



BEHIND THE PICTURE

This picture is a famous one, hung on walls and displayed in many homes with pride. Yet not many know the story behind it.

For this we must go to Reb Levi Yitzchak Freidin, “the Photographer of Lubavitch”. Reb Levi was an iconic figure in 770 for many years, traveling from Eretz Yisroel to New York to document Tishrei by the Rebbe. Many of the beautiful pictures available today are thanks to him and his devoted camera clicking in the background.

Reb Levi would also take videos of his time spent in NY. Upon his return to Eretz Yisroel, he would bring the pictures and videos to exhibits, displaying the latest “news” of the happenings by the Rebbe and in the court of Lubavitch. Reb Levi enjoyed a very special relationship with the Rebbe as evidenced in the coming story.

This picture was taken on Motzei Yom Kippur, 5737.

In order to get a good angle of the Rebbe coming out to Kiddush Levana on

Motzei Yom Kippur, Reb Levi lay down on the ground. When the Rebbe walked out of 770, he noticed Freidin on the ground. The Rebbe smiled to him saying: “write that you took the picture lying down.”

Later, after the pictures were developed, Reb Levi wrote on the back as the Rebbe had said and gave it in to the Rebbe.

The Rebbe added in his holy handwriting: Motzei Yom HaKipurim, 5737.

