



PRESSEINFORMATION
PRESS RELEASE

Exhibition at the Study Area

Heidi in Israel

Photo series by Niv Fridman

[Opening | 05/10/2022 | 7pm](#)

Duration: 05/11–10/16/2022

Press tour with the artist on 05/09 or 05/10/2022 on request

The Israeli artist Niv Fridman has re-staged “Heidi” in a Near Eastern setting. Fridman approached this subject by taking a close look at historical postcards from the early 20th century which show the “Holy Land” in a romantic light as a place of longing. He associated these postcards with Heidi and her attachment to her native country. Similar to the landscapes on the postcards, Heidi’s world in the mountains is also a romantic place of longing of great symbolic power. In this way Fridman consciously places “his Heidi”—portrayed by the Israeli dancer and performance artist Tamar Rosenzweig—in locations and landscapes which for him symbolise the Israeli countryside and, in so doing, creates his own Near Eastern “Heidi Land.” A sculpture, made of real Swiss chocolate complements the photo series as a tribute to Heidi’s native country. Based on a photograph, it shows the dancer Tamar Rosenzweig as Heidi, looking self-confidently and full of hope at the sun, her arm held protectively against the bright light.

Niv Fridman (born 1996) lives and works in Tel Aviv. He studied at the Bezalel Academy of Arts and Design in Jerusalem and at Cooper Union College in New York. Fridman has been awarded numerous prizes for his work. He often combines historical and contemporary elements in his artistic works and also frequently mirrors themes in classical childrens’ literature.

An exhibition of the Heidiseum to accompany the exhibition “Heidi in Israel. Searching for Traces” in cooperation with the Jewish Museum Munich.

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