



YOTSRIM | PRESS KIT

[Website](#) | [YouTube](#) | [Facebook](#) | [Instagram](#)

Log line:

Step into the “private rooms” of leading creatives of Israel’s contemporary art and design scene and discover what lies behind the coat of paint.

Synopsis:

Yotsrim is a web documentary series featuring the Israeli contemporary art and design scene. The series is created in a unique format developed by director Shachaf Dekel. The episodes are edited with still photography taken by Dekel during the studio visit combined with segments of their recorded conversation.

The fifth season (2019) includes six episodes of studio visits with creators working in different disciplines: The Instagram phenomena comics duo Maya & Yehuda Devir, the contemporary Jewish dance company Ka'et Ensemble, the media artist and

researcher Daniel Landau, the Palestinian Israeli artist and actress Raida Adon and artist Liat Segal with her painting machines.

The series has been active online since 2014, one of Israel's first web series, offering 74 episodes in total. Yotsrim focuses on all fields of creative arts: visual art, design, fashion design, Jewelry design, interactive art, graffiti, vocal art, music, performance, dance, theater, poetry, comics, animation, graphic design and illustration. Each episode is 2-3 minutes long, featuring one creator in their studio.

The unique format of the series allows the viewer to focus on the details of the works while listening to the artist talk.

Credits:

Director | Producer | Photographer | Editor: Shachaf Dekel

Director's statement:

YOTSRIM web series is an independent passion project which celebrates the contemporary creative community in Israel. As a creator, I decided to use all my creative tools to tell the story of the contemporary artists who live and work in Israel and showcase their work and their message to the world. With very little financial support I have been producing, directing, photographing and editing by myself all the 74 episodes of the series since 2014. Since the beginning of 2019 I have launched the fifth and final season of the series to spread through art the message of peace and progressive dialogue. The web is my bridge to the world as a storyteller and I hope you find it a worthy project of love in your festival. Thank you for your consideration. Shachaf Dekel

Director's biography:

Shachaf Dekel is a filmmaker and visual artist whose works deal with different layers of language, empathy, and the way they are transformed through human experience. She approaches these themes from different angles in her search to tell a story in a minimalistic way through video art, experimental documentary and interactive installations.

In her web documentary series "YOTSRIM", she distills the unique language of artists from different disciplines. She documents them in their studio, allowing a sneak peek into the creative process and developmental stages of creators from Israel. The series has been active online since 2014 and has created 74 videos, with the assistance of The Israel National Lottery - Council for the Arts, CultureBuzz - Israel, Division of Cultural & Scientific Affairs, Ministry of Foreign Affairs

The web series YOTSRIM was nominated for **Best Director in Nonfiction** Category at the The International Academy Web Television Awards in LA 2018.

In 2019 Dekel initiated the first web series event WebiDocs on DOCAVIV Festival in Tel Aviv Israel. This is the first time in the prestigious festival gives documentary web series creators, the stage to showcase their work. Dekel is the curator and host of the event.

Her work has been screened and exhibited in: Cannes Festival - Israeli Pavilion, DOCAVIV Festival, Milano Design Films Festival, Herzliya Museum, Petah Tikva Museum, Tel Aviv Museum, Tel Aviv Cinematheque, Total Museum (Seoul, Korea), had a solo show in Freiburg, Germany and more.

YOTSRIM season 5 - Character's Background:

YOTSRIM S5 E1: Contemporary Jewish dance company Ka'et Ensemble

From their [website](#):

Orthodox Jewish men learn Torah. Maybe they'll learn literary arts, or drawing - but to learn an art form focused on the body? The world of the body is a stranger to Orthodox Jewish culture, and vice versa.

We are blessed to develop contemporary dance that stems from the vibrant world of an ancient religion, advancing this vision on the professional stage, in Israel and around the world. Without concessions to ourselves or to our audiences, we focus a direct gaze on the conflict between body and soul, between tradition and modernity, and from this tectonic rift, we unveil a new language full of pain, honesty, and hope.

Come and see a new language being born - a language that expands accepted boundaries: The world of Jewish spirituality does not appeal only to religious

individuals, and the world of contemporary dance does not only appeal to secular audiences.

YOTSRIM S5 E2: comic artists Maya & Yehuda Devir

Maya and Yehuda Devir are famous worldwide for their comics "One Of Those Days" and their [Instagram account](#) followed by 4.5 million followers.

From their [website](#):

Yehuda and Maya Devir, a married couple, Israeli comic artists and the creators of the popular web comics "One of Those Days".

Yehuda Devir, born in 1988. "Makes the ants look lazy" (According to Maya's theory). found his love for drawing in infancy when he began painting on his bedroom walls. Was particularly influenced by American comics.

Maya Devir, born in 1989, "goddess in a form of a woman who spreads Joy wherever she goes" (According to Yehuda's theory). She is a realist artist and specializes in the art of teasing Yehuda.

YOTSRIM S5 E3: 3D Fashion designer Danit Peleg

From her [website](#):

Danit Peleg is a Fashion Designer known for her 3D printed fashion work. In 2015, Danit's 3D printed graduate project made major waves in the global fashion and tech arenas, for being the world's first collection to be entirely created using desktop 3D printers from home.

The Danit Peleg 3D team works closely with both material researchers as well as printing companies to further develop their savoir-faire and to move this extremely nascent technology and industry further. In doing so, Danit aims to create an alternative to the traditional fashion supply chain, reducing the waste and tremendous footprint that shipping and offshore manufacturing creates, ultimately revolutionizing the entire fashion industry.

Aside from creating, selling and loaning out high-end 3D printed fashion items to fashionistas, schools, museums and events, Danit Peleg also provides consultation

for fashion brands who are looking to implement 3D printing as a cutting-edge technology to change their business completely.

Among her many accolades, Danit is a TED speaker and has been featured in world-renowned publications such as Vogue, The New York Times, Women's Wear Daily and in 2018, she was recognized as one of Europe's Top Women in Tech by Forbes. Danit is a graduate of Shenkar College of Engineering and Design and is based in Tel Aviv, Israel.

YOTSRIM S5 E4: Media artist and researcher Daniel Landau

From his [website](#):

Daniel Landau is a media artist, researcher and lecturer. He studied computer music at the Royal Conservatory in The Netherlands where he lived and worked for almost a decade. Daniel's work resides at the intersection of Art, Technology and Science - exploring the complex relationship between body and technology. Core to his work is the attempt to trace techno-political processes and their impact on social and private spaces. His work has been presented in major venues, museums and festivals worldwide including Jerusalem, New-York, London, Amsterdam, Berlin, Shenzhen, Tokyo, Paris Hungary and Mexico City. Between 2012-16 Daniel led the Media Studies department at the Midrasha Faculty of the Arts, Beit Berl Academic College and is currently a Senior Research Fellow at the Interdisciplinary Centre, Herzliya. Daniel was recently invited as a visiting lecturer at UCLA, and is currently a Phd researcher at the Aalto University Media Lab Helsinki.

YOTSRIM S5 E5: Artist and actress Raida Adon

Her [website](#)

Quote from an exhibition's [website](#):

Palestinian Israeli artist Raida Adon was born 10 November 1972 in Acre, to a Jewish father and a Muslim mother. Her works emerge from her complex biography, addressing conflicted nations and the relationship between two interrelated societies. Adon's practice expresses a duality and deals with her split identity, which shifts between polyvalent spheres of influence that are intertwined yet preserve power relationships and domination.

YOTSRIM S5 E6: Artist Liat Segal

From her [website](#):

Liat Segal (1979, Israel) | lives and works in Tel Aviv. A new media artist, fusing together art and technology. In her works Segal harnesses information, software, electronics and mechanics to build installations and machines that connect the physical world with virtual ones. Segal observes inconsistencies and dissonances that rise when personal lives meet technological evolving environments and questions issues such as intimacy vs. alienation, privacy vs. over-exposure, identity and originality as they reflect in technology.

Director's Filmography:

Becoming | video art 2008

Maria Gross | video art 2010

Another World | video art 2011

Time Has Come | video art 2012

NOTEBOOK | 4 channel video art installation 2014

And There Is No Man In The Land | video art 2016

YOTSRIM | web series 2014 - 2019

Specs:

Film Type: Web series

Series Season: 5

Year of production: 2019

Runtime per episode: 2-3 minutes

Country of Origin: Israel

Country of Filming: Israel

Film Language: Hebrew

Subtitles: English

Shooting Format: digital

Aspect Ratio: 16:9

Film Color: Color

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