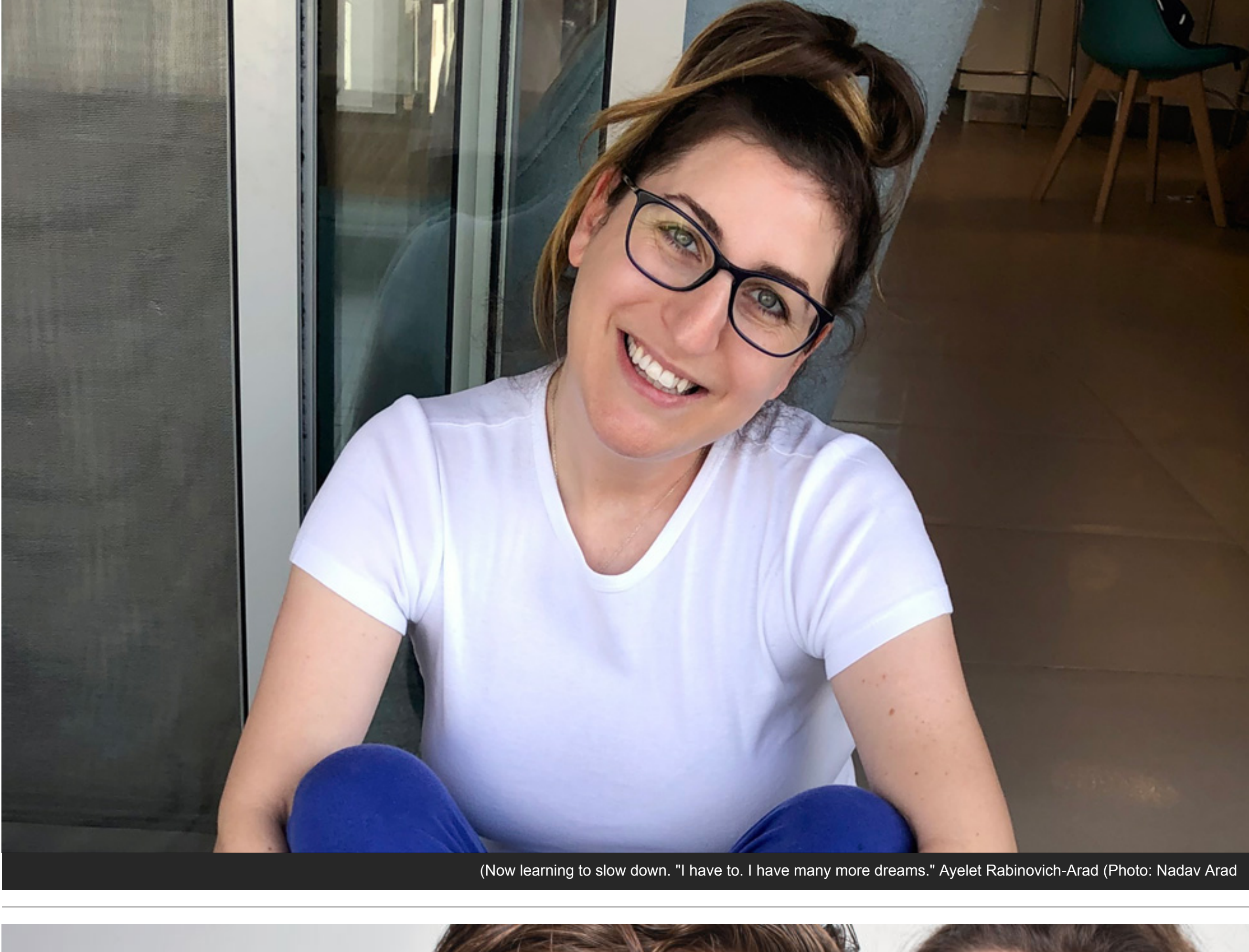


A home video revealed: The successful fashion photographer has a rare muscle disease

with campaigns for the biggest brands in the country. Ayelet Rabinovich-Ard has decided to reveal the struggle with a disease that breaks her "muscles: "If you have a dream, do not give it up

Dana Darbinski

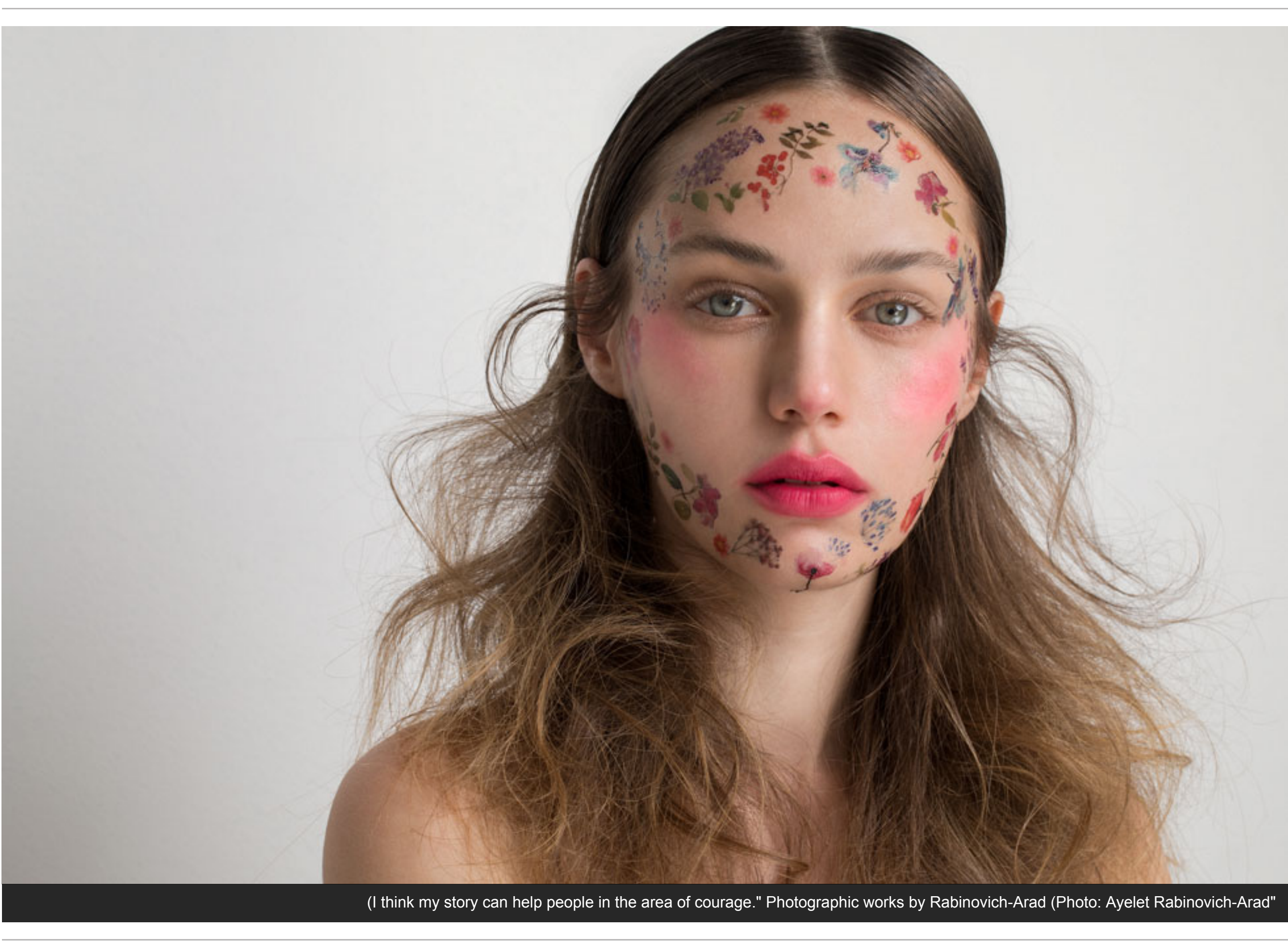


(Now learning to slow down. "I have to, I have many more dreams." Ayelet Rabinovich-Arad (Photo: Nadav Arad)

(I know how to work with people being photographed to get the truth out of them." From the works of Rabinovich-Arad (Photo: Ayelet Rabinovich-Arad"



(I think my story can help people in the area of courage." Photographic works by Rabinovich-Arad (Photo: Ayelet Rabinovich-Arad"



MAC, Smashbox, Bobby Brown, Natasha Danone, Jewelry designer Keren Wolf, Oded Kashi, Ada Lazorgen, fashion designer Gershon Bram and other leading lifestyle brands choose **Ayelet Rabinovich-** Ard for their catalog and advertising photos thanks to their talent and captivating personality. The ambitious photographer's photographs with the soft and intriguing American accent are always original and high quality with up - to - date styling and a strong design statement. After you see her portfolio, you will want her to do some portrait photography for you. If that happens, you'll get artistic and exciting shots with Edge and Extra Beauty. What many customers do not know is that behind every photo with a perfect concept, lighting, hair, makeup and styling, there is an extraordinary effort of Rabinovich-Arad

Thinking of original ideas is not difficult for her. Creativity has been pouring out of her since childhood. The least known part of Rabinovich - Arad's life is a rare disease that broke out in her life five years ago, after the birth of her two twin sons, and threatens to irreversibly damage her muscles and confine her to a wheelchair. "I was very hesitant to talk about GNE," she admits

(I was very hesitant to talk about GNE" (Photo: Nadav Arad"



GNE myopathy is a rare inherited disease that most commonly occurs in Jews of Persian descent. In those who suffer from this syndrome, a muscle that has disintegrated after exertion will no longer be restored. In Israel, about 700 people have the disease. Injury to the muscles gradually makes them dysfunctional and at some point can damage life-threatening respiratory muscles. Rabinovich-Arad, who has been athletic and energetic all her life, is today forced to avoid all strenuous physical activity and has difficulty performing prolonged physical exertion

?Are you still in the acceptance stages of the situation
Yes. It's a process. It took a while until I told the kindergarten teachers in my children's kindergarten that I had a physical problem and I needed their help to get the boys in the car" to yourself! "Oh this field is very saturated and crowded and there are clicks and it's hard to set foot and be significant and I'm not technical "I'm more of an artist," that's not a reason to give up. I've been there and gone through all these barriers. I think my story can help people have the courage to focus on what they do have and work with it

?You are not just dealing with a physical difficulty
Right. Both me and Guy, my husband, had a lot of anger when we diagnosed the disease. We had no one to be angry with, but I was angry at my body for betraying me at only 40 in" the hardest way possible, and he was angry at this situation he would have to see. Me in a wheelchair and the dreams that have gone. There are things we can no longer do together. But we do not give up on our joy either. Guy insisted that I be with them on a scooter when we traveled in the summer to visit family in the US. He said "I want my wife by my side. I do not want you to sit and wait for us at home, and so it was. I wanted him to go on a ski vacation with friends now, as any other woman could, and his parents help me. I am learning to "love myself anew. Look in the mirror and say "Okay, you're not pretty anymore and you're limited more than once, but okay, this is what there is

When Ayelet speaks, passion and light come out of her. Her azure eyes radiate, her thoughts gallop and the sentences are polished like a diamond. One can literally feel and feel her inner resilience. When she speaks, one does not remember the slight lameness she had nor the pains she had in bed two days before the meeting

Philadelphia: A bullet in the head at age 13
Her life trajectory prepared her for challenges. "I grew up in northern Philadelphia as the eldest daughter of a former Israeli father and mother, very ambitious and hardworking, who opened an Israeli restaurant with falafel, hummus and Yedioth Ahronoth, and we lived above the restaurant. My father works and runs a place every day, and it was important to him that . . . see work and action

North Philadelphia is not a simple area. There are also homeless people and crime, but my parents didn't care. They were humble and hardworking and focused on what was important" to them. After me, my sister was born, and then my three younger brothers and my parents wanted to fund music lessons, school. "Good and savings for the children of the future, and . . . that's how the money was invested in growth. When I was ten, my father left the restaurant to my mother, my sister and me and started a taxi and garage business

?Have you seen the harsh reality in North Philadelphia
Also. We were traditional and my dad wouldn't let me go out with non-Jews, just make friends and hold hands. So at 13 I had a boyfriend. We were very connected and just held hands," and one day there was a free class and the whole class went from school to Joe's house. A boy from the class, who lived near the school. His mother was a policewoman and she left a gun with one bullet in the cartridge. Joe jokingly aimed the gun at my friend's head. He clicked a few times and accidentally just killed him. Of his mother to make her happy and talk . . . about him

I had a 12-year-old girlfriend who I knew was sleeping with a 28-year-old cook in my dad's restaurant. I didn't quite understand then what it was like to lie down. The streets were hard" . . . and not far from us. When we complained, the parents would say "You complain you have no shoes, some children

?Did you like to study visual communication
Absolutely. In school I flourished. I fell in love with the graphic software that allowed me to create anything I wanted and started working as a graphic designer in an advertising agency," working with large jewelry companies. I learned to retouch jewelry and models and to this day I use this knowledge. "I did everything except take pictures, and then at the age of 24 I got . . . a marriage proposal from my boyfriend from the age of 18 and my life changed again

"This field was and still is very masculine in Israel"
Ayelet's partner had a dream of succeeding in America. She had a green card and a dream to start working on starting a family, and they both went to the US and settled in her parents' house. There the gaps started to pop up. "I knew from the age of 12 that I would have a problem getting pregnant. In terms of hormonal function I had disorders and over the years doctors have prepared me for the fact that for me it will be a complex process. I started in the US at the age of 25 a five-year journey that included daily injections, daily clinic visits and . . . follow-ups, working for my dad on a starting salary and very far from my creative dreams

After one pregnancy I was absorbed, the fetus did not survive the fourth month and I got really depressed. I did not have good communication with my husband, I was strong, so to" speak, and I did not share and there were difficulties. He did not want my parents to rely on their conditions. There were tensions and I was in the middle "Between the parents and him. We went and walked away. I started emotional therapy and one day I got up and left the house, moved to the parents to try to understand what was happening to me and then I bought . . . a plane ticket to Israel

?Did you come here with a clear plan
Absolutely not. I came with a laptop and that's it. After five years of failed fertility treatments. Broken. Angry at myself for the distance created between me and my husband. I had" . . . portrait shots that I started shooting in the US with a camera I bought and started offering myself to modeling agencies and actors' agencies Of their representatives

I would pick up the phone: "Hey, I'm Ayelet, I came from the United States, I'm a photographer and graphic designer, you better give me a chance," and it didn't help. It does not interest" anyone. But I could not stop. The feeling was that this profession was choosing me and I could not stop. I did not even have confidence in my technical abilities as a photographer yet, but it was clear to me that I would have a studio and I would do lifestyle photography in it that I know what they would look like

This field was and still is very masculine in Israel. When I tried to set foot, they were mainly looking for a guy who wanted to grow in the field and could hold and carry equipment. But I" . . . did not give up. So I went in as a partner with another photographer in the studio, we shared equipment and continued to insist

I arrive at filming day and no one knows and should not know what I" am going through before or after." Rabinovich-Arad's work (Photo: Ayelet Rabinovich-Arad



But you decided to be interviewed in the end
Yes. I want to give food for thought to people who have dreams and are procrastinating or blocked. If you have a dream to do something, say say a fashion photographer, and you say" to yourself! "Oh this field is very saturated and crowded and there are clicks and it's hard to set foot and be significant and I'm not technical "I'm more of an artist," that's not a reason to give up. I've been there and gone through all these barriers. I think my story can help people have the courage to focus on what they do have and work with it

Some healthy people give up because their dream seems complicated to achieve and close themselves off in the office with a boring job. Or sick people who give up. And I say - if you" have a passion for something, even if difficult, do not give up

Live only once. There are healthy people who give up because their dream seems complicated to achieve and close themselves in the office with a boring job. Or sick people who give" up. And I say - if you have a passion for something, even if difficult, do not give up. If I can do two "Photography days a week and maintaining high standards of production and . . . photography with my muscle disease, it's worth thinking about

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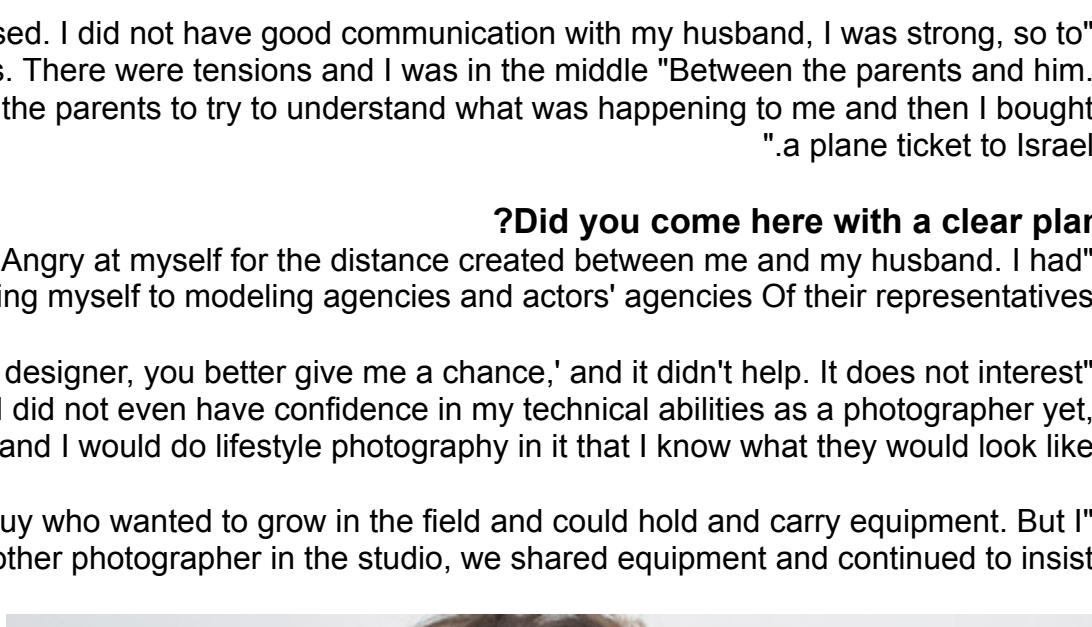
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The feeling was that this profession was choosing me and I could not" (stop)." Works by Rabinovich-Arad (Photo: Ayelet Rabinovich-Arad



"The rift was big"
During this period, another tragedy, probably the greatest of all, is engraved on Ayelet's sensitive heart. "It was ten years ago," she recalls, "Yom Kippur is about to enter Israel and I have one last conversation before the fast with my parents in Philadelphia. I talk to my dad and assure him that my life is getting direction - I am progressing as a photographer, starting to get to know me, big clients are interested in me and I recover from the divorce. I promise him that I will be fine and we decide to talk when the fast comes. Six hours later I was . . . attacked by a huge threat, suffocating and unexplained. For a moment I do not know how to cope, and I drink two huge glasses of water to relax

When the fast comes out, my uncles are waiting for me under the house with bad news. My dad came out of his business on the way to the bank to deposit money and join my mom who cooks for the whole family for the intermittent meal. Two masked men approached and pulled the bag from him. Instinctively he pulled him back and they shot him five bullets in the stomach. As the number of his children. It happened exactly at the time when I spilled the water in Israel unconscious. He survived another seven hours in the hospital and died. The killers have not been apprehended to date.

"The rift was great. Within 24 hours I had to arrange a funeral for him in the country, update the whole family and friends, purchase a grave plot, when I do not even realize that this disaster happened. My three brothers repented after Dad was murdered and live today with their families as ultra-Orthodox." was diagnosed with the disease. Maybe it's related."

How was the disease discovered?
"It happened after the marriage to the lovely Guy, a senior software engineer. It's a great love. We've been together for nine years and have been married for six years. In this relationship I already knew how to build good communication, and Guy also came with his abilities to be friends, share and get closer. Our two twins at week 39 in natural birth. After birth I limped a bit and had pains but did not take them seriously because obviously the body needs to recover after birth. A lot of people are not attentive to their pains and it is not good. We are educated many times to bite lips and move forward without stopping. But sometimes it means that the body shouts that it needs rest or a break and is not heard.

"A year after the birth Guy took a picture of me with the twins and I watched the video and said to him "What?! Is that how I go? Something's wrong. I go like a penguin". I started going to Pilates classes to strengthen my body and saw that I could not do a lot of things. "My parents are almost non-existent. Then I started to fall. An orthopedist got on it at some point and asked to do genetic tests on my parents. Only if both parents are carriers of the gene and there is a background of reward, is there a chance of developing the disease

I am sitting in front of you in your bright and all so beautiful apartment that you have designed and see your energies and I must say that I feel optimistic
"I am also optimistic. Once a year there is a seminar where all patients with the disease who live in Israel gather and hear lectures and updates and I am one of the units who arrive without a wheelchair. I sit on the side and look at everyone I have been following for five years. The disease. A girl who was 17 when she was diagnosed with the disease and today is 25 in a wheelchair. Many of them can no longer eat alone.

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רעות