

## IDC features a new Art Exhibit by Dan Birenboim

IDC Herzliya is proud to be hosting artist Dan Birenboim's intriguing art exhibition "Black on White is also Color" in the Arazi-Ofer building on campus.

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Using only black acrylic paint on a white canvas, Birenboim has created a dramatic, yet tranquil, collection of scenic paintings. Most of the artworks are comprised of black formations scattering in various directions, to create very realistic yet vague images of nature. Among the paintings the spectator can observe views of rivers, trees, and forest reflections over water. A prominent and distinct motif is the reoccurring crow, portrayed quite clearly in several of the paintings, sometimes appearing as a large and central aspect, and other times, smaller and more hidden. Each of the paintings seems to conceal a mystery, as if a secret lies behind the dark black paint, arousing curiosity from the onlooker.



A painting in the Exhibit

The title of the exhibition is "Black on White is also Color", and indeed the paintings somehow glow with more depth than expected from the use of just two colors. It is interesting that with this unique concept of black acrylic on white canvas, the spectator can find himself

gazing inquisitively into profound, intricate and inviting landscapes.

Artist Dan Birenboim graduated from the Pratt Institute in New York, one of the leading art schools in the United States, with a degree in architecture. Today he is 44 years old and is currently living in Tel Aviv. Birenboim defines himself as a multidisciplinary artist, mainly focusing on sketching and acrylic painting. The artist describes his works as wild entanglements of shrubbery in hypnotizing light, sometimes bushes and trees reaching into the sky, and most importantly: the crows, which are "poetry and song of relations".

The curator of the gallery is Devorah Shoken, who has been the artistic curator of the IDC campus for many years. "I wanted to display something different, that the students weren't used to seeing." Devorah remarked about the reason for choosing this collection of artwork for the exhibition. "Colorful paintings can easily be impressive, I wanted to show that black and white can express emotion as well." Devorah believes that art has an essential role in every student's learning experience.



A painting in the Exhibit



The students at the IDC are fortunate to have diverse art exhibitions in the lobby of the Arazi-Ofer building. It is important to incorporate culture and contemporary art in the students' everyday lives. Students often may get caught up in their studies, and find that they have less time to devote to art and culture. It is an important for students majoring in subjects such as Computer Science and Business Administration to experience and visit an art gallery during their free time at school, and thus enrich their knowledge on arts and culture, which is fundamental part of any well-rounded student.