



business class art | Judaica



small tin slat he found, and showed it to one of the Nazi officers. The officer was impressed, and let him open a workshop with 10 workers – and in doing so saving his own and their lives from certain death. When he came to Israel, he gave up his art and his tools lay unused and forgotten,” Yaron says.

Arieh, Yaron’s father, was a mechanical engineer with golden hands. He also studied graphic art and liked to make things in his spare time. At the age of 57, Arieh finds himself unemployed. He then decides to revive an old dream and learn his own father’s profession – goldsmithing. Using his father’s old tools, he learned various techniques through trial and error. Four years ago, he launched the ArtOmanut website that sells his crafts.

What commercial demand do you answer?

“All of our pieces are hand-made. Over the years, methods of mass production have touched Judaica as well. Most pieces are machine made, which reduces their price, but we believe the result is cold and lacks a personal ‘story’. Even in this industrialized era, when everything looks like everything else, people seek out original hand-made pieces, for their singularity and character. That’s because true art, and especially Judaica, contains within it a piece of the artist’s soul.”

ArtOmanut sells Judaica, jewelry and paper products. The pieces are designed by Arieh himself, some together with his son. Arieh crafts the pieces from sterling silver, while Yaron makes the paper cuttings. “Paper cutting,” Yaron explains, “is an ancient art form that ‘infiltrated’ Jewish tradition a few hundred years ago. Paper cuttings are used as decoration for various Jewish paraphernal, such as ketubahs, prayer books, sukkah ornaments, menorahs and more.”

Who is your audience?

“A lot of tourists, Jews and non-Jews from abroad, Israelis, especially of Anglo-Saxon descent, or anyone looking to buy something new, original and beautiful. Judaica pieces are usually bought for family events, holidays or for the home. The items can be purchased directly from the website. You can put in a special request for individually selected colors, captions and more.”

www.artomanut.com

Judaica Online

Father and son team up to create a line of original hand-made Judaica items, sold on their website

|| Yael Chen

The Goldfarb’s online Judaica shop was established in 2004, but the family has a long history in the field. “My family immigrated to Israel after the Holocaust and lived in Tel Aviv,” relates manager Yaron Goldfarb. “My grandfather, Abraham Goldfarb z”l was a goldsmith in Poland before the Holocaust. Throughout the war he was sent to various camps, and spent some time at Mielic, where he used a nail to etch an engraving of a church on a

