



‘October 7, 06:29 am: The Moment Music Stood Still’

The Nova Exhibition moves from New York to Los Angeles

By Andrea Samuels

IN THE spring of 2023, Tribe of Nova announced its “Supernova Sukkot Gathering” in Israel on October 6-7. As we all know, this joyous occasion resulted in death and destruction, the likes of which no one could have foreseen.

“Dear Tribe of Nova,” they wrote, “we are thrilled and filled with pride and excitement to announce a truly exceptional and unprecedented event that will take place for the very first time in Israel...” Billed

as “the most powerful and meaningful psytrance music festival” to come to Israel, it represented “the heart and soul of the Brazilian trance music community.”

The festival attracted over 3,500 people aged 20 to 40, from 36 countries.

The announcement also expanded on the name: “The word ‘Supernova’ refers to the explosion of a massive star, causing an immense burst of light in galactic terms.”

In the most tragic of ironies, it then goes

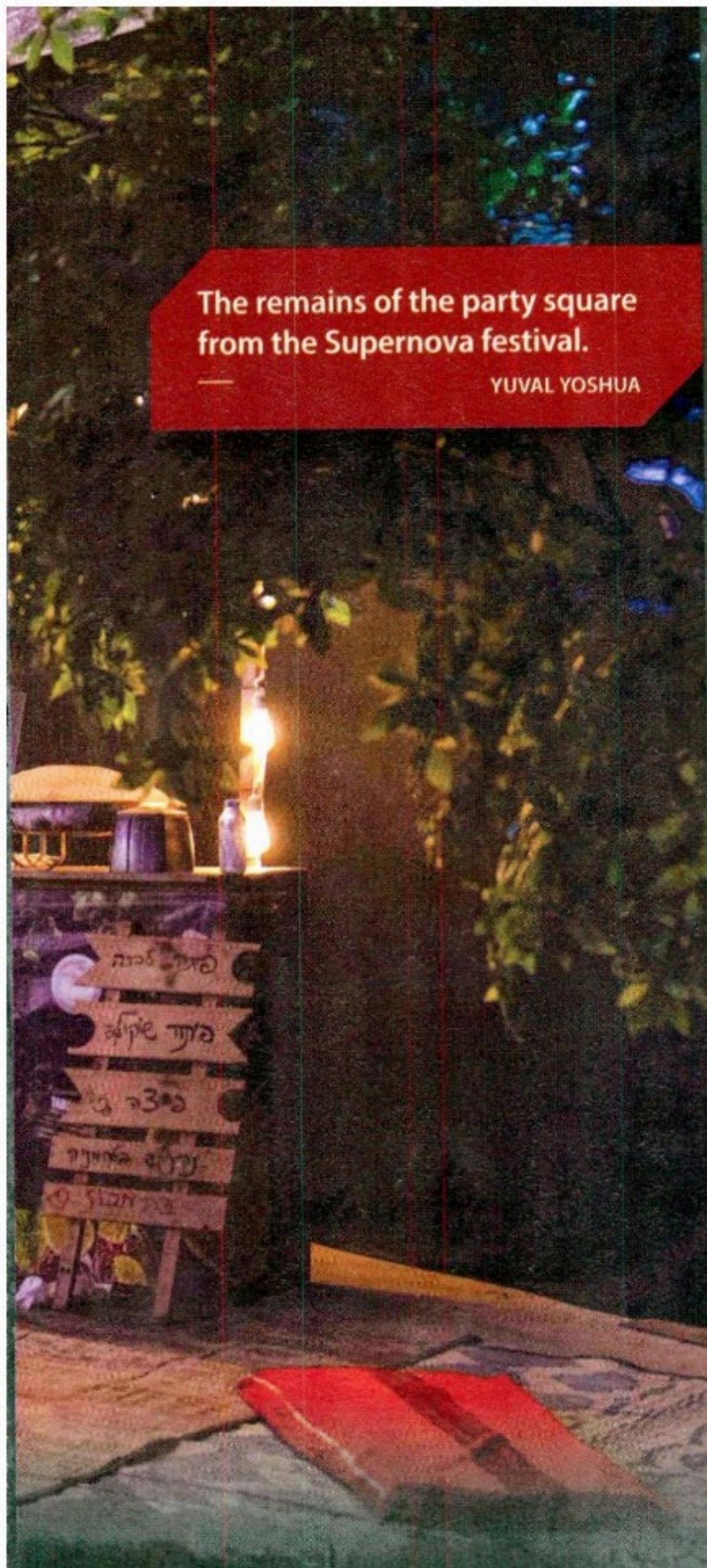
on to ask: “What can one imagine when these concepts intertwine during the upcoming Sukkot holiday? We assume that you can already imagine the result... (Or perhaps not?)”

It ends by inviting everyone to “dive together with us into a tribal journey” in what it describes as a “breathtaking location....”

In a cruel twist of fate, the location was switched two days before, after the original festival site in southern Israel did not work

The remains of the party square from the Supernova festival.

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out. Instead, it took place near Kibbutz Re'im, five miles from the Gaza border, which at the time wasn't considered dangerous. Aside from a few potential missile attacks, the area was regarded as quiet.

Tragically, the festival became the site of the largest terror attack and the worst Israeli civilian massacre in the country's history. Three hundred and sixty-four civilians were killed there and many more wounded, while another 40 were taken hostage by the Hamas terrorists who flooded across the border and initiated surprise, deadly attacks on the communities there.

THE FOLLOWING day, the festival organizers took immediate action to "start the journey of healing the victims of the Nova community" by setting up The Tribe of Nova Foundation, an Israeli nonprofit organization" (Nova website). The aim was to "provide assistance for those impacted by the events, [including] financial aid, social



Burnt cars belonging to the victims on display at the exhibition.

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integration, mental and occupational therapies for the survivors and their families, as well as the abductees who are still in Gaza."

In addition, the foundation coordinates "commemorations in memory of the members of [the] 'Nova tribe' community who did not survive."

Consequently, the foundation set up the Nova Music Festival Exhibition, "an in-depth remembrance of the brutal October 7th attack."

Premiered in the Tel Aviv Convention Center, the exhibition ran for 10 weeks and was visited by thousands, including many survivors of the massacre, such as Daniel Ozeri.

"Leaving the exhibition for some fresh air, Ozeri recalls in detail how he and his best friend escaped the festival grounds and survived, while some of his close friends and countless others with familiar faces from years of trance parties did not" (*The Jerusalem Post*).

"It really brings me back there and the horrific pain of that moment, but we have to return there to memorialize what happened and remember our friends who were killed there," he stated.

After the Tel Aviv run, the organizers, headed by creator, director, and writer Reut Feingold, joined forces with their US partners to transfer the large-scale remembrance installation titled *October 7, 6:29 am: The Moment Music Stood Still* to New York.

The exhibition opened in Manhattan on April 21 for four weeks, and was later extended to June 22. "Presented as a way to

empower visitors to responsibly explore the events of October 7 and its aftermath, The Nova Exhibition will transform a 50,000 square foot venue, introducing New Yorkers to one of the largest historical installations ever presented," the website stated.

Arguably the largest outreach and commemoration project telling the story of October 7 in general and the Nova community in particular, Feingold, together with producer Omri Sassi, decided to include material that had not been shown in Israel.

The exhibition utilized a narrative throughout to present the story of the Supernova festival as it developed on that dark day. It started by focusing on the dancing, the music, and the values. The focus of the display then shifted to the moment when the music was stopped by the shooting as the horrors of the massacre unfolded.

Firsthand accounts of people hiding from the terrorists, descriptions of the sexual violence, as well as details of terrorists themselves preparing for the attack were included, to give visitors some idea of the horrors faced by those who were at the festival, many of whom were murdered or severely wounded.

Surrounded by items taken from the festival grounds, such as scorched cars, bullet-riddled bathroom stalls, and personal belongings, the exhibition created "a sacred space echoing the weight of the victims' and survivors' memories" (Nova website).

Some survivors attended the exhibition "to bear as witnesses to the tragedy they experienced that day," as well as bereaved