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BY DANIELLE BERRIN

Fall in Love With Judaism

In ancient Jerusalem, the holiday of Tu B'Av was celebrated when unmarried women would dress in white and dance through the vineyards, hoping to catch a man's eye. JConnectLA put a modern spin on the ancient ritual with an Aug. 14 "Love Fest," a late-night romp at Fu's Palace that focused on Jewish culture over romance.

But not everyone gave up on love. Michal Taviv, JconnectLA's program director, donned a wedding dress for the occasion.

Jewish pride seeped through every act: Moshav and comedian Smooth-E entertained a raucous crowd; Modern Tribe, Jewcy, Rabbi's Daughters and Threaded Heritage sold their goods in a "Heebster shuk" (thongs with Jewish catchphrases, anyone?); Rabbi Yonah and Rachel Bookstein, creators of Jewlicious, presided over "Instant Matchmaking"; and author and event co-organizer, Lisa Alcalay Klug, debuted her new book, "Cool Jew: The Ultimate Guide for Every Member of the Tribe."

"There is an organic synergy between the work JConnectLA does and the aims of Jewlicious and my own aims," Alcalay Klug said. "My book is celebration of Jewish culture, a rally call to identify as a proud and informed Jew -- it elevates Jewish unity and community and having fun with who we are."

It's the new Tu B'Av: Fall in love with being Jewish.

Photo: Michal Taviv and Elliot Schiff dress up in full regalia and go all out for Love Fest '08. Photo by Jonah Light Photography



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