

The Venus Project



Created by **David Scheinmann**

Curated by **Tamar Arnon**

The Venus Project is collaboration between BRACHA, British artist David Scheinmann and London based curator Tamar Arnon to create a powerful touring exhibition featuring photography, video art, a moving book and a documentary featuring 10 individuals, who are BRCA gene mutation carriers, affected by hereditary cancer. This powerful and empowering art project features cutting edge contemporary art of the highest standard. It presents BRACHA's diverse community.

The main aims of the project: raising awareness to a large heterogenic community of families affected by hereditary breast and ovarian cancer, to raise awareness to BRCA mutation genetic testing and the ways to reduce the risk of hereditary cancer.

The Exhibition shows 20-30 photographs of different sizes, two video installation and a book featuring healthy BRCA mutation carriers, previvors – healthy carriers who underwent risk reducing surgeries, young breast cancer survivors, a man who is a BRCA mutation carrier and two women with ovarian cancer – one of them, Sigal, has sadly passed away 6 months ago.

David Scheinmann is a British artist working in the mediums of photography and filmmaking. His work explores issues of cultural identity and popular iconography. During his career he created many album covers for famous singers and bands including Tears for Fears, Peter Gabriel, Enya, Elton John and many more. Scheinmann's first photography book entitled 'Billy Elliot Through the Lens' documenting the original London stage show is now a collector's item.

**The Venus Project will open in Israel, 20 September 2016 8pm,
at Kastiel As-Is Design Gallery, 2 Moshe Maor Street, Tel Aviv.**

Exhibition continues until 9 October 2016

Gallery opening hours:

Sunday - Thursday 9 am – 6 pm, Friday 9 am – 1:30 pm

Check out our event on [Facebook](#)



BRACHA - Living with a High Risk of Hereditary Breast and Ovarian Cancer



Welcome to the BRACHA website where you are invited to discover how finding a genetic mutation in the BRCA1 or BRCA2 genes can become a blessing.

One of our aims is to increase awareness of the benefits of genetic counseling and testing to discover if you carry the genetic mutation in the BRCA genes. This genetic mutation increases the risk of breast and ovarian cancer. Once you are armed with the knowledge that you are a carrier of the gene then you can use the knowledge to make informed choices to lower your risk of cancer. If you already have cancer the genetic information will guide your treatment choices and enable you to help others in your family reduce their risk. Wise decisions can only be made by using the best knowledge available to us. Genetic testing enables us to be proactive about our lives.

BRACHA will give you important information, help you to find professional medical advice, will support you in your decision making process and provide a supportive community for you and your family.

The BRACHA community is diverse: Healthy BRCA mutation carriers (women and men), Preivors – women who have undergone risk reducing surgery, women with breast cancer, breast cancer survivors, women with ovarian cancer, women with metastatic breast cancer and women and men with pancreatic cancer.

In the general population 1 in 400 people have a mutation in the BRCA gene but 1 in 40 Jewish people have it. Women with a BRCA mutation have a much higher lifetime risk for breast cancer, up to 87%, some 6-7 fold, much of the risk occurs at a younger age. Women with a BRCA mutation have a much higher lifetime risk, up to 50%, up to 25 fold, to develop ovarian cancer. BRACHA wishes to give you the strength and support necessary to face this challenge.



BRACHA - Living with a High Risk of Hereditary Breast and Ovarian Cancer



BRACHA is an Israeli non-profit voluntary organization, registered number 580508075. Since its foundation in 2009, BRACHA has focused on raising awareness about HBOC (Hereditary Breast and Ovarian Cancers). The aim of BRACHA is to provide current knowledge and education about genetic testing, ways to reduce the risk of HBOC and information on research and medical innovations. BRACHA provides a warm and caring community to all those with high risk or those diagnosed with HBOC and their families, as well as advocating for the rights of the HBOC community.

BRACHA was founded by Lisa Cohen in loving memory of both her mother and sister who tragically passed away from Hereditary Breast and Ovarian Cancer. BRACHA is based in Israel where it works with Jews and Arabs alike but it's also very active within HBOC organizations and medical professions internationally. BRACHA is run 100% by volunteers and 100% of all donations are used to run the BRACHA programs.

You can contact us by email: info@bracha.org.il

And on [Facebook](#)