

Have A Safe, Fun Memorial Day Weekend!

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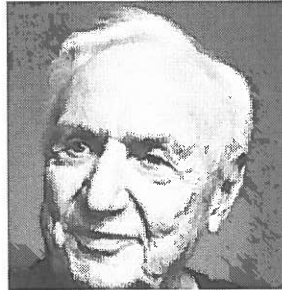
World's Jewish Museum Gala To Honor Frank Gehry On June 6 At The Montage Beverly Hills

By John L. Seitz

The American Friends of the World's Jewish Museum (AFWJM), will host the inaugural Gala of the World's Jewish Museum on Thursday, June 6, at the Montage Beverly Hills. Renowned architect Frank Gehry (pictured) will receive a lifetime achievement award while David and Sheryl Wiener will be honored for their leadership in the fulfillment of the vision of the museum.

Comic Howie Mandel will emcee the event chaired by Shauna Shapiro Jackson with the support of the L.A. Committee of AFWJM and directors Gail Asper and Moe Levy.

The World's Jewish Museum (www.worldsjewish-museum.com) will be an immersive experience, part of an iconic complex that will include a world-class cultural



and entertainment center.

Designed by Frank Gehry, the museum will be a celebration of the contributions that the Jewish people have given to the world.

Situated on the bank of the Yarkon River, and overlooking the Mediterranean, it is destined to become the hub of cultural and recreational activity in Tel Aviv.

One of the most important architects of modern times, Frank Gehry is known

for designing the Guggenheim Museum in Bilbao, Walt Disney Concert Hall in Los Angeles, and Dancing House in Prague, among other iconic structures. The six level museum will be his first architectural project in Israel. "The building, and its contents, will be a representation of what the Jewish people have done and can do without limitations" said Gehry. "I'm going to put my heart and soul into it".

Gehry has designed a gathering place, linking the past to the present and looking toward the future. In a setting of parkland, gardens, walking paths and wetlands, six pavilions will encircle a grand lobby, each dedicated to a different sphere of inquiry, or tenets of Jewish identity. There will be an auditorium, classroom space, an observatory, a

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restaurant and bar, and an area for children, incorporating interactive play, arts and crafts, hands-on science and music, and performing arts. The completion of this Gehry designed museum complex will produce a dynamic cultural institute in Tel Aviv, and an iconic architectural symbol for the city.

Gail Asper, president of The Asper Foundation and director of the

American Friends noted: "With the World's Jewish Museum, we aim to create a world-class experience that celebrates our contributions and the impact that we have had on the world throughout the ages. We hope that this museum will inspire the next generation to embrace its Jewish identity."

For event information and sponsorship packages, email: judy@lpaevents.com or call 310-201-3033, ext. 2.

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