

Wallpaper*

ISRAEL REVEALED

POWER BLOCK

**The remarkable rise
of Israeli design**

VIVA TEL AVIV!

**Why the 'White City'
is the Middle East's new
cultural hotspot**

BYZANTINE, BAUHAUS AND BEYOND

**The architects reshaping
Israel's skyline**



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FRONT AND BACK COVER
PHOTOGRAPHY: JAN LEHNER

FASHION: SIVAN CURRIE

SHE WEARS SHIFT DRESS, £1,695, BY LANVIN
HE WEARS SUIT JACKET, £2,080; SHIRT, £615;
SUIT TROUSERS, £680, ALL BY LANVIN
HAIR: YANIV ZADA

MAKE-UP: NOA YEHONATAN

MODELS: NOAM FROST AND BARAK FRIDMAN
AT ELINOR SHAHAR MANAGEMENT
PHOTOGRAPHED AT DANI KARAVAN'S KIKAR
LEVANA (WHITE SQUARE), TEL AVIV

In association with



SPECIAL THANKS TO:

Ariel Black, Nir Nahari, Doron Ron,
Asaf Shema, Kinza Shenn, Shiko Vun,
Noa Yehonatan, Malu Zayon

INTRODUCTION

REBIRTH OF A NATION

Wallpaper* has long regarded Israel as a creatively diverse and inspiring country. With such key events as the opening of Ron Arad's Design Museum in Holon and the impressive new extension at the Tel Aviv Museum of Art already on our radar, we've watched Israel's nascent design scene quickly developing into a bona fide global player.

Key to its burgeoning success is the construction industry. From Byzantine to the Bauhaus, Israel has ambition, world-class architects and widescreen plans (check out the super-luxe Richard Meier-designed Meier on Rothschild Tower in the heart of Tel Aviv). It builds brave and technologically advanced new structures and alluring contemporary interiors that contribute to a unique architectural mix.

Accordingly, associated businesses, such as the quartz surface manufacturer Caesarstone, based at Kibbutz Sdot Yam, 30 miles south of Haifa, have upped their collective games.

As a leading supplier of vanities, wall cladding and flooring to both residential

and commercial clients and, increasingly, a powerhouse in the design world, Caesarstone now sells its product in over 50 countries worldwide. With an eye for young talent, the company also works with designers, curators, architects and fabricators to create one-off quartz-stone sculptures, furnishings, events and wall art. In 2014, Wallpaper* worked with Caesarstone on a piece for our annual Handmade exhibition at Milan's Salone del Mobile (W*185), and it also wowed us with its outstanding collaboration with young design duo Raw-Edges, shown at the same fair. So when Wallpaper* was looking for a partner for our special Bespoke project, Caesarstone was the perfect fit.

This edition of Wallpaper* Israel Revealed takes a look at the manufacturers, entrepreneurs, architects, designers, artists (and beautifully-engineered-kitchen-worktop makers) that have helped put the state of Israel on the creative map... inspiring a new concrete poetry for a young and creatively fearless country.

THE BASE SLAB IS 'RAW CONCRETE', PART OF CAESARSTONE'S NEW CONCRETE RANGE. ON THE SLAB ARE PILES OF PIGMENTS USED FOR MIXING THE FINAL CONCRETE COLOUR, AS WELL AS MATERIAL SAMPLES, INCLUDING SLATE AND MARBLE, THAT PROVIDED INSPIRATION FOR THE NEW RANGE



ASSAF REEB WITH **BLACK AND WHITE ABSTRACT #1**, 2014, BY DAVID REEB.
MODEL WEARS SHIRT, \$210, BY DAVID+ASSAF REEB X COMME IL FAUT. TROUSERS, PRICE ON REQUEST, BY ASSAF REEB (A/W13).
ASSAF WEARS T-SHIRT, £155, BY SUNSPEL, SUNSPEL.COM. BLAZER, £733, BY MAISON MARTIN MARGIELA, MAISON MARTINMARGIELA.COM

ART

TAMAR KARAVAN

Two years ago, Tamar Karavan gave up a successful career in photography and fashion to make a film about her father Dani Karavan, the Israeli sculptor famous for his extraordinary site-specific monuments (see our cover and back page). Determined and career-minded, he relocated his young family from Israel to Italy, then France. 'My life was quite shattered by this, moving from place to place, leaving my family and friends, having to learn new languages and different mentalities,' says Tamar. 'We have a close yet turbulent relationship, and the film is about that relationship and the question: how does one person's ambition and career affect his family?' The result, *Conversations With My Father*, is a brutally honest documentary in

which we see Dani on a chaotic family holiday in Italy, opening an exhibition of his work in Berlin, cooking dinner, and undergoing open-heart surgery.

Tamar studied graphic design at the Bezalel Academy of Arts and Design in Jerusalem. In 1996, she began taking photographs for a fashion column entitled 'The Latest Thing' in weekly Tel Aviv newspaper *Ha'ir*. The column ran for six years and was later published as a book. A career in fashion photography followed. Now a parent herself, Tamar didn't see herself endlessly jetting around the world with tripods and clothing carnets. The film is, she says, about her own life decisions. 'It's about me choosing not to take the same path, and perhaps make the same mistakes, with my son.'

FASHION

ASSAF REEB

Fashion, abstract art and politics blend seamlessly in Tel Avivian concept store Comme Il Faut's hook-up with Israeli-born Central Saint Martins fashion graduate Assaf Reeb. A collaborative capsule collection of nine shirts and T-shirts was inspired by the designer's father, Israeli artist David Reeb.

'The aim of the collection was to transfer the vibe and the boldness of my father's paintings into wearable garments using a set of principles that are significant in my own work,' says Assaf.

The stress of living in a country divided by war, religion and political factions is, says Assaf, boldly communicated through David Reeb's graphic patterns and Twombly-esque brushstrokes. 'My father's more abstract, recent works can be read as patterns, and they deal with, among other things, covering the surface. This was invaluable when dealing with the graphic balance of a garment or highlighting different areas of the body. Production options were limited, influencing the end result, which was both classic and well made, yet intentionally generic.'

assafreeb.com

TAMAR KARAVAN
WEARS DRESS,
£2,600, BY CHANEL

Fashion: Sivan Currie. Model: Tor Vardimon



EMMY SHAHAR AND SALOME FAKIEL WITH A STONE INLAY TABLE BY ITAY OHALY, MADE USING CAESARSTONE 'VANILLA NOIR' SLAB COMBINED WITH 'COASTAL GREY' QUARTZ AND CONCETTO PIECES IN 'PINK ROSE QUARTZ', 'BLUE AGATE' AND 'WHITE QUARTZ'. FOR MORE OBJECTS FROM THE PROJECT, SEE RIGHT

DESIGN

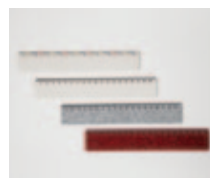
FRESH PAINT

Visitors to this year's Fresh Paint art fair in Tel Aviv noticed a new addition to the more traditional contemporary canvases, installations and sculptures. Diffusion project Fresh Design was co-curated by Emmy Shahar and Salome Fakiel, the duo behind Design Space, a Tel Aviv-based gallery that showcases indigenous contemporary design, releases limited editions, produces pop-up stores and organises exhibitions, including recently reopening Tel Aviv's oldest cinema for an all-night video art festival.

For Fresh Design, Design Space embarked on a project with the innovative Israeli work-surface manufacturer Caesarstone,

commissioning local talent to design unique objects that challenge conventional ideas about materials and their uses.

'The designers were encouraged to work around the edges of design, to emphasise an object's conceptual purpose,' says Fakiel. 'Each designer reveals an environment of objects, textures, artifacts, and ideas that challenge the notion of a familiar Caesarstone surface. The project also required the manufacturer to work on another scale, with a different appreciation of the material itself, which expresses a recovery of artisanal skills within industrial techniques of production.' designspace.tv.com



'BALATA' RULERS

The 'Balata' (floor tile in Arabic) ruler, by Studio Bet, for Kukka, is made to measure the width of a traditional floor tile.



'X SHELF'

Magenta Workshop's X-shaped magazine stand is based on their original shelving series made from coated MDF.



'LAMP ON CANVAS'

Itay Ohaly's lamp is deconstructed, painted on to a canvas, then reconstructed with the canvas as a backdrop.



SMALL TABLE MIRRORS

Designed by Andrey and Shay, these form part of a collection that includes a large table mirror and a wall mirror.

Photography: Jenny Schweber



'STAIN' RING, £350; 'INTO THE FOREST' RING, £220; 'STRUCTURE' RING, £240; 'SMALL FOLD' PENDANT, £180, ALL BY NOY ALON, PHOTOGRAPHED ON CAESARSTONE CONCETTO SLABS IN 'WHITE QUARTZ' AND 'ROSE QUARTZ'

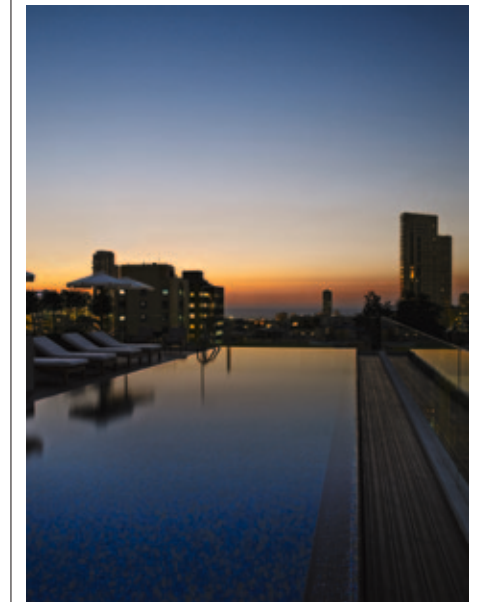
JEWELLERY

NOY ALON

A graduate of Shenkar College of Engineering and Design in Ramat Gan, Noy Alon likes to work with materials that challenge and redefine the conceptions of traditional jewellery design. With her collection split into four sub-divisions entitled Mass, Material, Metal and Integral, the pieces are, variously, brutal, fantastical, almost edible and very beautiful. Polymers are incorporated with gold-plated brass or German silver. Car paint is used alongside enamel and oxide. 'Even in my monochromatic pieces, I refer to the different shades and colour transitions

almost as something sheer or glass-like, as if I can look through and inside the colour,' says Alon. 'I try to notice every nuance of colour and to treat them as precious details.'

Israeli designers, says Alon, are always working hard to compensate for the fact that they are not in a major cultural centre such as London, Paris or New York. 'But this also motivates you to break through the geographic boundaries and adds great value to our work. Being in the peripherals allows you to be more experimental in your field.' noyalon.com



HOTELS

THE NORMAN

Built to honour the memory of South African activist, philanthropist and hotelier Norman Lourie, The Norman, in Tel Aviv, is an immaculately appointed boutique hotel comprising just 50 rooms in two historic 1920s buildings. The heritage architecture, including original details such as the hand-decorated ceramic floor tiles, has been carefully preserved by Tel Aviv-based architect Yoav Messer. With the management on a mission to uphold the same standards of understated luxury and old-fashioned hospitality that Norman Lourie established during the 1950s at his own Dolphin House (Israel's first five-star hotel, which played host to Sophia Loren, Paul Newman and Danny Kaye), interior designer David d'Almada was given the task of creating a hotel loaded with state-of-the-art technology but echoing the elegance of a bygone era. And we feel sure Sophia Loren would have fully approved of the rooftop infinity pool and sundeck. 23-25 Nachmani Street, Tel Aviv, tel: 972-3 543 5555, thenorman.com

PHOTOGRAPHED AT
MEIR ADONI'S CATIT
RESTAURANT, TEL AVIV, ON
CAESARSTONE SLABS IN
'BIANCO DRIFT', 'PIATRA
GREY' AND 'VANILLA NOIR'

MEIR FORCE

Renowned Israeli chef Meir Adoni whips up contemporary kosher dishes with cutting-edge creative flair

PHOTOGRAPHY: JOHN SHORT WRITER: SIMON MILLS

You don't go to Meir Adoni's restaurants if you are hungry for challah bread dipped in hummus or *shakshuka* (poached egg in tomato sauce). Israel's superstar chef and proprietor of the Mizlala, Catit and BlueSky restaurants, may have been born in Eilat, but his heritage is Moroccan and his gastronomic experiments aspire to a state-of-the-art kosher experience that takes in modern interpretations of traditional dishes, envelope-pushing flavours and cutting-edge presentation. So, instead of the customary egg yolk, anchovies and capers, his version of steak tartare is presented with tahini, pine nuts and charred aubergine purée. After a global apprenticeship that saw him working the kitchens at Noma in Copenhagen, La Maison Lenôtre in Paris and Arzak in San Sebastián, Adoni returned to Israel in 2002 to open his first Tel Aviv diner. A decade later and he is at the forefront of maverick Israeli epicureanism.

catit.co.il

RED, BLACK, WHITE
Candied berries, cheese and Cointreau crème, desert tomatoes confit, yogurt crumble, candied Thassos olives, liquorice dust, and vanilla and ginger ice cream



DESERT
Chocolate parfait, porcini crème, pumpkin crumble, 'honeycomb', porcini meringue resin sauce, juniper toffee, and brown butter ice cream



EARTHY SEA BREEZE
Baked sea bass, bass mousseline, mushroom dust, whole grain ragout, smoked mushroom broth, mushrooms and Gruyère pâtissière



BLACK FOREST
Milk-fed veal fillet, slow roasted red cabbage, foie gras parfait, cocoa sponge, plum crème, veal vinaigrette, and tarragon



CRYSTAL SHRIMP CARPACCIO
with Oscietra caviar, ginger, chilli, mango, lime, and basil and mandarin crème



OUR FIRST GROUP OF TALENTED ARCHITECTS PHOTOGRAPHED AT THE DESIGN MUSEUM HOLON FEATURING BENCHES MADE FROM CAESARSTONE'S 'MOTIVO CROCODILE'

BENCH MARK

The ambitious architects setting the visionary standards for a new Israel

PHOTOGRAPHY: JAN LEHNER WRITER: SIMON MILLS



05 Shemtov Tzrouya

A partner at MYS Architects. Contributions include the design of a wheelchair-friendly, multi-accessible arts centre for Tel Aviv University and the Lagoon, an ambitious mixed-use development perched on the cliffs of Netanya, Israel.

06 Yonatan Monjack

Established in 1989 by Yonatan Monjack and his wife, Irit Monjack, both graduates of Jerusalem's Bezalel Academy. The firm specialises in private houses, luxury apartments and boutique hotels, such as the Artchuk guest suites in Kfar Vradim.

07 Orly Shrem

A graduate of the Architectural Association in London and one of Israel's most prolific and respected architects. Practice established in 1985, and key projects include the interior design of the Rothschild 1 residential tower in downtown Tel Aviv.

08 Alex Meitlis

A graduate of Jerusalem's Bezalel Academy and a former employee of Richard Rogers and Ron Arad in London. Projects include hotels, private homes and retail spaces, and Meitlis is also the design director for the Ottolenghi restaurant empire.

09 Pitsou Kedem

A graduate of London's Architectural Association, Kedem founded his firm in 2002 and now employs eight architects. Key projects include Tel Aviv's Taizu and Bindella restaurants and the city's B&B Italia flagship.

01 Daniela Plesner

A partner at Plesner Architects and a graduate of Jerusalem's Bezalel Academy. Key projects include the Walworth Barbour American International School at Even Yehuda, completed in 2007.

02 Hanan Peri and Shalom Davidovich

Partners at Peri Davidovich Architects and specialists in grand-scale luxury. Key projects include a 12,000 sq m palazzo in the Nigerian savannah, the largest private home ever designed by Israelis, and the Ferrari Maserati showroom in Tel Aviv.

03 Ilan Pivko

One of Israel's most influential architects. Key projects include Tel Aviv's Vox nightclub, 4 Florentine complex, and the Jaffa Sea Shell residential complex, where he also keeps a home.

04 Alon Baranowitz and Irene Kronenberg

Founders of the Tel Aviv-based BKARCH Studio. Boutique hotels are a speciality, and key projects include the Mendeli Street Hotel in Tel Aviv, the Wyndham Grand in Frankfurt, the Sir Albert Hotel in Amsterdam, and the Cardiff Park Plaza.

Tel Aviv's White City, with its 4,000-odd buildings built in the International Style, is something of an architecture groupie's Disneyland. In 2003, it was awarded Unesco World Cultural Heritage status for its 'unique adaptation of modern international architectural trends to the cultural, climatic and local traditions of the city' and it still thrives as a hotbed for architectural talent.

The current crop of gifted architects, interior designers and developers shaping Tel Aviv's new skyline – Pitsou Kedem, Ilan Pivko, Moshe Tzur and Orly Shrem

among them – choose to live and work in the small state of Israel (just 8.1m people) despite a persistently challenging socio-political climate, but buoyed by a defiant increase in business creation and capital investment and an unemployment rate that's at an all-time low. Add to this a brave, bold vision and a distinct lack of sentimentalism, which has helped the city develop a fearless aesthetic dialogue.

'The big advantage is that, as we are a small and developing country, there is no well-defined historic, cultural language,' says Kedem. 'This allows for

great flexibility in design, and inspires freshness and innovation in design.'

'It is our basic contention that Israel continues to pioneer a situated modernism,' says Tzur. 'From the Technion campus in Haifa to Tel Aviv's modernist housing clusters in response to Patrick Geddes' 1925 street plan for Tel Aviv, change has always been innovative. In the great flowering of architecture since the foundation of the state in 1948, that commitment to the constant recreation of modernism has proved to be a worthy objective for a young nation.'

OUR SECOND GROUP OF GIFTED ARCHITECTS PHOTOGRAPHED AT THE TEL AVIV MUSEUM OF ART FEATURING BENCHES MADE FROM CAESARSTONE'S 'MOTIVO LACE'

01



01 Joseph P Friedman

Israeli-born, Princeton graduate. Specialises in grand-maximalist, luxury homes for private clients in Tel Aviv. Key projects include the reptile house at Haifa Zoo and the Versace store in Tel Aviv.

02



02 Moshe Tzur

Founded his practice in 1978, specialising in grand-scale, urban projects. A development featuring seven high-rise towers, making up some 1,000-odd residential units in the Bavli-Dekel area of north Tel Aviv, was recently given the green light.

04



03 Oded Halaf

Specialises in upscale private estates, residential complexes, apartments and commercial offices. Recent projects include the interiors for the Amot Atrium Tower, currently under construction in Ramat Gan.

04 Moran Palmoni

Specialises in a diverse body of projects for private homeowners and property developers both in Israel and overseas. Key projects include an American Colony house in Tel Aviv, a Greek island villa, and a Jetsons-esque desert inn at Arava.

05



05 Ami Szmecman

Runs Gottesman-Szmecman Architecture with partner Asaf Gottesman, with branches in both Paris and Rishpon, Israel. Key projects include the Litvak Gallery at Museum Tower, Tel Aviv, as well as mixed-use development OVO Wrocław, currently under construction.

06



06 Itai Paritzki and Paola Liani

Established Paritzki & Liani Architects in Tel Aviv in 2001. Key projects include cutting-edge Tel Aviv boutique FabLab, and Barud House, a modernist private residence outside Jerusalem.

07



07 Irit Axelrod

A graduate of the Israeli Institute of Technology, founder of Axelrod Architects, and collaborator as part of Axelrod-Grobman Architects. Key projects include Tel Aviv University's Porter School of Environmental Studies, and the minimalist G House in Tel Aviv.

< WEIZMANN HOUSE, CHOSEN BY PAOLA LIANI
Designed by Erich Mendelsohn in the mid-1930s for the first president of Israel, Chaim Weizmann, the house is composed of three defined moments: a portico, a cylindrical body of staircase, and a courtyard. The merging of these elements is what makes this house a local icon.

> BEIT HALOCHEM, CHOSEN BY ALON BARANOWITZ AND IRENE KRONENBERG
This rehabilitation centre for disabled war veterans in Be'er Sheva is from the nonconformist school of architecture. Kimmel Eshkolot Architects designed the structure as a rock garden arrangement, spanned by bridges, serving as easily accessible, public areas for special-needs users.

> NEGEV MONUMENT, CHOSEN BY MORAN PALMONI
Commemorating the capture of Be'er Sheba and the achievements of the Negev Brigade of the Palmach (the Jewish army's underground elite fighting force), Dani Karavan's dynamic statement of emotive permanence is made up of 18 geometric, raw concrete shapes, each one abstractly symbolic of the war.

> DESIGN MUSEUM HOLON, CHOSEN BY HANAN PERI AND SHALOM DAVIDOVICH
The extraordinary topographic architecture of Cor-Ten steel ribbons, weathering in the searing heat, dominates Israel's first museum dedicated to design. Designed by Ron Arad, it is both fantastical and lucid, presented on two levels, with the four ribbons offering flow, navigation, a hull-like bulk and structural support.

< TEL AVIV ART MUSEUM, CHOSEN BY IRIT AXELROD
'There is such a strong contrast between the existing structure, a respectful Brutalist concrete edifice built in the 1970s, and the "high tech" environment of the new building,' says Axelrod. 'The structure puts Israel at the forefront of museum design and in the spotlight for the digital architecture discussion.'

MAGNIFICENT SEVEN

Our Wallpaper* editors and star architects choose the Israeli buildings that light up their horizons

ILLUSTRATOR: RAY ORANGES WRITER: SIMON MILLS

It has been said that every architect in the world wants to work in Israel. 'Its quality of light is unique, its spirituality almost palpable,' says Galit Gaon, creative director of the Design Museum, Holon.

No other country is quite as rich in elegantly executed, modernist architecture as Israel. The fabled International Style of Tel Aviv's 20th century buildings (residential and commercial, cinemas, galleries and museums) and the thrilling rise of more recent structures, such as

Richard Meier's Meier on Rothschild luxury skyscraper, make singling out just one building or monument as a favourite something of a tall order. But that's exactly what we asked the editors at Wallpaper* and our community of Israeli architects to do. Just like Israel's cityscapes themselves, the results were diverse and unexpected.

The team at Plesner Architects selected Al Mansfeld's Israel Museum in Jerusalem, built in the early 1960s. Only Shrem picked out Tel Aviv's Culture Palace, constructed

in 1957. 'It's timeless, elegant and up-to-date, and it communicates with the city around it,' says Shrem. Pitsou Kedem, meanwhile, went for a tiny art museum at Ein Harod, citing the way it 'preserves the architectural values that are important to me. Values that include maintaining human proportions.'

Only the last of these made the final cut but the shortlist proved that 21st century Israel is not all bombast, Byzantine and Bauhaus. Here's our top seven...

^ MUSEUM OF ART, EIN HAROD, CHOSEN BY PITSOU KEDEM
Designed in the 1930s by Samuel Bickels, this was one of the country's first art museums. 'The entire museum is based on the use of natural light and the way in which it penetrates the building while exploiting the climate to the full,' says Kedem.

> THE KOFFLER ACCELERATOR, CHOSEN BY ELLIE STATHAKI, WALLPAPER* ARCHITECTURE EDITOR
'This was finished in 1975 but it reminds me of Erich Mendelsohn's Einstein Tower in Germany, built in the 1920s,' says Stathaki. 'It is a striking concrete, modernist-inspired oddity, which also has that 1960s/1970s sci-fi look.'

SHINING STARS

We turn a spotlight on Israel's next generation of design whiz-kids, selected for us by established names Eyal Burstein, Raw-Edges and Dror Benshetrit

PHOTOGRAPHY: JOHN SHORT

From left to right, 'Bullet' lamp, ILS2,950 (\$769), by Itai Bar-On, itaibaron.com. 'Faza' chair, price on request, by Hu.be Studio, hube-studio.com. 'Light Object 001', €335, by Naama Hofman, naamahofman.com. 'Dov' aluminium stool, \$2,000, by Reddish, reddishstudio.com. Terrazzo candle holders, price on request, by Bakery, bakery-design.com. Olive wood and aluminium stool, price on request, by Hilla Shamia, hillashamia.com. '2Moons' lamp, €1,400, by Nir Meiri, nirmeiri.com. 'Scape' vase, price on request, by Shira Keret and Itay Laniado, for Design Space, designspacetlv.com

Caesarstone shapes in 'Raven', 'Calacatta Nuvo', 'Sleek Concrete' and 'Vanilla Noir'

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