



The Megemeria Collection tells the story of our journey, a journey of longing, renewal and yearning.



Megemeria

Collection





The Megemeria School was opened by Yvel founders Isaac and Orna Levy in September 2010. The school offers professional training and employment opportunities for Ethiopian new immigrants to Israel, thereby facilitating their social and professional integration into Israeli society. This is the first corporate social responsibility program of its kind in Israel.

The Megemeria School

The school, located in the Yvel complex in Motza, near Jerusalem, offers a unique opportunity for the Ethiopian community who receive professional training in the art of jewelry design and manufacturing. In addition, students receive enrichment classes in Hebrew and math, a monthly living stipend throughout their studies as well as employment opportunities upon completing the one-year course.



The name "Megemeria" comes from the Amharic (traditional Ethiopian) language and means "genesis". For the students, as well as for the school's founders, Isaac and Orna Levy, the school marks a new beginning in life.

GENESIS

The school, which is operated by the non-profit organization YEDID - The Association for Community Empowerment, is funded by Orna and Isaac Levy, with additional financial support from friends around the world such as the Jewish Federation of Greater San Francisco, the Baron de Hirsch Foundation and the International Fellowship of Christians and Jews.

Isaac and Orna's goal of helping transform Israel's new Ethiopian immigrants into proud and contributing citizens is realized daily as the students train to be Israel's next generation of jewelry craftsmen and craftswomen.





Megemeria

The contemporary Megemeria collection, inspired by the immigrants' personal and collective journey to Israel, features pendants, earrings, bracelets and rings made of 24K gold plated brass. Many designs incorporate inscriptions in the students' native Amharic with personalized messages such as single words like "forever", "love" and "friendship" in Amharic lettering.

The collection is sold through Yvel distribution channels and at the Yvel Design Center. Visitors to the Design Center may view the students in action as they learn the art of jewelry-making and design. The Ethiopian students in the school design and manufacture their own jewelry collection, also branded under the name Megemeria. All profits generated by sales of the Megemeria collection are put in to a separate company, which will help fund the salaries and running costs of the school.

◀ Necklace: AB-P-107-GP

Earrings: AB-ER-084-GP



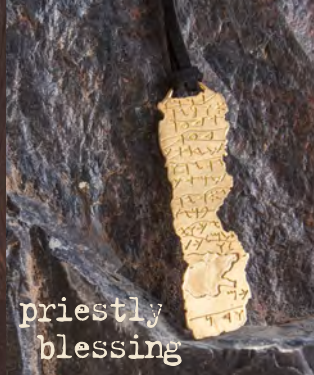
Earrings: AB-ER-081-GP
Necklace: AB-N-052-GP



AB-ER-082-GP



AB-P-102-GP



priestly
blessing

AB-P-106-GP





AB-P-019-GP

happiness

AB-P-019-SL



AB-P-108-GP



friendship

AB-B-008-GP



forever

AB-P-105-GP



AB-P-004-GP



AB-ER-080-GP



AB-ER-007-GP



love love love

AB-N-022-GP

AB-N-023-SL



AB-P-067-GP

AB-P-104-GP

AB-P-098-GP



AB-ER-076-GP



AB-R-004-GP

AB-R-025-GP

AB-R-007-GP



AB-N-053-GP



AB-B-010-GP

one
nation

AB-P-068-GP

AB-P-097-GSP AB-P-074-SP AB-P-093-GSP

AB-P-052-GP

AB-P-035-MGP

Jerusalem

AB-P-099-GP

AB-ER-075-GP



"A woman of
valour who
can find"

AB-B-009-GP

Yedid

Established in 1997 to promote social and economic justice in Israel, YEDID has gained widespread national recognition and a host of prestigious awards for its community work and empowerment achievements throughout Israel. YEDID operates through a nationwide network of 16 Citizen Rights Centers and Satellites. YEDID's unique model helps people help themselves through four innovative and interrelated channels: Social, Economic & Legal Assistance, Community Empowerment Initiatives and National Advocacy for Policy Change.

Your Contribution to YEDID will help fund the Megemeria School.

Send your Israeli tax deductible donation to:
YEDID - The Association for Community Empowerment
28 Pierre Koenig Street, P.O. Box 53151 Jerusalem Israel

Donate by Check in the United States (USD) Send your US tax deductible donation to:
American Supporters of YEDID 492c Cedar Lane, #335, Teaneck, NJ 07666, USA



YVEL

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Megemeria project

The Len-Ari Foundation Inc

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Photography: Noam Revkin and Arik Barel