

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

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
- 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 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 each design program for the year is \$10,000.00.
- 4) The tuition is \$1,250.00 for each 2 credit Seminary course and \$2,500.00 for each 4 credit Seminary course, in addition to the mandatory 16 credits of the design program that includes a 4 credit required Business course.
- 5) The students will receive a professional diploma stating completion once all courses are passed and all projects are submitted. A transcript will be provided.
- 6) Methods of payment include check, money order, QuickPay (Zelle), cash, or credit card (with a fee for electronic payment).
- 7) All necessary books and materials are required to be purchased by the students.
- 8) Additional workshops and advanced courses will be offered with an advanced diploma being granted.
- 9) 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 Rabbi Tzvi Flaum, Rebbetzin Naomi N. Herzberg- Flaum, Mrs. Chaya Rothman, and others — who will enrich their students' knowledge base in understanding the many fascinating and diversified Torah courses. These will include practical halacha, 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.

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, and Fashion 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. This coming year our Torah Seminary courses include: Major Themes of the Bible in the World of Halacha and Hashkafa, Medical Ethical Dilemmas of the Twenty-First Century, Contemporary Halachic Issues, Understanding the Meanings of Different Jewish Prayers, and Ideological Religious Concepts Derived from Ethics of Our Fathers. Two Business Law and Ethics Courses (Halachic and Secular) are part of the professional program of your choice that covers concepts you need to be familiar with in order to open up a business successfully.

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.

Professional Courses One Year Program and Diploma

All courses are based on Jewish tradition, Torah teachings, and Jewish ideology. Each course requires 32 hours of instruction.

BLE 101: <u>Business Law and Ethics I (Halachic and Secular)</u> Two-hour sessions- once a week- 4 credits

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: <u>Business Law and Ethics II (Halachic and Secular)</u> Two-hour sessions- once a week- 4 credits

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 Two-hour sessions- once a week- 4 credits

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: <u>Fine Art & Design Studio ll</u> Two-hour sessions- once a week- 4 credits

Students will research various types of Judaica objects and artworks 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.

FA 103: Fine Art & Design Studio III- Advanced Two-hour sessions- once a week- 4 credit

Students will focus on researching various types of abstract Judaica artworks. They will develop their own ideas and become comfortable with the creation of original artworks by applying a sophisticated use of materials. More advanced teaching strategies will be introduced.

FA 104: Fine Art & Design Studio IV- Advanced

Two-hour sessions- once a week- 4 credits

Students will focus on researching various types of realistic Judaica artworks. They will develop their own ideas and become comfortable with the creation of original artworks by applying a sophisticated use of materials. The students will be expected to develop a series of lesson plans and strategies for teaching at their chosen grade level.

FAD 101: <u>Fine Art & Design with a Focus on Observation and Critical</u> Analysis Studio l

Two-hour sessions- once a week- 4 credits

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 <u>Fine Art & Design with a Focus on Observation and Critical Analysis Studio ll</u>

Two-hour sessions- once a week- 4 credits

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.

FAD 103: <u>Fine Art & Design with a Focus on Observation and Critical Analysis Studio Ill- Advanced</u>

Two-hour sessions- once a week- 4 credits

Students will be introduced to the use of mixed media in creating unique and original artworks. Various surfaces will be explored and they will then experiment with producing artworks on these surfaces.

FAD 104: Fine Art & Design with a Focus on Observation and Critical Analysis Studio IV Advanced

Two-hour sessions- once a week- 4 credits

Students will be focusing on advanced watercolor painting and acrylic painting techniques. Through observation and critical analysis, they will become an expert at determining the development and completion of a quality piece of artwork independently.

ADW: 101 <u>Theory and Process in Art & Design Studio Workshop l</u> Two-hour sessions- once a week- 4 credits

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 ll Two-hour sessions- once a week- 4 credits

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.

ADW: 103 Theory and Process in Art & Design Studio Workshop Ill-Advanced

Two-hour sessions- once a week- 4 credits

Students will delve deeply into color theory, the mixing of colors for painting, and study the differences between transparent and opaque colors. They will begin creating original advanced level artworks that will reflect their unique signature style.

ADW: 104 <u>Theory and Process in Art & Design Studio Workshop IV-</u> Advanced

Two-hour sessions- once a week- 4 credits

Students will pick a topic to do as an independent study. The students will be expected to produce a research paper and will create three pieces of artworks that will reflect what they accomplished in this study. All should be based on a Jewish topic and subject.

PDW: 101 Beginner Course in Portrait Drawing Workshop 1

Students will learn the art of portrait drawing using a drawing pencil. They will practice shading techniques and learn the correct way to draw and position the facial features in order to produce frontal portraits and side profiles. The students will then escalate to learn the process of creating portraits of all subjects in colored pencils.

PPW: 101 Portrait Painting Workshop 11

Students will learn the art of portrait painting by using watercolor pencils and water color paint. They will practice watercolor painting techniques and learn the correct way to position the features before painting. They will then escalate to learn the process of creating portraits of all subjects with acrylic paints on canvas.

ID 101: Interior Design Studio 1

Two-hour sessions- once a week- 4 credits

Students will learn to measure spaces, draft floor plan, and do space planning for a kitchen and bath. They will draft elevations of their spaces, learn how to pick out furnishings, materials, etc., and become acquainted with the most relevant language used in this industry.

ID 102: Interior Design Studio II

Two-hour sessions- once a week- 4 credits

Students continue learning the required skills necessary to draft plans on a professional level. In addition, they will focus on one point perspective, lighting design, and will continue learning additional relevant language that applies to the execution of these plans.

IDH 101: <u>Interior Design History and Presentation Studio l</u> Two-hour sessions- once a week- 4 credits

Students will study the history of Architecture and Interior Design from Ancient Design to the Renaissance. They will learn how to sketch a variety of historical pieces and about the types of furniture used during the various time periods.

IDH 102: <u>Interior Design History and Presentation Studio ll</u> Two-hour sessions- once a week- 4 credits

Students will study the history of Architecture and Interior Design from the Renaissance to the Industrial Revolution. They will receive an overview of modern and contemporary styles. Students will continue learning how to sketch a variety historical pieces and about the types of furniture used during the various time periods.

FD 101: Fashion Design Studio l

Two-hour sessions- once a week- 4 credits

Students will study basic professional techniques. The sewing techniques explored will include cutting, construction, and finishing. They will become familiar with the most relevant language used in the construction of a muslin garment.

FD 102: <u>Fashion Design Studio II</u>

Two-hour sessions- once a week- 4 credits

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

FDH 101: Fashion Illustration and History Studio l

Two-hour sessions- once a week- 4 credits

This course provides a cohesive and creative approach to the study of costume history from Ancient Design to the Renaissance. The students will concentrate on proportion, fabric, and silhouettes. They will practice the art of sketching and rendering a fashion figure in the costume of various time periods in order to create a fashion design collection.

FD 102: Fashion Illustration and History Studio ll

Two-hour sessions- once a week- 4 credits

This course provides a cohesive and creative approach to the study of costume history from the Renaissance to the Industrial Revolution. The students will receive an overview of modern and contemporary styles. They will continue concentrating on proportion, fabric, rendering design details, and silhouettes. The students will continue to sketch and render a fashion figure in order to create a fashion design collection.

Professional Courses- Advanced 2nd Year Diploma

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

Seminary Courses

World renowned lecturers in their field of expertise

SEM 101- Major Themes of the Bible in the World of Halacha & Hashkafa Fall-Bible I- one hour session- once a week- 2 credits

SEM 102- Major Themes of the Bible in the World of Halacha & Hashkafa **Spring- Bible II- one hour session- once a week- 2 credits**

SEM 103- Contemporary Halachic Issues **Fall- one hour session- once a week- 2 credits**

SEM 104- Medical Ethical Dilemmas of the 21stCentury **Spring- one hour session- once a week- 2 credits**

SEM 105- Understanding the Meanings of Different Jewish Prayers Fall- one hour session- twice a week- 4 credits

SEM 106- Ideological Religious Concepts Derived from Ethics of Our Fathers **Spring- one hour session- twice a week- 4 credits**









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.

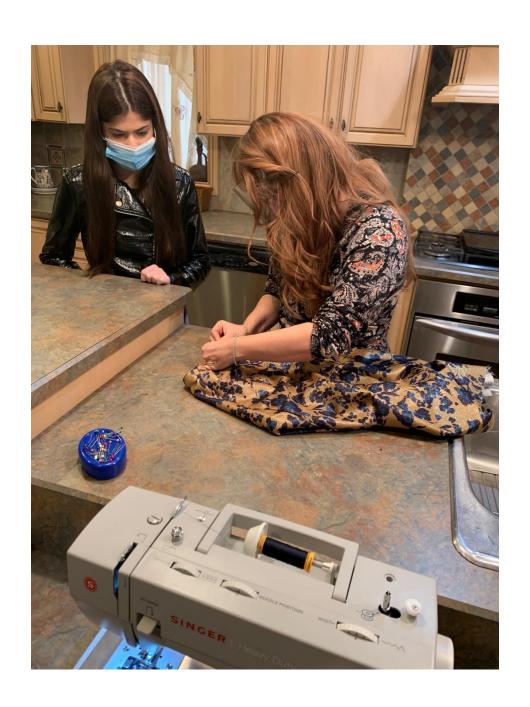
Rabbinical Advisor

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.

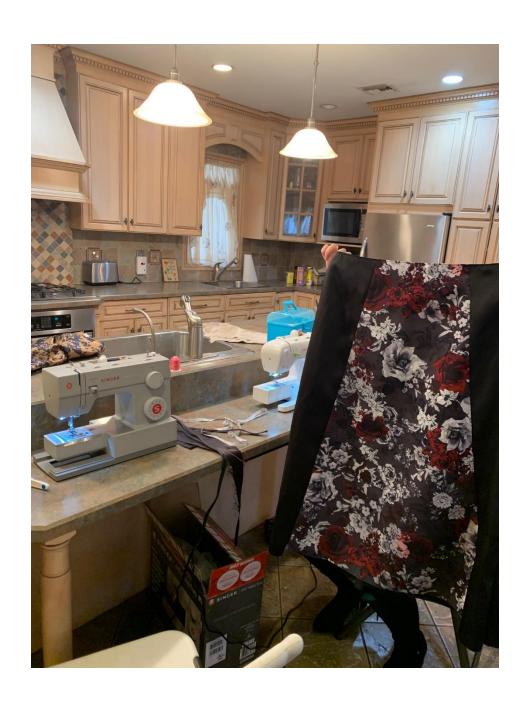
The Rabbi and Rebbetzin plan on developing and evaluating these programs to ensure that they are presented on the highest level possible, applying the best cutting-edge technologies that are available. In their unique capacities, they have both obtained years of educational experiences in their involvement 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.

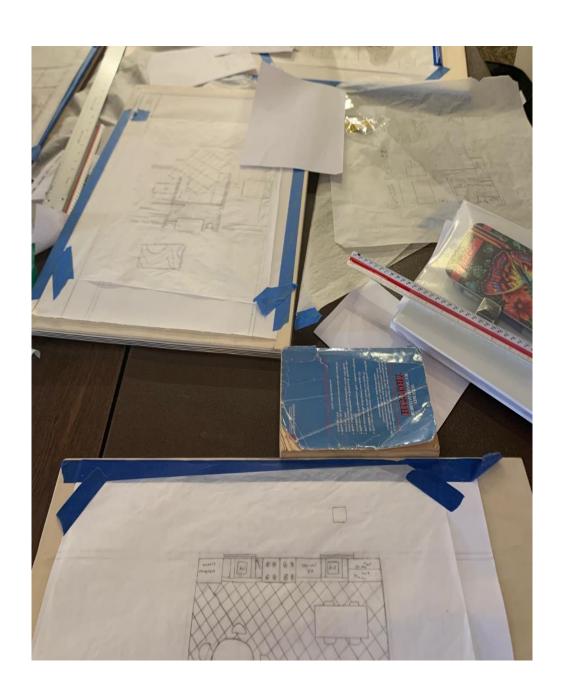






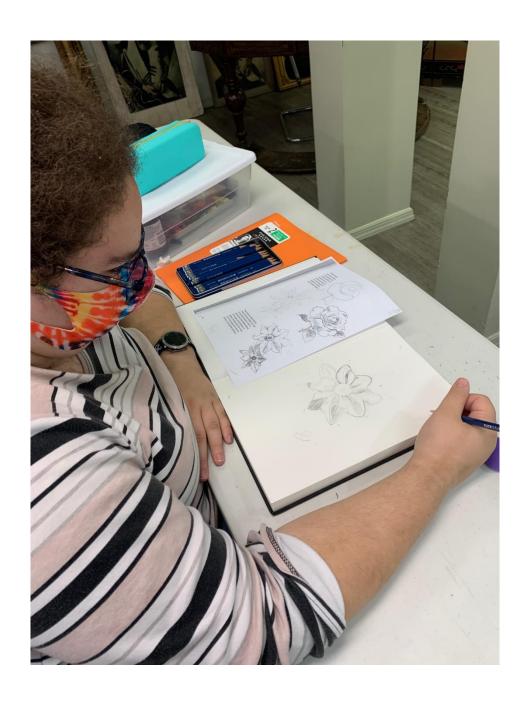


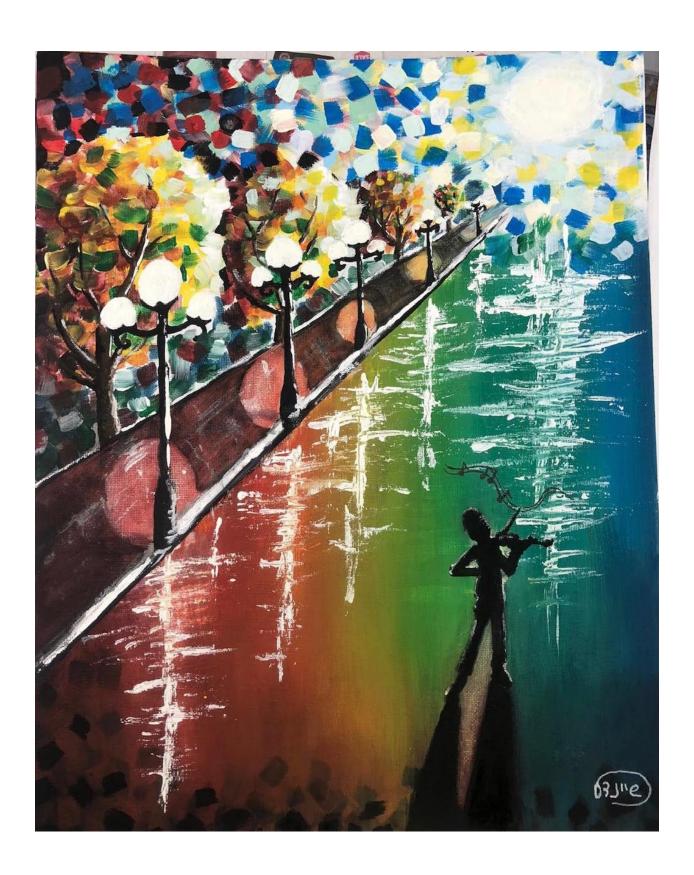




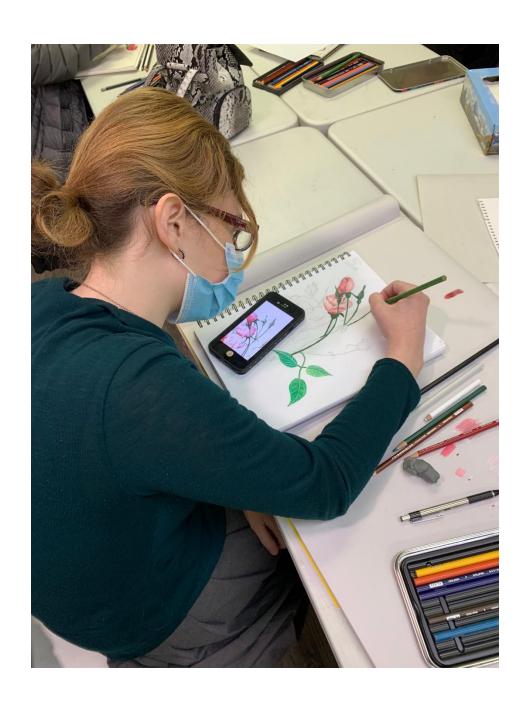




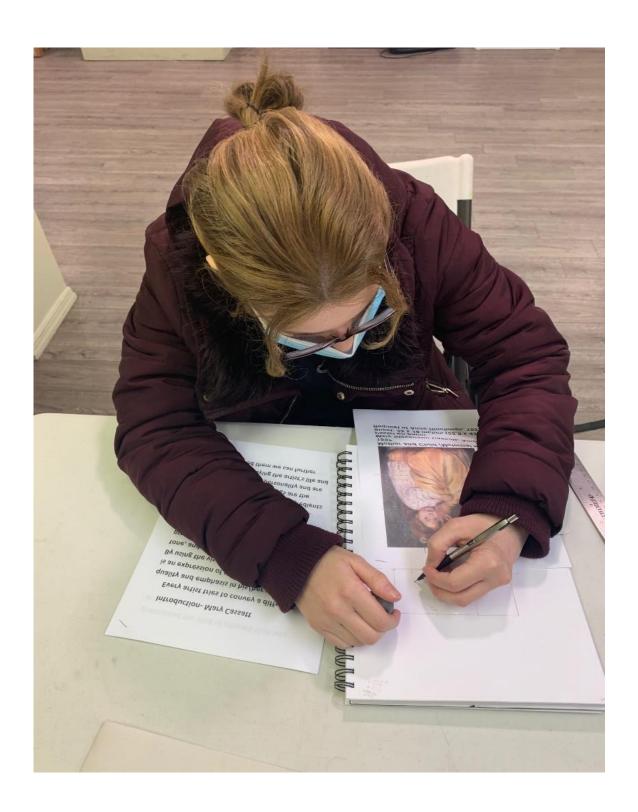


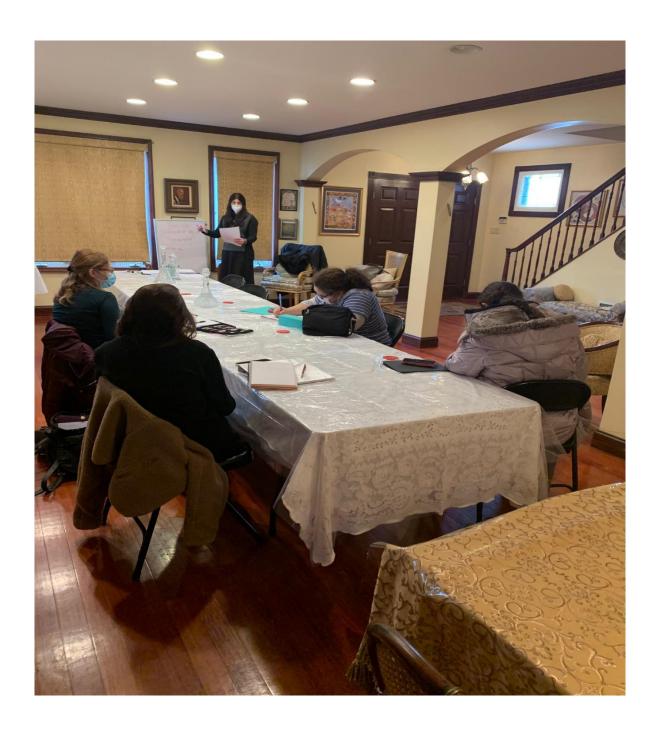


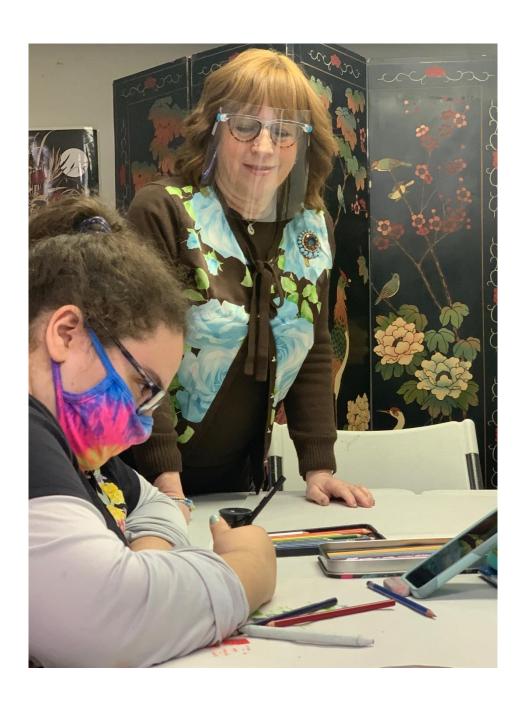
























The Art Society

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 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 Hist	ory: List all sc	hools and dates attended	
High school			
Seminary			
College			
Employment Ir	nformation		
Current job titl	e		
Employer name	e		
Employer phor	ne 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 #	<u>-</u>			
Email Addre	ess #		-	
Academic H	istory:			
List all school	ols and dates attended			
High School				
Seminary				
College				
Employment	Information:			
Current job t	itle			
Emplover na	me			

Employer phone #_	
Program of Study:	Circle the appropriate number
1 Seminary only	

- 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

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.	

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).