

In 2005, Palestinian civil society called for a **campaign of boycotts, divestment and sanctions (BDS)** against Israel until it complies with international law and respects Palestinian rights. A truly global movement is emerging in response. As part of the boycott campaign, a growing number of cultural figures have refused to perform in Israel, including Elvis Costello, Roger Waters, Carlos Santana and Cassandra Wilson. Opposing WMI's presentation of Idan Raichel and protesting at "Brand Israel" events like tonight's concert is another part of the BDS campaign.

There is a long history of successful boycott campaigns, from the international movement against South African apartheid to the boycotts in support of farm workers and against segregation in this country. Our BDS campaign follows in these traditions.



For documentation and more information:

Adalah-NY: The New York Campaign for the

Boycott of Israel: adalahny.org

BDS National Committee (BNC):

bdsmovement.net

Palestinian Campaign for the Academic and

Cultural Boycott of Israel: pachi.org

US Campaign for the Academic and Cultural

Boycott of Israel: usacbi.org

**Adalah-NY: The New York Campaign
for the Boycott of Israel** — adalahny.org

WHAT KIND OF WORLD MUSICIAN...

- **is an ambassador for apartheid?**
- **serenades the destruction of Palestinian homes, lives, and land?**
- **celebrates African music but supports a government that likens African migrants to a disease?**
- **feels happy with a state characterized by racism, violence, and land theft?**



*"I believe that it is
our duty as artists to enlist in
Israeli propaganda efforts."*

**Idan Raichel is that kind of
world musician.**

In 2006, the Israeli Foreign Ministry launched a public relations initiative called “Brand Israel,” which uses art and music to whitewash Israel’s human rights violations. The campaign aims to “show Israel’s prettier face so we are not thought of purely in the context of war”.

Idan Raichel describes his role as an artist in terms of **uncritical support for the Israeli military and government**. He wrote in the Jerusalem Post in June 2014 that “In creating this musical project we feel as if we are cultural ambassadors for Israel.” He added, “When I look back over the past few years, I see an Israel I am happy with.”

The use of music to **prettify government policy** obscures Israel’s military occupation of the West Bank and Gaza Strip, as well as its overall history of grave human rights abuses.

Idan Raichel provided **morale building entertainment** to Israel’s troops before, during and after the recent attack on Gaza, which killed more than 2,100 Palestinians, including more than 500 children.



Israeli Foreign Ministry official Andy David emphasized **Raichel’s value to the government’s propaganda work**: “I think Idan is maybe the best ambassador that Israel has through his music and his inclusiveness...” but while the musician includes Arab and African artists in his projects, he excludes the reality of uprooting olive trees, displacing Bedouins and bombing UN shelters. **His inclusiveness is a sham.**

The Idan Raichel Project’s 2012 tour of Africa, initiated and produced by the Israeli Foreign Ministry and Israeli embassies in Africa, tried to portray Israel as a welcoming, multicultural society. This effort is particularly disgraceful in light of Israel’s treatment of Africans seeking political asylum, 2,000 of whom are warehoused in a detention center in the Negev and who Israeli officials routinely refer to as a cancer.

Raichel’s performance tonight with Malian artist Vieux Farka Touré is part of an ongoing project calculated to distract the public from Israel’s policies of settlement expansion and land seizures.

Given Idan Raichel’s record as an apologist for Israeli apartheid system, **many organizations, prominent artists, and others have asked the World Music Institute to honor the Palestinian call for boycott and to cancel the Raichel concert.**

We look forward to the day the World Music Institute can celebrate a truly post-apartheid generation of Israel/Palestine musicians. But The Raichel Project mouths peace and love lyrics as a mask for militarism and oppression.