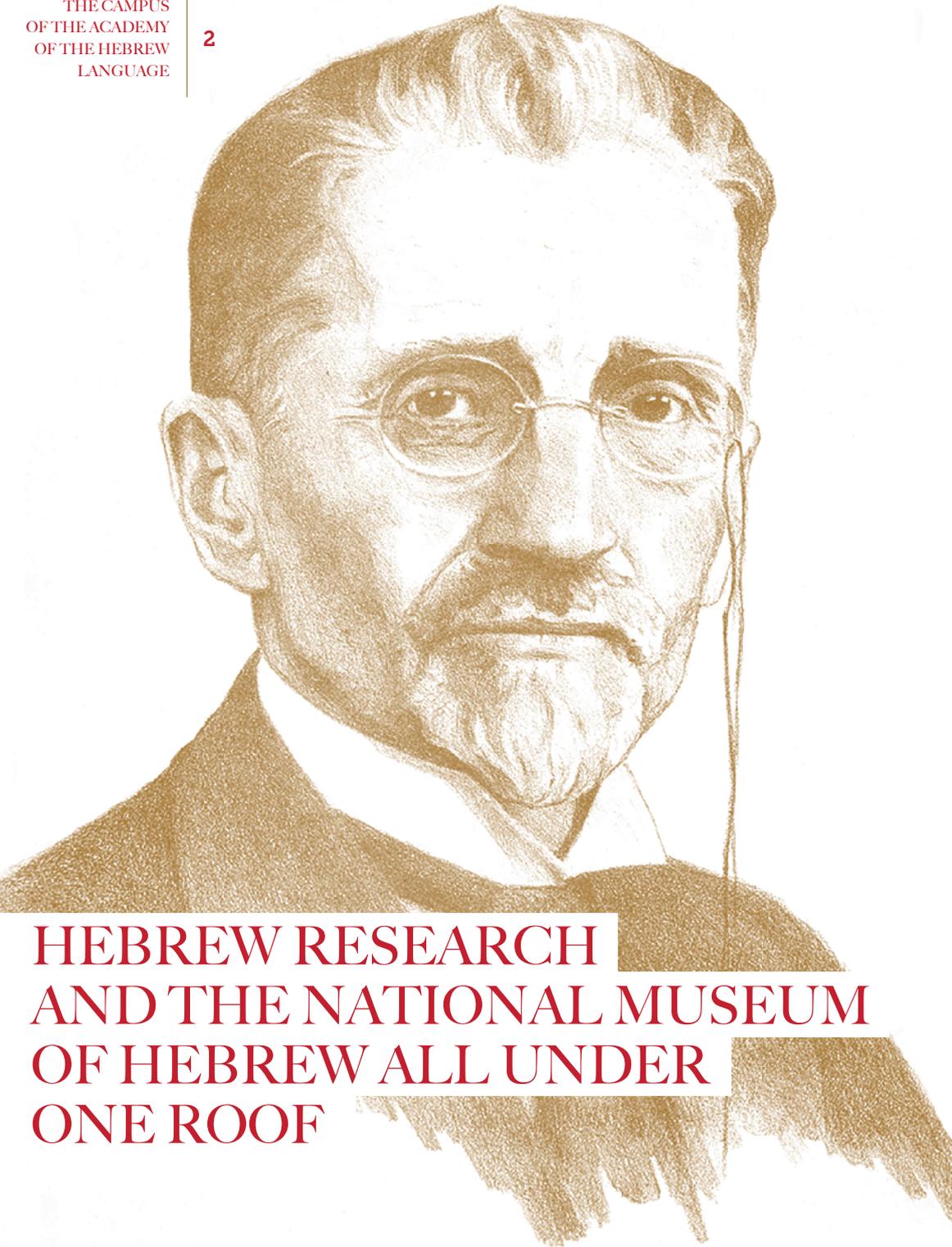


The Academy of the Hebrew Language is advancing plans for its new campus, which will be built in the National Quarter area of Jerusalem. This campus will be a lasting symbol and global hub for the Hebrew language and Hebrew and Israeli culture.

This new campus will help the Academy to fulfill its national mission and broaden its activities, including the establishment of new research centers, the National Museum of Hebrew and a center for learning and culture, and the expansion of the activities of the Online Center for Information on the Hebrew Language. As a result, the Academy's treasures of knowledge will be accessible to new and varied audiences, while preserving its tradition of scholarly excellence.



HEBREW RESEARCH AND THE NATIONAL MUSEUM OF HEBREW ALL UNDER ONE ROOF

The Academy's new campus will be home to all of its elements, its research activities and its programming for the public, and will enable the Academy to expand upon its current activities in two main areas: research and public engagement.

The Academy is already a leading force in the research of the Hebrew Language. In recent years the Academy has successfully expanded its public profile and grown its public presence through its online and social-media activities, as well as professional and cultural events. All of these activities will expand with the establishment of the new campus.

The new Museum of the Hebrew Language and the Center for Learning and Culture will be the Academy's two largest units dedicated to interaction with the public. Proposed activities include museum visits, group tours, cultural events, continuing-education courses and conferences. These activities are designed to spark interest, curiosity and love for Hebrew among the general public and to draw people to the campus.

The new initiatives will give voice to the central role of Hebrew in daily life and in Jewish, Hebrew and Israeli culture, making full use of the Academy's historical, cultural and linguistic assets and its storehouse of scholarly knowledge.





THE ACADEMY'S GENERAL ASSEMBLY AND COMMITTEES

The Academy is responsible for providing guidance regarding the Hebrew language. The general assembly of the Academy meets several times a year and authorizes grammatical rules, specialized terms and words for general use.

The Academy's Permanent Terminology Committee sets rules regarding word use and grammar, as well as variety of supporting professional terminology committees that prepare professional dictionaries.

The decisions of these committees are brought before the General Assembly for ratification.



THE RESEARCH DIVISION

The Academy's research activities include:

- The Historical Dictionary Project
- Research centers for the study of the revival of the Hebrew language and the traditions of Jewish communities
- The Online Center for Information on the Hebrew Language
- The Hebrew Terminology Project
- An archive



THE MUSEUM OF THE HEBREW LANGUAGE

The new Museum of the Hebrew Language – the first of its kind – will include visual, audio and experiential exhibits on universal aspects of language, and will also tell the story of Hebrew over its 3000-year history and the story of the revival of spoken Hebrew.

The Museum's permanent exhibition will incorporate an array of modalities and techniques to present information, including cutting-edge audio, visual and tactile technologies.



CENTER FOR LEARNING AND CULTURE

The Center for Learning and Culture will bring together all of the activities offered to visitors to the campus.

- Guided tours for groups
- Cultural events
- Continuing-education courses for editors, teachers, researchers and other interested individuals
- conferences for professional and general audiences

THE RESEARCH DIVISION

The Historical Dictionary Project

The Historical Dictionary Project is a national initiative to develop a scholarly historical dictionary of the Hebrew language. This work, which constitutes an archive of Hebrew vocabulary and Hebrew creativity through the ages, is accessible to the public through the Ma'agarim website and, in the coming years, the Academy will broaden the Historical Dictionary Project's activities advancing modern Israeli Hebrew.

New Research Centers

New research centers will be established at the Center for the Hebrew Language for the study of the revival of the Hebrew language, lexical study of the Hebrew language and the study of Israeli Hebrew. Leading researchers from Israel and abroad will work at these new centers and add their knowledge to the Academy's existing knowledge base and previous work in these fields.

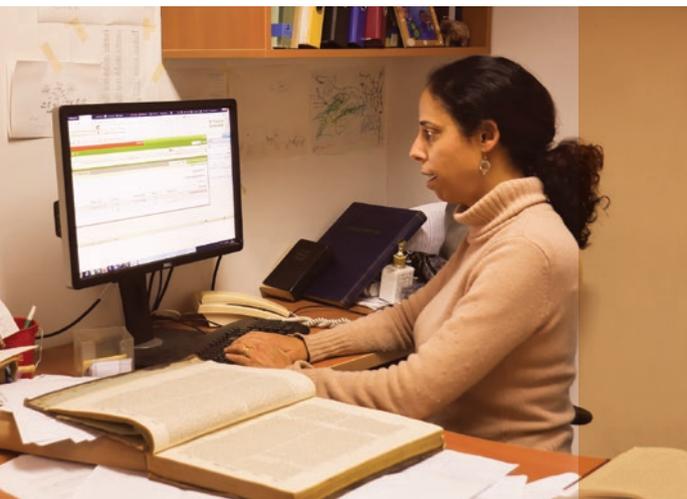


Online Center for Information on the Hebrew Language

The Online Center for Information on the Hebrew Language offers information from the Academy's storehouses to the public. It includes the Ma'agarim site associated with the Historical Dictionary Project, the Academy's terminology website, decisions made by the Academy and tables for conjugating verbs and nouns. The Academy plans to expand the online services it currently offers to the general public and add lexical and bibliographical databases to the Online Information Center.

Archive of the Academy of the Hebrew Language

The existing archive will be enhanced with the addition of materials donated to the Academy by institutions and individuals. This archive will serve as a national center for the history of the revival of the Hebrew language and its role as the language of the Jewish nation and the State of Israel. The archive will be open to the public for visits and for research activities.





CENTER FOR CULTURE AND LEARNING

The Academy plans to broaden its cultural activities and offer more cultural events. This will begin before the move to the new campus and will continue to grow once the Academy is settled in its new home and the Museum of the Hebrew Language is open to the public. The Center for Learning and Culture will bring all of the Academy's programs for the public together under one roof.

Experiential Group Learning

The Center will offer experiential learning experiences for groups of students, soldiers, youth-group members, groups of Taglit-Birthright of young visitors from abroad and others. Visitors will have the opportunity to enrich and deepen their knowledge of Hebrew through the use of cutting-edge technologies, short movies, quizzes, surveys and other activities. These activities will allow visitors to consider deep questions regarding the status of Hebrew and offer them enjoyable learning activities focused on Hebrew vocabulary.

Center for Teachers at the Academy for the Hebrew Language

The Academy aims to become a home for Hebrew teachers. Teachers will be offered continuing-education courses on a variety of topics. The unique content of these courses will be congruent with school curricula. In addition, the Academy will also develop a program of online continuing-education courses, led by the Academy's experts.

Cultural Activities

The new campus will be a welcoming venue for the Academy to host cultural events for the general public focused on Hebrew and Hebrew literature. These events will include lectures, panel discussions and artistic performances. The Academy will also hold a large open-house event on Hebrew Language Day.

Academic Conferences

The Academy will host academic conferences, which will include leading researchers of Hebrew and related languages from Israel and from abroad. These conferences will solidify the status of the Academy as the premier research institute for the study of Hebrew.



MUSEUM OF THE HEBREW LANGUAGE: CONCEPT AND EXHIBITIONS

Hebrew: A Story of Continuity and Renewal

Hebrew has been the vehicle for Jewish history and Hebrew culture throughout the history of the Jewish nation. Hebrew is the universal language of Jews and Israelis. It is both an ancient and a modern language, a language of prayer and science, a language of children and authors and poets. Hebrew has accompanied the nation throughout its history and tells a story of continuity and renewal, tradition and change.

Chapters of this story will be shared at the Museum of the Hebrew Language. The Academy will establish this museum, the first of its kind, and use it to present, for the first time, the sights, sounds and experiences of Hebrew.

Goals of the Museum

- The museum will create a sense of belonging, identification and pride among Hebrew speakers and also present the unique story of Hebrew to those who do not speak the language.
- The museum will bring together the academic study of the language and the linguistic reality through the use of different presentation techniques and the museum's position in the public space.
- The Museum of the Hebrew Language will spark interest, curiosity and a sense of wonder through the examination of the Hebrew language. The museum will offer visitors a multi-sensory, intellectual and emotional experience.



FROM A “LOCKED GARDEN” TO MULTI-LINGUAL CONTENT

The main challenge facing the Museum for the Hebrew Language is to take a “locked garden” experience for Hebrew speakers and transform it into something that will attract those — from Israel and from other countries — who speak other languages.

The museum will take a conceptual-interpretive approach. This approach is different than those taken by art museums and other cultural sites, or by most new history museums. The museum will offer a chance to get to know the fundamental aspects of the language within its broader cultural context. The exhibitions will incorporate a variety of tools and sensory experiences, providing visitors with an experience based on listening, thought, creativity and play.

The museum will brighten its environment and will be located centrally among Jerusalem’s cultural and tourist sites. The campus will include learning and experiential points outside the museum’s galleries.

Garden and Promenade

The garden and the promenade will lead visitors to the museum entrance. The garden will include walking trails, spots to rest and play areas, with benches and listening stations (for poetry, *piyyutim* and music), a wall or sidewalk on which graffiti can be written (as part of special programs or by the general public).

Listening Post

At the Listening Post, visitors will be able to experience the languages and sights of Jerusalem. The Listening Post will help fulfill the museum’s role as a “crossroads for communication” and as a place that records, broadcasts and spurs interest in the city’s many languages and communities. Visitors to the Listening Post will be able to experience the surrounding audio environment through recorded broadcasts from central sites in the city: the Knesset, nearby museums, the Mahane Yehuda Market, the Old City, the Western Wall and Mea Shearim.





THE PHYSICAL SITE

The new campus will be built on the eastern side of Ruppin Boulevard, in an area of Jerusalem that is home to important and iconic public and cultural institutions. This central location at the heart of the Museum Campus and the National Quarter is fitting for the Academy, as it represents one of the most impressive accomplishments of the modern cultural-Zionist revolution.

Considering its importance, it is fitting that Hebrew be presented as a defining and unique feature of Israeli culture and, at the same time, as a mean for connecting cultures, religions and languages. The location of this institution on this site is an invitation for dialogue and connection between languages and cultures.



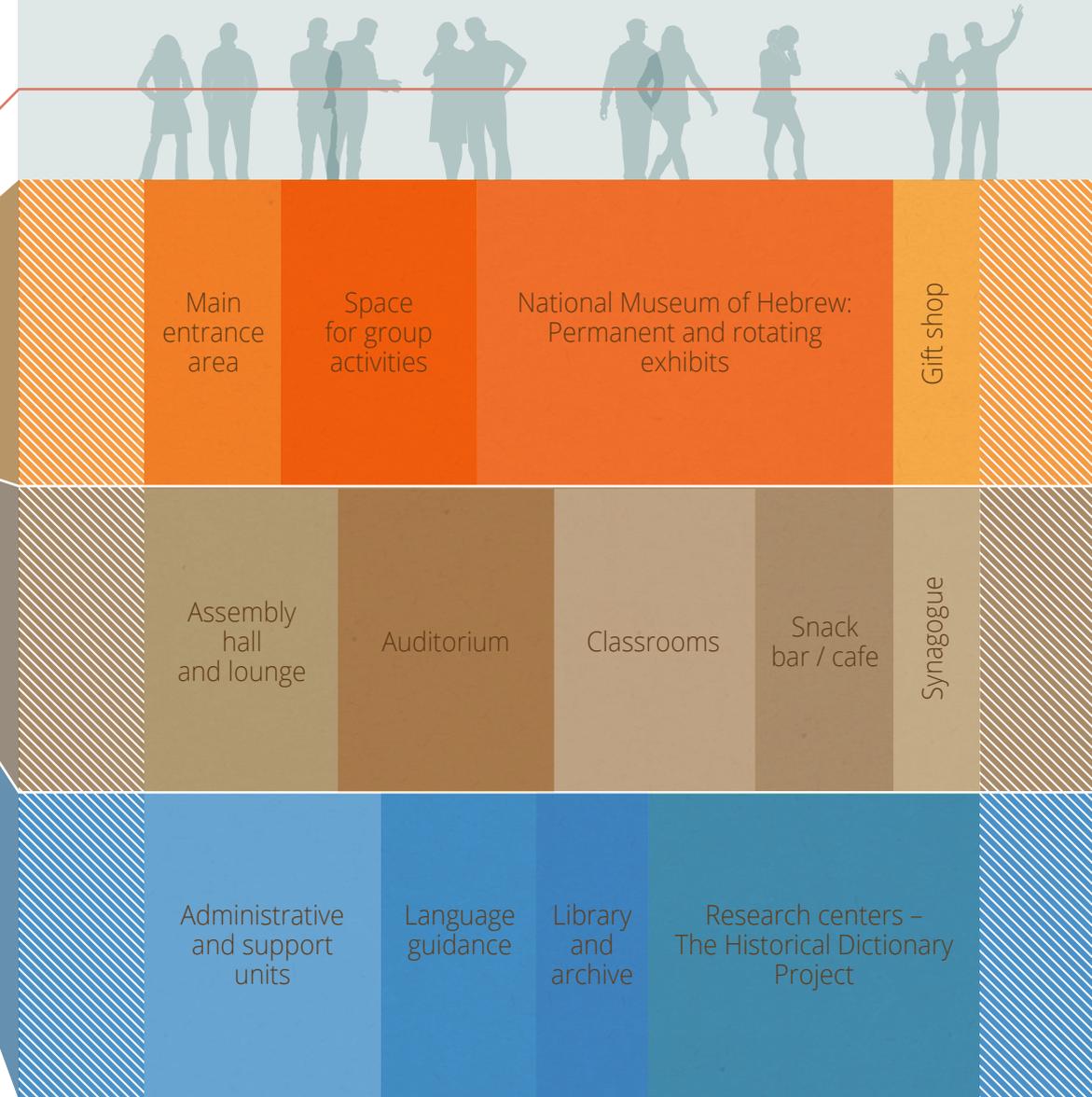
SUMMARY OF THE ALLOCATION OF SPACE FOR DIFFERENT USERS

	Net area (m ²)	Gross area (m ²)
Public areas	2,527	3,829
Shared areas	1,143	1,737
Staff areas	1,875	3,375
Total	5,545	8,941

Cost of planning and constructing the campus:
200,000,000 N.I.S / \$50 million

PLAN FOR THE CAMPUS

Schematic diagram of the relative allocation of space for different users



CONCLUSIONS

The establishment of the new campus will allow the Academy to fulfill its unique national and public mission to tell the story of Hebrew – a story of continuity and renewal, tradition and change.

Through language, the cultural heritage of a people is transmitted from generation to generation. The words – which carry, from parents to children, the content and character of the people and its accumulated experience – are like genes in seeds of wheat. You hear a word, a sentence, and it echoes from one end of the nation's history to the other, from its origins to today. You say "*ruach*" in Hebrew, a word that can mean a blast of air and breath and a ghost and God – and the *ruchot* from throughout time come to you: from Genesis, as "the spirit (*ruach*) of God hovered over the waters" to the hot winds (*ruchot*) that are blowing today in the Negev desert."

Aharon Megged, lecture on "Cultural and linguistic heritage," 1975