



Rony Oren / Curriculum Vitae

Date of Birth: February 25th 1953, Haifa, Israel

Address: 3 Hahavatselet Street, Binyamina, Israel

Director and Producer of animation; children's books Illustrator

Professor and Head of the Animation Department 2000-2009, Bezalel Academy of Art and Design Jerusalem

Summary of Professional Activity

2010 – Master classes, workshops and visiting lecturer both in Israel and internationally at academies of art and animation

Children's workshops in Israeli schools (as part of a structured program by the Ministry of Education and Culture)

Extensive workshops in children's hospitals and for children with special needs

Continuously creating and writing books for everyone who loves beauty and creativity, reaching broader audiences across Israel, Germany, Russia, France, Italy, Denmark, Greece, Ukraine, Kazakhstan and Lithuania

1975 – 2010 Created over 500 short animation films. Made 5 T.V. animation series and films that have been and still are broadcast in over eighty countries on television channels such as BBC, Channel 4 in Britain, Disney Channel, ABC and PBS in the USA, Antenne 2 in France, ZDF in Germany and most of the major television stations in the world, including Jordan and Persian Gulf states.

Illustrated 30 children's books in Israel, Great Britain, USA, France, Germany, Denmark, Russia and Greece

Won awards and commendations in competitions and festivals, including the Nahum Gutmann Award for Illustration



Academic Appointments and Teaching Experience

- 2012** **Bezalel Academy of Art and Design, Jerusalem**
Member of the New Bezalel President Selection Committee
- Acting member of the Bezalel senate commission (recommending professorship candidates from Bezalel to the Council for Higher Education CHE, established in accordance with the Higher Education Council in 1958)
- 2000 – 2010** **Bezalel Academy of Art and Design, Jerusalem**
Head of the Animation Unit Department, as of 2006 Professorship and Senate Committee member
- Member of the Standing Committee for Bezalel Academy Department Heads
- Head of the Bezalel Animation Unit Teaching Committee
- Developed a four-year program for the animation unit, including its infrastructure and equipment and recruiting teaching staff
- Taught Stop Motion animation courses for second and third year students and personally guided fourth year students through their 'final films'.
- 2005** Chaired three committees for the promotion of lectures to senior lecturers
- 2001** Member of the Senate's Committee for appointing the Photography Department's Head
- 1984 – 2000** Neri Bloomfield WIZO Academy of Design & Education, Haifa, Hadassa WIZO Canada (excluding 1988 – 99 which were spent in the USA) – Taught the foundations of animation to second year students, advanced animation to third year students, and guided fourth year students through their 'final films'
- 1999** Bezalel Academy of Art and Design, Jerusalem – Teaching Stop Motion animation courses for second and third year students at the Animation Unit
- 1984** Bezalel Academy of Art and Design, Jerusalem – Deputy Head of the Animation Unit - Teaching inter-departmental courses on the foundations of animation and advanced animation
- 1980 – 1984** Beit-Zvi – School of the Performing Arts, Ramat-Gan, Cinema Department – Teaching a course on the foundations of animation



Master Classes and Workshops

- 2012 Leads Israeli Foreign Ministry landmark Eurasian book and workshop tour including book fairs, children's hospital workshops, master classes and lectures for animation and art students
- USA workshop tour including Lincoln Center Bezalel fundraiser, Mica/Maryland Institute College for Art – character design and clay animation workshop, New Jersey and New York school workshops
- 2011 Hosts workshops and book signings at Leipzig international book fair
- Moscow and St Petersburg - 14 artist workshops
- 2010 Host round table discussion at Buenos Aeries International Book Fair
- Special guest at Bologna book fair
- 2009 Host principle workshops at Biennial Animation Festival, Cinematheque, Tel Aviv
- 2008 26 master classes at the International Book Fair in Frankfurt, Germany; German Museum, Bon; Jewish Museum, Berlin
- Workshops at the International Book Fair in Paris, France
- Master classes, animation workshops and viewing of personal films at the Animart 2 Annual Animation Festival in Athens, Greece
- Animation workshops at the Buster Kobenhavns International Film Festival for Children and Youth in Copenhagen, Denmark
- 2007 Master classes, animation workshops and viewing of personal films at the Animart 1 Annual Animation Festival in Athens, Greece
- Master classes and animation workshops at Animfest International Animation Festival in Athens, Greece
- Master classes and workshops at the Scream 07 International Conference in Athens, Greece
- Lecture and workshop held in De Libro Infantil and Hovnil Salon, Madrid, Spain

Professional Activity

Production of Internationally Distributed Animation Series

- 2009 Directed and animated 'Clay Play', a 13 episode series of 5 minutes each
Technique: Plasticine Animation
Broadcast: Hit Entertainment, UK
- Directed, animated and art management 'Monkey See Monkey Do' series of 26 episodes of 5 minutes each
Technique: Computerized animation
Broadcast: Hit Entertainment, UK
- 1995 – 1998 Produced, directed and animated 'Grabbit the Rabbit'; 13 episode series of 8 minutes each.
The series is based on animal proverbs and Afro-American fables.
Technique: Plasticine Animation
Broadcast: British Channel 4, Denmark, Finland, Italy, Korea, The Netherlands, Norway, Sweden, Ireland, Belgium, France, Monaco, Switzerland, Japan, Hong-Kong, Luxemburg, Poland, Israel and more.
- 1992 – 1994 Produced, directed and animated 'Tales of a Wise King 1; a 13 episode series of 6 minutes each.
The series is based on the legends of King Solomon.
Technique: Plasticine Animation
- 1989 – 1991 Produced, directed and animated 'Tales of a Wise King 2'; a 13 episode series of 6 minutes each.
Technique: Plasticine Animation
Production Company: Oren Enterprises (USA)
Broadcast: Britain (BBC), Denmark, The Czech Republic, Poland, Portugal, Singapore, Finland, Spain, Australia, Turkey, Australia, Hungary, The Netherlands, Switzerland, Hong-Kong, Korea, Italy, New Zealand, Israel and more.
- 1985 – 1986 Produced, directed and animated 'Foxy Fables'; a 13 episode series of 5 minutes each.
The series is based on the Tales of La Fontaine, Krilov and others.
Technique: Plasticine Animation
Production Company: Frame by Frame (Denmark)
The series was broadcast on about 60 television stations around the world including: Germany (ZDF), British Channel 4, Jordan Television, the Arab Emirates, Israel and more.
- Produced, directed and animated the series 'The Egg', 26 shorts 20 seconds each
Technique: Plasticine Animation

Production Company: Frame by Frame (Israel)

The series was broadcast in many countries in Europe, including on the BBC's 'Tea Time Television'.

Production of 24 minute Animation Films (Specials) for International Distribution

- 1992 Directed the Easter children's animation film 'Follow that Bunny'
 Technique: Plasticine Animation
 Production Company: Scopus Films
 Broadcast: Britain (BBC)
- 1990 Produced, directed and animated the Christmas children's animation film 'Follow that Sleigh'.
 Technique: Plasticine Animation
 Production Company: Scopus Films
 Broadcast: Britain (BBC)
- 1985 Directed and animated 'Agada Shell Hagada', a children film of the Exodus and Passover.
 Technique: Plasticine Animation
 Production Company: Scopus Films
 Broadcast: USA (Disney Channel, ABC, PBS), France (Antenne 2) and many other countries.

Animated Advertisement

- 2008 30 commercials for Seminar Hakibbutzim College
 Technique: Plasticine Animation
 Advertising Agency: Azimuth Advertising
 Broadcast: Channels 2 and 10, Israel
- 30 hours of commercials for CTS Medicines
 Technique: Plasticine Animation
 Advertising Agency: CTS
 Broadcast: Channels 2 and 10, Israel
- 2007 5 television commercials for Hakibbutzim College Seminar
 Technique: Plasticine Animation
 Advertising Agency: Azimuth Advertising
 Broadcast: Channels 2 and 10, Israel

- 4 television commercials for CTS Medicines
Technique: Plasticine Animation
Advertising Agency: CTS
Broadcast: Channels 2 and 10, Israel
- 2006 4 television commercials for the 'Hetz party'
Technique: Plasticine Animation
Broadcast: Channels 2 and 10, Israel
- 2002 Commercials for Bezeq International Internet: 'There's a Way to Turkey' and 'Parrot in the Stadium'; 30 seconds each.
Advertising Agency: Adler Chomsky and Worshewski
Technique: Plasticine Animation
Broadcast: Channel 2, Israel
- Commercial – 'Sneezing Elephant', 10 seconds
Cachat Medicine Company
Broadcast: Channel 2, Israel
- 2001 Three commercials for Bezeq, International Internet:
'The Parrot', 'The Dog' and 'The Cat – Dana International' (30 seconds each)
Advertising Agency: Adler Chomsky and Worshewski
Technique: Plasticine Animation
Broadcast: Channel 2, Israel
- Commercial for 'Tele Chat', a Bezeq telephony service (30 seconds)
Advertising Agency: G. Yafit
Technique: Painted Animation
Broadcast: Channel 2, Israel
- Commercial on foreign tourism in Israel, for the Ministry of Tourism (4 minutes)
The Government Advertising Agency
Technique: A combination of Painted and Plasticine Animation
Shown as part of the Foreign Ministry's operations abroad
- 2000 Commercial – 'YELLOW PAGES CO IL' (40 seconds)
Advertising Agency: Tsarfati Sternshos Zamir



Technique: Painted Animation

Broadcast: Channel 2, Israel

4 commercials 'Jordan and Kineret are Saving Water' (40 seconds each)

The Government Advertising Agency, Noga Communications

Technique: Painted Animation

Broadcast: The Children's Channel

1999

Commercial 'Family Voice Mail' for Bezeq (30 seconds)

Advertising Agency: Ariely Publisys

Technique: Plasticine Animation

Broadcast: Channel 2, Israel

1998

Commercial for Osem's 'Crispy' (30 seconds)

Advertising Agency: Gittam BBDO

Technique: Stop motion and computer animation

12 shorts for the Ad campaign 'Tolerance' (10 seconds each)

The Ted Arison Foundation, the Meaning of Life

Technique: Plasticine Animation

Broadcast: Channel 2, Israel

1997

Commercial – 'Easy' internal tourism (30 seconds)

Advertising Agency: Glickmann Netler Meisler

Technique: Plasticine Animation

Broadcast: Channel 2, Israel

1996

Two commercials 'Noga Kid' and 'Noga in Space' for Tene Noga

Advertising Agency: Ariely

Technique: Plasticine Animation

Broadcast: Channel 2, Israel

Commercial – 'Capitalization is the Direction' for the Israel Land Administration (30 seconds)

The Government Advertising Agency

Technique: Plasticine Animation

Broadcast: Channel 2, Israel



1995 Two commercials 'Talking Potato' for the Vegetable Council (30 seconds each)
Advertising Agency: Yehoshua and Co

Technique: Plasticine Animation
Broadcast: Channel 2, Israel

Commercial 'Noga Cool' for 'Tene Noga' (30 seconds)
Advertising Agency: Ariely
Technique: Plasticine Animation
Broadcast: Channel 2, Israel

Commercial – 'Osem's Mayonnaise' (30 seconds)
Advertising Agency: Gittam BBDO
Technique: Plasticine Animation
Broadcast: Channel 2, Israel

Directed commercial for 'Diesenhaus' (30 seconds)
Production Company: Sratim
Technique: Painted Animation
Broadcast: Channel 2, Israel

1994 Three commercials 'Noga Ice-cream', 'Cookielida' and 'Tene Noga'
(30 seconds each)
Advertising Agency: Ariely
Technique: Plasticine Animation

Two 'Materna' commercials (30 seconds each)
Production Company: Yarkon
Technique: Puppets in Stop Motion
Broadcast: Channel 2, Israel

Commercial – 'Babushkas' for Hapoalim Bank (20 seconds)
Advertising Agency: Keshet Bar'el
Technique: Puppets in Stop Motion
Broadcast: Channel 2, Israel

Directed a 'Strip' commercial for Osem (30 seconds)
Advertising Agency: Gittam

Technique: Computerized Animation
Broadcast: Channel 2, Israel

Commercial for Bezeq's 177 Services (20 seconds)
The Government Advertising Agency
Technique: Plasticine Animation
Broadcast: Channel 2, Israel

1993 Commercial – 'Hungry – Eat Cottage Cheese!' for Tnuva (30 seconds)
Advertising Agency: Ariely
Technique: Plasticine Animation
Broadcast: Channel 2, Israel

Commercial - 'Chocolate Land' for Osem (30 seconds)
Advertising Agency: Gittam
Technique: Plasticine Animation
Broadcast: Channel 2, Israel

Commercial – 'Sano Cleaning Liquid' (30 seconds)
Production Company: Yom Tov Hafakot
Technique: Stop Motion Animation
Broadcast: Channel 2, Israel

1992 Commercial – 'Tene Noga Ice-cream' (30 seconds)
Advertising Agency: Ariely
Technique: Plasticine Animation
Movie Theatre Distribution

1989 – 1989 Nine service announcements for the Citrus Distribution Council
Advertising Agency: Keshet Ba'el
Technique: Plasticine Animation
Broadcast: IBA, Channel 1, Israel

1982 – 1984 Three service announcements for the Institute of Safety and Hygiene
Technique: Plasticine Animation
Broadcast: IBA, Channel 1, Israel

Directed and produced two service announcements for KKL -
Preventing Forest Fires, Preventing Deforestation (30 seconds each)
Technique: Painted Animation
Broadcast: IBA, Channel 1, Israel

Directed and produced nine service announcements for the Council for Vegetables 'Vegetables, Man, Vegetables' (30 seconds each)
 Production Company: Dana Hafakot
 Broadcast: IBA, Channel 1, Israel

Directed and produced a commercial for Tfahot Bank (30 seconds)
 Technique: Painted Animation
 Movie Theatre Distribution

1978 – 1981 Twelve service announcements for the Road Safety Administration (30 seconds each)
 Technique: Plasticine Animation
 Broadcast: IBA, Channel 1, Israel
 A service announcement for gas usage safety (30 seconds)
 Production Company: Positive
 Technique: Plasticine Animation

Commercial – 'American Israeli Bank' (1 minute)
 Advertising Agency: Ariely (1978)
 Technique: Plasticine Animation
 Movie theatre distribution

Animation Films for Broadcast in Israel

2004 Directed and produced animated transition segments for the 'Yom Tov' annual telethon for Keshet
 Technique: Painted Animation
 Broadcast: Keshet, Channel 2, Israel

2003 Directed the animated short 'King Solomon and the Bee' (5 minutes) for Sesame Street
 Production Company: Zebra Tikshoret
 Technique: Painted Animation
 Broadcast: Junior Hop Channel, Israel; Jordan Television

Directed, designed and animation 'Frogs and Colors' (5 minutes) for Sesame Street
 Production Company: Zebra Tikshoret
 Technique: Plasticine Animation
 Broadcast: Junior Hop Channel, Israel; Jordan Television

Scripted and direction the animated short 'Firemen' (4 minutes)
for Sesame Street
Production Company: Zebra Tikshoret
Technique: Puppet Stop Motion
Broadcast: Junior Hop Channel, Israel; Jordan Television

2002 Scripted and directed the animated short 'Channel Theme Song' for Junior Hop Channel, Israel
(2 minutes)
Production Company: Matav Ktantanim
Technique: Painted Animation
Broadcast: Junior Hop Channel, Israel

Scripted, designed and directed an animated clip for a children's video for 'Strauss Culture
Industries' (5 minutes)
Production Company: Strauss Culture Industries
Technique: Plasticine Animation combined with Painted Animation
Broadcast: Junior Hop Channel, Israel

2001 Scripted and directed transition segments for Junior Hop Channel, Israel (20 – 50 seconds each)
Production Company: Metav Ktantanim
Technique: Painted Animation
Broadcast: Junior Hop Channel, Israel

1982 – 1985 Scripted, directed and produced 82 shorts for Sesame Street (30 seconds each)
Production Company: Frame by Frame (Israel)
Technique: Plasticine Animation; Painted Animation
Broadcast: Israel Educational Television

Scripted, directed and animated five introductions for 'Hello Jerusalem' magazine
(30 seconds each)
Production Company: Frame by Frame (Israel)
Technique: Plasticine Animation

1975 – 1977 Directed and animated numerous introductions and animated films for IBA Channel 1, Israel
Children Programming including 'Rich Rach', 'Tele Pele', youth program
'Elem and Alma'

Children's Books Illustration

- 2012 Wrote and illustrated 'Rony's Clay Christmas' as part of the series "Secrets of Clay"
Published by: A-NO-NI-MA+ an imprint of Daniella De-Nur Publishers
- 2011 Wrote and illustrated 'The Nativity' as part of the series "Secrets of Clay"
Published by: A-NO-NI-MA+ an imprint of Daniella De-Nur Publishers
- 2010 Wrote and illustrated 'Secrets of Clay - Dinosaurs'
Published by: A-NO-NI-MA+ an imprint of Daniella De-Nur Publishers
- 2009 Wrote and illustrated 'Blue Bear Sweeter Than Honey' (fiction for toddlers)
'Blue Bear Wants to Sleep' (fiction for toddlers)
'Book of Colors' (board book)
'Book of Numbers' (board book)
Published by: A-NO-NI-MA+ an imprint of Daniella De-Nur Publishers
- 2006 Wrote and Illustrated 'Secrets of Clay –Animals in the Wild'
Published by: A-NO-NI-MA+ an imprint of Daniella De-Nur Publishers
- 2005 Wrote and illustrated' Secrets of Clay 'Pets & Farm Animals'
Published by: A-NO-NI-MA+ an imprint of Daniella De-Nur Publishers
- 1991 Illustrated two children's books: 'The King's Daughter's Love' and 'The Lady and Wind'
Published by: Dvir (Based on H.N. Bayalik Tales)
- 1989 Illustrated three children's books: 'The Soap Cried A Lot' by Miriam Yalan- Shtekelis; 'Dovduba's Birthday' by Anda Amir; 'In the Vegetable Garden' by H. N. Byalik
Published by: Dvir
- Illustrated the children's book 'Follow that Sleigh'
Published by: Scopus; Distributed: USA
- 1987 Illustrated four children's booklets based on the animated series 'Foxy Fables'
Published by Scholastics, Britain
- Illustrated three children's books: 'A Plasticine Vegetable Garden' by Dror Green; 'The Rabbit's Orchestra' by Dror Green; 'Birds in Play-dough' by Dror Green
Published by: Keter

Illustrated the children's book 'A Legendary Year' by Efraim Sidon
Published by: Keter/Scopus

- 1986 Illustrated three children's books: 'The Animated Haggadah' – The Passover Hagada illustrated in plasticine; 'The Animated Megillah' by Efraim Sidon; 'The Animated Menorah' by Efraim Sidon
Published by: Keter/Scopus
- 1982 Illustrated the children's book 'Saul the Tractor' by Gidi and Anat Gov
Published by: Kinneret
- 1976 Illustrated the children's book 'The Wizard's Apprentice' by Talma Aligon
Published by: Keter

Awards and Commendations

- 2008 Judge at AniFest International Animation Festival and in animation workshops in Tarabon, Czech Republic.
- 2007 One of the founders of the international animation portal 'Aniboom' and manager of animation within the portal
- 2004 Gold medal for Sesame Street, for three animated films
International Festival for Media, Hamburg, Germany
- 2002 Silver Medal in the Not for Television Commercials category for animated short commercial for Ministry of Tourism
The New York Commercials Festival
- 1995 Finalist for plasticine commercial 'Osem's Mayonnaise' produced for Gittam BBDO
The New York Commercials Festival
- 1989 The Nahum Gutmann Award for Illustration, for the book 'Dovduba Birthday' by Anda Amir (published by Dvir)
- 1988 Gold medal from the Advertisers' Union for the nine-plasticine film campaign for the Citrus Distribution Council
- 1985 First prize for Animated Film 'Agada Shel Hagada'
The International Jewish Film Festival, Tiberius

- 1984* The Advertisers' Union Award for Plasticine Illustration of the Netafim Calendar (Gitam Advertising)
- 1983* The Advertisers' Union Award for the Plasticine Illustration of the Tnuva 'Prili' media poster (Ariely Advertising)
- 2005* Judge on the Paris Committee for Culture and Art's Animators' Competition
- 2004* Architected, in collaboration with the Jerusalem Cinematheque and the International Arena, the Competition for Israeli Animation Films, which took place during May 2004 at the Jerusalem Cinematheque