

THE
VERA
magazine

BY
TELAVIVIAN



A LOCAL ANTHOLOGY
TEL AVIV

FALL
2018

#02
ISSUE

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WELCOME

As I write this note to you, Telavivian is celebrating its six-year anniversary as an online magazine. It has been a pleasure to follow the development and growth in Tel Aviv during this time. Shops, restaurants and boutiques have opened; designers have established new brands; artists have taken up new projects. Tel Aviv is ever-changing.

There are tried and tested restaurants that we return to, such as Coffeebar and Cafe Noir, as well as newcomers like Romano and Thai at Har Sinai. We remain on the lookout for new places and projects while aiming to rediscover and revisit our forgotten favorites. What remains important to us is to identify the sites that define the city and its colors, smells and sounds.

The Vera Magazine gives us the opportunity to cover what our team has been talking about during the last few months, and to share these discoveries with you. This is, at heart, is what connects Telavivian and the Vera Hotel team - our shared enthusiasm for all that is local and inspiring.

Anna Kopito

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Dear Guests,

We are delighted to offer you the second edition of the Vera Magazine by Telavivian. While the hotel focuses on all things local, such as fruits, furniture, materials and toiletries, the Vera Magazine gives us a chance to showcase the fantastic experiences our city has to offer. Our aim is to spotlight the well-established in addition to the contemporary. Tel Aviv is continually changing and evolving, and we are happy to introduce you to a small taste of what this city has to offer.

We wish you a wonderful stay.

Danny Tamari and the Vera Hotel team



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The Vera Magazine is a collaboration between The Vera hotel and the online magazine Telavivian. All content is produced by the Telavivian team.

telavivian.com

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TOURISTS

Once I sat on the steps byagate at David tower
I placed my two heavy baskets at my side.
A group of tourists was standing around their guide
and I became their target marker." You see that man with the baskets ?
Just right of his head theres an arch from the Roman period.
Just right of his head." "But he's moving, he's moving!"
I said to myself : redemption will come only if their guide tells them

"You see that arch from the Roman period,
It's not important but next to it tell and down
sits a man whos bought fruit and vegetables for his family."

POEM BY
YEHUDA AMICHAÏ

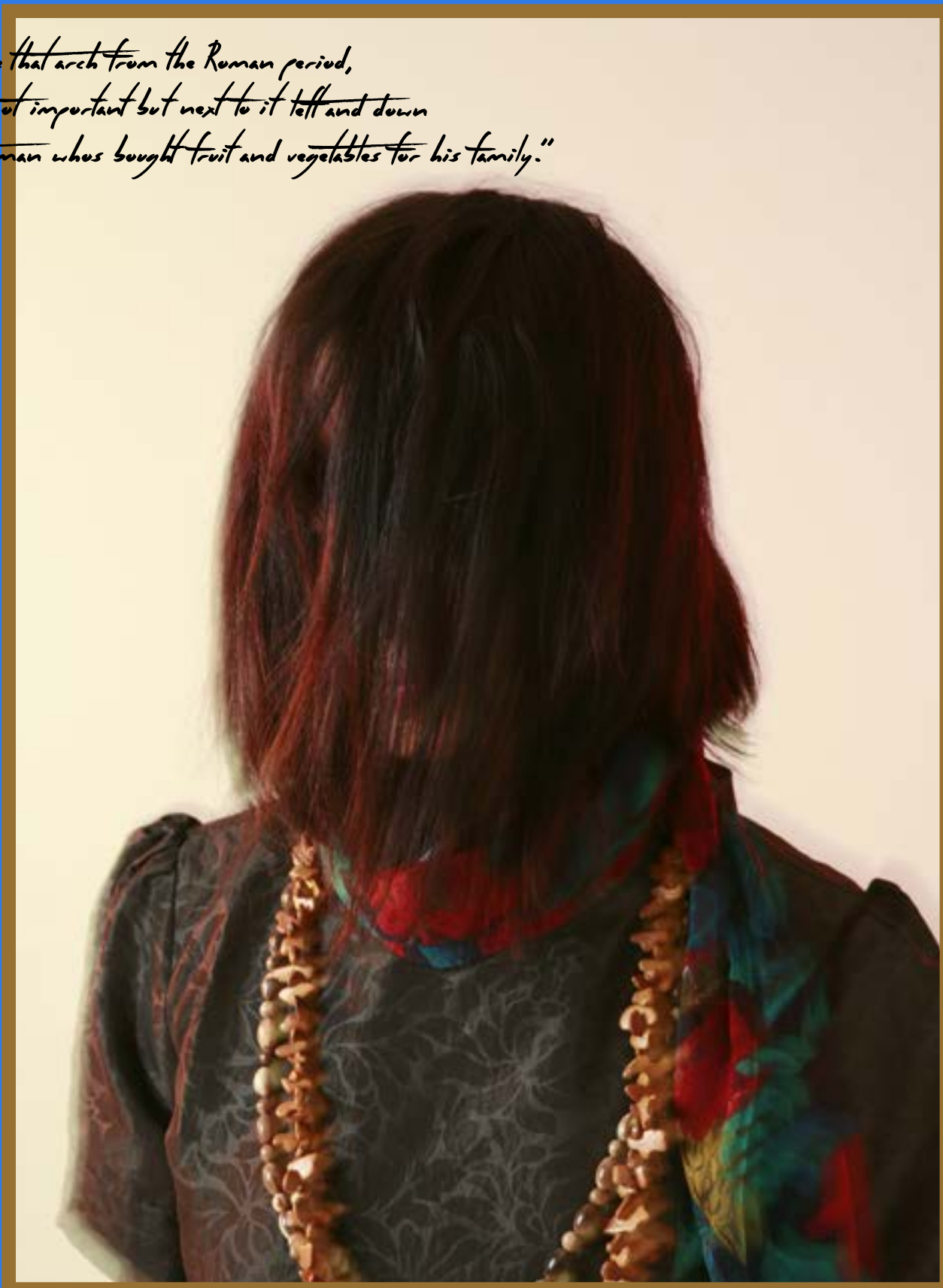


IMAGE
DUDY DAYAN

feel like a local

LOCAL TREASURES

FIRST APPAREL STUDIO

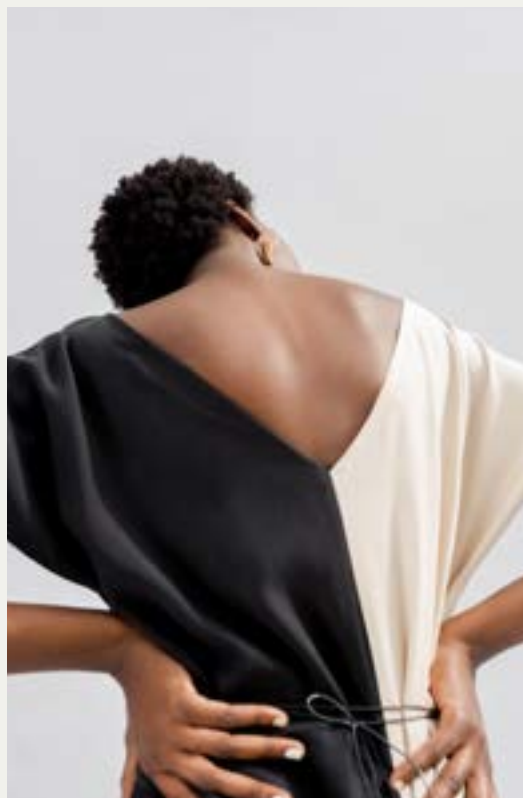
WORDS: DANIELLE GORODENZIK · PHOTOGRAPHY: TAL BRUSHEL

Smart, casual, and designed for comfort, FIRST Apparel Studio is the perfect mix of effortless clothing and elegance. Created by FIDM graduate Natalie Tal, the business owner and designer debuted her brand in 2014, which is defined by natural fibers and wearable, timeless silhouettes.

Natalie Tal is a one-woman show. She is involved in every element of the process, from pattern making to manufacturing. Each collection is produced in small quantities, making each item almost a limited edition. Her line is separated into two groups: woven fabrics that are formal wear as well as knits that are casual – forming the duo that the brand is known for. Sticking closely to a classic monochromatic color palette, Tal will occasionally flash one or two colors into new collections. Using models of all shapes, FIRST Apparel Studio caters to women ranging in height and size. The designer takes her clients feedback into consideration to style the ideal cut when developing each new collection.

Celebrating four years of FIRST Apparel Studio, the label continues to stick to their motto to “be a first.” To be a first means not to be afraid – to be yourself. It also represents the brand’s ambition to be the first item customers pull from their closets. FIRST Apparel Studio specializes in casual, basic and smart clothing, and can be found at their new Tel Aviv studio.

Merkhavya Street 16
beafirst.com



MIDDLEASTA

WORDS: LILY DAVEY-GURION · PHOTOGRAPHY: SELI BEN ARIE

The flat terrain, sunny weather, and compact size of Tel Aviv makes cycling one of the best ways to get around.

When Middleasta arrived on the scene four years ago, it became clear that bikes aren’t just a means of travel, but are also part of a culture and lifestyle here in the city. Arnon Fisher, creator and founder of stylish bike brand Middleasta, is a leader in the local bike scene and his contribution has had a great impact on the market.

The bikes Fisher creates are handmade with strong magnesium, making them sturdy and durable yet light and nimble at the same time – a combination that allows riders to glide through the streets with ease. After thorough research and experiments with various materials, Fisher arrived at a perfect formula, offering a bike that absorbs energy while remaining lightweight, quick and extremely responsive.

Aside from comfort, the Middleasta frames are shaped beautifully with an elegant, aesthetic design. Who wouldn’t want to get their hands on one of these?

middleasta.com



IOTA PROJECT

WORDS: LISA GEISMAR · PHOTOGRAPHY: NOAM PERISMAN

What do you get when you combine stellar design with the desire to be entrenched in a culture of social good? You get the Iota Project – a pioneering, creatively conscious textile company with a mission to design “beautiful handmade furniture and objects while creating jobs for unemployed women.”

The Tel Aviv-based company hopes to establish a global movement; one that uses quality craftsmanship and the “universal language of crochet” to provide meaningful employment, empower local communities, and break down cultural barriers and lines of difference.

Iota’s movement is fueled by their remarkably fresh and contemporary collections – which are made from luxurious bespoke yarns in a variety of vibrant colors, textures, shapes and stitches. Not only do the hand-crocheted carpets, cushions and signature swings have a robust construction and a beautiful aesthetic, they also have unmistakable connections to background, memory and identity by bearing the names of the women throughout the world who crocheted them.

iotaproject.com



ADI NISSANI

WORDS: SARAH BLUM · PHOTOGRAPHY: HAIM YOSEF

The ceramicist, Ad Nissani is well-versed in creating unique dining experiences, turning all manner of tableware into canvases where culinary visions can be realized. Nissani uses natural materials to form bespoke ceramic objects, which have been commissioned by the finest restaurants in both Israel and around the globe.

Combining her interest in food and design, Nissani began collaborating with some of the most prominent food companies in Israel. Most recently she worked with the Carmel Winery and chef Meir Adoni on “Foodography,” a workshop of custom, photo-friendly tableware intended to highlight that the visual presentation of food can be as significant as its taste. She continually attempts to blur the lines between art and food, while also embracing the role of social media as a tool to communicate and share meaningful experiences.

Nissani’s approach stems from her experiences working in the food industry, an endeavor completed while simultaneously studying ceramics and glass design at Bezalel Academy of Arts and Design, Jerusalem. Nissani continuously develops her practice at her studio in Jaffa, integrating organic textures with a minimalist contemporary aesthetic, inspired by the natural surroundings.

[David Raziel Street 7 . adinissani.com](http://DavidRazielStreet7.adinissani.com)

YOSTER

WORDS: CAMEA SMITH · PHOTOGRAPHY: ANNABELLE FOUCHER

The sculptural jewelry pieces created by Hila Amar for her brand Yoster combine traditional craftsmanship and technological prowess. Her design process incorporates 3D printing and artisan techniques, expertly enhancing the beauty of emeralds, diamonds, gold, brass, wood, sterling and oxidized silver. She is a firm believer in the values of slow fashion, opting for raw materials, sustainable methods and handcrafted designs. Some of her creations are custom-made, upon request, or adapted according to the customer’s input. Amar draws inspiration from natural forms such as stalactites, pebbles, honeycomb and cocoons, and aims to design timeless jewelry that will be passed on from one generation to the next.

Amar has recently returned from Tbilisi Fashion Week, where she presented her jewelry line in collaboration with the pioneering Georgian designer Gvantsa Janashia. She created oversized versions of her pieces especially for the runway, as well as items exclusively made to match Janashia’s Autumn/Winter 2018-19 collection. Lately, her creations have been featured in Vogue Italia, in an editorial shoot by the Spanish photographer Mora Dorrego. Just in time for Yoster’s first birthday celebrations, Amar’s jewelry designs, carefully assembled in her studio in Tel Aviv, are causing a splash in Israel and abroad.

b-yoster.com



**YES, WE HAVE MAPS OF TEL AVIV
JUST FOR YOU!
JUST ASK THE RECEPTION FOR IT**



CANDLEROOM

WORDS: DANIELLE GORODENZIK · PHOTOGRAPHY: LILI FINKIELSZTEIN

Five years in the making, the husband and wife duo Lili and Lior Finkielsztein are the creative minds behind the artisanal laboratory that designs eco-friendly candles, home fragrances and ambiance products in Kfar Saba.

Travelers at heart, Candleroom is influenced by craftsmanship from three points of the world: the warmth and passion of Buenos Aires, the bustling urban minimalism of Montreal and the boundless bohemian lifestyle of Tel Aviv. Candleroom offers an assortment of soy candles packaged in recycled glass as well as natural beeswax candles and reed diffusers. Their dinner candles utilize traditional candle making techniques and are hand-dipped in pure locally-made beeswax.

Poured, packaged and shipped door-to-door, the candles are scented souvenirs handcrafted with delicate ingredients in Lili and Lior's home, using 100% soy wax, natural fiber wicks and essential and fine fragrance oils. The pair created their first series of artisanal candles with fragrances of Sandalwood and Tonka, Oriental Amber, and Indian Vetiver, and have been devoted to authentic and worldly scents since 2013.

www.candleroom.net

C'S CUFFS

WORDS: CAMEA SMITH · PHOTOGRAPHY: NEIL COHEN

Founded by the industrial designers Maayan Fogel and Yoni Chechick, C's is a brand of metal goods with a focus on one-of-a-kind cuffs created with innovative artisanal techniques. A rigorous attention to detail can be seen in the hexagon and square-shaped cuffs, made in five different sizes from man-bent metal. Fogel and Chechick have designed and developed apparatuses and tools to form the bracelets, carefully accompanying the cuffs from the stage of the raw material to the final object.

C's founders met during their studies at the Industrial Design department at Shenkar college. While closely collaborating with each other at C's, they are also involved in other projects. Fogel specializes in restoring and conserving outdoor sculptures (he has worked on the restoration of many monumental artworks, including sculptures made by the renowned Israeli artist Menashe Kadishman). Chechick builds models and develops custom-made objects for the architecture studio AN+. Architecture is one of their main sources of inspiration, leading to an emphasis on volume, clean shapes and proportions in the design process of C's metal cuffs. Fogel and Chechick lovingly craft every cuff at the studio, hand-bending and engraving the pieces with C's logo on the tip. The duo is also responsible for all other aspects of the label: branding, graphic design, packaging and even building the display structures for the stores. The geometric elegance and the purity of the cuff's distinctive shape define its iconic design. These instantly recognizable cuffs – gender neutral and plated with silver, gold or brass – are created with unparalleled craftsmanship, ensuring their allure is maintained over time.

cscuffs.com



BLOOMY

WORDS: LOTTE BEILIN · PHOTOGRAPHY: DVIR BACH

Bloomy, the one-stop flower e-shop, delivered straight to your door, was founded to create a flawless floral experience and to spread the joy of a perfectly crafted, hand-picked bouquet of flowers across Israel.

As a subscriber, a beautiful arrangement of locally grown flowers, varying in size, style and color will arrive at your front door every Friday. Bloomy's selection of blue, white and pink color schemes are designed to complement any space, or, if you are feeling generous, to brighten the day of a loved one.

Specially-designed packaging allows for better transportation and flower protection, and also uniquely showcases the bouquet. Flower arrangements are curated by floral experts, ensuring each design is exceptionally tailored to fit your needs.

bloomyflowers.com



SORRY

WORDS: CAMEA SMITH · PHOTOGRAPHY: ZOHAR SHITRIT

Sorry is a clothing brand established by Danielle Weinberg, a graphic designer and illustrator. Weinberg, who has worked on design projects for Google, Youtube, the Jerusalem Film Festival and Pecha Kucha, decided to embark on a new path in 2016. Drawing inspiration from Tel Avivian nightlife and streetwear, Sorry began with limited edition t-shirts and gradually expanded to a ready-to-wear line including dresses, buttoned shirts, jackets and trousers, as well as accessories, lingerie and swimwear. She developed a distinctive graphic aesthetic for her brand, focusing on a minimal color palette and creating the label's logo, comprised of the crossed-out word "sorry," expressing her goal to design unapologetic fashion.

In 2017, the fashion designer Matan Elyakim joined Sorry, accompanied by the textile designer Liya Harpak, who also manages the brand's studio. Together, the trio made Weinberg's vision for the summer 2018 collection come to life, incorporating tailoring, embroidery and silkscreen prints. Weinberg has a way with words: the collection's name, "Feelings," is stitched on a collar of a crisp white shirt and the words "not" and "obsessed" are embroidered in white thread on the cuff of a black tunic. The collection features more verbal games, including shirts sewn from a fabric created especially at the studio, printed with a striped pattern on which the word "memories" appears in random locations, referring to repressing and recollecting past experiences, and unisex shirts embroidered with the motto "Unfriends Club."

sorrydesign.com

WEEKENDS AT

WORDS: JENNA ROMANO · PHOTOGRAPHY: ORIT PNINI

What's in a weekend? The distinctive men's swimwear brand Weekends At uses their swimwear to express the unique stories and relaxed vibes of the weekend. Inspired by travel, history, patterns, and the urge to jump into the saltwater, the three eclectic minds behind Weekends At have been designing swimsuits in Tel Aviv with eye-catching designs and smart tailoring for the past two years, bringing the brand's own brazen story to life. Guy Barnea, an Olympic swimmer originally from Tel Aviv, has been wearing "boring" swimsuits his whole life. He longed for a brand that would make men's swimwear chic and interesting. Barnea, who spent years traveling and living in the United States, has no design background of his own, so he was thrilled when he returned to his beloved Mediterranean city with an idea for a swimsuit line in mind and stumbled upon the work of graphic designers Ron Nadel and Dov Adar. Collaborating with some of the best professionals in the fashion industry, Barnea, Nadel, and Adar have since produced two collections of fun and practical men's swimwear.

The "at" in the brand's name alludes to a destination, leaving the swimsuit designs open to forming new experiences and ideas. The Weekends At collections are created using a unique polyester that dries fast and doesn't feel waxy like swimwear. The unique, fitted designs feature three cuts: "The Breezy," (a classic which Barnea describes as "the perfect length"), "The Breezier," a longer version, and "Tailor," which is cut in a chic, shorter length. Fans of Weekends At are always excited to see what the brand will do next. After all, as long as they are wearing the swimwear, they have a good story to tell as they work on their tan.

weekendsat.com



YAARA NIR KACHLON

WORDS: JENNA ROMANO · PHOTOGRAPHY: TOMER BURMAD

When it comes to minimalistic design, the idea that less is more best works when the design invites the user to infuse it with their own ideas and possibilities. Yaara Nir Kachlon's approach to her notoriously minimalistic ceramic products are realized with this idea in mind. Without giving in to the pressure of Israeli minimalist contemporary trends, the designer's products embody a distinct design of their own.

Kachlon's line is the result of a culmination of years of focus – the designer received her BFA from Bezalel Academy, specializing in ceramics, a passion that stuck with her. After opening her first small studio, Kachlon successfully crafted a niche for herself in the ceramics world by developing a kitchenware line – bowls, vases, serving trays, bakeware and drinkware. Known for their functionality, the tabletop pieces are finished with signature creamy tones which encourage customers to explore the colors and textures of food, providing a starting point for conversations around the table.

One of the most surprising characteristics of these pieces is their near weightlessness. Despite their delicate nature, Kachlon's work is durable, able to withstand daily use in the oven, microwave or dishwasher. Since opening her studio twenty years ago, the artist has not strayed from kitchenware. Focusing on this genre, Kachlon has been able to master and evolve her craft.

studioyaara.co.il

GINLEE

WORDS: CAMEA SMITH · PHOTOGRAPHY: MERAV BEN LOULOU

The designer Gin Lee founded her namesake brand in 2011 in Israel, far from her homeland in Singapore. Lee was born and brought up in Singapore and studied fashion design at Central Saint Martins in London. After graduating, she worked at the British fashion house Karen Millen, taught at Lasalle Design Institute in Shanghai and was a Senior Designer at Li & Fung, one of the world's leading trading companies. While living in China, Lee met her future husband, the Israeli industrial designer Tamir Niv. The couple eventually decided to move to Israel, and after ten years gaining experience in various roles in the fashion industry, Lee felt ready to start her own label.

In the last seven years, Lee has developed a signature brand of minimalist womenswear, redefining contemporary femininity each season. Expressing her flair for shape and structure, the clothes are crafted with meticulous attention to detail, making use of a unique pleating technology and layering sheer and textured fabrics. For spring-summer 2018, Ginlee created a collection titled Aviv, meaning 'spring' in Hebrew. The collection, which launched at Singapore Fashion Week, features relaxed silhouettes, including kimono and wrap dresses, oversized tops, wide leg trousers and culottes with front slits. The clean cuts and contrasting color palette showcases the designer's distinctive aesthetic.

Ginlee's latest collection wishes to reflect the laid-back energy and casual spirit of Tel Aviv. The design draws inspiration from daily rituals and habits – from the morning rush to the spirit of nighttime. The digital prints of shadowed palm trees and succulents resemble the plants which line the way to the studio and the pin tucks and varying pleat depths lightly frame the body. Traveling back and forth between her two studios in Tel Aviv and Singapore, the designer creates clothes incorporating elements from both cultures – Tel Aviv's lightheartedness and Singapore's tropical elegance.

ginlee.co.il



BALAGAN

WORDS: ANNA KOPITO · PHOTOGRAPHY: BALAGAN STUDIO

Balagan is an exclusive leather goods brand, operating in Tel Aviv and in Warsaw – two cities that despite their geographical distance have more in common than most would assume.

Balagan founders, Hanna Ferens and Agata Matlak Lutyk, graduated from design schools in Israel, Poland and Portugal. They dreamt of creating a brand together for years. During their studies both became interestewd in leather technology and accessory design.

Hanna and Agata divide the activities of the company between the two cities; design process meetings are held in Tel Aviv, production is managed in Poland, and their campaigns are shot in various locations in Israel. Skype and low-budget flight tickets allows young brands and projects to branch out to geographically distinct locations at an early stage, and not be limited to one market. This is especially beneficial for a small niche brand that in this way can target a larger clientele simultaneously.

Happily, Tel Aviv and Warsaw share a similar aesthetic – and Hanna and Agata have two cities from which to draw their inspiration. "Our design language merges the simple elegance of Polish design with the casual and universal look that characterizes the Israeli street," says Hanna. This link is also reflected in the brand's name, Balagan – a popular slang word in both cities.

Of course slang is not the only thing connecting Israel and Poland. There is also their shared history. According to Hanna, "When I moved to Israel, I realized that most people don't know how much we have in common. There are signs of it in the everyday culture and behavior, in the mentality, values, family relations and traditional food – and of course in the ubiquitous 'Polish mum.'"

balaganstudio.com





CONFUSED MACHINES

WORDS: JENNA ROMANO · ILLUSTRATION: SHARON FADIDA

“Peace of mind for the raging soul” may sound like a chaotic contradiction – but it’s a prudent tagline for creators of the Tel Aviv based record label Confused Machines. Longtime collaborators Harel Schreiber (Mule Driver) and Itamar Weiner (Spark O) recognized long ago that the city’s music scene needed a home for producing their idiosyncratic, raw tastes – and it was a realization that led the duo to create a home of their own. Enter, Confused Machines, dedicated to releasing original, local electronic and techno music, mixed right here in Tel Aviv.

The label was born in 2015, and since Schreiber and Weiner are veteran performers and producers in the city’s alternative music scene, they certainly had the merit to sculpt an organic sound into Tel Aviv. Their previous record label, Ak-Duck records (2002-08) was the first independent label for electronic music in Israel and released notable music from locals, including the original soundtrack for the Oscar-nominated film ‘Beaufort’, which was composed by Ishay Adar.

It’s always inspiring when discerning locals notice the niches that need to be filled in Tel Aviv’s cultural world, using these open doors as an impetus to develop opportunities on an individual and communal scale. In the case of Confused Machines, the record label continues to grow and support local musicians within this genre, releasing music that is both challenging and energizing to an enthusiastic crowd.

Confused Machines continues to expand, and Schreiber and Weiner were joined by Boris Fabrikant in 2017. Producing work from artists like founders Mule Driver and Spark O, the label has also released digital mixes and vinyls for The Models, Optn, Ofer Tisser, Max Schreiber, Roni Hajaj and a variety of new musicians. Releases are distributed worldwide and all vinyls are packed in a vibrant, full-colored sleeve that features artwork by local artist Sharon Fadida.

soundcloud.com/confused-machines

VENDER

WORDS: DANIELLE GORODENZIK · PHOTOGRAPHY: GUY NAHUM LEVY

Being a local or a tourist is only a state of mind. Vender embodies this attitude in their summer 2018 collection with their crisp uni-sex t-shirts. Known for creating collections without gender definition, Vender offers modern, tailored and ready-to-wear clothing for all. Their apparel is manufactured in Italy and sold around the globe, drawing inspiration from kinfolk disciplines such as art, film and music.

Established in 2017, Vender encourages locals to see with the eyes of tourists. “Being a tourist allows you to not belong, to look at the mundane with a new perspective. Suddenly you find time to gaze at buildings, visit museums and let go of facades,” says the design team behind Vender. The Summer 2018 collection is driven by the idea of going out of one’s comfort zone to explore new cultures, architecture and art.

Available in pastel hues such as beige, white, coral and pink, the functional cotton shirts are humorous in nature and can be complemented with Vender’s tailored pants, jumpsuits and abstract kimonos.

wearevender.com



Collaborations are part of a bigger picture



RONI BAR
BY RONI BAR

BORN FROM ROCK
BY ILYA MELNIKOV

MAYA BASH
BY ASAF EINY

Collaborative City

WORDS: JENNA ROMANO

In its beginnings, Tel Aviv was a cultural center that was concerned with reflecting ideas from 20th century Western trends, which took precedence before it developed an aesthetic narrative of its own. In 2018, however, Tel Avivian creatives have become an autonomous entity – one that embodies innovativeness, expertise and artistry.

The independence and equity of Tel Aviv's contemporary cultural scene compared to those around the world has led to an emerging hype – within it and around it – and the mutual spirit that drives the array of Tel Aviv's creative worlds together motivates local professionals to influence and support each other. This includes original collaborations where we see fashion, art, design, culinary arts, music and technology merge – suddenly a fashion designer becomes the muse for a local artist; the art world inspires a chef's culinary presentation; a fashion house becomes an art gallery; and the list goes on.

Conceptually, it is inevitable that collaborations exist – our generation's fast sharing technology foments a rapid and far-reaching sharing of ideas. But there is an added value that collaborators and audiences alike can appreciate when the fluidity of creativity becomes grounded in a material way.

Since her spring 2013 collection, local fashion designer Maya Bash has had an ongoing collaboration with the well-known artist Zoya Cherkassky. Bash wanted images of people in Tel Aviv who were wearing her designs, and she approached Cherkassky to illustrate them. "When creating a collection, I love to engage in a dialogue with the people around me about their perception of the world," the designer told Telavivian. With each new season, the artist's characteristic illustrations are screen-printed onto a specific item in Maya Bash's collection.

Roni Bar is another Tel Avivian designer who paired with a local artist, Roni Hajaj. Bar's Summer 2017 collection, I Do attempted to rehabilitate the meaning of wedding wear, and her minimal designs turned into a blank canvas for Hajaj's work. As the artist hand-painted her intriguing patterns directly onto the fabrics, the I Do collection became a joint

statement between them. "I gave Roni full freedom, and I think that's the beauty of doing a collaboration, that the other person brings themselves to my work."

Jewelry brand Born From Rock and ceramic designer Avi Ben Shoshan collaborated on a jewelry collection for summer 2018. The collection is an expression of an ongoing dialogue between the designers and the process of using very different materials. Themes of tension and sensuality are playfully drawn out by juxtaposing the hard, geometric and raw materials of Born From Rock's designs with Ben Shoshan's soft and organic ceramic forms.

"We live in an interdisciplinary world, where everyone takes inspiration from each other," says Tel Aviv native Sarah Peguine. Peguine is the founder of Oh So Arty, and a local art advisor who organizes bespoke tours of Tel Aviv's art scene. The art advisor has also collaborated with other local experts – chefs, wine sommeliers and designers – to incorporate the worlds of culinary arts and wine tasting into her art tours, engaging her audience in a multi-sensory experience that gives them a more comprehensive understanding of Israeli culture.

Trending collaborations are invaluable to Tel Aviv's smart and successful atmosphere. Not only do they breed openness and potential, the partnerships also become a practical linchpin for heightening exposure and sales. Verner, a shop which brings cutting-edge trends to its Israeli audience, also provides a stage for emerging local artists. Hosting new exhibitions every few months, the store becomes a physical meeting point for art and fashion, drawing in new crowds, and allowing the artists' visions to interact with shoppers. Past artists exhibited at Verner include Hilla Toony Navok, Vera Vladimirsky and Aviv Grinberg .

Blurring the boundaries between disciplines, Tel Aviv's collaborations are part of a bigger picture – the multifarious effects are a testament to the city's own cultural development, unveiling palpable possibilities.

■

THE VERA HOTEL IS AN IDEAL PLACE FOR VISITORS WHO WANT TO EXPERIENCE THE ORIGINALITY OF TEL AVIV'S EVER-EVOLVING LOCAL CULTURAL CHARACTER.



PHOTOGRAPHY: SASHA ZACKS



Guided by supporting the city's finest purveyors, part of The Vera's charm is that it connects guests to local Tel Avivian creatives. The hotel offers local artisanal amenities like soap and scent makers (even mixing local liquors in the bar's signature cocktails) and features the work of prominent local designers like Ohad Beit and Tomer Nachshon within its tasteful interior. At Vera, it is all about the details.

Always on the move

“Age doesn’t matter, how good you are doesn’t matter – it’s about trying. I don’t think you need to wait with your dream, you need to just do it. This is my happy place.”

Meet the Jerusalem Skater Girls, or JSG, a group of fiery female skateboarders, most of whom are Jerusalem natives and all encompassing an uncanny amount of sportsmanship, energy and determination. After almost a decade, these women have resisted giving in to the challenges and oppositions they were faced with when building a brand, a team and a community within a typically male-dominated sport.

When the founders of JSG, Mayaan Levi (26) and Paola Ruiloba (25), are not working or in university finishing their respective degrees in Earth Science and Industrial Design, they are most likely skating. The two fell in love with the sport in 2009 and not only because it was fun, but because skateboarding presented them with new challenges, ineluctable discipline, a community and most importantly, “positive vibes.”

There were no existing skateboarding teams for females in Israel at the time, and in general, little support for the skating culture in Jerusalem. As they were already addicted to the skatepark, Levi and Ruiloba decided to go along with an idea they had: to form a women’s skateboarding team in their native Jerusalem. With this, JSG was born. “We told each other, let’s do it, let’s jump off the bridge even though the idea sounds crazy!” says Levi. Levi and Ruiloba began building a team of local female skaters, a team that now consists of almost forty active members (and an awesome logo) who regularly practice together in the newly renovated Jerusalem Skate Park in Gan HaPa’amon. Skating is the kind of sport that consumes you. When they aren’t skating, the girls dream of skating. “You feel that it’s something you always want to do. You walk on the street and you see a bench – you want to skate on it. We can be visiting a museum and think, ‘how can we skate here?’”

Telavivian had the opportunity to speak with an inspiring mother and daughter duo who are also members of the JSG team: Neri and Nancy Katz. Katz started bringing her ten-year-old daughter to the skate park, albeit with a bit of hesitation, though quickly watched her fall in love with the sport. She elaborates on how it developed her character and spirit: “wherever I go in the world, I bring Neri’s skate stuff with us.” Katz became a stable support for the team, her carpooling deserving of waitlists. “I drive them all over to go to skate when there’s a competition. Whenever there’s an event, I drive. They [the team] are my kids.” After a year of watching her daughter and being a support system for the team, Katz couldn’t watch from the sidelines anymore, and started skating herself. “I thought it looked really cool and fun. I took one lesson and fell in love with this place and these people. Age doesn’t matter, how good you are doesn’t matter – it’s about trying. I don’t think you need to wait with your dream, you need to just do it. This is my happy place.”

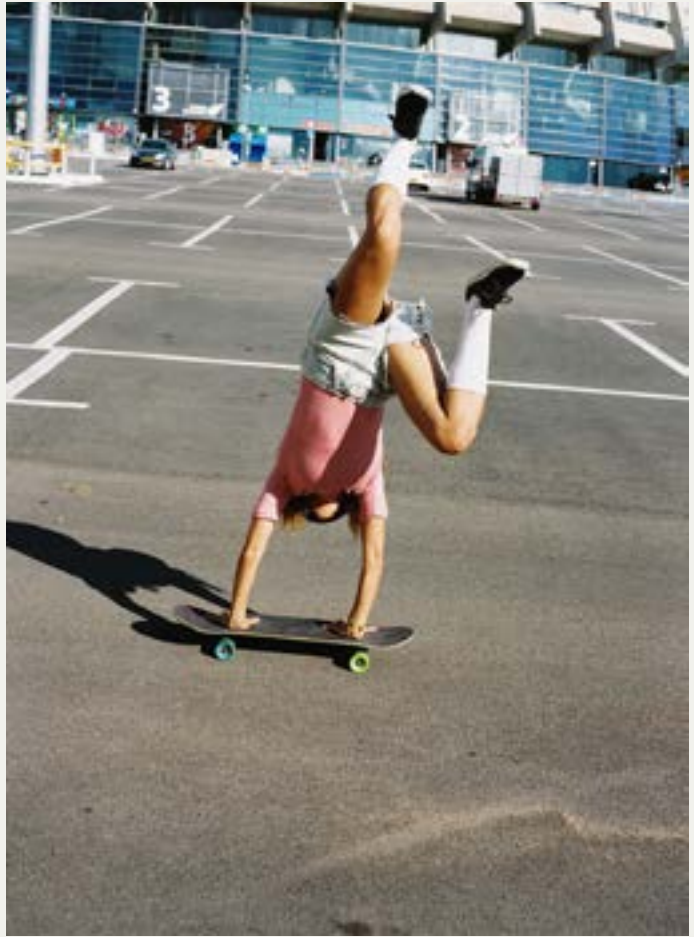
JSG has been incredibly successful in opening the world of skateboarding to Jerusalem. This past May, JSG hosted their third annual skate competition – the only competition in Israel that dedicated specifically to women’s skateboarding. It is an event for women, by women, with around ninety female skaters from all over the country participating.

“Our goal is to raise awareness of the girls’ community in our scene, by giving girls and women the feeling that they can do it, that they are free, that they belong, by giving girls the confidence they need to do what they dare, and expose more girls to skateboarding.”

Perhaps the most impressive part of this venture goes beyond the sport itself. The entrepreneurial spirit that has led these women to be linchpins in carving a new niche into the city of Jerusalem is one that includes a grander vision of the city’s image – emphasizing culture, diversity and opportunity..

AGE DOESN’T MATTER,
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jerusalemskatergirls.com
@j.s.g_jerusalemskatergirls

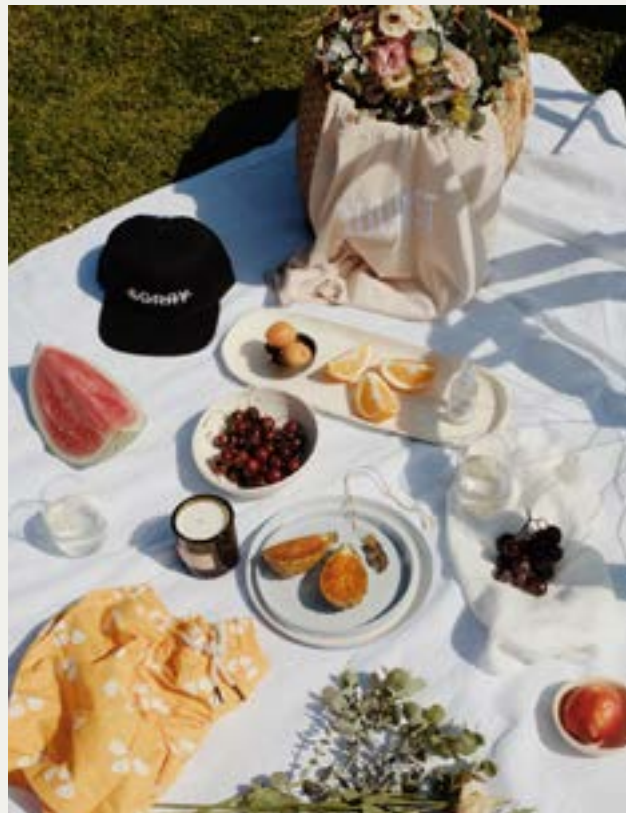


STYLING: ANNA KOPITO
ART DIRECTION: LIRI ARGOV
PHOTOGRAPHY: SASHA ZACKS



Go out to play

TO ORGANIZE A PICNIC IN A CITY LIKE TEL AVIV – WITH ITS BEACHES, SQUARES AND GREEN BOULEVARDS – IS NOT A DIFFICULT TASK. THERE ARE PLENTY OF SPOTS SUITABLE FOR A BLANKET AND BASKET, AND IT IS EASY TO PICK UP SOME FRESH, SEASONAL FRUITS FOR A FEAST. WE DECIDED TO GO TO THE INDEPENDENCE PARK FOR ITS VIEW OF THE SEA, AND BROUGHT WITH US SOME OF THE LATEST DESIGNS BY TEL AVIVIAN BRANDS THAT WE ARE CURRENTLY KEEPING AN EYE ON.



SWIMWEAR BY WEEKENDS AT
CERAMICS BY ADI NISSANI
BRACELET BY C'S CUFFS
EARRINGS AND NECKLACE BY YOSTER
DRESS BY FIRST APPAREL STUDIO
HAT AND BODY BY SORRY
CANDLES BY CANDLEROOM
BIKE BY MIDDLEASTA
T-SHIRT BY VENDER
FLOWERS BY BLOOMY
CERAMICS BY YAARA NIR KACHLON
HAIR MIST BY NO SHIT BEAUTY
DRESS BY GINLEE



WHERE TO GO



CAFE XOHO

WORDS: SARAH BLUM
PHOTOGRAPHY: DROR EINAV

Within the heart of Tel Aviv lies a foodie's haven called Cafe Xoho. Under the hand-written cafe sign and the lush greenery of the façade, a line of hungry customers – drawn there by the scent of freshly-baked goods – spills onto the sidewalk.

Cafe XoHo was founded to create a home away from home by Xoli and Howie in 2010. Xoli, a native Canadian who was brought up in Hong Kong and Howie, who grew up in South Africa, were searching for a space and a sense of community following their move to Israel. This idea spiraled into the concept behind the cafe, which was to create a friendly and playful environment where customers could come and enjoy home-made vegetarian food with additional vegan and gluten-free options. Cafe Xoho was one of the first vegetarian eateries in the city, heralding the current trend which has swept through Tel Aviv. A mouth-watering all-day breakfast menu keeps Cafe XoHo in constant demand.

The concept cafe brings people together through food and art, via regular artist collaborations with some of the city's most notable street artists and creatives. Though centrally located, the seemingly secluded cafe is nestled within a sea of shrubbery and organic furnishings, through which one can escape the bustle of the city with a cup of the finest freshly-brewed coffee.

GORDON ST 17



AGAS & TAMAR

WORDS: CAMEA SMITH
PHOTOGRAPHY: MERAV BEN LOULOU

Agas & Tamar aims to create handcrafted jewelry pieces that tell a story of materials, techniques and surprising combinations. The brand's boutique was founded twenty years ago by Einat Agassi and Tamar Harel-Klein on Shabazi street in the picturesque neighborhood of Neve Tzedek. The two jewelers met in a goldsmith studio in Jaffa as young students, their friendship later evolving into a creative partnership.

Agas & Tamar artfully incorporate a wide range of materials – natural and human-made – to create their unique designs. Intrigued by the fusion of past and present, metals and gems are combined with antique elements: brass weights once used for measuring gold, Byzantine buttons re-imagined as necklace pendants, as well as ancient coins and fragments of crusader rings inlaid into contemporary pieces. One of Agas & Tamar's iconic rings features the engraved words love, luck, happiness, health and blessings in ancient Hebrew script.

Agas & Tamar's latest collection Thoughts of Air, was inspired by a journey to Japan and focuses on negative spaces. Minimalist bracelets, earrings and rings, sculptural necklaces with gold skein pendants and golden earrings resembling the Japanese cherry blossom tree are just a few designs from this collection. Agas & Tamar's devotion to maintaining the gentle balance between the raw feel of the materials and the refined nature of the handmade designs has garnered devotees both local and international. In their upcoming collection, new designers will celebrate two decades of inventive creation, to be unveiled later this summer.

AGASANDTAMAR.COM
SHABAZI ST 43
03.516.8421



HAIA

WORDS: CAMEA SMITH
PHOTOGRAPHY: NATALIE MICHELSON

The fashion designer Haia Michelson Smolarchik founded her eponymous brand six years ago. In her adjacent studio and boutique located in a serene corner of Gordon Street, she designs timeless pieces that exude minimalist ease. Alongside her seasonal collections, she recreates wardrobe staples, essential classics that have become integral components of HAIA's design DNA. These best-seller items showcase polished tailoring and relaxed elegance and attest to the designer's knack for creating looks that transition effortlessly from day to night.

Refraining from the customary separation between working space and shop, HAIA's atelier offers her clientele a sneak peek into her working process, with clothing being crafted as part of an ongoing dialogue with her customers. The designer's home is located close to the boutique, enabling her to work on her collections while staying in proximity to her partner, the actor Ami Smolarchik and their two boys. Michelson Smolarchik's sister, Natalie, has joined the label, doubling as the Store Manager and in-house photographer.

HAIA's casual outfits feature flattering silhouettes and unique details, epitomizing Michelson Smolarchik's signature take on femininity. While designing her capsule collections, she creates clothes that she could easily envision herself or her friends wearing – comfortable, practical and yet impeccably graceful. Adding a sophisticated twist to everyday looks, HAIA specializes in refined, limited edition designs that you'll want to wear on repeat.

HAIA.CO.IL
GORDON STREET ST 45
03.529.7777



THAI AT HAR SINAI

WORDS: TALLIE LIEBERMAN
PHOTOGRAPHY: LIRON EREL

A recent crop of Thai restaurants in Tel Aviv are dedicated to revolutionizing the way Tel Avivians think of Asian food. Leading the movement against “Pad Thai takeout” is Thai at Har Sinai, which serves authentic Thai home cooking as well as spicy, flirty cocktails. Located in a desirable corner of the city center near the bustling courtyard behind the Great Synagogue on Allenby Street, Har Sinai, which opened three years ago, draws epicureans and urban bohemians alike.

Where other Thai restaurants in the city peddle sweet, noodle-based dishes and avoid complex flavors, Har Sinai is remarkable in its uncompromising commitment to “real” Thai food, featuring notes traditionally less palatable to Westerners. Cooking alongside the restaurant’s Thai chefs are Har Sinai’s owners, Zvi and Gross Niv, brothers who hail from Israel’s Galilee region and whose father opened one of Israel’s first Thai restaurants in the 1970s.

“Zvi and Gross Niv grew up snacking on Thai home cooking after school,” says Nella Potack, part-owner of Har Sinai and a restaurateur in her own right. “Three years ago, they took off to Thailand, where they traveled across the country, sharpening their knowledge of authentic regional Thai cuisines. When they came back, they decided to open a restaurant that would honor all they had been raised on and what they had learned in Thailand about Thai cooking. Thai at Har Sinai is the product of this knowledge, and we are especially proud that Thai tourists, diplomats and workers flock here for a taste of home.”

Open for lunch and dinner with indoor and outdoor seating, a DJ dropping beats every night, and fairy lights twinkling overhead, Har Sinai scores high on charm and ambiance. While you may emerge from Har Sinai a little sweatier, you’ll be all the happier for it.

HAR SINAI ST 1
054.201.7132



PAPIER

WORDS: DANIELLE GORODENZIK
PHOTOGRAPHY: SASHA ZACKS

A stone’s throw from Kikar Rabin is the paper store, Papier. Their distinctive aesthetic combines paper, design and typography and is the lovechild of a collaboration between fashion designer Sharon Brunsher and graphic designer Shiran Rockaway. Established by the veteran Tel Aviv printing house “Kwik Kopy,” the paper products – featuring notebooks, albums, and diaries – are all produced in Israel. With a range of glossy to matte products, Papier can be tailored to any style.

The store is filled with antique finds and monochromatic shades of silver, gold, black, white and touches of wood. New collections are often released, most recently their monogram cards and notebooks in English and Hebrew.

Their classic Leftovers Line reclaims paper from past collections to create resourceful notebooks and notepads. With the addition of an impressive selection of accessories – exclusive fragrances to gem-cut soaps – Papier is a one-stop shop for any well-designed home or office, and regularly showcases new Israeli accessory designers.

PAPIER.CO.IL
DAVID HAMELECH ST 1



COFFEEBAR

WORDS: JENNA ROMANO
PHOTOGRAPHY: IDIT BEN OLIEL

Coffee Bar is a hidden gem set in the heart of an obscure neighborhood in Tel Aviv.

First opened in 1994, Coffee Bar is an institute which has loyally-served guests an array of tasty meals for 25 years, including lunch, dinner, Friday brunch and drinks from the restaurant’s cocktail menu.

The modern bistro-style menu, developed by chef Ohad Solomon, is always changing – which allows the establishment to offer variety for their regular visitors and an exciting scope of choices for newcomers. Solomon’s unique dishes are emblematic of his passion for combining traditional and modern cuisine, placing particular focus on fresh, diverse ingredients. The result is an experience that is bound to delight the local as well as the traveling foodie.

Coffee Bar’s vibrant atmosphere and elegant design makes for an intimate setting spread across four rooms, a bar and a patio.

YAD HARUTSIM ST 13
03.6889696



NAHAT CAFE

WORDS: JENNA ROMANO
PHOTOGRAPHY: SARIT GOFFEN

Nahat Cafe is a stylish microbrewery founded by Dan Urieli and Asaf Bittion in 2015. The self-proclaimed “bean fanatics” envisioned a cafe ideal for customers with good taste in coffee – an eclectic hub for anyone who wants to work, sit down with friends and feel at home in an easygoing and inspired atmosphere.

It’s safe to say that the two have succeeded in manifesting this vision. Located just off Dizengoff Square, Nahat Cafe (nicknamed by locals as the “Salon Cafe”) harnesses the characteristics of Tel Aviv’s culture in one place. Inspired by traditional 18th-century English coffeehouses, the cafe’s service blends European and Mediterranean roots.

Referencing the European notes of the cafe, Nahat’s menu includes items like croissants (made in-house), light salads and sandwiches with fresh bread delivered daily. Coffee options range from specialty beans and blends from around the world, with friendly baristas to help guide customers through the choice of the five specialty coffees and three unique blends; something to suit every mood. As Nahat’s in-store roasters spread the aroma of international coffee beans around, customers stay high-spirited and of course, caffeinated.

Coffeehouse by day, Nahat mirrors the 24-hour vibe of Tel Aviv and remains open for cocktails and wine at night.

REINES ST 1



DALIDA

WORDS: LILY DAVEY-GURION
PHOTOGRAPHY: ANATOLY MICHAELLO

In the heart of Levinsky Market lies Dalida, an unexpected gem on a quiet, dimly-lit street. Upon entering, visitors are instantly swept into the bustling market-like atmosphere and greeted with a warm welcome. Dalida is known as a “European Hamara,” a Hamara being an Arabic word describing a small, local gathering place, typically cozy and simple, where regulars assemble to drink and play cards. Over the past five years, Chef Dan Zoaretz has created and developed a menu that combines Middle Eastern and European flavors and culture. The dishes are largely based on the Arabic kitchen, though Zoaretz manages to elegantly incorporate European influences by adding an Italian touch or a French twist to each plate served. The menu offers imaginative dishes – lamb hearts placed delicately on curry tzatziki beside lamb fat financier – where each mouthful delivers a burst of contrasting flavors. The ricotta tortellini is served with fresh shiitake, sage chips and kale, drizzled with zesty lemongrass and tomato butter. The brioche steak – a one-of-a-kind dish – is served alongside bone marrow, on a bed of Jerusalem artichoke cream and earthy chestnuts.

This fusion of East meets West is mirrored in the design of the space. The interior is decorated with vintage ornaments, exotic vegetation and ambient candle-lit corners. Tucked away at the back is a cobbled-floor courtyard – an oasis amidst the lively core of the restaurant. The establishment is brought alive by the cheerful energy of staff who aim to provide their diners with an unforgettable experience as they tend to each table and ensure the drinks are flowing to the sound of upbeat Mediterranean music.

Dalida is a perfect spot for couples seeking a charming and romantic evening, or for large groups eager to share in a lively experience, tasting an array of dishes such as the delicious “Moabat” sharing menu. Whatever you do, don’t miss out on the spicy feta brûlée, a must-have signature dish.

ZVULUN ST 7
03.536.9627



PULP

WORDS: JENNA ROMANO
PHOTOGRAPHY: ITAY BENIT

For many, inspiration starts in the office – whether its an independent space or a shared one. Loved by many Tel Avivian professionals, Pulp Shop specializes in the design and production of original, high-quality collections of stationary and accessories to nurture inspiration in any office space.

In all aspects, the founders of Pulp Shop are connoisseurs of style, placing an emphasis on tradition. The name Pulp itself alludes to the qualitative raw materials and simplicity of its urban design. Owner Ziv Yaacobi, who is largely influenced by his late grandfather’s profession as a bookbinder, has evolved his family’s connection to paper, developing the brand creatively while maintaining its origins in craftsmanship.

Combining a clean-cut, handmade manufacturing approach with stylish designs and colors, Pulp Shop’s products are ever trendy and playful. Pulp Shop has one goal: for its customers to be organized, brilliant and comfortable. With locations on Dizengoff Street and Sarona market, as well as an online store, there is no excuse not to pamper your office with inspiration.

PULP-SHOP.COM
DIZENGOFF ST 147
050.422.7777



HOTCROWN

WORDS: [CAMEA SMITH](#)
PHOTOGRAPHY: [CODY LIDTKE](#)

Hotcrown is a couple-led fine jewelry brand, founded in 2013 by Yisgav and Ginat Rotem. The couple left their careers in the corporate world to pursue their mutual dream and establish their jewelry design studio, located in the bustling Dizengoff street in the heart of Tel Aviv. Leading a team of fifteen workers, the atelier specializes in hand-crafted and custom-made jewelry using conflict-free and ethically sourced diamonds and opting for recycled gold by request. Hotcrown also maintains an online store, offering all of their designs in gold and precious gemstones to worldwide shipping.

Hotcrown's new collection is entitled 22, in reference to the number of letters in the Hebrew alphabet, the Aleph-Bet. The collection includes pendant necklaces, open-ended rings and anklets, featuring artful letters designed in a font that was developed especially by Yisgav and Ginat Rotem and the brand's art director, Hagar Wertheim. Drawing inspiration from gothic fonts and brush strokes while modernising the design with contemporary elements, the collection's refined and minimalistic jewelry invites the customers to select their personal initials or those of their loved ones.

The brand's latest collections include the Amulet Anthology – gold necklaces with pendants of blessed and lucky symbols such as a protective evil eye, a clover leaf, a horse shoe and a hamsa and the Bey Star collection, focusing on the brand's iconic four point star and inlaid with sparkling diamonds. The celestial inspired jewelry pieces are named after the brightest stars: Mercury, Neptune, Venus, Saturn and Jupiter, and are offered in yellow, white or red gold in 14K or 18K.

HOTCROWN.COM
DIZENGOFF ST 209



BEIT HANNA

WORDS: [JENNA ROMANO](#)
PHOTOGRAPHY: [SASHA ZACKS](#)

In the words of its founders Ronny Douek and Yoav Kadmon, at Beit Hanna you leave “feeling better than when you entered. More relaxed, healthier, wiser and happier.”

Beit Hanna takes its name from Hanna Chizik, who managed the space for twenty years when it functioned as a female workers' farm where groups of women from Poland were able to work in agriculture, supplying produce to residents. Originally built in the 1930s by Jacob Pinkerfeld, the space took on Hanna's name when she passed away in 1951. It has since been through many incarnations, but the Beit Hanna we know today reopened its doors in July 2017 and continues under the philosophy of promoting goodness and wellbeing.

One of the most impressive and well-preserved buildings in the neighborhood, the Beit Hanna space was designed by Studio Dan Troim – who made a point to celebrate Israeli vintage design with this project. It boasts a magnificent front yard and a rooftop terrace, encouraging visitors to stroll from one space into the next.

Within the 500 square meters of outdoor and indoor space, visitors can find classes in pilates, yoga, Tai Chi, lectures on an array of topics such as politics and culture, an organic garden, a therapeutic clinic for Chinese medicine, as well as creative workspaces designed to inspire productivity. It is also the home of Tel Avivian favorite EATS, the urban cafeteria headed by Michal Epstein promoting culinary creativity and health.

Mindfulness and wellbeing can be realized at Beit Hanna, a space that succeeds in culminating a breath of fresh air for residents of Tel Aviv and visitors alike.

HANNA.HOUSE
BEN GURION BOULEVARD 75
073.324.5731



UGANDA

WORDS: [DANIELLE GORODENZI](#)
PHOTOGRAPHY: [SASHA ZACKS](#)

In a narrow alley between Herzl and Yafo Street lies Uganda, the nightlife staple in Tel Aviv known for their keen taste in music and laid-back vibe. Founded in Jerusalem, the bar is an ideal spot to drink a beer, catch up with friends and browse a selection of hand-picked records ranging from electronic to hip-hop music.

Under the electronic techno record label Confused Machines, since 2015 Uganda has released music by Roni Hajaj, Ofer Tisser and The Models, among others. Also functioning as a venue for the Tel Aviv community, Uganda hosts exhibitions and music events just on the cusp of Florentine.

Uganda is always bustling with the movers and shakers of the arts and culture scene. With a variety of beers and ciders, Uganda is the go-to bar for culture and the occasional homemade hummus – they announce on social media whenever they whip up a batch.

BEIT HABAD ALLEY 5
03.510.1463

Meet the people



GILI YALO

WORDS: LILY DAVEY-GURION · PHOTOGRAPHY: MICHAEL TOPYOL

Ethiopia born, Tel Aviv based singer Gili Yalo has returned to his roots and native language to create a fascinating new project combining a vibrant mix of funk, ethio-jazz, soul and afro-pop.

Gili Yalo's debut solo album, produced by accomplished musician and producer, Uri Brauner Kinrot (Ouzo Bazooka, Boom Pam), is comprised of a dynamic collection of songs in both English and Amharic that provide the listener with a colorful palette of sounds. The groovy bass lines and distinct African drums beats are laced with soulful trumpet notes and bluesy guitar chords. Classic Ethiopian melodies are cleverly fused with a contemporary upbeat sound, creating an authentic harmony between different times and places, perhaps portraying the integration of Yalo's history with his world today. When Gili Yalo gets up on stage, all eyes instantly turn to look at him – his charismatic presence and uplifting energy make the floor tremble and draws in the crowd, creating an electric atmosphere. Yalo's husky, warm voice is honest and emotive, reflecting his amiable personality. This, along with his delightful charm and energetic nature, guarantees the audience are left yearning for more.

giliyalo.com



TAL YERUSHALMI

WORDS: JENNA ROMANO · PHOTOGRAPHY: ELAD SARIG

Tal Yerushalmi is fixated on material objects – stones, beads, woven mats, baskets, necklaces. The Tel Avivian artist explores the way in which a thing's past utility might simultaneously lend and deprive it of meaning. This concept started unfolding when the artist moved from South America to Israel. It was then that she developed an awareness of the numerous keepsakes that she and her family had taken with them. Observing, contemplating and eventually dismantling her subject's material, Yerushalmi paints until it acquires a life of its own. These paintings realize the artist's rigorous handle of a brush and embody a unique language of texture, color and space. Highlighting the alluring characteristics of each object, Yerushalmi's work results in a valuable shift – where the object's re-creation unravels the life that is within it – a process that places the artist into the heads and hands of an original artisan. Yerushalmi's most recent exhibition Sand in the Eye, is the first time the artist will display installations alongside her paintings. Cutouts mimic the step-by-step process in which the objects are made, and as they pop off the walls which they are attached to, the works reach out to the audience's dimension, vivacious and enticing.

talyerushalmi.com



PARITZKI & LIANI

WORDS: DANIELLE GORODENZIK · PHOTOGRAPHY: AMIT GERON

Meet Paritzki & Liani, the undercover architects of Israel. Between greenery and the bustling Shuk HaCarmel, it is hard to imagine how the headquarters of Paritzki & Liani Architects has managed to stay clandestine in the heart of Tel Aviv. Inside the building, the production room is filled with models and assorted files while Designers, fixated by screens, work in a religious silence.

Spearheaded by founders Itai Paritzki and Paola Liani since 2001, the architecture studio is dedicated to timeless design that “searches for the original structure.” They operate under the belief that “Architecture is poetry, or it is not architecture.” For their project with the A/L House in Marseille, Paritzki & Liani formed a space divided by objects and captivating scenes, with a landscape inspired by Japanese gardens.

The geometrically shaped R/D House, built in Israel and later exhibited in the Maxxi Museum in Rome, focuses on structure, light, wind and view. Located along the sea, here Paritzki & Liani concentrated on the continual dialogue between landscape and architecture.

The studio’s latest project, the IS House, soon to be completed, was inspired by forests, woods and the vast spaces of nature. Conceptually influenced by oblique function, theorized and developed by Claude Parent and Paul Virilio, the IS House considers how a body physically experiences a space with degrees of inclination, fractures and interpenetrations.

Located in the hometown of co-founder Itai Paritzki, the Barud House in Jerusalem demonstrates the studio’s approach to history with elements of novelty and newness. The word Barud relates to the layered history of the city. It is a call shouted by construction workers before exploding mountain rock in Jerusalem for excavation. Paritzki & Liani Architects firmly believe that “creation necessarily brings you forward. Without an element of innovation, there is no progress. Creation is novelty.”

For the Barud House, the studio interpreted the Jerusalem stone as if it were an ancient bas-relief. The design team kept the natural vegetation intact as well as the original Jerusalem stone inside the home. The exterior is covered with an innovative stone pattern that depicts the golden light of the city. Depending on the season and hour, the stone transmits shades of gold, pink, white and sand. Paritzki & Liani Architects maintain the rich history of the landscape throughout Israel, adding, where necessary, touches of novelty and innovation.

paritzki-liani.com



MICHAL BOUTON

WORDS: CAMEA SMITH · PHOTOGRAPHY: DAN PEREZ

The pastry chef Michal Bouton is renowned for her relentless creativity. Her signature desserts are featured in various local restaurants and she has developed dessert menus for venues such as TYO, Dinings and Social Club. She lovingly creates the pastries, desserts and baked goods for HaBasta, a market-to-table restaurant located close to the stalls of the Carmel market (4 Hashomer Street, Tel Aviv). She bakes croissants, brioches, scones and financier cakes for the breakfast assortment and whips up decadent desserts inspired by the seasonal produce available at the market. At HaBasta, Bouton enjoys orchestrating the process from beginning to end: conceiving the idea for the dessert as well as preparing it to perfection.

Incidentally, Bouton stumbled onto her vocation by pure chance – she replaced a friend in a pastry course held by The Ministry of Industry, Trade and Labor and has never stopped baking ever since. She worked in a boulangerie in Paris and at L’Atelier de Joël Robuchon, a gourmet restaurant owned by Joël Robuchon, the chef with the most Michelin-starred restaurants in the world. Currently, Bouton consults leading food and beverage companies and collaborates with Studio Appétit. The studio is based in the Netherlands and specializes in designing culinary experiences and edible installations for high-profile events, including the design weeks in London and Milan.

In 2016, she paid tribute to her great-grandfather, the baker Shaul Petrushka, in an exhibition at Beit Hamidot in Tel Aviv. According to her grandmother, Etta Baltman, her father helped to reconstruct the wedding cake of Queen Elizabeth when it was damaged in an airplane accident in 1947. For the exhibition, Bouton recreated her grandmother’s culinary memories: she created a replica of the royal wedding cake, she remade the meal Petrushka prepared for his daughter’s wedding in 1953 and baked the cookies originally made in Schweig Wafers, the family’s biscuit factory. Following the exhibition, Bouton was offered to teach a course alongside the designer Noa Schwartz in the Visual Communication department at Shenkar college. Their course explores the food culture through the perspectives of the culinary arts and graphic design, unearthing personal narratives connected to eating and consumption.

[@michalbouton](https://www.instagram.com/michalbouton)



GILAD RATMAN

WORDS: JENNA ROMANO · PHOTOGRAPHY: GONI RISKIN

Artist Gilad Ratman is known for his large-scale video installations which create a verbal, visual and audial dialogue between his work and the space it occupies. Using multichannel formats, the artist focuses on structural interventions with a strong emphasis on sound. The result is a series of highly engaging works exploring political and social subject matter.

Two of his most notable works include *The Workshop* and *Five Bands From Romania*. *The Workshop*, a site-specific video installation, was exhibited in the 2013 Venice Biennial. Ratman presented the fictional journey of a small community, traveling underground from Israel to Venice. Here, Ratman creates a world, utopian in nature, where global transit takes place across borders – undetected, unidentified and free.

In 2015, Ratman exhibited *Five Bands From Romania* at The Israel Museum, displaying video and audio footage of five heavy metal bands performing simultaneously with their sound equipment buried deep underground, distorting the sound of vocals and instruments. The work was inspired by two major musical events, Pink Floyd's 1972 performance in Pompeii and Metallica's 1991 concert in Moscow, the latter symbolizing the fall of the Soviet bloc and celebrating ideals of freedom and individualism. These two events provided a background for Ratman to reflect upon historical and political contexts as they engage with the meaningful role of the artistic act.

Ratman was born in Israel, earning his BFA from Bezalel Academy of Art and Design and later completing his MFA at Columbia University in New York. The artist has been exhibiting his works internationally since 2004.

Most recently, Ratman is exhibiting in the group show curated by Hadas Kedar, *Sinkholes*, which was on view at the Arad Contemporary Art Center.



ROY MENACHEM MARKOVICH

WORDS: JESSICA LAUB · PHOTOGRAPHY: GONI RISKIN

Roy Menachem Markovich is a Tel Aviv-based cinematographer and sculpture artist. Born in 1979, he earned his degree from Hamidrasha School of Art at Beit Berl College.

Markovich has exhibited his work in museums and galleries throughout Israel – including the Israel Museum, Herzliya Museum of Contemporary Art, RawArt gallery, and the CCA – as well as internationally at the Tate Modern in London and the Museum of Contemporary Art in Barcelona, in addition to exhibitions at various art fairs. His work has received international recognition and was awarded the Kunst 13 Zurich-Advancement art award in 2013. Markovich's career has also expanded beyond the studio; he has held several teaching positions and currently serves as the video lecturer as part of the Meirhoff Art Center at the Tel Aviv Museum of Art.

Working with various media, Markovich challenges conventions and blurs the distinction between reality and falsehood for the viewer. His video works confront the viewer's ability to believe the stories portrayed, owing to Markovich's use of dramatic storylines and interruptions. Similarly, his small-scale but grandiose sculptures challenge viewers to find the absurd and reconsider how they might perceive statues in public spaces.

WORDS: LOTTE BEILIN
AND CAMEA SMITH

Hotel spotlight

REA BEN DAVID, THE FOUNDER OF THE PRINT HOUSE, HAS SELECTED AND FRAMED A SERIES OF PHOTOS EXHIBITED IN THE HOTEL – SOME OF WHICH HE HAS PHOTOGRAPHED HIMSELF. THE BLANKETS IN EACH ROOM ARE THE CREATION OF ISRAELI DESIGNER MEIRA SITTON, A SMALL DETAIL EXEMPLIFYING VERA HOTEL'S LARGER DEDICATION TO HOMEGROWN CREATIVITY.



BY RONI CNAANI

MEIRA SITTON

Designed to elevate the daily rituals of bathing, dining and sleeping, Israeli designer Meira Sitton has created a collection of refined yet casual textiles for the home.

Meira's color palettes consist of neutrals, darks and muted tones to blend into any space. The beautiful simplicity of these linens – their clean, natural look – suits every household, from the minimal, modern apartment to the traditional farmhouse. Product designs are created with durability in mind and brought to life with pure linen, a material five times stronger than cotton, hypoallergenic and fully biodegradable.

For Meira Sitton, the quality and sustainability of materials are important. Sitton believes that the elements of a home should be chosen thoughtfully in order to create an aesthetic and that we should surround ourselves with objects designed to last and contribute to our well-being. Meira sees pure linen as the fabric of the future – a durable and smart textile to mirror a conscious mindset.

www.meirasitton.com

THE PRINT HOUSE

The Print House is a state of the art print studio located on the bustling Levontin Street in south Tel Aviv. The studio specializes in fine art and photographic printing, as well as archival mounting and framing. Established by Rea Ben David ten years ago, the studio team includes professional photographers and artists, aiming to achieve the highest quality prints while using superior materials for archiving as well as the latest technology. The studio also provides a range of services: image processing, scanning and the creation of 3D models of exhibition spaces with rendering software. The studio additionally maintains a framing workshop, located in 14 Ha'manoa Street and run by Elad Tol, a skilled craftsman who builds custom-made wood and aluminum frames, picked especially to complement photographic prints. The frames are all sawn, sanded and painted at the workshop.

Each year, The Print House provides a print scholarship for three students graduating from the photography departments in colleges and academies throughout Israel, allowing them to exhibit their final projects in the most optimal way. Since 2016, the studio organizes an annual print fair, with limited edition prints by local artists and photographers. The Print House's expertise plays an integral part in the Israeli art scene, and the studio is regularly involved with the production of simultaneous exhibitions in Israel and abroad. Their work is based on an ongoing dialogue between the highly experienced team at the studio and the emerging and established artists they assist with their creative process.

The Print House, 7 Levontin Street, Tel Aviv, 03-6855362
theprinthouse.co.il



BY SHABTAI PINCHEVSKY





Faces of Tel Aviv

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