

נפשות  
Nefashot  
نفشوت

# OSIM NEFASHOT WEEK SUMMARY

## JANUARY 2025

אירועי תרבות אמנות ושיח  
להעלאת מודעות לבריאות  
הנפש במרחב הציבורי

23.11—29.11.2025

שָׁהוּעַ  
עוֹשִׂים  
נֶפֶשׁוֹת

Osim Nefashot Week is a week of cultural, artistic, and dialogue-based events aimed at raising public awareness and reducing mental health stigma in the public sphere. In 2025, Osim Nefashot Week took place between November 23–29 and included nearly 100 events across Israel and online via Zoom.

The events were initiated by individuals from diverse backgrounds, united by a shared commitment to mental health and its connection to the arts, from a wide range of perspectives: people with lived experiences, family members, and professionals in the fields of care and the arts. All came together in a spirit of social solidarity, shared purpose, and a desire to create positive change together. Alongside these individuals, cultural, community, and mental health organizations, municipal authorities and local councils, also joined us, creating meaningful collaborations across the country.

Osim Nefashot Week is made possible thanks to the ongoing support of Common Sense Fund, The Jerusalem Foundation, the Moshe Hess Association, and operates as part of the Bar Kayma Association for Culture. In addition, several municipalities and organizations partnered with us, whose meaningful support enabled Osim Nefashot Week events to take place in their local communities.



COMMONSENSEFUND



More information about Osim Nefashot Week and other Nefashot events is available at [www.nefashot.com](http://www.nefashot.com) and on Nefashot's social media platforms

# PREPARATION FOR OSIM NEFASHOT WEEK

The open call for Osim Nefashot Week was published, as in previous years, on July 10, 2025, and remained open for submissions for one month. As in recent years, the festival's production process unfolded alongside a complex reality, in the immediate aftermath of the war with Iran. Despite these circumstances, we were able to advance a meaningful and creative process that profoundly shaped the way the week was conceived and developed.

This year, approximately 300 proposals were submitted, including around 220 content initiatives, 60 proposals to host events, and 25 requests for active participation.

In the months leading up to the festival, we were also partners in the development of the exhibition "Hope Breaks Boundaries," in collaboration with Bifnocho, a host space operated by Reality Group. This group exhibition, which was originally scheduled to open earlier, was postponed due to the war with Iran and ultimately coincided with Osim Nefashot Week. Focusing on themes of resilience and hope, the exhibition resonated naturally with the spirit of Osim Nefashot Week and expanded the circles of participation and creative expression within the initiative's community of artists and cultural creators.

As in previous years, we maintained personal contact with all initiators. The production team, consisting of us (Ronni and Sivan) alongside three long-standing community activists, held direct phone conversations with the majority of those who submitted proposals.

# PREPARATION FOR OSIM NEFASHOT WEEK

The volume of artworks submitted this year was exceptionally high, leading to a collaboration with Vera Gailis - an artist and curator with whom we have worked on several exhibitions over the past two years - and with a group of emerging curators she mentors. Together, we decided to develop a large-scale group exhibition, originally planned to take place during Osim Nefashot Week at Amiad Center, an exhibition venue operated by the Tel Aviv-Yafo Municipality. Due to technical constraints, the exhibition was postponed and will open in early January 2026 - a step that, we hope, marks the beginning of a new tradition: an annual exhibition by the initiative, to be held alongside the festival and to serve as a permanent home for art engaging with mental health in Israel.

In addition, this year we hired for the first time an organizer to work on events with the Arab speaking community. Together we produced two events in Jerusalem - one in Arabic and one bilingual - as part of an ongoing effort to expand the initiative's activities within Arab society. In the lead-up to Osim Nefashot Week, we also held meetings with potential partners for future collaborations. While some of these connections did not materialize into events during the current festival, we plan to strengthen these relationships over the coming year, either through year-round activities or as part of the next Osim Nefashot Week.

קול קורא • Open Call

открытый конкурс

זמין לנשים



הגשה עד  
תאריך ←  
10.8.25

נפשות  
עושים  
נפשות



תאריכי הפסטיבל ← 23.11-29.11 • ג'-ט' כסלו תשפ"ו

# PREPARATORY ACTIONS TO STRENGTHEN LOCAL COMMUNITIES AND FOSTER NEW INITIATIVES

Alongside the publication of the call for proposals, we undertook significant preparatory actions this year to strengthen grassroots activity and nurture local communities that would shape Osim Nefashot Week from within.

## **1. Activist meetings in Be'er Sheva and the South**

In collaboration with “Huma”. Over the summer, we held three activist gatherings in Be'er Sheva, aimed at creating a shared space for artists and cultural creators from the south who were interested in taking part in the festival. The meetings were held in collaboration with Huma, a creative community active in the Negev, together with long-standing activists from the initiative who sought to expand local activity in their region.

One of the gatherings took the form of a participatory “dreaming session,” professionally facilitated by Yuval Rafiah. The session sparked several new initiatives and connections among participants—some of which later developed into full-fledged events during the festival week.

## **2. Activist meeting in Jerusalem – Strengthening the Local Community**

We also held an activist meeting aimed at strengthening the initiative's long-standing local community while welcoming new initiators. The meeting focused on building connections between new and veteran participants, renewing shared energy, and fostering collaborations. It was professionally facilitated by Shay Ben Yosef from the Volunteer Department of the Jerusalem Municipality.

# PREPARATORY ACTIONS TO STRENGTHEN LOCAL COMMUNITIES AND FOSTER NEW INITIATIVES

This gathering significantly reinforced the Jerusalem community, which has played a central role since the initiative's founding, in leading city-wide dialogue and action around mental health. As a result of the meeting, new collaborations emerged, some of which materialized into events during Osim Nefashot Week itself.

## **3. A New Collaboration with the Tel Aviv–Yafo Municipality – Northeast Community Administration of the municipality.**

Talia Friedman, a long-time activist in Nefashot and a member of this year's production team, initiated a collaboration with the municipal community division in her neighborhood in Tel Aviv. The proposal was warmly received, and through joint planning, five events were developed and held this year as part of Osim Nefashot Week under the umbrella of the Northeast Community Administration of the municipality.

This collaboration opens the door to an ongoing partnership and to deepening the initiative's presence in additional urban spaces across Tel Aviv.

# EVENT PROMOTION

This year, we implemented two complementary strands of activity—one focused on internal community capacity-building and one outward-facing—designed to broaden outreach and strengthen the ability of the community of initiators and creators to promote their work, both individually and collectively.

## **1. Internal Activity – Empowering the Community of Initiators**

We launched the “Social Nefashot” group, initially bringing together long-standing activists and later expanding it to include new initiators. We held a Zoom workshop facilitated by Ira Hook, an expert in Instagram for businesses, which focused on effective tools for using Instagram, principles for building a strong digital presence, and strategies for increasing both personal and community visibility.

Throughout the festival week, we shared daily tasks in the WhatsApp group, inviting participants to take initiative, share content, amplify one another’s work, and increase the festival’s online visibility.

# EVENT PROMOTION

As in previous years, we published a comprehensive and diverse program, alongside ongoing promotion of all events across social media platforms. Combined with the actions described above, these efforts fostered an especially active digital community this year and empowered initiators to become full partners in disseminating their own content and that of others.

## **2. External Activity – Public Relations and Expanded Public Exposure**

For the first time, we invested in public relations services for Osim Nefashot Week. This step resulted in media coverage across several radio programs, a television interview, local and professional media outlets, and local newspapers across the country.

# DIGITAL VISIBILITY

## Nefashot website

The official festival program was published on the Nefashot website, using a Wix platform.

During Osim Nefashot Week, the website recorded high traffic levels, particularly on the program page:

- 700–2,000 page views per day during peak days (November 25–27).
- Hundreds of users visited the site daily to search for events.
- The majority of visits were directly to the program page, indicating intentional information-seeking and purposeful access.

## Facebook

During Osim Nefashot Week, the Nefashot Facebook page showed a significant increase in activity:

- 65,980 page views, substantially higher than usual.
- 650 interactions (likes, comments, and shares).
- 55 new followers added during the week.
- Peak exposure occurred between November 24–28, with thousands of views per day.

## Instagram

On Instagram, we observed notable growth and reach:

- Follower count increased from approximately 800 to 1,040.
- Reels videos reached 5,600 views.
- 46% of views came from users who were not previously familiar with the account.
- The main post of the week exceeded 3,000 views, becoming one of the most viewed posts of the year.



# THE EVENTS AND COLLABORATIONS

## Museums

This year, events took place in three museums. Alongside the long-standing annual gathering at the Israel Museum—held since the very first Osim Nefashot Week—and our ongoing collaboration with the Bible Lands Museum, the Museum of Philistine Culture in Ashdod joined the initiative for the first time this year. It was deeply meaningful to witness the connection between art and archaeology as a platform for dialogue around mental health, trauma, resilience, and growth. Our ongoing collaboration with the Heichal Shlomo Museum of Jewish Art continued through “Threads of Life,” a multidisciplinary exhibition inspired by the life stories of those lost on October 7 and during the War.



## Exhibitions

This year, exhibitions were held at the Beit Shemesh Artists' House and at The Container in Menashe Regional Council.

These were held in addition to the annual exhibition, scheduled to open in January at the Amiad Center in Jaffa.



## An Arabic-language event and a bilingual event



Two events were held in Arabic. The first took place in the Jerusalem neighborhood of Beit Hanina, as a collaboration between the local community center, the Amitim program, and the Hadi Families Center. The event was conducted entirely in Arabic and was intended for residents of the neighborhood.



The second was a bilingual photography exhibition, based on an ongoing photography group that operates throughout the year in two hostels—one Arabic-speaking and one Hebrew-speaking. The exhibition featured works by hostel residents alongside artists from the broader community and was held in collaboration with the Jerusalem Artists' Workshops.



## Events in the Haredi (Ultra-Orthodox) Community

This year, we held three events specifically for the Haredi community in Jerusalem.

Two events were designed for women—one in collaboration with the TZAMID coordinator at the Har Nof Community center, and another in partnership with the Jerusalem Haredi Gallery the Shelter. In addition, one event for men was held in collaboration with the Windows program at the Romema Community center.



In parallel, new connections were established with community centers in Haredi neighborhoods, laying the groundwork for continued activity in the future.



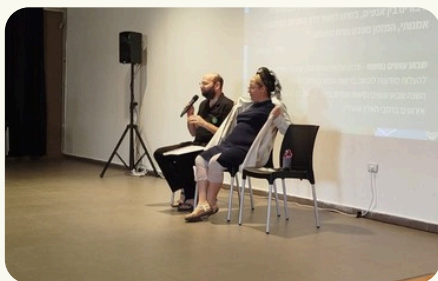
## Nefashot in Local Communities: Northern Region

This year, activity in the northern region emerged from local initiatives. Through connections between individuals and relationships that developed on the ground, meaningful events took place—looking ahead to continued growth and deeper engagement.



## Nefashot in Local Communities: Southern Region

This year, following the preparatory activists gatherings we held and the connections that developed in Be'er Sheva and the southern region, a range of events took place in Be'er Sheva, Yeruham, Arad during Osim Nefashot Week. These events included collaborations between individuals, cultural institutions, and mental health organizations.



## Nefashot in Local Communities: Be'er Sheva

“Dialogue with the Psyche,” a multidisciplinary art installation, was held in collaboration with Huma—a creative community based in the Negev—and Kvutzaza, a theater group.

The project was led by three activists who participated in the dreaming session.



## Mundlak Center – Efrat, Gush Etzion

This year, events were held at the Mundlak Center for Families, as part of an ongoing collaborative process developed over the past two years.



## Jerusalem Municipality – TZAMID

The TZAMID Department within Special Needs Centers in Community Councils of the Jerusalem Municipality once again supported Osim Nefashot Week events in Jerusalem. Through long-standing collaborations with cultural institutions and community centers, approximately 30 diverse events took place across the city.



# Jerusalem



## Jerusalem



## “Transparent Walls” Installation and “Appreciation Event at the Knesset

The “Transparent Walls” art installation by the TZAMID Department of the Jerusalem Municipality—first presented in June as part of the TZAMID Festival—was installed at the Knesset during Osim Nefashot Week.

On Tuesday, Knesset committee sessions were dedicated to mental health issues, and an appreciation event for mental health NGOs was held at the initiative of MK Michal Woldiger.



## Petah Tikva Municipality

The Community Social Work Department within the Social Services Division of the Petah Tikva Municipality leads the leadership group of people with lived experience and family members, "Tikva LaNefesh."

For the third consecutive year, Osim Nefashot Week events were held in the city as part of this initiative, with full municipal support.



## Petah Tikva Municipality



## Modiin and Menashe Regional Council

Several events were held through a collaboration between the Menashe Regional Council and The Container cultural space.



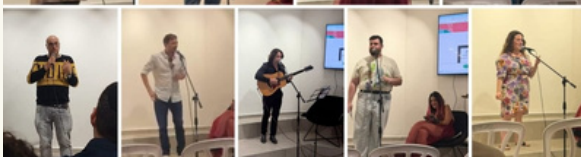
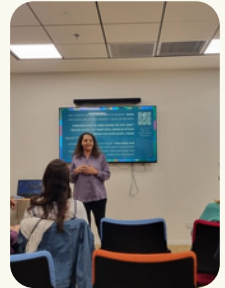
In Modiin, two events also took place during the week, led by Kol Nafshi Association, which works to promote mental health in the city.



## Tel Aviv–Yafo

For the first time, a significant collaboration was established with the Northeast Community center of the Tel Aviv–Yafo Municipality. The initiative was led by Talia Friedman, a long-time Nefashot activist and member of the production team. As part of this collaboration, the local municipality hosted five fully supported events during Osim Nefashot Week.

Additional events were held across Tel Aviv, some in partnership with collaborators from previous years.



## Peer Experts – “Derech HaLev” Initiative

As part of Osim Nefashot Week—and in connection with the “Hope Breaking Boundaries” exhibition held in parallel at Biffnocho, a host space operated by the Reality Group—four meetings were held across different locations in Israel. These gatherings brought together teams of peer experts for open conversations on peer support.



## Events for Children

This year, we were pleased to offer two events designed for young children and their parents.

One event took place in Haifa—a shadow puppet theater performance based on the story “A Unicorn Rabbit with Wings.” The second event was held in Jerusalem and included a creative arts and music activity titled “Drawing Emotions.”



## Lectures in Occupational Therapy Programs

As in previous years, personal narrative lectures were delivered in occupational therapy departments across Israel, including Ben-Gurion University of the Negev, Ariel University, Tel Aviv University, Zefat Academic College, University of Haifa, and Mivchar College.

For some speakers, this was the first time sharing their personal story publicly; others are experienced contributors who return annually, enriching students' understanding of lived experience and their future professional roles.



## Public Lectures

Lectures were also held in communities across the country, led by people with lived experience and family members, focusing on personal stories, books, and creative work.



## Online Events

Each year, we prioritize maintaining online events, enabling participation from home. Some of these events remain available for later viewing on our website and on the platforms of host institutions.



שירים שימושיים

שירים שמושיים  
הם שירים  
שאנשים שמושיים יכולים לקרא  
כלי לאבד את שמושיותם  
כתוצאה לשירה מקריאתם

עם זאת ובלי לפגוע בזכויות  
שירים שמושיים אינם שירים  
שמאפשרים לאנשים במרכז העניינים  
להיות במרכז העניינים השיריים

חוגים יודעי-דבר בירושלים

## Music Performances



## Mental Health Organizations



## Mental Health Organizations



## Media Coverage Summary

During the Osim Nefashot festival, the Nefashot initiative received wide and diverse media exposure across national and regional radio stations, leading news and culture websites, local media outlets, and Arabic-language radio programs. The coverage highlighted the unique connection between art, culture, and mental health, the initiative's activist spirit of collaboration, and its commitment to expanding public discourse and reducing stigma and shame.

National and regional radio interviews emphasized the festival's interdisciplinary nature, its community-based approach, and the personal voices of artists and facilitators. Major culture and news platforms presented the festival as a timely and meaningful response to trauma, post-trauma, and hope, while local media outlets across multiple cities spotlighted events held in Jerusalem, Tel Aviv, Petah Tikva, Haifa, Ashdod, Beit Shemesh, Be'er Sheva, and the southern region.

Additionally, the festival also gained exposure through Arabic-language broadcasting, including an in-depth interview with the initiative's Arabic events coordinator, broadening accessibility and engagement with additional communities. Overall, the media coverage reflects strong public interest and positions Nefashot as a leading cultural and social platform for mental health discourse in Israel.