



קידום תרבות ואמנות ישראלית

**L'MAAYAN**

# WHAT'S YOUR STORY

What's Your Story is an initiative that was launched in response to the events of October 7th by Maayan Levi, a cultural entrepreneur. Its goal is to support Israeli business owners affected by the war while promoting emerging artists and creators.

The initiative offers curated gift boxes that celebrate Israel's rich cultural landscape. They combine high-quality local products such as fine chocolate and handmade soy candles with original artworks or Reproductions, poetry books, and 100% silk scarves.

We wish to share hope during challenging times by providing mental and emotional resilience through positive concepts embraced by the creators, creating a holistic, meaningful, and enriching experience.





Noa Mishkin  
Good News, 2024, gouache and colored pencils

Each creator shares an inspiring concept that inspires them to keep moving forward, fostering empowerment and renewal. Each package comes with a postcard sharing the story of the creators and business owners, offering an intimate connection that enhances the package's overall value.

The high-quality packages exude luxury, elegance, strength, and spirit. They aim to highlight Israel's finest local produce while showcasing its cultural richness. They provide an experience of motivation, strength, aesthetics, and a multisensory journey to create a culturally rich local encounter filled with value.



**The following pages provide details about the products that can be shipped to the US.**

# GROWTH



RIKITON R13

## The Workshop House

“The Workshop House” is a creative space for women and adults, offering a retreat from daily life to connect with inspiring work. Located in Kochav Michael in the south, it’s a place to create, breathe, and dream.

The founder of The Workshop House left her previous job just before October 7th. That day, her husband was called for reserve duty on a year-long mission. To support her three young children, she created “Roots of Hope” and launched The Workshop House, a social enterprise that provides flower pots to evacuees, survivors, and bereaved families.

Guided by the concept of GROWTH - צמיחה, the space fosters comfort and hope. Women gather to create candles and other projects, promoting peace and therapeutic benefits through creativity.

*You can enhance your package with:*

- A handmade scented soy candle
- A bouquet of dried flowers
- Optional upgrade: hamsas, a flower pot, or candle holders.



# HEALING



קפה  
עוטף  
רעים

## CAFE OTEF REI'M

"Café Otef Re'im" is a social venture established in Tel Aviv near the residence of the Re'im community. The café serves as a gathering place for the community and residents from the surrounding region.

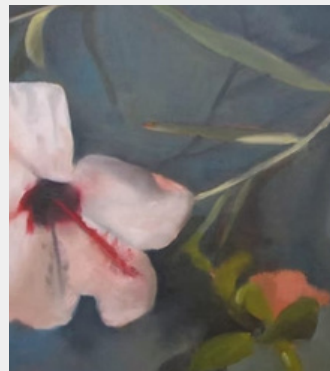
The café honors the memory of Dvir Karp, a chocolatier tragically murdered at his kibbutz in front of his children.

Dvir founded his chocolate brand in 1996 and opened the café in 2012, leaving behind a beloved culinary legacy. His wife, Reut Karp, chose the theme of HEALING - ריפוי- and worked with top chocolatiers to recreate his original recipes.

*You can enhance your package with:*

- 100-gram bag of premium chocolate pieces (white, dark, or milk chocolate with nuts).
- Optional upgrade: boxes of pralines, including gluten-free options, are available in sets of 4, 6, or 9 pieces.

# Selected artworks



**List of artists from right to left:**

Ofir Sofer, Elkana Levi, Ruth Eliav, Noa Mishkin, Noa Alon,  
Palms and Tigers Studio

**The following items can be added to your package:**

- Original artwork
- Copy of artwork on a postcard or high-quality print
- Existing artwork
- 100% Silk handkerchief
- Porcelain saucer
- Poetry books (Hebrew)



Elkana Levi,  
Still Life in Respite 70X50, Oil on Canvas 2024

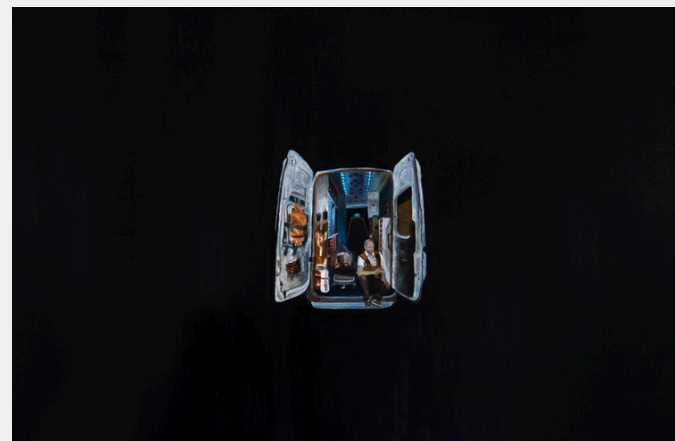
*“in the aftermath of the October 7 attacks, I was called for reserve duty up north and knew I had entered a great survival war that we had not experienced for years.. as a result, the desire to survive grows... As an artist, I feel my mission is to be part of the Israeli cultural world and tell the country’s story...”*

Elkana chose LIFE-חַיָּה as a driving force for him as fighting at the forefront out of the understanding that fighting is forced upon us, which is undesirable and accompanied by complex action that stems from the sanctity of life.

## Elkana Levi

A realistic and figurative artist who works and creates in Jerusalem.

Graduated from the Pardes School of Art in 2021 and earned honors from the Midrasha of Art in 2022. He is a master’s degree student in art therapy at David Yellin College. Since 2019, he has actively participated in group exhibitions in major galleries nationwide. His paintings are included in the Phoenix collection and private collections.



Elkana Levi,  
The Night Watch, 80X80, oil on canvas, 2023

# RENEWAL



Noa Alon

*"I chose the concept of RENEWAL-התחדשות. Renewal signifies our ability to adapt, learn from the past, and rebuild a new version of ourselves.*

*Just as nature blooms after a cold winter, we too can experience growth and fresh beginnings after difficult times. Renewal reminds us that every challenge offers an opportunity to start over, adding new layers to our existence rather than erasing the past."*

## Noa Alon

Noa Alon is a Muralist, Painter, and Illustrator based in Tel Aviv.

Graduated with a Bachelor's degree in Animation (2011) and a Master's in Visual Communication (2019) from the Bezalel Academy of Arts and Design. Her works have been exhibited in solo and group exhibitions in galleries and museums in Israel.



Noa Alon



# GROWTH



Ruth Eliav  
Bloom, oil on wood, 40.5X30 cm, 2010

*"The feeling of immense loss that we, as a people and a nation, have experienced in the face of a growing natural world reminds me of nature's tremendous power and our capacity as individuals to be part of it. This world continues to expand, even amidst deep crises. Every time I hear about a soldier who was injured but fought to return to life or a family that lost loved ones yet found the strength to persevere, I am reminded of plants and their remarkable ability to grow despite adversity. It makes me wonder if this resilience is inherent in all of us."*

## Ruth Eliav

Figurative painter lives and works in Tzur Hadassah and Jerusalem.

Graduate of the "Jerusalem Studio School" - Israel Hirschberg's workshop for painting and drawing (2005), holds an MA in art policy and theory, Bezalel (2018), participated in an artist residency at the International School of Art in Umbria -Italy (2004) and Jss in Civita, Italy (2019).

Ruth exhibits in solo and group exhibitions in Israel and abroad and teaches drawing and painting at the Israel Museum.



Ruth Eliav  
Pomegranate, oil on wood, 25X17cm, 2010

# THE LIGHT AT THE END OF THE TUNNEL



Ofir Sofer  
Cookie Box, Pastel Pencils on Paper, 21X30, 2023

*"The concept that has accompanied me since my reserve duty is "the light at the end of the tunnel. אור בקצה המנהרה" This phrase applies not only to the hostages held in tunnels but also more broadly to the people of this country who have been experiencing significant upheaval for years—particularly independent professionals and artists. I strive to find beauty and light in everything and to convey that in my paintings, even if it portrays something simple from everyday life."*

## Ofir Sofer

A realistic artist lives and works in Ramat Gan.

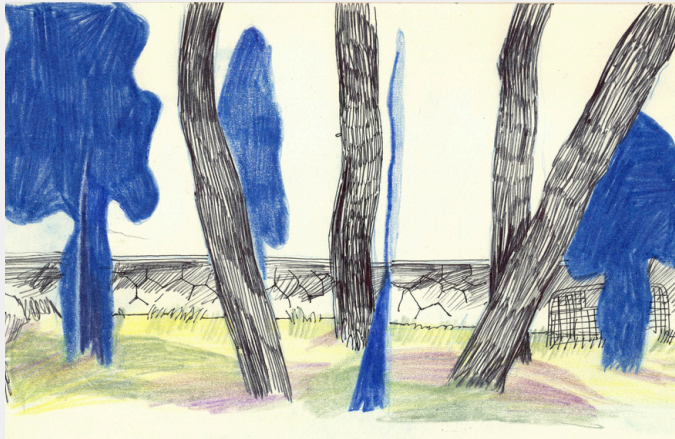
Sofer transitioned from psychology and business administration into the art world, acquiring formal training in drawing and painting at the "HaTachana" Studio (2022) and under the guidance of Ilia Gefer, Stella Lamihov, and Roni Yaffe between 2020 and 2024. Since 2021, he has actively participated in group exhibitions at leading galleries across Israel. His first solo exhibition, "Post-Army Trip," was held in 2022 at the Tmuna Theater Gallery in Tel Aviv.



Ofir Sofer  
Man-nu (Nostalgic waffle), Pastel Pencils on Paper, 20X40, 2023



# OBSERVATION



Noa Mishkin  
Trees, 2023, colored pencil and pen

*"I experienced the war most strongly through my partner Noam's reserve service, who serves in the Israeli army and spent about three months in Gaza. For the first time, I truly felt the fragility of my good and comfortable life, and my concern for him took over every moment.*

*I chose the concept of "OBSERVATION"-התבוננות: We must observe the beauty, the small details, and the life still around us and turn them into art that grounds us and allows us, despite everything, to create and rejoice."*

## Noa Mishkin

Noa Mishkin is an illustrator, comics artist, and designer from Jerusalem.

A graduate of the Visual Communication Department at Bezalel Academy of Art and Design in Jerusalem, she is the recipient of the Dorothy Kerts Comics Award for 2021 and the Yossi Stern Award for Achievements in the Field of Illustration for 2021. She illustrates books, newspapers, and comics for children and adults.



Noa Mishkin  
Ma'ale Gamla, 2024, colored pencil

# CONTINUITY



Palms and Tiger  
Personalized 100% Silk Handkerchief, Printed on Both Sides

*"We chose the concept of CONTINUITY-המשכיות because life is more powerful than any obstacle, and we must keep moving and creating even during challenging times. Creativity is the driving force that inspires us to build unique worlds at the highest level, drawing us to them."*

## Palms and Tigers

The studio started with a focus on hand mesh prints and has since expanded to create limited edition clothing and temporary home design items. Inspired by ruins, antiquities, mythological stories, Greek sculptures, botany, and exotic animals, the studio aims to produce unique, high-quality items that suit any space, event, or individual.



Palms and Tigers  
Printed porcelain saucer, diameter 13 cm

# MIGRATION



*"...Since the events of 10/7, MIGRATION-הַגֵּרָה has become an inseparable part of our identity, from physical migration in which thousands of people were required to leave their homes, to an internal migration that seeks to ask questions of essence and identity, one that gives place to the pain we feel regarding the past.*

## Karina S. Lintzky

Poet, living and working in Jerusalem

In 2023, she won a competition by the Hebrew Writers' Association in Israel. In 2021, she claimed first place in the Helicon Association's "Mila Bimkom" writing contest. She received the Yuri Stern Minister of Immigration and Absorption Award for Creative Immigrants in poetry in 2018. She studied under Meir Wieseltier, Aminadav Diekman, and others. Her poems have been published in Haaretz, Makor Rishon, and national poetry magazines.



על קרוסלת האהבה אליך  
אין מנורות מנצנצות,  
גם לא מוזיקה,  
סוסי הפלסטיק  
!נחו מזמן את העמודים,  
השירי פרסומיהם  
!רצו אל השדות הקפשיים.

אני -  
עדן מסחובכת.

קארינה ס. לינצקי | נועם רחמילביץ

# HOME



*"On that Sabbath, our house was broken into and desecrated, leaving my sense of security completely shaken, if not destroyed. Since then, we have lived in a HOME-בית with shattered windows and cracked walls. We are working individually to restore the four outer walls of the house and coming together to repair our shared walls. My book, 'The Advantage of Home,' explores the concept of home from various perspectives and seeks to find a sense of homeliness in the most unexpected places."*

## Alon Arad

Poet, writer, editor, and educator.

He has taught literature and civics in high schools for more than a decade. He has published two books of prose and a book of poetry. His poems have appeared in literary sections, anthologies, and major magazines in Israel. He is the editor of the poetry magazine Shorot. Among the writers and poets he has edited are Shimon Adaf, Nadav Liniel, Efrat Bigman, Shai Israeli, and others.

### שפה

בְּזוֹרְעוֹת מְצַלְקוֹת  
היא מְרַמֶּקֶת  
גּוֹף לְאֶדְמָה  
וּמְצַצֶּרֶת סְבִיבוֹ בְּגִיר  
אֵת גְּבוּלוֹת הָעֵתִיד שְׁלִי –  
אֵלּוֹן בֶּן יִשְׂרָאֵל וּפְנִינָה.  
קוֹ מִשְׁרָטֵט בְּגִסוֹת  
עַל מִפְּהַ מִתְפַּוֶּרֶת.

### טרגדיה קטנה

אָנִי מְבִין, מִן הַסָּתֵם,  
שְׁאֲנִי לֹא יְכוּל לְכַתֵּב  
רֶכֶת וְאִירוּפָה עַל אוֹתָה פֶּסֶת נִיר.  
וּבְכֵל זֹאת, לְפַעֲמִים,  
יְהוּדֵי עוֹלָה עַל רֶכֶת בְּאִירוּפָה.  
סָתֵם.  
כִּי נִגְמַר.  
וּבְחֵלוֹן הַרֶכֶת,  
עִיר אִירוּפִית גְּדוּלָה מִתְמוֹסֶסֶת.



# Example types of gift boxes



מה שהסטורי של  
WHAT'S YOUR STORY

קידום תרבות ואמנות ישראלית

# Example types of gift boxes



מה  
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קידום תרבות ואמנות ישראלית





**The initiative is created by  
L'MAAYAN ARTS MANAGEMENT**



## Notes and highlights

- The collection features Hebrew poetry and prose books, porcelain saucers, silk handkerchiefs, and art reproductions available as postcards or high-quality 300g prints.
- You can buy original works or request custom creations for an extra fee.
- Packages can be upgraded with premium wines, personalized handkerchiefs, prints of 50X70, pralines, and custom designs, all accompanied by a postcard explaining the project and its partners.
- Orders must be placed at least 14 days in advance.

**For more information and to receive a quote:**

Maayan Levi -

**[info@lmaayan.com](mailto:info@lmaayan.com) | [lmaayan.com](http://lmaayan.com)**

+972-523-390-124

