

HIT - HOLON INSTITUTE OF TECHNOLOGY

Date: 19th June 2017

Name YEHUDA HOFSHI B.A. 056738982
(first) (last) (acad. degree) No. id. Card

Faculty Design Department Visual Communication

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(home) (work) (mobile)

Date/place of birth 18/11/1960 Israel Date of arrival in Israel -
(date) (country)

ZAHAL (Israeli Military Service) 6/2/1979 -- 4/2/1982
dates (enlisted) (discharged)

Marital Status Single No. of children -

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A. EDUCATION

Period of Study (dates)	Name of University (including city and country if not in Israel)	Subject	Degree or Professional License	Date of Award
1986-1990	Bezalel Academy of Art and Design	Graphic Design	B.A.	6/1990
2013-2015	Faculty of Arts, Tel-Aviv University	Complementary studies for graduate studies. The Multidisciplinary Program	Not completed	

B. FURTHER STUDIES

Period of Study (dates)	Name of University (including city and country if not in Israel)	Subject	Degree or Professional Licence	Date of Award
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C. EXPERIENCE**C1. ACADEMIC EXPERIENCE**

Period (dates)	Name of Institution (city, country)	Department	Rank/Function
1996-present	Bezalel Academy of Arts and Design, Jerusalem, Israel	Visual Communication	Senior Lecturer
3/1998-present	HIT – Holon Institute of Technology, Holon, Israel		
	Rank:		
	3/1998-4/2002	Adjunct Teacher	
	4/2002-10/2003	Guest Teacher	
	10/2003-10/2009	Teacher	
	10/2009-present	Senior Lecturer	
		with tenure ①	
	Function:		
	10/2000-9/2003	Department Head	
	2010-present	Head of Graphic Design program	
	2010-present	Head of	
	Typography studies		

① Main courses for 1st-4th year students: Basic typography, Typographic design, Package design, Information design and signage, Fundamentals of graphic design, Final individual projects in 4th year

C2. PROFESSIONAL EXPERIENCE

Period (dates)	Employer (incl. freelance)	Position	Function
1991-present	Independent studio		Founder ②

② Managing an independent studio, focusing mainly on creating graphic solutions by typographic means. The majority of clients are entities, small companies, artist's galleries and organizations. As a small studio, it benefits from a high flexible ability to provide modified solutions according to the client's request. Among clients: UNESCO, Israeli Democratic Institution, Ben Zvi Institution, The Hendler Caesarean Collection.

C3. PROFESSIONAL AND PUBLIC ACTIVITIES

Period (dates)	Name of Institution/ Body (city, country)	Description
2003	ZoomIN Convention, Visual Communication Dept., Faculty of Design, HIT, Holon Institute of Technology, Holon, Israel	Initiator, organizer and participant
2006-present	Nahum Guttman Museum	Member, Board of Governors

C3. PROFESSIONAL AND PUBLIC ACTIVITIES, contd.

Period (dates)	Name of Institution/ Body (city, country)	Description
2012	Bezalel Academy of Art and Design, Jerusalem, Israel	Directing the incubator program of apprenticeship for graduate students
2014	"Head Start" (Crowd sourcing)	Raising research budget
2015	HIT – Holon Institute of Technology, Holon, Israel	Supervising a foreign exchange student from the Faculty of Design, Dusseldorf University
2016	Xavier University of Louisiana, New Orleans, USA	Supervising an Assistant Professor of Graphic Design, and Chair of the Department of Art

C4. MEMBERSHIP IN PROFESSIONAL SOCIETIES

Year	Society (country)
2005-	ATypI (Association Typographique International)

C5. STUDENTS/GRADUATE STUDENTS SUPERVISED BY CANDIDATE

HIT – Holon Institute of Technology does not currently have an accreditation for granting research theses (M.Sc.) or Dissertation(Ph.D.) degrees

Year	Name of Student	Academic Degree	Title of Final Project	Name of Academic Institution
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D. PROFESSIONAL & CREATIVE RECOGNITION**D1. INVITED PARTICIPATION IN MUSEUM EXHIBITIONS & NON-PROFIT GALLERIES**

Year	Museum, City, Country	Name of Exhibition	Description (specify if one-man or group show)
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**D2. OTHER GALLERY EXHIBITIONS
commercial, private galleries etc.**

Year	Gallery, City, Country	Description (specify if one-man or group show)
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D3. ACTIVE PARTICIPATION IN PROFESSIONAL EVENTS workshops, seminars, juries, curatorial etc. (excluding conferences)

Year	Event, City, Country	Type of Event	Description
2009	Bezalel Academy of Art and Design, Jerusalem, Israel	Exhibition	Curator of graduates' exhibition
2013	HIT – Holon Institute of Technology, Holon, Israel	Exhibition	Curator of ADC (Art Directors Club). International annual mobile exhibition of the winning prizes
2015	QVED (Qou Vadis Editorial Design)	Contest	Jury member in international font design contest

D4. ACTIVE PARTICIPATION IN CONFERENCES

Year	Conference, City, Country	Presentation /Lecture Title	Description
2004	The Hebrew Letter Annual Convention, The Emuna College, Jerusalem, Israel	Lecture: "The evolution of the form of the Hebrew letter at the beginning of the 20th century"	
2005	The Annual Convention of the ATypI Organization, Helsinki, Finland	Lecture on the topic of Hebrew letters design, in the context of contemporary graphic design in Israel	
2006	The Annual Convention of the History and Theory Dept., Bezalel Academy of Arts and Graphics, Jerusalem, Israel	Lecture on the topic of contemporary typographic design in Israel	
2007	International Convention of project "PUSH" (Promoting Dialogue and Cultural Understanding of our Shared Heritage), Dept. of Architecture, Bezalel Academy of Arts and Design, Jerusalem, Israel, UNESCO	Lecture: "3 Lingual Signage systems for Hebrew, Arabic and English Readers".	
2010	The Annual Convention of the ATypI (Association Typographic Internationale), Dublin, Ireland	Lecture: "The Dialogue between design and Research in Typographic Design".	

③ A joint project of Bezalel Academy of Arts and Design, Jerusalem, Israel, The Jordanian Association for Feasible Development, Al-Kudz University, East Jerusalem, The European Union, and UNESCO. Symposium on the subject of regional cooperation in the framework of the "PUSH" project.

D4. ACTIVE PARTICIPATION IN CONFERENCES, contd.

Year	Conference, City, Country	Presentation /Lecture Title	Description
2014	University of Reading, Berkshire, UK	Lecture: "Research in typographic communication"	
2016	Goren College Conference "Contemporary Hebrew Type Design", Israel	Lecture: "From Aleppo Codex to Bank of Israel"	
2016	Shenkar Annual Conference "Image and Type" National Library, Jerusalem, Israel	Lecture: "The Drawing Hand in Zvi Narkiss works of Design".	

D5. COMPETITIONS, AWARDS, PRIZES

Year	Organizing Body, City, Country	Award / Prize	Description
1985	The America-Israel Culture Fund	Award	Design Excellence Award
1988	The America-Israel Culture Fund	Award	Design Excellence Award
1989	The America-Israel Culture Fund	Award	Design Excellence Award
1997	The Institute for Packaging Design, Ministry of Commerce, Israel	Contest	1st prize – packaging design
2008	The Inheritance Fund, Ministry of Culture and Sport, Israel	Scholarship	Research Scholarship
2008	Faculty of Design, HIT – Holon Institute of Technology	Award	President's Award for Teaching Excellence
2010	Joshua Rabinowitz Fund, Tel-Aviv, Israel	Scholarship	Support Scholarship for initiating research on Mr. Zvi Narkiss' design
2011	Bezalel Academy of Arts and Design, Jerusalem, Israel	Scholarship	Scholarship granted by the Professor Arthur Goldreich Fund for research in typography
2011	HIT – Holon Institute of Technology, Holon, Israel	Award	President's Award for Teaching Excellence
2016	Faculty of Design, HIT – Holon Institute of Technology, Holon, Israel	Scholarship	Research Scholarship
2017	Faculty of Design, HIT –	Scholarship	Research Excellence Scholarship

Name: Yehuda Hofshi, B.A.

Date 19th June 2017

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Holon Institute of
Technology, Holon, Israel

E. PUBLICATIONS**E1. PUBLICATIONS BY CANDIDATE**

where candidate is the credited writer or editor. books, monographs, catalogues, papers
(arrange by category)

Year	Type of Publication	Publisher (specify if self-published)	Description
Articles:			
2007		Bialik House and Tel-Aviv Municipality	Y. Hofshi, "Bialik House – Oriental Design in Tel-Aviv" (independent article)
2007		"My Favorite Game" Exhibition, Athens, Greece	Y. Hofshi - On the works of typographer Oded Ezer
2007		Annual Vitrina, Faculty of Design, HIT – Holon Institute of Technology, Holon, Israel	Y. Hofshi, "Israeli Contemporary Typographic Design", Vol.1
2016			Y. Hofshi, "The Design of Narkiss Book Fonts", Gutenberg Year Book
Magazines:			
2005		Credit, Visual Communication Magazine in Israel (2004 ATypI Annual Convention)	Y. Hofshi, "Crossroad of Civilizations", Vol.20
2005		Credit, Visual Communication Magazine in Israel	Y. Hofshi, "The Distant Poles", Vol.21
2005		Credit, Visual Communication Magazine in Israel	Y. Hofshi, "The Parts Identifies the Whole", Vol.22
2007		Typo Magazine, Prague, Czech Republic	Y. Hofshi, ,Y. Iontef, "The Design of Contemporary Typefaces in Israel", Issue No.25
Chapters in books:			
2005		Credit Publishing House, Tel-Aviv, Israel	Y. Hofshi, Chief introductory chapter for the book "Logo & Symbol in Israel" by Amram Pratt and Michael Horowitz
2009		Gestalten Publishers, Berlin, Germany	Y. Hofshi, "Evolution vs. Revolution" (pages 8-15) in: <i>The Typographer's Guide to the Galax</i> " by Oded Ezer [ISBN: 978-3-89955-242-3]
2016			Y. Hofshi – chapter in book by Dana Arieli entitled " <i>Phantoms: A Journey Following the Relics of Dictatorships</i> "
Websites:			
2007		Website of Israeli typographer Yanek Iontef	Accompanying text on website

E2. PUBLISHED ARTICLES OR REFERENCES ABOUT CANDIDATE**In books, newspapers, professional publications, reviews, other media (arrange by category)**

Year	Type of Reference	Name of Media	Title/Topic
	Digital Archives:		
2006		Research and Development Dept., Shenkar College of Engineering and Design, Tel-Aviv, Israel	Section of works for the digital archive of design in Israel
	Final Projects:		
2006		Lottery Publishing House	"Bezalel 100 Anniversary Book", Bezalel Academy of Art and Design by David Tartakover and Gideon Efrat – Graduates' final project
	Interviews:		
2008		Israel Export Institute	Interview built into an article by Paul Ogden – on the ongoing dialog between local and global cultures
2010		"Haaretz" newspaper	Typography and Hebrew Calligraphy, interview by Tamar Rotem
	Magazines:		
2008		A5 Magazine	Collage work "Portrait" issue
2009		"Eretz Acheret" Culture Magazine	"Moav" Alternative Health Center logo, catalog cover for artist "Faride", Vol.40
	Articles:		
2011		Bezalel Academy of Art and Design, Jerusalem, Israel	"Signs in Visual Communication" by Avi Einsenstein
2016	Articles:	Etapes Editions	"Typo 365" book by Liron Lavi Turkenitch, an article following Goren Annual Conference in which Yehuda Hofshi was one of the speakers
2016	Websites:	Alef Alef Alef website	A blog following a lecture given by Yehuda Hofshi at Shenkar Annual Conference, National Library, Jerusalem, Israel

F. PROFESSIONAL & CREATIVE WORK (selected works)

No.	Year	Commissioning Firm or Organization	Name & Classification of Project	Description
1	2006	Bezalel Academy of Art and Design, Jerusalem, Israel	Comprehensive monograph	Design for Didi Lynn, Industrial Designer and Head of the Ceramic and Glass Design Dept.
2	2006	Bezalel Academy of Art and Design, Jerusalem, Israel	Catalog design – 100 jubilees	Design for the Ceramic and Glass Design Dept.
3	2007	The Israeli Institute of Democracy Publication, Jerusalem, Israel	Design of book covers and inner layouts	
4	2007	Moav Clinic	Comprehensive brand design	Design for a clinic that combines Chinese Medicine and Dead Sea Mineral Therapy
5	2007	Bezalel Academy of Art and Design, Jerusalem, Israel	Design of comprehensive signage system	Design for graduates exhibition
6	2008	"Sketchbook" – bookstore specializing in design books	Design of Latin typeface in 3 weights	Part of a promotion campaign for "Sketchbook"
7	2008	Yale Urban Design Workshop	Design and preservation of trilingual Ottoman historic rail station signs	In collaboration with Yale Urban Design workshop
8	2008	"PUSH" Project	Design of brochures, maps and operation manuals, informative and way-finding sign system for 6 chosen common heritage sites	Design of trilingual book (Hebrew, Arabic and English) as part of the "PUSH" Project
9	2009	Blumenthal-Shamir, Hadassah Hospital	Design of letters and digits for research in ophthalmology	
10	2009	"PUSH" Project	Design of trilingual book (Hebrew, Arabic and English)	The book explores the survey carried out at 6 pilot sites chosen as common heritage sites, examining their importance to the regional communities in Jordan, Israel and the Palestinian Authority
11	2011	Eco Peace, Friends of the Earth Middle East	Design of book "A Promise of Peace" The Jordan River Peace Park	Sponsored by EU, Yale University and US-Aid
12	2012	Roni Ben Ari	Design of an artist's book and catalogue for photographer Roni Ben Ari	

F. PROFESSIONAL & CREATIVE WORK, contd.

No.	Year	Commissioning Firm or Organization	Name & Classification of Project	Description
13	2012	"Shpilman Center of Photography", Israel	Design of logotype	
14	2012	Philatelic Service	Design of a stamp "100 Jubilee of Koren Bible"	The design was rejected
15	2012	Ben Zvi Institute, Jerusalem, Israel	Re-design of "Peamim" Quarterly	For the study of Oriental Jewry
16	2014	Casher Design Company, Tel-Aviv, Israel	Typography for Tel-Aviv Culture Shrine (Heychal Hatarbut)	Typography consultancy for a new signage and way-finding system
17	2016	Fonts Development and Lettering, Boston, USA	Design of a new Hebrew font (3 weights) compatible to a Latin one "Tom Grace" typeface design	Typographic consultancy
18	2016	Self initiative	Revival of a biblical font originally designed by Zvi Narkiss	In collaboration with font designer, Yanek Iontef
19	2016	The Hendler Caesarea Collection	"Ancient Gems, Finger Rings and Seal Boxes from Caesarea Maritima"	Design of the book "The Hendler Collection" by Shua Amorai-Stark and Malka HersHKovits
20	2016	The International Design Week, Seoul, South Korea	"The Sound of the Bible"	Presented work with the Faculty of Design of HIT