

NOVA Memorial Site

Visitor and Group Guide

The Site's Design, Art and Vision

The NOVA Memorial Site was created out of a profound need to commemorate those who were murdered and those who fell in the October 7, 2023 massacre at the Nova Festival. The site was designed and established by artist Amir Chodorov, in close and deeply meaningful collaboration with the bereaved families, and in partnership with KKL-JNF, the Nova Tribe Community Association and the Emek Hefer Foundation.

The artistic vision brings together personal remembrance of each individual with the broader collective story. Every element throughout the site has been designed with great sensitivity, creating a space for reflection, remembrance and connection — with the people whose lives are commemorated here, and with the natural landscape of the Re'im Forest.

Overview of the Memorial Installations

Dance Floor and Central Collage

The heart of the memorial site. The dance floor, where thousands celebrated on the night of October 7, has become a central space of remembrance, with individual memorial signs dedicated to those who were murdered and those who fell. Each double-sided sign includes a photograph and a personal story, written together with the family and presented in both Hebrew and English.

At the center of the dance floor stands a collage created by Amir, bringing together the faces of those who were murdered and those who fell in a single work of art. The collage gives a face and a name to an unimaginable number, while also commemorating the bond formed among them and their shared place in our collective memory.

Memorial Path

The Memorial Path is the main route through the site, connecting the different memorial installations. Walking along it allows visitors to experience the festival grounds as they were on that Saturday, as the installations stand at their original locations from October 7, 2023.

The route passes through the wooded area that served as a camping area for festivalgoers. Today, memorial signs there commemorate those who were murdered while trying to escape or find shelter in and around the Re'im parking area. From there, the path continues to the KKL-JNF

Memorial Grove, where a tree has been planted in memory of each person commemorated, alongside an individual memorial sign.

The path is paved and accessible to all visitors, including those with strollers, and directional signs are placed along the route. It also provides access to the learning areas and restrooms located throughout the site.

Main Stage

Standing 5.5 meters high and painted in all the colors of the rainbow, the Main Stage commemorates the beauty, color and joy that filled the festival grounds until the music stopped.

The stage displays works created by artists who were murdered, alongside works created in their memory. It brings together the memory of key figures from the production and music teams of the three gatherings held in the area on October 7: the Nova Festival, Mushroom Project and the Psyduck party.

Small Bar - Mushroom Project

This installation recreates the bar set up by the Mushroom Project production team as part of the Nova Festival on October 7, 2023. The area also included a dance floor and a stage. Because the Mushroom gathering was smaller than the main Nova area, these became known as the “Small Bar” and the “Small Stage.”

Ambulance Area

This is where the Nova Festival’s emergency ambulance stood on the morning of October 7, 2023. During the attack, festivalgoers and medical teams crowded inside for shelter, while the medical staff continued treating the wounded under fire. The terrorists who discovered those hiding inside opened fire, threw grenades and ultimately fired an RPG at the ambulance, setting it ablaze with those trapped inside.

The installation commemorates the courage of the medical teams and paramedics who fell while providing aid, as well as the festivalgoers who sought shelter there and were murdered.

Anemones Before the Rain

An art installation featuring red ceramic anemones, connecting the landscape so closely associated with the western Negev with the memory that has become part of it since October 7.

The red anemone, once a symbol of life and renewal, has also become a painful reminder of the bloodshed of that morning. Walking among the flowers evokes profound grief, while at the same time conveying a sense of strength and renewal.

Police Command Post

The Police Command Post installation stands at the location of the police command post that provided security for the Nova Festival on October 7, 2023, and tells the stories of courage that unfolded there. The installation consists of two interconnected sections, reflecting both the bravery of the police officers who fought at the scene and the resourcefulness and courage of the civilians who remained beside them at the command post.

Yellow Dumpster

The dumpster displayed at the site is the original one in which young festivalgoers hid for approximately five hours, seeking shelter from Hamas terrorists who stormed the festival grounds on the morning of October 7, 2023.

The dumpster remains a physical witness at the site, preserving the stories of those who hid there and the acts of courage that took place around it.

Death Shelters

Along Route 232 are roadside shelters to which many festivalgoers fled on the morning of October 7, 2023. One of these shelters, originally located at the Gama Junction, was moved to the Re'im Memorial Site. It allows visitors to experience the confined dimensions of these shelters firsthand and, through it, learn the stories of those who were murdered in the shelters along the route, as well as the acts of courage that took place inside them.

Digital Navigation System for Memorial Signs

Given the size of the site and the large number of people commemorated here, a dedicated digital navigation system was developed and is available at novasitenav.com.

Visitors, family members and group guides can enter the name of a person being commemorated in either Hebrew or English and receive a detailed map with walking directions from the entrance to that person's memorial sign, whether in the wooded area or on the Dance Floor.

Guidelines for Group Guides and Tours

- **Plan ahead:** We recommend using the digital navigation system before your visit to plan the tour stops in advance, based on the group's needs and requests.
- **Sensitivity and respect:** This is a place of remembrance and commemoration. Please maintain a respectful atmosphere and be mindful of others, particularly on the Dance Floor and near the individual memorial signs.
- **Tours and talks with the artist:** Guided tours and talks with Amir Chodorov can be arranged, focusing on the creation of the memorial site, the development of its memorial installations and the relationships formed with the bereaved families.

- **Supporting the site's continued development:** The site is maintained and developed with the support of public donations. Contributions toward its continued development and the installation of additional memorial signs can be made through the official website.