

# Holocaust Memorial Recommendation



**RECOMMENDATIONS  
FOR THE BOARD  
DECEMBER 14, 2017**

# Background



A congregant made a generous offer to donate money for a Holocaust Memorial and education.

A team was formed.

The board approved the site, April 13, 2017.

Now we are recommending an artist proposal.

# Who are we?



Amy  
Gewirtzman

Robert  
Goldberg-  
Alberts

Vivien Kane

Ami Kardos

Mike Oswald

Lucy Raizman

Carolyn  
Savitzky

Dan Schwarz

Doug  
Smithman

Warren Young,  
Project  
Manager

# Other Participants



Jay and the Rabbi were involved as needed and provided feedback and input to the team.

# Process

## How we got here

We selected a memorial site and the board approved.

Since then we:

- developed an intent and theme
- solicited proposals
- evaluated the proposals received
- selected a proposal
- are asking for approval of our selection

# Intent



“Or Hadash is accepting proposals for a freestanding sculptural representation of the Holocaust (“Shoah,” in Hebrew) that will evoke the tragedy that occurred to the Jews and many others. We do not want the images to be a representation of the horror.

Rather, the piece should evoke the feeling of “Never again” and a positive feeling of hope for a world free of hatred.”

# Theme



The theme for the memorial is that the cycle of hatred led to the tragedy and horror of the Holocaust, and from survival of the horror comes our hope for peace.

The memorial should embody the Jewish people's resolve to stand with people anywhere who are systematically targeted because of their ethnicity or religion, and affirm our hope to work for a world where there is no place for hate and bigotry.

# Our steps



We released a Request for Memorial Proposals.

We received nine submissions.

We ranked them using a rubric.

# The Judging Rubric



## Visual Impact

- Overall appearance
- Craftsmanship
- Composition/Design

## Intent

- Feeling of Hope
- Never Again
- Interpretation

## Maintenance

- Lawn-fits in well
- Pavers/Patio-fits in well
- Any Extra Costs

## Interpretation/Composition/Design

Uses appropriate imagery

Presents themes in a unique balanced fashion.

Delivers the message in a thoughtful manner.

# The Review



Two were discarded as not relevant to the theme

Two were discarded as over budget

Three were eliminated after reviewing ranked scores

Two became our finalists.

# The Final Steps



Two remained  
with similar  
scores



We sent  
questions to  
each artist



One of them  
responded  
promptly.



The other  
asked for  
more time,  
reinforcing  
concerns of  
feasibility.

We made our selection.

# Recommendation



The team recommends the proposal from Robert Sigafos, entitled עוד לעולם לא - Never Again.

This was not a unanimous choice – but it scored the highest on our evaluation system.

The artist demonstrated that he was capable, translated the theme and intent in the work, and did a site visit to design it to our space.

# Rob Sigafoos - “ לעולם לא עוד ” Never Again



- The artist statement:
- "This Memorial, titled “ לעולם לא עוד ”
- is intended to evoke the Jewish people's survival of the horror of the Shoah and history of suffering, leading to the hope for peace for all people throughout the world. We specifically designed our proposal with an organic nature to capture the tranquility and natural wooded environment of the area surrounding the proposed site. There are two variations to the memorial design we are submitting for you to consider. ..."

# Rob Sigafos לעולם לא עוד Never Again

The Maquette, the sculptor's small preliminary model or sketch of the proposal



# Additional images



# Additional images



# Sigafoos – elements (paraphrased from his statement)



The two large boulders represent the determination and generations

The rocks will be made with sedimentary boulders with obvious layers to represent generations of the Jewish People

The boulders are split by the Tree of Life, starting dark heavy and solid – evoking emotions of struggle and suffering.

Sculpted barbed wire (kid safe) around the boulder evokes the Shoah.

The barbed wire is split to symbolize liberation

Tree of Life branch horizontal – negative space between the branch and the rock.

# Sigafoos – elements (paraphrased from his statement)



18 leaves on the branches to represent life

Torn leaf at the top to symbolize all people in their quest for peace.

Transitions to bright colors in the leaves and branches to symbolize hope, joy and life for all people in the world.

Intertwined branches show resolve of the Jewish people to stand with all religions, ethnicities, and identifies who have been oppressed.

10 feet high – can be made smaller if desired

# Sigafoos - Summary



The theme is identifiable from the images.

Connects symbols of elements of the Holocaust and Judaism

In budget.

Extremely durable

Simple maintenance, cleaning with Dawn and recoating every three years.

Can be refinished if needed.

# Sigafoos - Summary



Barbed wire will be forged and smooth to prevent injury to climbing children

Would finish by August, 2018 (with conditions)

Would warranty the works finish for one year.

This is his normal medium – should be no surprises.