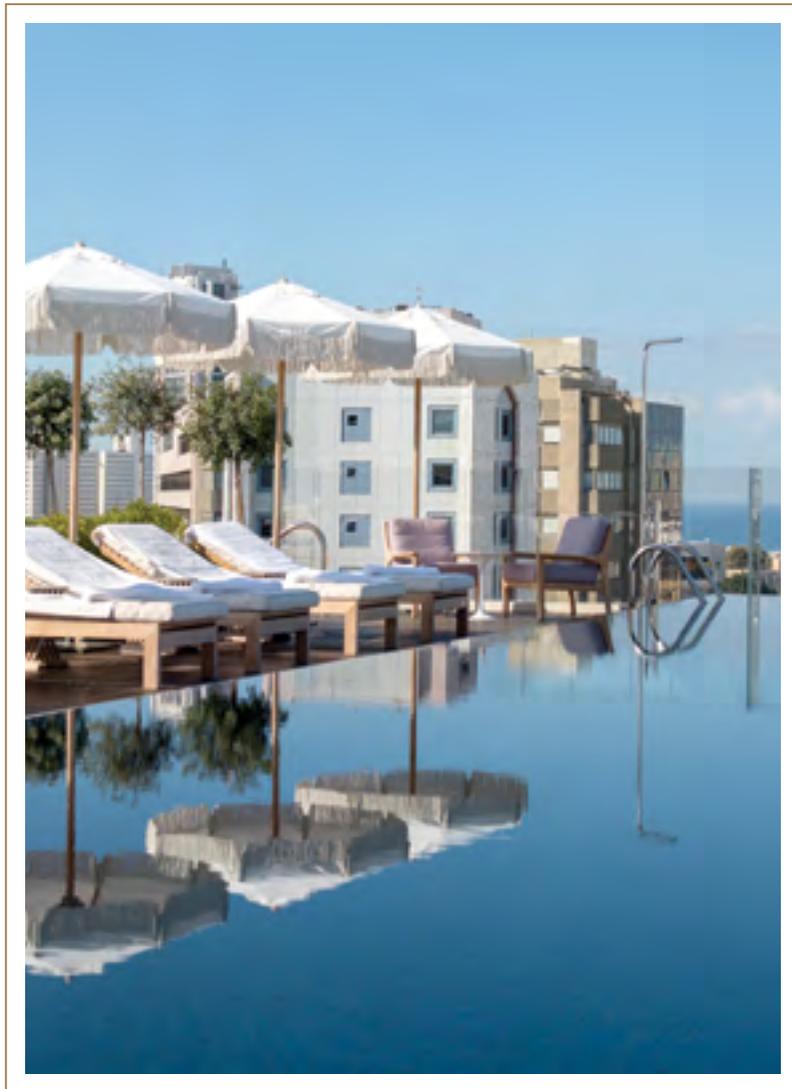


THE
NORMAN

BULLETIN



ISSUE No.2

REDEFINING LUXURY

AT THE NORMAN





TABLE OF CONTENTS

01 <i>the legacy of a vision</i> THE NORMAN STORY <i>p. 6-7</i>	07 <i>the norman</i> SUITES <i>p. 20-21</i>	13 <i>a new view on</i> ISRAELI TERROIR <i>p. 46-47</i>
02 <i>a dream in the making</i> RAISING THE BAR <i>p. 8-9</i>	08 <i>guest services</i> FAMILIES & CHILDREN <i>p. 22</i>	14 <i>modern</i> ISRAELI FOOD <i>p. 48-49</i>
03 <i>in conversation with</i> CHEF BARAK AHARONI <i>p. 12-13</i>	09 <i>discover</i> TEL AVIV <i>p. 24-33</i>	15 <i>the library bar</i> PROLOGUE <i>p. 50-51</i>
04 <i>curating</i> THE NORMAN WINE COLLECTION <i>p. 14-15</i>	10 <i>take care</i> WELLNESS <i>p. 34-35</i>	16 <i>a poem</i> CASTLE IN THE SAND <i>p. 52-53</i>
05 <i>in conversation with</i> CHEF MASAKI SUGISAKI <i>p. 16</i>	11 <i>the legacy of the past</i> DOLPHIN HOUSE <i>p. 36-37</i>	
06 <i>the norman</i> CULINARY ARTS <i>p. 18-19</i>	12 <i>guest services</i> EXCURSIONS & TOURS <i>p. 40-43</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, an extraordinary man with a multi-faceted vision and far-reaching legacy that has reverberated across continents. From South African pioneer and prizewinning filmmaker, to founder of Israel's first luxury hotel resort, Dolphin House, Norman Lourie was a man who lived many lifetimes.

Norman Lourie was born in South Africa in 1909, the very same year the first Tel Aviv dwellings were built on the daunting Mediterranean sand dunes. As a young man, following his graduation from the London School of Economics, Norman Lourie developed a passion for the dream of a Jewish homeland in Palestine. It was certainly not an endeavour for the fainthearted; riots, malaria, British restrictions on Jewish immigration and crushing poverty were a few of the many challenges. Not surprisingly, at the time, few of his peers shared his vision, but it was visionary zeal that led Norman Lourie to being best known in his native country as a co-founder of South Africa's HaBonim, a Zionist youth movement that went on to become the largest Jewish youth organization there.

In 1935, Norman captained a team of South African athletes to the second World Maccabiah Games in Palestine where 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 permanently settle in Palestine, Lord Melchett's support was never forgotten, making it a poetic coincidence that many years on, The Norman hotel would find itself sitting on the corner of Melchett Street.

By the turn of 1946, Norman Lourie had moved to Palestine and embarked on one of his first enterprises; the Palestine Film Company (whose share certificate hangs in The Library Bar). His first documentary, "House in the Desert," won first prize at the 1948 Venice Film Festival.

This groundbreaking work, which portrays the triumph of an early kibbutz on the Dead Sea, is preserved in the Steven Spielberg Jewish Film Archive in Jerusalem.

In addition to promoting the newly-formed Jewish State through film-making, Norman's love for the Galilee and for making the region more 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 guests at Dolphin House, followed by other Hollywood personalities such as Sophia Loren and Danny Kaye. This golden era of early statehood saw several of Israel's presidents designate Dolphin House as their summer getaway. Indeed in 1956, it was there that the poem "Castle in the Sand" was written, which today can be seen on the wall of the four floors of the atrium at The Norman hotel.

Ever the art patron, Norman Lourie also blazed a trail in Israel for music appreciation. Dolphin House was known for its open-air classical concerts every Sunday which were attended by crowds from the entire northern region of Israel.

The thread of Norman Lourie's history is still apparent today, as The Norman celebrates the elegance and sophistication of yesteryear and no doubt reflects the same glittering hospitality standards a guest would have enjoyed at Dolphin House in the 1950s. Furthermore, Norman's own achievements in filmmaking, as well as his steady encouragement of the arts has delivered the inspiration for The Norman's strong support of the arts in Tel Aviv.



Norman Lourie, 1946

RAISING THE BAR

Yaron Liberman

When I was invited on board The Norman ship, I was captivated by the vision and scope of what felt like a dream in the making.

The constituents of a hotel business in the second decade of the 21st century have evolved to represent, not just a place for guests to stay and enjoy-but more a multi-platform establishment that provides a new type of hospitality, with a passion for perfecting the details of comfort and service along with a strong sense of place and culture.

The honour and sense of excitement I have felt since The Norman opened its doors haven't faded and the course of navigation hasn't changed as I continually seek to steer a clear path, with a solid team, to the ultimate task of seeing the guest at the centre of our raison d'être.

The cornerstones that represent the very essence of The Norman dream have matured. The lovingly restored architecture now echoes the histories that have played and continue to play out within these walls, while the strikingly conceived interior design as well as our Israeli art collection make The Norman a distinctive experience.

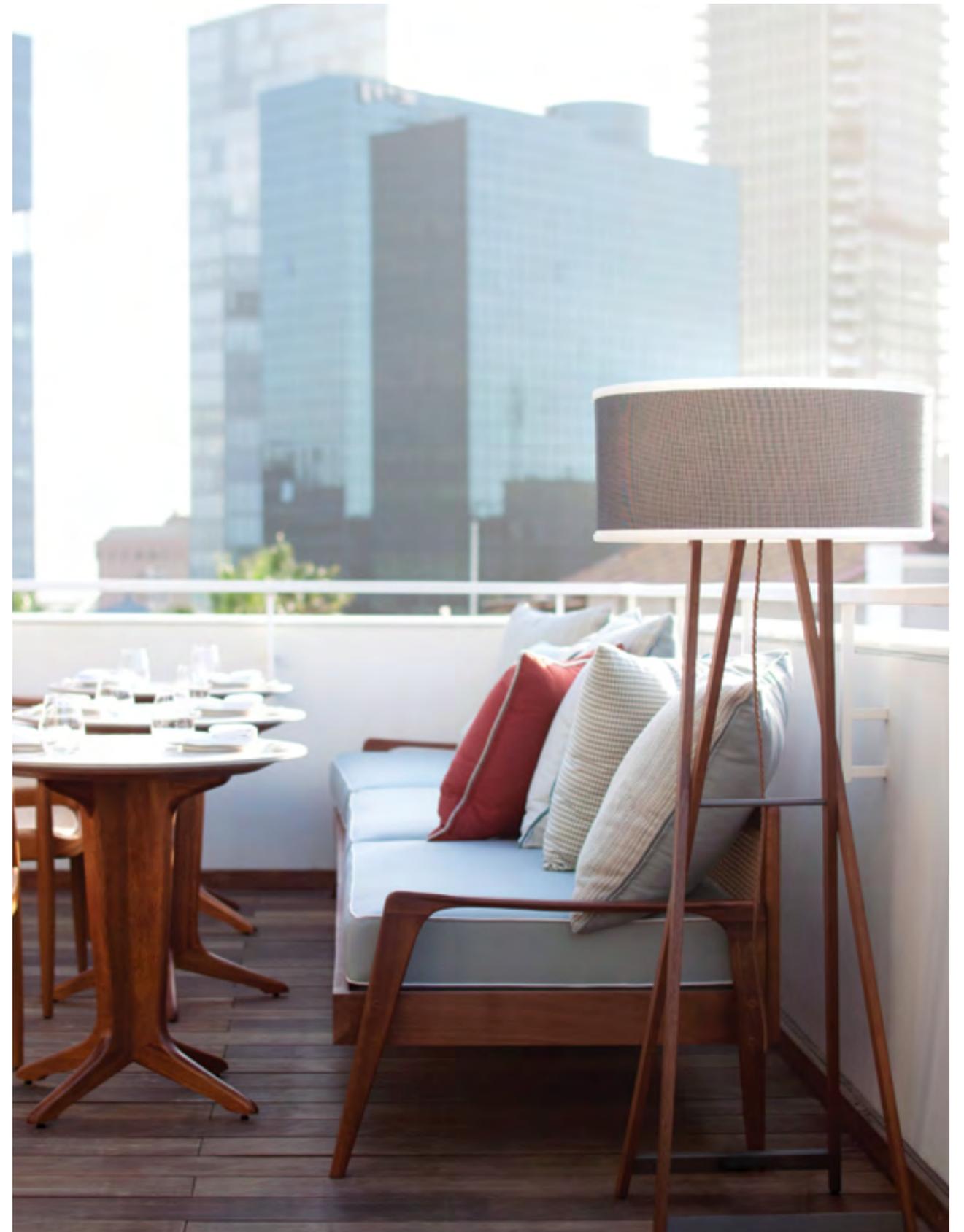
The Norman's culinary vision is broad, with two stunning restaurants, driven on the

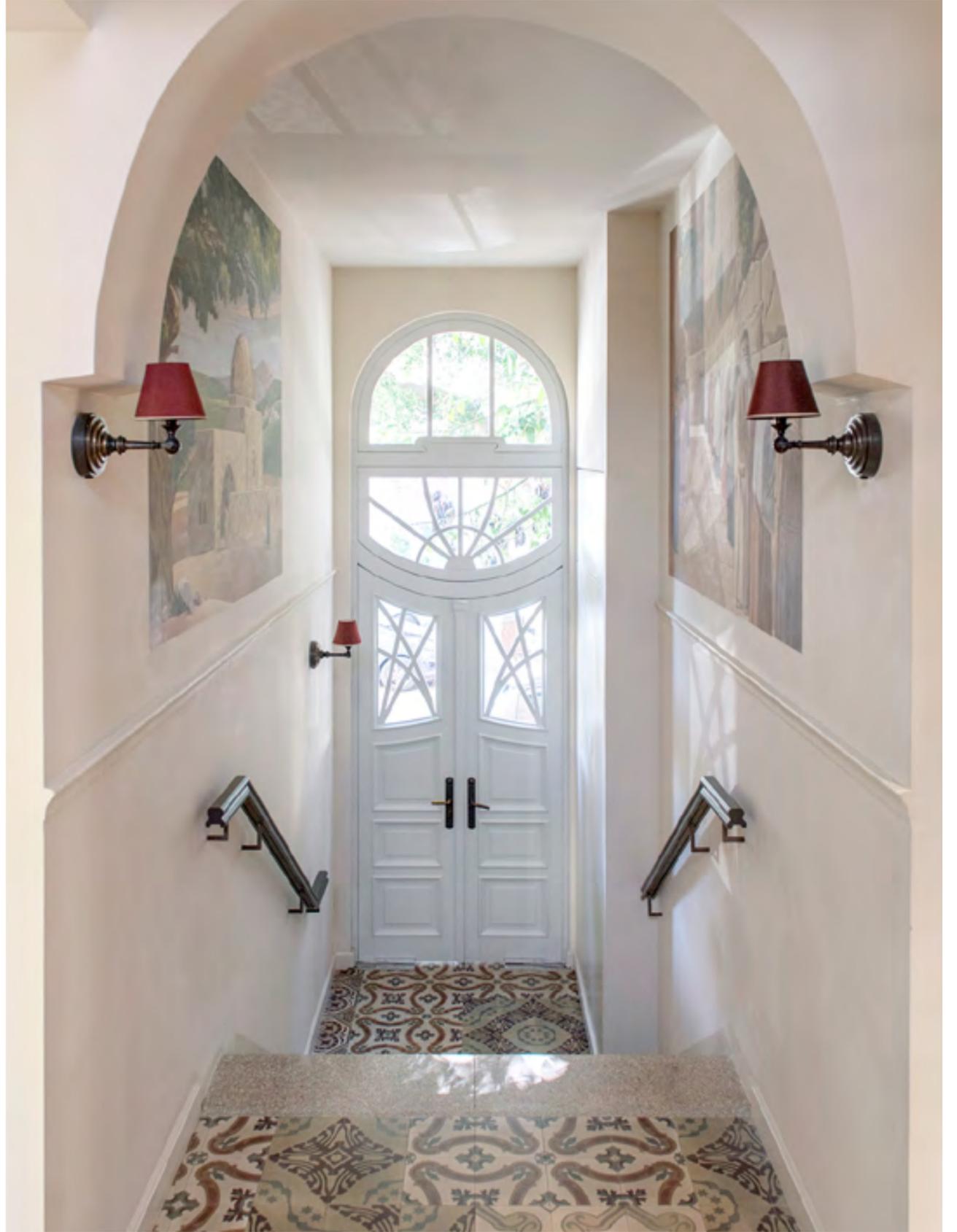
ground floor by the passion and skill of chef Barak Aharoni and, on our rooftop, there is the internationally acclaimed Japanese restaurant. These are two very different dining experiences, both of which ensure that our guests get the very best glimpse into some of the culinary combinations and revelations that are key to both cuisines.

All of this means nothing if not upheld and endorsed by perfect service, which is why our team is handpicked for their instinctive flair for catering to our guests' each and every whim. At the core is our central belief that guests arrive as residents, leave as friends and return as family. These words are the first rule given to every one of The Norman's employees as they enter our community. Without our team, The Norman story would look very different indeed.

I know I also speak on behalf of my team when I say that I hope you enjoy all these aspects of The Norman story and that they inspire a trip unlike any other.

Yaron Liberman
General Manager





IN CONVERSATION

WITH ALENA EXECUTIVE CHEF



Chef Barak Aharoni

HOW WOULD YOU DESCRIBE THE MENU AT ALENA?

My bottom line approach to the menu in the restaurant is honest food. It's important for me to emphasize this as a value because it's central to the fluid simplicity of my menu and at the core of my creative agenda; I want to present 'real' food, food that people can easily connect with, but which still plays with surprising culinary flourish.

Because the menu uses local produce, we spend a lot of time sourcing only the very best products out there, and once they reach the kitchen we set about making them shine, showing them in their best possible light. I like to serve the ingredients to the table as close to their original form as possible, so in

some ways, the process is minimalistic but in others requires a delicate assembly.

HOW, IF AT ALL, DO YOU SEE THE DESIGN AND AESTHETICS OF THE HOTEL CONTRIBUTING TO THE DISHES YOU ARE CREATING?

I want the food to complement the decor. I take the luxury, elegance and decorative elements and bring those to the plate. Entering the hotel, then the restaurant, the guest will undoubtedly feel the escapism-ambiance, but with the food, the guest will have a comforting sense of familiarity and I hope hearty culinary honesty.

YOU RECENTLY WON 'BEST RESTAURANT IN A HOTEL' AWARD FROM TIME OUT TEL AVIV MAGAZINE. WHAT DO YOU THINK IS THE SECRET SUCCESS OF ALENA?

Prizes and awards are great, it always feels good to be recognized, but for me, the best achievement is when a guest of the restaurant books their next visit when they leave the restaurant. This is, for me, the most important award and the greatest honour.

DO YOU HAVE A "SIGNATURE DISH" OR FAVORITE DISH YOU ENJOY COOKING?

Absolutely! Without doubt the grilled chicken dish is a favourite which I love eating. Chicken cooked in many ways is such a staple dish in Israel. After roasting it in the Josper oven, I add pickled lemons, chilli, olives - all local ingredients that come from their natural habitat and are an intrinsic part of our culinary culture. It's a straight-up, solid, slightly spicy and unique dish, just like the people in Israel!

WHAT HAS BEEN ONE OF YOUR MOST MEMORABLE CAREER HIGHLIGHTS TO DATE?

That's a difficult question to answer because there have been so many amazing experiences and chapters, but the one that stands out is the first time legendary food photographer, David Loftus, came to Tel Aviv to work with

me. Working with such an epic talent as David, who has a way of bringing this distinct edge to food photography that tells a unique story has been a real honour. Having had the chance to expose David to the culture of my cuisine as well as Israeli food culture in general, which has also led to me being invited to work with David on one of his own book projects, has been phenomenal. So, watching David work and watching him work with my food and having come out the other side with a new friend has definitely been a career highlight.

WHAT WOULD YOU SAY IS THE SECRET CHARM OF THE TEL AVIV CULINARY SCENE?

Tel Aviv is a hectic city and things are changing rapidly, both in terms of the culinary world

and culture, art, design and architecture. It's a place that feels constantly on the move, continually developing and Tel Aviv is all hungry for the new and of course for the tasty! From a culinary perspective - we have such an incredible cultural mix, I'd say that is one of the magical elements and charms of our local cuisine.

Another charming aspect to the culinary scene, which is very strong here and is a great example of our knack for cultural subversion - is how once classic street food elements now appear in higher end restaurants. Today, you can find "chraime" (spicy North African fish) or hummus in a high-end restaurant and yogurt and tahini as key ingredients, which is something that was never seen before. We also have a whole host of amazing professionals working in the city, raising the culinary bar. Certainly, the high quality of local produce is key to it all. It is not always easy to find the best products - you really have to insist and search and then use them in a smart way.

WHAT'S YOUR FAVORITE STREET FOOD SPOT IN THE CITY?

Without doubt, it has to be Hakosem ("The Magician"), a truly magical place that always seems to improve and find ways to be better. I also enjoy watching a place which essentially serves street food, pushing it to the top. I recommend their spicy fish, the falafel and of course - the hummus.

WHO WOULD YOU LIKE TO HAVE A DRINK WITH IN THE LIBRARY BAR (AND WHAT WOULD YOU DRINK)?

Chef Thomas Keller - Meursault Santenots
 Chef Alain Passard - Zaphyr rosé
 Chef Anthony Bourdain - Beer and whiskey
 David Bowie - G&T
 Robert Plant - Zacapa rum
 Prince - Crazy Earl cocktail.



CURATING THE NORMAN WINE COLLECTION

Shira Tsiddon

THE NORMAN SOMMELIÈRE



When I was asked to build the wine collection for The Norman, it was an exciting opportunity to create the ultimate wine list, that reflects the world class luxury elements of this unique hotel. The core of the hotel, the restored buildings, correlate with the backbone of the collection, with wines from the finest wine regions of Europe, like my personal favourite Burgundy, as well as Bordeaux, Piedmont, Tuscany and Rioja.

I had to take into account a few important parameters before curating the list. For example; seasons and weather. Because of Israel's warm climate, I had to consider the most refreshing wines for when sitting by the infinity pool enjoying a glass of wine, so I included both fine Israeli and Provençal rosés. Another important parameter impossible to overlook, is the unique atmosphere of the bar and restaurants, which are situated in such a classic luxurious setting.

As a result, I have put together the largest collection of Champagne choice in Israel, to enhance the luxury experience. The boutique

style of the hotel is reflected in my choice of small growers Champagne, which sits elegantly beside the stars of the Champagne region. Another important factor in building the right list is obviously our audience. Drawing from all corners of the world, I saw that our guests have a thirst to experience the ambassadors of Israeli wines, so I was happy to put some incredible local wine centre-stage on the list. Dinings, our Japanese restaurant, gave me the opportunity to explore the wonderful field of sake. I qualified as a sake sommelière in London and love to pair sake with the outstanding dishes created by the brilliant chef, Masaki Sugisaki. As any sommelier will tell you, maintaining a compelling wine collection is a constantly evolving journey, as we age our wines and discover new gems to introduce to the cellar. There's always plenty going on behind the leather-bound pages of the list.

My proudest moment in my Norman journey, was to collect The Best Wine List in Israel award 2017 and again in 2018. I am always enthused to share my wine adventures with our guests.



IN CONVERSATION

WITH EXECUTIVE CHEF MASAKI SUGISAKI
OF DININGS RESTAURANT

Chef Masaki Sugisaki

RUNNING A RESTAURANT IS A GREAT ADVENTURE. YOU BROUGHT DININGS TO TEL AVIV IN 2014 - CAN YOU TELL US A BIT ABOUT THE JOURNEY DININGS HAS TAKEN?

It has been a long and interesting journey that has been surprising and educational. We introduced our brand to a new market in Israel, developed it and are now re-exporting it back to the UK with our future restaurants. Each step has been a circle of the learning curve that has empowered and grown our company.

WHAT DO YOU LIKE ABOUT THE ISRAELI CULINARY SCENE?

I like the variety and quality of produce available and the quality standards of other restaurants is higher than I expected. The styles are a combination of Middle Eastern and European influenced cuisines.

HOW DO YOU SEE THE DESIGN ETHOS OF THE HOTEL COMPLEMENTING THE CULINARY WORLD YOU ARE CREATING?

The Norman hotel has been designed with quality and high standards in mind. Luxury fittings and features including small details are completely synonymous with our style of cuisine.

AS AN EXECUTIVE CHEF, HOW DO YOU MANAGE TO CONTROL THE VARIOUS RESTAURANTS AS A BRAND WHILE KEEPING EACH LOCATION'S INDEPENDENT SPIRIT?

Installing set standards of quality, process and procedures in all of our restaurants and through all of our employees has helped us to maintain the high levels we demand from our product. Our philosophy is to create dishes that are served to the guest at the optimum time in terms of quality, temperature and flavour. This

is difficult to maintain over different premises but through training, constant development of employees and an unerring focus on quality standards we have managed to maintain our company standards.



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, CATERING TO YOUR CULINARY MOOD OF THE MOMENT.

ALENA RESTAURANT

Barak Aharoni, Executive Chef at Alena has created an understated menu that embodies the unpretentious worldly spirit of Tel Aviv, a colourful quilt piecing together classic European renditions with honest Mediterranean translations, hot-blooded Middle Eastern spice & the occasional unexpected twist. A menu that seduces all tastes in an atmosphere, elegant by day, bewitching by night. Expect rustic charm peppered with the unexpected, as characterized by Barak Aharoni's signature dishes. A dining story well-told if you were to dine on Barak's signature dishes alone.

Seasonal changes allow for an array of equally good off-the-cuff 'specials' making this a restaurant that is recognized for its honest approach to fine dining in a sensationally elegant atmosphere with friendly, knowledgeable staff that go towards making this a unique experience every visit.



DININGS JAPANESE TAPAS

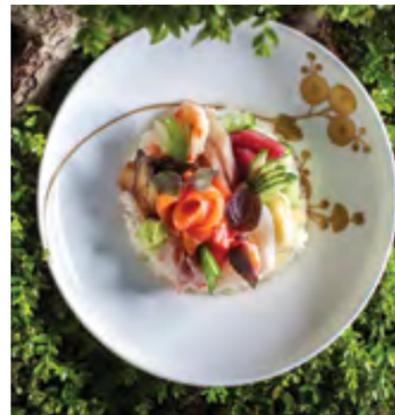
Dinings restaurant originated in London and has been rated by the world-renowned Zagat Guide as one of London's best Japanese restaurants. Dinings TLV occupies the 3rd floor of The Norman hotel and boasts a stunning roof terrace overlooking the city.

Dinings' culinary style is characterised by a unique fusion of traditional Izakaya-style Japanese tapas and modern European cuisine, delivered with unparalleled culinary flair across all their venues.

The marble sushi counter allows guests front row seats for watching the Dinings sushi chefs masterfully transform each ingredient into a work of art, while the panoramic rooftop view adds an additional touch of magic for summer dining.

The unique culinary style elegantly intertwines Japanese cuisine with European cooking methods and an individual approach that characterises Dinings. For example:

Yellowtail sashimi topped with caviar and yuzu. Toro with Jalapeño mayonnaise and Dinings signature Tar Tar Chip to name just a few. Favorite main dishes include lobster tempura with homemade Jalapeño mayonnaise and spicy yuzu dip, and the acclaimed grilled sweet chili miso marinated black cod.



A sensational selection of premium-chilled sakes, a rich and integrated wine list and an Asian inspired cocktail list ensures the guest an outstanding dining experience.



THE NORMAN SUITES

THE RESIDENTIAL SUITES BUILDING, LOCATED AT 23 NACHMANI STREET IS HOME TO 16 SUITES AND 2 PENTHOUSE RESIDENCES. DESPITE THE PASSAGE OF TIME, THE MID-CENTURY MODERN DECOR INFUSES EACH SUITE WITH AN UNDERSTATED ELEGANCE TO FALL IN LOVE WITH. HIGH CEILINGS AND LARGE WINDOWS STREAM ALL THE ROOMS WITH SHIMMERING TEL AVIV SUNLIGHT.



01

LOFT SUITE

47m² of exquisite living space including a cosy seating area, handsome accents and private balcony.



02

GARDEN SUITE

A gorgeous two-room arrangement with separate living room and bedroom covering 65m² with views onto the fragrant citrus garden.



03

KING ALBERT SUITE

A dreamy suite with a generously sized, separate living room, a dazzling bathroom with rain shower and a separate bathtub comprising 75m² of pampering charm.



04

CORNER SUITE

Overlooking the picturesque King Albert Square and Pagoda House, this stunning 70m² suite with a separate living room and dining area is spacious indulgence.



05

PENTHOUSE SUITE

A striking fusion of old and new, the Penthouse Suite is beautifully arranged across 90m² and features a large living area. Located on the top floor of the residential building, the views from the outstandingly spacious terrace are simply enchanting.



06

PENTHOUSE DUPLEX SUITE

The spectacular Penthouse Duplex Suite, a glorious 200m² spread over two floors, overlooks the historic neighbourhood and features a connecting room. The drama of the living area seamlessly blends historic and contemporary design with French doors that open onto a stunning 60m² terrace.

GUEST SERVICES TEL AVIV FOR FAMILIES

THE NORMAN RESERVES A BIG WELCOME FOR FAMILIES TRAVELLING TOGETHER WITH CHILDREN OF ALL AGES. OUR PERSONAL GUEST SERVICE AND FACILITIES ALLOW FAMILIES TO ENJOY ALL THE COMFORTS OF THE HOTEL TOGETHER.

WE OFFER:

01

A DEDICATED CHILDRENS MENU

02

BABYSITTING SERVICES

03

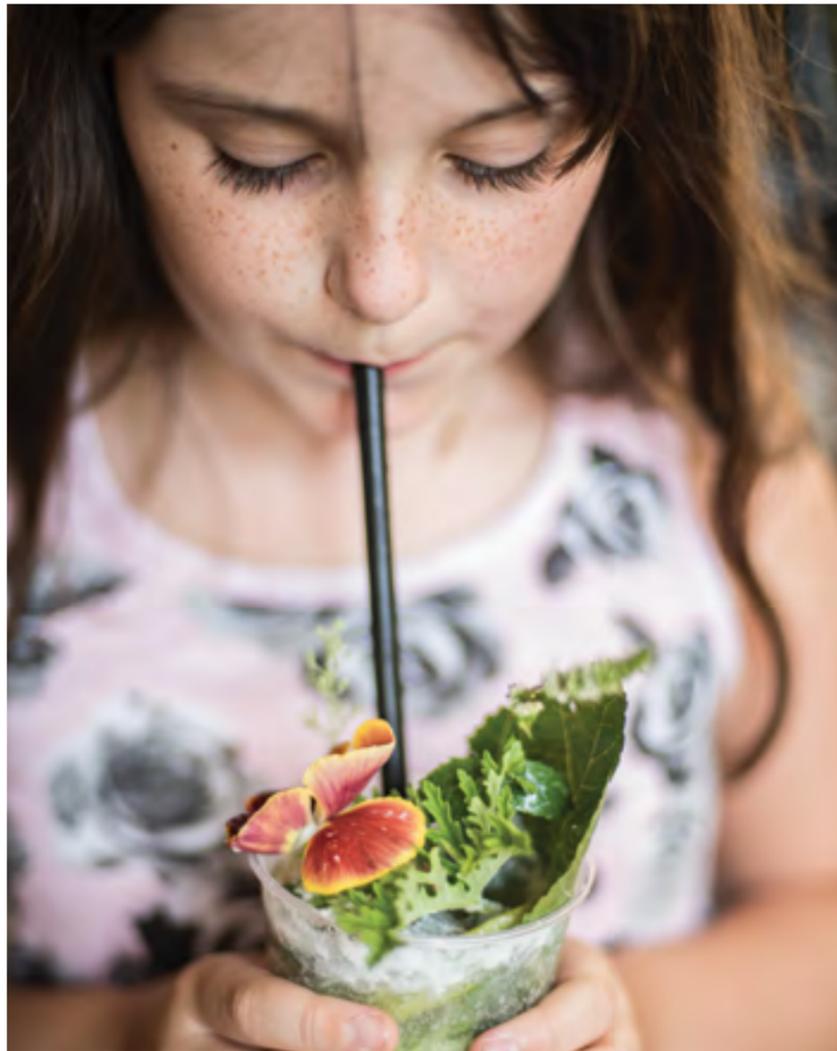
A VARIETY OF BABY AND TODDLER FACILITIES

Including baby cots, highchairs, bottle sterilizers, baby monitors, children's DVDs, safety prevention plugs and first aid packs.

When travelling abroad, exploring beyond the confines of the hotel, no matter how gorgeous it is - is high on the agenda.

Tel Aviv is the perfect place to enjoy a family vacation and discover a lot of what this city has to offer. Tel Aviv, like Israel as a whole, is very child-friendly with children of all ages warmly welcomed everywhere.

In addition to a long stretch of coastline, rambling parks and playgrounds sprinkled throughout the city, there are museums, entertainment venues, water parks and a variety of zoos in abundance.



HOTEL THAT DEFINES THE DESTINATION

HOTEL BRISTOL A LUXURY COLLECTION HOTEL, WARSAW
KRAKOWSKIE PRZEDMIEŚCIE 42/44, 00-325 WARSAW, POLAND

DISCOVER TEL AVIV

THE NORMAN'S GUIDE TO EXPLORING TEL AVIV



INTRODUCING

The Capital of Simmering Cool

Tel Aviv expresses a vibrant metropolitan energy combined with a heady Mediterranean charm. A stunning coastline where coffee culture sits alongside culinary originality, where the modern sits alongside the ancient and where cultures happily collide into a peppy local lifestyle. Contemporary art galleries, boho cafes, artisan boutiques, high-end restaurants and beaches with a number of personalities - The Norman is the perfect base from which to explore the city's fascinating layers and to learn first-hand why so many visitors fall in love with Tel Aviv.

Tel Aviv Neighbourhoods

Tel Aviv (Hebrew for "Spring Hill") was established in 1909 on desolate 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 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 southwestern 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 revived in the 1980; residences preserving the village atmosphere were restored while independent boutiques, chic cafes and restaurants sprang up, making Neve Tzedek one of Tel Aviv's most fashionable districts. A central courtyard, where the Suzanne Dellal centre sits, 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 the much-loved shopping area of Tel Aviv residents. It's rows of stalls display fresh produce, baked goods, exotic spices, fresh flowers, hot falafel snacks, gaudy memorabilia and more. The most popular days are Tuesday and Friday, when independent street vendors drop in to display their handcrafted household items, artwork and jewellery on the parallel Nachalat Binyamin Street.



The WHITE CITY

During the 1930s, Tel Aviv tripled in size due to the arrival of 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.

Historic SARONA

In 1871, the Christian Templars 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" (an unknown concept 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 a varied line-up of cafes, an incredible indoor food emporium, 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 the 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 local restaurants, hip bars and 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*

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

Centre of attention **ROTHSCHILD BLVD.**

Rothschild Boulevard runs north from Neve Tzedek to Habima Theatre, on each side of the beautiful tree-lined boulevard is a pedestrian and bike path. Many of the historical Bauhaus buildings are situated here, as well as several enclosed playgrounds for children. During the summer months, expect to see the occasional tarot reader, street performers, boules players and bands creating a vibe unique to this historically important boulevard.

Connect **BEN GURION BLVD.**

Ben Gurion Boulevard connects the city centre (City Hall) to the popular, family-friendly Gordon Beach. Named after Israel's first Prime Minister, the boulevard hosts children's playgrounds, cafés, one of the best fresh fruit juice vendors in town, street performances, jazz bands and a host of other public events.

Relax **CHEN BLVD.**

A flowering oasis between the iconic Rabin Square and Habima, the culture centre. Accessed by a network of pedestrian crossings. The boulevard itself features both walking & biking paths, grassy areas and benches. Lined by old palm trees, and grand jacarandas that flower purple in the spring, Chen is not only a haven from the heat but the bustle too.

In the know **SHENKIN ST.**

The Carnaby Street of its day, Shenkin Street is still one of the most popular streets in Tel Aviv to stroll down, dine on and window-shop. Fashion designers, artists and chefs call this neighbourhood home, and prices range from exclusive collector to bargain deals.

Stroll **GORDON ST.**

Gordon Street runs from the city's popular Gordon Beach to Rabin Square. Well-lined with art galleries, shading trees and lovely restaurants. Crossing other popular areas such as Ben Yehuda Street & Dizengoff Street, Gordon Street is not only a handy thoroughfare but referred to as the gallery district of Tel Aviv.



Shop **NAHALAT BINYAMIN**

The partly pedestrianised Nahalat Binyamin, runs from Rothschild Boulevard to the historic Allenby Street, taking you past a variety of colourful shops, fabric traders, and old-fashioned cafes. The arts & crafts market hosted here twice a week is the largest in Israel and the street performances add to a distinctive carnival vibe.

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 city scape 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, which runs from Jaffa in the south to Tel Aviv's northern border, between the beaches and the eateries. The Promenade is the meeting point for vacationers, street musicians, fitness fanatics and sun worshippers.

Shop **DIZENGOFF CENTRE**

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

Dance

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

The **SUZANNE DELLAL CENTRE**

The Suzanne Dellal Centre is a leading institution 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)

The **ISRAELI BALLET**

The Israel Ballet Centre is the only Israeli company performing classical and neo-classical ballet, drawing from an international repertoire. (Tel Aviv Performing Arts Centre)



Venezuela by Obad Nabarin performed by Batsheva Dance Company (2017). Photo by Ascaf

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 are offered free of charge, and none require 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 and are 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 website of the city. (<http://www.visit-tel-aviv.com/>)

Centre of attention THE WHITE ROUTE

This 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 Site). See the city's history portrayed visually in the fountain mosaic designed by Israeli artist Nachum Gutman.



Connect THE BLUE ROUTE

The scenic route lets you experience the 8 miles (13 km) of Tel Aviv'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.



Relax THE GREEN ROUTE

As the name implies, this route 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 an upscale shopping and entertainment area.

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 leisurely 40-minute walk.

Eating at SHUK HA'CARMEL

A walk through the vibrant Carmel market on any given day is a memorable experience you shouldn't skip. The colourful, sometimes rowdy, always charismatic market life of Shuk Ha'Carmel is a haven for foodies, and the best place to get a snapshot of Israeli culinary traditions.

For a local breakfast, start your day with a freshly squeezed fruit juice followed by a falafel with tahini. As you travel along the Carmel market, admire the colourful chaos, the fragrance of freshly cut flowers alongside the spicy aromas and the vivid hoard of fruits & vegetables, as well as souvenirs.

Continuing further along, you can find Druze ladies preparing their delicious pancake breakfasts. Save some room for some freshly made bourekas at the small Turkish bourekas stand located at the entrance to the market itself.

As you saunter-on, take time to enjoy the sheer variety of olives, spices, teas and mixed nuts that together look simply dazzling. Sampling the delights of local street goodness wouldn't be complete without saving some space for an Hafouch (the Israeli cappuccino).

Take time-out on Nahalat Binyamin Street, which is transformed on Tuesdays and Fridays into an artisan street market. For savoury smoky picnic treats you can find a wide selection of delicious hams and cooked or cured sausages.

Israeli wine history is rich and the wineries internationally recognised as noteworthy. However abroad, they aren't as readily available as they are here, in Israel, which is just another excuse for taking advantage of the magnificent array of wineries represented in the market.

If you would rather have a proper sit-down lunch, then the Carmel market area boasts some lovely restaurants, most of which enjoy a fresh supply of produce from the market itself and are the perfect spot for soaking up the atmosphere while escaping the crowds.



Cinema

Ask Concierge for details on current movies and show times at a variety of locations.

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.

Ask Concierge for details

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 art-house movies.

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.



Pop & jazz 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)

Cultural hall BRONFMAN AUDITORIUM

Tel Aviv's greatest and oldest cultural hall, is home to the Israel Philharmonic Orchestra, directed by the maverick, Lahav Shani. (Habima Square)



The felicja blumental MUSIC CENTRE

The Felicja Blumental Music Centre, located 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 theatre HABIMA

Habima was established in 1917 as Israel's first national theatre to revive the Hebrew language. This pioneering company is internationally recognized. (Habima Square)

Hebrew russian theatre HAGESHER THEATRE

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

Avant-garde TZAVTA THEATRE

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

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 diners are served in total darkness. (Jaffa Port)

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)

Drama & comedy 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)

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.

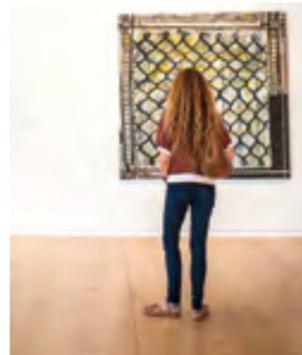
Sampling the cultural spectrum

Brimming with creativity Tel Aviv museums and performance centres present world class exhibitions and shows. Best of all, many are within walking distance of one another.



Visual arts **DESIGN MUSEUM, HOLON**

The building, situated in Holon just south of Tel Aviv – is itself a work of art, created by leading Israeli designer and 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 and work of Rubin, as well as the works of other artists in temporary, themed exhibitions.

Visual arts **BIALIK MUSEUM**

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

Visual arts **TEL AVIV MUSEUM OF ART**

Tel Aviv Museum of Art, is the foremost institution for modern and contemporary art in Israel, comprising of 3 main buildings. The most recent addition, the Herta and Paul Amir building, was designed by world renowned architect Preston Scott Cohen.



Visual arts **HELENA RUBINSTEIN PAVILION**

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



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.

History **BEIT HATFUTSOT**

Known as The Diaspora Museum and located on Tel Aviv University's campus in Ramat Aviv, chronicles Jewish life outside of Israel over thousands of years of being spread out all over the world. The museum presents engaging and creative displays, making it an unforgettable experience.

History **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 metalwork, ceramics and glass-making.

History **BEIT HA'IR MUSEUM**

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 Eastern metropol.



TAKE CARE WELLNESS

HEALTH & BEAUTY AT THE NORMAN



RELAX

Wellness at The Norman

Whether your aim is to keep up your fitness regime, take in Tel Aviv's sprawling beaches, or just kick back and relax by the pool or enjoy one of our pampering massages, the Wellness area is a haven of luxury, relaxation and rejuvenation.

In-room BEAUTY TREATMENTS

We offer a stunning array of hair & beauty treatments in the privacy of your room or suite. Our beauty squad includes a professional make-up artist and hairdresser available for any occasion. The full range of in-room treatments are listed in the Wellness menu.

Stay MASSAGE & TREATMENTS

Our extensive massage list includes the well-loved classics, such as Swedish massage, deep tissue, shiatsu and more as well as a sprinkling of surprise relaxation massages such as sports or jet lag massages. The treatments available are just as comprehensive; including aromatherapy, acupuncture, cupping therapy and reflexology all of which will transport you on a journey of total relaxation with the very best therapists. Please see the Wellness menu for the full range of available treatments.

Detox JUICING PROGRAM

Our cleansing program consists of 7 bottles of juices and smoothies loaded with antioxidants, vitamins and minerals to help you balance the alkaline in your body, detoxify excess toxins and rejuvenate your entire system. The juices and smoothies are delicious, as well as filling, to eliminate hunger. All juices include organically grown local fresh fruits, vegetables and potent healing organic roots such as ginger and turmeric. All ingredients are hand selected and juices can be designed to fit your individual needs.

Luxurious INFINITY POOL

Our rooftop infinity pool with outstanding urban views of Tel Aviv is ideal for guests who want to unwind with a book and cocktail. With a pool menu designed by Barak Aharoni, you can spend the day in a state of ultimate bliss.

SWIMMING LESSONS

For guests who are looking to improve their swimming technique, our in-house swimming instructor is a renowned Israeli swimming star and expert in the most effective swimming technique.

Work-out GYM & FITNESS

Our intimate gym area with a view onto the roof terrace is equipped with state of the art running machines, a cycling machine and a range of free weights. The gym is open 24/7.

Personal TRAINING

Our in-house personal trainer is a world renowned professional fitness expert who will be happy to train you at the gym or take you on an unforgettable training session on the beach or in the park.

The norman SECRET

The beautiful secret aroma of The Norman is available to purchase at reception or in the Wellness area as a hand soap, aroma reeds, room spray or travel size toiletry set (including shampoo, conditioner, shower gel, body lotion & soap).

Balance YOGA & PILATES

Yoga and pilates sessions take place on the roof terrace and can be booked through Wellness.

THE DOLPHIN HOUSE

THE LEGACY OF THE PAST

The Norman hotel's contemporary luxury concept was originally conceived many years ago, back when the Lourie family's hospitality story began in Israel in the 1950s. Norman Lourie, known for many endeavours and achievements, is also credited with having established one of Israel's first resort hotels and having written the first page of world-class hospitality history in the land of Israel with the Dolphin House hotel.

Dolphin House was located in Shavei Zion, a moshav shitufi that had been established in 1938 by immigrants from REXINGEN, Germany, and is still considered one of the most beautiful towns in the Galilee due to its close proximity to the Mediterranean sea.

These were the years when Israel was slowly evolving from a socialist into a capitalist society, with the example here being, that unlike a classic kibbutz, the moshav shitufi allowed for more privacy and individuality compared to the more traditional kibbutz model.

The Galilee, situated close to the Lebanese border and one of the most alluringly beautiful regions of Israel is characterized by an abundant and mountainous landscape, historic sites and back then, many agricultural collectives that portrayed the fighting spirit of its people. Norman Lourie fell in love with this breathtaking part of northern Israel ever since first seeing it during the war. Other than the stunning beauty, an extra lure for him was the chance to indulge in some of his favourite pastimes: horse-riding and swimming.

And so it was here that he dreamed, and then conceived the Dolphin House. With the Lourie family funding the entire construction of the hotel, much of Norman's time was spent away from his northern paradise, seeking hotel equipment and furnishings abroad. And whilst Norman never really developed a particular interest in acquiring 'things' such as furniture, paintings, objets d'art that adhered to a strict stylistic code and was even less interested in elaborate design, he did however possess a film director's eye for the way the Dolphin House should look and he made sure that the hotel conformed with his vision. At that time, Israel was so underdeveloped that there was a shortage of even the most basic items required for such an exclusive hotel. Almost

everything but the bricks and concrete blocks had to be imported from the outset, but with ambition, grit and vision, the Dolphin House first opened its doors to guests in 1953.

Having established itself as a first-class resort, close to the sea with extensive landscaped gardens, swimming pool, mini-golf course and horse-riding facilities, it quickly became the country's first hotel choice for Israel's ruling elite. Israel's first three presidents, Chaim Weizmann, Izhak Ben-Zvi, and Zalman Shazar as well as Prime Ministers took their vacations there. It also became the "home away from home" for international political dignitaries and stars who could comfortably discuss business as well as matters of state away from the public glare. In those days Israel had no other luxury resort hotels. Eilat was only just beginning to be developed, but getting there involved a long and dusty journey through the Negev Desert, whereas Dolphin House was only an hour and a half drive north from Tel Aviv along the more accommodating coast.

Conceived as a five-star hotel, in its early days there was no way it could provide the gourmet meals to match the hotel's concept, status or service. Austerity was the order of the day in Israel. The young country was not only struggling to consolidate its independence and reinforce its security but it was also struggling to absorb an avalanche of immigrants and to feed everyone adequately. It took some time before Israel began to grow the wide range of fruit and vegetables which are nowadays taken for granted.

Norman hired an experienced chef from Switzerland, but he was only able to work with a very limited range of ingredients, meaning the menu was comprised of mainly chicken or fish with different sauces. That said, there was still little room for the variety and surprise some of the guests were used to. While there were locally grown citrus fruits available, there were many other fruits, such as apples or cherries that weren't. The same limitations applied to vegetables.

However, these produce restrictions had little bearing on either the number or the calibre of guests who showed up to Dolphin House for a chance to experience some of its magic.

When interviewed, Alena Lourie, Norman's wife, remembered "Dolphin House was always filled with interesting people. There was hardly a person of note in Israel who didn't go there to stay". The roster of well-known names who visited during its glory days in the 1950s included writers Irwin Shaw and Leon Uris and famous Hollywood stars like Paul Newman, Danny Kaye, Sophia Loren and Ralph Richardson.

"I met them all and we entertained them royally. Norman was often asked by the Israeli Foreign Ministry to take important foreign visitors, like Cornelius Vanderbilt and show them the surrounding countryside of the Galil" said Alena.

"Invariably, these people would say how impressive it was to see Israelis working to implement their dream. The Americans often declared that it reminded them of the early settlers when they first came to America. It was a truly idealistic time in Israel... Prime Minister David Ben-Gurion and his wife and later Levi Eshkol and his wife, were among the visitors. Defence Minister Moshe Dayan too, who was a magnetic figure. I first met him when Norman and I were hosting a dinner for him at Dolphin House".

Celebrated American author Leon Uris, well known for the intensive research that went into his novels, enjoyed a lengthy stay at Dolphin House while he was writing his epic novel Exodus, about the founding of the State of Israel. Having sold the film rights to Exodus before

publication, many of the movie scenes were shot in Israel, and many of its Hollywood stars, including Paul Newman and his wife Joanne Woodward, with the rest of the cast of Exodus stayed here. Sophia Loren was a guest while filming Judith.

Alena continues, "I had met Danny Kaye in the mid-fifties when Israel's Minister of Tourism had brought him to Dolphin House. The American actor, singer and comedian, then at the height of his huge fame, was in Israel in his capacity as a UNICEF Goodwill Ambassador. We were delighted to have him at the Dolphin".

Dolphin House was also a place where stars were born, as it was during Kirk Douglas's stay at the hotel that Douglas discovered a young native of Shavei Zion, Daliah Lavi, and helped launch her on a long and successful international film career.

Despite the challenges, Norman's bold step of navigating the limitations of such a project coincided with the glory days of the new state. The time when Norman, just like the land and its people were pushing forward to realise their dreams with courage, determination and fortitude. Today, The Norman Tel Aviv carries those very same values, by changing the hospitality landscape and encouraging people, once again, to discover and enjoy this enchanting country.



An aerial view of the Dolphin House in the mid-1950s



GUEST SERVICES

EXCURSIONS & TOURS

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



A VARIETY OF 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 it's 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 of the country can be reached within just a few hours.

The concierge team at The Norman are skilled at arranging a host of tours that ensure you see 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 each delivering the same quality and attention to detail.



Must see

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, and historical discoveries in Israel’s capital are further enhanced by the hustle and bustle unique to the capital. Both old and new sections of Jerusalem are packed with museums, archaeological sites, traditional 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, gaudy souvenirs, costume jewellery, antiques, traditional clothing and religious artefacts.

Cafes and street food vendors offer a local perspective on fast-food while restaurants offer fine-dining and street food under shaded awnings. For most visitors, the Old City takes priority – an inspiring mosaic of Christian, Jewish, Muslim and Armenian Quarters, surrounded by 3-meter thick walls and impressive large 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 famous Biblical locations, 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, you can 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 attract worldwide attention. A hike in the wild and lovely Zin Valley lets you experience the wilderness up close at Ein-Avdat, which helps you appreciate why Israel’s first Prime Minister, David Ben Gurion, made his home at nearby Sde Boker.

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 MYTHS & LEGENDS OF THE DEAD SEA

Travel to the lowest point on earth and dip into the incredible 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 Ein Gedi, once the stronghold of King David and now an enchanting nature reserve.



DESERT WONDERS AT EILAT & PETRA, JORDAN

An ancient city carved into the rock in the 6th century BC, discover the secrets of Petra, home to one of the New 7 Wonders of the World. Travel to this Jordanian site comfortably, 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 accommodation.



Eat

CULINARY TOURS

Experience the many culinary traditions, drawn from all around the world which together have conceived a distinct Israeli flavour.

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 local foods. Crowds of shoppers wander down the aisles as vendors call out to them to stop and sample their delicacies before buyers and sellers haggle over prices in 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, making Machane Yehuda a favourite for locals and visitors alike.

LEVINSKY MARKET & NEVE TZEDEK, TEL AVIV

Founded in the 1920s by Balkan immigrants, who brought their local recipes and ingredients with them, shown through the colourful traditions and quality of this market which have been preserved by the sons and grandsons of the original shop owners. Supported by chefs from some of the best local restaurants seeking the freshest spices, dried fruits and 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 the flavours and special produce unique to Tel Aviv.

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 flea market and the Yemenite Quarter with its own unique cuisine and bustling nightlife. While there, explore the Bauhaus architectural style that earned Tel Aviv its UNESCO World Heritage status.



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.

Explore

HIKING JOURNEYS

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

SATAF (easy to medium)

The 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, swimming the canyon's pools, and emerging into the Jordan Valley. It's a full day which will test 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.





MEMORIES OF THE
 GOOD AND THE
 THE WOMEN OF ISRAEL
 WOMEN OF FAITH
 SALOME, JESSEB.

ONE THOUSAND YEARS AGO,
 SHADES OF JAHANNAM,
 SHOULDERS CAME
 IN WOODY LITTLE
 TO HOLD THE WALLS OF ACRE.

THIS BELONGS PLACE
 HAS LATER SEEDS
 WITHOUT SUCCESS
 IF ONE NO LESS
 THAN GREAT NAPOLEON.

AND TODAY
 HERE AMONG THE TAMARIDES
 THE SEEDS OF ABRAHAM
 LIVE AGAIN...
 THE LAND OF ISRAEL

WITHIN OUR MEMORY
 CAME THE PARTING OF THE WAIS
 AT ALAMEN
 WITH SCHMEL
 AT THE GATES.

THEN IT WAS
 THAT THERE WAS BORN
 THIS CASTLE
 IN THE SAND...

THE WORLD AT WAR,
 NO PLACE OF PEACE,
 NO FRIENDLY WORLD,
 NO BETTER TIME
 TO BUILD A HOME
 WHERE MAN MIGHT
 REST HIS HEAVY HEAD.

FOR UPON THIS WELCOME SHORE
 PERSONS ACTING
 DID THROW THEMSELVES
 NOT LONG AGO
 TO FIND THEIR REST.

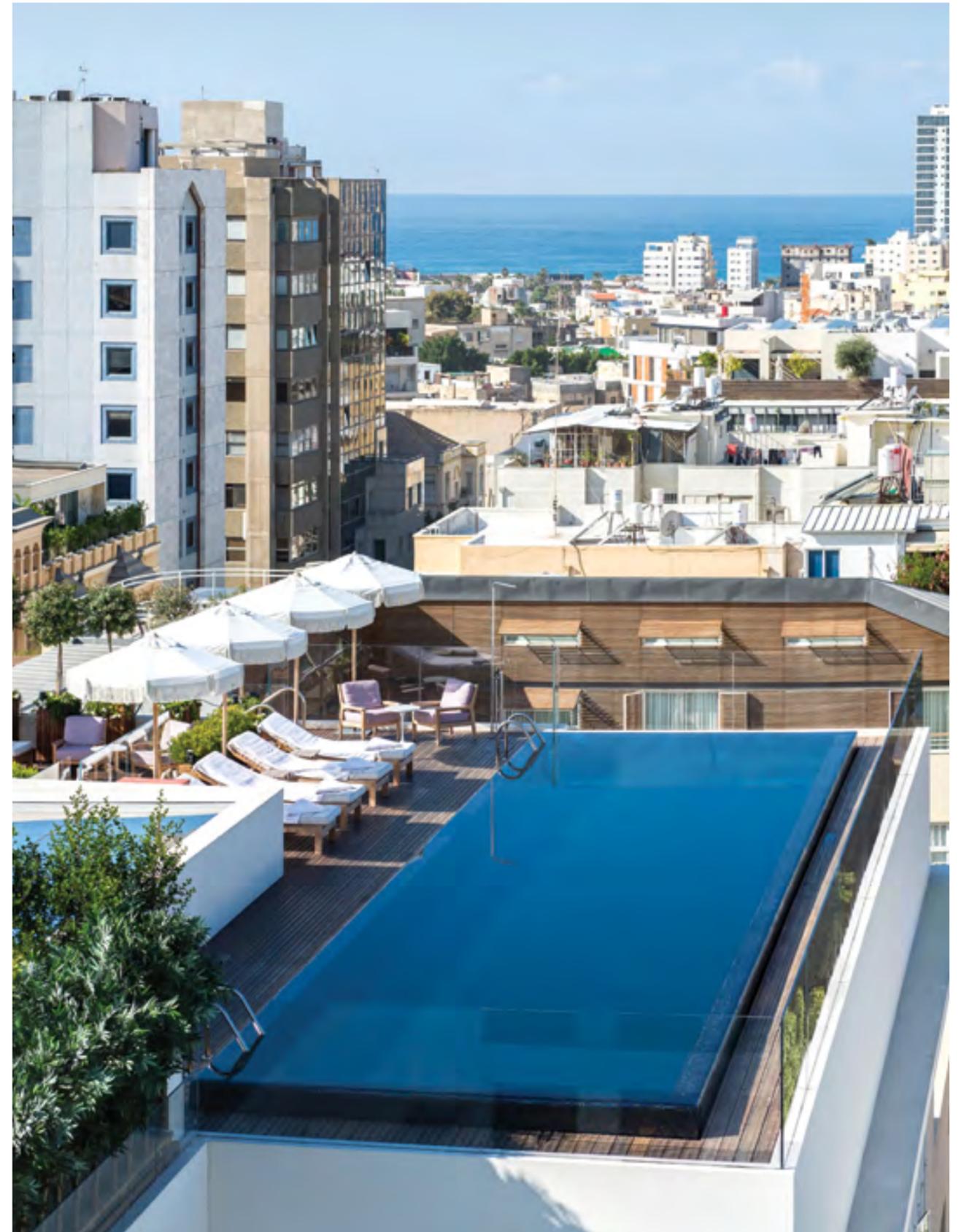
HERE TOO, AT ISRAEL'S BIRTH,
 SO ISRAEL'S ARMY
 FIRST SET ITS STANDARD
 TO KAN
 THE PEACE OF GALILEE.

FEAR BE FEAR
 THE VISION GROWS
 THAT WE MAY SAY:

STAY ON, MY FRIENDS,
 WITH LAUGHTER IN YOUR HEARTS
 FOR ALL THE YEARS TO COME,
 YOU TURN AND REAR TO COME,
 WILL STRICK ACROSS THE WORLD
 AND BISHOP MAN
 WILL BE SECURE.

WATCH SUCH JENSEN
 AS THE BREAK OF DAY,
 BEHOLD
 YOUR BRADON IS.

DANCE ON
 AND THE GREAT
 CALIFORNIA...



A NEW VIEW ON ISRAELI TERROIR

Shira Tsiddon

THE NORMAN SOMMELIÈRE



Israel's wine journey, like many aspects of the country's development, is one that is deeply rooted in its rich history, irrepressible people and culture.

In 1974, over 23,000 tons of Carignan fruit were harvested in Israel, compared to only 300 tons of Cabernet Sauvignon and no Merlot (which only arrived in Israel in the late 1980s).

Despite this, during those years, most bottles were labelled with either an international variety name or simply a generic name. While most of Europe was covered with

strongly enforced sets of appellations - Israel, a young country, was, in terms of wine, still in a 'Tohu-Va-Vohu', essentially "a chaotic formless void".

"And Noah began to be a master of the soil, and he planted a vineyard."

Genesis, chapter 9, line 20

Despite Israel's absence on the world's wine stage until recently; vine growing and wine production has in fact taken place in the holyland since ancient times, with grapes, listed in the book of Deuteronomy, among

the 'seven species' so important to the Land of Israel. Additionally, the fruit of the vine had a significant place in Judaism as an essential component to its religious ceremonies. It is even suggested today that the Hebrew word for wine 'yayin' is in fact the root for the English word 'wine'. In Roman times, wine production continued to develop and wines were even exported to Rome.

With the arrival of Islamic culture in the 7th century and the religion's alcohol consumption restrictions, most wine-producing vines were uprooted and destroyed. The Crusaders temporarily restored wine production between A.D. 1100 and 1300, but when the Jewish people were in exile, vine-growing dramatically halted. The Jewish people's gradual return to the holyland from the diaspora at the end of the 19th century, was the catalyst for the modern winemaking era.

THE EMERGENCE OF MODERN WINEMAKING TRADITIONS:

"Israel — The biblical land of milk and honey (see Canaan) lays claim to being the cradle of the world's wine industry."

*Jancis Robinson,
The Oxford Companion to Wine*

The Israeli wine industry has been searching for an identity since modern wine production began. The renewal of wine production started in the mid-19th century and was developed into a bona fide industry in the 1880s, when Baron Edmond James de Rothschild began supporting the development of a Jewish state. Baron de Rothschild recruited French experts to teach and develop agriculture in Palestine, with a specific focus on vineyard growing.

Having no local indigenous wine grape varieties, these experts found the Carignan variety to be well suited to the Mediterranean climate and topographic character and subsequently, the vines were planted north to south of the country. During this period, wine was still mainly produced for religious purposes, for temple ceremonies and Jewish

holidays, wine has only been produced for enjoyment purposes recently, as late as the 1980s. To this day, regular wine consumption in Israel is still only on its way to becoming nearly as popular as it is in Europe. Concurrently, the majority of wine consumers - outside of Israel's new 'foodie' community, are yet to be as knowledgeable or as interested in wine as their European counterparts.

When an appreciation for the aesthetics of wine did begin to surface, Israelis sought wines they knew, such as Cabernet Sauvignon and Merlot. This trend caused an uprooting period of many of the old Carignan vineyards and a replanting frenzy, with international 'brand' varieties. Statistically speaking, between 1974 to 1996, harvested fruit of Carignan dropped by over 10,000 tons. At the same time, Merlot was first introduced and Cabernet fruit then multiplied its harvest by seven.

These days, winemakers all over Israel are becoming increasingly curious. An elegant step back from concentrating on the international grapes alone has ensued. Many Israeli winemakers have studied their craft in France, Italy, Australia and the United States, before working with some of the best chateaux's around the world. Having been deeply influenced by their travels, these winemakers brought back with them to Israel diverse vine-growing and winemaking techniques as well as a growing assortment of wine styles.

As new ways and fresh methods were imported home to Israel from the old world winemaking countries, questions around the issues of identity began to rise to the surface.

Questions such as; what is the true character of Israeli wine? Will Israel ever have what Pinot-Noir is for Burgundy and Nebbiolo is for Piedmont? Does Israel even want an appellation system or prefer the freedom to be creative by blending Galilee with the Negev? While no definitive answers have been arrived at as yet, the enthusiastic debate in all its perplexity still continues.

In addition, a number of boutique wineries producing quality Mediterranean wines emerged, while the mass-production wineries started becoming increasingly refined, all in all, bringing the Israeli industry to the international level it finds itself at today.

The Golan Heights winery was the first to introduce cutting-edge machinery on a large scale, such as pneumatic membrane presses, computer-controlled, cooled, stainless steel tanks and optical sorters. Yatir winery started planting in Ramat-Negev and is widely recognized as the first to succeed in producing high-end wines in a desert environment.

The free flow exchange of ideas hasn't ceased since Baron de Rothschild's years, as experts from Bordeaux are frequently invited to Israel, to share their insights on vineyard management practices and winemaking techniques with Israeli winemakers. Michel Rolland, the influential Bordeaux-based oenologist consulted for Amphorae winery, while renowned wine consultant and winemaker of Chateau Petrus; Jean-Claude Berrouet for Tzora winery. Furthermore, Tulip winery launched their MAIA label with Greek consultant Yiannis Paraskevopoulos, an expert in contemporary Greek wine culture, in an attempt to get closer to the true terroir of Israel and to help expose a deeper and more useful understanding of the land.

Research into Israeli soil and microclimates has been ongoing for the last 30 years, in a bid to distinguish between growing areas and possibly build a new, logical appellation system, which will be known and regulated in order to more effectively market and export Israeli wine, in the same way international quality wines are and with the ambition to overstep their traditional home on the Kosher shelves.

With over 250 wineries working on Israel's modest 20,770 km² of land, the future's looking bright for Israel to become a producer of more world-class, award-winning wines and an identity of its own.

MODERN ISRAELI FOOD

Keren Brown

FROM HUMMUS TO HARISSA, HOW CONTEMPORARY ISRAELI FOOD IS INSPIRING THE REST OF THE WORLD



Healthy, vegetable-centric recipes, all served in a communal setting around the table with lots of legumes, salads in abundance, and fresh farm-to-table ingredients are super-trendy now, right?

But wait – Israelis have been eating like this since forever.

It's almost as if Israelis had their own "healthy" diet and lifestyle before it was even hot. It's the Mediterranean diet coupled with out-of-the-box thinking and lots of tahini!

It seems like the world has just discovered chickpeas, but in Israel, falafel has been the national dish for many years. And now hummus – a healthier chickpea dish – is making waves overseas.

Where else but in Israel, can you get Moroccan, Turkish, Russian, Polish, Yemeni, and Iraqi cuisine all in one place? Nowhere! However, it is what made it so popular that makes it run much deeper.

It's the act of eating at its core. Israelis don't just eat. They don't snack as much as in other cultures. It's not about what you buy but it's mostly about having it all out there, spread

across the table. It's about a communal way of eating, about sharing the hummus and letting everyone have a chance at "wiping" the hummus - the act of using your pita to clean the plate. The world is connecting to this, craving more conversations around the table, and Israeli food gets you sitting next to others.

It's almost like a rule book with no rules: take everything you know about cooking and recreate it, start it up, just like everyone does in the startup nation. There is nothing conservative about the eating here.

If someone has an idea, it's no time before they are opening up the next restaurant, or serving it at their next dinner. People here live to seize the day and this is apparent in food.

It's deep-rooted in the mentality and much of it has to do with the army, too. Ideas come out of simplicity. In the IDF, the same staples are abundant and served day in and day out: Israeli couscous, vegetables, eggs, Loof (a kosher play on Spam), forcing people to be creative with just these basic ingredients. Even when people are back for the reserves, spending days off work to be on duty, they are trying to be creative with the staples of the army. Israelis can make an extravagant meal out of the most simple ingredients. Bright ideas for restaurants and dishes are fostered in the most unexpected environment, as two reserve soldiers are on duty guarding an army base; that's when crazy ideas for food innovation and food come about. There is a charm in spending many hours with someone that you would have never met under different circumstances.

Israeli food is about subconsciously putting vegetables on a pedestal. Have you ever been to a Moroccan Israeli Friday night dinner? There are so many salads and variations of vegetables on the table that there is no room for your elbows, even if you wanted to put them there.

No chef has declared the Israeli love of vegetables more than Israeli chef Yotam

Ottolenghi and his partner, chef Sami Tamimi. This is a fantastic mish-mash of a Jew (Yotam) and an Arab (Sami), cooking harmoniously together, creating their own style with their new way of cooking.

Ottolenghi's award-winning cookbook, *Plenty*, is based on vegetables organized by type - and the world fell in love! In the book, zucchini even has its own category, found in soufflés, stuffed, caramelized, and saladized in more unusual ways than zoodles (zucchini noodles).

In Ottolenghi and Tamimi's cookbook, *Jerusalem*, ingredients stole the show; eggplant, harissa, sumac, za'atar, legumes, and meat, cooked to spicy satisfaction. This whet the appetite for Israeli food as people discovered that attainable ingredients could boost any dish. Shakshuka, a staple, clean-out-your-fridge dish, had become mainstream as a result.

Another genius combination is the ultimate vegetarian sandwich: sabich. This is a pita filled with a rainbow of salads, fried eggplant, and a slow-cooked egg, topped with amba (mango chutney). First created by Iraqi Jews arriving in the 1950s as a breakfast that they could make on Saturday without turning on the stove, some guy put sabich in a pita – and the rest is worldwide history.

An oven-fresh, piping-hot babka has become Israeli-born Breads Bakery's signature cake, recently declared the best in NYC. According to Uri Scheft, pastry chef and owner, people expect babkas to be dense and heavy – but these simply aren't. It's his creative touch coupled with recipes from his past that make this such an incredible piece of cake.

As the whole world is trying to adopt better lifestyles, Israelis already have it. They use creative spices, revel in street food and make food into a social affair on every occasion. Though known to the world as the startup nation, Israel's latest innovation is what's on your plate.

THE LIBRARY BAR: PROLOGUE

Noy Davidai

MANAGER OF THE LIBRARY BAR



In many ways, the bar is the heart of a hotel. It is the place where stories unfold and memories are made, so we knew The Library Bar at The Norman needed to be distinguished by evocative design, a balanced yet inspired cocktail menu and the accoutrements that make the bar an easy place to wile away the day, without having to leave.

In terms of design, the aesthetics are reminiscent of a 1920's gentlemen's club, with masculine details such as wood paneling and luxurious materials, such as the leather armchairs and the pewter bar, as well as the sports club photos of Norman Lourie, original art pieces and ornaments, the rudiments of which also lend well to a seductive atmosphere in the evening.

During the day, the rotating titles in our book library along with the tranquility of the space, allows guests to completely disconnect from the world outside. On entering The Library Bar during the day, you'll hear soulful lounge beats on playlists assembled by some of Tel Aviv's most acclaimed DJs and a space perfect for conducting business meetings or other intimate tête-à-têtes.

But essential to any happy lounging in Tel Aviv, is a food menu that meets many occasions and moods, so we have devised a great menu with chef Barak Aharoni from Alena, that not only meets the needs of in-house guests but also guests visiting for breakfast or meetings throughout the day.

As the sun goes down on the day, the atmosphere in The Library Bar also transitions as we lower the lighting and switch up the

music, transforming The Library into a cocktail bar. Our skilled mixologists have concocted an extensive list of Norman signature and classic cocktails using a long spirits list from all around the world, from the purest vodkas that eastern Europe has to offer, to the best Cognacs from France.

We provide cocktails for Alena diners, hotel guests sitting poolside and devise cocktails for special occasions and events, meaning many of the cocktails you see on the menu have an interesting story. For example, the story behind one of our guest-favourite aperitifs "The Promised Land", was dreamed up in the days before Israel's 69th independence day as a celebratory cocktail for guests coming to party with us in The Library Bar. Drawing on the Old Testament's description of Israel as a country full of fruit and honey and the magnificent produce Israel has to offer today, I decided on a cocktail combining apple brandy, orange liqueur, lime and honey with a gentle, yet distinctive kick from our homemade ginger liqueur to represent Tel Aviv's unique spiciness. It was an instant success and therefore added as a permanent feature on our cocktail menu. The Library Bar's clientele is as varied as our award-winning wine list. With visitors from all corners of the globe as well as a varied local Tel Aviv crowd, everyone is looking for a cool place to sit and drink that suits their occasion and mood, which makes the job of devising a cocktail menu and a service style as challenging as it is rewarding.



CASTLE IN THE SAND

In the beginning
There was nothing but
The murmur of the sea,
Sand dunes in Galilee.

Israel as yet unborn
A hope, a dream
Remote, unreal;
A rocky coast
Hallowed in history.

A place promised
By God to Abraham,
Who entered here
The Promised Land -
Canaan.

Here Asher lived,
Phoenicia too,
Where ships were born
And men first learned
An alphabet.

Mighty empires trampled here
And passed
Like shadows
In the night.

Then came
The early Christians
And from this rocky coast
Spread their Gospel
Across the sea.

The sea of seas,
The middle sea,
Mediterranean
Centre of the earth.

Famous places all around,
Shrines of every faith
Carmel and Nazareth
Merom, Safed
Tyre and Ashtoreth.
Memories of the past
Good and evil,
The prophets of Israel,
Women of fate
Salome, Jezebel.

One thousand years ago
Shades of Ivanhoe
Crusaders came
In bloody battle
To hold the walls of Acre.

This self-same place
Was later sieged
Without success
By one no less
Than great Napoleon

And today
Here among the Tamarisks
The seed of Abraham
Lives again...
'Tis the land of Israel

Within our memory
Came the parting of the ways
At Alamein
With Rommel
At the gates.

Then it was
That there was born
This castle
In the sand...

The world at war,
No place of peace,
No friendly world,
No better time
To build a home
Where man might
Rest his weary head.

Its name shall be
The Dolphin
Famed in Grecian myth;
What better symbol
Than the sailor's friend,
Harbinger of joy and safety.

For upon this welcome shore
Terror's victims
Did throw themselves
Not long ago
To find their rest.

Here too, at Israel's birth,
Did Israel's army
First set its standard
To plan
The peace of Galilee.

Year by year
The dolphin grows
And I would say:

Play on, my friends,
With laughter in your hearts
For all the years to come,
Till truth and peace and freedom
Will stretch across the world
And Israel too
Will be secure.

Play on
In the sunshine
Of the day,
Watch the water spray.

Dance on
Under the starry
Galilean night

Greet each spring
When myriad flowers
And flaming colours
Cover the hills around

Walk with springy feet
On the velvet lawns
And know..
This once was sand.

Check each tree
As it sends
Its shoots to heaven
And thin
One hundred years ahead

Scan the bright horizon
Where blue meets blue And
ships come home
From across the sea.

Look out and wonder
At lighted Carmel,
Sparkling like a diamond
In the darkness
Of the night.

Catch each mood
Of light and shade;
Listen to the music

And bend it
To your will

Meet the people
From all the world
Of every faith
And creed and colour,
For this was
God's intention

Seek wisdom
And understanding,
Let justice
And mercy reign.

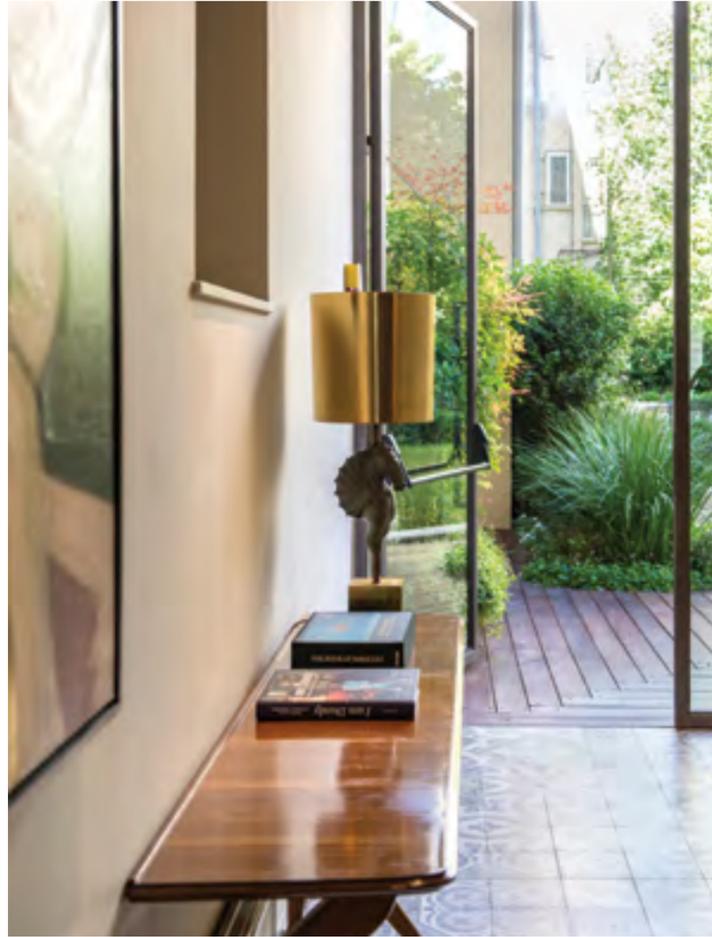
Watch each sunset
At the fade of day..
And make a secret vow.

Be glad and know...
There is no end to love
Or mans imagining.

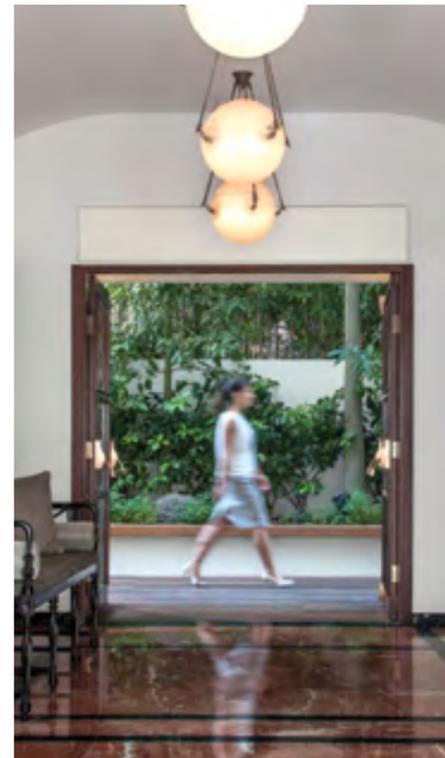
To this ideal
This place is pledged
For now and evermore.

*Written in the eighth year
1956 of the State of Israel | October*

By Norman Lourie



CONTEMPORARY
ELEGANCE
&
ATTENTION TO DETAIL







THE NORMAN BULLETIN
ISSUE 002

Bulletin Editorial Team

EYAL DE LEEUW
LINDA MADY
HAYLEY LEVY

*Branding, Art Direction
& Design*

STUDIO KONIAK

Photography

SIVAN ASKAYO
DAVID LOFTUS
RAN GOLANI
DAN PEREZ
AMIT GIRON
AMIT GOSHER

© 2018. THE NORMAN LTD. ALL RIGHTS RESERVED.

THENORMAN.COM