

KOLTURE

An Initiative of the [Jewish Arts Collaborative](#)

What is Kolture?

Kolture is a one-stop digital destination for Jewish arts and culture, the first of its kind. Expertly curated and powered by the award-winning cultural hub JArts, Kolture makes Jewish engagement easier than ever, with thematic content designed to spark meaningful conversation among diverse Jewish audiences and communities.

More than just a content platform, Kolture offers a framework for guided conversation with thoughtful conversation prompts centered around a vast array of Jewish themes. Think of it as a highly accessible Jewish engagement toolbox that anyone can just “plug and play,” and instantly connect to an online Jewish arts community.

Now through a special promotional opportunity, Kolture is available to partner organizations for their members to use **entirely free of charge.**

What can I find in the Kolture portal?

Kolture explores the depth and breadth of Jewish experience through compelling art, comedy, dance, film, food, literature, music, theater, and more. Our team of in-house and special guest curators scours the world of Jewish culture to bring you original content under an ever-changing roster of themes (e.g. holidays, celebrations, and inspiring individuals, among others). The content is categorized and archived for easy access at any time and from any place with an internet connection.

Why the need for Kolture?

Despite declining synagogue affiliation and other signs of communal disengagement, there is a deep desire among American Jews to connect Jewishly. A 2020 Pew study showed that more than 40 percent of Jews engage with Jewish or Israeli content, while 54 percent of secular Jews cook or eat traditional Jewish foods. There is a demonstrated need for American Jews to connect Jewishly on their own terms, and Kolture satisfies that need by dramatically scaling and increasing access to Jewish arts and culture – a boon for the increasingly digital post-Covid era.

Who is Kolture for?

Anyone from Jewish communal leaders to those who are simply “Jewishly curious” can find something in Kolture that speaks to them. As an organizational tool, the platform helps leaders better serve their communities, expand to reach new ones, and foster greater connection to Jewish life. For the individual user, Kolture is a trove of cultural treasures that links them to a network of Jewish arts enthusiasts.

When will Kolture launch, and how do I sign up?

Kolture is slated to debut in Spring 2022, but sneak previews of Kolture content are available via our monthly newsletter. To sign up, email Jaime Brody, JArts Collaborations Director jaimedb@jartsboston.org