



מסע חייו
His Life's Journey
مسيرة حياته

1954

בשבילי הנדיב
Along the Baron's Path
في سبيل الكريم

תערוכת חוצות בגני הזיכרון
An Outdoor Exhibition in the Memorial Gardens
معرض لافتات في حدائق الذكرى



חמשת החצים
The Five Arrows
الأسهم الخمسة

תרבות ורוח
Culture and Spirit
ثقافة وإنسانيات

הצ'בי

ניחוחות וטעמים
Tastes and Scents
أشياء ومذاقات

תרומה ועשייה
Contribution and Achievements
المساهمة والعمل

עבר, הווה ועתיד
Past, Present and Future
الماضي, الحاضر والمستقبل

Baron Edmond de Rothschild in the Land of Israel
Baron Edmond de Rothschild (1845-1934), born into the French branch of the famed Jewish family of bankers and philanthropists, visited the Land of Israel five times during his lifetime. In 1954 his remains and those of his wife Adelheid (Ada) were brought to Israel and reinterred at Ramat Hanadiv, overlooking the Carmel coastal plain and the villages. The natural landscape, the wildlife, and the antiquities in the surrounding area have been carefully preserved. The exhibition trail 'Along the Baron's Path' highlights the vast and varied accomplishments of Baron Edmond de Rothschild and those who have carried on his work in Israel.

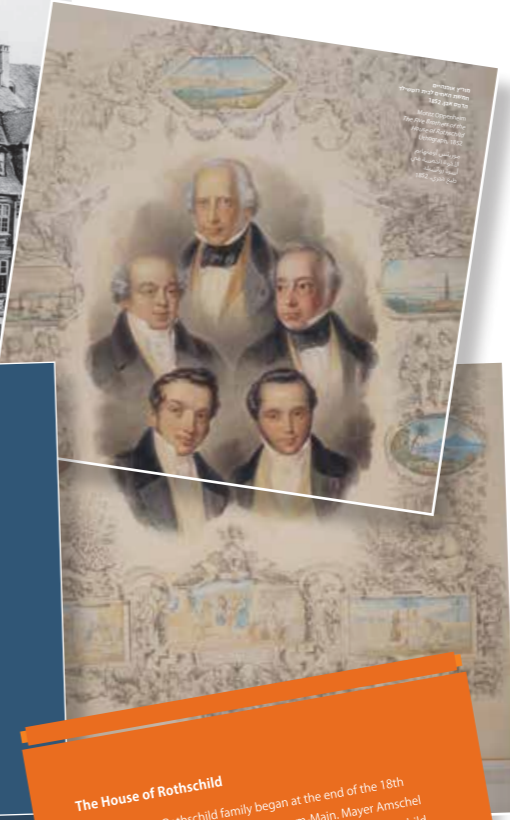
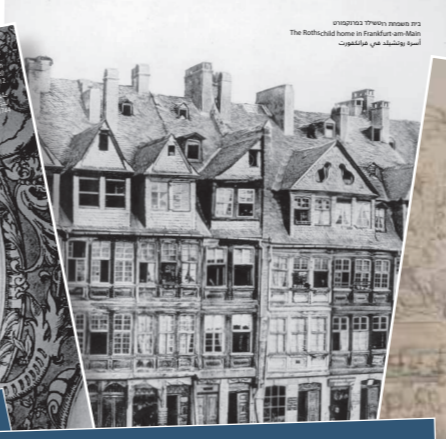
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חמשת החצים
The Five Arrows
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**CONCORDIA
INTEGRITAS
INDUSTRIA**

אחדות, יושר, חריצות. وحدة, استقامة, اجتهاد



1 דמות האמנות בתמונה: ליון ויורי
Flanking the shield: A unicorn and a lion
التحويلات المنسقة بالدرع: وحيد القرن والأسد

2 הנשר, סמל אצולה
בין משפחת רוטשילד קיבלו לראשונה כקיסרית, בשנת 1812, את תואר האצולה משאר את התארים "פון" או "ברון".
The eagle, a symbol of aristocracy: The Rothschild family was first granted nobility in Austria in 1812 and thereafter bore the titles "Von" or "Baron".

3 הליון, סמל אצולה
למשפחת רוטשילד הוענק תואר אצולה באנגליה בשנת 1885
The lion, a symbol of aristocracy: The Rothschild family was awarded a noble title in England in 1885
الأسد - رمز الأصلية. حصلت عائلة روتشيلد على لقب عائلة النبلاء في إنجلترا عام 1885

4 יד אחת חשה חמשה חצים הפונים מטה
מסמלת את אחדותם של חמשת האחים
A hand clasping five downward-facing arrows: Symbol of the five brothers' unity
يد فاصدة على خمسة أسهم متوجهة إلى الأسفل يرمز إلى وحدة الأخوة الخمسة

סמל רוטשילד על חמשת רוטשילד:
סמל האצולה הפורש
על דמותו בצורת פוני גבירים
The Rothschild family coat of arms: Symbols of nobility engraved on a knightly shield
رمز شجرة عائلة روتشيلد:
رمزوا للأصلية منقوشة على ألواح بصورة دروع

The House of Rothschild

The saga of the Rothschild family began at the end of the 18th century in the German city of Frankfurt-am-Main. Mayer Amschel (Anschel, 1744-1812), the patriarch and founder of the Rothschild dynasty, lived in a house with a red shield (zum roten Schild in German) affixed to its façade, from which the family name in German) derived. Mayer Amschel's five sons each settled in a different European capital, expanding his banking enterprise and rapidly creating a financial empire which transcended national boundaries. The Rothschild family established and supported a multitude of charitable and philanthropic initiatives in Jewish communities around the globe. Mayer Amschel's descendants have represented the Jewish community among world leaders for some two hundred years.

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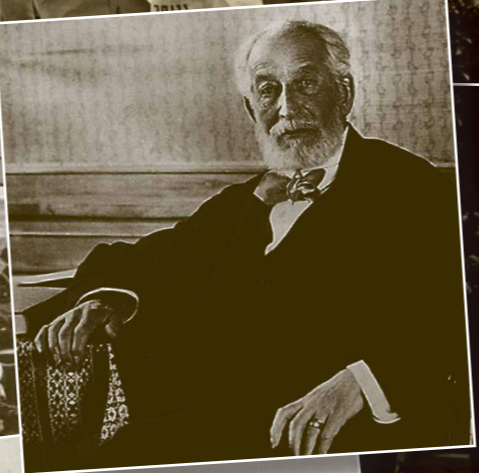
"The Rothschild family in the field, 1925. The Rothschild family members are seen working in the field, engaged in agricultural work."



"Baron Edmond de Rothschild and family, 1925. Baron Edmond de Rothschild is seen with his family members."



"Baron Edmond de Rothschild and family on the ship, 1925. Baron Edmond de Rothschild is seen with his family members on the ship."



Baron Edmond de Rothschild in the Land of Israel

 Baron Edmond de Rothschild (1845-1934) was the third son of James (Ya'akov), the head of the French branch of the family, and of Betty (Batya) de Rothschild. Taking little interest in banking, Edmond devoted most of his time to his love of art.

 His involvement with the Yishuv (the Jewish community in the Land of Israel) prior to the establishment of the State) began in 1882 and became a lifelong passion. Ultimately referred to as the 'Well-known Benefactor' and the 'Father of the Yishuv', the Baron was a crucial partner in designing the revived homeland of the Jewish people. His impact on its landscape, society and culture during a period of historic transformation was unparalleled.



"When I think back fifty years ago when I first began my efforts, and I recall the land as it was then – covered with stones and filled with thorns; and its people – wearied by their labours – it appears to me that I am dreaming"

From a speech by Baron Edmond de Rothschild in Tel Aviv, 1925

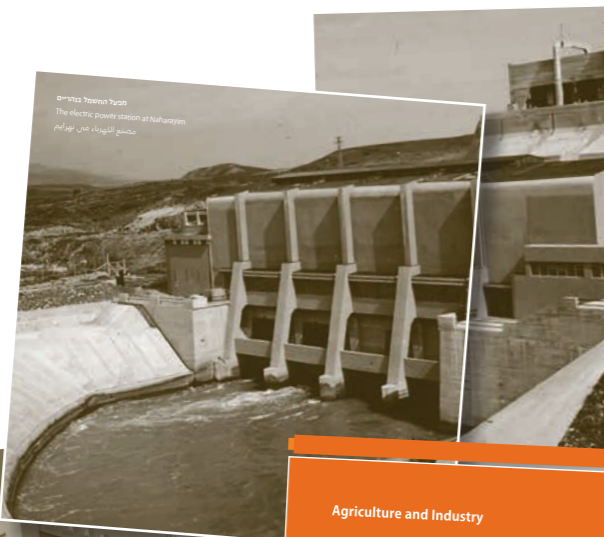


"Baron Edmond de Rothschild and family on the beach, 1925. Baron Edmond de Rothschild is seen with his family members on the beach."

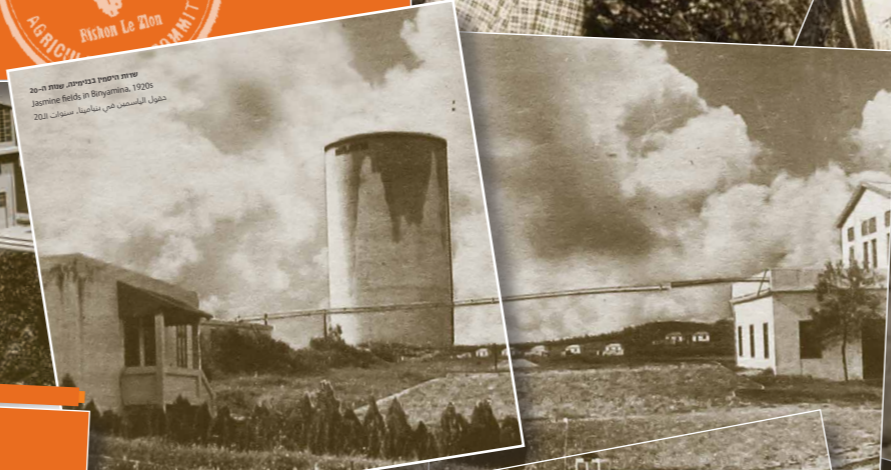


"The Rothschild family ship, 1925. The Rothschild family ship is seen at sea."

ניחוחות וטעמים
Tastes and Scents
أشياء ومذاقات



תחנת הכוח נהר הירוק
The electric power station at Naharayim
محطة الكهرباء في نهارايم



טורן מים בבינימינה, סוף שנות ה-20
Jasmine fields in Binyamina, 1920s
طرف الياسمين في بنيامينا سنوات ال20



מפעל קמח ארדון
The Palestine Flour Mills, 1918
المطاحن الكسرة حيفا

Agriculture and Industry

The Baron's innovative agricultural enterprises – wine, tobacco, citrus, bananas and perfume – document the extent of his activities, which changed the face of the land. He encouraged citrus growing and introduced a variety of species. The House of Rothschild in France owned extensive vineyards and wineries, and the Baron envisaged a wine industry in the Land of Israel that could compete in world markets. Thus were launched the wineries in Rishon LeZion and Zichron Ya'akov. A factory for producing wine bottles was established on the beach at Tantura, a silk factory was built in Rosh Pina and a tobacco processing facility in Metula, while the farmers of Binyamina and Yesod Hama'ale looked forward to creating elegant perfumes from their jasmine blossoms.

Though the perfume and tobacco industries did not succeed, the citrus groves, vineyards and wineries flourished, becoming an integral part of the local landscape. The Baron and his son James also developed infrastructure and landmark industrial plants, among them the flour mills in Haifa, the potash factory at the Dead Sea, and the electric power station at Naharayim.



" In my heart I said that if, in the Land of Israel, it would be possible to grow those grapevines that are used in the production of the fine wines of Bordeaux, then perhaps they would succeed in making wines [...] and then the future of the Rishon LeZion pioneers would be assured "

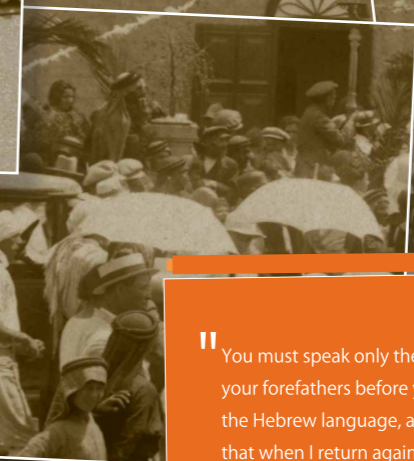
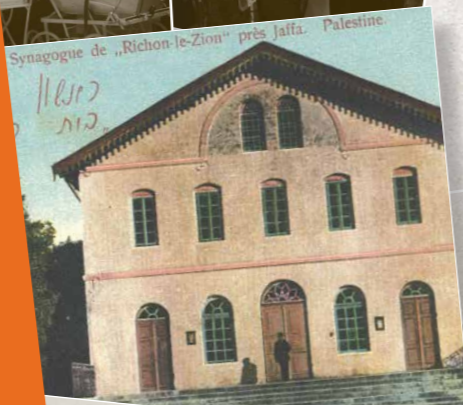
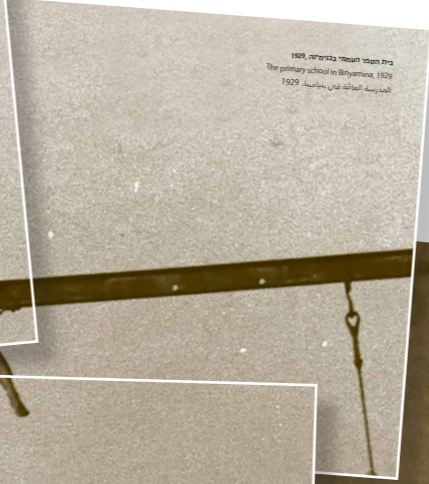
Baron Edmond de Rothschild's testimony to Henry Frank, Director of PICCA, in the Journal *Bustenai*, 1934



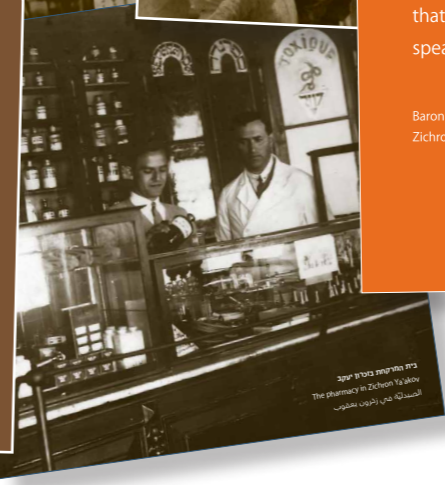


Community, Religion, Education and Health

What would be the character of the new Jewish society that was emerging in the Land of Israel? Baron Edmond de Rothschild carried on the family tradition of supporting charitable and welfare institutions among the Jewish communities of Eastern Europe, but at the same time he believed it was necessary to establish a modern, productive society in the Land of Israel, resting upon foundations of Jewish and universal culture. In all the settlements that he supported, he established the infrastructure for communal services, some of which were open to other local residents, both Jewish and Arab. The Baron laid the groundwork for educational facilities and insisted on the use of the Hebrew language alongside French. He brought doctors to Israel who built modern clinics and hospitals, and helped in the fight to eliminate malaria and other diseases caused by the poor living conditions. He also supported the establishment of cultural facilities and synagogues to serve as centres for communal life.




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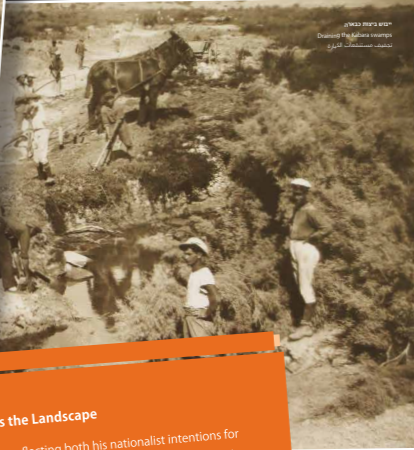
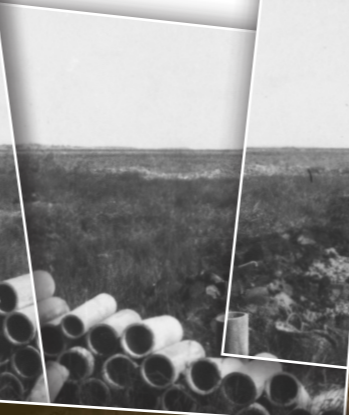


"You must speak only the language that your forefathers before you spoke, that is the Hebrew language, and it is my hope that when I return again I will hear all of you speaking Hebrew"
 Baron Edmond de Rothschild in a speech at the synagogue in Zichron Ya'akov, 1893





עבר, הווה ועתיד
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"Many people told me then that we were building on sand but the sand changed to stone and, as in the words of the Psalmist, this stone became the cornerstone for the building of Israel. The fields, the vineyards and the many orchards which appear like oases in the desert are all proof of the strength and spirit of the people of Israel"

From a speech by Baron Edmond de Rothschild in Tel Aviv, 1925

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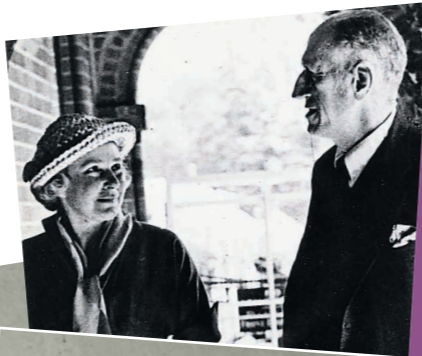
The Baron Changes the Landscape

The Baron's enterprise, reflecting both his nationalist intentions for the Jewish people and his European cultural heritage, was carried out in the towns and villages which he established and supported. A man of diverse interests, he considered the study of the past a critical element in the link between the Jewish people and its land, and he dreamed of creating a museum of Jewish antiquities. From 1913-14, he initiated the first excavations by Jewish archaeologists in the City of David, the ancient birthplace of Jerusalem.

Agricultural and industrial development, research into and acquisition of land, and architecture and construction were at the centre of the Baron's activities. They were implemented in the settlement, agricultural and industrial projects supervised by the Jewish Colonisation Association (JCA), which managed the Baron's work in the land of Israel from the year 1900, and by PICA (Palestine Jewish Colonisation Association), created in 1924.

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תרומה ועשייה Contribution and Achievements المساهمة والعمل



The Philanthropic Path
At the start of the 20th century, the Baron transferred responsibility for the towns and agricultural settlements he had established to the Jewish Colonization Association (JCA), but he continued to play a role in the management and finances of JCA. In 1924 the Rothschild family resumed its direct involvement and activity in Palestine via PICA (the Association for Jewish Colonization in the Land of Israel), headed by the Baron's son James de Rothschild, who had had since up residence in England. Alongside their support for the veteran settlements, JCA and PICA established new ones. They drained malarial swamps and built agricultural and industrial enterprises. By 1957, James felt that PICA's task had been fulfilled and turned all the remaining PICA lands over to national institutions. Most of the remaining available funds were given to construction of a new Knesset building in Jerusalem. Following James's death in 1957, his widow Dorothy de Rothschild formed Yad Hanadiv and led projects such as the establishment of Educational Television, the Open University, the Centre for Educational Technology, and the building of the Supreme Court which was completed in 1992. Dorothy was intimately acquainted with the Ramat Hanadiv Memorial Gardens. Among her many initiatives was the idea of establishing a Fragrance Garden with signs in Braille for the visually impaired. The Rothschild family continues to be engaged in the development of Israel through Yad Hanadiv, which supports the building of national institutions such as the new National Library of Israel, as well as an educational, social and environmental projects which advance Israel as a healthy vibrant, democratic society, committed to Jewish values and equal opportunity for the benefit of all its inhabitants.

"Our Founder, Baron Edmond de Rothschild, and later the Palestine Jewish Colonization Association which he established, have behind them a long history of positive accomplishment in the development of agriculture, industry, and social institutions of this country. That history has not yet come to an end"

Report from PICA to the United Nations, 30 June 1947, PICA Archives, Waddesdon Manor, UK

