

THE ORTHODOX JEWISH CULTURAL CENTER and ART SOCIETY OF LONG ISLAND

*In loving memory of HaRav Chanina Getzel Herzberg zt"l and Rebbetzin Rochel Miriam Flaum a"h*

**Rebbetzin Naomi N. Herzberg-Flaum, Dean (917) 886-7474**

**Rabbi Tzvi Flaum, Rabbinical Advisor (516) 458-2957**

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designed interior  
setting...**















# **Be a part of an incredibly unique educational experience!**

- A full-fledged Torah seminary with world famous Torah educators
- Advanced diplomas for second year students
- Art society in formation
- A sophisticated art academy with professional instructors
- Choice of Programs: Fine Art & Design with a Concentration in Teaching, Interior Design, Fashion Design, Graphic Design
- Comfortable dorm accommodations
- Earn college credits and a diploma in one year
- Esteemed guest lecturers
- Halachic & secular business law courses
- Job placement possibilities available for our graduates
- Out of town students are welcome to apply
- Registration for a particular course is open to women at a special rate
- Seminary and/or professional courses for seminary students returning from Israel for college credits
- SUNY website lists our partnership with them
- Visit our website [nachasart.com](http://nachasart.com) for updates

## **Regulations**

- 1) You will be receiving a call for a personal interview. Art & Design students must bring 3 original samples of any genre of artwork for review, created exclusively at school or independently.
- 2) There is a non-refundable registration fee of \$150.00 due upon acceptance into any program.
- 3) The tuition for the Torah Seminary program is \$6,000.00.
- 4) The tuition for each design program for the year is \$10,000.00.
- 5) Methods of payment include check, money order, QuickPay (Zelle), cash, or credit card (with a fee for electronic payment).
- 6) All necessary books and materials are required to be purchased by the students.
- 7) A diploma will be issued for completion of the Torah Seminary program.
- 8) The students of the professional programs will receive a professional diploma stating completion once all courses are passed and all projects are submitted.
- 9) Additional workshops and advanced courses will be offered with an advanced diploma being granted.
- 10) College credits will be available and applicable towards a further degree. A fee will be charged for these services.



## **The 5 Towns Jewish Times Interview**

By Rochelle Miller

June 24, 2020

Rebbetzin Naomi N. Herzberg-Flaum is a visionary. Forty years ago, the gifted artist and educator, who traces her ancestry, and creativity, to Yocheved, daughter of Rashi, and is a descendant of Dovid HaMelech, dreamed the impossible. She envisioned creating a truly unique educational experience: a full-fledged Torah seminary and sophisticated art academy, a “frum FIT.” Although throughout the ensuing years her dream remained precisely that, she never abandoned her hope of bringing it to fruition.

“The thought of embarking on the project was always on my mind,” Rebbetzin Naomi told the Five Towns Jewish Times. “But I realized that the scope of the project was very large and would require a great deal of my time and attention. While my children were young and at home, it wasn’t the right time for me to undertake such an endeavor.”

“Then my husband, HaRav Chanina Herzberg, zt”l, [longtime Menahel of Yeshiva Toras Chaim of South Shore] became very ill and my focus was on taking care of him. I returned to school, earned my master’s degree, and published a thesis specializing in art education. It was at this point that my longtime dream of

opening an art academy and seminary started becoming more viable.”

Focusing on her family and her professional pursuits helped Rebbetzin Naomi deal with the pain of losing her beloved husband. Baruch Hashem, she found happiness again and is now married to Rabbi Tzvi Flaum, shlita, distinguished rav and posek. Currently serving as the Mashgiach Ruchani at Touro’s Lander College for Women in Manhattan, Rabbi Flaum has been involved in women’s collegiate education for over 50 years. Additionally, he is a professor of honors courses in both Judaic studies and medical ethics. He has introduced thousands of Torah tapes, and following his retirement from the world-renowned Congregation Kneseth Israel, he founded the Torah Studies Network that offers shiurim for hundreds of members of our community each week.

Spanning 50 years, Rebbetzin Naomi’s history in art education is impressive. She has served with distinction as a member of the accrediting committee of the Middle States Association of Colleges and Schools for the department of fine arts. She served as director of operations for Shulamith School for Girls for 15 years. She is a high-school art instructor teaching AP Studio Art, Judaica Art, and Portrait Drawing in addition to being a highly sought-after freelance artist, designer, and [mentor for many private students](#) and institutions.

With over a century of combined experience in their respective fields of higher education, Rebbetzin Naomi felt the time was right to bring her dream to fruition. “A new marriage, a new beginning, might be a good time to work on a new project,” she shared. She approached her husband, seeking his input regarding the concept. “Not only did he think it was a good idea, he was enthusiastic, excited, and encouraging.”

Sharing her passion, Rabbi Flaum suggested they make it a collaborative effort. Thus did [Nachas Art Academy and Seminary](#) become a reality, with Rebbetzin Naomi N. Herzberg-Flaum as dean and Rabbi Tzvi Flaum as rabbinical adviser. Named in loving memory of HaRav Chanina Getzel Herzberg, zt’l, and Rebbetzin Rochel Miriam Flaum, a’h, it will serve as a fitting and beautiful tribute to them as it builds generations of n’shei chayil.

As treasured members of our community and trailblazers in higher education, Rabbi Tzvi and Rebbetzin Naomi stand at the forefront of innovative concepts to meet the needs of the klal, and have now raised the bar in higher education for girls by creating a stellar seminary experience.

Nachas Art Academy and Seminary has been generating an enthusiastic response long before its anticipated September opening. The school will provide artistic and creative Orthodox women with a top-tier creative journey without compromising their religious standards. Under the expert auspices of this

dynamic couple, and staffed by a premier faculty, it is a fusion of a Torah seminary and art academy that will offer an understanding of how to navigate the world of art from a Torah perspective.

The Torah seminary program offers highly sophisticated Torah courses in all areas of Torah knowledge taught by internationally acclaimed educators — including Rebbetzin Aviva Feiner, Rabbi Yaakov Feitman, Rabbi Tzvi Flaum, Mrs. Rivka Krischer, Mrs. Chaya Rothman, and Mrs. Esther Wein — who will enrich their students' knowledge base in understanding the many fascinating and diversified Torah courses. These will include practical halachah, Tanach, Jewish philosophy, and Jewish history. Featured as well will be courses dealing with contemporary ideological issues confronting the global Jewish community. Additionally, a special course will be offered concerning the medical-ethics dilemmas facing the world at large.

“We will also be offering a course in business ethics, taught by Mrs. Chaya Rothman, a prominent attorney with halachic expertise,” said Rebbetzin Naomi. “The course will discuss, among many other topics, how to conduct oneself in the work environment as well as how to set up a business, for those students who are contemplating launching a business in the future. Professional courses offered are fine art and design with a concentration in teaching, interior design, and fashion design being taught by highly qualified professionals.”



All graduates of the Nachas Art Academy and Seminary will receive a one-year professional diploma and a seminary diploma for the different programs they attended. Arrangements are being made so students can receive college credits for the seminary and professional programs through a world-famous prestigious university.

“We are planning to assist with job placement in their field of expertise,” said Rebbetzin Naomi.

In the Five Towns, Far Rockaway throughout the Metropolitan area and beyond, the response has been overwhelmingly positive as this exciting new concept takes flight. Rabbanim, principals, educators, parents, and young women blessed with an abundance of creativity and artistic talent are eagerly anticipating this unprecedented opportunity to embark upon a journey of creative studies to explore new avenues of Torah study and art.

Rochelle Maruch Miller is a contributing editor for the Five Towns Jewish Times. She is a journalist, creative media consultant, lecturer, and educator, and writes for magazines, newspapers, websites, and private clients. She welcomes your comments at [Rochellemiller04@aol.com](mailto:Rochellemiller04@aol.com).

**For your view:**

**A LARRY GORDON SHOW PODCAST**

**with**

**Rabbi Tzvi Flaum & Rebbetzin Naomi N. Herzberg-Flaum**

**<https://www.youtube.com/watch?v=1d6fju81QBg>**



**NACHAS ART ACADEMY and SEMINARY** is a combination of a Torah Seminary and Art Academy that will offer an understanding of how to navigate in the world of art according to a Jewish perspective. It will feature a Torah Seminary program that will offer very sophisticated Torah courses in all areas of Torah knowledge and an Art Academy with divisions in Fine Art & Design with a Concentration in Teaching, Interior Design, Fashion Design, and Graphic Design. All courses will be taught by qualified instructors in their given professions. **NACHAS ART ACADEMY and SEMINARY** will surely empower Jewish female adults of all ages with skills required for success by helping them reach their potential in many areas of Judaic Studies and Art. These courses will be structured in accordance with established programs offered at the most reputable institutions around the world. The Orthodox Jewish programs being offered will play a major role in the transformation of the greater Orthodox Jewish community on Long Island and will introduce them to new vistas of Torah education and Art education. The programs are consistent with the interests and quest of the Jewish community at large. **NACHAS ART ACADEMY and SEMINARY** has a mission to best serve the needs of the students by providing the highest quality programs available. These will grant opportunities for artistic and creative people from within the Orthodox Jewish community wishing to take part in a creative journey without compromising their religious practices. We are currently ensuring the



opportunity for students to obtain college credits for all the courses they will be taking at our Torah Seminary and Art Academy. This will be accomplished in our collaboration and partnership with institutions of higher education and will provide degree options for students. We have developed programs that are tailored to meet the needs of the individual student's career goals, with extensive support. The Torah Seminary courses will be taught by world-renowned educators who will collectively uplift the knowledge base of the students in their breadth and understanding of many different diversified Torah topics. There will be courses in practical Halacha, Tanach, Jewish Philosophy, and Jewish History. There will also be specially designed courses dealing with ideological issues that are confronting the Jewish people in our current society. We will offer a special course educating our students concerning the medical ethical dilemmas that exist in our contemporary world at large. There will be an option to take teaching methodology courses. A separate diploma will be granted upon completion of the Torah Seminary courses.

**The Fine Art & Design with a Concentration in Teaching** courses are part of a one-year program, where students can choose to work towards a degree in teaching art, which will prepare them for creative and professional careers in the art field. These studies will include teaching on all levels from pre-school through adults. Students will receive a strong understanding of techniques and conceptual skills across many disciplines and genre, and they can choose to concentrate in a variety of media. Our faculty will introduce students to a variety of mediums and

techniques that will broaden their horizons and help them develop their own portfolios with artwork reflecting their personal signature style. **Interior Design** is a one-year professional program where students are taught designing with an emphasis on residential and commercial projects. The students will study the principles and elements of art, styles, history, and color harmony. They will develop a deep understanding of what it takes to bring design and balance into any setting. **Fashion Design** is a one-year professional program with an emphasis on fashion and apparel design projects. The students will study the history of fashion, drawing techniques, design room techniques, illustrations, styles, flat pattern designs, and the principles and elements of art. They will develop a true sense of style and designing with proper standards for the Orthodox Jewish community. The introduction of **Graphic Design** will allow our students to acquire more skills using the cutting-edge technology available through software designed specifically for design students. It is a one-year professional program with an emphasis on the key principles and techniques, design theory, and history. All the participants in the Art Academy will receive a one-year professional diploma for the program they attended and assistance with job placement in their field of expertise.

## **Professional Courses**

### **One Year Program and Diploma**

All courses are based on Jewish tradition, Torah teachings, and Jewish ideology. Each course meets for two hours over 16 weeks.

#### **BLE 101: Business Law and Ethics 1 (Halachic and Secular)**

This course will examine the various forms of companies that can be established, their advantages and disadvantages, including tax ramifications and liability. Tips for creating and maintaining a healthy business will be provided. Students will learn how to establish and manage an open and effective relationship with clients, including budgeting. Contracts and retainer agreements will be analyzed. The court system will be explained. Professional ethics will be emphasized.

#### **BLE 102: Business Law and Ethics 11 (Halachic and Secular)**

Students will further examine the court system with a focus on bankruptcy. They will continue studying contracts with an emphasis on rental agreements and its provisions, with an emphasis on professional ethics and best practices. Students will be introduced to advertising and consumer protection laws, including the parameters of false advertising.

## **FA 101: Fine Art & Design Studio 1**

Students will learn the fundamentals of illustration in relationship to the expression of ideas, while experimenting with various mediums and tools. Negative and positive space will be explored. They will focus on traditional teaching methodologies useful from pre-school through adulthood,

## **FA 102: Fine Art & Design Studio 11**

Students will research various types of Judaica objects and artwork in depth. They will develop their ideas and experiment with the creation of unique artworks, using professional art tools of the trade, watercolor paints, and acrylic paints. They will continue while focusing on additional teaching methodologies useful from pre-school through adulthood.

## **FAD 101: Fine Art & Design with a Focus on Observation and Critical Analysis Studio 1**

Students will be introduced to drawing in black and white and color. Line, volume, composition, and perspective will be taught through observation and critical analysis. Use of famous artworks, botanical illustrations, and motifs for still life drawings, clothing, and interiors will be explored.

## **FAD: 102 Fine Art & Design with a Focus on Observation and Critical Analysis Studio 11**

Students will work through inquiry and experimentation to explore individual development of artwork through the



implementation of subject, form, content, and process. Additional sophisticated techniques will be implemented,

### **ADW: 101 Theory and Process in Art & Design Studio Workshop 1**

Students will learn fundamentals of the elements of art and the principles of design and how these concepts relate to the production of art by artists and designers of all kinds. They will also be focusing on the psychology of color, creative imagination, theory, and process.

### **ADW 102: Theory and Process in Art & Design Studio Workshop 11**

Students will focus on the portfolio and professional practice and learn the most relevant language used in the art & design industry. They will also be given lessons in creating their own signature style.

### **ID 101: Interior Design Studio 1**

Students will learn to draft floor plans, elevations, how to measure spaces, how to create kitchen, bath, and furniture plans in both residential and commercial spaces, and learn the most relevant language used in this industry.

## **ID 102: Interior Design Studio 11**

Students will study perspective, lighting plans, electrical plans, and handicap accessible plans, and will continue learning the most relevant language that applies to these plans.

## **IDH 101: Interior Design History and Presentation Studio 1**

Students will learn the history of Architecture and Interior Design from before the dark ages through the 18<sup>th</sup> Century. They will learn how to sketch a variety of historical pieces and about materials such as wood and marble. There will be trips to designer establishments to learn about materials and to create presentation boards.

## **IDH 102: Interior Design History and Presentation Studio 11**

Students will learn the history of Architecture and Interior Design from the 18<sup>th</sup> Century through modern and contemporary styles. They will continue to sketch, learn about materials, and create presentation boards. There will be additional trips to designer establishments.

## **FD 101: Fashion Design Studio 1**

Students will learn the basic professional techniques with the most relevant language used in the construction of a designer sample garment. The sewing techniques explored will include cutting, construction, and finishing. Trips to the fabric store will include an in-depth study of textiles and their properties.

## **FD 102: Fashion Design Studio 11**

Students will learn the techniques involved in patternmaking and draping, while becoming more accustomed to the most relevant language used in this industry.

## **FDH 101: Fashion Illustration and History Studio 1**

This course provides a cohesive and creative approach to the study of costume history from prehistoric and ancient eras to the 18<sup>th</sup> Century, and concentrates on proportion, fabric, rendering design details, and silhouettes. The students will learn how to sketch and render a fashion figure in the costume of these time periods in order to create a fashion design collection.

## **FD 102: Fashion Illustration and History Studio 11**

This course provides a cohesive and creative approach to the study of costume history from the 18<sup>th</sup> to the 20<sup>th</sup> Century and concentrates on proportion, fabric, rendering design details and silhouettes. The students will learn to sketch and render the contemporary fashion figure in order to create a fashion design collection.

## **GD 101: Graphic Design Studio 1**

Students will be introduced to the tools and software available. They will explore the importance of identifying the image necessary for success. They will be involved in designing the graphic needs of projects assigned to them by researching the

visual needs of the project and clients. This will include logos, stationery, and signature style.

### **GD 102: Graphic Design Studio 11**

Students will learn all about the various principles of graphic design and further develop abilities for advertising. They will explore combinations of colors and materials, and study resource books on the essential topics.

### **GDP 101: Graphic Design Studio Presentation 1**

Students will study the basic foundation and techniques in the field of graphic design, as they apply to this profession. They will explore the elements and principles of design as they relate to typography, grids, and the overall design as a visual image and creation. They will be expected to make presentations of their completed works.



## **GDP 102: Graphic Design Presentation 11**

Students will further explore, manufacture, and create an assignment and design samples for their portfolio. They will culminate the year with a thesis explaining and showing samples of what they have designed.

### **Professional Courses- Advanced 2<sup>nd</sup> Year Diploma**

- Fine Art & Design with a Concentration in Teaching
- Interior Design
- Fashion Design
- Graphic Design

## **Seminary Courses**

The Role of Jewish Women

Biblical and Rabbinical Interpretation of Yomim Tovim

Parshat Hashavua (Bible)

Halacha L'Masser and Hilchos Kashruth

Holocaust Studies and Art (Modern Jewish Thought)

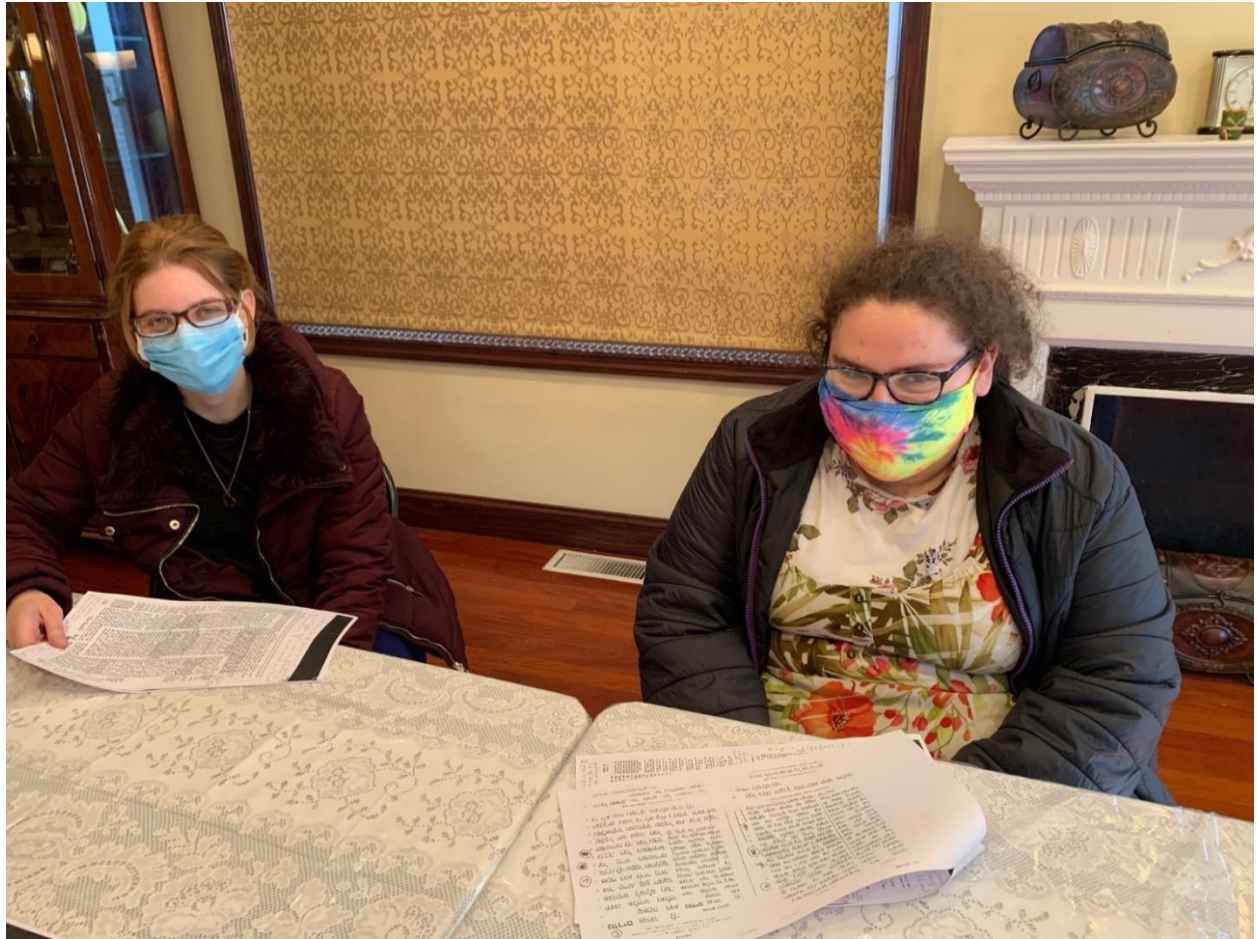
Perush HaTefila - Analyzation of Krias Shema and Shemoneh  
Esrei

The Hidden Power of Nashim Tziddkanus (Jewish Family Life  
for Women)

World renowned lecturers in their field of expertise

Contemporary Halachic Issues and Medical Ethical Dilemmas  
of the 21<sup>st</sup> Century













## **Steering the ship as Dean**

**Rebbetzin Naomi N. Herzberg-Flaum** holds a Bachelor of Arts: B.A. in Art and Educational Management, a Master of Arts: M.A. in Adult Learning, and published a thesis specializing in art education. She is a graduate of the Willsey Institute of Art and Interior Design and attended Columbia University Graduate School of Business, earning a certificate in not-for-profit management. Her professional work history in the field of art education, practice, and educational management spans over a period of fifty years. During her years in art education, she served as Member of Accrediting Committee of Middle States Association of Colleges and Schools for the department of Fine Arts. She also served as Director of Operations for a private girls' school for fifteen years. At the present time, she is a high school art instructor teaching AP Studio Art, Painting, Judaica Art, and Portrait Drawing, as well as being a free-lance artist, designer, and mentor for many private students and institutions.

## **Rabbinical Advisor**

**Rabbi Tzvi Flaum** has been involved in women's collegiate education for over fifty years. He currently serves as the Dean of Religion at the Landers College of Touro in Manhattan, as well as a professor of the honors courses dealing with both Judaic Studies and Medical Ethics. He has produced thousands of Torah tapes relating to every major section of Torah Sheb'al Peh and Torah Sheb'ksav. After retiring from the world-famous Congregation Kneseth Israel, he founded The Torah Studies Network that offers shiurim for hundreds of members of the Jewish Community of the Five Towns each week. He has also served as Chairman of the Vaad HaRabonim of Far Rockaway and Lawrence. As a medical ethicist, he is an expert and Posek regarding very difficult issues concerning the creation of human life and the treatment of terminally ill patients. He is currently the Posek of Hatzolah of the Five Towns and West Hempstead, Kids of Courage, and A T.I.M.E. He is known for his warm and caring Rabbinical personality and has guided thousands of people in crisis throughout the years.

The Rabbi and Rebbetzin plan on developing and evaluating these programs to ensure that they are presented on the highest level possible, applying the best cutting-edge technologies that are available. In their unique capacities, they have both obtained years of educational experiences in their involvement with the Orthodox Jewish community. At the moment, they are planning female-only programs for college students, seminary students, and adults desiring to join the courses. The criteria to attend will require a high school diploma, application, interview process, an art portfolio demonstrating artistic excellence, and will culminate in acceptance and registration. They welcome seminary students returning from Israel and from around the world. The response to creating such a program has been overwhelmingly positive. The neighborhood is excited about this new entity that will provide a journey of creative studies and help open new avenues of Torah and artistic adventure, with courses designed to challenge, stimulate, encourage, and realize individual potential that is marketable, empowering people of all ages.



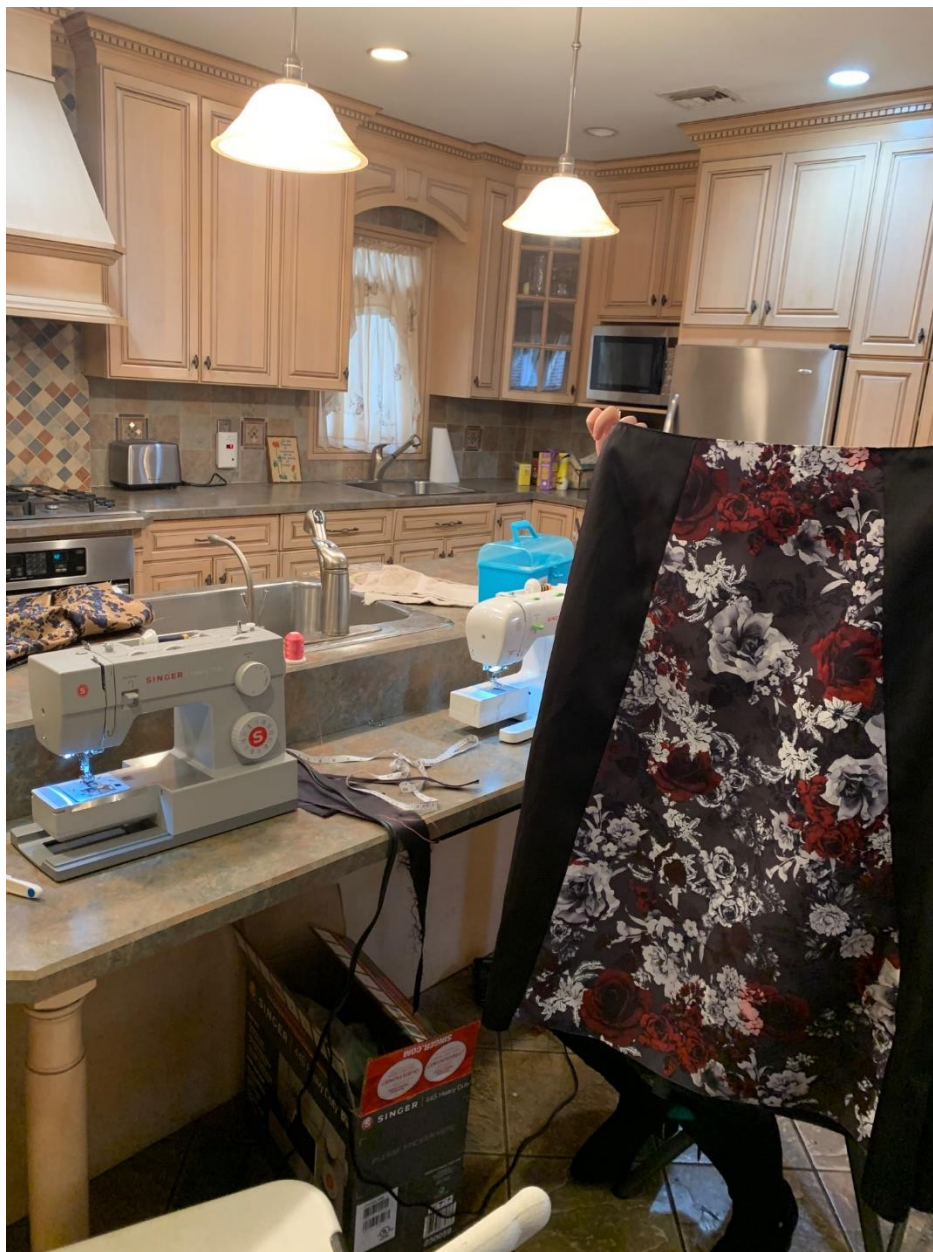


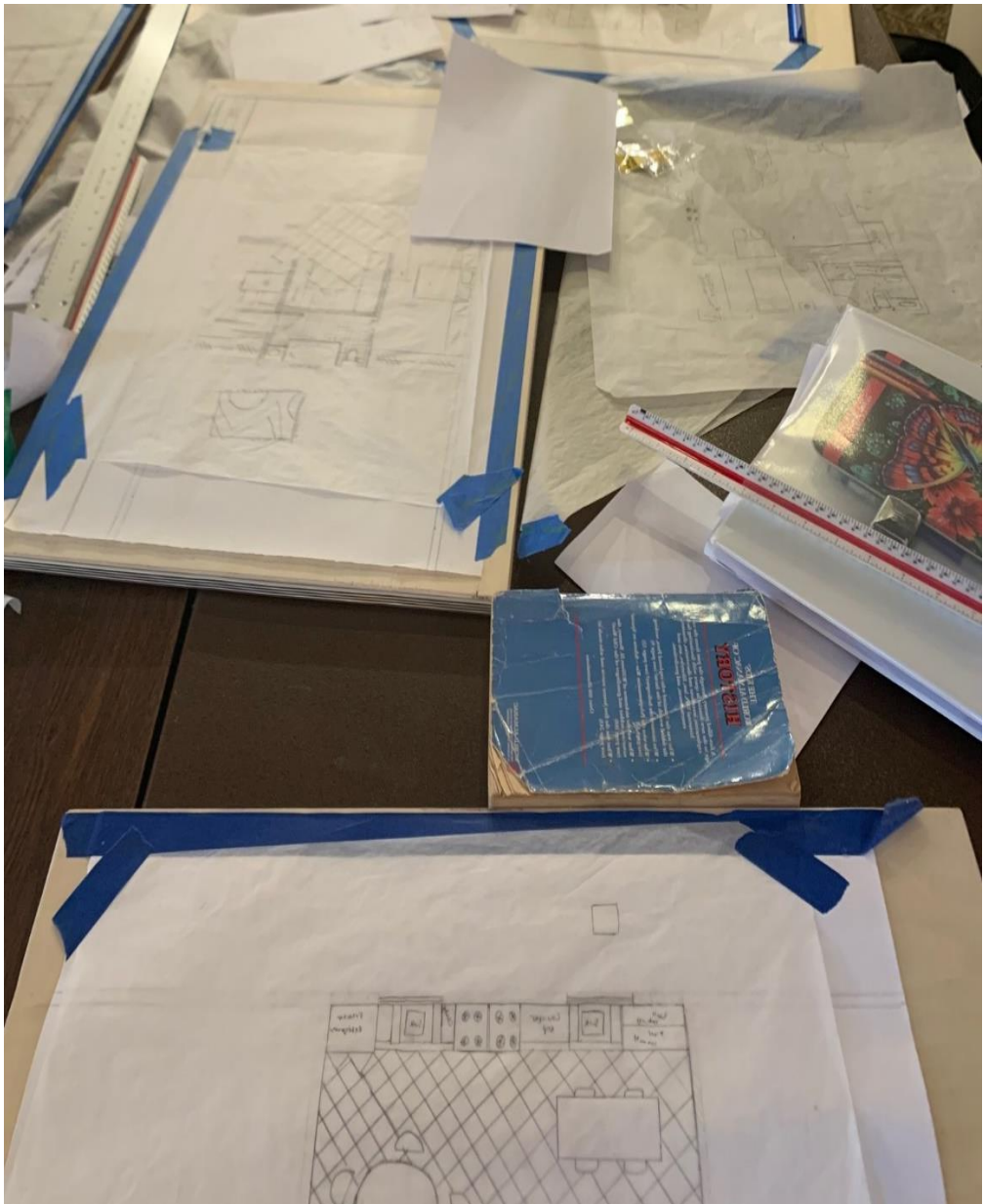














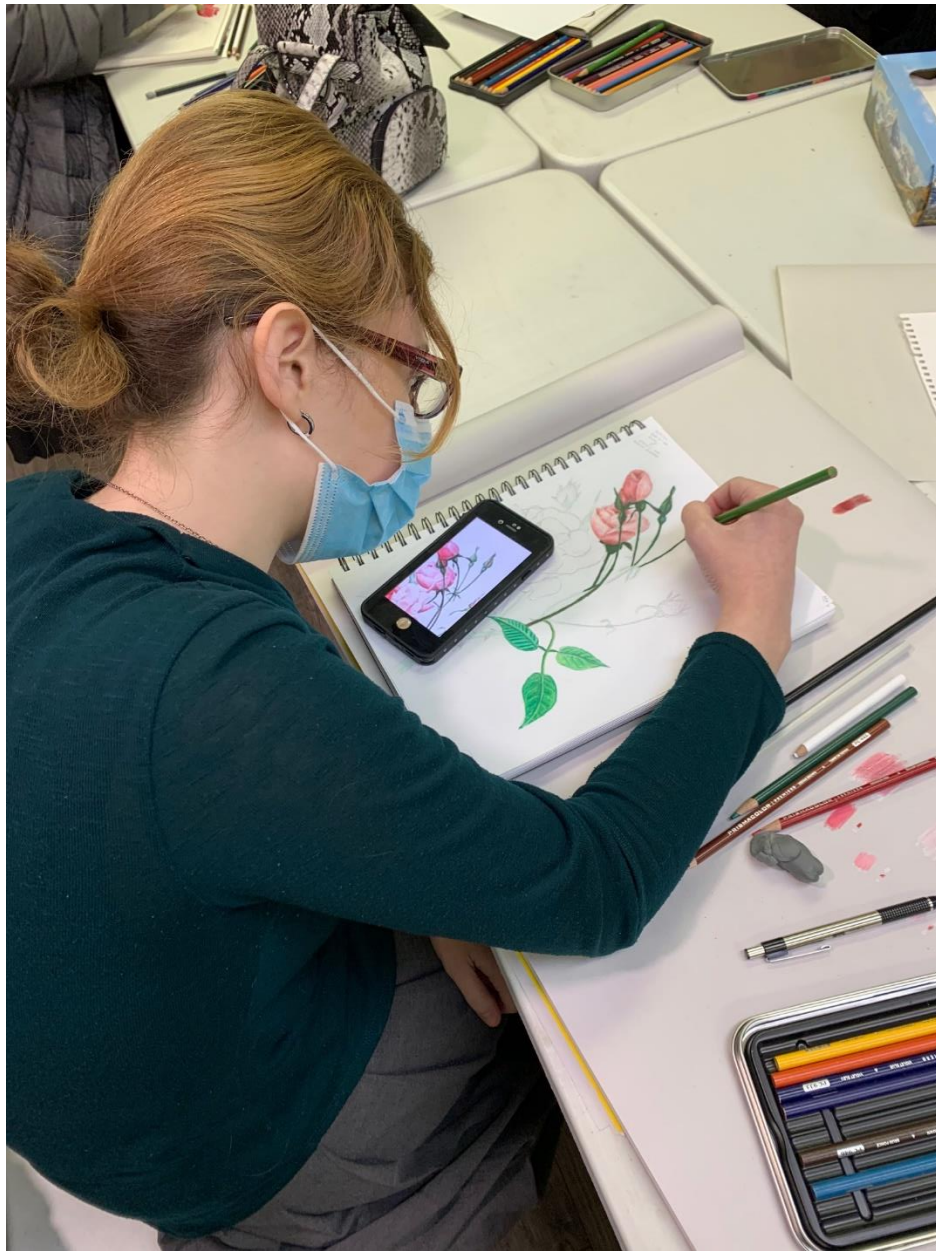






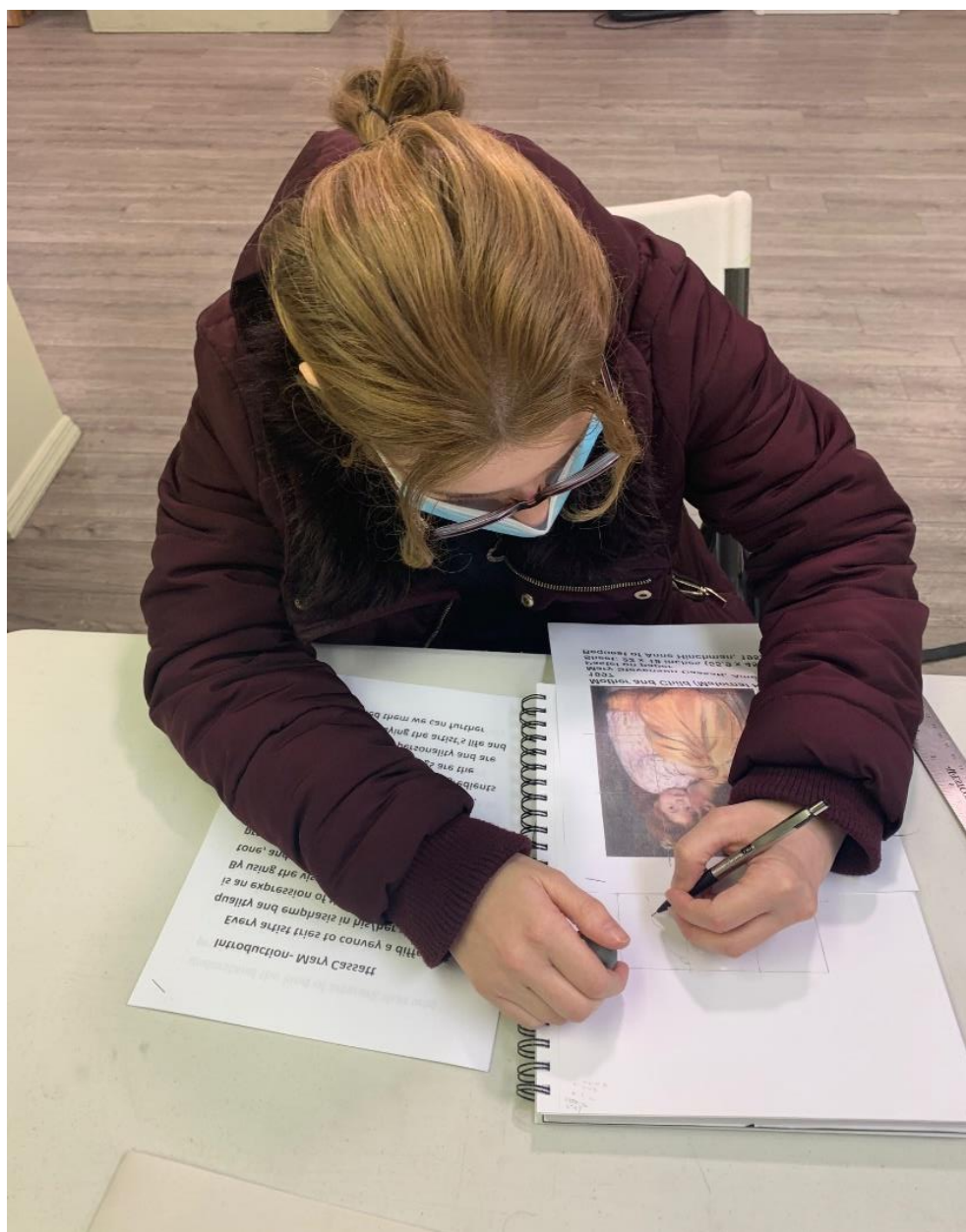


















## **The Art Society**

An all-female Orthodox Jewish Women's Art Society is a major part of this cultural center. The **NACHAS** programs will hopefully empower Jewish female adults of all ages by helping them reach their potential in many areas of art.

Membership in the Orthodox Jewish Women's Art Society will offer opportunities for continued education, socialization with other Orthodox women artists, programs of interest, art shows, art lectures, fashion shows, and the opportunity to display and sell art work.

Registration is now open at [nachasart.com](http://nachasart.com) or by application below.

For further information call (917) 886- 7474

Join Now!

Membership for one year - \$60.00

Family Membership includes children and grandchildren (up to 4 girls under age 16) - \$85.00

Student and Senior Citizen Membership - \$45.00

**Exhibitions of  
members' works**

**Conferences  
Meetings  
Presentations**

**Updates in art  
education**

**Workshops**

## **Application for Membership**

### **NACHAS Art Society**

Date\_\_\_\_\_ Age\_\_\_\_\_ (Senior Citizen 62+)

Name\_\_\_\_\_

Address\_\_\_\_\_

City\_\_\_\_\_State\_\_\_\_\_Zip\_\_\_\_\_

Home Phone#\_\_\_\_\_Cell#\_\_\_\_\_

Email Address\_\_\_\_\_

Academic History: List all schools and dates attended

High school\_\_\_\_\_

Seminary\_\_\_\_\_

College\_\_\_\_\_

Employment Information

Current job title\_\_\_\_\_

Employer name\_\_\_\_\_

Employer phone number\_\_\_\_\_

Methods of payment include check, money order, QuickPay (Zelle), cash, or credit card (with a fee for electronic payment).



# **NACHAS ART ACADEMY and SEMINARY**

## **Application for Admission**

Date \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Home Phone # \_\_\_\_\_

Cell Phone # \_\_\_\_\_

Email Address # \_\_\_\_\_

### **Academic History:**

List all schools and dates attended

High School \_\_\_\_\_

Seminary \_\_\_\_\_

College \_\_\_\_\_

### **Employment Information:**

Current job title \_\_\_\_\_

Employer name \_\_\_\_\_

Employer phone # \_\_\_\_\_

Program of Study: Circle the appropriate number

1. Seminary only
2. Fine Art & Design with a Concentration in Teaching and Seminary
3. Fine Art & Design with a Concentration in Teaching
4. Interior Design and Seminary
5. Interior Design
6. Fashion Design and Seminary
7. Fashion Design
8. Graphic Design and Seminary
9. Graphic Design

Please write a short and clear description in five sentences or less about your goals and aspirations in wanting to be a participant in this unique program.

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**Interview Process:** You will be receiving a call for a personal interview. Art & Design students must bring 3 original samples of any genre of artwork for review, created exclusively at school or independently. Acceptance into the program of your choice will depend upon your artistic ability, creativity, and desire to follow the initiative of each specialized program. There is a non-refundable registration fee of \$150.00 due upon acceptance into any program. We are looking forward to personally meeting you. Methods of payment include check, money order, QuickPay (Zelle), cash, or credit card (with a fee for electronic payment).