual and the material, and the excitement of discovering new aspects of these connections.
- A conference marking the fortieth anniversary of the Israeli Black Panthers featured an exhibition that paid respects to the alternative *Mizrahi press*.
- Special library collections and displays by external artists are now presented in a special cabinet in the entrance hall of the OUI library. Two exhibitions were presented this year. *Signatures and Dedications* features books from the library collection that are autographed by renowned Israeli historical figures. *Folded Words* features works of art fashioned from discarded library books. Using books donated by the OUI, artist Lior Amitai, a Kfar Saba resident, sculpts the folded pages into art forms, creating portraits of public figures, the emblem of The State of Israel, and other fascinating figures.

- *Wild Angels*, an exhibition of oil paintings and drawings by artist Noga Angler engages with Ukrainian folklore, which is rooted in the pagan culture that preceded Christianity in Europe. At the exhibition's focus were winged figures that echoed ancient carnival folklore and that were based on memories of the artist's father, who had survived the Holocaust as a young child in the Ukrainian woods.

The Entrepreneurship and Business Club

The MBA program supports two active clubs. Students and alumni are introduced to the world of strategic consulting through the Strategy Club, where strategy experts acquaint members with the necessary tools and skills to be successful strategists. Students also learn from the strategic moves of leading companies.

The Entrepreneurship Club encourages and fosters creative thinking, helps students acquire the skills to promote initiatives, provides a platform for innovative ideas, and creates opportunities and networking with entrepreneurs, experts, and leaders in diverse fields. The club's activities include meetings with senior members of large global consulting companies and leading industrial companies. Gatherings are organized to present initiatives, receive expert feedback, and exchange ideas. Some of the club's activities are open to the public.

Lamda: The OUI Bookstore

The OUI has two publishing houses: Lamda Scholarship the OUI scholarly press (see p. 29), and Lamda Books, which publishes OUI textbooks and is managed by the Academic Development and Publishing Department. The books are sold to the general public via the Lamda



Noga Angler

Wild Angels, Noga Angler, October 2020

website, at the OUI Ra'anana Campus Bookstore, in commercial bookstores countrywide, and online.

In January 2021, the Academic Development and Publishing Department launched Lamda for Academia, a groundbreaking initiative that made hundreds of digitized OUI textbooks accessible online to about 250,000 Israeli students and to faculty and staff members of academic institutions. The idea was conceived following hundreds of requests by Israeli universities and colleges to use our textbooks during COVID-19. The project was made possible with the collaboration of the Permanent Committee of University Library Managers and the digital information services center at the Inter-University Computation Center. So far, 26 academic institutes have joined the system, including all of Israel's universities and several colleges. The fee for the service is reasonable, enabling establishments to join and benefit from this excellent academic service. Students of all member institutions may freely access hundreds of OUI textbooks from their own university libraries. Titles from the former Pe'er ("Spiritual Treasures") collection will soon be added to the collection.

This year, Lamda Books has launched a series of classical books translated into Hebrew. Translations of masterworks published by the OUI over the years are now available to the public. Each of the masterworks included in this collection illustrate how history has shaped the present. New translations include introductions by leading researchers. To date, the following titles have been published: Einhard, *The Life of Charlemagne* (introduction by Prof. Yitzhak Hen) and Partha Chatterjee, *Nationalist Thought and the Colonial World* (introduction by Prof. Arie Dubnov). Additional titles have been approved for release next year.

In 2021, Lamda sold 17,951 OUI books, 12,006 of them to private customers, 3,331 to bookstores and distributors, and 2,614 to institutions and universities.

During Hebrew Book Month 2021, The OUI was well-represented. Thousands of books were sold through our

book stall displays, online bookstore, and other retail outlets

Online Academe

Online Academe, Ltd., a subsidiary of the OUI, was established in 2015 to provide production services for Israeli higher education and for online resources that support and enhance learning by leveraging the knowledge, experience, and infrastructure of the OUI. Together with Shoham, Online Academe analyzes the challenges of developing academic courses and identifies the required learning technologies.

Online Academe produces online courses such as Israeli Identity, sponsored by the Yad HaNadiv foundation, Cultural Skills courseware for the national Israeli Hope program, and other courses and online learning resources for different higher education institutions. Online Academe, in collaboration with the OUI, produces the Algorithms and Introduction to Judaic Thought courses, as part of the national program of the CHE and Digital Israel.

Online Academe's extensive experience in developing online academic courses, as well as its active engagement with the national digital initiative have placed the OUI at the forefront of online teaching in Israel.