



OLAM SHALEM
My Jerusalem • My connection

The story of a poster

סיפורה של כרזה





Otte Wallisch

Young Version:

Hey guys, who here has heard about the declaration of independence?
What? You haven't?
It's my greatest work of art!

Ok, before I tell you all about it,
I will be polite and introduce myself.

My name is Otte Wallisch and I moved to Israel almost ninety years ago on a rickety, old ship that held an awful lot of people. We left Europe and came to Israel in the dark, so that the British, who ruled in Israel at the time, wouldn't see us. Wow, it was really scary.



In any case, after I found a nice apartment in a city called Herzliya, I carried on working in the field that I learned and loved most of all – graphics and art. The truth is, at the beginning I thought I'd work in farming, because in those days whoever was Zionist worked as a farmer, but I couldn't give up my drawing.

Even by the time I was in fourth grade, in the country that I grew up in, Austria, I really liked drawing and my parents sent me to a drawing class. I was a great artist!

In Israel I opened a graphic arts business and started becoming famous. Then, one day, they phoned me from the office of the leader of Israel, David Ben-Gurion. They told me that they were about to announce the founding of the state of Israel and that they wanted me to design the scroll that everyone is going to sign. It was a very exciting moment that I will never forget. Well, if we're going to be honest, it kind of happened by mistake because the person who was meant to write the scroll made a mistake and spilled ink on the scroll, so they got in touch with me instead. But, who cares? In the end I was the one to write the scroll.

I took my pen in hand and was so excited that my hands were shaking. Can you imagine? The state of

Israel is being created, and I, Otte Wallisch, the kid from Austria, am given the honor of writing the declaration of independence? There is nothing more exciting than this moment. How I wished my parents could have seen this moment- they would be so proud of me.

Later, I also had the honor of designing many things for the young country of Israel. Stamps, notes, and many posters that were sent all over the world.

You know what? I was also one of those who tried designing the flag for the new country. There was a competition between different designers. Unfortunately, my flag was not chosen. Never mind, the main thing is that I took part. I was a real Zionist.

Guys, I want to tell you that it was a huge honor for me, the small kid who immigrated to Israel, to connect between Jews around the world, through doing what I love the most- drawing. I succeeded in creating posters, symbols and drawings that were sent all over the world and connected between Jews living in different countries. Everyone loves and understands drawings, and it was through my drawings that Jews were connected and felt closer to one another.



Otte Wallisch

Older Version:

Hey guys, how are you?
Tell me, has anyone here heard of the
declaration of independence?
The declaration of independence is the
document on which the state of Israel declared
independence. You've never heard of it?

Well, I'm going to tell you a story about it. But
before I do, I will be polite and introduce myself.

My name is Otte Wallisch, and I immigrated to Israel about
90 years ago on a rickety, old ship that carried a lot of
people. We left Europe and arrived in Israel in the dark, so
that the British, who ruled in Israel at the time, wouldn't
notice. Wow, it was really scary.



The ship that we travelled on was a ship carrying illegal immigrants because according to the British, it wasn't legal to immigrate to Israel at the time- but we believed that the state of Israel belonged to the Jews!

Anyway, after I found a nice apartment in a city called Herzliya, I continued working in the field that I had learned and loved most of all – graphics and art. Despite the fact that I thought that when I'd arrive in Israel I'd work in agriculture, because in those days whoever was Zionist worked the land, I was, in the end and as I always had been, drawn to art

Even by the time I was in 4th grade, in the country that I grew up in, Austria, I loved drawing and my parents sent me to a drawing class. I was an excellent artist!

In Israel, I opened a graphic art business and started making a name for myself. One day, I was contacted by the office of David Ben-Gurion (the first prime minister). They said that he was about to declare the foundation of the state of Israel and asked me to design the scroll of the declaration of independence- the one that would be signed by everyone. It was really exciting and I will never forget that moment.

Ok, if I'm going to be honest with you, it happened a little bit by accident. The person who was supposed to write the scroll made a mistake and spilled ink on the scroll, so they called me instead. But, you know what? I'm not sure it

makes a difference because at the end of the day I was the one to write the scroll that everyone is familiar with. I took my pen in hand and my hands started shaking. Can you imagine? The state of Israel is being founded, and I, Otte Wallisch, the kid from Austria, am honored with writing the scroll of the declaration of independence? There is nothing quite a moving as that. How I wished that my parents could have seen that moment- they would have been so proud. You know what? I was also one of those who tried designing the flag for the new state of Israel. There was a competition between different designers. Unfortunately, my flag was not chosen. Never mind, the main thing is that I took part. I was a true Zionist. After that, I had the honor of designing many other things in the new state of Israel. Stamps, notes, and many posters that were sent all over the world.

Guys, I want to tell you that it was a huge honor for me - the little kid who immigrated to Israel - to connect between Jews from all over the world, via the field that I love- drawing. I succeeded in creating posters, symbols and drawings that were sent all over the world and created connections between Jewish people living in different countries. Art goes above and beyond languages and, therefore, everyone can understand it. I had the honor of connecting Jewish people and creating closer relationships between them.

מה עושה הקרו הקימת לישראל?



הוצאת הקרו הקימת לישראל ירושלים



Explanation from the JNF Website:

What does the JNF do? (1962)

The poster describes the five things that the JNF does in order to cultivate the wilderness – prepares suitable soil, plants trees, drains swamps, paves roads and employs new immigrants. There is an aspect of intertextuality with the previous poster by Otte Wallisch, which also dealt with the five activities carried out by the JNF.



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ה'באיר - יום העצמאות

ISRAEL INDEPENDENCE DAY - LE JOUR DE L'INDEPENDANCE D'ISRAEL - DIA DE LA INDEPENDENCIA DE ISRAEL



Design: Zvi Berger,
photo archive of JND



**Explanation from the JNF
Website:**

Independence Day (1962)

A poster influenced by the cubism movement that describes in bright colors the fourteenth Independence Day of Israel. The flag and symbol of the country appear as symbols of independence, kibbutz members are dancing next to a water tower at the top of which is a Menorah, and people living in the town are dancing in the streets.



עֲלֵה וצַמַח שְׂתִילֵי הַדָּרָה

שִׁי נוֹאֵת הַשָּׂרָו הַמְזִיקוֹת לְיִשְׂרָאֵל



**Explanation from the JNF
Website:**

Rise and Grow, My Little Plant (1966)

The poster portrays a young girl and a young boy against a rural background as an expression of the planting of forests by the JNF that is associated with a variety of values: cultivating the wilderness, love of the land and concern for the environment.

קרן קימת לישראל.
THE JEWISH NATIONAL FUND
REDEEMS THE LAND OF ISRAEL
FOR THE PEOPLE OF ISRAEL





**Explanation from the JNF
Website:**

Keren Kayemet LeIsrael - JNF (1925)

At the foot of the hill is a community and on top of the hill is the blue box that enabled the building of the community.



Design: Zvi Berger,
 photo archive of JND



**Explanation from the JNF
Website:**

The Jewish Youth Forest (1963)

In 1963 the JNF planted the Jewish Youth Forest in the Gilboa as a sign of the the strengthening of the connection between the Jewish youth movements outside of Israel and the State of Israel.

Aid 2 - **Principles for creating a poster**

(taken from the JNF website)

A poster is an important means of visual communication. It acts as a summary and representation of an idea. The poster isn't just "the summary of an idea hung on a wall", but rather an instrument of communication that allows for a direct discussion with the audience.

A poster is made up of a verbal component and a visual component.

A poster allows a person, who is interested, to read the content in less than ten minutes.

It is possible to judge a poster according to the content and according to the presentation. It must be attractive and intriguing.

A poster can be a source of information. There are posters whose presentation arouses discussion, there are posters that are of an advertising style – in general meant to give over a moral message, and there are posters for science conventions.

The point of a scientific poster is to present the main results of a study to an audience that visits conferences or scientific exhibitions. The posters that were prepared in anticipation of the eighth Biology Olympiad were the type of posters that are prepared for scientific conventions.



Features of a successful poster:

It can be read in a short amount of time

Gives over a message/idea clearly

The information is presented in a variety of visual ways

It can be read from a distance of 1-2 meters

Many posters aren't effective because:

The writing is too small to read

It isn't clear what the main goal/s and points are

The general organization is lacking

The visual aspect is poor



Guidelines for making a poster

The guidelines for making a poster and the criteria for assessing one are determined according to the nature of the poster and its purpose. It should be decided what important criteria are and to define them and their relative importance. The message of the poster must be conveyed entirely through the poster with no need for explanations.

In addition to the above criteria, a number of guiding principles should be taken into account: target population, placement and size of the board (classroom space, corridor, table).