

There is a long history of successful boycott campaigns, from the international movement against South African apartheid, to boycotts in the US in support of farm workers and against segregation. 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](http://adalahny.org)

BDS National Committee (BNC):

[bdsmovement.net](http://bdsmovement.net)

Palestinian Campaign for the Academic and

Cultural Boycott of Israel: [pacbi.org](http://pacbi.org)

US Campaign for the Academic and Cultural

Boycott of Israel: [usacbi.org](http://usacbi.org)

**Adalah-NY: The New York Campaign  
for the Boycott of Israel — [adalahny.org](http://adalahny.org)**

**#AdalahNY #BDS #IdanRaichel**

# WHAT KIND OF MUSICIAN...

- *is an ambassador for apartheid?*
- *serenades soldiers who destroy homes, lives, and land?*
- *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 musician, a proud ambassador for Israeli apartheid.**

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 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.”

### ART SHOULD BE ABOUT FREEDOM, NOT APARTHEID

The use of music to **prettify government policy** obscures Israel’s military occupation of the West Bank and Gaza Strip, discrimination against its Palestinian citizens, and denial of rights to Palestinian refugees.

Idan Raichel provided **morale-building entertainment** to Israel’s troops before, during, and after their 2014 attack on

Gaza, which killed more than 2,200 Palestinians, including more than 500 children.

An Israeli Foreign Ministry official emphasized **Raichel’s value to his government’s propaganda work**, saying: “I think Idan is maybe the best ambassador that Israel has through his music and his inclusiveness...” But while Raichel includes Arab and African artists in his projects, he excludes the reality of uprooting olive trees, displacing Bedouins and bombing UN facilities. The Idan Raichel Project mouths lyrics about peace and understanding as a mask for militarism and oppression.

### HYPOCRISY AND LIES ARE NOT A GOOD GROOVE

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.

### BOYCOTTING OPPRESSION WORKS

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, Cassandra Wilson, Peter Gabriel and Sinéad O’Connor. Opposing the Beacon Theatre’s presentation of Idan Raichel is part of the BDS campaign.

