Darom Adom, meaning Red South, is the name of the annual festival of Nature in the Negev, marking the end of the rainy season, when the ordinarily yellow or green landscape of the desert is covered with a magnificent carpet of scarlet red anemones. Each spring, Israel’s southern district sees the magnificent blooming of vast fields of poppies. Many Israelis take this opportunity to travel to the south and experience this phenomenon of natural beauty nicknamed Darom Adom (Red South).

Amir Shoenfeld is a London based composer, songwriter, and music producer. He was nominated for the Stiles & Drewe Best New Song Award (2019) and been a featured composer on several prestigious showcases including BEAM2018, the biggest showcase of new musical theatre in the UK. He also worked as an associate lecturer on the MA in Musical Theatre at Goldsmiths College, University of London (2016-2019).

Amir has composed scores for the award-winning dance-theatre company Second Hand Dance, including Getting Dressed (2017), Grass (2015), and Night Tree (2018). He also produced the album Desire Lines by Fictonian (Distiller Records, 2015).

Amir is the songwriter/curator of the first AI Eurovision song Blue Jeans and Bloody Tears with over 3 million views on YouTube. He has worked as studio producer for Powerstudio (London) and produced Nimeni Pe Drum, Israel’s entry into the 2008 Golden Stag, Europe’s second biggest pop song contest. [https://www.amirshoenfeld.com/]

Darom Adom
Amir Shoenfeld
Photo, Negev region of Israel, 2016