

***Through the Lens* Exhibition Detail Packet**

Included:

1. 36 Easels
2. 2 Pop-ups
 - Front of Exhibit Pop-up *with* pocket (Pocket Requires Small Setup)
 - Back of Exhibit Pop-up *without* pocket
3. 36 Framed and matted photographs
4. 36 Artist labels / Also known as Wall Text
 - Can use Binder Clips or Can be leaned on Easel
5. Foldout takeaways
 - Quantity To Be Determined

Footprint of Exhibit:

Floor standing: Each easel is 3'6" when extended

Wall hanging: ~80-100' (depending on spacing)

Setup:

Time: ~4 hours

Staff: 2 Workers

Tools:

- (Only needed for wall hanging) Philips Screwdriver, Hammer, tape measure, level
- (Small Item Below Needed for Pocket Folder Setup on Pop-up, See pages 5-9)



Assembly.....	Page 2-9
Easel.....	Page 2, 3, 4
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Exhibit Setup.....	Page 10 - 13
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Shipping Procedure.....	Page 13

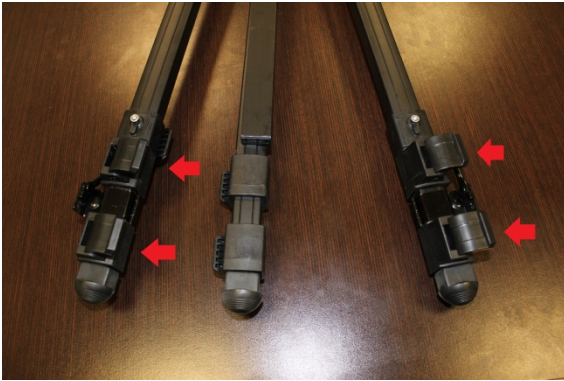
**SAVE ALL PACKING MATERIALS, BUBBLE WRAPS, BOXES, ITEMS,
TOOLS AND EVERY PIECE OF THE PHOTO EXHIBITION. WE WILL NEED
THESE WHEN WE PACK-UP. THANK YOU.**

Easel Assembly

1. Box comes with carrying case including 1 easel and 1 tray.



2. Open each clasp on the easel legs by pulling it to the left and expand each leg to its maximum height. There are two clasps on each leg. When at the maximum height, close each clasp tightly by pulling it back to the right.



3. When it is fully standing and closed, pull the legs apart as far as they go and check that it looks even. (If not, make sure each leg is pulled out to its maximum height and close tightly)



4. To adjust the height of the tray, open the clasp (by pulling it to the left) and slide it up to match the tape you will find on the back of the legs. Do this for both legs and close the clasp.



5. Add the tray so that the outer most holes on each side match the screw on the two legs. The screw should sit slightly inside the smaller portion of the hole in the tray, but not all the way. Do not force it down.



6. Directly above where the tripod legs come together there is a clasp that looks like a foot pedal. Lift that up and it will allow for adjusting the **height** of the top of the easel by sliding it up and down to the desired height. The top of the easel should rest on top of the photo frame. Secure it in place by pushing the foot pedal clasp down.

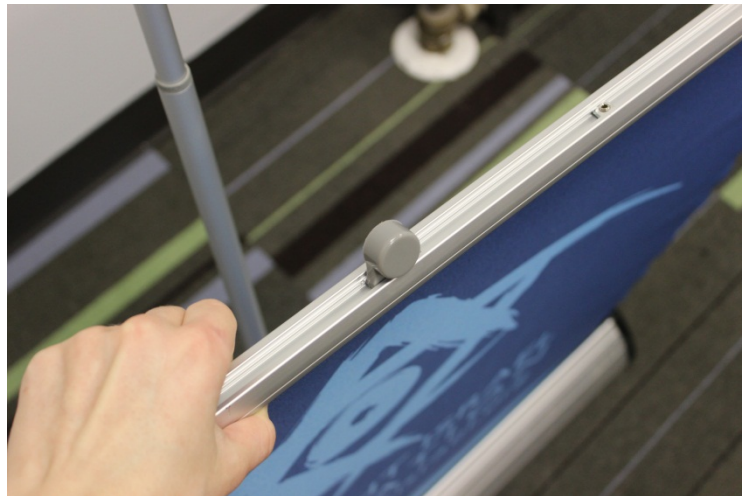
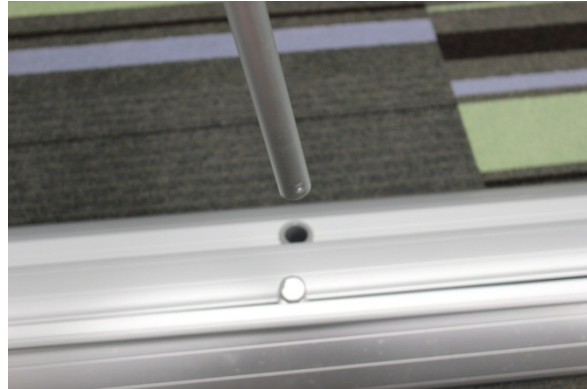
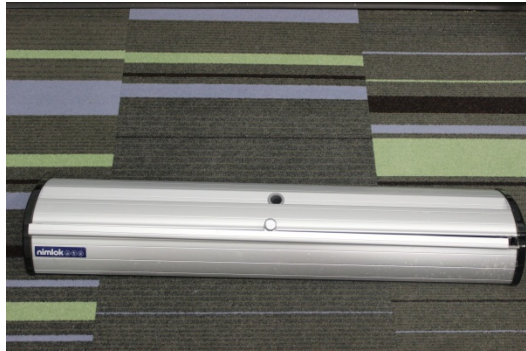


7. Adjust the **width** of the top of the easel by pulling the clasp up and sliding the top of the easel to the desired width. It should sit just outside of the photo frame without scratching it. Close tightly to prevent shifting by pulling the clasp down.



Pop-Up Assembly

Front of exhibition: Pop-Up with Pocket, Rollup 02



Set-up

Twist telescopic pole to extend 1

Secure pole(s) in the base of stand then add doubler 2

Gently lean the unit back and pull the graphic up by the toprail 3

Leveling feet located under unit 4

Graphic to top rail attachment (metal insert)

Loosen each screw from the rail using provided allen key and remove metal insert (do not remove screws) 1

Peel film to expose adhesive; place metal insert from graphic rail on top back side of the graphic point 2

Press down on the metal insert to make sure adhesive is secure on graphic 3

Insert the metal insert with graphic attached into the top graphic profile rail 4

Quick slide top rail attachment (plastic insert)

Tighten the screws back in place to hold metal insert and graphic with an allen key 5

Remove top slider from graphic rail 1

Remove film to expose adhesive on top slider 2

Align and apply to top slider on the top front of graphic 3

Pocket Assembly Instructions:

Literature Pocket Set-up

Attach the Small PH to the long PH by sliding the cam lock into the channel of the long PH and turning the push pin lock a quarter turn to tighten, using the allen key tool 1

Slide the banner stand channel bracket over the long PH until the push pin lock and hole are aligned 2

Place the cam lock at bottom of the long PH into the channel of the banner stand base, using the allen key tighten the push pin lock by turning a quarter turn 3

Hook the top of the literature pocket into the small PH by sliding into the channel 4

Banner Stand New and Old Base Profiles

Rollup O2
 OLD -no channel NEW -with channel

Rollup DS 01
 OLD -no channel NEW -with channel

Smart Banner O2
 OLD -no channel NEW -with channel

Israel alumni. Selected from the photography of more than 350,000 trip participants from 64 countries, these images demonstrate the breadth of the ten day trip experience.

By expanding beyond the common imagery of the Holy Land in this exhibit, viewers are introduced to the richness of art and culture, and the blending of new and old traditions. The photographs stand to educate about the myriad of ways that trip participants of various backgrounds can find meaningful connections in Israel and beyond.

As participants, the alumni are simultaneously tourists yet brethren. This obscures the idea of home and identity. In many ways, the Israel shown throughout the exhibition is faceless, literally, as the only distinguishing features shown are that of Taglit-Birthright Israel alumni. **WHAT FACE WILL YOU PUT ON ISRAEL?**

A BIRTHRIGHT ISRAEL FOUNDATION
PRODUCTION



Completed Rollup with pocket

- **Front of exhibition:** Pop-Up without Pocket (Rollup 3)
- **Video Instructions:** <http://www.youtube.com/watch?v=dMwBNVFFGEs>

End of Exhibition:

THROUGH THE LENS

ARTISTS

Michelle Abramson	Kelsey Kleidman
Rachel Alexander	Shannon Komisarich
Jennifer Alberts	Federico Kremerchusky
Linnesh Anders	Cassie Leventhal
Nicollette Appel	Andrew Leonard
Gray Bashaw	Julia Moser
Sol Beorlegui	Sarah Nathan
Greg Birman	Colin Quirt
Garin Bulger	Ellen Ross
Gabe Bornstein	Jennifer Schreiber
Rachel Domoff	Haley Seppa
Derek Doneen	Sean Shapiro
Laurel Dunay	Rachel Shulman
Jessie Gallagher	Daniel Skorow
Allison Good	Samuel Tarel
Michelle Hites	Daniel Claire Thor
Gabrielle Kennedy	

PHOTOGRAPHY JUDGING PANEL

RONEN AKERMAN
Professional Editorial & Fashion Photographer
Tel Aviv, Israel

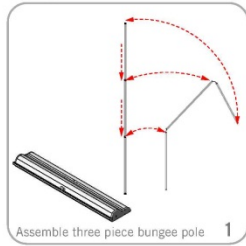
PEGGY ABRAMS
Professional Journalist & Fine Art Photographer
Philadelphia, Pennsylvania, USA

HANNAH GREEN
Professional Editorial & Fine Art Photographer
Phoenix, Arizona, USA

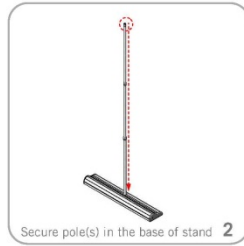
QUESTIONS? INTERESTED IN HOSTING THIS EXHIBITION?
CONTACT EXHIBITIONS@BIRTHRIGHTISRAEL.ORG

FOR FUTURE PHOTOGRAPHY COMPETITIONS AND TO
FIND MORE ABOUT THE THROUGH THE LENS EXHIBITION,
VISIT BIRTHRIGHTISRAEL.ORG/EXHIBITIONS

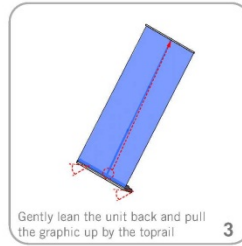
Set-up



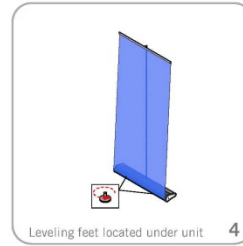
Assemble three piece bungee pole 1



Secure pole(s) in the base of stand 2

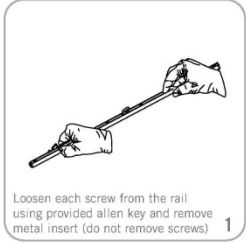


Gently lean the unit back and pull the graphic up by the top rail 3

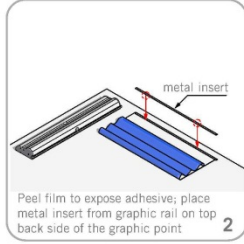


Leveling feet located under unit 4

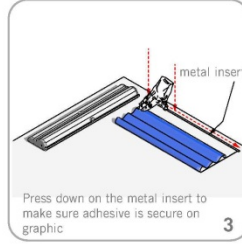
Graphic to top rail attachment (metal attachment)



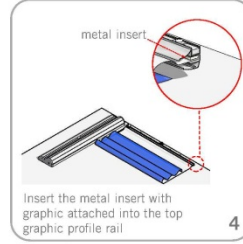
Loosen each screw from the rail using provided allen key and remove metal insert (do not remove screws) 1



Peel film to expose adhesive; place metal insert from graphic rail on top back side of the graphic point 2

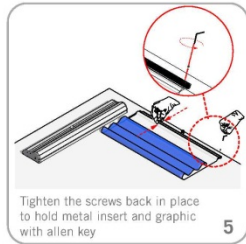


Press down on the metal insert to make sure adhesive is secure on graphic 3

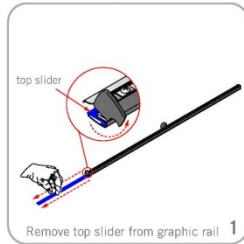


Insert the metal insert with graphic attached into the top graphic profile rail 4

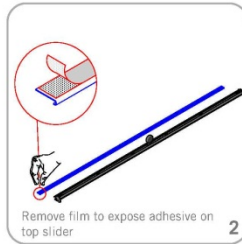
Quick slide top rail attachment (plastic insert)



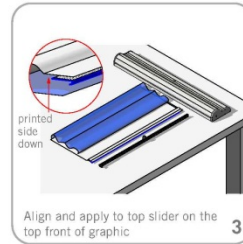
Tighten the screws back in place to hold metal insert and graphic with allen key 5



Remove top slider from graphic rail 1



Remove film to expose adhesive on top slider 2

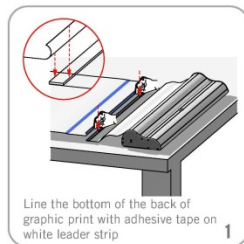


Align and apply to top slider on the top front of graphic 3

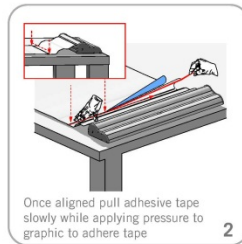
Graphic to base attachment



Insert graphic onto graphic rail 4



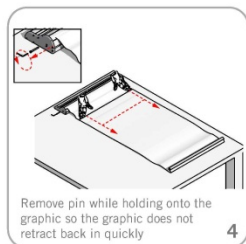
Line the bottom of the back of graphic print with adhesive tape on white leader strip 1



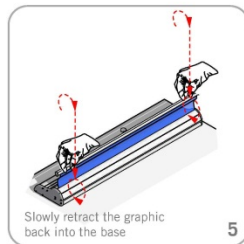
Once aligned pull adhesive tape slowly while applying pressure to graphic to adhere tape 2



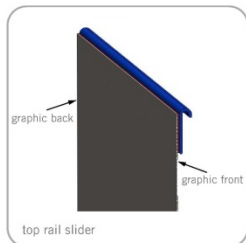
Place in additional masking tape to the back of the graphic for extra protection 3



Remove pin while holding onto the graphic so the graphic does not retract back in quickly 4



Slowly retract the graphic back into the base 5



graphic back
graphic front
top rail slider

Exhibit Setup

(Images)

Pop-up bookends

- Beginning- with pocket
- End- without pocket

Order of Images

- Wall Text / Artist Label Names Matchup



01_Gabe_Bornstein



02_Jennifer_Schreiber



03_Ellen_Ross



04_Shannon_Komisarchik



05_Jessie_Gallagher



06_Sean_Shapiro



07_Nikki_Appel



08_Haley_Seppa



09_Gabrielle_Kennedy



10_Kelsey_Kleidman



11_Gray_Bashew



12_Sol_Beorlegui



13_Best_in_Show_International_Michelle



14_Kelsey_Kleidman



15_Garin_Bulger



16_Linneah_Anders



17_Rachel_Shulman



18_Samuel_Tarrel



19_Rachel_Alexander



20_Rachel_Domoff



21_Jennifer_Alberts



22_Colin_Quirt



23_Kelsey_Kleidman



24_Greg_Birman



25_Cassie_Leventhal



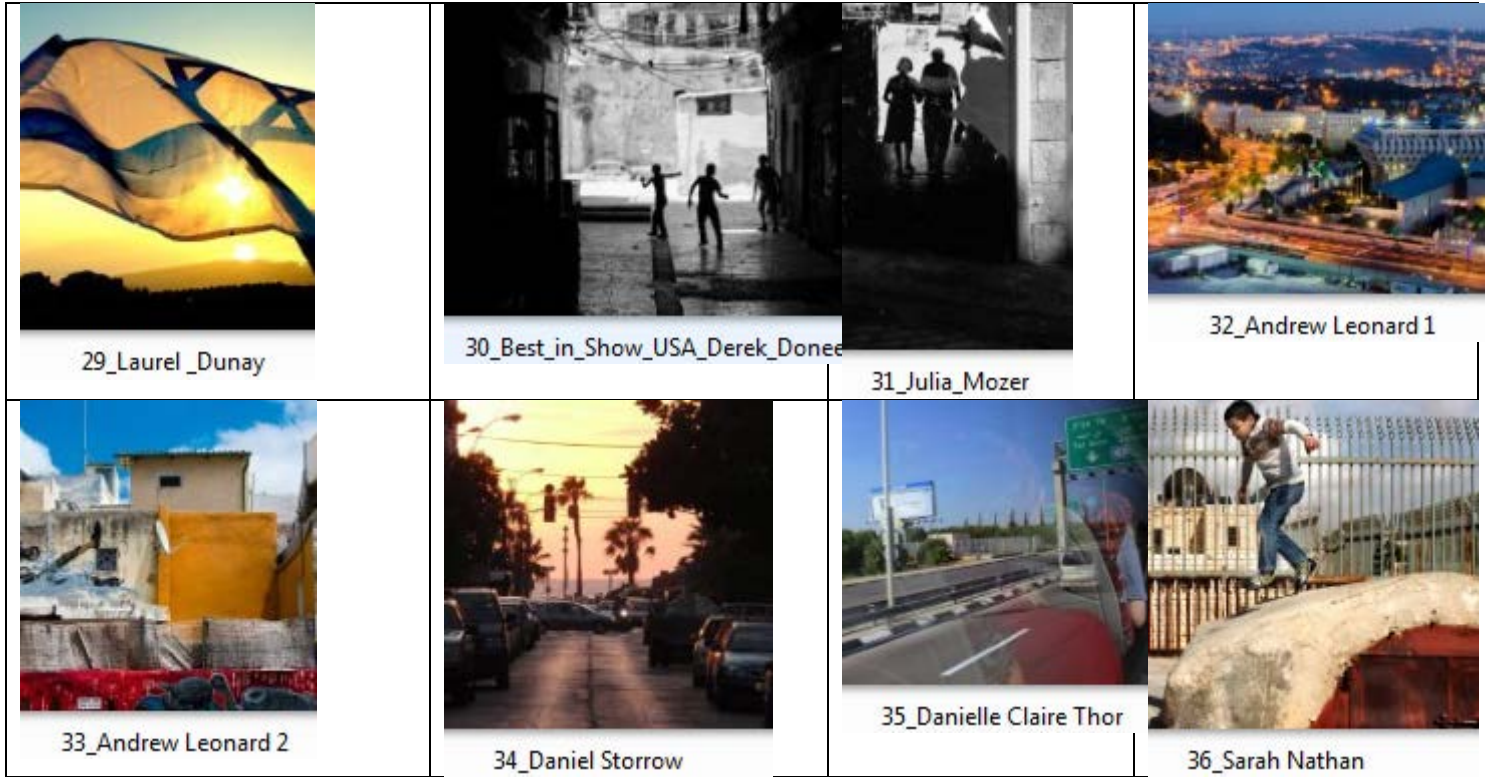
26_Allison_Good



27_Federico_Kremenchuzky



28_Michelle_Abramson



Attaching labels:

- Please use Binder Clips to affix the wall text to the top of the easel
- OR lean wall text on easels
- OR mount wall text using double-side tape on gallery wall (please do not use thumbtacks, if you do, do not damage wall text)



MAINTENANCE

You are the eyes of this exhibition! If you see any damage to the easels, frames, or pop-ups, please let us know the exact problem immediately so we can reorder anything we might need to. If possible, a photo of the problem would be preferable.

Contact: exhibitions@birthrightisrael.org

PACKING AND SHIPPING PROCEDURE

We will be working with you to ensure a smooth transition of artwork to our next destination. Please allow a minimum of **1** day and maximum of **2** days of de-install and **5** days of shipping time to the next exhibit. Your contact person will give you an estimated pickup time.

Please keep all of the boxes and bubble wrap that you receive the exhibition in and pack it as closely to how you received it as possible. These are fragile and if they shift too much in their box can be damaged.