From Shtetl to Stardom

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The American Jewish community has played a vital role in shaping the politics, culture, commerce and multiethnic character of Southern California and the American West. Beginning in the mid-nineteenth century, when entrepreneurs like Isaias Hellman, Levi Strauss and Adolph Sutro first ventured out West, American Jews became a major force in the establishment and development of the budding Western territories. Since 1970, the number of Jews in the West has more than tripled. This dramatic demographic shift has made California—specifically, Los Angeles—home to the second largest Jewish population in the United States. Paralleling this shifting pattern of migration, Jewish voices in the West are today among the most prominent anywhere in the United States. Largely migrating from Eastern Europe, the Middle East and the East Coast of the United States, Jews have invigorated the West, where they exert a considerable presence in every sector of the economy—most notably in the media and the arts. With the emergence of Los Angeles as a world capital in entertainment and communications, the Jewish perspective and experience in the region are being amplified further. From artists and activists to scholars and professionals, Jews are significantly influencing the shape of things to come in the West and across the United States. In recognition of these important demographic and societal changes, in 1998 the University of Southern California established a scholarly institute dedicated to studying contemporary Jewish life in America with special emphasis on the western United States. The Casden Institute explores issues related to the interface between the Jewish community and the broader, multifaceted cultures that form the nation—issues of relationship as much as of Jewishness itself. It is also enhancing the educational experience for students at USC and elsewhere by exposing them to the problems—and promise—of life in Los Angeles’ ethnically, socially, culturally and economically diverse community. Scholars, students and community leaders examine the ongoing contributions of American Jews in the arts, business, media, literature, education, politics, law and social relations, as well as the relationships between Jewish Americans and other groups, including African Americans,
Latinos, Asian Americans and Arab Americans. The Casden Institute’s scholarly orientation and contemporary focus, combined with its location on the West Coast, set it apart from—and makes it an important complement to—the many excellent Jewish Studies programs across the nation that center on Judaism from an historical or religious perspective.

For more information about the USC Casden Institute, visit www.usc.edu/casdeninstitute, e-mail casden@usc.edu, or call (213) 740-3405.