



# Envision Tomorrow's Israel

A Competition to Design the Jewish National Fund  
World Zionist Village

## Background

### • About Jewish National Fund

Unparalleled in the Jewish philanthropic world, JNF's strategic vision has been and always will be, to ensure a strong, secure, and prosperous future for the land and people of Israel. Everything we do -- every project, initiative, and campaign we take on -- is integral to our vision of building and connecting to our land. We plant trees, build houses and parks, source water solutions, buy fire trucks, and improve the lives of people with special needs. We boost

tourism, support Aliyah, promote Zionist education and engagement, build medical centers and trauma centers, fund agricultural and culinary research, and run an American semester abroad high school in Israel. We do all these things because each project, each program, each partnership, is consistent with our strategic vision-- population growth in the north and south, connecting the next generation to Israel, infrastructure development, ecology, forestation, heritage preservation, and more -- all for the land and people of Israel. JNF: We are unique, we are strategic, we are visionary, and we have been that way since 1901.

World Zionist Village  
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# Envision Tomorrow's Israel

## • Why Be'er Sheva

With 90% of Israel's population concentrated in the Tel Aviv-Haifa-Jerusalem corridor, an expensive, overcrowded center, underscores the vital need for population growth and regional economic development in Israel's northern and southern regions. This is what forms the backbone of JNF's *Go North* and *Blueprint Negev* strategies and the goal of realizing the full potential of the Negev as a rich center of agriculture, tourism, quality of life opportunities, and technology development. At the center of this campaign is the revitalization of the city of Be'er Sheva, the center of the Negev.

Be'er Sheva is among the fastest growing cities in Israel. With a population of 220,000 it is home to Ben Gurion University and Soroka University Medical Center. This 21-acre campus is located between the Old City of Be'er Sheva and the new commercial infrastructure developed at the River Park. The recently constructed Be'er Sheva River Park includes playgrounds, bike paths, promenades, two historical sites, a 13,000-seat amphitheater, a sportech and 23-acre lake spurring the construction of new apartment buildings and single-family homes. A short shuttle ride will take visitors from the campus to the Old City's historic sites like the UNESCO World Heritage Site, Tel Be'er Sheva, the Negev Museum of Art and The Museum of Islamic and Near Eastern Cultures. This 112-year-old city with 6,000-year-old biblical roots is quickly becoming a tourist destination in Israel.

Dell EMC, IBM, Mellanox and Deutsche Telecom are among the 70 companies employing over

2,500 engineers and high-tech personnel located in Be'er Sheva's Gav-Yam Negev Advanced Technologies Park. Planned growth for a 200,000 square meter park with 15 buildings and more than 40,000 people working in advanced research and development is scheduled. A 2015 Brandeis University study names Be'er Sheva as one of the seven leading hi-tech cities of the future worldwide.

## The Vision and Three Elements of the World Zionist Village

### • The Vision

Innovation: the establishment of a modern country in the midst of the desert. Innovation: following in the footsteps of our patriarch Abraham, and the first pioneers in agriculture and community building. Innovation: the development of smart drip and micro-irrigation, the world's first solar window, the MobileEye and Intel Israel, the hallmarks of a productive country. Innovation: the Zionist story of building the country of Israel from the barren desert. Now is the time to tell that story. Now is the time to build a global center for Zionism in Israel to teach the story of the innovations and determination that conquered the desert and made it bloom. To illuminate the connection between the long rich history of the Jewish people and the many innovations creating Israel today.

This World Zionist Village is part of JNF's strategic vision to ensure a strong, secure and prosperous future for Israel by connecting the next generation to the land and people of Israel. This new innovative center will change the status quo and affect how we

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# Envision Tomorrow's Israel

teach, how we learn, and how we connect to Israel.

## • The Elements

JNF's World Zionist Village, serving as a global center for Zionism will include the first Zionist Adult Education Center, the southern campus for the Alexander Muss High School in Israel (AMHSI), and an Innovation Center for post graduate internships, attracting adults, educators, students and learners from across the globe. Creating a village community will revolutionize Zionist and Jewish education and engagement for the decades ahead. It will help inspire and edify the intellectually ambitious students and adults of today and tomorrow.

### > Southern Campus, High School in Israel

JNF's vision for the World Zionist Village in Be'er Sheva began with the AMHSI campus located north of Tel Aviv. The student population grew from approximately 800 students to 1,400 per year over the last five years. With the goal of educating 5,000 high school students annually, more classrooms and facilities are needed. This 'home away from home' is for American and International high school students, ages 15-18, studying in Israel on academic programs of 3, 6, 8 and 18 week durations.

Classroom buildings will have a capacity of 500-700 students at a time and need to provide lecture space, small group breakout rooms, and science labs appropriate for different kinds of sciences, educational technology/STEM lab, quiet work spaces, faculty workrooms and lounges and multi-purpose rooms. The maximum number of students using a classroom is approximately 21 but can be larger when classes combine together.

The busiest time of the academic day is 9:30 a.m. – 12 noon when up to 250 students may move throughout the academic buildings.

The high school dormitories create a 'campus within a campus.' In addition to offering living accommodations, the dorms provide students with study areas for tutoring, individual and group work. Leisure areas both inside and outside serve as places for social gatherings, group meetings and evening activities. The dormitory area quad fosters a sense of community among the students who, come to the high school alone intending to develop lasting friendships, in addition to those attending as part of a cohort of classmates, more often. The six dormitories will have capacity for 500 -750 at any one time.

### > Innovation Center

The Innovation Center is for post-graduates interning in Be'er Sheva based high-tech, medical tech and cyber security companies with a typical length of stay of one or more years. Interns will have access to 50 apartment-like campus residences with cooking facilities. They will work in Be'er Sheva during the day and return in the evenings to learning and recreation opportunities at the Village. Integration between the interns and their peers in Be'er Sheva will further the connection between the Village and the local community.

### > Zionist Adult Education Center

The Zionist Adult Education Center is for international adult learners, 22 years of age and older, to learn about and connect with Israel providing content from Biblical times to modern-day Israel. This building will host group seminars, individual learners and the Israel Studies Teachers

# Envision Tomorrow's Israel

Institute, with a 700-person capacity and the flexibility to divide into smaller sections for groups of 50-100 people for a typical group length of stay of one to five days. This building will also house all conference amenities and provide onsite business standard guest housing fostering a communal feeling with capacity for 100–150 guests for typical length of stays of one to four days. A 75 room, 150 bed facility is anticipated. An outdoor area for the use of the conference center and guest house residences exclusively should also be created.

The residence will be used by JNF partner organizations, friends and families visiting students. The Center will also serve as a meeting place for the local community as well as more distant communities furthering the bonds between the Village and Be'er Sheva and the greater Israeli community.

## • Call for Ideas

### > Important Competition Dates

Competition Announcement:	12/02/20
Early Registration Opening:	12/03/20
Submission Opening:	02/04/21
Submission Deadline:	06/18/21
Announcement of finalists,	
People's Choice begins:	07/09/21
Last day to vote for People's Choice:	08/06/21
Results:	08/13/21

Envision Tomorrow's Israel aims to solicit ideas for key elements of this Village including dormitories, high school classrooms, conference center space, café's, houses of worship, outdoor gardens, and

entranceways. Additionally, JNF seeks a unique design concept -- an iconic structure -- as a means for attracting people to the desert city of Be'er Sheva.

### > Guiding Principles

Submissions should be guided by JNF's mission to support conversation, education and encourage interaction among the Village users. Submissions should be guided by the theme of Zionism, Judaism, innovation, desert environment, and cutting-edge ideas to mitigate climate impact and sustainability.

### > Eligibility

The JNF invites all architects, students, designers, 'big thinkers', educators and landscape architects from around the world, 18 years and older to submit ideas for its World Zionist Village.

### > Narrative

How does the design integrate to the region of Be'er Sheva? The Middle East? How does the design amplify the history and modern-day relevance of Zionism? How does the design raise questions about identity? Encourage safe space for engagement? How does the design encourage a stimulating and immersive learning environment when studying about Israel IN Israel? How does the design harness Israel's innovative culture as relates to reducing the need for non-renewable energy resources? How does the design act as a gateway into JNF's activities in the Negev?

Submissions should be limited to a single 8 ½ x 11 image containing necessary imagery to convey the design or idea (rendering, sketch, diagram, narrative or other; PDF files only, no more than 20MB). Graphic renderings need not be to scale.

# Envision Tomorrow's Israel

## > References

[Why Be'er Sheva](#) – Jewish National Fund National Conference 2020 session on its development of Be'er Sheva over the last 17 years

[Jewish National Fund World Zionist Village  
http://zionistvillage.jnf.org/](http://zionistvillage.jnf.org/)

## > Evaluation Criteria

Entrants are encouraged to consider functionality and aesthetics in developing their design concepts. Original, creative design idea solution explanations are desired. Design ideas should demonstrate incorporation of the Guiding Principles and include energy/environmental concepts and ease of maintenance.

## > Winners

JNF will inform all participants of the outcome of the competition and will publicly announce winners on social media and other media.

Winners will be awarded as follows:

1st place	\$5,000
2nd place	\$2,500
3rd place	\$1,800
Honorable mention	\$1,000
People's Choice Award	\$3,600

## > Rules and Regulations

Registration and submission of projects is done through the application form on the official website of the competition. To ensure anonymity, participants will receive a registration number after their registration is approved, which must be included in the upper right corner of all competition materials and submissions. Participants must

be careful to not use any reference to identify themselves in the submitted material. The competition materials must be submitted in English or Hebrew only. All competition materials must be submitted only through the official website of the competition.

All submissions must be the original work of the participant. By entering the competition, participant represents, acknowledges, and warrants that submissions i) are original works created solely by the participant, ii) do not infringe on the copyrights, trademarks, moral rights, rights of privacy/publicity, trade secrets, designs, patents or intellectual property rights of any other party; and iii) do not contain any material that is unlawful, inappropriate, indecent, obscene, hateful, tortuous, or defamatory.

Jewish National Fund will post the top submission selections on the competition website and social media platforms to allow for the People's Choice Awards. The People's Choice Award process will take place online after the official competition jury has determined the First, Second, Third Place Awards and the Honorable Mention winners.

The competition is governed by the laws of the United States of America and the state of New York. Contacting the jury is prohibited. Jewish National Fund, as the competition organizer, reserves the right to modify the competition schedule, cancel or suspend the competition, if deemed necessary.

Upon entering the competition, the participant and/or each member of the participant team

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Jewish National Fund will endeavor to include the participant's name each time his or her submission materials are used in any manner, however Jewish National Fund reserves the right to use the submission materials without attribution. The license as set forth above is irrevocably binding upon the participant. No additional documentation must be signed or executed to affect the license and participant acknowledges that once the license becomes binding, the participant shall retain no further Intellectual property rights in the submission.

Jewish National Fund reserves the right, at its sole discretion, to cancel, terminate, modify, or suspend the competition if, for any reason, the competition is not capable of completion as planned, including but not limited to, any reason of infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other cause beyond the control of JNF that corrupts or affects the administration, security, fairness, integrity, or proper conduct of the competition. JNF reserves the right, at its sole discretion, to disqualify any individual(s) who tamper with the entry process, and/or to cancel, terminate, modify, or suspend the competition. If Jewish National Fund elects to cancel or terminate the competition, Jewish National Fund will not retain any further rights in the submissions. However, Jewish National Fund shall have no obligation to return submissions to Participants.

Winners will be responsible for the completion of tax and related prize paperwork as requested by Jewish National Fund. Failure to complete any such paperwork may result in Jewish National Fund voiding winner's right to the prize. Winners shall be responsible for any taxes associated with the Prize.

By submitting an entry, each participant agrees to these official rules and warrants that his or her entry complies with all requirements set out in these rules. This competition is void where prohibited by the Laws of the State of Residence of competition registrant.

