

THE  
**VERA**  
*magazine*

BY  
TELAVIVIAN



A LOCAL ANTHOLOGY  
TEL AVIV

WINTER  
2020

#04  
ISSUE

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## WELCOME

Tel Aviv has become a destination for food enthusiasts, who fly here to discover the many flavors and techniques of our local cuisine. We are not surprised, as the culinary culture is one of the many reasons why we love this city so much.

Influenced by many cooking traditions, Tel Avivian Chefs are constantly developing their own menu of dishes served in the most chic and elegant restaurants in the city. Since we don't want you to miss out on any of the most delicious bites, we have listed some of our favorite restaurants for you to visit.

There is also a tradition among the bars to also put effort on the menu, and therefore you can find plenty of spots that will know what you should eat while drinking a colorful cocktail. It is comforting to know that in a city in Tel Aviv, if you are hungry you don't have to go far to get satisfied.

As much as we want you to get to know Tel Aviv, there are also some culinary and creative spots to discover outside the city. If you feel like leaving the city for a moment and exploring something different, we have listed some great places in Israel that will make your day trip even better.

After you've eaten and drank to your heart's content, take a trip to one of the many shopping spots to discover the innovative and exciting fashion the city has to offer. And since we don't want you to leave Tel Aviv empty-handed, we have chosen some of the shops for clothing and design where you can find souvenirs for yourself or your loved ones - or to just get inspired by!

*Anna Kopito, Founder of Telavivian*

Dear Guests,

We are excited to present the 4th issue of Vera Magazine by Telavivian. For our fall issue, we concentrated on bringing you some of the latest openings in the city and placing a focus on coffee culture in Tel Aviv.

The benefit of our small country is that amazingly diverse scenery is usually an hour away. That's why in this issue, we also cover some special places outside the city. These day trips which we will be happy to help with.

When the hotel launched a year and a half ago, it was important for us to provide a local experience for our guests, sourcing Tel Avivian artisans for furniture, wine, bath products, linen, cheese and everything else. This, we hoped, would introduce our guests in a small way to the community around us. Part of being conscious of our community is being aware of our environment. From day one, The Vera has aimed to constantly improve the impact we have on our environment. Some of the ways we have reduced our impact: No single-use plastic in the hotel, efficient air conditioning and water systems, organic bath products, coffee cups made of beans, as well as consciously sourcing local products. Recently, we also joined up with [pressreader.com](https://pressreader.com), which offers you access to 8,000 different newspapers and magazines from around the world. We highly recommend logging in or downloading the app to get all the latest world updates.

On the subject of sustainability, we have decided that this Vera Magazine will be our last printed issue. Starting in 2020, Vera Magazine will be launched as an online issue every season. This way, you can use it to prepare for your upcoming Tel Aviv trip, or revisit parts of the magazine after you leave.

We hope you will enjoy this issue and wish you an amazing stay in Tel Aviv,

*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](https://telavivian.com)

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#TELAVIVIANMOMENTS BY @DKEDMI



# Winter in Tel Aviv

DOR KEDMI

*For more beautiful photos of Tel Aviv, follow  
Dor Kedmi on Instagram @dkedmi*



# SOUVENIRS

BUYING GIFTS FOR YOUR LOVED ONES DURING YOUR TRIPS IS NOT ALWAYS THE EASIEST TASK. WE HAVE MADE A LIST OF OUR FAVORITE PLACES WHERE YOU CAN FIND INTERESTING PRODUCTS AND DESIGNS THAT YOUR FRIENDS, COLLEAGUES AND FAMILY MEMBERS WILL APPRECIATE. AND AT THE SAME TIME IT WILL ALLOW YOU TO DISCOVER AND GET TO KNOW SOME INTERESTING TEL AVIVIAN DESIGNERS.

WORDS: JENNA ROMANO, ALISON ROBERTS, LOTTE BEILIN  
PHOTOGRAPHY: DOR KEDMI



## ALBA

Alba is a magical one-stop shop for people who love to nourish themselves. The store, along with its services and creative online platforms, have become a source of daily inspiration for customers in Tel Aviv, inviting everyone in to explore a plethora unique products, services, and ideas. Centered around wholesomeness – Alba sells goodies such as kitchen utensils for the healthy inclined, organic food, candles, crystals, esoteric books, and their very own essential oils. Alba is truly an invigorating gem amidst the hustle and bustle of our city.

*Bat Ami Street 6, 03.766.2636*

## AGAS & TAMAR

Founded by designers Einat Agas and Tamar Harel-Klein, Agas & Tamar is an example of handcrafted jewelry, made with a blend of materials, combining ancient traditions and modern techniques. An established name, Agas & Tamar's pieces transcend time and have gained an international following.

*Shabazi Street 43, 03.516.8421*



## ASUFA

Whether you are looking for souvenirs for your home, or want to browse the dazzling work of young Israeli designers, Asufa is the place for you. Not strictly a shop or showcase, Asufa's design collection is eclectic, creative and unique.

This is a wonderful stop to purchase trinkets or "momentos" — featuring a variety of items that range from kitchen gadgets to home decor; including art prints, lighting, books and home accessories.

*Nakhman Street 2, 03.604.1405*





## ATA

ATA is an Israeli clothing brand that has been thriving since it reopened its doors in 2016. Originally established in the 1930s, the brand's designs mirror classic Israeli style, and is reviving it with every new season. Natural and void of distraction, ATA's clothing is perfect for lovers of minimalistic attire. Focusing on easy patterns and functional designs, each piece is created using quality material.

With stores in three locations in Tel Aviv, the brand has a strong connection with the local fashion narrative and is establishing itself as a clothing brand that has the perfect balance of historical fashion with the contemporary – never forgetting the fact that simplicity is beautiful.

*Allenby Street 93, 03.906.0223*

## GRDN

GRDN is a stunning nursery and plant shop by the owners of one of our favorite bars and restaurants, Bicicletta.

The local shop inspires greenery and color in our urban setting, and it is where Tel Avivians who want a flourishing garden or indoor greenery can go to purchase from a variety of plants for their home at discounted prices. In addition to plants, GRDN also sells ceramic pottery and art from local artists.

*Nahalat Binyamin Street 29, 03.733.0262*



## LAX

LAX is a shoe and accessories brand whose collections embody both boldness and timelessness. The style of LAX is defined – a distinct, sophisticated aesthetic, including shoes and accessories that make an essential addition to the stylish Tel Avivan wardrobe.

Employing sharp lines and silhouettes, LAX uses the highest quality leathers and products are handcrafted in Tel Aviv. Since launching in 2013, LAX continues to release seasonal collections, making an impression both in Tel Aviv and the international fashion industry.

*Eibeschutz Street 10, 03.939.7176*



## 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*

## HOLIT

Holit is a local record shop run by well-known figures in the local music and entertainment world.

The store, located in the ground floor of an apartment building in the heart of the city (a few minutes walk from the Carmel Market and Jerusalem Beach), sells both new and used vinyl records at the shop, covering an abundance of genres including electronic, experimental, Indie, world, and local music. Holit also offers a selection of music books. One can spend hours in Holit just browsing through the attractive collection of titles, drinking in-house beers or coffee and chatting with the knowledgeable staff.

*Yona HaNavi Street 42, 03.627.3939*



## GELADA

Gelada is a hub for illustration. The indie studio focuses primarily on culture and collaboration! In addition to selling their own products, Gelada's gallery serves as a space for artists to converge and exhibit their works, and 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 and classic jewelry. Every piece at HOTCROWN is hand-crafted with the highest level of care and attention to detail. They have a wide selection of jewelry ranging from dazzling diamond rings, multi-colored stone necklaces, 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*

## 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 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. Meira sees pure linen as the fabric of the future – a durable and smart textile to mirror a conscious mindset.

*Levontin Street 19, 03.620.6257*





# Israeli cuisine

## *IS THERE EVEN SUCH A THING?*

THE QUESTION IS LEGITIMATE: LOCAL CUISINES ARE SHAPED OVER HUNDREDS AND THOUSANDS OF YEARS OF TRANSFORMATIONS AND CULTURAL INFLUENCES, SO HOW CAN WE ARGUE THAT WE HAVE ALREADY CREATED A DISTINCTIVE KITCHEN? I LECTURE ABOUT ISRAELI FOOD AS A REFLECTION OF NATIONAL IDENTITY ALL OVER THE WORLD, AND IT IS A QUESTION THAT I’M ASKED TIME AND TIME AGAIN. SURPRISINGLY, THE ONES WHO ARGUE OVER IT THE MOST ARE WAITING FOR ME BACK HOME, WITH MANY LOCAL CHEFS AND JOURNALISTS INSISTENT THAT ISRAEL DOES NOT HAVE ITS OWN SIGNATURE CULINARY IDENTITY.

WORDS: RUTHIE ROUSSO

The international response settles the issue for us all: Israeli food is quickly becoming among the most popular in the world. Israeli restaurants bloom and boom in London and New York, Israeli cookbooks win international prizes, and Israel in general has become a place of pilgrimage due to its restaurants and not only because of the Old City and the Dead Sea.

This rise in popularity has taken the question "Is there even such a thing as Israeli cuisine?" from the shelf, and replaced it with another, equally challenging dilemma: "What is Israeli cuisine?"

Food is a reflection. Plates have narratives. They tell different stories. Those stories always have a very personal connection to the traditions and habits that pass from generation to generation. But there is also a much broader dimension related to issues of culture, history, conflicts, wars, international relations, and even GDP. The complex Israeli identity is contained on every plate: In every tiny heirloom Palestinian banya

with preserved lemon and brown butter served in "haBasta," and in every steaming pita, stuffed with roasted cauliflower, crème fraîche and local hot pepper, at Eyal Shani's Miznon.

What makes the Israeli identity so complex? To start, ask anyone to define what an Israeli person looks like. Are they dark or light? Tall or Short? Russian, Moroccan, Polish, Kurdish, or a mixture of these backgrounds? Are they educated? Ignorant? Rightist or leftist, religious or secular? No one could answer.

It begs the question, as a young country of diverse immigrants, how can we establish a cohesive cuisine? Yet the reality proves that despite the obvious differences, every Israeli—and sometimes even non-Israelis—when traveling abroad, can identify another Israeli from miles away. It is not due to their appearance (it is very diverse). It is not due to the way they are dressed (they wear Zara), and not even due to their chutzpah. Israelis can identify another Israeli, no matter



how different from themselves, because they are familiar with the most elusive and profound characteristics of the Israeliness.

Israeli cuisine, like Israeli identity, is a fragile and frail tissue of crossings and stitching, fraught with youth on the one hand, and with hindering history on the other, full of adventurous urges, creativity and courage. Yes, and some chutzpah as well. Just look at the plates of sauces and dips served today in every sushi restaurant in Tel Aviv alongside your maki order. Once you are there, you can enjoy the sight of dozens of Israelis mounting spicy mayonnaise on a piece of nigiri, as if they were pita and hummus. The Japanese are horrified, but they should give it a try. It is delicious.

The nature of Israeli cuisine and identity is further complicated by the barriers and borders that separate us from our neighbors. While for seven decades we have shared cultural and geographical commonalities with the Lebanese, the Syrians, the Jordanians and the Egyptians, our relationship is still complicated.

As a chef I mourn about this quite a bit. I am sure that many Israelis who deal with food feel the same way. I would love to stop by Beirut for an evening and see what is happening in the Lebanese restaurant scene, swim through the Red Sea for some fish along the shore of Saudi Arabia or (in better times) meet a friend for some mint tea and cookies in Syria. At the same time, my very inability to do so is both a springboard and a driving force. Perhaps in a different reality, our cuisine would have quickly developed to be similar to that of our Middle Eastern neighbors, only kosher. Instead, local chefs go to study

in Europe and Asia, bringing home a variety of foreign techniques that enable us to develop the Israeli culinary identity we have today.

But do not be mistaken. It is not a detached Millennial culture puppeting the scene. Its founders and creators feed not just on young crispy shoots, but also gain nourishment from profoundly strong roots dug deeply into Jewish and local history. Those roots are connected to millions of immigrants who lost their families and communities in World War II. They are crawling all the way back to Biblical Israel, the promised land of milk and honey, with its fertile soil and friendly climate. And they intertwined, against and despite all politics, with the magnificent Palestinian heritage, with its heirloom crops, its wise use of vegetables, its low-fat goat cheese, sun-sweetened tomatoes, and the best tahini in the world.

Israeli foodies today are working to root out the past and re-plant it in the present. The mission requires developing the foundations of the Israeli culinary language, something which takes both sacrifice and vision. They face a volatile and unpredictable ecosystem, subject to frenzied trends from outside and rockets and missiles from inside. The odds are against the food business: 92% of restaurants opening in Tel Aviv will close within five years, and 80% will not light the first candle on their Malabi-Matcha cake. Yet, every year, more restaurants are opened here than are closed. The Israeli chefs and restaurateurs continue to dare, insist on trying, are driven to create. If I had to put a finger on one characteristic of Israeli identity and cuisine, it would be this: It is a turbine, refusing to stop, pushing forward against all odds.

■





THESE IMAGES WERE TAKEN BY ZOHAR RON FOR RUTHIE'S NEW COOKBOOK THAT WAS RELEASED RECENTLY.  
YOU CAN FIND THE BOOK IN SELECTED STORE IN TEL AVIV AND ONLINE. FOR NOW ONLY AVAILABLE IN HEBREW.

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







# Day Trip

AS MUCH AS WE LOVE TEL AVIV, IT IS GOOD TO TAKE AN OCCASIONAL DAY TRIP OUTSIDE OF THE CITY TO DISCOVER THE RANGE OF BEAUTY AND CULTURE IN ISRAEL.

FROM WINERIES IN THE DESERT, FARM-TO-TABLE MEALS IN THE COUNTRYSIDE, OUTSTANDING DESIGN STUDIOS IN THE SUBURBS AND RENOWNED RESTAURANTS IN JERUSALEM — HAVE A LOOK AT SOME OF OUR FAVORITE DESTINATIONS OUTSIDE OF THE WHITE CITY.

WORDS: JENNA ROMANO



PHOTOGRAPHY: OFRA RON MAZOR

## FARMA CULTURA

AN ORGANIC FARM JUST OUTSIDE OF TEL AVIV

Located a convenient twenty minutes outside of Tel Aviv, Farma Cultura is an organic farm growing organic produce with sustainable methods. Farma Cultura is an ideal day trip destination for locals and visitors alike. On site, guests will find a farm shop and garden, where you can enjoy a farm-to-table dining experience, pick up a picnic basket to go or participate in one of their unique events.

HAMANIM STREET 56, BNEI ZION  
09.768.8487





PHOTOGRAPHY: EYAL TAMIR

## NANA WINERY

**A STUNNING WINERY IN THE HEART OF THE DESERT**

In the heart of Mitzpe Ramon lies Nana Winery, an estate specializing in a line of boutique modern wines. Inspired by a love for the land, Nana Winery vineyards are perfectly synchronized with the desert atmosphere. Using grapes that are catered to taste, they are grown with a method that is customized for the climate. Apart from the distribution of their boutique lines of wines, visitors to Nana Winery are invited on a scenic journey to the Vineyard Bar for special tastings.

171 ROAD, MITZPE RAMON  
054.444.4037



PHOTOGRAPHY: LIRON SANDMAN

## BE LONGING(S)

**AN INSPIRING STUDIO THAT EMPHASIZES DESIGN, NATURE, AND CREATIVITY**

Be Longing(s) is an concept store, design studio, gallery and brand that creates thoughtful collections of furniture, lighting, clothing, textiles and more. The products, which are inspired by nature, encourage a lifestyle of simplicity and emphasize raw, sometimes reclaimed materials. Outside of the busy city district, the magical location is often used as a venue for small social gatherings. Whether it is to shop in the studio, visit the workshop, join an event, or to simply bask in the creative atmosphere, guests are always welcome to Be Longing(s).

DERECH BEIT HARISHONIM, KFAR VITKIN  
054.218.8393



PHOTOGRAPHY: ADI PERETZ

## GILBOA HERB FARM

**A HOME-STYLE MEDITERRANEAN MEAL IN THE HEART OF THE GILBOA HILLS**

Located in the north, Gilboa Herb Farm is a rustic Israeli restaurant serving a diverse line up of home-style dishes. Visitors to the family run establishment will experience an authentic, fresh meal overlooking the gorgeous Gilboa Hills. As far as cuisine goes, Gilboa Herb Farm has something to offer everyone, with a host of Mediterranean-inspired dishes starring ingredients like organic meat, seasonal vegetables, local herbs and dairy products. Also available as a venue for private events, Gilboa Herb Farm is a unique destination where one can dine and celebrate with friends.

DERECH NOF HAGILBOA, ROAD 667  
04.653.1093





PHOTOGRAPHY: NOAM PREISMAN



PHOTOGRAPHY: SARIT GOFFEN



PHOTOGRAPHY: DANIEL LAILAH

## MONA

THE BEST SERVICE AND QUALITY IN JERUSALEM

Mona is an iconic restaurant nestled in a historic building in the heart of Jerusalem. The seasonal menu at Mona is creative and precise, and the kitchen spends an enormous amount of time researching and testing ingredients until their food embodies one word: delicious. Guests at Mona will experience one of the most finely executed meals in the city. The time at Mona passes by with leisure and pleasure, and the staff will truly treat you like a star.

SHMUEL HANAGID STREET 12, JERUSALEM  
02.622.2283

## URI BURI

A UNIQUE MEDITERRANEAN FOOD EXPERIENCE  
IN AKKO

Overlooking the Mediterranean and the historic walls of Akko, Uri Buri is a legendary restaurant that stands on its own as a destination in Israel. Chef and owner Uri Jeremias is native to the seaside, and his deep-rooted passion for food can be tasted in every element of the menu and its execution. Uri Buri places special emphasis on seafood, honing in on straightforward ways to make the best use of seasonal local ingredients.

HAHAGANA STREET, AKKO  
04.955.2212

## GOUJE VE DANIELLE

A COUNTRY-STYLE BISTRO OUTSIDE OF THE CITY

Gouje ve Danielle is more than just a restaurant, it is an all-encompassing experience with an open-minded culinary philosophy. With Italian, French and Israeli influences, the unique menu at this country-style bistro is one step ahead of other food trends. Specialties at Gouje ve Danielle include Venetian veal Schnitzel, Calamarata, and the signature root vegetable salad. Apart from the food, guests also come to Gouje ve Danielle for its staycation atmosphere, an achievement that is thanks to its stunning location outside of the city.

ANSHEI BERESHIT STREET 39, BNEI ZION  
09.771.4122





PHOTOGRAPHY: NOYA RON



PHOTOGRAPHY: ADI HELMAN



PHOTOGRAPHY: Yael ILAN

## TALBIYE

**A SURPRISING CULINARY ADVENTURE UNDER THE JERUSALEM THEATRE**

Just below the Jerusalem Theatre, Talbiye is a charming brasserie with just the right ingredients: Appetizing food, an endearing location and a good reputation. The sophisticated menu at Talbiye delicately combines French cuisine with Israeli influences, and guests can choose from an array of unique seasonal dishes and exciting specials (the Kreplach, baked octopus and Gateau Basque are not to be missed!). Bustling from breakfast time until the late evening, Talbiye is a surprising culinary adventure.

CHOPIN STREET 5, JERUSALEM  
02.581.1927

## BASIC STUDIO

**A STUDIO CREATING HOUSEHOLD ITEMS**

Basic Studio is a boutique textile and home decor brand specializing in a series of functional and decorative household items for the home. While their workshop and store is based in Tel Aviv, the studio team also designs projects all over the world. Dedicated to giving customers the inspiration they need to make the house of their dreams, Basic Studio produces everything from towels and bedding to candles and hammocks. Their distinct style was developed out of a dedication to loving creations that stand out thanks to the use of raw materials and handmade techniques.

BET YEHOASHA RAILWAY STATION  
09.884.8375

## MITBACH SHEL RAMA

**FOR PRIVATE EVENTS OR WEEKEND DINING IN THE COUNTRYSIDE**

Mitbach Shel Rama is a farm-to-table style restaurant and event venue that captivates guests in the Judean Hills, a charming countryside setting for intimate celebrations. The newly renovated restaurant is dedicated to private events during the week, and open to the public on weekends with a bespoke dining schedule. Each seasonal menu includes wholesome dishes that are based on local flavors – fresh vegetables, homemade pasta, seafood, dairy, and organic meat. Guests will find that the culinary experience at Mitbach Shel Rama is a product of creativity and quality taste.

NATAF  
050.370.0954.





# BUCKE

# CAFFE



# THE BAKERY

# NAHAT



# CAFFE TRUMPELDOR



# GRASYANI

# EATS



# CAFFE

# SAGA



# CAFFE XOHO

WORDS: JOY BERNARD  
PHOTOGRAPHY: DOR KEDMI  
AND IDIT BEN OLIEL



# COFFEE CULTURE IN TEL AVIV

Tel Aviv is often hailed by locals and visitors alike for its trendy bars, modern art galleries and colorful stores. These are all great attributes that this metropolis indeed boasts, but part of the reason it has become known as ‘the city that never sleeps’ is its quality coffee shops that will keep you wide awake and coming back for more.

Whether you like to take your cappuccino in small, leisurely sips accompanied by a bite of fresh pastry or prefer a strong espresso boost to start your morning, the Middle Eastern mecca of caffeine has the right fix for you. From house-made blends to the best imported beans, the city’s coffee options are diverse, delectable and an inseparable part of the true Tel Avivian experience.

Tel Aviv’s coffee culture is synonymous with its social life and food scene. Spend an hour at a typical coffee joint for some key insight into the culture shared by the fast-moving residents of this lively city, who are forever in pursuit of the perfect java.

If you are an early riser, go for a morning *café shachor* (Hebrew for black coffee) at a neighborhood coffee hub where the baristas know their clientele’s orders by heart and the patrons are neighbors holding comfortable conversation at their pre-work pit stop. In the early afternoon, you can find one of the best macchiatos you have ever had at Tel Aviv’s finest bakeries. You may have a hard time getting a table among the young, hipster crowd – some of the city’s finest entrepreneurs, creatives and business people – who often use popular coffeehouses as their office for the day and a hotspot for mingling. When the day draws to an end, kick back and enjoy the sunset spilling over the city with a *café hafuch* (Hebrew for café au lait) in one of the many beachfront spots. For the clandestine caffeine intake, make sure to stop by one of Tel Aviv’s markets for a steaming cup of Turkish coffee with an Israeli twist.

Stop and smell the coffee in these amazing cafes:

1

## BUCKE CAFE

Bucke Cafe is a neighborhood café named after owner Omer’s grandfather, Baruch Eshel. With the spirit of tradition in mind, the menu includes great coffee, breakfasts, baked goods, salads, sandwiches, and more, and the fresh dishes are very much based on reinventing classic foods and Mediterranean favorites.

Bucke is the kind of place where hungry visitors always know that they can find something filling and delicious. The cool, comforting atmosphere is perfect for dining with friends or working on your computer, and Bucke is never lacking in quality service.

AHAD HA’AM STREET 91, 03.748.6831  
YEHUDA MACCABI STREET, 03.554.1262

2

## NAHAT

In a coffee obsessed city, Cafe Nahat stands out as its own micro-roastery and cafe. The owners source, blend, profile, and roast their own beans, in addition to serving them brewed in various methods, all of which have been perfected to a science. The menu also offers freshly baked goods and delicious salads, sandwiches, and panini with vegan friendly options and wine and beer in the evening, and their coffee beans are for sale.

Located just off Dizengoff Square, Cafe Nahat is centrally located but offers a cozy ambience. It was designed to take after the “salon cafes” of the past, intended for gatherings and exchanging ideas, or to enjoy on one’s own.

REINES STREET 1

3

## THE BAKERY

The Bakery is legendary in Tel Aviv, and for good reason. Its five convenient locations provide loyal Tel Avivian’s with a medley of baked goods that locals have simply fallen in love with over the years and continue to revisit — including CoffeeBar cheesecake, Brasserie chocolate cake and the Saint Honore cream puffs.

For the engaged traveler or the busy Tel Avivian, it is good to know that The Bakery will take orders in advance and have it ready when you arrive. The Bakery also has “grab-and-go” deli options, so feel free to drop by and pick up a quick coffee, snack, or lunch to take away, or choose an array of desserts to bring home — either way, you’ll be experiencing The Bakery’s delectable tastes, which Tel Aviv’s inhabitants can’t seem to live without.

YAD HARUZIM STREET 13, 03.537.1041  
IBN GABIROL STREET 72, 03.696.1050  
WEIZMANN STREET 67, 03.620.3363  
DIZENGOFF STREET 262, 03.616.5379  
(DELICATESSEN) YEHUDA HALEVY STREET 79-81, 03.968.1010

4

## CAFE TRUMPELDOR

There are many different coffee shops in Tel Aviv that can offer you a caffeine boost, but very few provide a welcome and luxurious respite from the hectic pace of city life. That’s where Cafe Trumpeldor enters the scene: This unique coffee joint, located steps away from the city’s promenade, is a boutique patisserie haven where you are sure to find quality coffee served with a smile.

Designed like a modern French spot, Cafe Trumpeldor boasts a special menu that includes gourmet sandwiches, salads and desserts made in-house from fresh produce by two talented confectioners.

Whether you’re looking for a healthy breakfast or a bite of divine pastry, this place has a delectable option just for you. Highly recommended are staple sweets like the Kouign Amann, a butter and sugar cake that is as delicious as it sounds.

TRUMPELDOR STREET 4, 03.540.6680

5

## GRASYANI

Grasyani is a local cafe with two locations in town, on King George Street 105 and on Yehuda Halevy Street 123. The quaint but busy setting is ideal for lunch with friends, reading a delicious book along with a sandwich or pastry or diving into work on your computer.

You cannot miss the aroma of Grasyani’s baked goods, including savory breads (spelt, wheat and rye) or sweet pastries, which are made in house. Grasyani sandwiches are very popular and suitable for anytime of day — take a breakfast sandwich to-go, sit down with a vegan sandwich on rye, or enjoy something customized — whatever you choose, fresh ingredients inside only have the signature homemade bread to compete with!

KING GEORGE STREET 105, 03-600-6676  
YEHUDA HALEVY STREET 123, 03.507.0471

6

## EATS CAFETERIA

Inspired by the cafes of Europe and New York, EATS Cafeteria focuses on healthy living and the good life. EATS is the perfect location to sit down for a meal, enjoy a coffee break, or pick up deliciously prepared foods to take home.

Pastries and scones are baked fresh each morning, served with creamy butter and homemade jams. With freshly baked breads, hearty dishes and an assortment of colorful and nutritious salads, EATS is a favorite lunchtime option, to stay or to go.

ADAM HACOEN STREET 1, 03.602.7888  
SHEINKIN STREET 20

7

## CAFE SAGA

Cafe Saga is connected to Saga Gallery, a hidden gem in the secret alleyway of Jaffa’s flea market. The cafe showcases pieces from the gallery and features Tel Aviv’s brightest design talents.

You can enjoy a varied selection of Israeli coffee and tea blends along with fresh local delicacies, all in a warm, neighborly atmosphere.

RABI PINKHAS STREET 4, 03.677.7624

8

## CAFE XOHO

This bohemian cafe has become a home-away-from-home to both locals and tourists. A sense of community is the most important thing at Cafe Xoho, as connections are made between the owner and customers every hour of every day.

From the beginning, they’ve served a vegetarian menu, with vegan and gluten-free options. The only thing that is not vegetarian is the house-cured salmon, which is similar to gravlax and which goes very well, of course, 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

# Design News



## TONARI

WORDS: JENNA ROMANO · PHOTOGRAPHY: DOR KEDMI

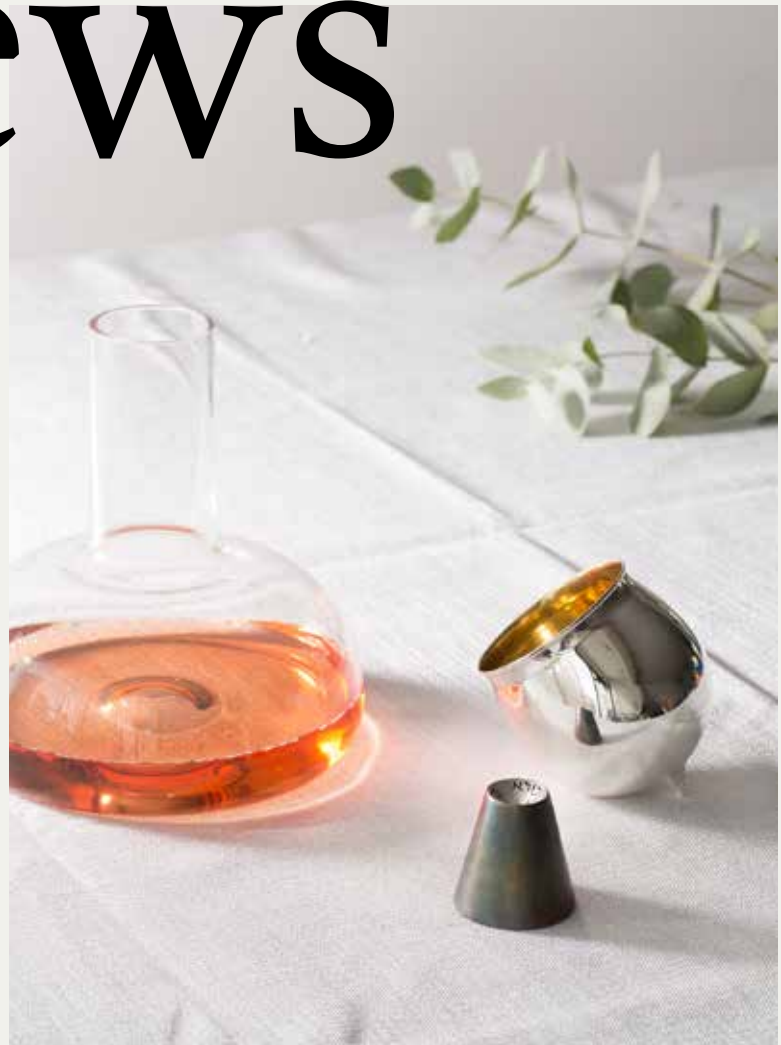
Tonari is a boutique clothing shop, centered mainly around Japanese high fashion. Eleven Japanese designers are represented at Tonari, and customers can browse through inspiring clothing designs and magnificent accessories. Tonari is also a unique lifestyle design shop, selling custom made Washiya paper sunscreen curtains and the award-winning NYCHAIR X by Japanese designer Takeshi Nii.

It is more than just a store: Tonari is a dream turned into reality. Rachel, the owner, opened it in 2006 after living in Japan for over a decade, and it is a spot that delivers an all-encompassing experience for fashion and design lovers.

The drive behind Rachel's shop is to share up-to-date styles by Japanese designers with the Tel Aviv audience, and her philosophy is clear. Everything about the shopping experience—from the clothes to the service – incorporates comfort and thoughtfulness.

The essence of Tonari might best be implied by the name. In Japanese, Tonari means both neighbor and being, just as the store passes on a familiar, reflective experience to customers.

*Levontin Street 19*  
*@tonarishop*



## CEREMONIALS

WORDS: JENNA ROMANO · PHOTOGRAPHY: DANIEL SHECHTER

Ceremonials is a growing Judaica collection created by local designer Shira Keret, who graduated from Bezalel Academy design program in 2010. Conceived after Keret had already made a name for herself as a professional designer, Ceremonials reflects a time in the designer's life when she began to think conceptually about connecting her products to cultural heritage. Fascinated by the traditions and ceremonies weaved into Jewish life, Keret decided to look at ritual objects with a fresh pair of eyes to develop a new series of products.

The result is a re-invention of common Judaica objects: kiddush cups, menorahs, mezuzahs, candlesticks and more. Each piece produced by Keret embodies the spirit of Jewish tradition while accentuating modern style, quality and technology. Keret emphasizes that they are created for the users by carefully observing the gestures of the contemporary holiday table and the modern Jewish home.

Ceremonials Judaica pieces are novel, balancing beauty with function and splendor with practicality. Keret has created works that make celebrating traditions exciting, both with family and friends here in the here and now, and for generations to come.

*ceremonials.co*  
*@ceremonials.official*





## KNOTS STUDIO

WORDS: JOY BERNARD · PHOTOGRAPHY: AYA WIND

Tel Avivian designer Neta Tesler always felt drawn to the calling of the sea. This fascination with all things aquatic is reflected in her elegant home decor. She creates the locally made products with her small team at a boutique studio nestled in the heart of Jaffa's lively Greek Market.

Tesler founded Knots Studio in 2013 after finishing her studies in textile design at Tel Aviv's Shenkar College of Engineering and Design. Drawing inspiration from years of sailing with her grandfather on his boat along the Mediterranean, the designer experimented with different tying techniques until she came up with her trademark design: A knotted sitting cushion.

"All of my products are inspired by the aesthetics of nautical world, knots you make on a boat," she explains.

The studio releases a new collection every six months. The richly colored pieces range from cushions to pillows to stools. Tesler collaborates with stores abroad, individual buyers, architects and interior designers who wish to offer their clientele a splash of luxury designs.

Her next collection, she says, will be a departure from the typical knots. She plans to launch a series of stools whose padding will be based on a new weaving technique. Also in the works are decorative textile surfaces.

Tesler and her team are constantly inspired by their proximity to Tel Aviv's iconic beaches as well as by the hectic magic of Jaffa's cobblestoned alleyways. "Knots Studio is a result of the combination of urbanity, lifestyle and the ocean."

*Shimon Hazadik Street 18, 052.358.6326.*  
[knots-studio.com](http://knots-studio.com)  
[@knots\\_studio](https://www.instagram.com/knots_studio)



## ADISH

WORDS: JOY BERNARD · PHOTOGRAPHY: MICHAL CHELBIN

If you had told Israeli entrepreneurs Amit Luzon and Eyal Eliyahu a year ago that together they would stand at the helm of a hip and popular clothing brand that espouses a remarkable and socially conscious ideology, the pair would have probably laughed. But in March 2018 this is exactly what the young duo set out to do.

Drawing on their good tastes and keen interest in design, they launched Adish, a sports-elegant fashion label. Those who are interested in the bold statement behind the looks give the designers leading the first-ever Israeli-Palestinian fashion brand hope that change is possible in the tension-fraught Middle East, and that complacency does not have to prevail. "We want to show people that it's possible to work and live with anyone, whoever that may be. If you want to you can do, and the impact you get from it is meaningful."

The line's unusual name, which means complacent in Hebrew, hints at the unique agenda at the heart of its operations – an ongoing collaboration with Palestinian businessmen and craftswomen. Luzon and Eliyahu have teamed up with Palestinian enterprisers Jordan Nassar and Qussay Abu Aker to turn their trendy vision into multiple collections that have graced the stands at successful retailers such as Opening Ceremony, Slam Jam and Dover Street Market.

Adish's androgynous, dark clothing are adorned by hand-crafted and colorful traditional Palestinian embroidery created by local Palestinian women working in the West Bank. The names of the artisans as well as their villages appear on the label of each item.

The designers have expanded their cooperation with local populations to include work with Bedouin women living in the southern Israeli Negev region. The patterns and colors of the desert are the inspiration for the 2019 Winter/Fall collection.

Luzon insists that the streetwear garb manufactured by Adish is not just a gimmick, and takes criticism on cultural appropriation in stride. "The people who wear our designs buy them because they like the clothes, not just the statement," he says.

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



## AÏEUL

WORDS: NAAMA BEN-DROR ·

There's something about lighting a candle that we find really soothing. It sets the tone for the day and transforms spaces into places. With this in mind, Alexia Scichili founded Aïeul and introduced her first candle collection in 2018, aptly named An Archeology of Feelings. Having worked as a documentary filmmaker with a degree in Anthropology, Alexia is a natural storyteller. She brings a renewed approach to modern luxury with four beautifully packaged scents that evoke her effortless yet nostalgic approach. Inspired by her childhood in Paris, her grandfather's treasured artifacts, and ancient cultural rituals, the custom blends create a display of stories, aiming to unleash a memory of a time and place, ready to be explored once again. "I love the Altar candle," Alexia says when asked to choose a favorite of the four. "It's inspired by ancient Greek incense burning rituals as well as Jerusalem's cypress trees and moist stones. It's a combination: The heritage of the past, to be used in the homes of the present."

That sentiment—that each and every piece has a subtle depth and individuality that makes it truly unique—is what Aïeul stands for. Through her creative process, Alexia works with selected craftsmen in the south of France to ensure each candle is hand-poured and personally checked for quality.

If you're in search of the perfect gift, or just a little treat for yourself, the Encre Premiere candle contains just the right notes. "Encre Premiere is inspired by ink, it smells like books and releases a whiff of back-to-school season." Go ahead: Find a scent that speaks to you and give your space a way to make a lasting impression!

[@aieul\\_official](#)



## YONATAN KOEVARY BRANDING STUDIO

WORDS: DANIELA ENGELBERG · PHOTOGRAPHY: DOR SHARON

Yonatan Koveary is a graphic designer and the owner of the popular and distinguished EATS Cafeteria. EATS is located in north Tel Aviv, although Koveary looks forward to opening a second one on Sheinkin. "EATS Cafeteria was something I've always wanted to do. I was able to use my previous experience and know-how to create something amazing with my childhood friend, Michal Epstein, and her partner Adva."

Collaboration and innovation are the common threads of visionary entrepreneurs. For many years, Koveary had been working as a consultant for food businesses, where he teamed up with other branding agencies and two of his good friends and mentors, Yonatan Factor and Alon Deri. Inspired by their experiential and creative thinking, Koveary decided to join a graphic design course in Shenkar and open his own branding agency. Before finishing his studies, he got his first client.

Koveary caught our attention after we came across a number of businesses that had been branded and shaped by his brilliant work. Within his loyal clients are Max Brenner, Golf, Intima, Rebar, Cafe Joe, Nandos and more. "It was only a dream for me to have my own branding studio and work as a graphic designer."

Through pure word-of-mouth and client loyalty, Yonatan Koveary's branding studio became well-known for following the client all the way through, until the project is thriving and beyond.

[ykoveary@gmail.com](mailto:ykoveary@gmail.com)

[@godgave18](#)





## HILLA SHAMIA

WORDS: JOY BERNARD · PHOTOGRAPHY: IDO ADAN

The Tel Avivian furniture designer Hilla Shamia believes that the objects you surround yourself with are not meant to provide just comfort or aesthetic pleasure: They are there to tell a personal story.

This approach guided the designer, a graduate of the Industrial Design Department at Holon's Institute of Technology, to develop a unique technique she harnesses to create coveted benches, tables and shelves. Her staple Wood Casting series is an experiment with the unlikely interaction between two materials – wood and aluminum – which results in rugged and stylish-looking items. Shamia says she enjoys creating objects that are “scarred and imperfect.” The contrast between the warmth of the wood and the cold industrial feel of the aluminum “creates a dialogue that is interesting to me,” she explains.

Shamia says that the ideas behind the rare items, which are featured in the Israel Museum and available for purchase at Saga Gallery and the Asufa store in Jaffa's flea market, are often inspired by the Israeli climate and even political changes in the country. “It's important for me to create objects that will make you stop for a second, think and feel.”

While she continues to expand the Wood Casting collection, Shamia enjoys exploring new materials as well. Her current passions are glass and stone, which she has incorporated into items her studio has developed: Glass plates, cacti-inspired glass lamps and a collection of pendulum clocks made from industrial marble.

As she prepares to open a studio in Tel Aviv, Shamia promises to keep stretching conceptual and artistic boundaries. “Design is born from feeling. I want to know that those who choose my furniture are moved.”

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# Where to Eat?

TEL AVIV HAS BECOME A CULINARY DESTINATION, FAMOUS FOR ITS MANY INFLUENCES AND INNOVATIVE CHEFS.

THERE ARE MANY RESTAURANTS IN TEL AVIV THAT WE WOULD LIKE YOU TO VISIT DURING YOUR STAY, SO MAKE SURE TO PLAN IT WELL.

HERE ARE SOME OF OUR FAVORITE RESTAURANTS IN THE CITY

PHOTOGRAPHY: DOR KEDMI

## CASSIS

Cassis is the epitome of the ideal Mediterranean restaurant. Set on the shores of Old Jaffa, diners enjoy an unbeatable panoramic view of the sea, which can only be beat by the excitement of watching the restaurant's open kitchen at work. The menu, designed by chef Ayelet Perry, offers a selection of dishes inspired by local ingredients and influenced by the best of Mediterranean cuisine: Seafood favorites like paella, seasonal salads, mouthwatering fish dishes and a stunning selection of sides. The Cassis wine and cocktail menu compliments the caliber of its food. Creating a well-rounded encounter between excellent food, wine and aesthetics for guests, Cassis is a perfect seaside meal in a coveted Jaffa location.

*Kidron Street 44, 03-575-3745*



## CAFE EUROPA

Cafe Europa is located inside of a magical building overlooking the famed Rothschild Boulevard. For an evening out, their dinner menu features unique cuisine based on local flavors and excellent cocktails.

Whether upstairs in the cocktail bar, on the balcony or outside in the intimate courtyard — Cafe Europa has an ambiance that allows visitors to take in the rich Mediterranean breeze and music.

Be sure to try brunch, served every Saturday; and if you're in the mood to dance, there is a live DJ on deck every Wednesday through Friday night. Open from 19.00 until the last client, Saturdays for brunch from 11.00-15.00.

*Rothschild Boulevard 9b, 03.525.9987*



## CLARO

Claro's chef Ran Shmueli uses the best local and seasonal produce to offer. The menu is updated daily for lunch and dinner, and even brunch during weekends.

The restaurant is located in an impressive original Templar building dating from 1886, which has been meticulously restored, to preserve its unique history. It is a beautiful and festive venue offering a warm atmosphere, good music and a superb dining experience.

Claro also offers a spacious private dining room for parties up to 32 guests, and a large space for events of up to 250 guests.

*Haarba'a Street 23, 03.601.7777*



## COFFEEBAR

CoffeeBar is a modern bistro restaurant, open seven days a week, whose menu changes throughout the day. Since 1994, CoffeeBar has loyally served Tel Aviv guests with an eclectic array of tasty dishes – whether it's 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, the restaurant's elegant design makes for an intimate, cozy setting spread across four rooms, a bar and a patio. Wait, we saved the best part for last – they deliver!

*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, the Egyptian/Parisian singer of Italian descent.

Combining the culinary traditions of the Arab world with that of Italian and French influence, Chef Dan Zuretz's enchanting flavors are not to be missed.

The atmosphere is an enticing, bold, and captivating as the menu's flavors. It's elegance and charm will sweep you off your feet, transporting you to another time and place.

*Zvulon Street 7, 03.536.96.27*



## DISCO TOKYO

The ambitious Disco Tokyo adds another level of idiosyncrasies to Tel Aviv's already unique night life and restaurant scene.

The single room at Disco Tokyo consists of only a few dozen seats, and in the center of it all is a long bar where the cooks work their magic out in the open – which is legitimate because the food really is the star of the show here.

Influenced by Pan-Asian cuisine, the creative kitchen incorporates familiar Western ingredients to add fuel to their Korean, Japanese or Chinese style dishes. What is clear is that the staff here seriously loves their service, and when it comes to food, they don't fool around.

*Herzl Street 16, 03.554.4300*





**KAB KEM**

Kab Kem is an unforgettable addition to the Tel Avivian food scene. The Thai restaurant's name and culinary direction draws its inspiration from a traditional Thai meal, Kab Kem – an eclectic variety of spicy dishes which are served alongside alcohol in order to balance out the heat. Kab Kem's fiery food is strictly authentic, and visitors will find that its atmosphere is something entirely new. Boasting interior designed by Studio Mu, Kab Kem is furnished and decorated with pieces shipped directly from Thailand yet is inspired by modern Western tastes. 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**

Are you overcome with an uncontrollable craving for Italian cuisine? Look no further than La Repubblica, which most Tel Avivians swear by as the one place where Italian delights are to be had. Situated in the heart of the city, La Repubblica serves authentic Italian dishes made from fresh produce coming straight from the restaurant's organic garden. Fresh pizza, home-made pasta and delicious antipasti are among the restaurant's classic specialties. With a diverse menu offering breakfast, lunch and dinner, the restaurant is the ideal spot to luxuriate in a glass of cold, white wine and a bowl of mussels with friends after a long day or share a few delectable starters like the grilled calamari and the renowned polenta. For those with a sweet tooth, La Repubblica also cultivated a selection of traditional desserts one simply cannot resist.  
*Maseh Street 3, 03.647.0247*



**MAGAZZINO**

When you feel passionate about Italian food, Magazzino is the perfect place to go to. The restaurant's menu features quintessential Italian dishes that are always made with crisp ingredients. The staff have a passion for the Italian classics, and are celebrated for adding a local, trendy twist to their menu.

Choose from an array of options that include diverse pizzas, pastas, fresh fish, or cheeses, and do not skip dessert when you are dining there! Magazzino is located in a spacious industrial venue, so customers are always cozy. In the evenings, the contemporary restaurant is buzzing with cool customers, music, and cocktails, which gives way to a vibrant atmosphere that only enhances the flavor of the food.  
*Derech Menachem Begin 21, 03.757.0535*



**SANTA KATARINA**

Located behind the Great Synagogue of Tel Aviv, Santa Katarina is a perfectly charming local spot with great outdoor seating and a flavorful menu. Chef Tomer Agay mixes traditional with modern, from all corners of the Mediterranean, and redefines Israeli Cuisine. Santa Katarina's most popular dishes include ceviche, semolina cake, a one-of-a-kind red tuna fricassée and some incredibly unique pasta dishes. The restaurant has received numerous rave reviews and it's bold menu will have you returning again and again to try everything that comes out of the restaurant's tabun oven. The lovely Santa Katarina is open for lunch and dinner, and the fair prices plus its location on Har Sinai Street, a renovated Bauhaus style area, are reason enough to try it.  
*Har Sinai Street 2, 058.782.0292*



**TAQUERIA**

It is no secret that the Middle East is lacking in quality Mexican food. Lucky for us Tel Avivians, Taqueria can easily satisfy that craving! Taqueria's street style menu includes a variety of tacos, burritos, quesadillas, churros, along with all of the classic Mexican side dishes. It is authentic, fresh, delicious, and the best of all – convenient. Drop by for a quick lechaim (don't miss their delicious Margarita!) and casual sit-down meal, or simply call the restaurant for speedy delivery service. With chicken, beef, and vegetarian options – and some additional house favorites like the Bistec marinated meat – there is something on the menu for everyone!  
*Levontin Street 28, 03.600.5280*



**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*



**THAI HOUSE**

Thai House is a staple restaurant in Tel Aviv. It was the first of its kind to introduce the unique flavors of Thai cuisines to the White City in 1996. The restaurant has simply perfected the tradition of Thai cooking, adhering to culinary traditions that include growing their own Thai vegetables at the restaurant's local farm. Thai House's expansive menu includes mouthwatering dishes—ranging from homestyle Thai dishes to classic street food, and the restaurant also has a fully equipped bar and a delicious Thai dessert menu. Guests at Thai House have the convenient option of enjoying a meal among the restaurants wonderful atmosphere, or ordering from a takeout menu — whichever you choose, you are guaranteed to enjoy an outstanding and well-excited Thai meal!  
*Bograshov Street 8, 03.517.8568*



**YA PAN**

Bistro Ya Pan is a contemporary Bistro restaurant and passion project of renowned chef Yuval Ben Neriah. Inspired by the world of Japanese street food, everything about Ya Pan is an interpretation of Chef Ben Neriah's experience traveling and eating around Japan. This particular restaurant, which opened in 2017, takes us visitors on a similar adventure that includes the highest level of taste and service, while remaining casual and affordable. Ya Pan has a chic, modern atmosphere and a highly creative menu, that will leave visitors with an Asian inspired meal that has an authentic Western twist. Visitors may order from a plethora of Asian-style meat or seafood dishes – such as Sushi, Shrimp Kiatsu, a 72 hour braised curry stew or delicious marrow-infused Ramen noodles. But keep in mind there are always options to add more familiar elements to the meal, like a side of French fries or a delightful Yaki Hamburger. The informal dining area is intimate, designed by local superstar architect Pitsou Kedem, along with Sigal Baranowitz and Irene Goldberg, who create a modern experience that fuses Japanese balance with Bistro familiarity.  
*Nahmani Street 26, 03.648.7796*



**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. 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 to go, or casually eat at the charming communal table. 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 remains the single most important factor in their delivering an outstanding dining experience to local foodies and visitors in Tel Aviv.  
*Ahad Haam Street 6, 03.516.6329*



**BANA**



**BANA**

Bana is a bright, light-filled eatery in Tel Aviv that serves dishes, drinks and desserts that are fresh and pure – no processed foods or substitutes here!

Serving brunch, lunch and dinner, Bana's plant-based menu ranges from raw creations to cooked meals, and while the eclectic options are beautifully executed, customers can expect food that is minimal, healthy and delicious.

Joining the ranks of cool and inventive culinary experiences in Tel Aviv, Bana is a restaurant whose food, atmosphere and design say everything about appreciating the heart and soul of its customers.

*Nachmani Street 36 , 050.699.1062*



of the restaurant's staple dishes are the acai bowl with fresh fruit and granola, mushroom and asparagus risotto and original, yummy salads like the salanova, lentils, nuts, nana and smoked beet mix.

If you are looking for a healthy, colorful and light meal then Cafe Michelangelo is the way to go.

*Ben Teradion Street 2, 03.600.5477*

**MABSUTA**

Hummus is typically that kind of meal that is enjoyed with an 'eat quick and go' mentality, but the hummus restaurant Mabsuta in Tel Aviv is more like a destination than a location.

Not your typical hummus spot – Mabsuta is the kind of place where visitors will feast on the quintessential Middle Eastern dish while drinking and enjoying the company of friends for hours on end.

The restaurant offers a flavorful variety of hummus interpretations, and even gluten free options (another rarity as far as hummus joints go), pairing hummus with fresh root vegetables like kohlrabi, cucumbers, carrots and more.

The location, the menu, and the diverse crowd at Mabsuta keep the atmosphere interesting, and it is adored by almost everyone who walks in the door. Mabsuta means happy in Arabic, and if there is anything the owners want you to feel after eating their food, it is exactly that!

*Levinski Street 39, 03.949.7341*

**MICHELANGELO**

Located on a scenic street just steps away from Jaffa's bustling flea market, Michelangelo is the only fully-vegan cafe in the port city on Tel Aviv's southern outskirts. Offering a quiet respite from the urban grind, everything about this spot says luxurious calm – from the friendly service and chic wooden decor to the refreshing beverages concocted in-house (the almond milk-based coffee is divine, and so are the summer cocktails).

Celebrating fresh, local ingredients, some

If you would like to  
discover more places in  
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# BARS WITH TASTY DISHES:

**BAR 51**

Bar 51 is a newly established joint in the city which has quickly made its way up to the ranks with other local favorites. The refurbished bar features an impressive wine list alongside quality cocktail options. Bar 51’s innovative food menu is executed by chef Moshiko Gamlieli, whose reputation for renowned culinary projects precedes him – it includes a selection of small, seasonal dishes which might include sashimi, ravioli, or oysters. Bar 51’s stylish atmosphere and impeccable service makes it a flawless spot for date night or an upbeat meetup with friends.

*HaYarkon Street 59, 03.540.6680*



**BICICLETTA**

Bicicletta is an easygoing bar and restaurant that has much to offer its guests in its combined indoor/outdoor setting: a fantastic atmosphere, great food and drinks, and friendly service. Guests can enjoy items from Bicicletta’s delicious drink and food menu, which is always changing. The menu incorporates a creative twist on classic local cuisine, highlighting seasonal ingredients that are available at the neighboring Carmel Market. Bicicletta’s accessible location makes it an easy destination for Tel Aviv residents and tourists alike, and since its beginning, the owners have successfully created a neighborhood feel that is sure to put a smile on any guest’s face. The Happy Hour at Bicicletta means that guests can enjoy 1+1 drinks from Sunday-Thursday from 17:30-20:00 and a late Happy Hour at the indoor bar (until 22:00!) from Sunday-Wednesday.

*Nahalat Binyamin Street 29, 03.643.3097*



**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. The multidisciplinary spot provides evanescent displays of art and music, serving up an array of cocktails alongside a Mediterranean fusion menu of cuisine. The complex is set in an Arabesque style building from the beginning of the 20th century, and being partially refurbished, it embraces its Jaffa roots, its interior reifying both historical and the underground, a unique experience for all who walk inside. 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*



**HERZL 16**

Tel Avivians are head over heels in love with Herzl 16 – and it is probably because might be because it gives locals in our Mediterranean city exactly what they need and nothing less. The shabby-chic bar often feels like it was transported from Europe, set inside a restored building from the 1920s, which pours into a gorgeous courtyard. Day and night, customers gather together to dine from Herzl 16’s artistic bistro menu, sipping on drinks from the elegant and fully stocked bar, or to enjoy a relaxing brunch. On weekends, Herzl 16 hosts a lineup of live music from Herzl 16’s lineup of talented local bands and DJs.

*Herzl Street 16, 03.554.4300*



**UGANDA**

Tel Avivian bar and arts and culture hub Uganda started out in 2010 as a White City branch of the legendary Jerusalem spot and was mostly frequented by former

Jerusalemites who missed the dark vibes and their home in the Israeli capital. But over the years the Tel Aviv offshoot took on a life of its own, garnering a reputation for being one of the city’s coolest and unpredictable yet reliable gems that is home to weekly music concerts by up-and-coming bands, art exhibitions and popup fashion and culinary events. The bar, which boasts a speakeasy vibe and is favored by a young and fashionable crowd, has been serving an unmissable hummus on weekends. Once a month the Uganda holds a ‘food night’ with changing, delectable dishes based on fish, free style Persian cuisine and sometimes even home-made, juicy hot dog delight.

*Simtat Beit Habad 3, 03.510.1463*



**PORT SAID**

Effortlessly cool, Port Said is the culinary child of the Teder crew and Eyal Shani & Shahar Segal – two key Tel Avivian troupes – and is lauded for its laid back vibes and undeniably delicious cuisine: Middle eastern, with a twist. A blend of Egyptian and Eastern European in style, taste and tunes, dine in the shadow of the Allenby Beit Knesset and soak in the culture of Tel Aviv. With Tel Aviv’s finest selectors playing records on the turntable and Eyal Shani & Shahar Segal (of Salon, Miznon and North Abraxas) on the menu, this is the place to be seen.

*Har Sinai Street 5, 03.602.0521*



**THE PRINCE**

The Prince is a bohemian bar set in the middle of Nachalat Binyamin – one of the most vibrant streets in Tel Aviv. This rooftop is the best place to sip a cocktail amongst the fairy lights while taking in the atmosphere. In the day the sounds and smells of Shuk Hacarmel drift up and in the evening this bar makes it’s own tunes. The food is delicious, the drinks are easy and the rooftop is the definition of Tel Aviv summer fun. We highly recommend The Prince’s breakfast which is being served on the lovely rooftop every Sunday-Friday from 10.00-14.45 (on Fridays until 12.00).

*Nachalat Binyamin Street 18, 058.606.1818*



**SHAFFA BAR**

One of the best loved spots in town is Shaffa Bar – a chic street bar and cafe that truly captures the vibe of Jaffa. Situated in one of the main alleys off the bustling flea market, minutes from the beach and Clock Tower, Shaffa is a must-try spot to sate your hunger and cool down with a beer after a day of walking around the charmed alleyways. While Shaffa is known as a hip and lively evening hang, it is also open during the day. Stop by for a light, fun breakfast or a hearty lunch based on local ingredients. Whether you are a night owl or an early bird, this spot is almost always open and offers fairly-priced dishes and drinks and great vibes. On Mondays Shaffa Bar is packed with music lovers that are there to enjoy their weekly events with live music. The venue boasts an indoor balcony that accommodates up to 40 people and can be booked for private events.

*Nakhman Street 2, 03.681.1205*





# Hotel spotlight

THE VERA HOTEL HAS INVOLVED MANY OF TEL AVIV'S TOP CREATIVES IN THE HOTEL'S DESIGN PROCESS FROM THE VERY BEGINNING, PNINA AND LIRI ARE TWO OF THEM.

WORDS: DANIELA ENGELBERG  
PHOTOGRAPHY: ARIEL EFRON

## PNINA THE CHEF

Pnina, The Vera's talented and charming chef, started her professional career 50 years ago in NYC at the Fashion Institute of Technology. She was a fashion designer for 15 years, interested in making costumes for operas. Throughout the years, she realized that she didn't like the attitude of overconsumption in the fashion industry and sought to do something more meaningful.

She went on to study: Reflexology and shiatsu for seven years, and ceramics for five. After 20 years of working in her quiet studio, an ad on Facebook called her attention. Gil Ackerman, her good friend's son, was searching for someone to be in charge of breakfast at The Vera Hotel. She thought this was perfect for her - she had the skills and enjoyed the sociable, vibrant scene. "I love working with Ruslan, the dishwasher, and Asa, the main chef. The entire breakfast team is wonderful. We work together in harmony. We like and trust each other. Engaging with people and beautiful surroundings is a part of me."

Inspired by her parent's delicatessen, Pnina started cooking since she was eight years old. She cooked for 300 people during her army service, worked in the kitchen at Kibbutz Kerem Shalom. Today, she cooks for her children, grandchildren, and hotel guests, pampering them all with exquisite breakfast meals.

"When I wrote to Gil, he thought I was kidding, but after the interview, we matched. They've told me 'You are the face of the hotel, people relate to you.' When I told my friends I was going to work at The Vera, they all said, 'You were born for it!'" she laughs.





WORDS: NAAMA BEN-DROR  
PHOTOGRAPHY: LIRON EROL

## LIRI ARGOV

### STRATEGY AND IDENTITY DESIGN

The timing couldn't have been better, when two years ago, Liri Argov was approached to create the brand identity for The Vera. After having worked for a couple of the country's leading branding and design firms, Liri was eager to venture out on her own. Her first client as an independent designer and creative director, The Vera weaves the city's essence into the fabric of its design.

Today, a hotel is no longer just a hotel. It's about trying to capture the moment of a destination, or the contextualization of a neighborhood. Liri considers herself very fortunate to have been involved in the early stages of the creative thought process, attributing Danny Tamari's holistic approach which enabled every aspect of the brand to speak the same language across the board. "As designers we aim to create a story for the brand, a narrative. Every element at The Vera contributes to the guest experience, and the brand identity is captured both strategically and visually, from the moment you walk through the door." The hotel's signature local craftsmanship

and bespoke details were the inspiration for "a local anthology" which is punctuated by a soft color palette and an informal typeface suggesting a personalized, handwritten note. "Design contributes to our experiences at every touch-point, perhaps in ways that a guest might not even notice at first. Everything from the hotel website, its social accounts, to the keycards and notepads lend a hand to the overall aesthetic."

A firm believer that design improves our wellbeing, Liri is driven by her passion to create social change through aesthetics. In her latest project, which she locally co-founded with designer Nitsan Rozenberg, she sets out to do just that. OFFF Tel Aviv is an annual visual design festival hosting innovative creators in a two-day conference with talks, workshops, and inspirations. "This is an opportunity to not only expose our local design community to the breadth of international speakers coming for the Festival, but also to put Tel Aviv on the map when it comes to design. My mission is to inspire creativity and influence our surroundings."

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



THE  
VERA

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