

תו המשווה
תרבות מונגשת



equinote
ACCESSIBLE CULTURE

Equinote **makes culture accessible**
for people excluded from these inspirational sources
because of physical and mental disabilities or cultural gaps

We **promote values** of acceptance of others and diversity
believing in the power of art to derive
change and growth of the human spirit and society

Equinote **develops new ways** to experience music and culture in
an accessible, enjoyable and inspirational way
while maintaining high artistic quality
and technological innovativeness





equ**INSPIRE**
Accessible Culture Performances

1

Focus
Hearing
impairment

Suitable
age
4-11

TOUCHING THE SOUNDS WITH BEETHOVEN

A breakthrough musical play for all children, specially conceived for the hearing impaired, in which one sees and touches the sounds. ~ WINNER OF THE 'ACCESS ISRAEL 2018' AWARD ~

A unique show combining music, play and science - Inspired by Beethoven's life story, who despite his deafness continued to compose masterpieces. The orchestra's frequencies are processed in real time, creating a new accessible way of experiencing music - via sight and touch, using Cymatics based technology (the science of sound waves effect on matter). Enjoyable and fascinating for all children. A story about friendship, the human spirit and its ability to overcome disabilities.

THE STORY | Ludwig Van Beethoven, the renown composer, is in the midst of a successful musical career. Dreadfully he discovers he is losing his hearing. An encounter with a brilliant scientist named Hans leads him, together with the children, to investigate the fundamentals of music and sound, and embark on a search for a solution to Beethoven's challenge.

WHEN BEETHOVEN MEET PHYSICS | With the help of Cymatics based technology which reacts in real time to the sounds of the orchestra, the children experience visually and sensory how sand changes into geometrical shapes, how a drop of water reacts to sound, and how music feels at one's fingertips though quivering water.

INSPIRATION | Thanks to Hans' help, Beethoven learns how to overcome his disability and returns composing the masterpieces which constitute the play's soundtrack.

"Allows children to experience classical music in a new intriguing manner"- Iris Paris, Israeli Ministry of Education

"Smart, interesting and creative. So interesting to discover more ways to experience music" - Michal Reshef, speech therapist

"A wonderful opportunity to create a solution and breakthrough in an area craving such innovation" - Doron Salomon, conductor

Target audience: All
Suitable age: 4-11
Number of participants: 300-500
Length: 1 Hour

Click [HERE](#) to watch the Channel 10 media coverage of the project



Touching the Sounds ^{with} Beethoven

A musical show in which you hear, see and touch the sounds



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Music: Ludwig Van Beethoven
Play creator: Yoram Lachish
Directors and actors:
Fyodor Makarov (Beethoven) and Losh Gavriellov (Hans)
Cymatics: Mordechai Braunstein
Conductor: Yshai Steckler
Orchestra: 30 players chamber orchestra

Cymatics - A drop of water reacting to sound waves

1

Focus

Suitable age

Hearing impairment

4-11

TOUCHING THE SOUNDS WITH BEETHOVEN

A breakthrough musical play for all children, especially the hard of hearing, in which one sees and touches the sounds.

~ WINNER OF THE 'ACCESS ISRAEL 2018' AWARD ~

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Optional

INTRODUCTORY STUDY PROGRAM



A series of 3 introductory workshops for children, which address the topics of the play: hearing impairment, science and music. The closing performance of the show summarizes all the subjects discussed during the workshops and leads to a wholesome, meaningful experience.

NEXT PERFORMANCE

29.10

16:30 and 18:00

'Nalaga'at' Center
Jaffa

Festival for the
groundbreaking arts

1st Meeting

Hearing Impairment

A window into the hearing impairment world, the disability and ways of coping with it. The children will address the need of accepting those who are different - and the process for hearing impaired people to accept themselves.

2nd Meeting

Cymatics and science of sounds

With the help of Cymatics based technology which reacts in real time to sound, the children visually and sensory experience sound and learn the basics of sound physics and its relation to music.

3rd Meeting

Classical music

The inspirational life story of Beethoven is used to introduce the children to the classical music world, the orchestra, the instruments, and to acquaint them with Beethoven's masterpieces.



“Superb, exciting and touching. Acting that is praiseworthy, serious, deeply addressing the subject without being gushy or childish, rather, serious and compassionate.”

- Clair Meghnagi, singer

AUTISTA | Daniel Amit

Daniel is a true multi-talent: singer, guitarist, pianist, songwriter, comics artist; he's also been diagnosed with high functioning autism.

He sang with leading Israeli artists such as Aviv Geffen and Rita, performed alongside Avi Singolda, Shalom Hanoch, Peer Tasi, Ilay Botner and many others. He made his public debut as a participant in the reality TV series 'The X Factor'.

In this show Daniel tells his story, shares his fears and dreams while reading, showcasing his comics, playing and singing covers as well as original songs.

From an insider point of view he shares and opens the window to the unknown world of autism while breaking the false stigma surrounding high functioning autism. He asks society not give up on autistic people but on the contrary to embrace, learn and gain from their difference and talent



"And I? I hope dreams come true" - Is the way Daniel Amit ends his emotional show, based on his personal story, which introduces the audience to the unexplored world of autism.

Target audience: All audiences

Suitable age: 14-99

Number of participants: As required

Length: 1.5 hours

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Daniel Amit

AUTISTA

Stories from the life of a boy with autism

A festive
BOOK LAUNCH performance

20:30 | 30.10

Tzavta - Tel Aviv

"People with autism need company, just as you need it, they want communication - just as you want, but they do not know how to do it ... and they stay alone."

CONCERT IN THE DARK

A unique listening experience in complete darkness in which masterpieces will be performed without any visual connection between the musicians, the conductor or the audience.

A rare opportunity to disconnect from the inevitable stimulations of day-to-day life and the chance to dive into the wonderful world of music through darkness, as those who cannot see experience it.

The program includes masterpieces of great classical composers such as Vivaldi, Bach, Mozart, Strauss and many others. The performances will include orchestras, choirs, duets and trios, all of which will be placed in different areas of the hall creating a surrounding sound effect.

Target audience: Youth and adults

Suitable age: 15-99

Number of participants: 300-500

Length: 70 minutes

NEXT PERFORMANCE

Misa Criola in the Dark

20:30 | 28.10

Nalaga'at' Centre Jaffa

Festival for the groundbreaking arts

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MISA CRIOLLA FOR ALL

A latino style concert series made accessible to hearing impaired audiences, in honor of International World Hearing Day taking place on March 6th 2019.

A series of Latino style concerts, made accessible to the hearing impaired, will be held around Israel, **using Hebrew subtitles, sign language, earphones and broadcasts to hearing devices using Infrared wireless technology.**

The concerts will showcase the great Misa Criolla by Argentinian composer Ariel Ramirez. The Misa was composed in the 1960's and since then won a huge popularity through international performances. The songs in the Misa are written in Spanish and incorporate musical motives from South-America.

Performing the Misa are Israeli leading artists in the genre: The **LatinoAmericano ensemble** lead by Natan Furmanski, **Collegium singers** conducted by **Yshai Steckler**, and the soloist **Yonit Shaked Golan**. Other pieces and compositions performed alongside the Misa include beloved latino songs such as Alfonsina y el mar or El Condor Pasa.

The second half of the concert will feature **Katango** group lead by bandoneon player and singer **Avi Cohen Tarika**, performing songs and tangos in Spanish and Hebrew such as Piazzolla and Gardel, accompanied by live **tango dance performances.**

Target audience: Hearing and hard of hearing
Age: 16-99
Number of participants: depending on the hall capacity
Length: 1.5 hours (with break)



NEXT PERFORMANCE

International Hearing Day March 6 2019

a series of Latin concerts will be held throughout Israel for the hearing impaired.



FROM COMBAT TO ART | Ron Weinreich

Ron Weinreich, a former tank commander, was seriously injured during the 2nd Lebanon war. In this performance, alongside his band, he creates a spectacular artistic journey that incorporates memories, music as well as his personal stories.

Ron joined the IDF in august 2004 as a soldier in the armored corps unit. Following a commander course, he reached the position of tank commander. In the summer of 2006 he took part in the second Lebanon war during which a concrete gate situated above the road crashed on his exposed tank. "The blocks of the gate crashed and buried me", remembers Ron whose back and shoulders were brutally injured, resulting in lifelong physical disabilities.

During the long recovery period in the hospital Ron realized that "this is going to be the lowest point in my life, and from here I will be the person I know I can be: with or without the wheelchair".

Ron returned to his first love - music. He participated in the 9th season of the Israeli TV reality series "Kochav Nolad" and with time became an international ambassador of Israel and the IDF. Today he lives, writes, composes, performs and records in Los Angeles.

In this show, Ron embarks the audience on an emotional rollercoaster while creating a joint artistic and unforgettable experience.

Lectures and leadership and self empowerment Workshops

During these lectures Ron challenges the deep-rooted beliefs that prevent us from actively fulfilling ourselves. He confronts the way society thinks about disability and gives motivational speeches that urge and stimulate the audience to pursue significant goals while arming them with tools to see the world through a new prism.

Target audience: All audiences

Age: 16-99

Number of participants:

depending on the hall capacity

Length: 1.5 hours

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"Ron's bravery and determination as a tank commander formed the base for his self recovery and the place he is at today. For the armored corps, Ron is a symbol of bravery and strength."

Chief armor officer, brigadier Guy Hason.

6

Focus

Acceptance of others

Suitable age

4-9

SCRIBBLED SCRABBLE | Noga Algom

This show follows the journey of a unique girl and her friend who seek their way in a normative environment - together they learn about accepting those who are different and also... themselves!

The musical is based on the successful book “Scribbled Scrabble”. The book follows 7 years-old girl full of imagination. Quite clumsy and confused, Noga wears glasses and has curly hair... In class she has a hard time drawing a perfect triangle like everyone else. Instead she draws in her wild and artistic scribble...

The heroine is in fact an entangled creature, who stands out on the background of a well-organized normative society, at least at first glance.

The musical sheds light on Noga’s environment: her parents who struggle to understand their uniqueness; the know-it-all experts in power positions within a society that finds it hard under a child such as her. Especially it shows how children, sometimes, mimic the customary expected adults by acting in judgmental, painful, and harmful ways.

The play is written in a clear and intelligent language, accessible to children and adults. Among questions raised is the place of the individual in the society, self-conception and the tension between individualism as a value and the need to fit in as an active and creative person in a functioning

Playwright: Noga Algom and Tal Ben-Bina

Music: Rani Golan

*The description of the play is based on an article by David Rap, critic of children and teen books for “Haaretz” newspaper and for the committee of the Devorah Omer Award.

Target audience: Mixed

Age: 4-9

Number of participants: 300-500

Length: 1 hour

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“A brilliant Scrabble! Charming. A praise song for individualism” - Galeria, Haaretz

“Prior to being a children’s book, it is primarily an important book for educators” - a parent of a child suffering from disabilities.

“Page after page I read and cried, your Scrabble is my Michel” - a mother of a child with autistic spectrum disorder

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Workshops and lessons with the principle of accessibility at core

ANYONE CAN

An innovative project making guitar playing accessible to people with disabilities. The workshop will teach how to play the instrument and showcase the inspirational stories behind entrepreneurship and self-fulfillment.

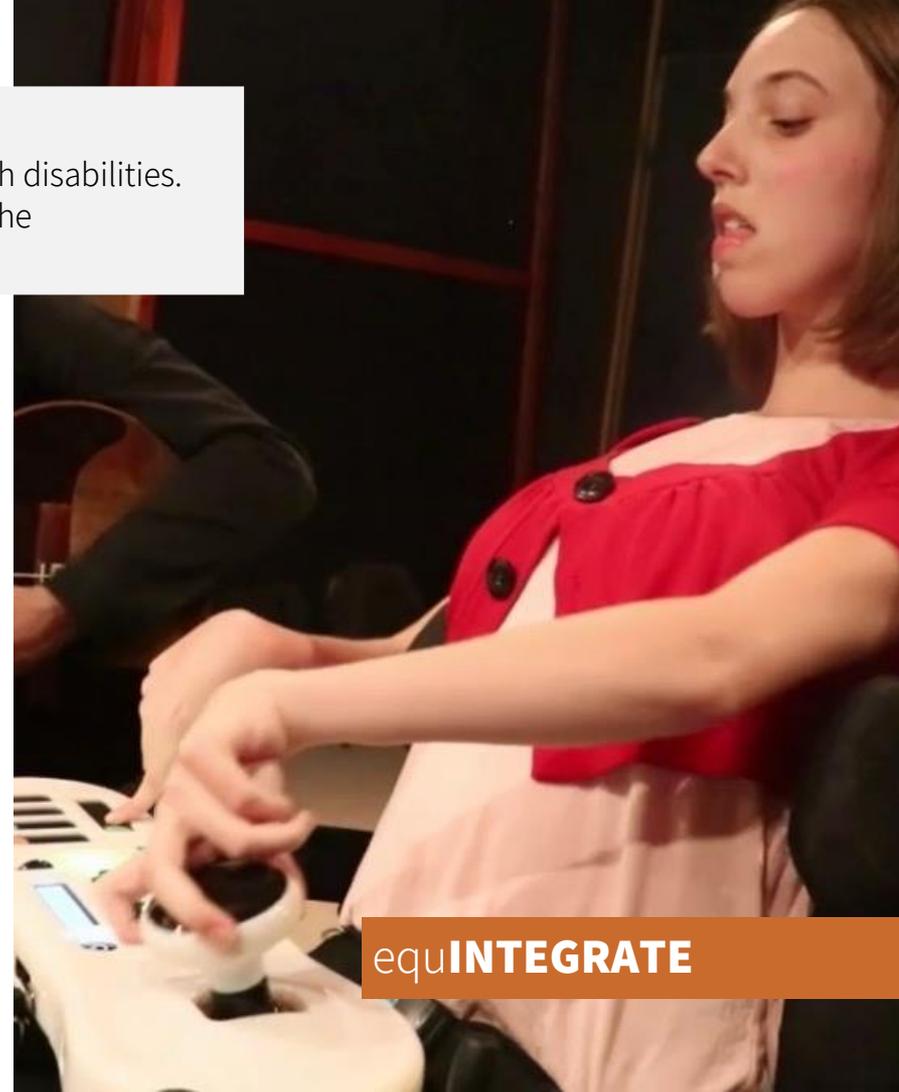
Boaz Rainshriber is a guitar player and a music teacher whose life changed after his encounter with Gil - a girl with cerebral paralysis whose dream was to play music with her friends despite her disability. He decided to make her dream come true and became the entrepreneur and founder of Arcana, a company that develops innovative guitars accessible to people with physical disabilities.

Arcana's guitar is based on the fret method of a regular guitar while using a physical-digital interface created especially for people with disabilities. The guitar has a large range of sounds and chords, allowing a varied creative expression, but is also easy to learn and play. Arcana collaborates with an extended number of rehabilitation and education centers in Israel allowing hundreds and thousands of disabled people around the country to learn and enjoy playing. - Gil even got to play and record a song with her idol - David Broza.

During the Workshop, participants will get the possibility to try out the Arcana guitars and to take part in a performance. The fascinating story of the founders will raise the questions of creativity, accessibility, entrepreneurship and self fulfilment.

The topics raised during this workshop are of interest for diverse audiences: people with disabilities, company managers and workers, caretakers, teenagers and children.

Target audience: Mixed
Age: 9-99
Number of participants: 15
Length: 1.5 hours



THE WHEEL ORCHESTRA

Bikers and wheelchair users turn their vehicles into an orchestra in order to play a piece composed especially for them and performed in front of a live audience - **No previous musical background is required.**

An experimental workshop ending with a show! The participants bring their bicycles or wheelchairs which are then amplified through a touch microphone, turning them into electro-acoustic music instruments.

During the workshop, participants investigate the possibilities of sounds while learning an original music composed especially for their “instruments”. The piece is taught through a series of graphic instruction (without music notes). At the end of the workshop the participants will perform the piece in front of a live audience.

Host: Daniel Davidovsky, artist and musician.

Target audience: Mixed

Age: 15-99

Number of participants: 10

Length: 4 hours

Length of performance at end: 20 minutes



MUSICAL OBJECTS WORKSHOP

A workshop which connects the act of performing to musical creativity even for non-musicians. Its goal is to encourage creativity, expression, mutual listening and concentration, even in the darkness.

The workshop allows its participants to build amplified electro-acoustic instruments from day-to-day objects and thus to develop a creative language through sounds. During the workshop, the participants play with their instruments either spontaneously or guided by the host.

The workshop is suitable for various groups: For people with communication difficulties, (primarily those on the autistic spectrum), for companies that want to engage in group exercises, educators, therapists, and for artistic community projects or educational content for children and teenager programs.

The Workshop can be experienced with emphasis on a missing sense - sight. In the dark, using the sense of vision and audition, participants can explore the connection between matter and sound.

Host: Daniel Davidovsky, artist and musician.

Target audience: Mixed - with emphasis on people with communication difficulties, primarily those on the autistic spectrum

Age: 8-99

Number of participants: 10

Length: 2 hours



SENSED SENSES

A workshop focusing on senses in which you can see and touch music, get an insight into the world of the hearing and visual impaired and learn about the concept of disability as an opportunity.

The lack of senses drastically affects our perception of reality but also opens windows to other worlds. Researches show for example that the lack of one sense is very often “compensated” by another.

During the workshop we will investigate the experience of missing a sense while using live music (cello) and Cymatic based technology that translates sounds in a natural manner without computer intervention. We will experiment the wonders of nature - how sand changes its shape and creates wonderful geometrical shapes, how a drop of water reacts to sound, and how one can feel music at his fingertips through vibrating water.

Through the various experiments, we will observe the way our senses are in relation to each other and how the lack of one sense affects the way we use the others. We will discover new senses we are not aware of - but which we can sense music with.

Sensory deprivation experience will be our conversation base as we’ll be experiencing reality from the visual and hearing impaired point of view, understanding their challenges and their strength. We’ll ask ourselves what we, as a community, can gain from accessibility and from integrating people with disabilities.

Cymatics: Mordechai Braunstein
Cello: TBD

Target audience: Mixed

Age: 9-99

Number of participants: 20

Length: 1.5 hours

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10

Focus

Acceptance of others

Suitable age

5-8

SCRIBBLED SCRABBLE | Noga Algom

An educational and touching story time, with a scribble creativity workshop, whose theme is otherness and above all accepting the other...and ourselves! An encounter with the beloved children author Noga Algom.

Noga Algom sings and tells the story of her book *Scribbled Scrabble* in an enticing theatrical way. She raises questions stirring imagination and thought: “If we were triangles... what could we be? And if we were scribbles?”, “To be a scribble in a world of shapes is it good or bad?”, “Why is it so important for us to love ourselves?”, “Why is it good to not be like everyone?”, “What makes me different?”, “aren’t we all... different?”

At the end of the Workshop, Noga will create personal “scribbles” with the children using drawing, sculpture, and movement.

Host: Noga Algom, author and storyteller.

Target audience: Mixed

Age: 5-8

Number of participants: 15

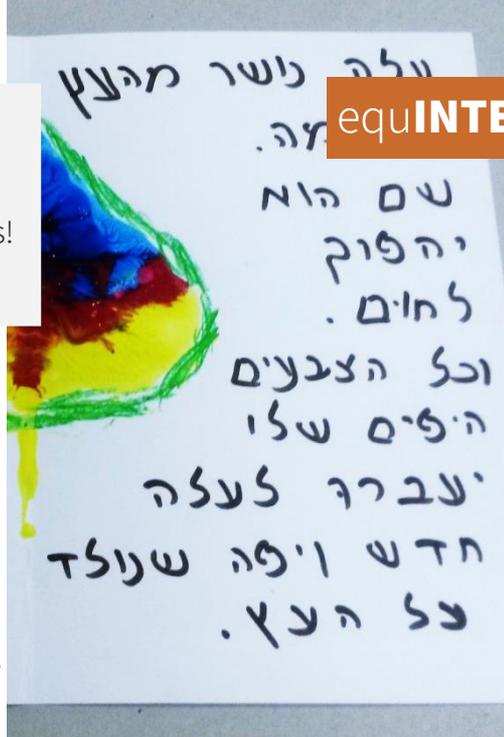
Length: 1 hour

“I read and cried, your scrabble is my Michael” - a mother of a child with autistic spectrum disorder



“Noga Algom’s book should be taught in schools and preschools” - Israel Hayom

“A brilliant scrabble! Charming. A praise song for individualism” - Galeria, Haaretz



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The Equinote Team



Rinat Avisar

CEO

Rinat Avisar, Former CEO of the Israel Chamber Orchestra and co-founder of Carous el - Artists Management & PR,, has a rich experience in managing cultural institutes combined with an artistic background as a professional double bass player. Rinat has performed with Israel's leading orchestras and founded and managed Pitango quartet which won international success. She holds a MUS degree from the Berlin University of Arts (UDK).

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Yoram Lachish

Artistic Director

Yoram Lachish combines music and writing with strategic and organizational consultancy for companies. Oboe and woodwind player, he performs and records with artists and ensembles in Israel and abroad. In addition he works as an executive consultant for change and organizational development for TA CK growth strategies. Yoram holds a degree in behavioral sciences and an M.A. in sociology from Bar Ilan University.

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Jonathan Harnik

Project Manager

Jonathan Harnik graduated from McGill and UdeM Universities in Canada in Viola, Film and Multimedia Composition. He's the former project manager and musical producer of the Israel Chamber Orchestra, and current member of the Moran Singers Ensemble. Jonathan is a great believer in the effect of music on the human spirit and is driven by a true passion for the field.

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Anna Mirsky

Int. Relations and Fundraising

Anna has been active in the field of classical music ever since her graduation from the Sorbonne University in Paris in 2014. She has worked for various international classical music institutions such as the Bureau Export de la musique française in Berlin, the Philharmonie of Paris as well as the Israel Chamber Orchestra.

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BOARD MEMBERS: **Oded Morad** (Chairman), expert in technological learning systems, former owner of S.E.S | **Uri Tzikoni**, entrepreneur and high-tech senior manager | **Irit Shifman**, Artist and Interior Designer | **Uzi Sagir**, Director of National Test Development at the Center for Educational Technology

The story behind Equinote:

Rinat Avisar and Yoram Lachish, founders of Equinote, are musicians and parents of four children, out of which two are hearing impaired. The personal familiarity of the field of disability and their will to raise awareness of accessible culture in general and music in particular, has brought them to found Equinote which connects two almost contrasting worlds which are close to their hearts: music and hearing impairment.

להתראות



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