

Images

PHOTOS: BLAVATNIK ARCHIVE FOUNDATION, 2023



ORANGES AND CITYSCAPES: IMAGINING ISRAEL

► **Idealizing Zion:** *Visualizing the Jewish State* is an online exhibition featuring early 20th-century postcards produced in Palestine and Europe, showing how early Zionists imagined the nascent Jewish homeland. Agricultural images

were attractive to Jews living in overcrowded cities; the architecture of Tel Aviv emphasised European styles as tensions grew with the local Arab population. The exhibition is curated by the Blavatnik Archive which is dedicated to the study of Jewish history.

From top left, clockwise: - Centre of Tel Aviv, 1930s; advertisement for Jaffa oranges; joy in work at Kvutzah Schiller, 1920s-1930s; a Jaffa orange grove; young Jewish settler in Rehovot, 1930s; the Jordan Valley blavatnikarchive.org/collections