

Reception of the WHO Regional Director for Europe

**Tuesday 13 September 2022, 19:30–22:00,
Eretz Israel Museum, Tel Aviv**

Who?

The WHO Regional Director for Europe Dr Hans Henri P. Kluge has the pleasure to request your company at a networking reception scheduled for Tuesday 13 September 2022, 19:30–22:00, at the Eretz Israel Museum (also known as Muza). This invitation is warmly extended to your accompanying person as well, if applicable.

Participants will have received a special invitation card upon registration at the RC72 venue.

Where?

Address: 2 Haim Kavon St., Tel Aviv 90433

Transportation

Transportation will be organized from the Hilton, Orchid and Herbert Samuel hotels at 19:00.

At the end of the reception, buses will take participants back to their respective hotels. Participants can also decide to walk back (45 minutes to Hilton).

Entry to the museum

Access to the museum will only be authorized to participants wearing their RC72 badge. Please also bring your ID/passport and make sure your badge is visible at all times!

A cloakroom will be available at the museum, where you can leave your bag.

Programme

19:30	Arrival
19:45	Regional Director's welcome speech
20:00	Dinner
20:40	Dessert
21:00	Museum tours (optional)
22:00	End

Museum tours offered during the reception

During the reception hosted by the Regional Director, participants will have the opportunity to see the museum, which deals with local material culture, past and present. It displays a large collection of archaeological, anthropological and historical artifacts organized in a series of exhibition pavilions, each dedicated to a different subject (glassware, ceramics, coins, copper, etc.).

Eretz Israel Museum was established in 1953 and is situated at the heart of Tell Qasile, one of the most fascinating and important archaeological sites in the Tel Aviv area, with the remains of an ancient Philistine city.

The following tours will be offered:

Art of enchantment (in English and Russian):

Renowned international artists create works inspired by rituals and traditions from diverse cultures, alongside rare ethnographic and archaeological artworks. This tour offers a multidisciplinary journey through different periods and cultures – from 3,000-year-old archaeological ritual objects to a contemporary installation featuring an incandescent net with hovering sculptural elements, and from a totem carved on the wing of a French aircraft to rare ancestral statues from Africa. Together, they create a contemporary ritual experience.

Glass pavilion (in English):

This pavilion takes visitors on a unique journey through time, traveling back thousands of years to the earliest days of glassmaking in this region. This rare and beautiful assemblage of glass has been enhanced over the years by exciting new acquisitions and significant donations. Visitors are drawn not only by the enchanting ancient glass artifacts, but also by the presentation of the history, range and intricate art of glassmaking. Among the unique exhibits are fragile relics of glass vessels dating from biblical times, as well as some of the earliest blown glass discovered from the Roman period.

Ceramics (in English):

When ancient man first learned to harden clay by firing and turning it into pottery, life in ancient times changed. A new artificial commodity, more flexible and cheaper than other materials, could now be used for art, ritual, storage and household needs. The durability of pottery and the ease with which it can be transported have allowed us a window into the prehistoric and ancient world. With the development of agriculture during the Neolithic period, new tools and materials were needed, and in response to the new demand for storage vessels and containers, pottery was created.

Alcohol policy

Kindly note that only non-alcoholic beverages will be served during the reception. The Regional Director will offer a special signature mocktail for this event.

Please join the WHO Regional Director for a beautiful experience!