

THE  
**VERA**  
*magazine*

BY  
TELAVIVIAN



A LOCAL ANTHOLOGY  
TEL AVIV

SPRING  
2019

#03  
ISSUE

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## WELCOME

Dear Guests,

We are excited to present our third edition of The Vera Magazine. Its launch coincides with The Vera Hotel's one year anniversary, offering us a timely chance to reflect on the past year.

When we opened the hotel, we wanted to ensure everything our guests came in contact with during their stay was the absolute highest quality. We also wanted to introduce our guests to the local artisans behind the products, the creators that make the experience possible. From the lights, the furniture, the wine, the cheese and bathroom amenities (which you can read in this month's issue about), everything in the hotel has a story, a person and a purpose behind it.

The Vera Magazine gives us a special opportunity to introduce our guests to the amazing people, places and events in our city that one might not be able to find out about without a local's insight. We believe that new and true luxury is enriching our guests' local knowledge while staying with us and hopefully, building a unique experience of our great city.

We hope you will enjoy this issue. If we can be of any assistance, please just let us know.

Warmest regards,

*Danny Tamari and The Vera Hotel team*

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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#TELAVIVIANMOMENTS BY @DKEDMI



**Tel Aviv is not always an easy city.**

**You are walking down the streets, hearing the cars honking, passing by a really old building that appears as though it may fall into the ground, and you are not sure if that street cat is really as friendly as it looks.**

**But if you let go of it for a moment, you will see the beauty of this Middle Eastern pearl. In Tel Aviv, things are constantly moving, changing and developing – welcoming you to join the ride.**

**Walk down the romantic boulevards, let yourself get lost in the small streets and find yourself in a new favorite restaurant or cafe.**

**Don't be afraid to ask a local for directions or recommendations on your way, the Tel Avivians will also want to help.**

**In our city the sun is mostly shining, the flowers are blossoming, and new projects are being born all of the time. The task of our team is to constantly look for the people, places and ideas that define the city we live in - and there is never an end to it. In this issue, we have tried to select the individuals and objects that we think you should have a closer look at.**

***Welcome to Tel Aviv!***

**Anna Kopito, founder of Telavivian**

# LOCAL TREASURES

## THEYDREAM

WORDS: JENNA ROMANO · PHOTOGRAPHY: TAL BRUSHEL

TheyDream's handmade jewelry pieces are a perfect balance of classic and contemporary design. TheyDream's designer, Osnat Ambar, is inspired first and foremost by minimal elements like precious metals and gemstones, but aims to create updated looks from these materials with voguish graphics.

Since opening the brand in 2014, Ambar has been intent on creating pieces that will suit the personal style of each wearer, acting as a bespoke accessory to his or her mood. The bold aesthetics from each collection – powerful shapes, clever images and imaginative styles – are also a reflection of TheyDream's urban surroundings. By constantly incorporating new imagery while also standing true to Ambar's aesthetic goal of creating timeless pieces, the pieces are constantly evolving but never go out of style.

[theydream.bigcartel.com](http://theydream.bigcartel.com)



## NADAV CASPI

WORDS: DANIELA ENGELBERG · PHOTOGRAPHY: AYA WIND

Throughout the years, furniture design has grown to be more than just functional – it has been converted into a kind of art.

It's a form of art that needs to "interface with the human body," Nadav Caspi, an industrial designer who specializes in the production of fine furniture, explains. Caspi likes to create functional pieces, yet he believes the final design should stand out as a sculpture itself. With a totally different attitude towards design, he creates furniture that is able to transform spaces.

Caspi converts his unique ideas into fine and practical creations, from a curved and elegant metal kitchen scale to a juggling wooden shelf with modular book holders. He integrates computerized processing alongside classical carpentry, a forward-thinking style that personifies his innovative roots.

During his studies as an industrial designer, Caspi became fascinated with the idea of making something that people will take into their homes and make part of their everyday lives. His first piece of furniture was a chair. "It's an object that serves a simple function: to sit. Yet, it is very complex," he says. This was a turning point that encouraged him to pursue furniture design as a career.

Caspi is now working on new projects combining textiles and wood that focus on both functionality and aesthetics. He applies deep technical knowledge as he integrates his experience as an industrial designer alongside the traditional manual work of making furniture. Caspi mainly uses wood, iron and concrete, believing the combination of the three can create a perfect contrast when used in the right way.

[nadav-caspi.com](http://nadav-caspi.com)





## ANJALY

WORDS: JENNA ROMANO · PHOTOGRAPHY: DOR SHARON

It is always a treat to find clothing that make us feel both comfortable and appreciative. Anjaly is a brand of casual and athletic clothing that is born out of a desire to make wearers feel exactly that. The Tel Avivian brand is named after a sanskrit word that means 'offering with both hands,' which is an expression of appreciation and blessing. For founder Gili Raid, the manifestations of this idea in the Anjaly clothing line are two-fold, representing the functional junction of the two worlds of fitness and fashion.

Anjaly's signature clothes not only look good, they are also practical. Made with organic cotton and designed with meticulous attention to detail, they leave room for deep breathing and free-flowing movement. Each new season awakens a new inspiration for Anjaly's collections as the brand releases a new line every season. In addition to yoga and athletic clothing, the brand has evolved to offer a diverse variety of relaxed, quality clothing for men and women. From sweaters, tees and hoodies, to dresses, pants and more, the essence of Anjaly is built to accompany wearers in their everyday lives.

*Mikve Israel Street 10, 03.686.8733*  
[anjaly.com](http://anjaly.com)

## SIVAN STERNBACH

WORDS: CAMEA SMITH

A pastry chef turned ceramic artist, Sivan Sternbach says that there are similarities between the two crafts. "Kneading the clay (or the dough), putting it in the oven, waiting for it to be ready, glazing it... baking and ceramics are analogous and require the same patience and meticulous care," she explains. The difference, as she puts it, is that, "My baked goods used to be devoured and eaten, and my ceramic creations are here to stay."

Over the last seven years, Sternbach has been creating her signature ceramic balloons in her studio on Yehuda Hamaccabi Street. She's exhibited her works in the Israel Museum in Jerusalem, the Ritz-Carlton Hotel in Herzliya and the CUCU Hotel in Tel Aviv. In 2017, Sternbach made her dream come true, when an installation featuring 100 of her hand-made balloons was featured on Fifth Avenue in Bergdorf Goodman's renowned picture windows in New York City.

Sternbach met with David Hoey, the visual presentation director of Bergdorf's, and together they planned different themes and designs for each of the store's five windows. From oversized fiberglass balloons to helium balloons sculpted from clay as letters or adorned with metallic hues, the pieces matched the featured garments and window displays perfectly.

Today, Sternbach continues to create made-to-order ceramic balloons for private collectors and to sculpt permanent installations for various locations. Regarding her preferred practice, Sternbach says, "I love taking something as lightweight and ephemeral as a balloon, that can easily burst or fly away, and transforming it into a durable and long lasting object."

[sivansternbach.com](http://sivansternbach.com)



## MAGPIE GOOSE STUDIO

WORDS: DANIELA ENGELBERG · PHOTOGRAPHY: MERAV BEN LOULOU

The magpie goose is a waterbird species that looks like the combination of a goose, a swan and an eagle. Magpie Goose is also the name of Hila Herman's distinctive fashion brand, and, just like the bird, her collections are a fusion of ideas, situations and states of being. Magpie Goose deals with the liminal: the space between structure and movement, standing out and blending in, the emotional and the rational, femininity and masculinity.

Hila Herman explains, "A new collection is always a reflection of where I am and what interests me. A collection is always made for me, and whomever can relate to what I feel."

The Fall/Winter 2018-2019 collection, Inside Out, is about clothes that give a cozy look and feel, while also evoking a flawless and elegant presence. Bold and sophisticated, Hila's designs reveal the ultimate turtleneck shirts, oversized coats, midi-skirts, and strong geometric cuts in a black and beige color pallet.

Shop online or visit Magpie Goose's shop on Retzif Haaliya Hashniya 3 at the Jaffa Port.

[magpie-goose.com](http://magpie-goose.com)





## NO-NO

WORDS: LILY DAVEY-GURION · PHOTOGRAPHY: ASAF EINY

Noam Noy is the artist and creator behind the Tel Aviv based textile brand, no-no – the name under which she designs beautiful silk scarves, each piece uniquely displaying a world of its own. The vivid colours and meticulous patterns found on the scarves embody the culture and traditions that Noy was raised on. The themes aim to trigger memories and arouse a sense of nostalgia. For example, the Red Summer scarf features bright oranges and typical, regional plants and flowers – familiar to a local observer.

Noy began designing textiles in the wake of her final project at Bezalel Academy of Art and Design. The project, called Nishamati, features a mini-collection of silk scarves in a book called 'My Soul Dwells in Exile,' which contains texts from Israelis living abroad. These texts make up a collective journal about the modern Israeli exile, presenting narratives of their experiences which declare a yearning and nostalgia beside hostility and criticism. The fabrics created by Noy are presented alongside these texts, providing a visual interpretation to be used as a transitional object for those Israelis living in exile.

Noy curates no-no's collections to feature in various events and festivals around the country. One of these installations, Known to Harbor Life, is composed of hanging textiles portraying space, juxtaposing loneliness and overcrowding. The textiles portray an imaginary unknown space, provoking awareness of populous earth in contrast with solitary space. Noy's use of such diverse media and her ability to blur the lines between seemingly abstract concepts and tangible objects that can actually be touched, felt and worn provides her with numerous platforms to convey her viewpoint of the world.

[iamnono.com](http://iamnono.com)



## KARINITI

WORDS: SARAH BLUM · PHOTOGRAPHY: KARINITI STUDIO

KaRiniTi creates stylish products to make organizing a busy schedule easier. The design and graphic studio was founded four years ago by industrial designer Karin Kaufman and her husband, Itai. The studio produces a range of dairies, calendars, notebooks and stationary that are sold online and through retailers in and around Tel Aviv.

KaRiniTi's elegantly simple and thoughtfully designed products consider the customer's needs first. Cleverly devised pages anticipate any sort of scheduling decision, and the minimal design makes each product a canvas to creatively fill with color and personal style.

The demand for fine paper goods like KaRiniTi's underlines the growing shift away from digital organizers where dates and times are mismatched and meetings are accidentally deleted. Putting a pen to paper marks a decisive decision, allowing less room for change or error.

[kariniti.com](http://kariniti.com)

## ESPRIT DE VACANCES

WORDS: JENNA ROMANO · PHOTOGRAPHY: MIRI DAVIDOVITZ

Since the summer of 2011, Esprit de Vacances has created a fashionable wave of luxury swimwear in the heart of the Mediterranean beaches in Tel Aviv. In a beachside city with countless swimsuit options, the locally designed brand sets itself apart with its outstanding high quality. Fabric quality might be a characteristic that is often overlooked when it comes to beachside fashion, but Esprit de Vacances endeavors to make each piece a fashionable investment for their loyal customers. Dismissing the idea that a swimsuit only lasts for one summer, Esprit de Vacances designs suits that will shine like new, even after multiple summers of swimming and sunbathing.

The long-lasting vitality of an Esprit de Vacances swimsuit is made possible both because of the high-grade materials, which are imported from Italy and France. Beyond trendiness, each design from Esprit de Vacances is a classic, creating a lasting appeal, and while this timeless nature means encompassing basic elements, the swimsuits stand out because of their exotic fabrics and edgy embellishments. Most importantly, Esprit de Vacances swimsuits are built to instill confidence. Lycra fabrics and clever cuts add a unique body shaping function and are designed to flatter, showing off only the best parts as they're flaunted by the seaside. Esprit de Vacances is where fashion meets the carefree, soulful days of the Tel Avivian summer. For now, the designers of Esprit de Vacances are focusing solely on women's wear, but that does not mean a men's line is out of the question. Swimsuits can be purchased exclusively on the Esprit de Vacances website.

[espritdevacances.com](http://espritdevacances.com)



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

Going  
back to  
our roots

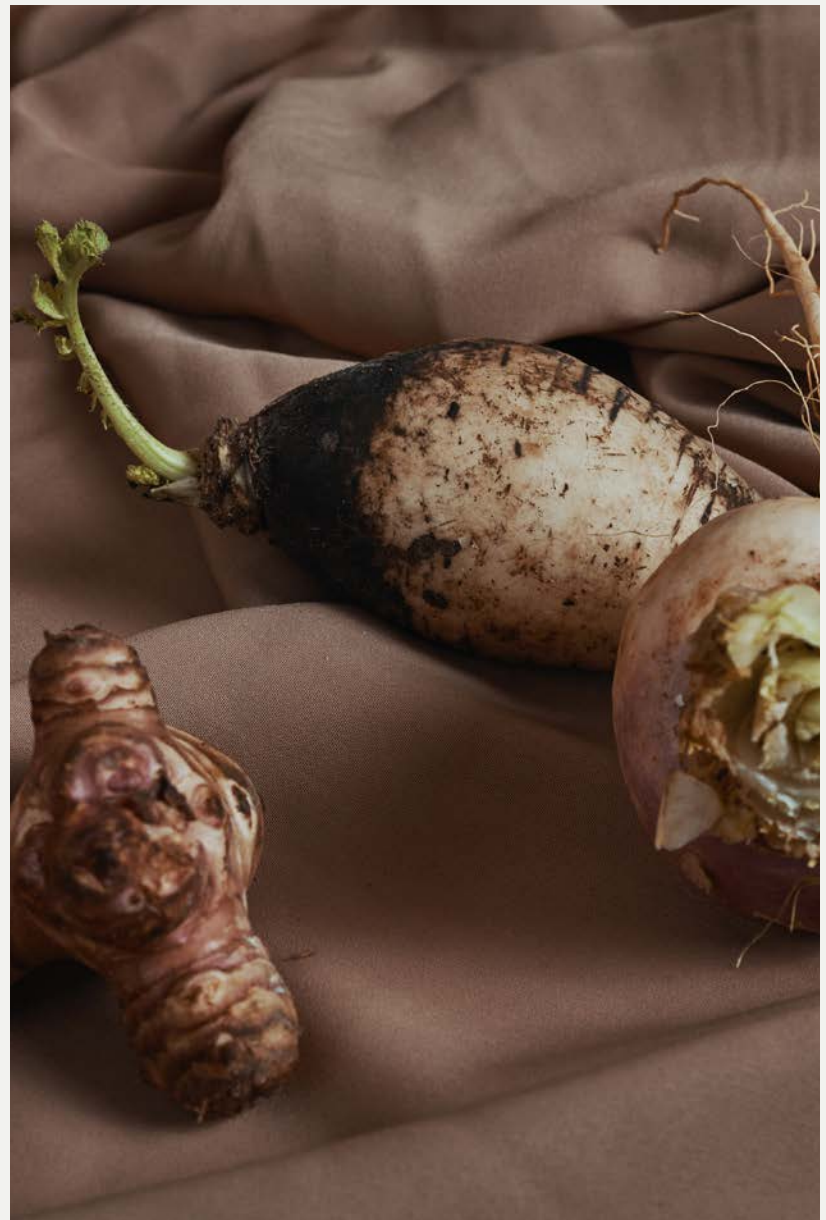




WORDS: ANNA KOPITO  
ART DIRECTION: LIRI ARGOV  
PHOTOGRAPHY: SHAI FRANCO

## GOING BACK TO OUR ROOTS.

IT'S NO SECRET THAT WE LOVE ANY EXCUSE TO BUY GIFTS FOR OURSELVES AND OUR LOVED ONES, BUT WE ARE AIMING TO BE MORE MINDFUL OF OUR SHOPPING CHOICES, CHOOSING LOCAL PRODUCTS THAT TELL A STORY OF THEIR CREATORS, AND ALONG WITH IT, OF THE CITY WE LIVE IN. IN THIS WAY, THE OBJECTS WE PURCHASE WILL BE MORE PRECIOUS AND CHERISHED FOR A LONGER TIME. HERE ARE SOME PRODUCTS MADE IN TEL AVIV WE HAVE OUR EYES ON.







BATHING SUITS BY ESPRIT DE VACANCES, SHELF AND SEVIVON BY NADAV CASPI, UNDERWEAR BY ANJALY, BALLOONS BY SIVAN STERNBACH, STATIONARIES BY KARINITI, JEWELRY BY THEYDREAM, SHIRT AND POLO BY MAGPIE GOOSE AND SCARVES BY NO-NO.

# Exploring Tel Aviv

BUBBLING WITH  
ARTISTS AND DESIGNERS,  
SIMTAT BEIT HABAD  
IS AN IDEAL BASE FOR  
EXPLORING TEL AVIV'S  
IMPRESSIVE ART, MUSIC  
AND FOOD SCENE

Just off Rothschild, between Neve Tzedek and Florentine, you'll find Simtat Beit Habad. The alley, named after the first olive oil press in Tel Aviv, is a cultural hub that overflows with art, music, food and design.

Overlooking the budding street is Rena's House, a charming apartment-hotel. Their clean and simple design makes it the favored place to stay. Just one step outside and you'll find yourself at Uganda Bar, a popular nightlife spot that's been around for almost a decade. Founded in Jerusalem, the Uganda 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. On Saturdays, fresh homemade hummus is served.

Adjacent to Uganda is Outback Bikehouse, a bike shop with style and exceptional service. It's not just a spot to purchase a new bike or get a tune-up, they also hold regular events and are known for their superb coffee.

Across is the Syrian-Lebanese kitchen Saffe, which in Arabic means to bless a woman for all her hospitality. Founded by Liat Shahin, the space is a restaurant by day and pub by night. Saffe offers up fantastic hospitality and authentic Middle Eastern food, and even has a green garden hidden in the back.

Next door is Lev, a tattoo studio where you can be sure that your ink is unique. Owned by Tamar Bar and Lior Lachman, the studio approaches tattoos like art - each design is one of a kind. The space is welcoming, with beautiful natural light and elegant decor. Resident tattoo artists include Odelia Shimoni, Yarden Man and Lotem Ginton, as well as special guests from abroad. Lev is much more than a tattoo studio, their regular art

exhibitions making the friendly studio worth a visit.

Next door is Gelada, an illustration, design and production studio that designs t-shirts and prints as souvenirs from destinations around the globe. Within Gelada is their collaborator Hawaijj, a multi-disciplinary Risograph, design, and screenprinting studio founded by Shane Artsy. The soy ink printing boutique creates bright photocopy prints.

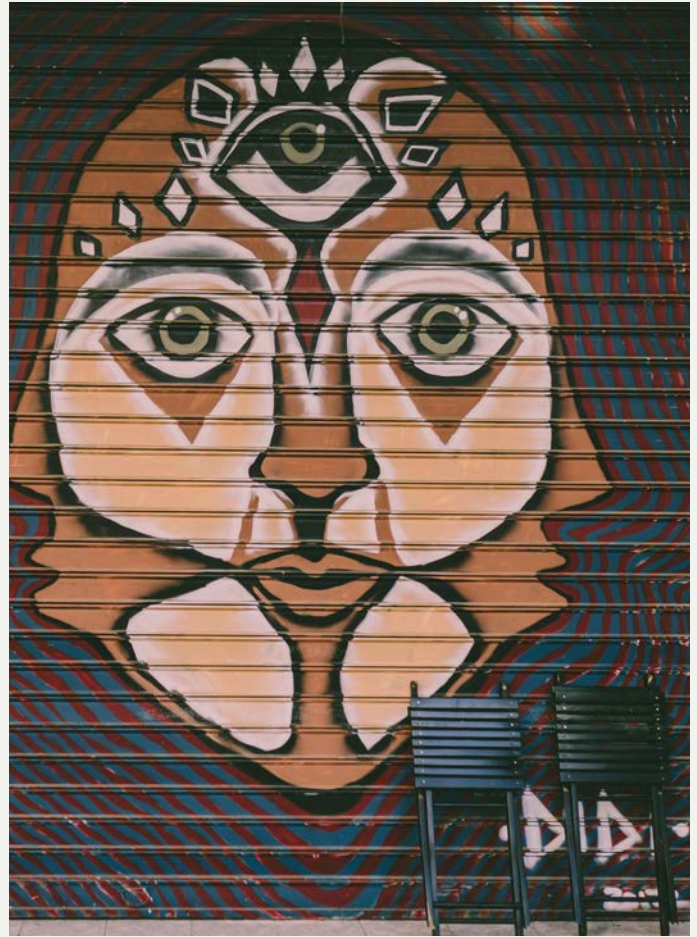
Below is the Photo Julie, a portrait photography studio. This is the place to capture special memories for a holiday, wedding or souvenir. The studio has unique backdrops that are designed and tailored for every season. Photo Julie is founded by Nurit Egozi Weiner and Ella Barak, photographers and alumni of the Bezalel Academy of Art and Design. The duo brings back the ceremonial status of taking a photo.

Just behind Simtat Beit Habad is the historic Romano House, home to Teder.FM. The radio station pop-up turned Tel Aviv staple boasts everything from afternoon concerts and film screenings to secondhand markets and piano performances. Across from Teder.FM is the newest addition to the complex, Nuweiba. This record store was designed for music lovers, with every detail of the space built to enhance sound. On the second floor is the notable Romano restaurant, founded by the Teder crew and Eyal Shani and Shahar Segal.

Simtat Beit Habad is a base for exploring Tel Aviv's impressive art, music and food scene. The area is bubbling with artists and designers taking initiative and creating the Tel Avivian culture we know and love today.

■





PHOTOGRAPHY: ARIEL EFRON



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: ASSAF PINCHUK







# Shared Economy

TEL AVIV IS A SMART AND PROGRESSIVE CITY, WHICH IS WHY IT'S NO SURPRISE THAT THE CITY HAS BEEN QUICK TO EMBRACE THE SHARING ECONOMY. THE SHARING ECONOMY INNOVATES FOR COLLABORATION, CHALLENGES OUR PRECONCEIVED NOTIONS OF CONSUMPTION, AND HIGHLIGHTS THE BENEFITS OF A COOPERATIVE WORLD WHERE SHARING TRUMPS COMPETITION.

WORDS: JENNA ROMANO  
PHOTOGRAPHY: OR KAPLAN AND SIGAL SABAN





Bird, a shared transportation app which is available in over 100 cities worldwide, loans out electric scooters to urban commuters. Bird users can simply open the smartphone application to find a nearby scooter, ride from point A to point B, and park the scooter at the end of their journey wherever they please. Last summer, Bird launched in Tel Aviv. According to Yaniv Rivlin, the General Manager of Bird Tel Aviv, since then one out of every ten residents have used a Bird.

“The success in Tel Aviv can be attributed to the weather, the close distance to the beach, and the fact that it's a young city full of millennials,” Rivlin says. “Because the kibbutz mentality is embedded in Israeli society, people understand that they don't need to own some things. They're alright using a resource like a shared scooter and leaving it for someone else.”

Part of Bird's long-term plan is to tackle car ownership and reduce pollution in the urban environment – but the direct benefits to the community and positive change is already evident. Bird provides easy, fun and convenient transportation for residents who don't own a car, and the Bird Charger community recruits locals to round up stray scooters at the end of the day and charge them in exchange for extra cash.

Tel Aviv is an ideal base for freelancers, but independent workers have always faced a challenge when it comes to office spaces. Private office spaces are pricey, and though working from a café is an option, solitude and bizarre hours are mutually excluded from developing a reliable community of co-workers.

The solution is the creation of co-working spaces, which are becoming more widespread in Tel Aviv. Damndesign is a clever example. It's a collaborative working space that caters specifically to design-oriented individuals. Architect Adi Mor and graphic designer Dana Arnon founded the co-working space about two years ago, envisioning a space that would give them freedom and inspiration, alongside a community of like-minded professionals.

Damndesign members run the gamut from creative writers to freelance photographers. Not only does each member have a key to the office, they also have the opportunity to take advantage of the collaborative community: Brainstorming with one another, developing a wider professional network and sometimes even using one another's creative services.

Solving other common issues in the freelance world is a profound new platform, Bilance which launched in August 2018. For freelancers, Bilance's platform gives them better access to employment opportunities, and for companies, the platform helps them find the right worker at the right time.

A system like this is crucial to Tel Aviv's start-up scene, where the capacity for work depends on a business's vitality. It also opens up doors for freelancers to develop their work, learn new methods, meet new people, and hold on to their independant status.

Bilance representative Dana Sheleff explains, “The sharing economy model is the main inspiration behind Bilance. A few years ago, business owners never imagined they would sit in the same workspaces with other businesses, and now it's growing rapidly, since it enables you to deal with a dynamic environment as a manager. Same is for the human capital, you cannot always predict the capacity required for the business, and you wish to keep to good employees with you for a long time.”

Food lovers who find themselves in Tel Aviv have every reason to rejoice thanks to EatWith, a food-oriented online platform for local cooks who host dinners for guests from their home. EatWith empowers hosts to nurture their cooking skills in their home environment and offers guests a friendly, unique and personal dining experience.

“Our hosts use our platform to share their passion for food, host events, and meet new people, Maya Lustig, EatWith's Tel Aviv event manager, says. “Our guests use our platform to seek and attend our hosts' events.”

Tel Aviv's sharing economy provides residents with a fresh look at the possibilities of what we can do with resources we already have while strengthening community ties. This is only a start, but these examples show the endless possibilities of sharing in the White City.

Read more:

[Bird.co](#)

[Damndesign.co](#)

[bilance.co.il](#)

[Eatwith.com](#)





# Meet the people



## TAMAR BAR

WORDS: CAMEA SMITH · PHOTOGRAPHY: SHANI SCARLETT KAGAN

For the last six years, tattooing has been a way of life for Tamar Bar. Bar began experimenting with tattoos while in Berlin, after her friend gifted her with a tattoo machine. After returning to Israel, she continued to hone her skills while completing her studies at the Bezalel Academy of Arts and Design. A year ago, Bar opened Lev Studio, a tattoo shop and art gallery. Bar has since joined forces with Lior Lachman, and today, they own the studio together.

In addition to Bar and Lachman, Lev Studio's team consists of four resident tattoo artists, Odelia Shimoni (Odel), Lotem Ginton, Yarden Man and Karin Pinto. While each of the studio's artists has a distinct style, Lev Studio's aesthetic takes pride in delicate and nuanced designs, opting for a flowing and free line rather than strictly graphic body art. In her own work, Bar captures fleeting moments, transforming spontaneous images borrowed from contemporary culture or doodled in her sketchbook.

Lev Studio's approach is similar to that of a gallery: Every tattoo is one of a kind, marked with a sticker in the studio's flash book after its creation. Similarly, more in the style of a gallery than a traditional tattoo parlor, Lev Studio is spacious, inviting and flooded with natural light, creating a relaxed and intimate setting for those who come to get inked.

*Simtat Beit Habad Street 3*  
*lev-studio.business.site*



## KARAM NATOUR

WORDS: DANIELLE GORODENZIK

Karam Natour is a Tel Avivian artist who works with different mediums, including video, digital drawing and installation who draws inspiration from his alter egos.

"As part of my artistic practice, I co-create works with different entities that are channeled through my physical body," Natour explains. "These entities have specific names and are part of the DNA of my drawings."

In addition to serving as muses, these entities infuse his works with their own personal style and essence. One of his alter egos, Jester, inspires digital drawings that often include an image of Natour naked. In these images, Natour pokes fun at references from art history, like Jeff Koons' balloon dogs and Dance by Henri Matisse.

Natour's video works play with language, most deliberately in his video work Repeat After Me, Natour starts the video stating that there will be no subtitles and invites his family members to repeat after him in Arabic. The promising artist's work criticizes the art world, language and religion in a thought-provoking way.

*karamnatour.com*





## EMMA AND OFER SHAHAR

WORDS: CAMEA SMITH · PHOTOGRAPHY: LIOR HACHOEN HAGLILI

Craft & Bloom is a design studio founded by Emma and Ofer Shahar. The husband and wife duo are renowned for their thoughtful use of local materials and their focus on craftsmanship. Whether designing their private home or crafting custom projects, their style stands out. Their distinctiveness comes from an innovative approach, keen eye for detail and integration of natural elements with man-made objects.

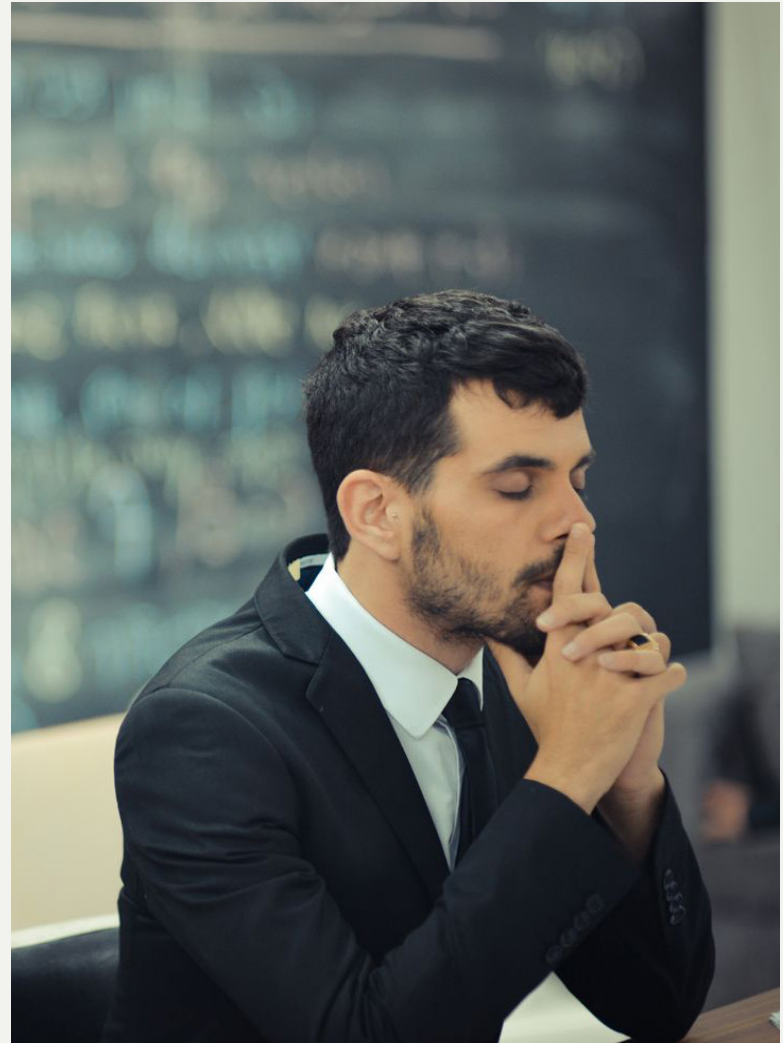
The studio's latest project, the design of the newly opened Opa restaurant in Levinsky Market, has garnered both local and global attention. Co-designed with architect Vered Kadouri, the restaurant is the studio's first wide-scale creative consultancy project. Throughout the process, the Shahars worked extensively with Chef Shirel Berger to create a cohesive experience that extends from the details of the logo design to the choice of menu paper, as well as all of the material choices for the finishes and interior.

The studio's minimal, elegant aesthetic can be seen in the thoughtful choices for the space: The combination of glass and drywall, the wall's natural beauty and texture, and of course, the large skylight that floods the space with natural light. The locally sourced materials include stone hand cut in Hevron, decorative lights made by a local craftsman in Jaffa and ceramic tableware and vases created by local artists.

For another recent project, the design of their Jaffa home, they partnered with architect Sammy Shalom Knafo. Their approach was to build a mix-and-match feel that still felt classic, and for the project, they crafted their own furniture as well as adding vintage pieces that they hand picked in New York City.

After designing their own home, the Shahars felt ready to move on to their next personal project: The Muskoka cabin, built on Emma's mother's property in Canada. The couple designed the cabin in the woods as a romantic hideaway for a writing or yoga retreat. The project gave the duo the opportunity to experiment in architecture on a small scale. Staying true to their fundamental *modus operandi* – favoring local materials – the exterior of the hut was built from a burnt Cedar tree and the interior was constructed from birch wood. The cabin's natural finishes and minimalist allure embody Craft & Bloom's aim of seamlessly combining organics, DIY and design.

[craftandbloom.com](http://craftandbloom.com)



## JASON DANINO HOLT

WORDS: CAMEA SMITH · PHOTOGRAPHY: OMER ALSHEICH

Jason Danino Holt is a multidisciplinary artist, playwright, theatre director and performer based in Tel Aviv. In 2016, he was appointed as the artistic director of Habait, an independent theatre located on the outskirts of Jaffa's flea market. Over the last three years, Danino Holt and the theatre's co-artistic director Marina Beltov have provided a platform for both established and up-and-coming young performers to participate in avant-garde contemporary live art, theatre and dance.

Danino Holt has presented several of his own projects on Habait's stage, including *He Came to Berlin to Die*, a video produced in collaboration with The Akademie Der Kunste, Berlin. The video is followed by *A\_MeN*, a dance performance by choreographer Etay Axelroad. Described by Danino Holt as a short video poem, the ongoing project features documentary fragments and weaves together fact and fiction.

Another personal project Danino Holt is bringing back to Habait's stage is the birthday performance 32. First premiered in 2017, in the show, he invites his fellow students from the theatre major in his high school to celebrate his birthday with him on stage. The viewers are offered a sneak peek into the high school reunion event, indulging in reminiscence about the past with both actors and people who have pursued different career paths as a homemaker, a therapist, a musician and a teacher.

Simultaneously, Danino Holt experiments in showing his creations in alternative spaces. After presenting his confessional performance *Not Letting It In* in various venues, including the Design Museum in Holon and the Beit Ariela Library in Tel Aviv, Danino Holt has decided to host the durational theatrical event in his own living room. As the participatory show revolves around personal confessions of the performers and the audience, the unconventional setting in its creator's home further blurs the boundaries between public and private.

[jasondaninoholt.com/en/home](http://jasondaninoholt.com/en/home)



# WHERE TO GO



## MOLET

WORDS: DANIELA ENGELBERG  
PHOTOGRAPHY: MIRIAM ALSTER

MOLET, short for modulate your pallet, seeks to re-invent the way we think about furniture by giving us the opportunity to build personalized pieces. The MOLET business model emphasizes a healthy planet and a custom-made space. Founders Ari Liberson, Eli Saar, Asaf Etzion and Julieta Liberson established MOLET to provide shoppers with the necessary tools to decorate particular spaces using recycled wood pallets.

Outfitting homes and personal workspaces can sometimes be an overwhelming task. MOLET's workshop invites everyone to come with friends, family, roommates, work colleagues, and pets to create customized pieces of furniture and enjoy the art of repurposing. MOLET will make your wooden dreams come true – even if it involves coming to your happy place and building a treehouse with you. MOLET hosts creative, hands-on fun days and out-of-the-box experiences for companies, travelers, and even birthday parties. They remind us about the creative things we are capable of doing and give us a chance to contribute to the planet in the process.

BEN GAMLIEL STREET 2  
052.837.6174  
MOLET.ORG



## MANTA RAY

WORDS: DANIELA ENGELBERG  
PHOTOGRAPHY: MIRIAM ALSTER

If you're looking for a breath of sea air and a bite of good food, Manta Ray is quite the catch. Opened in 2001, the iconic restaurant has since established itself as a city staple, attracting a constant stream of local loyalists and international clientele alike.

Acclaimed chef Ronen Skinezis has carefully curated a menu of Middle Eastern flavors with a contemporary edge, providing diners with an appealing range of dishes. The fresh fish dishes are a main draw for many, though it's challenging to resist filling up on the colourful mezze selection, which is often enough to satisfy you before reaching the crux of the meal.

Situated along the promenade by the lush Charles Clore Park, Manta Ray's ideal setting between land and sea, Tel Aviv and Jaffa, continues to draw diners from the early morning until after sundown.

ALMA BEACH, GOLDMAN STREET 2  
03.517.4773  
MANTARAY.CO.IL



## CUCKOO'S NEST

WORDS: JENNA ROMANO  
PHOTOGRAPHY: TAMIR DAVIDOV

Part bar, part gallery, Cuckoo's Nest is one of the city's hippest spots for entertainment and food. Like the name Cuckoo's Nest alludes, it is a nest for emerging artists, musicians and designers to expose their works. Whether on the live stage or in the upstairs art gallery, the atmosphere at Cuckoo's Nest has made it a solid destination for local creatives since it opened a year and a half ago.

The multidisciplinary spot provides art and music displays alongside an array of cocktails and a Mediterranean fusion menu. The complex is set in a 20th century Arabesque-style building that has been partially refurbished to embrace its Yafo roots with an interior that speaks to both the historical and the underground.

Whether you are stopping by to look at art, enjoy one of the many events hosted there, or grab a cocktail and dinner, there's always a good reason to stop by this brilliant hub of contemporary culture.

NO'AM STREET 3  
054.838.7452





## MESHEK BARZILAY

WORDS: JENNA ROMANO  
PHOTOGRAPHY: MIRIAM ALSTER

You don't have to be a vegan to appreciate the food at Meshek Barzilay, a charming restaurant in the heart of Tel Aviv's trendy Neve Tzedek neighborhood. Embracing the eclectic possibilities of vegetables and other vegan ingredients, Meshek Barzilay dazzles food lovers without apologizing for the absence of meat.

The restaurant's award-winning menu is both surprising and well-executed. Based on owner Merav Barzilay's philosophy that healthy food is a must, and because healthy food is a must, it must be exciting. Items on the menu run the gamut from coveted staples to exotic dishes that make you say, "Let's try this."

Meshek Barzilay's breakfast is likely the most eclectic morning smorgasbord you will find in this city. Classics like pancakes, granola, frittata and salads are served next to Indian-style Punjabi and cashew cream calzones. The restaurant's food menu is served alongside local beers and inventive cocktails, as well as a tasty choice of desserts like the Drunken Pear and Vegan Tiramisu.

Inspired by the ubiquitous convenience of take-out in cities like New York, where owner Merav spent some time traveling with her family, Meshek Barzilay also has a delicatessen on site, where visitors can stop to pick up healthy, pre-prepared food, shakes and organic groceries.

Since its beginnings on Moshav Yarkona, Meshek Barzilay's location, size and clientele have certainly evolved, but their farm-to-table style and emphasis on fresh, quality ingredients consistently delivers an outstanding dining experience.

AHAD HAAM STREET 6  
03.516.6329  
MESHEKBARZILAY.CO.IL



## CLARO

WORDS: SARAH BLUM  
PHOTOGRAPHY: JONATHAN BEN CHAIM

In the heart of Tel Aviv's business district lies Sarona, a bustling foodies paradise beckoning visitors from near and far. Sarona was first established in 1886 as an agricultural settlement and has been re-appropriated over time to house various government agencies. Since 2003, the Tel Aviv Municipality has worked to preserve, restore and develop the historic buildings, which have been converted into a vast array of restaurants, an indoor food market and enticing stores.

Buried behind a lush green wall of shrubbery sits a detached stone building that was once home to Israel's first industrial winery. The space has since been transformed into Claro, an acclaimed contemporary restaurant by Chef Ran Shmueli. Upon entering the Templar building you encounter the calmly vibrant restaurant with waiters floating through the historic site carrying trays of delectable dishes, each seemingly more appealing than the next. The impressive space is cleverly designed with a centralized open kitchen, inviting guest to witness the production of their meal.

The menu is made up of a medley of Mediterranean flavors and fusions, each dish drizzled in a cacophony of colour, a delicious treat for both the eyes and taste buds. The brunch menu, which features an array of freshly baked goods and exemplifies the chef's farm-to-table philosophy, is a key draw for many diners. Staying true to its Spanish name, Claro, which means clear, presents a clear culinary delight from day to night.

HAARBA'A STREET 23  
03.601.7777  
CLAROTLV.COM



## OPA

WORDS: JENNA ROMANO  
PHOTOGRAPHY: YOAV GURIN

Dining at the newly opened Opa is an exotic foodie experience. The immaculately designed restaurant is housed in an unsuspecting location – the neighborhood of Levinsky Market – but once visitors step inside, they are transported to an entirely new world.

Chef Shirel Berger, who has proven her talents time and again with a wonderfully innovative approach to vegan food. Her contemporary plant-based menu uses seasonal ingredients that are delivered fresh daily. Berger treats each dish as an empty canvas, explaining that the food at Opa is created to be enjoyed by the eye as much as the stomach. This statement is fitting, because each plate that comes out of the kitchen is truly a work of art.

This season's menu includes one-of-a-kind dishes like fermented plum with pickled ginger, black mustard compote and white onion puree, and Jerusalem artichoke with dehydrated Dijon mustard, mint and lemon zest. Desserts and drinks at Opa are equally enticing and fresh, and it is perhaps the only place in Tel Aviv to find a culinary team who chooses their wine so holistically. For first timers, the chef's tasting menu comes highly recommended.

Designed by Vered Kadouri and Craft & Bloom, Opa's elegant atmosphere is unique in Levinsky Market. Built from local, natural materials, the minimal interior allows the food to bask in the spotlight and transports diners to a modern Nordic paradise.

HAHALUTZIM STREET 8  
052.583.8245  
OPATLV.CO.IL





## FARMA CULTURA

WORDS: DANIELLE GORODENZIK  
PHOTOGRAPHY: OFRA RON MAZOR

Join the club – the culinary agricultural club. Rooted twenty minutes north of Tel Aviv in the heart of Moshav Bnei Zion is the organic vegetable farm, Farma Cultura. Established by one of the village founders, pioneer agronomist, and organic grower, Asher Hand left his legacy and nursery in the 1980s. After being abandoned for years, the lush garden was groomed to become Farma Cultura.

Today, the farm is an open, inviting space showing first hand how to plant, harvest and grow their organic fruits and vegetables. At the entrance of the estate is the charming eco-shop serving green shakes and freshly picked produce from the grounds. The farmland is nurtured by permaculture methods, a philosophy of agricultural ecosystems that work with nature, designed to be sustainable and self-sufficient by looking at plants and animals in all their functions.

Visitors are invited to stroll through the flower beds, visit the eco-store, and participate in a medley of workshops: permaculture methods, cooking, superfood nutrition and sustainability. To get the full scope, try Farma Cultra's farm-to-table meals. These flavor-rich dishes are handcrafted from the local landscape and offered to the public daily, or are available for private events. The culinary adventure does not stop at Bnei Zion, though. Relish in the farm's memorable daily flavors by having their seasonal harvest selected from the grounds and delivered directly to your home (the farm delivers to North Tel Aviv neighborhoods). The culinary playground is open Monday through Friday to ensure the freshest produce. Devoted to the quality of taste, nutrition, and to creating a sustainable environment, the garden is for all food lovers.

HAMANIM STREET 56, BNEI ZION  
09.768.8487  
FARMACULTURA.CO.IL



## PASÁŽ

WORDS: DANIELA ENGELBERG  
PHOTOGRAPHY: ANATOLY MICHAELLO

Pasáž, which was once the passageway of an underground shopping area, is now one of Tel Aviv's favorite clubs, reminding us once again why this city is famed for its unique nightlife atmosphere. By day, Pasáž hosts collector's shops and pop-up events, with a diverse repertoire of alternative tunes playing in the background, and by night, it's a fascinating club for partygoers.

Pasáž offers distinct events both during the day and at night – from indie chic live performances to DJs who have performed on international stages. If you're looking for a beat-filled night out with mixed music, genres and crowds, Pasáž is the place for you.

Housed in a grungy underground area, this club embraces music rather than lavishness and it certainly has something that keeps true Tel Avivians coming back. Hidden down an unassuming staircase on eclectic Allenby Street, this nightclub offers a different style every week, yet the same good vibes every night. This is the place to catch real Tel Avivians, as it's a memorable destination for locals and tourists alike.

ALLENBY STREET 94  
052.839.3446  
@PASAZTLV



## GELADA

WORDS: JENNA ROMANO  
PHOTOGRAPHY: ORIT PNINI

Founded by artists Yaron Mendelovic and Osnat Feitelson, Gelada is an illustration and design studio that produces original creations made by local artists that are designed as souvenirs from different locations around the globe. The cool, comfortable tees and unique prints are manufactured entirely on site in Tel Aviv from start to finish.

Gelada's merchandise features imagery and themes from different destinations that inspire the designers, such as animals, maps and flora from the Caribbean, Europe, Israel and beyond. Their latest collection, Lost Fauna, features mythical representations that evoke a sense of adventure and playfulness.

The indie studio focuses on culture and collaboration, and in addition to selling their own products, Gelada offers a gallery space that offers artists the opportunity to converge and exhibit their works and hosts lively events and pop-up exhibitions. With each new collection, event and destination, Gelada continues to spread their good vibes through space and time.

SIMTAT BEIT HABAD 3  
03.959.5368  
FLYGELADA.COM

psss...  
For more cool places check out  
our city guide on page 22-23



WORDS: DANIELA ENGELBERG  
PHOTOGRAPHY: LIRI ARGOV

# Hotel spotlight

THE VERA HOTEL HAS INVOLVED MANY OF TEL AVIV'S TOP CREATIVES IN THE HOTEL'S DESIGN PROCESS FROM THE VERY BEGINNING. THE HOTEL'S THOUGHTFUL APPROACH EXTENDS FROM DESIGN TO CUSTOMER SERVICE, AND EVERYTHING THEY OFFER IS FROM ONLY THE HIGHEST-QUALITY INGREDIENTS, ESPECIALLY THEIR TOILETRIES, WHICH ARE MADE BY ARUGOT.

## ARUGOT

Arugot is an organic cosmetics brand that believes in honoring nature. The family-owned business began when founder Esther Lachman turned her kitchen into a laboratory. Between meal preparations, Esther and her husband began crafting soaps, lotions and deodorants using Louisa plants and other fresh treasures from their garden. They discovered that even though they were growing their own crops, chickens and goats in their backyard, they still owned and used cosmetic products made from toxic, chemical ingredients. They dug deeper and learned that most cosmetic products that the average consumer uses on a daily basis are based mostly from chemicals. This is when they started researching and testing with alternative ingredients – such as cold-pressed and organic oils, pure aromatic extracts, herbal extracts from flowers, seeds, and plants.

Devoted to nature's pure and fresh nourishment, Arugot uses 100% chemical-free and toxin-free ingredients following an ethical process from start to finish. All products are made with pure aromatherapy extracts, natural oils, organic wild plants, and medicinal plants.

The brand believes in creating more than just gorgeous and fragrant cosmetics. Arugot believes in social and environmental awareness and that true beauty goes hand-in-hand with quality and health.

"When our bodies are nurtured and nourished with organic care, and our skin receives the purest treatment, we thrive. Our body is vibrant and our skin glows," Esther shares. Arugot takes pride in quality and social responsibility. In addition to valuing quality and transparency, the business also aims to make a social impact. They are supporting Tair, an organization for female victims of sexual abuse, as well as organizations that support single moms and families in need.

What started out in a kitchen is now a boutique family business, reaching international clients that instantly become avid fans of the luxurious, natural products. Arugot is certified by COSMOS, a leading international standard for organic cosmetics that covers both European and American standards. Most importantly, the brand is loyal to their core values and guarantees full transparency throughout the entire process. "We believe that small changes make the greatest difference in life," says Esther.

[habosem.com/english](http://habosem.com/english)



# Our City Guide

THE TELAVIVIAN CITY GUIDE IS YOUR ADDRESS BOOK TO TEL AVIV. OFFERING A CURATED SELECTION OF THE BEST THE CITY HAS TO OFFER, THE CITY GUIDE HIGHLIGHTS VISIT-WORTHY CAFES, RESTAURANTS, SHOPS, BARS, HOTELS AND MORE. IT ALSO COMES IN THE FORMAT OF A USER-FRIENDLY APP, WHICH YOU CAN DOWNLOAD FROM THE APP STORE OR FROM OUR WEBSITE.

Cafes

CAFE SAGA

Cafe Saga a hidden gem in a secret alleyway of Jaffa's flea market. Connected to Saga Gallery, the cafe showcases pieces from the gallery. See a selection of art from Tel Aviv's brightest design talents while enjoying a variety of Israeli coffee and tea blends and fresh local delicacies. Rabi Pinkhas Street 4. 03.677.7624



CAFE XOHO

This bohemian cafe is a home-away-from-home for locals and tourists alike who come for the sense of community and stay for the delicious food. Cafe Xoho has been vegetarian from the start, offering a variety of vegan and gluten-free options on their menu. The only thing that is not vegetarian is the house-cured salmon, which goes very well on a delicious toasted homemade XoHo bagel. You can also find yummy cookies and alternative breakfasts all day long. Gordon Street 17 · 072.249.5497

EATS CAFETERIA

Inspired by the cafes of Europe and New York, EATS cafeteria focuses on healthy living and the good life. Situated in the heart of Ben Gurion Boulevard, tucked away in a peaceful green space, EATS is the perfect location to sit down for a meal or coffee, or stop by to pick up deliciously prepared foods to take home. Adam HaCohen Street 1 · 03.602.7888

NAHAT

In a coffee-obsessed city, Cafe Nahat stands out with its own in house micro-roastery. The owners source, blend, profile, and roast their own beans – and use various brewing methods. The menu offers freshly baked goods, delicious salads, sandwiches, and vegan-friendly options. Located just off

Dizengoff Square, Cafe Nahat was inspired by the great Parisian salons, intended for the gathering of minds, creative inspiration, and the exchange of ideas. Reines Street 1

Shops

AGAS AND TAMAR

Founded by designers Einat Agas and Tamar Harel-Klein, this shop creates handcrafted jewelry made with a blend of materials that combines ancient traditions with modern techniques. An established name in the local jewelry scene, Agas and Tamar has also earned a strong reputation internationally for creating pieces that transcend time, with style that never goes out of fashion. Shabazi Street 43 · 03.516.8421



ASUFA

Whether you are looking for souvenirs to bring home or simply want to browse the work of young Israeli designers, Asufa is the place for you. Part shop and part showcase, Asufa is a wonderful place to purchase trinkets or momentos. With a wide selection of eclectic items ranging from kitchen gadgets to home decor, Asufa's design collection curates a variety of creative and unique pieces. Nakhman Street 2 · 03.604.1405

GELADA

Gelada is a hub for illustration and design in Tel Aviv. The indie studio focuses on culture and collaboration, and in addition to selling their own products, it serves as a space for artists to converge and exhibit their works in Gelada's gallery space, which often serves as a host for lively events and pop-up exhibitions. Customers come to Gelada for colorful goods produced

entirely in Tel Aviv – cool, comfortable tees or unique prints manufactured on site from start to finish. Simtat Beit Habad Street 3 · 03.959.5368

HOTCROWN

Located in the heart of Tel Aviv, HOTCROWN specializes in custom-made jewelry with a classic style. Every piece at HOTCROWN is hand-crafted with a huge level of care and attention to detail. They have a wide selection of jewelry, ranging from dazzling diamond rings and multi-colored stone necklaces to radiant earrings and lovely bracelets. Their captivating creations are designed with high-end materials such as 14-18k gold, white gold, red gold, sparkling diamonds and a variety of precious stones. HOTCROWN cares about the environment and uses only recycled gold and conflict-free diamonds. Dizengoff Street 209 · 072.299.1000

KAREN SHAVIT

Dare to dream in Karen Shavit's fashionable flagship store, located in the heart of Jaffa's flea market – this is more than just a shop, it is an island of inspiration. The designer so fearlessly created a shop where visitors will find anything and everything inspiring and up-to-date – books, vintage collections, designer clothing (running the gamut from iconic galabia gowns to locally designed outfits), shoes and jewelry all in one spot. On site, visitors will find the designer's own studio, which serves as meeting place for brainstorming between professional mentors and friends. With a blatantly vibrant atmosphere, its no wonder this unique place is made to celebrate the wisdom and beauty of the Tel Avivian woman. Olei Zion Street 13 · 03.958.8888

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. For Meira Sitton, the quality and sustainability of materials are important. Sitton believes the elements of a home contribute to our well-being, therefore we should surround ourselves with textile and objects that were chosen thoughtfully, and were designed to last. In Meira Sitton's newly opened shop you will find the complete collection. Levontin Street 19 · 03.620.6257

PAPIER

The perfect gift shop for design lovers, Papier features paper products inspired by the world of print, text and, graphic design. All products are designed and produced in Israel, and are united by a clean and sophisticated aesthetic. With notebooks and planners to inspire you, Papier's selection is perfect for the writer or traveler – or maybe even your next big idea. David Hamelech Boulevard 1 · 03.696.4583

PULP

Pulp is a boutique stationery store, emphasizing the tradition of papermaking and specializing in high quality, handmade products. At its two locations (on Dizengoff Street 147 and Barzilay Street 11) and online shop, customers can find creative



solutions for the workspace and limited-edition products made in collaboration with Tel Avivian artists. PULP's straightforward approach to production guarantees high quality, while its unique design and vision promises something trendy and inspiring for a bespoke office style – whether it's a shared space or an independent home office. Dizengoff Street 147 · 050.422.7777

SAGA

Saga is a shop and gallery showcasing Israeli contemporary design. The gallery gives an outlook to the future of design, with cutting edge work and furniture – all right next to the Jaffa flea market. Home accessories, lighting pieces and furniture displayed together in one space built to encourage and promote modern local design. Rabbi Pinchas Street 4 · 03.670.6062

Restaurants

CLARO

Chef Ran Shmueli uses the best local and seasonal produce on offer – a selection of authentic Greek, Turkish and Lebanese flavors, with a refreshing farm to table philosophy. Guaranteed to give you a taste of real Israeli fare and hospitality, there is an extensive wine list and a superb brunch menu. With room dedicated to private events, Claro is the perfect place to celebrate a special occasion. Haarba'a Street 23 · 03.601.7777

COFFEEBAR

CoffeeBar is a modern bistro restaurant that's open seven days a week. Since 1994, CoffeeBar has loyally served Tel Aviv guests with an eclectic array of tasty dishes and a menu that changes throughout the day. The elegantly designed restaurant offers an intimate, cozy setting spread across four rooms, a bar and a patio. Whether stopping by for lunch, dinner, their special Friday brunch or a drink from the restaurant's cocktail menu, visitors are guaranteed to eat up CoffeeBar's vibrant atmosphere. Yad Harutsim Street 13 · 03.688.9696

DALIDA

Tucked away in the Levinsky Spice Market, Dalida Restaurant and Bar embodies the charm and elegance of its namesake, Dalida. Combining the culinary traditions of the Arab world with that of Italian and French influence, Chef Dan Zuairetz's enchanting flavors are not to be missed. The atmosphere is as enticing, bold and captivating as the menu's flavors. Its elegance and charm will sweep you off your feet, transporting you to another time and place. Zevulun Street 7 · 03.536.96.27





**GEMMA**  
Gemma’s beautiful and lively space is located in the authentic Noga neighborhood near Jaffa flea market, offering just the right vibe to enjoy lunch with friends or a romantic evening. Chef Rami Aminov’s Italian restaurant has become nothing less than a top destination for brick oven pizza and freshly made pasta (with vegan options). Other signature dishes are the delicious lamb thigh pappardelle, butternut squash gnocchi, taboon baked mullet fish fillet, risotto porcini and more. Come for the delicious food, stay for a dessert and a shot of limoncello.  
Tirtsa Street 14 · 03.605.8276

**KAB KEM**  
Kab Kem is an unforgettable addition to the Tel Avivian food scene. The restaurant’s name and culinary direction draws its inspiration from a traditional Thai meal. Kab Kem offers an eclectic variety of spicy dishes which are served alongside alcohol in order to balance out the heat. Visitors to Kab Kem will experience a truly unique meal, enhanced by a long list of wines, alcohol and signature cocktails, live music performed by trending local DJs and an impeccably personal service by the friendliest staff.  
Lincoln Street 11 · 03.688.9960

**LA REPUBBLICA DI RONIMOTTI**  
Always fresh, seasonal and authentically Italian, La Repubblica di Ronimotti is perfect for breakfast, lunch, or dinner. Using ingredients from the restaurant’s organic garden, Il Jardino, the menu offers an array of dishes that are both deliciously fresh and richly Italian.  
Mazeh Street 3 · 03.647.0247

**MANTA RAY**  
A beachfront restaurant located on the soft sand and relaxing waves of the Mediterranean, Manta Ray offers creative Middle Eastern cuisine and perfectly prepared seafood. An atmospheric place to eat and relax- at Manta Ray, the benefits of an urban beach are undeniable. One of the most iconic restaurants in Tel Aviv, Manta Ray is a destination not to be missed.  
Nahum Goldman Street 2 (Alma Beach) · 03.517.4773

**MESHEK BARZILAY**  
One does not have to be a vegan to appreciate the food at Meshek Barzilay, a charming restaurant in the heart of the Neve Tzedek neighborhood. What is most appreciated about Meshek Barzilay’s menu is that stays away from imitation. Embracing the eclectic possibilities of vegetables and other vegan ingredients, Meshek’s menu dazzles food lovers without apologizing for the absence of meat. Open for breakfast, lunch and dinner, guests may sit within the

restaurant’s indoor dining space, sunlit glass-ensnared patio or garden terrace.  
Ahad Haam Street 6 · 03.516.6329

**OPA**  
Dining at the newly opened OPA is an exotic, enhancing foodie experience. The immaculately designed restaurant sits amongst an unsuspecting location, in the Levinsky Market, but once visitors step inside, it is as if one has stepping into a Nordic, vegetable paradise. Chef Shirel Berger is a passionate chef who has proved herself time and again with a wonderfully innovative way of approaching vegan food. At OPA, her contemporary plant-based menu uses ingredients that are delivered fresh, seasonally and daily – taking each ingredient to the limit with her inspiring dishes.  
HaHalutzim Street 8 · 052.583.8245

**SANTA KATARINA**  
Just off Allenby on one of South Tel Aviv’s most bustling streets, lies Santa Katarina, a gem of a restaurant loved by locals for its cool atmosphere, creative décor and refined combination of Middle Eastern food with a Mediterranean flair. The delicate mix of spices and ingredients leads way to a flavor explosion that is inherently Tel Avivian.  
Har Sinai Street 2 · 058.782.0292

**THAI AT HAR SINAI**  
If you want to save on airfare but crave a night out in Bangkok, Thai at Har Sinai is your golden ticket. Tucked away in arguably the most coveted real estate in Tel Aviv, the bustling courtyard behind the Great Synagogue on Allenby Street, Thai at Har Sinai is a gastropub that serves up spicy, flirty cocktails and even hotter Thai home cooking. With light beats playing overhead and red Christmas lights strewn across the venue, Thai at Har Sinai scores on ambiance. Patrons of all ages and walks of life can be found here savoring precisely executed, authentic dishes from across Thailand, from the Panaeng Neua fiery red curry to Kao Soy, a Chiang Mai favorite. Book in advance.  
Har Sinai Street 1 · 054.201.7132

*Bars*

**ABRAXAS**  
Live music, an upbeat atmosphere, and diverse alcohol and food selections are just some of the many reasons why young Tel Avivian professionals like to hang out at the Abraxas bar after a long day or week of work. This magnificent spot imbues into its eclectic atmosphere a formal, yet relaxed quality.

After the Abraxas doors open at night, unwinding is inevitable – guests can choose from one of the many specialty cocktail and wine options from the alcohol menu, and pair this with the delightful treat of Abraxas’ kitchen cuisine, which is powered by top Israeli Chef Eyal Shani. Late nights at Abraxas bar are simply the best – one becomes immersed in the bar’s many concept exhibitions, excellent live shows, or beats from the best DJs in the city.  
Lilienblum Street 40 · 03.510.4435

**CUCKOO’S NEST**  
Part bar, part gallery, locals to Tel Aviv would define Cuckoo’s Nest as the spot for entertainment and food, and a permanent local pop-up. Like the name Cuckoo’s Nest

alludes, it is a nest for local creatives – providing a neutral space for emerging local artists, musicians and designers to expose their works. Whether it’s on the live stage or the upstairs art gallery, for the past year and a half Cuckoo’s Nest has been teeming with an atmosphere of coolness and creativity. Whether you are stopping by to look at art, grab a cocktail and dinner, or enjoy one of the many unique events that are hosted by Cuckoo’s Nest, locals and tourists always have a good reason to stop by this brilliant local hub of contemporary culture.  
Noam Street 3 · 054.838.7452

**DALIDA BAR**  
Dalida Bar is a fantastic spot in Tel Aviv’s Levinsky Market. Filled with tasty delicacies and unique cocktails, the bar’s presence and quality are a match for even the most discerning Tel Avivian. Serving an array of cocktails, Israeli, and Italian wines, there’s a drink to suit every taste. For food, Dalida offers delicious shared menu platters, perfect for breaking bread with friends, old and new.  
Zvulon Street 8 · 03.536.96.27



**UGANDA**  
A bar, cafe, record store and music venue, this Jerusalem-founded establishment opened a branch in Tel Aviv in 2010 to great success. With its own independent publishing house, Uganda promotes Israeli electronic music and it serves great beer, what else could you need?  
Beit Habad Alley 5 · 03.510.1463

**PASÁŽ**  
Hidden down an unassuming staircase, Pasáž transforms from an unusual collector’s shop during the day to one of Tel Aviv’s most beloved nightclubs at night. Home to some of the best live shows and underground culture events, Pasáž hosts an event each evening – always mixing music genres and crowds. Live performances and DJs that tap into the city’s underground scene, Pasáž’s location in the heart of Allenby makes it a classic Tel Aviv favorite.  
Allenby Street 94 · 052.839.3446

*Wellness*

**BEIT HANNA**  
Once the home of a womens’ farm named after Hannah Chizik, the contemporary holistic center preserves the buildings’ historical spirit of goodness. Among 500 renovated square meters of gardens and interior spaces, visitors will find a variety of body and mind training classes (yoga, Pilates and meditation), lectures, work and resting areas and a therapeutic clinic for treatments in acupuncture, shiatsu and more. Eating fresh on the spot is not a

problem while on the complex, it is also the home of one Tel Aviv’s favorite healthy dining spots - EATS cafeteria.  
Sderot Ben Gurion 75 · 073.324.5731

**YOKO KITAHARA**  
A unique space for professional Japanese treatments located in a beautiful secret location in Jaffa, overlooking the Mediterranean sea. This is a small haven of Japanese therapy, hospitality and design in an unforgettable Middle Eastern setting. At Yoko Kitahara they believe in uncompromising quality and following Japanese tradition, at this spa they give the highest attention to the smallest details. Treatment begins at the entrance. This is a place to leave your troubles at the door, and take some time for yourself.  
Kikar Kedumim Street 5 · 03.605.8339



PHOTOGRAPHY BY ORDER:

- OR KAPLAN
- MERAV BEN LOULOU
- ITAY BENIT
- ANATOLY MICHAELLO
- MIRIAM ALSTER
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THE  
VERA

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