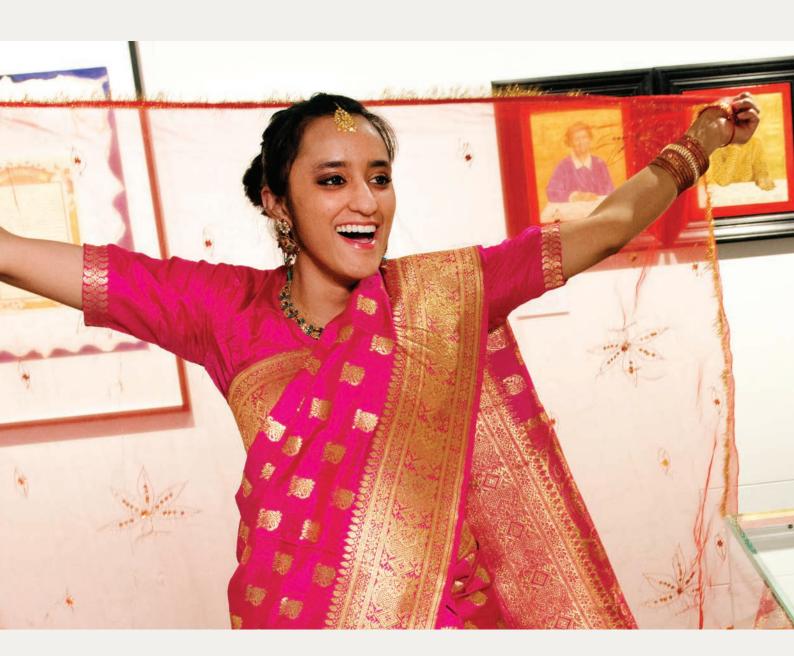


Annual Review 2014/15



"I enjoyed my visit to the Jewish Museum enormously and was very moved by the exhibits... it's not surprising it has earned its reputation as one of London's top museums." Visitor, September 2014

Chairman and **Chief Executive**

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With grateful thanks to Martin Finegold for his service up to his death in March 2015.

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It is with great pride that I look back at another fantastic year at the Jewish Museum London. From military service to iconic artistry, love to weddings, our exhibition programme has explored not only the contribution of Jewish people to British society, but also those elements of humanity which unite us all.

Our schools and events programmes continue to reach out to people of all backgrounds, ages and faiths to explore the diversity of the Jewish community. Looking forward, with the help of our generous supporters, we will continue to bring out more of our world-class collection and celebrate more of our culture and our contribution to Britain today.



Rt Hon Lord Young of Graffham CH, DL



This past year at the museum has been an inspiring time of celebration and innovation.

Our exhibition programme continued to thrive, with Designing the 20th Century: Life and Work of Abram Games named as one of the Top 10 Exhibitions in 2014 by The Guardian.

The redevelopment of the ground floor has provided us with a new and dynamic exhibition space, where we were able to take a creative risk with our programming and reach out to wider and more diverse audiences with our first crowd-sourced exhibition, Your Jewish Museum: Love.

We also reached audiences across the world, as our exhibitions Amy Winehouse: A Family Portrait and Four Four Jew: Football, Fans and Faith toured globally, with the Amy Winehouse exhibition breaking box office records wherever it appeared.

Objects from the Jewish Military Museum's collection were integrated into our galleries, allowing us to tell the stories of Jewish men and women who have served in the armed forces throughout history.

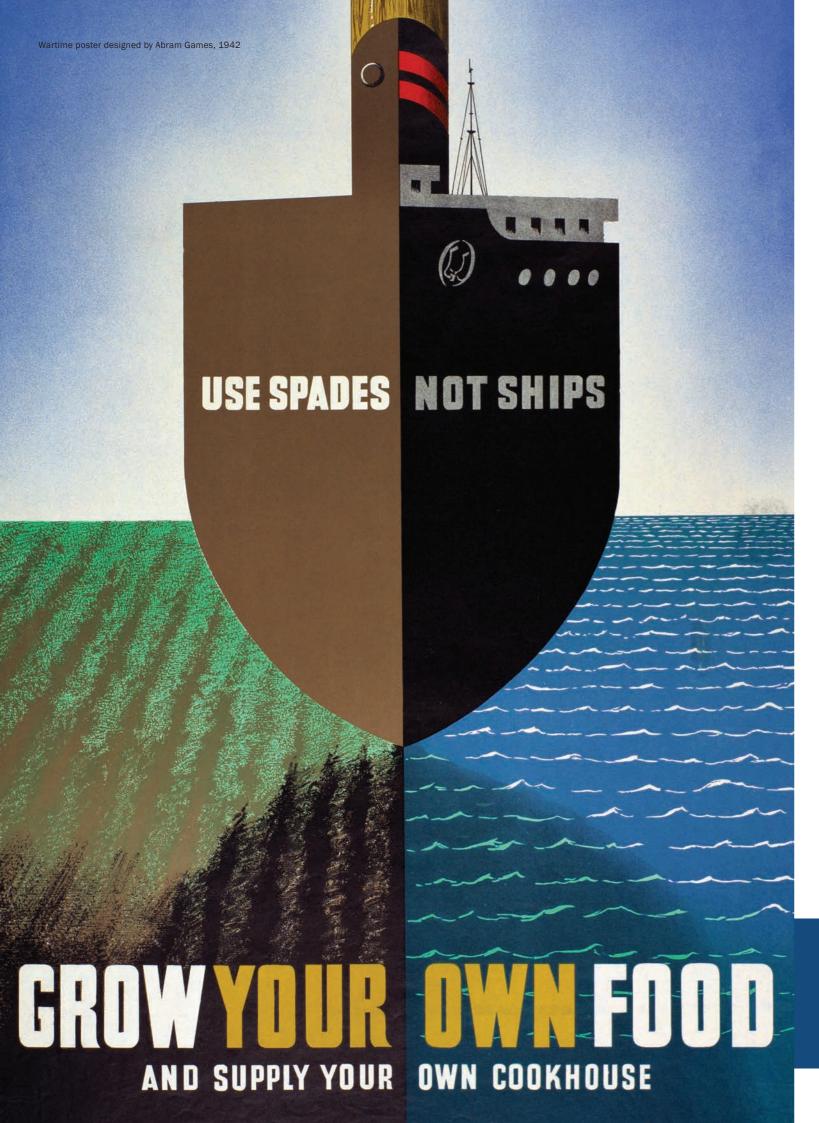
School visits increased to over 16,000, with classes visiting from all over the country to take part in our award-winning workshops as well as reaching thousands more through outreach and online.

I would like to thank all of our supporters for helping to make all of this happen and ensuring that the museum can continue to surprise and delight our audience, no matter their age, background or faith.



Abigail Morris

Chairman and Chief Executive 3 2 Jewish Museum London



Exhibitions

Our changing exhibitions explore a wide variety of perspectives on Jewish heritage and culture, drawing in new and changing audiences.

The redevelopment of the ground floor in 2014 opened up the Welcome Gallery as a new temporary exhibition space, allowing us to host a broader range of displays, starting with Your Jewish Museum: Love in January 2015.

Our Ground Floor was transformed in October 2014 as part of Camden Council's Outsidereal art trail, with a new installation by Turner Prize nominated artist

Two of our original exhibitions reached new audiences as they toured around the world, with Four Four Jew: Football, Fans and Faith at the Jewish Museum Manchester from March - September 2014 and Amy Winehouse: A Family Portrait at the Jewish Museum Vienna from March - August 2014 and Beit Hatfutsot in Tel Aviv from October 2014 - July 2015.

> "Truly superb, immaculately presented. **Fascinating historical glimpse into the** Jewish world and culture." Visitor, June 2014

Exhibitions



For King and Country? The Jewish Experience of the First World War

March - August 2014

Over 50,000 Jewish soldiers fought for Britain during the First World War. As part of our partnership with the Jewish Military Museum this exhibition explored their personal stories of service, divided loyalties, Jew fighting Jew and the struggle to keep faith while in the trenches. The interactive built for the exhibition has been migrated into the permanent history gallery.



Designing the 20th Century: Life and Work of Abram Games

September 2014 - January 2015

Voted one of the Guardian's Top 10 exhibitions of 2014, this exhibition celebrated one of the most important and influential figures of 20th century graphic design, Abram Games. Marking the 100th anniversary of his birth, the exhibition explored his immigrant roots, his Jewish background and his enormous contribution to British design.



Your Jewish Museum: Love

January - April 2015

The first in a series of crowd-sourced exhibitions in collaboration with the Cultural Institute at King's College London, this exhibition explored the theme of love through objects submitted by members of the public as well as treasures from the museum's collection. The exhibition included objects from numerous religious and cultural traditions lent by people from across the globe.

Shortlisted for Museums + Heritage Award



For Richer, For Poorer: Weddings Unveiled

February - May 2015

This exhibition explored the story of Jewish weddings in Britain from the 1880s to the mid-20th century, showcasing the rich and evocative collection of material in the museum's collection relating to weddings within the immigrant Jewish community at that time. Dresses, invitations and menus were displayed alongside vintage wedding photographs, particularly those of the East End photographer Boris Bennett.

"A real eye-opener into the creative genius of Games."

Visitor to Designing the 20th Century: Life and Work of Abram Games

6 Exhibitions 7

Exhibitions 2015–16



Card promoting blood donations in America, 1944

We look forward to another exciting programme of exhibition in 2015–16:

Tiger, Mog and Pink Rabbit: A Judith Kerr Retrospective

Celebrating the life and work of beloved children's author Judith Kerr, this exhibition will give children and adults alike the chance to explore the world of family favourites *The Tiger Who Came* to *Tea, Mog* and their author.

Blood

Exploring the provocative and complex subject of blood, this exhibition will draw together manuscripts, prints, Jewish ritual and ceremonial objects, art, film, literature and cultural ephemera to explore how blood can unite and divide, reflecting on over 2,000 years of history.

Your Jewish Museum: Journeys and Sacrifice

Following on from Your Jewish Museum: Love, these exhibitions – also in collaboration with the Cultural Institute at King's College London – will explore the themes of journeys and sacrifice through personal objects lent by the public and artefacts from the museum's collection.

Memory Quilts: Triumph Over Adversity

A the end of World War II, the British Government took in child survivors of Nazi concentration camps, who became known as 'The Boys'. To mark the 70th anniversary of their liberation, 'The Boys' and their families created Memory Quilts to remember their stories, which will be on display in the Jewish Museum.

Through a Queer Lens: Portraits of LGBTQ Jews

The first comprehensive series of photographic portraits of Jewish LGBTQI (Lesbian, Gay, Bisexual, Trans, Queer and Intersex) people, featuring twenty portraits of leading artists, activists and entrepreneurs - including Rabbi Lionel Blue and Yotam Ottolenghi - by fine art photographer Ajamu.

Events

Our events programme gives visitors the opportunity to explore themes in our exhibitions, to discover more about our collections and to gain an insight into the experiences of key cultural figures.



Portrait of Avram and Vera Schaufeld by Gideon Summerfield (www.gideonsummerfield.com)

Events highlights from the past year have included:

- A series of talks from Holocaust survivors to commemorate the 70th anniversary of the liberation of Nazi Concentration camps. These talks were accompanied by a display of portraits of Holocaust survivors by young artist Gideon Summerfield.
- Talks from Naomi and Daniel Games, the children of graphic designer Abram Games, to accompany the exhibition of his work.
- Poetry workshops with the museum's Poet in Residence for the year, Aviva Dautch. These were run to accompany exhibitions, with sessions on the First World War, Abram Games and weddings.
- An international conference on the Jewish experience of the First World War, in partnership with the Wiener Library and JW3.

8 Exhibitions Events 9



Collections

Our Judaica collection is recognised as one of the finest in the world and has been awarded Designated status by the Arts Council England.

Through our magnificent collections of Judaica and social history we preserve and tell the story of centuries of Jewish life in Britain.

This valuable heritage is cared for by our team of curators who ensure that complex conservation needs are met, and enable public access to many of the museum's hidden treasures for the widest possible audience.

Broadening Access

Digitisation

We are constantly striving to make our collections more accessible. This year we completed a three-year digitisation and documentation project. During this time we photographed half of the museum collection, and updated records for over 8,000 objects.

Some key areas of the collection digitised include tailoring and domestic items, wedding photographs, synagogue documents and friendly society paraphernalia. All of these items are accessible on our online collection database and we are currently working to improve catalogue records for ease of searching.

Loans

We are keen to increase access to our collection through loans to other museums both in the UK and internationally.

From October 2014 to March 2015 we loaned a 19th century circumcision set from our designated Judaica collection to the Jewish Museum in Berlin for the temporary exhibition *Snip It: Stances on Ritual Circumcision*.

New Acquisitions



Portrait of Abraham Solomon by Abraham Woolf, mid-19th century

This painting, by the younger brother of artists Simeon and Rebecca Solomon, is of Abraham Woolf, surgeon to the Synagogue and Hospital of Spanish Jews. The painting was acquired with a generous donation to pay for the conservation of the painting and to stabilise the original frame. The conservation work was carried out by Orbis Conservation and has greatly improved the condition of the painting.

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Labour party election leaflet in Yiddish, 2014

This Labour Party leaflet was produced for the large Yiddish speaking community in Hackney for the European elections in 2014. The museum is keen to reflect contemporary Jewish society in its collections, and this is the first item we have sourced for the collection via social media.



Menu for the wedding of Miss Eva Levy and Mr Jonas Auerbach, 1895

This menu is one of a large number of items relating to Jewish weddings in the UK that were acquired as a result of the exhibition *For Richer For Poorer: Weddings Unveiled* which was held in Spring 2015.



Diary of Anne Fränkel, 1933–35

This handwritten diary was kept by teenager Anne Fränkel from February 1933 to August 1935. Anne was born in Frankfurt am Main and the diary covers the rise of the Nazi Party while she was attending school in Germany, her migration to London in 1934 and her settlement during her first few months in the city. The diary also contains several inserts including photographs of herself and friends in Germany.

Jewish Military Museum Partnership



Roz Currie, Curator of the Jewish Military Museum; Rt Hon Lord Young of Graffham DL, Chairman of the Jewish Museum London; Abigail Morris, Chief Executive of the Jewish Museum London; Rt Hon Lord Sterling of Plaistow CBE GVCO, AJEX President

The successful partnership exhibition For King and Country? ran from March to August 2014. Many Jewish Military Museum objects were shown at the Jewish Museum for the first time, objects on loan included an original draft of an Isaac Rosenberg poem from the British Library. This culminated in a remembrance event on the eve of the centenary of the outbreak of the First World War, in conjunction with the Chief Rabbi, Association of Jewish Ex-Servicemen and Women (AJEX) and the Jewish Lads' and Girls' Brigade.

The Jewish Military Museum closed in August to prepare for the collections and staff move to the Camden site during late 2014 and early 2015. In December many fascinating objects from the Jewish Military Museum were integrated into the main history and religion galleries. Tommy Gould's Victoria Cross is now on display at the beginning of the galleries, originally awarded for his remarkable bravery on HMS Thrasher in World War II. The World War I section has been redisplayed with reference to For King and Country? and the interactive from the exhibition has migrated into the permanent gallery. The World War II section was also updated and now includes a Lee Enfield gun that belonged to Israel 'Jack' Caplan Japanese POW Royal Signal Corps.

Jewish Military Museum staff came to the Jewish Museum full-time from January 2015, and have worked on further integrating the collections, learning programme and Jewish military stories into the main museum. A new collections store at ORT House now holds the Jewish Military Museum collection.

"A supple and wide-ranging exhibition."

The Guardian on For King and Country? The Jewish Experience of the First World War

12 Collections

Jewish Military Museum

Learning

The Jewish Museum develops and delivers high quality learning programmes for schools, families, children and young people. We use our collections and displays to inspire, engage and challenge our learning audiences.

Over the past year we have continued to offer an exciting and relevant programme inspiring curiosity and igniting students' imagination. Our numbers have increased to over 16,000 visits to the museum and a further 1,200 students engaged through our outreach programme.

The Learning Team also hosted Teachers' Evenings for the first time, bringing teachers from across the city together to explore themes such as remembrance, teaching the Holocaust and Shabbat.

New and Continuing Partnerships

The museum partnered with Valence House to lead the London region of the Arts Council England, Museums and Schools Partnership Programme for a third and final year. This year, the programme facilitated over 13,000 visits to the museum from inner-London states schools with low cultural engagement and high percentage school meals, exceeding our visits target.

The museum is also a Partner Museum in the British Museum's Teaching History in 100 Objects project. Funded by the Department for Education, this project brings together museums across the UK to equip teachers with an online resource for teaching history through objects. Among the 100 objects, from 40 museums across the UK, is the Banner of the London Jewish Bakers' Union from our collection.

A new pilot programme with the West London Synagogue, started in 2014, encourages students to visit a living Synagogue following participation in a workshop at the museum.



"I learnt so much and it is something I will never forget.
I would love to come again sometime!"

Year 9 Student, February 2015

14 Learning



Children create posters inspired by Abram Games's work as part of a family workshop during Designing the 20th Century



Pupils from a London school with Holocaust Survivor, Lady Zahava Kohn



Year 5 student decorates a Haggadah as part of a Passover workshop

"Listening and meeting a survivor was an incredible privilege for the children (and adults)."

Year 6 Teacher, July 2014

Family Programmes and Exhibition-Specific Initiatives

Learning activities provided special insights into our exhibitions for families and school groups. A trail produced for *For King and Country?* accompanied a participation area in the exhibition to give children a better understanding of the First World War.

Family backpacks were piloted for the *For Richer For Poorer* exhibition. These backpacks encouraged self-led interpretation, with activities for children as well items to provide a deeper understanding of objects in the exhibition.

A two day programme of family events accompanied For King and Country?, including a First World War nurse-costumed interpreter, camouflage activities and a storyteller working with war poetry.

Similarly, a Family Fun Day during *Designing the 20th Century* saw children taking part in a series of artists' workshops and families tried their hands at calligraphy at another during *For Richer For Poorer*.

Teachers' Online Resources

Objects in Focus: Teachers' Resources is a website for teachers, allowing them to explore museum objects in depth with their classes, with discussion questions and activities for children. The website reached 1,425 visitors from December 2014 to March 2015 and was shortlisted for a Museums and Heritage Award in May 2014.

16 Learning Learning



Fundraising

The Jewish Museum is an independent charity. With no annual revenue support from the government, we rely on the generosity of our supporters to continue inspiring discovery, provoking questions and challenging attitudes through our exhibitions and learning programmes.

This year project grants from both DCMS/Wolfson and Arts Council England have enabled the museum to work on specific aspects of our strategic direction, whilst invaluable unrestricted funding from trusts and foundations, individual donors and our Friends scheme has supported the delivery of our core programming.

The refurbishment of the Welcome Gallery was made possible thanks to a grant from the DCMS/Wolfson Museums & Galleries Improvement Fund. Combined with additional support from the Dr Michael and Anna Brynberg Charitable Foundation and private donors we have created a more attractive and vibrant ground floor, vastly improving the visitor experience. An increased capacity and flexibility has equipped the space for more varied use and its completion has meant we can plan activities such as fundraising events to further raise the profile of the museum.

We were delighted to be awarded a grant from Arts Council England's Renaissance Fund which will enable the museum's curatorial and marketing teams to scope out a future exhibition themed around fashion and the establishment of high street brands by Jewish immigrants to Britain. A grant from the KC Shasha Foundation will support the development and delivery of digital experiences that will initially sit alongside this future exhibition.

Support of our exhibitions programme was further bolstered this year by the creation of the Abram Games Supporters Circle which provided vital support towards producing *Designing the 20th Century: The Life and Work of Abram Games*. The generous contributors to the Supporters Circle ensured the museum could fully celebrate Games as a creator of truly iconic British design, achieving the excellence and prominence the exhibition deserved.

Our patrons scheme A Day at the Museum continued to prove attractive to new donors and special cultivation events have enabled the museum to promote the work we do and grow levels of unrestricted giving.

The Jewish Museum is extremely grateful to all of its supporters and funders for the support received in 2014-2015 and previous years.

Volunteers



Volunteer Larissa Henkst guides a young visitor in the galleries

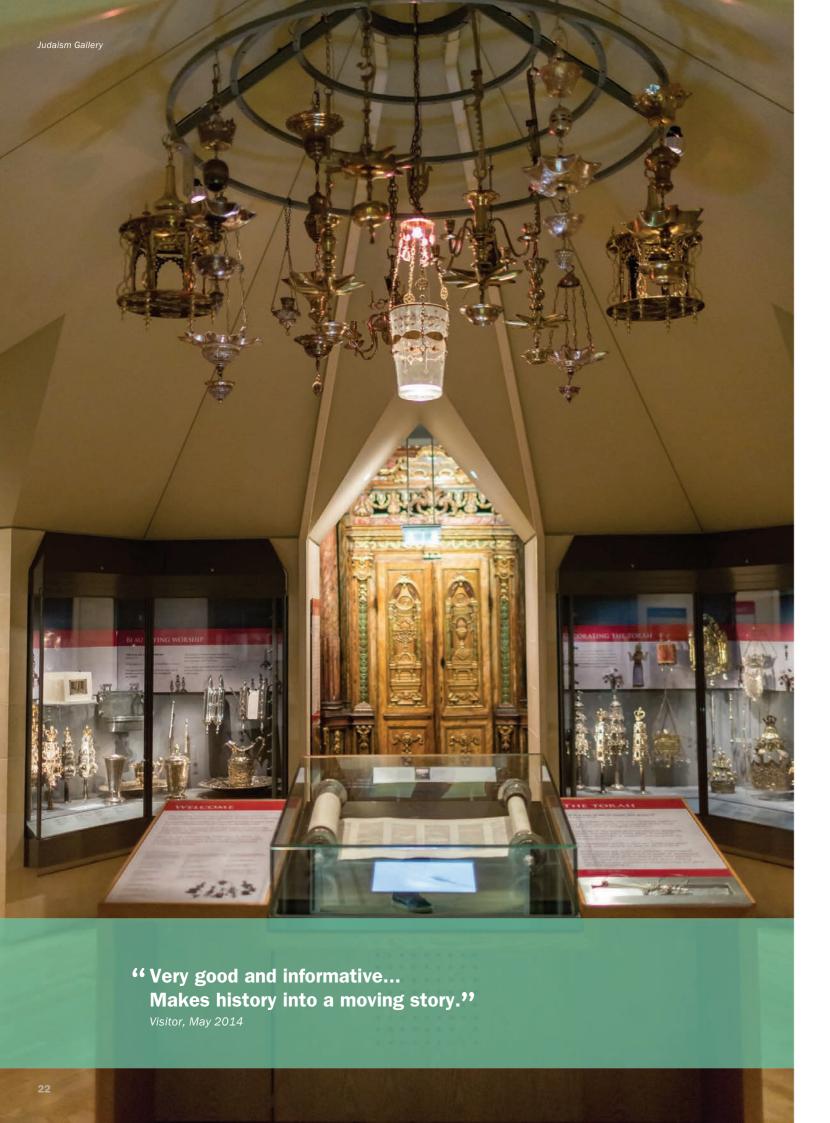
Volunteers are the lifeblood of the Jewish Museum, giving visitors a personal and insightful aspect to their visit. Our 120-strong team keep the museum running; assisting with ticket sales, front of house duties, and tour guiding.

Ongoing training is available for volunteers, ensuring that they continue to provide the best visitor experience. Our volunteers also explore other cultural sites, with this year's annual volunteer recognition trip taking them to Ramsgate, where they explored the Montefiore Synagogue and Museum.

In 2014 the Jewish Museum hosted the London Volunteers in Museums Awards, welcoming organisations from across the city – from Royal Botanic Gardens, Kew to the Science Museum – to celebrate all our incredible volunteers. Our own volunteers were recognised in two categories, as runners up in the 'Going the Extra Mile' and 'Best Team' categories.



20 Volunteers 21



Partners

Hackney Learning Trust

Haringey Independent Cinema

Holocaust Memorial Day Trust

Imperial War Museum

Inspire

Holocaust Education Development

Partnerships are at the core of our work and we are delighted to work with many diverse organisations including:

'45 Aid Society Institute of Education, University of London Managers Network Action Reconciliation Service for Peace Manchester Jewish Museum IntoUniversity Age Exchange Jewish Book Week Mayor of Camden AJEX Jewish Care Migration Museum Ariane de Rothschild Fellowship Jewish Chronicle Mitzvah Day Arts Council England Jewish Council for Racial Equality Movement for Reform Judaism Assembly of Masorti Synagogues Jewish East End Celebration Society Museums Association Association of Cultural Enterprises Jewish Genealogy Society of Great Britain National Army Museum Jewish Historical Society of England Association of European Jewish Museums Norwood Association of Jewish Refugees Jewish Lads and Girls Brigade NST Travel Group BBC Jewish Leadership Council Ben Uri Gallery Jewish Military Museum Oxford Centre for Hebrew and Board of Deputies of British Jews Jewish Museum Vienna Pallant House Gallery British Library Jewish Music Institute Parkes Institute for the Study of Jewish/ non-Jewish Relations, University of Camden Family Forum Jewish Social Action Forum Southampton Camden Roundhouse Jewish Studies Peace Pledge Union Camden School Improvement Service Jewish Volunteering Network Pears Institute for the Study of Antisemitism, Birkbeck University Camden Unlimited JFS Pop Up Festival of Stories Camden Volunteer Centre JHub Rothschild Archive Central Saint Martins JW3 Rothschild Foundation Community Security Trust Keats House Searchlight De Montfort University, Leicester Kids in Museums Sephardi Kashrut Authority Kings College London, Cultural Institute Discover Museum Newcastle Sir John Soane's Museum Faith Regen Foundation League of Jewish Women Southbank Sinfonia Family Forum for Museums Liberal Judaism Takeover Day Freud Museum Limmud Three Faiths Forum Goldsmiths University London Borough of Camden UCL Institute of Archeology Group Education in Museums London Heritage Volunteer

London Jewish Cultural Centre

London Jewish Forum

Awards Committee

Love Camden

Maccabi GB

London Transport Museum

London Volunteers in Museums

UK Jewish Film Festival

United Synagogue

Valence House

Wiener Library

University of Warwick

Partners 23

Financial Report

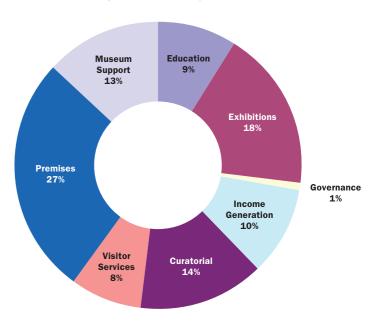
Consolidated Statement of Financial Activities for the year ended 31 March 2015

	General	Designated	Restricted	Endowment	2015	2014
	Funds	Funds	Funds	Funds	Total Funds	Total Funds
	£	£	£	£	£	£
Incoming resources						
Voluntary income	698,052	125,000	519,092	-	1,342,144	572,424
Activities for generating funds	319,773		5,257	-	325,030	361,733
Investment income	6,153		-	52	6,205	4,134
Income from generated funds	1,023,978	125,000	524,349	52	1,673,379	938,291
Income for museum activities	-		184,282	-	184,282	484,742
Total incoming resources	1,023,978	125,000	708,631	52	1,857,661	1,423,033
Resources expended						
Cost of generating voluntary income	194,919		14,530	-	209,449	215,701
Costs of goods sold	77,289		-	-	77,289	64,477
Cost of generating funds	272,208	-	14,530	-	286,738	280,178
Cost of museum operation and activities	886,482	93,762	676,200	-	1,656,444	1,580,464
Total resources expended	1,158,690	93,762	690,730	-	1,943,182	1,860,642
Net incoming / (outgoing) resources before transfers	(134,712)	31,238	17,901	52	(85,521)	(437,609)
Transfers	12,500	(12,500)	-	-	-	-
Net incoming resources after transfers	(122,212)	18,738	17,901	52	(85,521)	(437,609)
Funds balance brought forward	(82,581)	-	3,622,980	12,415,882	15,955,927	16,393,536
Funds balance carried forward	(204,793)	18,738	3,640,881	12,415,934	15,870,406	15,955,927

Consolidated Balance Sheet as at 31 March 2015

	2015	2014	
-	£	£	
Fixed assets			
Tangible assets	15,009,426	15,180,989	
Total fixed assets	15,009,426	15,180,989	
Current assets			
Stocks	65,816	63,256	
Debtors	381,186	126,104	
Cash at bank and in hand	709,147	831,566	
Total current assets	1,156,149	1,020,926	
Creditors			
Amounts falling due within one year	(295,169)	(245,988)	
Net current assets	860,980	774,938	
Net Assets	15,870,406	15,955,927	
Capital funds			
Endowments	12,415,580	12,415,528	
Income funds			
Restricted funds	3,640,881	3,622,980	
Designated funds	18,738	-	
General funds	(204,793)	(82,581)	
Total funds	15,870,406	15,955,927	

Expenditure 2014/15



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Acknowledgements

Donors

We are grateful to those who have supported our work this year including:

All Aboard Shops

Maurice and Michael Bennett

Ray and Claudine Bloom

CGIS Group Ltd

Julian Dawes and Ann Rau Dawes

The Estate of Anne Ellis

Mark Goldbart

The Halcyon Gallery

Sir Michael and Lady Heller

David Kershaw

Kosher Kingdom

Guy Naggar

Julia Neuberger DBE

Derek N Raphael

Sophie and David Shalit

The Hon Sir David Sieff

Simantov International

Sir Harry and Lady Solomon

Paul Werth

Trusts and Foundations

We would like to thank the following Trusts and Foundations whose support has made our work possible this year:

Acacia Charitable Trust

Arts Council England

The Atkin Foundation

The Band Trust

Edna Brown Charitable Settlement

The Dr Michael and Anna Brynberg Charitable

Foundation

The David Corcos Trust

The DCMS/Wolfson Fund

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Locker Foundation

Pears Foundation

The Rayne Trust

Cecil Rosen Foundation

The Alfred and Frances Rubens Charitable Trust

K C Shasha Charitable Foundation

The Maurice Wohl Charitable Foundation

A Day at the Museum

We are grateful to the Pears Foundation for their funding of A Day at the Museum, as well as to the donors listed below who have supported the scheme:

The Amar Family Charitable Trust

Sir Trevor Chinn CVO and Lady Susan Chinn CBE

The Galinski Charitable Trust

Henry and Suzanne Davis

Michael and Marcia Green

Gerald Gundle Philanthropic Trust

The Harris Family Charitable Trust

Lord and Lady Kalms

Richard and Phillipa Mintz

Steven Parnes

Nick Roditi

Richard and Sue Shaw

Nicholas and Rosalind Springer

Barry Townsley

John Wartski

riende

Thank you to all the Friends of the Jewish Museum,

including:

Neil and Ann Benson

Vivienne Cohen

Charles Corman

Julian Dawes and Ann Rau Dawes

Michael and Claire Francies

Leo Friedler

Philip and Jane Ingham

The Jusaca Charitable Trust

John Kessler

Peter and Carole Levay Lawrence

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Hilda Lewis

Colette Littman

Robin and Carol Michaelson

Brian and Jill Moss

Mary Nathan

Morrie and Evelyn Neiss

Rolf Noskwith

Edward Tanner

Malcom and Elizabeth Webber

26 Acknowledgements 27

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