



T A M A R A   A N N A   E F R A T

# Encoded Craft

Curated by Talia Janover

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The solo exhibition “Encoded Craft” examines how handmade traditional embroidery, once logarithmically encoded and manipulated, may be charged with critical contents.

The collection displayed refers to ecological entropy, including the extinction of species, the collapse of the local biosphere in different parts of the world, the acidification of seas and the disappearance of corals. This entropy is accelerated by the dualistic approach common in the Western world, which assumes an existential conflict between man and nature. Against such antagonist mindset, Tamara Efrat claims it is of great importance not figuratively to preserve traditional techniques, but rather to creatively keep them alive by translating them into contemporary constructs and by staging a tension between digital processes and manual work.

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# T A M A R A   A N N A   E F R A T

Tamara Efrat is an interdisciplinary Artist and Designer. Her research and creative work focus on the relationship between traditional craft and new technology. She Holds M.Des degree in Industrial Design and Technology from Bezalel academy (with distinction) and B.FA degree in Fashion Design from Shenkar college. Tamara is a design lecturer at Shenkar college and Wizo Academie. She was a co-founder and the CEO of Mon Terra, a sustainable-design company addressing the issue of plastic waste. Her work is exhibited in numerous local and international museums and galleries and is published in various art and design magazines. Tamara is consulting to companies and startups about design and has presented her work in conferences such as Design Museum Holon' s 10th International Symposium, and CHI (computer human interaction) conference in San Jose, USA. and was published in numerous art and design magazines



# CERAMIC COLLECTION

Handmade in Jaffa



# Circles



Big  
D: 28-33 cm  
Price: 950 NIS



Small  
D: 15-19 cm  
price: 550 NIS



Tiny  
D: 10-13 cm  
price: 290 NIS



Large  
D: 36 cm  
Price: 1350 NIS

Combinations -

Small, Small - price: 935 NIS

Big, Small - Price: 1275 NIS

Big, Small , Small - Price: 1743 NIS

Small, Small, Small - price:1402 NIS



Material: ceramic

Ceramic collection

# Arch



Big  
Size: 30 cm  
Price: 950 NIS



Small  
Size: 20 cm  
Price: 550 NIS



Material: ceramic

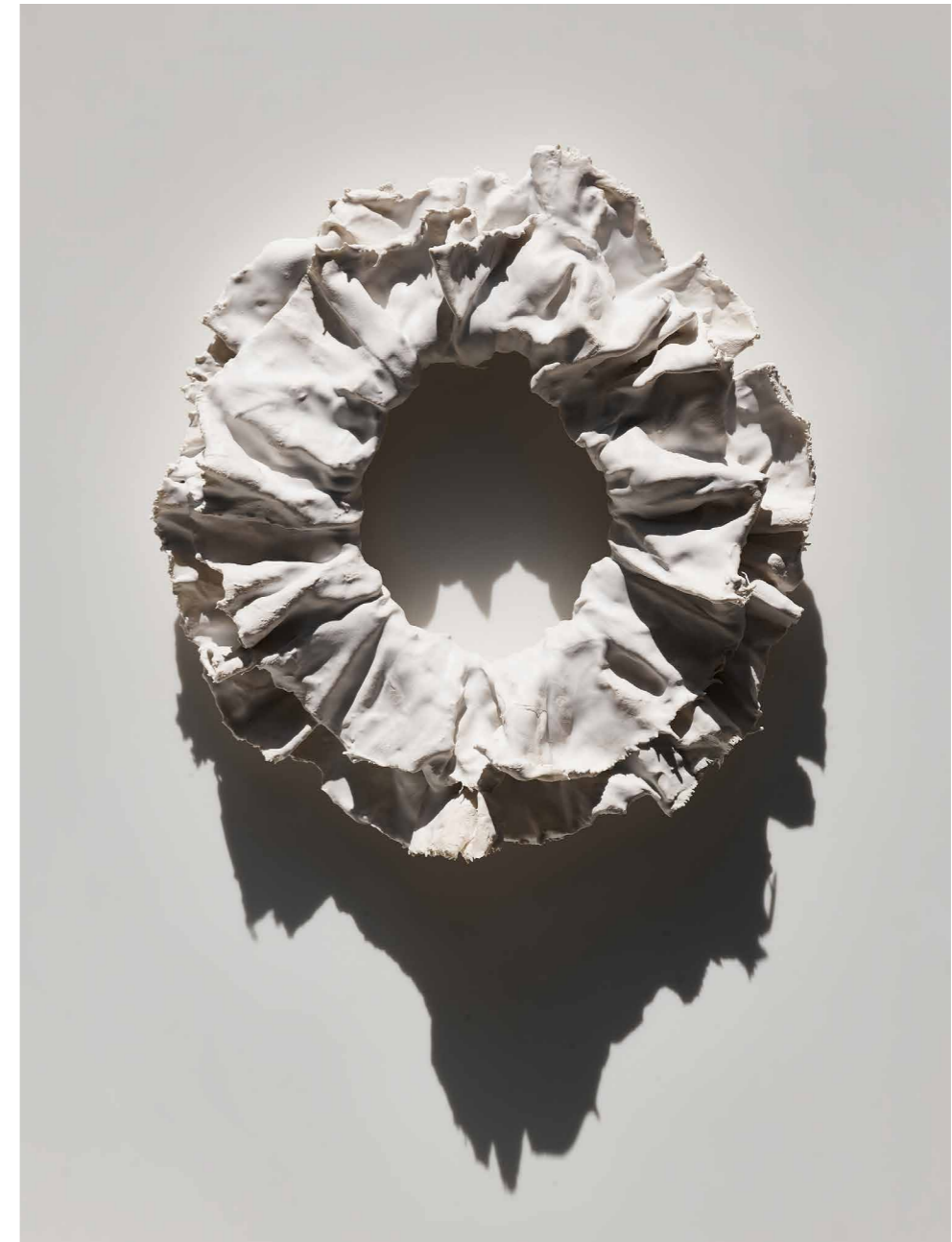
# Donuat



Big  
D: 20 cm  
Price: 950 NIS



Small  
D: 17 cm  
Price: 750 NIS



Material: ceramic

Ceramic collection

# TEXTILE COLLECTION

Handmade in Jaffa





# Living Wall



Large  
D: 53-62 cm  
Price: 1350 NIS



Medium  
D: 20-33 cm  
Price: 550 NIS



Small  
D: 13-16 cm  
Price: 290 NIS

## Combinations -

- Small, Small, Small - price: 739 NIS
- Medium, Medium, Small - price: 1088 NIS
- Large, Medium - Price: 1615 NIS
- Large, Medium , Small - Price: 1861 NIS



Material: 100% wool Felt

# Small Totems



Tall  
H: 60 cm  
Price: 950 NIS



Medium  
H: 50 cm  
Price: 790 NIS



Small  
H: 30 cm  
Price: 650 NIS



Material: canvas

Textile collection

# Totems



Big  
H: 150-130 cm  
Price: 8200 NIS



Meduim  
H: 120 cm  
Price: 6200 NIS



Small  
H: 60 cm  
Price: 2200 NIS



Material: 100% wool Felt

# Large Totem



Large  
H: 170 cm  
Price: 12,200 NIS



Material: 100% wool Felt

