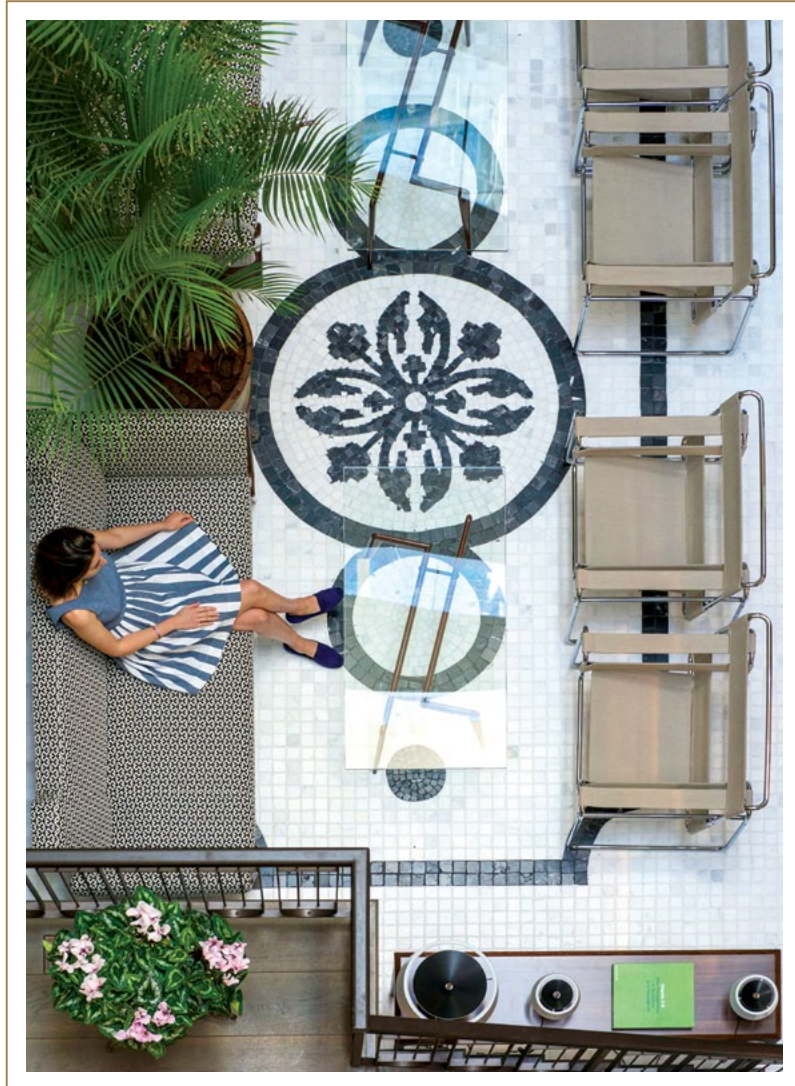


THE
NORMAN

BULLETIN

A LUXURY BRIEFING



REDEFINING LUXURY

AT THE NORMAN



Penthouse Duplex Suite detail



The Norman Gardens

TABLE OF CONTENTS

01 <i>The Legacy of a Vision</i> THE NORMAN STORY <i>p. 6-7</i>	04 <i>Guest Services</i> EXCURSIONS & TOURS <i>p. 12-15</i>	07 <i>The Norman</i> WELLNESS <i>p. 24-25</i>
02 <i>The Norman</i> SUITES <i>p. 8-9</i>	05 <i>Experiences of a Lifetime</i> EXTREME ADVENTURES <i>p. 16-17</i>	08 <i>The Norman</i> DISCOVER TEL AVIV <i>p. 26-34</i>
03 <i>Guest Services</i> FAMILIES & CHILDREN <i>p. 10-11</i>	06 <i>The Norman</i> CULINARY ARTS <i>p. 18-19, 22-23</i>	09 <i>The Norman</i> UNIQUE EXPERIENCES <i>p. 35-37</i>

THE NORMAN STORY

THE LEGACY OF A VISION: A STORY OF COURAGE, CREATIVITY AND CHARM

The Norman Tel Aviv was built in memory of Norman Lourie, South African pioneer, prizewinning filmmaker and founder of Israel's, first luxury resort hotel. Endowed with the elegance of yesteryear, The Norman is dedicated to upholding the same sterling standards of 5-star hospitality that Norman Lourie established in the 1950's at his beloved Dolphin House hotel.

From the beginning, the life of Norman Lourie was intertwined with the city that hosts The Norman Hotel. In fact, he was born in South Africa in 1909 – the same year the first Tel Aviv dwellings were erected on empty Mediterranean sand dunes.

As a young man, following his graduation from the London School of Economics, Norman developed a passion for the dream of a Jewish homeland in Palestine. It was not an endeavor for the fainthearted: riots, malaria, British restrictions on Jewish immigration and crushing poverty were among the challenges. Not surprisingly, few of his elders shared his vision at the time. Today, Norman Lourie is best known in his native country as the founder of South Africa's *HaBonim*, a Zionist youth movement that became the largest Jewish youth organization there.

In 1935, Norman captained a team of South African athletes to the second World Maccabiah Games in Palestine. There he met Lord Melchett (Sir Alfred Mond, Bt), a British industrialist and ardent Zionist, who wrote to Norman's father on his behalf and urged him to allow his son to remain in Palestine.

Although it would take another decade for Norman to follow his heart and settle permanently in Palestine, Lord Melchett's support was never forgotten. It is an extraordinary coincidence of life that in 2014 The Norman would open on the corner of Melchett Street. In 1946, Norman Lourie moved to the embryonic Jewish State.

One of his first enterprises was the Palestine Film Company (whose share certificate hangs in the Library Bar). His first documentary, "House in the Desert," won First Prize at the Venice Film Festival in 1948. This ground-breaking work, which portrays the triumph of an early kibbutz on the Dead Sea, is preserved in the Steven Spielberg Jewish Film Archive in Jerusalem.

Not content to communicate through the arts alone, Norman worked tirelessly in other ways to promote and nurture the newly-formed Jewish State. His special love for the Galilee and his desire to make the region accessible to others, led him to establish Israel's first 5-star hotel – the legendary Dolphin House.

Located on a lovely Mediterranean beach, which Norman had discovered near the village of Shavei Zion (next to Nahariya), Dolphin House hosted world dignitaries and celebrities. American novelist Leon Uris stayed there for an extended period while writing his best seller *Exodus*. After the book was made into the famous film, Paul Newman and his wife Joanne Woodward were among the residents at Dolphin House, followed by other Hollywood personalities such as Sofia Loren and Danny Kaye. This golden era of early statehood saw several of Israel's presidents designate the Dolphin House as their summer getaway. Indeed in 1956, it was there that the poem "Castle in the Sand", which today runs down four floors of the Norman Hotel in its atrium, was written.

Ever the art patron, Norman Lourie also blazed a trail in Israel for music appreciation. Dolphin House was known for its free open-air classical concerts every Sunday, attended by crowds from the entire northern region of Israel. Norman's own achievements in filmmaking, as well as his encouragement of the arts in his day, provides the inspiration for The Norman's strong support of the arts in Tel Aviv.



Norman Lourie, 1946

THE NORMAN SUITES

WE LIKE TO DESCRIBE THE ACCOMMODATIONS AT THE NORMAN AS "BOUTIQUE OPULENCE". AT EVERY LEVEL AND IN EVERY SUITE, ATTENTION TO DETAIL, UNDERSTATED ELEGANCE AND HIGH-TECH SOPHISTICATION PROVIDE AN ATMOSPHERE OF GRACIOUS LIVING IN THE HEART OF TEL AVIV.



01
LOFT SUITES

47m² of refined living space is enhanced with high ceilings, a cosy seating area and a private balcony.



02
GARDEN SUITES

A lovely two-room arrangement of salon and bedroom covers 65m², facing the garden for a fragrant oasis in the heart of urban Tel Aviv.



03
KING ALBERT SUITE

Features high ceilings, a separated large living room, a generously sized bathroom with a shower and a separate bathtub, 75m² of pampering comfort.



04
CORNER SUITE

Overlooks the picturesque King Albert Square and Pagoda House. The suite is 70m² and its features include high ceilings, a salon and separate dining area, a spacious entertaining area and a magnificent circular balcony.



05
PENTHOUSE SUITE

An exquisite fusion of old and new can be found in the Penthouse Suite, which is tastefully arranged across 90m² on the Hotel's top floor. Enjoy a large living area, and an outstanding spacious terrace and enchanting urban views.



06
PENTHOUSE DUPLEX SUITE

Last but certainly not least, the Penthouse Duplex Suite presents the pinnacle of Tel Aviv luxury: with 200m² spread out across two floors overlooking the historic neighbourhood and a connecting room for optional expansion. The living room is a fabulous blend of historic and contemporary design and opens to a stunning 60m² terrace with an outdoor Jacuzzi.

GUEST SERVICES FAMILIES & CHILDREN

THE NORMAN IS AS WELL SUITED TO CHILDREN AS IT IS TO THEIR PARENTS. OUR SERVICES AND FACILITIES CREATE A SPACE WHERE YOU CAN ESCAPE WITH YOUR ENTIRE CLAN WITH A FEELING OF COMFORT AND CONVENIENCE. WE WELCOME CHILDREN OF ALL AGES, INCLUDING BABIES, AND OFFER DEDICATED CHILDREN MENUS, BABY SITTING SERVICES AND A VARIETY OF BABY AND TODDLER FACILITIES.



kiddie CONCIERGE

Children are made to feel welcome the minute they arrive in the room with special attentions like a glass of milk and extra large cookies. Additionally, a basket of toys suited to the relevant ages also awaits them. Via our concierge, we arrange facilities tailored to babies and toddlers including

baby cots, highchairs, bottle sterilizers, baby monitors, children's DVDs, safety prevention plugs and first aid packs. For the little ones, a choice of Pop-Up storybooks is also available. Children will also find mini bathrobes and slippers waiting for them as part of the arrival experience.

For the older children ages 4-12, we offer an arrival experience in which they register in the room just like the parents. Children can eat in the hotel's restaurants or in their rooms, with

dedicated children's menus offering a range of dishes that children love to eat.

When welcomed in the various restaurants, a colourful placemat will feature a menu for children ages 3 to 12, designed with word games, puzzles and pictures to colour-in. Additionally, a perforated post-card will be made available as a part of the placemat for the children to mail themselves. Baby sitting services are also available at any time and can be arranged through our Concierge team.



GUEST SERVICES EXCURSIONS & TOURS

THIS UNIQUE LITTLE COUNTRY OF OURS DRAWS MILLIONS OF VISITORS FROM AROUND THE WORLD EACH YEAR, AND WITH GOOD REASON. AS A GUEST AT THE NORMAN TEL AVIV, YOU HAVE ACCESS TO AN EXCLUSIVE COLLECTION OF ORGANIZED TOURS THAT WILL MAKE YOUR TIME IN ISRAEL TRULY UNFORGETTABLE.



EXQUISITE EXCURSIONS ON DEMAND

Israel is brimming with attractions found nowhere else in the world: fascinating history spanning thousands of years, a global tapestry of cultures ancient and modern, and spiritual enrichment from the three monotheistic religions – not to mention its one-of-a-kind nature reserves offering once-in-a-lifetime outdoor adventures.

The treasures awaiting your discovery begin right outside the door of The Norman, tucked into corners of Tel Aviv and neighbouring Jaffa; but even the farthest destinations can be reached within just a few hours. And wherever you go, Israeli technological sophistication teams up with traditional Israeli hospitality, enabling you to experience these millennial wonders in 21st century comfort.

The concierge at the Norman Tel Aviv would be delighted to arrange your tours, ensuring your exposure to the best Israel has to offer. Our consultants have designed a wide variety of walking tours, day-trips and extended tours to suit guests of all ages, interests and lifestyles... with an accent on quality and attention to detail.



01

must sees

REGIONAL TOURS

The best way to experience Israel is to explore each region, one by one, in order to absorb the distinct ambiance, history and landscape that make it so special.

ETERNAL JERUSALEM, THE HEART OF ISRAEL

The must-see sites in this famous “City of Gold” are endless. The archaeological, religious, cultural, artistic and historical discoveries in Israel’s capital are enhanced by exotic sensory experiences and rare shopping opportunities.

Both old and new sections of Jerusalem are packed with museums, archaeological sites, ethnic eateries and stunning views across the countryside. The streets host corner musicians playing to the crowds, public art exhibitions, and quaint shops selling original artwork, jewellery, antiques, ethnic clothing and religious objects. Many fashionable sidewalk cafes and restaurants offer fine dining under shaded awnings.

For most visitors, the Old City takes priority – an inspiring mosaic of Christian, Jewish and Muslim and Armenian Quarters, surrounded by 3-meter thick walls and massive gates. Tours in and around the Old City can be tailored to specific interests:

- *Jewish history:* shops, museums and alleyways of the Jewish Quarter, with the restored Hurva Synagogue, the Cardo, the Temple Institute, and of course the Western Wall and Tunnel (2000-year-old remains of the second Jewish Temple); the Shrine of the Book, where the world’s oldest Biblical scroll (at least 2000 years old) is on display; the City of David, King David’s tomb and Hezekiah’s Tunnel (dating back another 1000 years to first Temple times).

- *Christian history:* the Mount of Olives, the Garden of Gethsemane, the Church of All Nations, and a panoramic view of the Old City across the Kidron Valley; St. Stephen’s Gate (Lion’s Gate) and the Pool of Bethesda, the Church of St. Anne, the Via Dolorosa (passing the “Stations of the Cross” to the Church of the Holy Sepulcher); Mount Zion, the Church of St. Peter, the Room of the Last Supper and the Church of the Dormition; the Garden Tomb.

- *Muslim history:* the Muslim Quarter and the Temple Mount, location of the Al-Aqsa Mosque and Dome of the Rock (structures of architectural beauty built in the 7th century).



GO GREEN, GO NORTH: GALILEE & GOLAN

The rolling hills, cliffs and valleys form a dramatic backdrop to locations made famous by the Bible, Jewish history and ancient civilizations. Nazareth (Jesus’ hometown, now Israel’s oldest Arab city), Capernaum, Cana, the Jordan River and other sites are found along the “Jesus Trail”. From Tel Dan and Tel Hazor in the north to the Hula Valley and Mount Gilboa in the south, you can hike through beautiful nature reserves among migrating birds, archaeological parks and wild flowers.

Climbing past the millennia to the top of Megiddo, a UNESCO World Heritage Site, gaze into the fertile Jezreel Valley, believed by Christians to be the future site of Armageddon. Explore Safed, the home of Jewish mystical Kabbalah and a thriving artist colony; Tiberias, prized for its hot mineral springs; and the Sea of Galilee, whose shape inspired its Hebrew name (Kinneret or Harp).

NORTHERN NEGEV, A DESERT THAT BLOOMS

The Negev Desert was actually fertile pasture land thousands of years ago, and Israeli efforts at reviving this barren region are attracting worldwide attention. A hike in the wild and lovely Zin Valley lets you experience the wilderness close-up at Ein-Avdat, which helps you appreciate why Israel’s first Prime Minister, David Ben Gurion, made his home at nearby SdeBoker.

The Ramon Crater (the world's largest) provides breathtaking desert trails for biking, hiking, rappelling, jeep trips and camel rides. Visit the ancient Nabatean cities that once guarded the Asian-African Spice Route (now UNESCO World Heritage Sites), and tour some of the exciting successes in reviving Nabatean "desert agriculture" to create modern vineyards, orchards and forests.

THE LIVING LEGENDS OF THE DEAD SEA

Travel to the lowest point on the earth and dip into the fascinating Dead Sea, with water so dense nothing can sink. The Sea's unique health and beauty advantages were prized by Queen Cleopatra, and millions today take advantage of the mineral-rich water, mud, sulphur pools and salts.



While here, you can visit the Qumran caves, where the historic Dead Sea Scrolls were found; Masada, the Jewish Zealot fortress that defied the Roman legions; and the oasis of EinGedi, once the stronghold of King David and now an enchanting nature reserve.

DESERT WONDERS AT EILAT & PETRA

An ancient city carved into the rock in the 6th century BC, Petra must be seen to be believed. Travel to this Jordanian site in comfort from the charming Red Sea resort of Eilat, where the azure water, spotless beaches, coral reef and tropical fish offer a year-round sunny paradise framed by unspoiled desert.

The 2-day trip to Jordan begins and ends in Eilat, and includes a private jeep tour of

Jordan for 2 or 3 passengers per jeep, with an overnight stay in 5-star accommodations.

02

eat

CULINARY TOURS



Experience the tastes and aromas of a multi-national food and beverage culture, which forms an integral part of Israeli life.

MACHANE YEHUDA, JERUSALEM

This modern Middle Eastern open-air market is a world of new tastes, smells and bargains. Rows of stalls display fresh produce, spices, baked goods and other ethnic foods. Crowds of shoppers wander in leisurely fashion down the aisles as vendors call out to them to stop and sample their delicacies. Good-natured arguments can be heard as buyers and sellers haggle over prices – another time-honoured Middle Eastern custom.

The multicultural tapestry of Israel is represented in the variety of recipes originating in Arabia, Ethiopia, Europe, South America, Caucasus and Central Asia. No wonder it's a favourite haunt for Israelis as well as foreign visitors.

LEVINSKY MARKET & NEVETZEDEK, TEL AVIV

Founded in the 1920s by Balkan immigrants, who brought their local recipes and ingredients with them, the colourful traditions and quality of this market have been preserved by the sons and grandsons of the original shop owners.

They are patronized by chefs from exclusive restaurants seeking the finest in fresh spices, dried fruits and fresh-roasted coffees, as well as olive oils and deli goods.

Taste your way through this Cuisine Capital, meet some of its founders, and take home "secret ingredients" used by top Israeli gourmets.

TEL AVIV FLEA MARKET & OLD JAFFA

Jaffa is one of the oldest port cities in the world, known for its history, architecture, antique shops and artist quarter.



Modern Tel Aviv was founded next door and eventually grew around Jaffa, making it easy to enjoy both the old and the new of this combined metropolis. Tel Aviv's food and coffee culture includes landmark family-owned eateries in Old Jaffa, the main market and the Yemenite Quarter with its own unique cuisine.

While there, explore the Bauhaus architectural style that earned Tel Aviv its UNESCO World Heritage status.

03

drink

WINE TOURS

Raise a toast to the vineyards of Israel, producers of vintages that have won awards in international competitions.

CARMEL MOUNTAINS

Visit some of the most exclusive wineries where the tour includes taste-testing a variety of wines and the premises.

JUDEAN HILLS

Private-label wineries are open to visitors by special request from The Norman.

04

explore

HIKING JOURNEYS

Commune with Israel's natural wonders, following well-tended trails of varying lengths and degrees of difficulty.

SATAF (*easy to medium*)

These hills to the west of Jerusalem are graced with evergreen forests, orchards and villages. Five different hiking trails through Sataf provide visitors with wide options, including a circular walk starting from / ending at the main entrance and cafe.

JERUSALEM MOUNTAINS

(*challenging*)

Steeper slopes await you at the Gazelle Valley, a 260 km² reserve in the Jerusalem Forest. Four options lead to Hindak Spring, the quaint village of Ein Kerem, or a breathless climb through the mountains and over a number of streams.

METZUKEI DRAGOT (*very challenging*)

Descend into the canyon of Nahal Dragot, passing the Murabat Caves of Bar Kochba fame, climbing and rappelling down rock cliffs, and swimming the canyon's pools, and emerging into the Jordan Valley. It's a full day of testing your limits.

PETRA

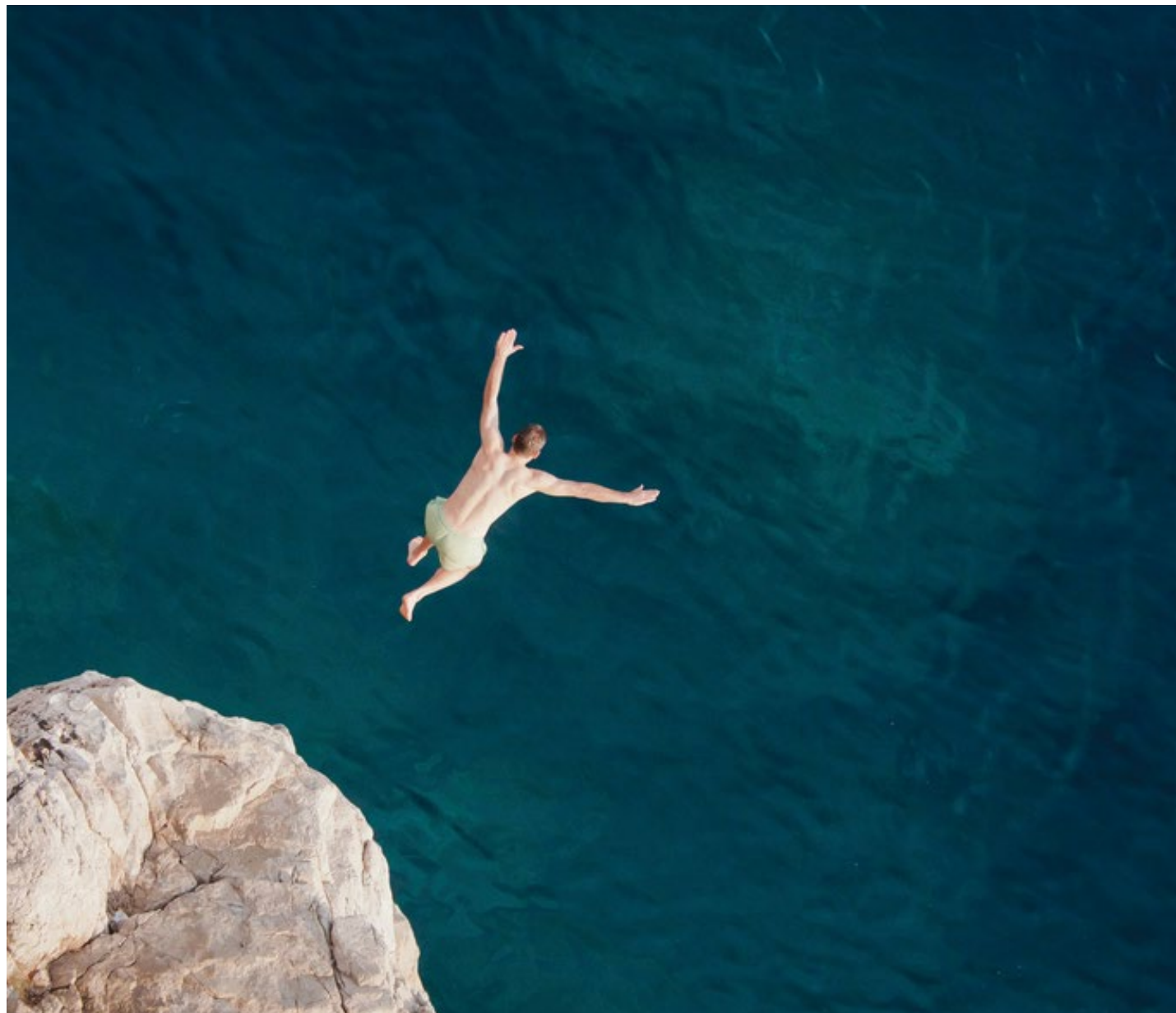
Enjoy a spectacular 2-day itinerary from Eilat to Petra, for an all-inclusive tour of Jordan including jeep & private tour for 2 or 3 passengers on double or 3-room basis at a 5-star hotel.



EXPERIENCES OF A LIFETIME

EXTREME ADVENTURES

WHETHER YOU LOVE THE ADRENALIN RUSH OF SPEED, OR JUST YEARN TO GET AWAY FROM THE EARTH-BOUND ROUTINE FOR A WHILE, THE NORMAN TEL AVIV CAN ARRANGE SPECIAL ACTIVITIES AROUND THE COUNTRY THAT OFFER A UNIQUE, UNFORGETTABLE VIEWS OF ISRAEL.



01

the thrill of FLIGHT

Fulfil the universal human dream to be airborne! Flight in the company of professionals requires no prior experience or physical fitness.

TANDEM SKYDIVE

At Yemini Field, experts will instruct you with a short tutorial and practice session for a free-fall tandem skydive. Your launch from the plane at an altitude of 12,000 feet (around four miles / six kilometres) is executed together with your instructor. As you catapult earthward at a speed of over 200 mph (300 kmh) before the parachute opens, you experience the excitement of free-fall, the bliss of floating, and the triumph of landing, all under professional supervision to ensure your safety.

TANDEM PARAGLIDING

The sustained joy of tandem paragliding sends you through the air in bird-like fashion, giving you a bird's-eye view of the Israeli landscape. The sensation of hovering and wheeling above the Mediterranean waters, coastal cliffs and rolling northern hills is amplified by the silence of engine-free flight. At all times your movement is controlled by your professional guide, who knows how to use the air currents for maximum air-time and complete safety.

TANDEM

Even children as young as 10 years old can enjoy tandem parasailing. The lift-off from the boat, the rush through the air behind and above its white-water wake, and the gentle landing back onto the deck are all managed expertly by the parasailing guide who is securely harnessed behind you. No swimming ability is necessary – in fact, you won't even get wet!

PARAPLANE

Yet another way to leave the ground is in a paraplane, a motor-powered parachute or PPC.

Rated safer than a parachute or a fixed-wing plane, this vehicle takes off and lands in seconds, and manoeuvres with remarkable stability. Cruising at around 35 mph (60kmh) 500 feet above the towns, fields and orchards of Israel's Sharon region, you take in the sights, sounds and fragrances from your comfortable seated perch next to your personal pilot.

HOT-AIR BALLOONS

As the world's oldest human-carrying flight technology, hot-air balloons provide a gentle yet amazing Israel adventure. The flight path crosses the most beautiful terrain in the country: Mounts Gilboa and Tabor, the Galilee and the Golan Heights... flower-filled meadows, shining streams and forested hills teeming with wildlife. The view at a height of 5000 feet (1524 meters) extends all the way to the borders of Israel: Mount Hermon to the north, Mount Carmel and the Mediterranean Sea to the west, the Judean Hills to the south, and the Mountains of Moab eastward across the Jordan Valley.

02

“the less-travelled road”

HITTING THE TRAILS

Take “the less-travelled road” in leisurely quiet, leaving behind the noise and exhaust fumes of motorized vehicles. Organized tours abound for close encounters with nature.

HORSEBACK RIDING

The ageless charm of horseback riding awaits you, even if you have no prior riding experience. The well-maintained trails are varied: one winds through a nature reserve of sand dunes, oak and carob trees with the sea in the distance; another leads down to the breezy beaches themselves, past towering chalk cliffs; a third climbs through the hills, natural woodland and farms of the Emek Hefer region. Rides can be personalized for the time desired, from 45 minutes to all day; the latter can include a delicious picnic on the beach, complete with a bottle of wine.

CYCLING

Cycling is healthy for body and soul, and Israeli bike paths allow you to experience the lovely, unique countryside at your own speed. One organized trip leads through sand dunes, along the shore, and up onto the coastal cliffs, where cyclists take a break for a well-appointed picnic. There are of course more cycling options around Israel, many of them through nature reserves and historical sites.

03

climbing and rappelling

CONQUER THE HEIGHTS

Israel is famous for its rugged, one-of-a-kind climbing and rappelling opportunities for every level of experience. Professional guides accompany you with quality equipment to the challenge of your choice.

Rainbow Cave (Western Galilee)

Is a must-see natural formation. Among its attractions is an arch 40 to 55 meters high with beautiful mineral deposits, which is accessible for most ages.

Beit Oren (Carmel/Haifa area)

Is an ancient stone quarry with walls of 25 meters, surrounded by lovely pine forests and offering climbs of varying difficulties – ideal for groups.

Shilat Cliff (Central region)

Located above the Modi'in River in rolling hill country, provides several slopes of 22 to 35 meters, which allow groups with a range of abilities to climb or rappel simultaneously.

Wadi Dargot (Judean Desert near the Jordan Valley) Presents several cliffs for climbing and rappelling, some of them classed “extreme”. All are a worthy challenge for experienced climbers.

Mitzpeh Ramon (Negev region)

Israel's spectacular natural crater, has multiple cliffs designated for climbing, varying from 15 to 30 meters. The view across the crater is breath-taking in itself.

THE NORMAN CULINARY ARTS

LOOKING TO EXPERIENCE TEL AVIV CUISINE AT ITS BEST? LOOK NO FURTHER THAN THE NORMAN'S TWO RESTAURANTS, EACH PROVIDING THE AMBIANCE, CUISINE AND SERVICE WORTHY OF THE NORMAN'S EXACTING STANDARDS. RE-DEFINING FINE DINING, EACH MEAL CATERS TO YOUR CULINARY MOOD OF THE MOMENT. OUR STAFF OF DEDICATED PERFECTIONISTS IS GUIDED BY WORLD-CLASS CHEFS WHO HAVE DISTINGUISHED THEMSELVES IN THE INTERNATIONAL ARENA.



THE NORMAN RESTAURANT

The French Mediterranean menu was inspired by cuisine Niçoise, from the Old Town of Nice near the Italian border. Decidedly French in essence, one can discern the Italian influence in the fresh fruits and vegetables, which lend their distinct flavors to fish, seafood, meat, and fresh pasta dishes – resulting in light fare that is thoroughly satisfying.

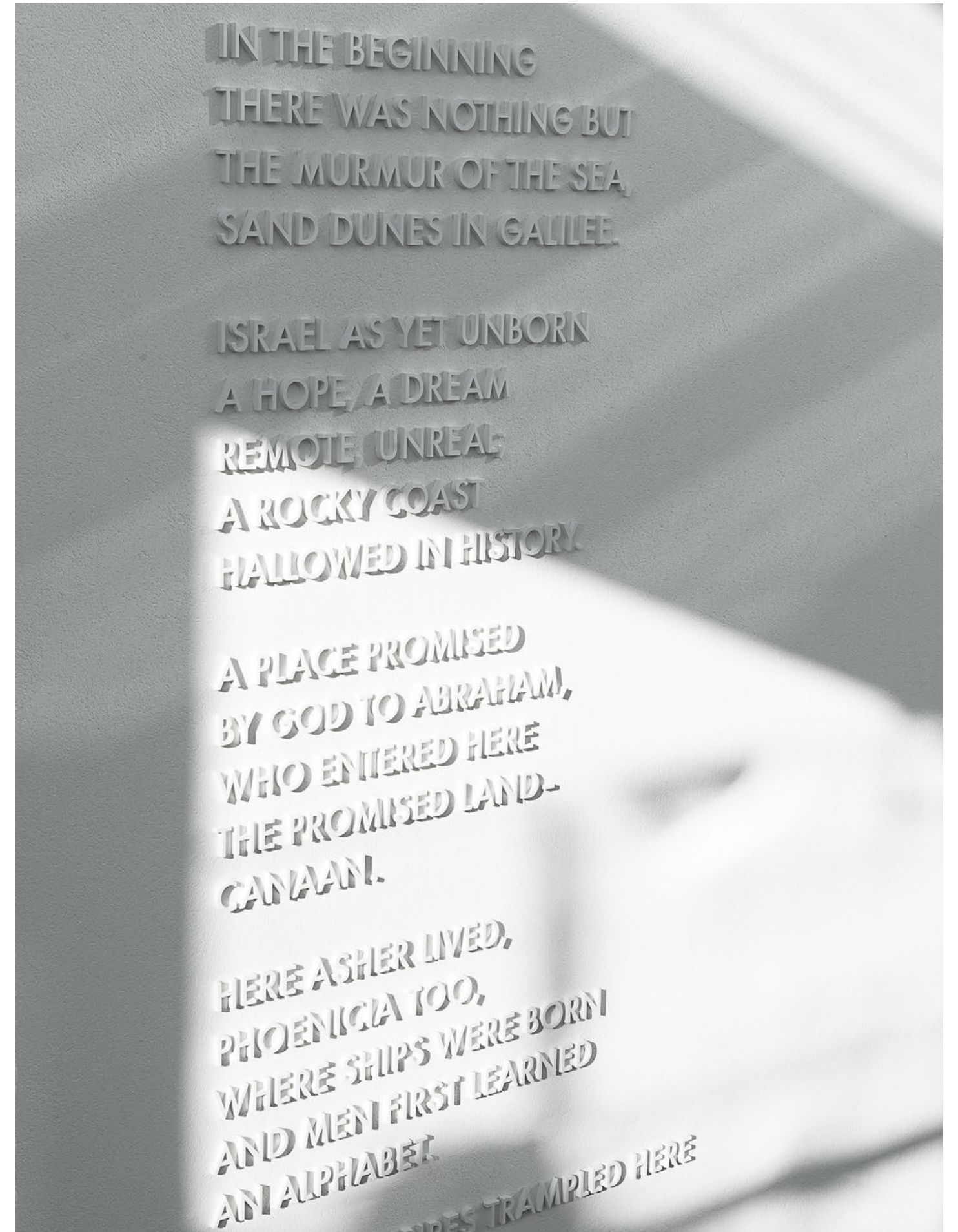
Our Israeli Executive Chef, Barak Aharoni, assembled the menu from his years of traveling through Europe and working in the continent's best kitchens. In the Mediterranean style of family dining, generous platters are set in the center of the table, from which you can sample the dishes that appeal to you, and eat to your heart's content.

Typical choices on the lunch menu include Endive Salad with Gorgonzola and Walnuts; Octopus Carpaccio with Lemon Oil; Baked Langoustines; Pissaladière with Caramelized Onions and Smoked Anchovies; Courgettes, Beignets, Sea Bass in Salt Crust with a light Mediterranean Vinaigrette, or Lamb Cutlets with Harisa. A brilliant finish is furnished by House specialty desserts such as Rum Baba and Tarte au Citron.





Penthouse Suite detail



"Castle in the Sand" by Norman Lourie, 1956



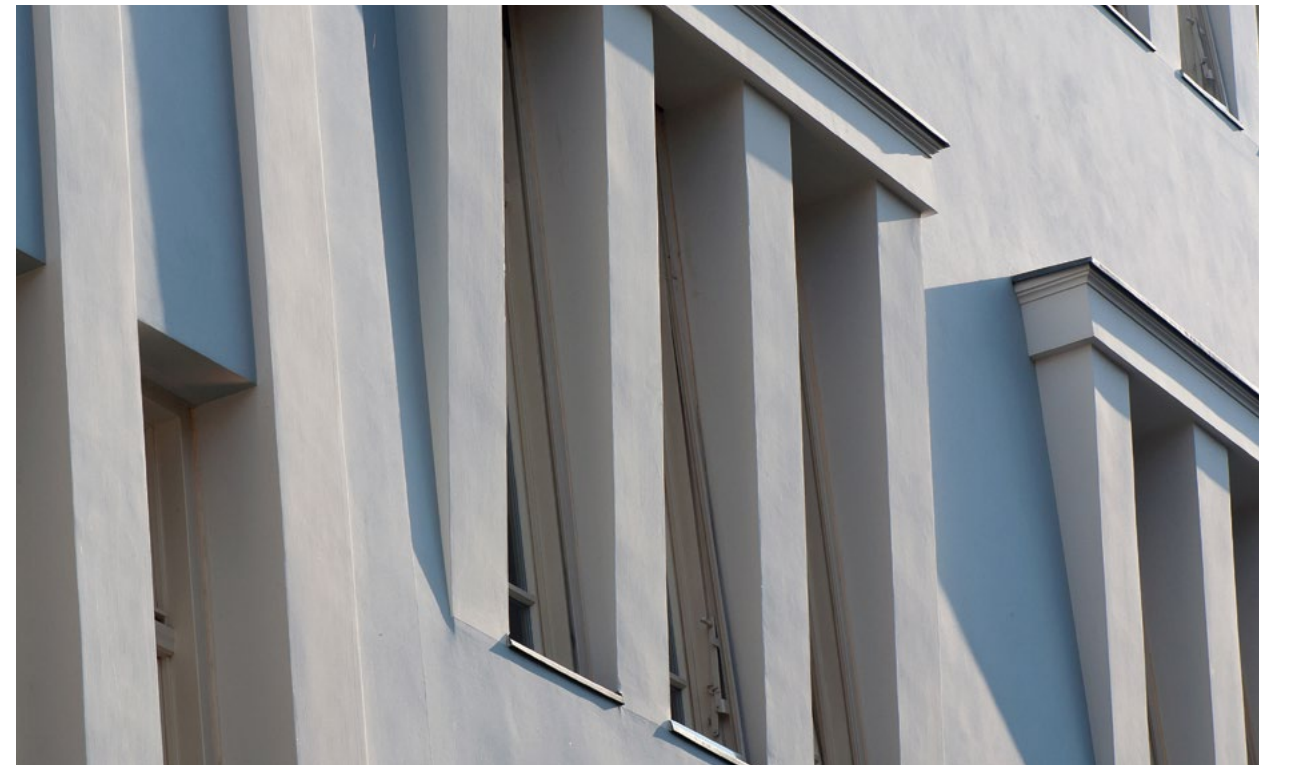
THE
NORMAN
TEL AVIV



**UNDERSTATED
ELEGANCE**

The Norman captures the timeless elegance of the 1920s,
matched with the superb comforts of a world-class luxury hotel.











The Norman Restaurant offers three settings in the heart of the hotel: The Main Dining Room, where our Champagne and Wine Bar is displayed in custom-designed chillers and The Norman wine consultant stands ready to advise you; The Pavilion, a secluded garden room graced by citrus trees where guests can dine alfresco all year-round; and The Villa, an exclusive dining room combining the charm of The Pavilion with the privacy of an intimate garden party, for family or business events.



The Norman Restaurant is open 7 days a week: 6:30 - 10:30 am, 12:00 pm - 3:00 pm, 7:00 pm - 11:00 pm. *(For reservations, press 5400 on your phone)*

DININGS JAPANESE TAPAS

Dinings Restaurant originated in London and was rated by the world-renowned Zagat Guide as one of that city's best Japanese restaurants. Come and experience Dinings unique fusion of traditional Izakaya-style Japanese Tapas and modern European cuisine for yourself, presented with flair at The Norman within an informal setting.

Observe and converse with our Japanese sushi chefs while they masterfully transform each dish into a work of art at the central marble sushi counter and open kitchen. A rooftop view on the third-floor is enhanced by the option of summer dining on the open terrace, overlooking vibrant Tel Aviv and the azure Mediterranean Sea.

The menu offers a rich range of small dishes with the accent on Japanese "New Style", such as Yellowtail Sashimi topped with Caviar and Yuzu, Toro with Jalapeño Mayo, Salmon with Spicy Mayo, or Dinings signature Tar Tar Chip. Favorite main dishes include Lobster Tempura with homemade Jalapeño Mayonnaise and Spicy Yuzu dip, and the acclaimed Grilled Sweet Chili Miso Marinated Black Cod.

Accompanied by a selection of premium-chilled sakes, and an extensive and integrated wine list, the Dinings experience also offers an Asian inspired cocktail list. Alternatively, order an independent meal and relax on the Terrace or next to the delightful rooftop Pool.

Dinings Japanese Tapas, 25 Nachmani St, is open 7 days a week: 12:00- 3:00 pm, 6:00- 11:00 pm. Food is served on the Terrace as well, except between 3:00 pm and 7:00 pm. *(For reservations, press 5400)*

THE NORMAN LIBRARY BAR

The spacious room next to the lobby known as the Library Bar is the undisputed social hub of The Norman. Open to the Mediterranean sunshine by day and the beckoning lights of Tel Aviv by night, it is the favorite place for our guests to receive business associates



and personal visitors. Dress code is smart casual, and the best part? No reservations are required for groups of up to 8 people.

The Lounge is designed in the comfortable 1940s style of colonial Tel Aviv, overlaid with the sleek ambiance of modern high-tech conveniences, such as Wi-Fi. The pewter-top Bar is a focal point for classic cocktails, whiskies and cognacs, as well as an extensive selection of teas and coffees. As the name suggests, the room also hosts an old-fashioned Library, where an antique collection of titles shares shelf space with more recent titles on art, design, and culture.

An all-day menu serves elegant light meals like Salmon Tartine or Fritto Misto, to share and enjoy at your leisure. The highlight, however, is the traditional English Afternoon Tea – a legacy from the British Mandate that governed Tel Aviv during that era – now masterfully recreated with authentic touches by The Norman's Pastry Chef.

As the sun sets, the Cocktail Bar comes to life, offering a relaxing break before or after your evening activities. The Norman's barmen take pride in offering Tel Aviv's most extensive classic cocktail list, often adding a cheeky Israeli twist to traditional drinks



(such as the uniquely delicious Pomegranate Mint Julep or the signature Kumquat Mojito freshly picked from our gardens).

Late night entertainment in the Library Bar includes mood music by our in-house DJ, interspersed with live performances that draw-in Tel Aviv residents and tourists alike. The all-day menu continues until 12:00 am, adding selected delights from the Brasserie, such as the tempting Truffle and Cheese "Bikini" Toasted Sandwich.

The Norman Library Bar is open 7 days a week to both residential and non-residential guests: 10 am to 1 am. *(For reservations for groups of 9+, press 5400 on your phone)*

THE CONSERVATORY & TOWER GARDEN

Enjoy some peace and quiet in The Conservatory. Tucked away behind the Reception Desk at Nachmani 25, The Conservatory is a luxurious getaway reserved for the exclusive use of The Norman residents. As a quiet alternative to the bustling Library Bar, this private lounge overlooking the

stunning Atrium provides an environment perfect for intimate conversations or silent contemplation, where you can just sit back and relax or order a meal from the Library Bar menu. For outdoor serenity, the Conservatory opens out to a secluded garden surrounding the Water Tower, an icon from Tel Aviv history. Citrus trees, fresh rosemary and jasmine vines provide a fragrant and rejuvenating refuge from the summer heat.

During the summer months, reserve either the Conservatory or the Tower Garden for exclusive private parties. Full catering can be ordered for small dining events (up to 12 guests), and larger parties (up to 70) can be hosted in the Garden for canapés receptions. The Conservatory is open 7 days a week: 7:00 - 12:00 am. *(For reservations, press 5400 on your phone)*

All the restaurants at The Norman are available for private parties of any size. For reservations, please contact the restaurants directly at the telephone numbers listed, or press the Concierge button on your phone.

STRICTLY BUSINESS

Business areas are at your service for all professional needs during your stay, with options for refreshments and/or meal service.

The study is located on the ground floor of Nachmani 23. The Study is equipped with iMac computers and a printer, as well as an array of secretarial services as needed. Open daily from 7:00 am - 11:00 pm.

Our board room, designed with state-of-the-art Crestron technology, hosts up to 16 people for meetings on the 1st floor of the Central Villa Building. Extras include video conferencing capability, touch-screen white boards, and integrated remote control of climate, light and sound. Available by prior arrangement.

TAKE CARE WELLNESS

HEALTHY LIFESTYLE AT THE NORMAN



RELAX AT THE

The Norman Wellness Spa

Whether you aim to keep up your fitness regime, take in Tel Aviv's sprawling beaches or just kick back and relax with one of our pampering massages, The Norman Tel Aviv provides a peaceful break right in the heart of the city. Our Wellness Spa is a haven of relaxation, rejuvenation and luxury. Although classed as a boutique hotel, guests will be able to enjoy certain extras normally found only at the larger luxury establishments.

ON THE PREMISES

stay MASSAGE

We are proud to introduce our Wellness Spa, an intimate spa environment with a repertoire of delightful massage treatments. After your workout in the Gym or a swim in the rooftop Pool, nothing is better than a rejuvenating, muscle-loosening massage, available in a well-appointed treatment room indoors, or on the private outdoor balcony terrace which allows you to enjoy refreshing outdoor breeze. *The Spa is open 7 days a week: 10:00 am to 7:00 pm.*

swim POOL

The rooftop "infinity" Swimming Pool and Sundeck on the 4th floor provide luxurious swimming and sunning alongside an impressive view of Tel Aviv. A lifeguard is on duty at all times for your safety and comfort. The changing rooms on the 3rd floor provide direct access to the pool, and complimentary drinking water and fresh towels are always on hand. You can also order food and beverages from Dinings Japanese restaurant, delivered directly to the sundeck.

The Pool, Sundeck and Restaurant services are open daily, from 7:00 am until sunset. For safety reasons, children under 16 must be accompanied by an adult at all times.

work out GYM

On the 3rd floor is The Norman Fitness Room. Our Technogym equipment features sleek, user-friendly designs and cutting-edge technology, making fitness a goal easily mastered. You can create your own personalized body-shaping and weight-management program independently, or under the guidance of a personal trainer (appointments arranged through the Concierge).

The Fitness Room is available 24/7, accessed by your room key.

commune YOGA

Those seeking mind-body disciplines and a chance to commune with nature can meet with our in-house yoga instructor, who holds sessions on the rooftop sundeck.

Contact the Concierge for a schedule.

AROUND TOWN

catch the sun BEACHES

Naturally, Tel Aviv beaches are a major attraction: fine white sand, turquoise surf, a soothing view in front of you, and a lively promenade behind you. All these are just a 10-minute stroll from The Norman, or (if desired) a short ride by private courtesy shuttle from our door to the shore. You will find complimentary beach totes available at the concierge, complete with towels and drinking water. Please return used towels to the Concierge upon your return.

sweat JOGGING & CYCLING

A delightful network of biking and jogging/walking paths criss-crosses Tel Aviv, taking you through shady parks, quiet residential neighbourhoods, bustling commercial areas and along the beachfront promenade. The flat terrain, mild weather and well-maintained paths provide a unique way to experience this "city that never sleeps" while benefiting from the aerobic exercise. Single-gear bicycles are available from the Concierge, as well as maps outlining the most interesting touring routes for bikers and joggers at all levels of fitness.

pamper BEAUTY TREATMENTS

Discover and enjoy the well-developed Tel Aviv health and beauty culture, through recommendations by The Norman. Some of the city's most luxurious spas, hair salons and beauty centres are within walking distance, and the Concierge will be delighted to arrange appointments for specialized treatments and therapies which meet our quality standards and your expectations.

DISCOVER TEL AVIV

PLACES TO BE, PEOPLE TO MEET. THE NORMAN'S GUIDE TO TEL AVIV



INTRODUCING

the "Big Orange"

This affectionate nickname given to Tel Aviv expresses its metropolitan energy combined with Mediterranean charm. The Norman Tel Aviv provides the perfect base from which to explore the city's fascinating layers of culture, history and other attractions. Learn first-hand why so many visitors fall in love with Tel Aviv.

Tel Aviv Neighbourhoods

Tel Aviv (Hebrew for "Hill of Spring") was established in 1909 on empty sand dunes, becoming the first Jewish city in modern history. Built one neighbourhood at a time to accommodate waves of Jewish immigration, the city's growth quickly outpaced and surrounded its next-door neighbour Jaffa; eventually the two cities were merged.

Today each neighbourhood in Tel Aviv-Jaffa still carries reminders of its contributions to the city's character. As the Israeli economy and culture developed, these areas matured into Tel Aviv subcultures, forming a fascinating synergy of ancient and modern, Middle Eastern and European, traditional and high-tech – all just minutes away from The Norman.



exclusive NEVE TZEDEK

Located in south-western Tel Aviv, Neve Tzedek ("Abode of Justice") was originally a Jewish suburb of Old Jaffa, built just outside its walls to alleviate overcrowding. After decades of neglect, Neve Tzedek was restored in the 1980s, exclusive residences that preserved the village atmosphere and became one of Tel Aviv's most fashionable districts. A central courtyard hosts regular events and festivals for the whole family.



local produce CARMEL MARKET

This open-air bazaar, tucked into an area next to Neve Tzedek along historic Allenby Street, is a favourite shopping area of long-time Tel Aviv residents. Its rows of stalls display fresh produce, baked goods, exotic spices, fresh flowers, hot falafel snacks and other merchandise. The most popular days are Tuesday and Friday, when independent street vendors drop in to display their handcrafted household items, artwork and jewellery.



the "WHITE CITY"

During the 1930s, Tel Aviv tripled in size from newly arrived European immigrants, who brought with them the German Bauhaus architectural style. The clean urban lines were adapted to the Mediterranean climate and beach environment, resulting in a cityscape of dazzling white buildings framed by an azure sea. In 2003, Tel Aviv's White City was proclaimed a World Cultural Heritage site by UNESCO, in recognition of one of the world's richest displays of Bauhaus design.

colony SARONA

In 1871, the Christian Templers purchased land four kilometers north of Jaffa from a Greek monastery for an agricultural settlement. They met the challenges with solutions which would become a pattern for later Jewish pioneers: planting eucalyptus trees to dry out the malaria-infested marshland, then using modern farming methods to produce "cash crops" (a concept unknown in Turkish-occupied Palestine, where subsistence farming was a way of life). They also instituted a compulsory communal work schedule to build houses, roads, drainage ditches, dairies, wineries and other facilities, developing their settlement into a prosperous community. Now a northern neighborhood of Tel Aviv, Sarona is still a symbol of prosperity, with an exclusive line-up of upscale cafes, restaurants and entertainment spots.



the old city of JAFFA

Boasting more than 4000 years of habitation as an important seaport, Jaffa (derived from the Hebrew word for "beautiful") is one of most ancient cities in the world, mentioned in both the Old and New Testaments. The walled fortress was conquered numerous times and still bears the imprint of rulers from the last millennium: the Turks, Napoleon and the British.

The blend of Middle Eastern and European history and culture that makes Old Jaffa so delightful is best experienced by walking through its alleys, gardens and squares, which surround the landmark Clock Tower (built by a Turkish sultan in 1906). The Information Centre at nearby Kedumim Square provides suggestions for touring routes, which can include the Artist Quarter crammed with studios and galleries, the famous Flea Market where antiques can be found, unique ethnic restaurants, the ancient Port, and various religious sites, as well as the beachfront promenade which extends northward back into Tel Aviv.

Must-See
Tel Aviv Streets

Several main traffic arteries have become Tel Aviv “neighborhoods” in their own right, because of the concentration of fine dining, art galleries and other attractions.

Landmarks
in Tel Aviv-Jaffa

The Concierge will be happy to provide details on location and scheduled events.

center of attention
ROTHSCHILD BLVD.

Rothschild Boulevard begins in NeveTzedek and runs north to Habima Theater, on either side of a tree-lined pedestrian/ bike path. Many of the historical Bauhaus buildings are here, as well as several enclosed playgrounds for children.

connect
BEN GURION BLVD.

Ben Gurion Boulevard connects the city center with the Mediterranean Sea (from City Hall to Gordon Beach). Named after Israel’s first Prime Minister, it hosts children’s playgrounds, intimate cafés and shops, street performances and public events.



relax
CHEN BLVD.

A flowering oasis between a city square and a busy street, accessed by a network of pedestrian crossings. The boulevard itself features walking/biking paths, grassy areas and benches next to a newly renovated urban area.

in the know
SHENKIN ST.

Shenkin Street is arguably the most popular venue in Tel Aviv to stroll, dine and window-shop. Fashion designers, artists and chefs call this neighbourhood home, and prices range from exclusive collector or gourmet level to bargain deals.

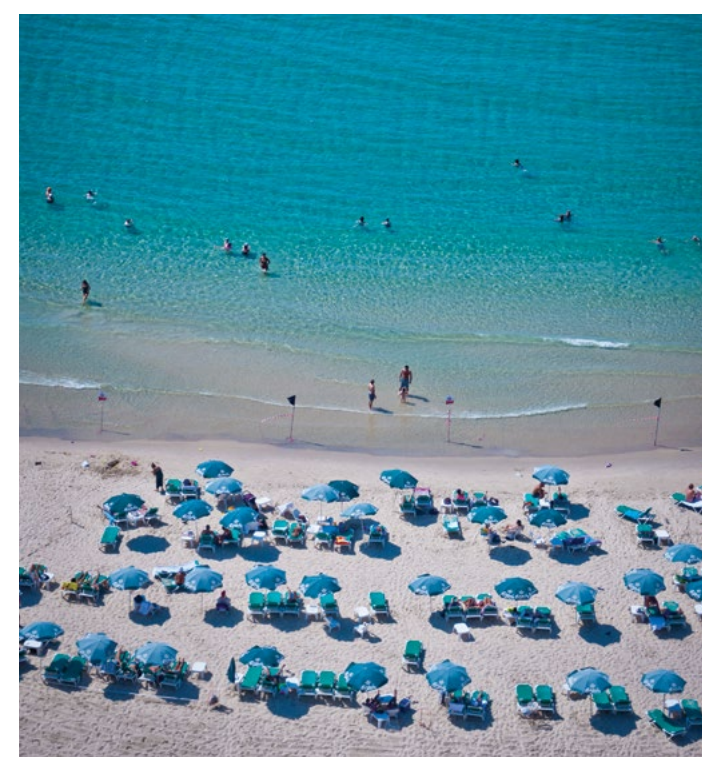
stroll
GORDON ST.

Gordon Street runs from the city’s popular Gordon Beach to Rabin Square, and much of it is lined with art galleries, shady trees and lovely restaurants. It crosses other popular areas as well: Ben Yehuda Street, Dizengoff Street and Chen Boulevard.



shop
NAHALAT BINYAMIN

Nahalat Binyamin runs from Rothschild Boulevard to historic Allenby Street and takes you past a variety of colourful shops, open-air bazaars, and old-fashioned cafes. Arts-and-crafts fairs and street performances are scheduled each week.



museum
BEIT HATFUTSOT

The Diaspora Museum: On the campus of Tel Aviv University in Ramat Aviv, this unique museum chronicles Jewish life outside the Land of Israel over thousands of years of worldwide dispersion, using interesting and creative displays. A visit is an unforgettable experience.

museum
ERETZ ISRAEL MUSEUM

A short distance from Beit Hatfutsot, this indoor-outdoor museum houses an unparalleled collection of archaeological remains from 5000 years of civilizations which flourished in this area. Pavilions display ancient crafts like metalworking, ceramics and glass-making.

museum of
TEL AVIV HISTORY

Situated in the former Town Hall on historic Bialik Street, this museum presents a multimedia chronicle of the city, from its first 66 plots only some 100 years ago, to its place today as a leading Middle East metropol.



dine
TEL AVIV PORT

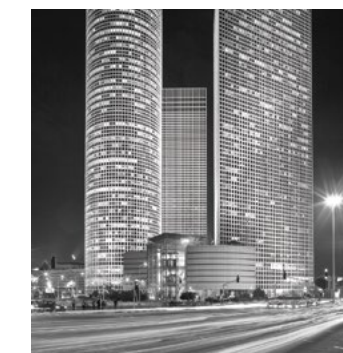
A renovated beachside area in northern Tel Aviv, famous for its dining, night life and entertainment.

attractions
JAFFA RAILWAY STATION

A historic monument that also hosts an outdoor shopping area.

chill
YARKON PARK

Tel Aviv’s answer to NYC Central Park, complete with jogging paths, bikes for rent, ball fields, mini-zoos, playgrounds, a lake (fishing permitted), and open green areas for picnics. Outdoor summer concerts are often scheduled here.



view
AZRIELI OBSERVATION DECK

A birds-eye view of the region from the top of the highest of the three Azrieli Towers (which house a luxurious shopping mall at street level).

drink
FLORENTIN

A recently renewed neighborhood in southern Tel Aviv, favored by the 20-something yuppie crowd for shopping and night life.



tel aviv
PROMENADE (TAYELET)

The famed pedestrian highway running from Jaffa in the south to Tel Aviv’s northern border, between the beaches and the eateries. The Promenade hosts street music and drama, exercising, beach games and countless gatherings.

shop
DIZENGOFF CENTER

A shopping/leisure/entertainment complex in the heart of Tel Aviv, combining indoor and outdoor centers of activity.

Experiencing Tel Aviv on Foot

A popular (and surprisingly efficient) way to tour Tel Aviv is to follow one of three self-guided walking routes, each one built around a colour theme and taking you past notable attractions. Along the way, important sites and prominent inhabitants are marked by plaques with explanations in English.

Other City Walks & Events

A continually updated list of guided walking tours is sponsored by the City of Tel Aviv, some offered free of charge, and none requiring reservations (just show up at the designated starting point). These walks reveal facets of the “city that never sleeps” which would escape the average visitor, accompanied by anecdotes known only to local residents.

Details on these and other special city events (like the famed Tel Aviv Marathon and the annual Gay Pride Parade) can be found in English on the official web site of the City.
(<http://www.visit-tel-aviv.com/>)

center of attention THE WHITE ROUTE

Traces the history of Tel Aviv, starting at the border of Neve Tzedek and Ahuzat Bayit (Tel Aviv’s oldest neighbourhood), moving through the White City area (designated as a UNESCO World Heritage). See the history portrayed visually in the fountain mosaic designed by Israeli artist Nachum Gutman.



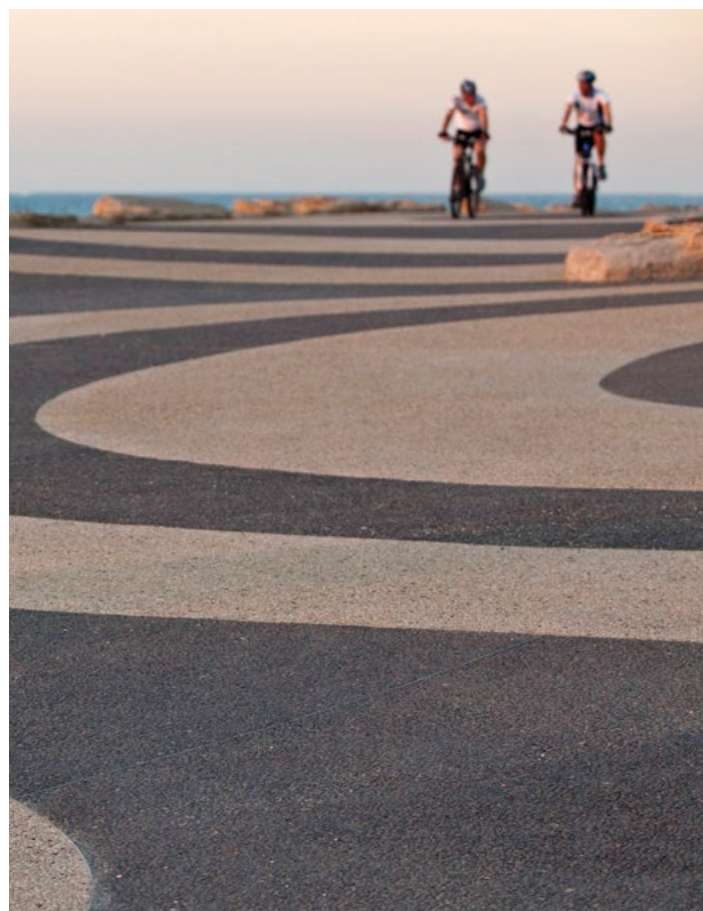
connect THE BLUE ROUTE

Hugs the sea, letting you experience as much as desired of the 8 miles (13 km) of Tel Aviv-Jaffa’s beautiful Mediterranean shoreline. You will pass many landmarks along the way: Jaffa’s Clock Square, the Etzel Museum, the Hassan Bek Mosque and Knesset Square (home to Israel’s National Opera).



relax THE GREEN ROUTE

As the name implies, winds through the green parts of the city. Discover Tel Aviv’s many public gardens, cultivated “squares” (which are usually circles) and tree-lined boulevards, used by residents for outdoor recreational activities. The height of the tour is the spacious Yarkon Park alongside the Yarkon River.



in the know SEASIDE PROMENADE WALK

If you start from The Norman, you will likely encounter the Promenade (called the “Tayelet” by local residents) at Gordon Beach. The northern direction takes you to the Tel Aviv Port, where a raised wooden deck hosts several bars and cafés, behind which is upscale shopping and entertainment.

The Promenade begins again north of the Port and brings you as far as Yarkon Park, accessible across a footbridge (beautifully illuminated at night). The southern direction takes you all the way to Old Jaffa, a 40-minute leisurely walk.

For Art Lovers

Devoted supporters of the visual and performing arts will find kindred spirits at The Norman. We will happily put you in contact with the best in music, theatre, dance, art, architecture and multimedia – all of which are found in abundance across Tel Aviv, Israel’s cultural capital.

Sampling the cultural spectrum

Brimming with creativity Tel Aviv museums and performance halls are modern and well appointed, with world-class standards of quality. Best of all, many are within walking distance of one another.



visual arts TEL AVIV MUSEUM OF ART

Declared one of the world’s greatest collections of modern art, it’s now better than ever, with a massive new wing that opened in 2011 – an architectural sculpture of 430 angular cement panels creating “a waterfall of light”.

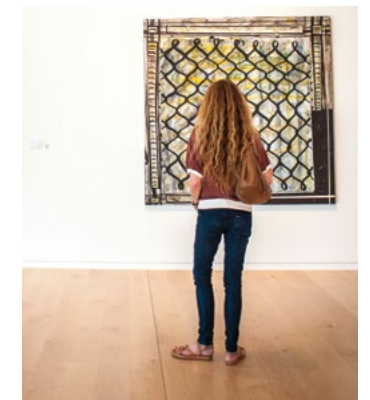


visual arts HELENA RUBINSTEIN PAVILION

This exhibition site for contemporary art near Habima Theater is connected to the Tel Aviv Museum of Art, and you can visit both for the same admissions fee.

visual arts DESIGN MUSEUM, HOLON

The building – in the city just south of Tel Aviv – is itself a work of art, created by leading Israeli architect Ron Arad. It shows two or three rotating exhibitions relating to the world of design, well worth visiting.



visual arts REUVEN RUBIN MUSEUM

Housed in the old residence of one of Israel’s most influential artists, the exhibits portray the life of Rubín and his work, as well as the works of other artists in themed exhibitions.



visual arts BAUHAUS MUSEUM

Serving also as a boutique gallery, the museum showcases the development of Bauhaus architecture. Appropriately, it is located in the heart of Tel Aviv’s UNESCO-recognized “White City”, where Bauhaus was liberally applied.

visual arts BIALIK MUSEUM

Almost next door to the Rubín Museum, the home of the first great Modern Hebrew poet, Haim Nachman Bialik, gives a glimpse of the 1920s immigrant atmosphere that inspired him.

Cinema

Check English newspapers for a complete list of cinemas, current movies and show times.

Live Music

The Tel Aviv Performing Arts Centre, also known as the Israel Opera House, offers not only opera but classical music as well. (Shaul Hamelech Boulevard)

Rock, Jazz and Blues are on tap all over Tel Aviv nearly every night, at intimate stage clubs, pubs and restaurant bars. Many of these venues advertise in English newspapers, flyers and posters around town; details can be obtained with a phone call.

dizengoff square RAV CHEN

Rav Chen Tel Aviv in Dizengoff Square is one of many venues showing popular first-run movies (in English, with Hebrew subtitles).

dizengoff centre LEV CINEMA

Lev Cinema in Dizengoff Centre screens many artistic movies and films as an art form.

tel aviv CINEMATEQUE

The Tel Aviv Cinemateque on Ha-Arbaa Street offers a rich repertoire of foreign films and archives on the art of film-making, screened in two separate halls.



hall MANN AUDITORIUM

Mann Auditorium (Heichal Tarbut), Tel Aviv's greatest and oldest cultural hall, is home to the Israel Philharmonic Orchestra, directed by the renowned Zubin Mehta. (Dizengoff Street)



the ENAV CULTURAL CENTRE

The Enav Cultural Centre presents a full range of musical performances, including classical, jazz, blues, opera and Israeli pop. (Ibn Gvirol Street)



saturday delight TZAVTA CULTURAL CENTRE

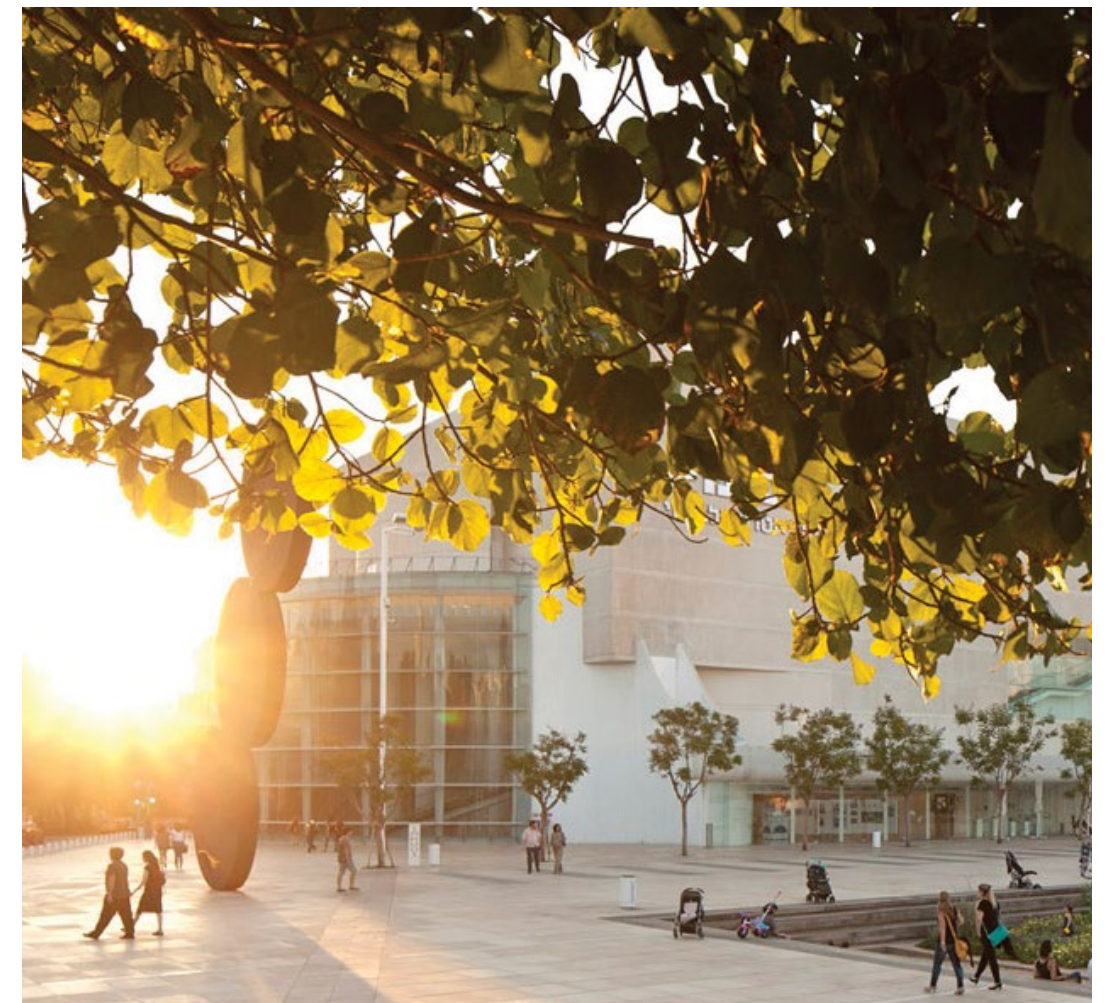
The Tzavta Cultural Centre offers 100 different events per month, including classical concerts on Saturday mornings. (Ibn Gvirol Street)

the felicja blumental MUSIC CENTRE

The Felicja Blumental Music Centre, in a renovated historic building, serves as a lecture and performance hall for classical, jazz and chamber music. (Bialik Street)

Theatre

Note: Theatre productions are mostly in Hebrew. Simultaneous translations to English are available at Habima, Cameri and Hagesher for some performances. It's best to check before you buy tickets.



first national theater HABIMA

Habima, established as Israel's first national theatre to revive the Hebrew language, this pioneering company is internationally recognized. (Rothschild Boulevard)

black-out NALAGAAT CENTRE

Nalagaat Centre is a unique theatre with actors who are blind and/or deaf. Also at the Centre is the remarkable Black-Out Restaurant, where dinners are served in total darkness. (Jaffa Port)

hebrew russian theater HAGESHER THEATRE

Hagesher Theatre, started some years ago by new Russian immigrants, now has a successful repertoire in Hebrew. (Yerushalaim Blvd, Jaffa)

open stage BEIT LESSIN

Beit Lessin, a small theatre, offers American and European plays, but also sponsors the "Open Stage" festival of work by new Israeli playwrights. (Dizengoff Street)

avant-garde TZAVTA THEATRE

Tzavta Theatre hosts avant-garde drama and musical performances, often with a liberal political message. (Ibn Gvirol Street)

1944 CAMERI THEATRE

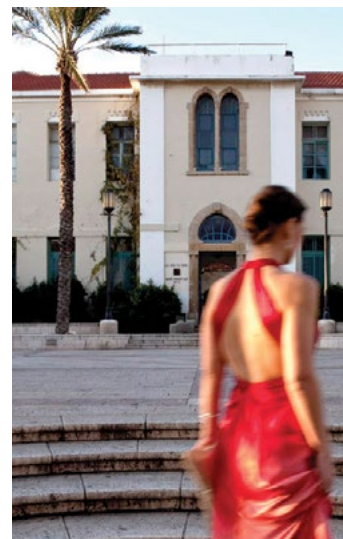
Cameri Theatre, founded in 1944, is another leading theatre company, now located in a new and modern venue. (Tel Aviv Performing Arts Centre)

Dance

Find out about Israel's leading theatres and dance centers, their artistic approach, their leading actors and most celebrated festivals and shows.

the SUZANNE DELLAL CENTRE

The Suzanne Dellal Centre is a leading company with three separate performance venues; their wide range of events includes the month-long Tel Aviv Dance Festival. (*Yehieli Street*)



the BATSHEVA DANCE COMPANY

The Batsheva Dance Company, the largest contemporary Israeli dance company, enjoys an international reputation. (*Suzanne Dellal Centre*)



hall MANN AUDITORIUM

The Israel Ballet Centre, the only Israeli company performing classical and neo-classical ballet, draws from an international repertoire. (*Tel Aviv University campus*)

UNIQUE EXPERIENCES WITH THE NORMAN

THANKS TO THE RENOVATION OF THE NEIGHBOURHOOD'S OTTOMAN-STYLE BUILDINGS, THE DROVES OF RESTAURANTS AND ONE-OF-A-KIND BOUTIQUES THAT HAVE SETTLED THERE IN THE LAST SEVERAL YEARS, JAFFA'S NORTHERN REACHES HAVE BECOME TEL AVIV'S LATEST ENTERTAINMENT HOT SPOT.



01

the scents

THE MAKING OF YOUR OWN PRIVATE LABELLED PERFUME

For shoppers, on-street flea-market wares and antiques are the main attraction, but contemporary clothing, accessories and home items are available, too. Head to Asufa for its selection of pieces

like architectural neon stools, quirky prints and dinosaur broaches crafted by young Israeli creative talents. For custom perfumes, visit Zielinski & Rozen Perfumerie, a new fragrance shop where you can build your very own bottle from owner Erez Rozen's exhaustive stock of notes, such as vanilla, lemongrass, jasmine and grapefruit.

Take an accompanied tour of the flea market with The Norman, followed by a lunch in one of our favourite restaurants.

a visual expression of
THE NORMAN



The Norman's décor incorporates original Israeli art works throughout its public areas, rooms and suites. The art works on display at The Norman Tel Aviv are made by leading contemporary Israeli artists who also exhibit in galleries & museums world-wide. The art works are of diverse media such as painting, sculpture, print, photography and textile.

Works by these artists can be purchased by the hotel guests via special art concierge service provided by The Norman. This service also includes lectures given by the featured artists and personalized art tours to galleries & artist's studios in the hotel's vicinity, planned especially for each guest, depending on his/hers particular interest. The gallery studio art tours are given by Tamar Dresdner, The Norman's in-house art curator, who is also responsible for the hotel's art collection. A chance to visit the artists' studio does not come often and it's



a great way to see how the artists come up with the creations that are featured all around the hotel. Meeting the artists in person in their own environment is indeed an experience. To further show the commitment to the art community of Israeli young contemporary artists, an annual prize will be awarded to celebrate the success and continue to development of a particular artist.

03

walking meals through
SHUK HA'CARMEL

Be it a breakfast or a lunch, a walk through the vibrant Carmel Market on any given day will forever leave an enriching impression on you. Experience the colourful, boisterous, vibrant and charismatic market life that Tel Aviv has to offer.

For breakfast, take a walk along the stretch of the Carmel Market and begin with a freshly squeezed fruit juice, followed by a falafel with tahini. Admire the bright colours, the gentle fragrances of the freshly cut flowers, the visible mounds of spices, fruits and vegetables, all home grown. Well-known for its variety and quality of fruits, Carmel Market is a feast for the eyes.

Continuing further, you can find Druse ladies preparing their famous pancake breakfasts. Then, try some freshly made Borekas at the Borekas Stand - locally known as "The best Borekas place in town". This small Turkish Borekas booth is located just at the entrance to the market, on your right. Borekas actually originates from Bulgaria and Turkey, but Israeli cuisine has claimed it as its own. (39 Ha'Carmel St) As breakfast draws to a close, you cannot escape the variety of olives and mixed nuts that just call out to be tasted. Then, a well-deserved coffee or Hafouch (Cappuccino) on Nahalat Binyamin Street, transformed on Tuesdays and Fridays into an artist's

street gallery. Take in the stalls and people watch while experiencing the richness of one of Tel Aviv's most beloved neighbourhoods.

If it is a lunch you seek, then simply take the same route along the stretch of the market and enjoy some cheese at Davka Gourmet, the largest cheese stand in the market, found on the right-hand side. The stall offers a wide selection of excellent local and international cheese for relatively modest prices. They specialize in Riccota, Feta and Mozzarella. (34 Ha'Carmel St)



If you fancy a picnic or a barbeque, have a look at "Ma'adanai Ha'Carmel" butchers, where you can find a wide selection of hams and sausages. The shop is located a little after the Turkish borekas. (38 Ha'Carmel St). A glass of wine at the "Wine Bar" is an absolute must. The bar is attached to the market wine shop that features some of the best brands of Israeli wines. You will gaze in awe at the hustle and bustle of the market, where the vendors call out from all sides, offering their merchandise "for the best price in the market! Just today!".

Opposite the wine bar, have a bite to eat at Le Café. We recommend the Jerusalem Grill, which incorporates the all finest lunch dishes, including omelettes and salads, gourmet sausages in a baguette and meatballs with rice. Top it all off with their urban chic atmosphere and you have the perfect laid-back lunch spot, allowing you to escape the crowds of the shuk whilst providing the opportunity to people watch from a close, yet enjoyable, distance.



If you would rather have a proper sit-down meal then the Carmel Market area boasts some lovely restaurants, most of which enjoy a fresh supply of produce from the market:

HABASTA

An excellent choice for fine cuisine and the most wonderful selection of wines; rated top 100 restaurants by Newsweek in 2013.

GEDERA

Offers simple and tasty Swedish-Iraqi cuisine in lovely surroundings.

MINZAR

A legendary 24-hour pub that offers excellent snacks and delicious weekend specials. Overall, the atmosphere is very friendly and casual, so just enjoy the hustle

and absorb the different smells and colours. In order to keep a fond memory of the place, avoid the butcher's area which isn't a pretty sight.

ADDITIONAL TIPS AND STOPS

When you enter the market from Allenby Street, you first have to pass through the clothing area before arriving at the fresh food section. Once you passed that these are our recommendations for Ha'Carmel Market.

ASIAN SUPERMARKET

Continuing down into the market, you will find "East and West" offering a wide selection of Asian products. If you want to prepare a curry or some sushi, this is the place. The prices aren't very low but the variety is amazing. (17 Ha'Carmel St)

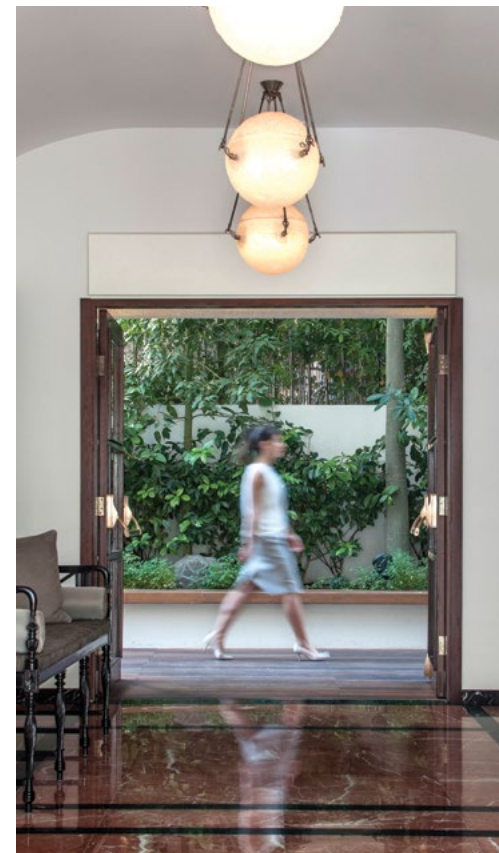
LECHAMIM

This lovely bakery offers a wide selection of wonderful freshly-baked breads. The cakes and pastries are also delicious, though perhaps a little overpriced. (11 Ha'Carmel St)

Overall, the shuk atmosphere is friendly and casual, so just enjoy the hustle and bustle and take in the different tastes, smells, colours and experiences that Tel Aviv's market has to offer. In order to retain a fond memory of the place, we recommend you avoid "butcher's row" which is not for the faint-hearted. Before or after roaming around the market, pop into the nearby "Kerem HaTaymanim" (The Yemenite Vineyard), walk around the little streets, or try some Yemenite meat soup in one of the local restaurants.



CONTEMPORARY
ELEGANCE
&
ATTENTION TO DETAIL



THENORMAN.COM