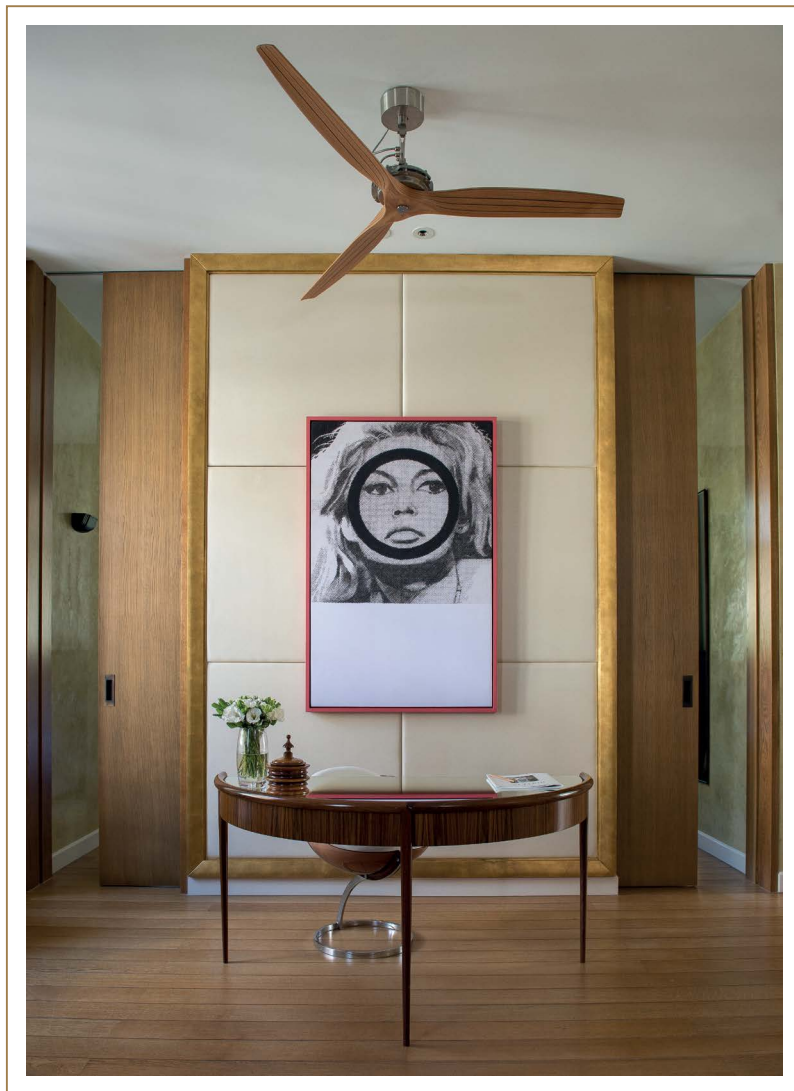


THE
NORMAN
BULLETIN



ISSUE No.3

REDEFINING LUXURY

AT THE NORMAN





Moran Kliger, Untitled 2018

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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 whose far-reaching legacy 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 Sofia 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 runs down 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 and Alena board an Israel Airlines plane in the early 1950s

EXPLORING THE FINER DETAILS

Yaron Liberman

As we enter the next phase of The Norman story, and open the first page on the 3rd edition of The Bulletin, I cannot help but take a moment's reflection, think back on the last 7 years since we first opened our doors and take stock of the lightening journey it has been.

I cannot overstate the honour it has been to have paid such intimate witness to the journey across the significant 7 year milestone.

Neither to overemphasize what a privilege it has been to have shared the responsibility of routing The Norman to its position today; an institution that has set the benchmark in Israel, triggering a new understanding of contemporary hospitality in Israel and helping to usher in a new wave of incredible hotels with the shared focus of providing an exceptional guest experience.

At the same time, our world and industry enters a new phase. A new era that seeks new practices and policies to keep our guests and employees safe. When our guests enter The Norman, our aim is always to ensure they will have a memorable, finely-tuned experience, hinged on an explicit exchange of trust. Today, that trust points us in the direction of improved health protocols, as well as a more enhanced guest experience. Thanks to our experienced and talented management team and our dedicated employees, I have a

host of partners who share this vision and goal for our future.

In keeping with some of our ambitions for the future, the 3rd edition of The Bulletin shines the spotlight on one of the key pillars of The Norman story; our devotion to fine art, the design narrative and how they are instrumental in bringing the autobiographical romance of The Norman to the forefront of the guest experience.

Undoubtedly, our matchless individuality stems from the romance of our origins; The Lourie family history and how it intertwines with the history of Israel, the history of our city and the story the architectural buildings tell, along with The Norman's Israeli art collection, that emphasizes the many romantic threads.

With an increasing number of our friends returning as part of the Norman guest family, I believe it is this enchanting, less spoken about aspect of our offering that contributes to our allure.

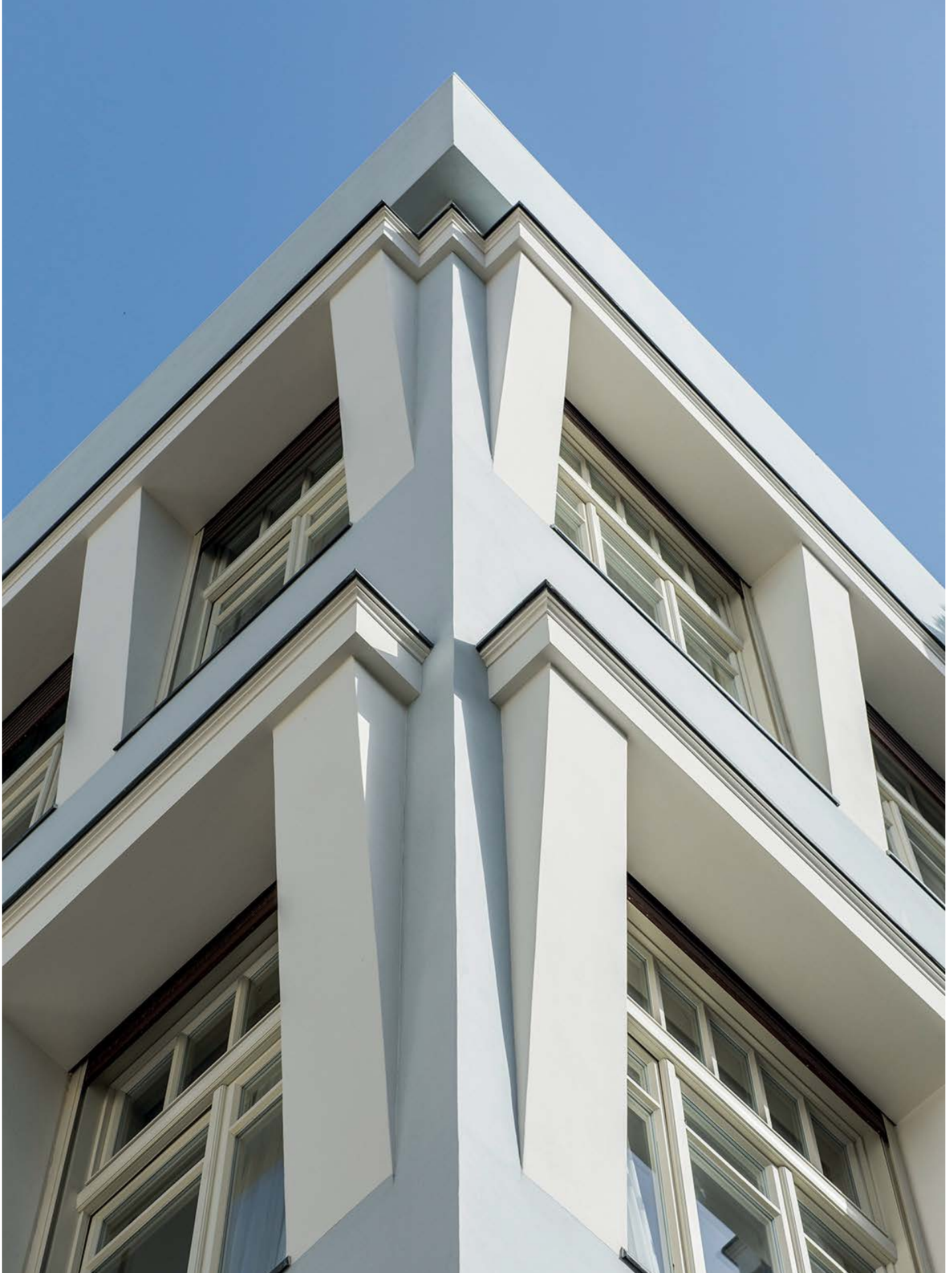
I hope you enjoy leafing through these pages, that you have a wonderful stay with us and that we will continue to welcome you back.

Yaron Liberman
General Manager









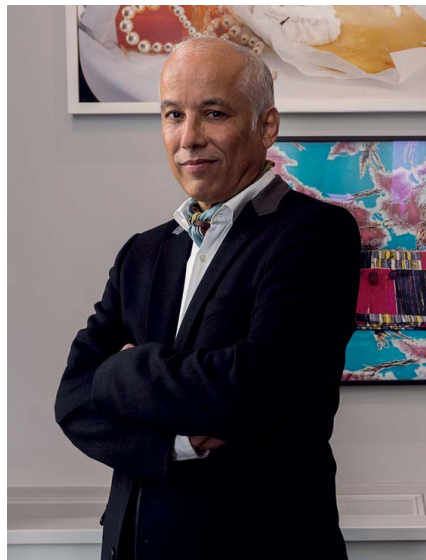
DESIGNING THE VISION

Designer David d'Almada

I first met Jonathan Lourie on 6th October 2011. It was a whirlwind encounter. Late one evening, at his insistence and with the assurance of a brief thirty-minute chat at his home in Chelsea, our brief chat ended up lasting 3 hours! I was completely seduced by the charismatic and abounding enthusiasm with which he introduced The Norman hotel project to me.

That evening I learned about his love of exotic woods, Anglo-Indian furniture and his passion to create a lasting homage to his father Norman. I felt that Jonathan's fascination with my British colonial childhood upbringing seemed to seamlessly blend with the vision for the hotel and its location in Tel Aviv.

But nothing would prepare me for what I saw on my initial visit to Tel Aviv some three weeks later. On the first morning of my visit to meet the team, spending a reflective hour on the lone bench in Albert Square in front of 23 Nachmani Street, I was able to gather my thoughts, embrace the energy of



the surroundings as the city slowly awoke and reflect on the direction I could take with this project.

After agreeing to take the job, I felt a huge sense of responsibility for the task that lay before me, not least because of the main reason behind the creation of this special

place. The more I got to know Jonathan, the more I came to understand his passion and remarkable vision for the Hotel. It was a landmark decision for me and as time would tell, a life defining one.

The main factors that guided the aesthetic were the decisions to engage with the vernacular of the two 1920s heritage buildings and be respectful of the dates of their build. There would be a holistic approach to a fully realised concept, integrating insightful design with human behaviour. Irrespective of anyone's origin, conviviality and a humanistic approach would be central to the guest experience. No area would be compromised, ensuring that both the local visitor and the international traveller would feel comfortable and familiar in any space, public or private, with the trappings of a global 5-star luxury environment.

I took a holistic approach to designing the new brand, working with consultants, curators, uniform designers, the development of the signature Norman scent, the corporate





brand identity, the collection of art by Israeli artists, the OS&E (operating, supplies and equipment) elements and many other facets, both critical and mundane. This hotel would be a focus on materiality, of scale and a thrill for the senses, with gentle undertones of nostalgia.

Drawing from the past with an eclectic melange of styles from the years that followed the completion of the two buildings, from the 1920s through the decades to the 1950s, many items were sourced locally and from Europe, the USA and Asia. In addition, other bespoke designed pieces would also be created in the spirit of those periods, coupled with original iconic pieces from the early and mid 20th century.

One of the most significant elements of the design development was the use of patterns derived from the original concrete floor-tiles found in the building. These were adapted for a number of applications, including relief gesso panels for ceiling areas, brass insets to timber floors in the Library Bar and Alena Restaurant areas, embroidery for drapes and bed cushions in three different harmonies, and rugs for the guest bedrooms.

Another factor was the desire to engage talented craftsmen and artisans, bringing their skills and talents to the project in various ways throughout all areas. These included hand-crafted bespoke metal and wooden furniture pieces, decorative metal and glass and resin light fittings, rugs of silk, wool and bamboo fibres, embroidered materials, églomisé glass, gesso relief panels and, last but certainly not least, a fully bespoke bar with a handmade pewter top.

This unusual step was inspired by a passage from Norman's iconic poem:

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

The passage he had written in 1956 served as a powerful guiding force for me. Although the three original tablets with the entire poem had been retrieved from Norman's original Dolphin House hotel in Shavei Zion some years before, I wanted to retain the essence of his message but reinterpret the way they would be seen and appreciated.

This is the essence of The Norman today, his words firmly mounted within the walls of this new 'Castle in the Sand'.

I chose to have the entire poem recreated with individual fret-cut letters painstakingly mounted within the atrium that rises through all the floors of Nachmani 25, linking the original building with the new extension. The light from the sun would illuminate the words every day, create a shadow for each letter and bring the words to life for all to read and enjoy.

The more I learned of the people who lived there and those I worked with, and those who visited the country, the more I realised that this country holds a special bond.

For most, it is the return to their rightful homeland. I set about creating this 'home' within the walls of The Norman.

All of this was done with huge respect for a man I never knew, but through his son's passion, the inspirational vision will live on as a lasting legacy for generations to come.



THE STORY OF AN ART COLLECTION

ROBIN GREENE - ART CONSULTANT, CURATOR OF THE NORMAN



Ohad Meromi, 1974, 2007

These are exciting times to be involved in hotel design. Over the last decade, the way hotels are designed, branded and marketed has changed enormously. To differentiate themselves from the competition, both established international hotel brands and independent boutique hotels now work harder than ever to create a unique and memorable experience for their guests that goes beyond high-end service alone.

The guest experience of today transcends the old hotel concept of uncomplicated luxury service and instead relies on a

more personalised, emotive experience that connects the guest with the environment and culture of the city. A visually dynamic and emotionally engaging art collection that elevates the senses and echoes the local history of the hotel helps to create an everlasting bond between the hotel and guest.

Developing a successful hotel art collection that truly resonates with the guest begins with a multi-layered approach. You need to understand the concept of the hotel, the philosophy of the interior design and in some cases even the character of the hotel

owners themselves. The art collection must be faithful to the unique story of the hotel and this authenticity must run through every single piece of art in the hotel. There are always key questions to ask, such as; what is the purpose of the first piece of art the guest will see when entering the hotel and how will it enhance their senses? What is the narrative that binds the collection? How will the art collection make the hotel experience more meaningful and real? Answering these questions can take months of research before an artist or a piece of work is even confirmed.

Typically, it can take well over a year to curate a cohesive art collection for a hotel, using two main methods of art procurement. First, the ability to source existing works of art through a global network of artists, galleries and design studios. Second, if the right artwork simply doesn't exist, or we want something truly unique and extraordinary, we commission it, ensuring every element of the collection reflects the overall concept.

Following a successful career as a designer in fashion and textiles, I am in a fantastic position as an art consultant of having an acute appreciation of the design process from the perspective of the artist or design studio I am commissioning. This gives me a unique understanding of the challenges the artists face, their thought processes and how to manage the design life-cycle. With an extensive design background and unique knowledge and understanding of design concepts, I also operate my own design studio, where we can work closely with the interior design teams to produce bespoke artworks and installations for many projects.

Every aspect of The Norman hotel is truly unique, from the hotel's concept to the way the art collection is curated. Firstly, the iconic features of the building itself are kaleidoscopic and its design reflects a significant part of the history of Tel Aviv architecturally. As part of the Bauhaus 'White City', The Norman is one of the most beautiful and conceptually interesting luxury hotels in the world.

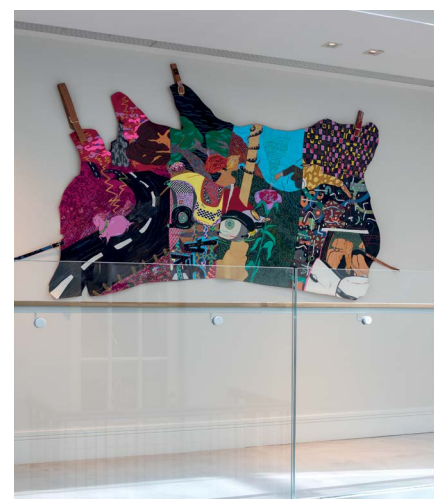
The hotel is named after the inspirational Norman Lourie and celebrates his special relationship with Israel, including his pioneering creation of the first luxury hotel in Israel back in the 1950's. This spirit is encapsulated by 'Castle in the Sand', the poem written by Norman Lourie that runs down the entire atrium of the hotel. It is a main reference point for the building and rejoices in the history of Israel with all its entrepreneurial ingenuity and creativity.



The philosophy of the art collection, which I have the pleasure of developing with the infinitely talented hotel interior designer David d'Almada of SAGRADA, blends the romance of the early years with the thriving modern city that is Tel Aviv today. There are aspects of the art collection, (much like the city of Tel Aviv) that are forward looking, contemporary and flecked with a vivid optimism befitting a sunny holiday destination. As a result, some of the art is there with the sole purpose of lifting the spirit, such as the new, wonderfully colourful leather art installation by one of Tel Aviv's most exciting new emerging artists, Shir Moran. While other artworks have a more rooted meaning, such as the new Ohad Meromi installation as you enter the hotel. The engraved stone panels and ancient figurative imagery reflect the pioneering history of Israel in a contemporary way linking back perfectly to the defining poem that supports the old wing and the new. However, in yet another unique and personal aspect to the hotel, all the artworks must be by Israeli talent only, whether emerging or established. So many of The Norman guests are returning guests and my aim is to constantly update the collection so each stay comes with an element of visual surprise. Reinforcing that sense of the new, this contributes to the guest feeling valued and appreciated. Another unique aspect of the collection is that all the art is for sale.

Though very different to The Norman, another hotel that is enhancing the guest experience through its rich heritage is the newly refurbished St. Regis Hotel in Venice. A contemporary interpretation of the artistic heritage of Venice is the dominant theme for the art collection there, perfectly demonstrated in the partnership we formed with Berengo Studios in Murano. This studio works with the world's best artists to create their artistic visions in glass and these extraordinary artworks are displayed throughout the hotel. The art collection also celebrates the special location and history of the building, especially the many great artists and writers who have stayed at the hotel, from Claude Monet to Sigmund Freud. To enhance this narrative, we engaged Parisian based artist Olivier Masmonteil as resident artist to create several commissioned artworks for the hotel.

As hotel design and branding becomes more bespoke and niche, the art will play an ever bigger role in creating that unique personalised guest experience. There is nothing more warm and considered than creating art specifically for a certain space, or only using local artists to create a sense of place. Despite the pervasive nature of technology and ever faster lifestyles, guests will still seek a more personal connection and authentic link to the local history and cultural experience of a hotel and art will continue to be the voice that tells this story.



Shir Moran, Taxi, 2019

LEGACY AND INNOVATION

INTERVIEW WITH SERGE TIROCHE - ART COLLECTOR & ENTREPRENEUR



Michal Helfman, Dancer, 2006

HELLO SERGE AND THANK YOU FOR TAKING THE TIME TO TALK WITH THE NORMAN BULLETIN. CAN YOU TELL US ABOUT THE TIROCHE FAMILY HISTORY WITH ART?

My father Jean Tiroche grew up in the Paris Flea Market. After starting out as a carpenter's assistant in the mid 1930s, my father went on to found what would become a world renowned auction house, dealing in Impressionist, Modern and Post-war art. My older brother Micky continues that journey and his son Omer runs an eponymous gallery on Conduit Street, right behind Sotheby's in London. In Israel, TIROCHE has been the leading auction house since 1992 and is run by my sister Orna, her husband Dov and their son Amitai.

WHAT WAS YOUR OWN PERSONAL PATH FROM BANKING TO ART?

As a young adult I felt I needed to expand my horizons beyond the art world. After completing my Israeli military service, I made my way to London to study Business Administration, stopping off in Paris along the way to visit my parents and brother who were living there. My mother quickly convinced me to stay. I studied at the American University of Paris, completing a Minor in the Modern Arts in addition to a BA in Business. I was fortunate that I got to spend a lot of my free time learning the ins and outs of art dealing with my father and brother, regularly roaming galleries, museums and auction houses in Paris. After graduating in 1992, I moved back to Israel and got involved in a series of startups, among them helping to lay the foundations for Tiroche auction house; managing sales for a successful hardware consumer products company; setting up a now defunct startup in fashion and cosmetics; as well as getting involved in the Israeli stock market in 1993 and living through its crash of 1994. After getting married in '96, I returned to Paris, Fontainebleau, where I obtained an MBA from INSEAD. For my cyber-



Serge Tiroche. Photo courtesy of ST-ART Collection // st-art.co.il

entrepreneurship class, I came up with a business plan for an online auction house, well before eBay came to be. But I decided to join Citibank in Switzerland in a new role created to prepare the private bank for the introduction of the Euro. After the project ended in 1999, I found my way to the front office picking up a few legacy Israeli clients and had an excuse to start traveling to Israel. Over the next 2 years I moved to London, quickly built a team and a sizeable business and then convinced the bank to allow me to open Citigroup's private banking offices in Israel in September 2001. 2 years later I was asked to do the same in Turkey. In 2007, after spending several years on the steering committees of the private bank in Europe, as well as the Israel country committee, I decided to take a sabbatical, to think about the rest of my professional life.

I ended up choosing to leave the bank to start my journey as a truly independent entrepreneur, focusing on ventures that would combine both

my passions; investments and art. I often borrowed business models from the world of finance and tried to implement them in the art world. Among others, I got involved with Mutual Art and served as Global Chairman of the Artist Pension Trust; I founded the first Israeli art incubator - START; Co-founded Art Vantage, an innovative art fund that collects contemporary art from developing markets for the Tiroche DeLeon Collection; I founded an art logistics start-up called ArtRunners (now closed) and founded Africa First - a platform to support and promote contemporary African art. Each of these platforms has a dedicated website and social media and recently I launched SergeTiroche.com to try and consolidate them under one roof.

MANY ARTWORKS FROM YOUR COLLECTION ARE PRESENT AT THE NORMAN HOTEL. CAN YOU TELL US ABOUT THIS COLLABORATION? WHAT DO YOU THINK OF THE NORMAN ART COLLECTION?



Jonathan Goldman, The West Border, 2015

I have a number of works on loan to The Norman and a few that the hotel acquired from us for their permanent collection. I think The Norman stands out from all other hotels in Israel in every aspect, exquisite taste and a remarkable attention to detail that very few hotels I've been to anywhere in the world can boast of. The variety of art is similarly outstanding, with pieces selected for their aesthetic as well as artistic merits, being placed where they are enhanced by the setting and vice versa. It's the art of hanging art.

WHAT ARE YOUR THOUGHTS ABOUT ART IN PUBLIC SPACES, ESPECIALLY IN THE HOSPITALITY SECTOR?

For me it's simple, any hospitality business - be it a city, a hotel, a mall or restaurant - that doesn't try to enhance the guest experience with art, is really missing out on fulfilling its mission. Art is also a great way to differentiate oneself and a rather simple way to support the community. Art enriches life. We all deserve to enjoy it in our free time.

AS A DIGITAL ENTREPRENEUR WHAT DO YOU SEE AS THE

FUTURE RELATIONSHIP BETWEEN THE ART INDUSTRY AND THE START-UP WORLD?

I think there are a lot of opportunities for technology to get involved in every aspect of the art world, from education to the production of the art itself, to its dissemination and consumption - for pleasure, for investment, or even better, for both.



Sasha Serber, Batman 2009

FOLLOWING THE PERIOD OF COVID-19 DO YOU THINK MORE OF THE AUCTIONS AND FAIRS WILL TAKE PLACE ON DIGITAL PLATFORMS?

As a sales platform, online art sales (with auctions and art fairs being a significant portion) have been gaining market share consistently over the past decade. That said, pre COVID-19 it all accounted for about 7% or so of global turnover - which is estimated at about \$60 billion per annum. In the 3 months since the outbreak of the pandemic, I estimate that the market share of online sales has grown to about 70%, while overall turnover declined by 60-70%. This still represents an approximate 5X jump in the volume of online art sales, which is absolutely phenomenal. In mid May 2020, Sotheby's held their first ever online Contemporary Art Day Sale achieving a new record of \$13.7 million turnover in a single online auction. While this sets a new paradigm for online auctions, it comes with some trepidation as it is altering some auction principles that have been carved in stone for decades, the effects of which on the future of auctions remain unclear. That said, we are definitely in a new era where online consumption of art and trade is growing rapidly and will continue to do so.

YOU WORK WITH MANY INTERNATIONAL ARTISTS - BUT YOU ARE ALSO A PROMINENT FIGURE IN THE ISRAELI ART COMMUNITY. WHAT DO YOU THINK ABOUT THE CURRENT STATUS OF THE LOCAL ART MARKET AND ITS FUTURE POTENTIAL?

Israel is blessed with talent in many fields, and art is no exception. I think the future is bright for those gifted artists that have the courage to jump onto the international art stage with the stamina and discipline it takes to emerge. I am less optimistic about the local market, as I don't see that the younger generation of affluent Israelis is sufficiently interested in supporting local artists.



Nirit Takele, Be Bound Together 2018

TRENDS IN ISRAELI ART

MICHAL FREEDMAN AND SARAH PEGUINE - ART SOURCE



Michal Freedman and Sarah Peguine. Photo by Daniel Tchetchik

www.artsource.online is the only platform that gives exclusive access to discover and collect the best of what contemporary Israeli art has to offer, anywhere in the world. Being deeply immersed in the local art scene for the past decade, Sarah Peguine and Michal Freedman founded Art Source to create an online home for anyone who wants to be part of the contemporary

Israeli art community. The founders are former directors of two of Israel's leading galleries, art advisors and art world innovators. Art Source features original content in the form of an online magazine and podcast and offers a wide variety of carefully curated artworks from leading and emerging contemporary Israeli artists on the website. Their services also include art advisory and bespoke art tours of Tel Aviv's art and design scene. Peguine and Freedman's vision of making the experience of discovering and purchasing Israeli art seamless and will be expanding into the realm of design.

The Israeli art market has undergone some fascinating shifts during the past few years. We've seen it expand from a small local scene to an up and coming international player. Israel's geographical location and unique cultural diversity make it fertile ground for bold creations, combined with the appealing price points of an emerging art market. We've compiled a summary with some important key changes that the Israeli art world have seen in the last few years and have included our predictions for the next decade.

In terms of the local art scene, through our tours and time spent at artists studios and galleries it was clear to see a major geographical shift from central Tel Aviv to the south part of the city, which has greatly impacted it's dynamics. In the past decade galleries have opened new locations, more industrial in their feel, mostly in an area called "Kiryat Hamelacha" (a quarter for small industries founded in the 1960's), which allows the space and settings for exhibitions involving



Zoya Cherkassky, Tel Aviv, 2012

sophisticated contemporary presentations. One of the major reasons the area has attracted so many artists and galleries is of course the relatively low rent. Although it has risen in the last couple of years, it is still considered to be more attractive than other more central locations. The south of Tel Aviv is thus developing rapidly, going through a process of gentrification and we are betting on this neighborhood to be the next hip area of Tel Aviv in the coming decade, both in terms of real estate, as well as culturally and artistically.

Alongside these geographical shifts, the Israeli art scene has seen important changes in its market. A major milestone for an Israeli artist in the international art market was achieved in 2005 by photographer Adi Nes. Nes is widely recognized as one of the most important, leading fine art photographers in Israel. Over the decades, his groundbreaking work has inspired generations of artists, presenting the multi-layered complexities of Israeli identity. Nes secured a place in Israeli art history when his iconic photograph *The Last Supper* was sold at Sotheby's New York, in 2005 for the sum of \$102,000 and again in 2007 for the unprecedented sum of \$264,000, a record for an Israeli photograph.

Our predictions for the next decade is that Israeli artists will continue breaking barriers in the international art market. One artist in particular that we recommend watching out for in the 2020's is Zoya Cherkassky. The 2010's have seen Cherkassky rise from a cutting edge emerging artist to a name without which no Israeli art collection is complete. The painter's first US solo show, held in 2019 was dubbed by *The New York Times'* Roberta Smith as a "knockout" of a US debut exhibition.

Israel has been famously referred to as the "Start Up Nation", for its highest number of startups per capita. This aspect of innovation, so ingrained in Israeli culture, is an integral part of its art world as well. Moving forward, Israeli artists and Israeli art world innovators will continue pushing boundaries and achieving new heights!



Zoya Cherkassky, Meir Garden, 2017. Courtesy of Artsource.Online

THE LIGHT AND THE WHITE CITY

YIGAL GAWZE, ARTIST PHOTOGRAPHER

The making of a photographic project

When I was living in Paris in the nineties, I used to visit Tel Aviv, which at the time was rediscovering its architectural heritage of the 1930s. The white facades of the newly restored Bauhaus buildings caught my eye. It was during the winter season, when the normally harsh outdoor light was softer and more easily tamed. Being “a tourist in my own town” had a special advantage, as my eyes did not take things for granted and became more sensitive to Tel Aviv’s urban landscape. I took the camera and started a long investigation, destined to capture the beauty, which was hidden there for many years.

I was drawn to the dynamic compositions that I could recreate, while looking up at the white facades to which the deep blue wintertime sky, served as an ideal backdrop. The sweeping angles, which, in their own way, are a tribute to the avant-garde photography of the 1920s, found their counterbalance once I walked into the buildings themselves. The passage

from the direct light to the more diffused one paralleled the movement from the public to the semi-private realm. Here, my eyes focused on the know-how and skills of the past which are present in the fine detailing of railings, stairs, and windows, that, despite the peeling paint and finish, carry the clear imprint of the International Style.

From the start, I chose to focus on fragments. I felt that I could capture the zeitgeist and the spirit of the local modernist architecture by focusing on an essential part of the structure, which carries within it the genetic code of the whole. It was also an attempt to convey something of the utopia of the years which saw the building of the ‘White City’. Only in the last part of the work, did I step back to deal with the whole building and its relationship to the street and the city around it.

In contrast to the historical documents and some of the modern photographic

work done on the subject, I chose to work in color. It seemed obvious to me that this choice would bring forth the nature of the very special encounter that takes place in Tel Aviv – between a building style originating in Europe and the Mediterranean glare.

Working with natural light has long been my passion. In this project I faced the double task of mastering the local light, known to be difficult to work with, as well as rendering its character and the atmosphere it creates. Thus, my photographic work somehow echoes the attempt of the architects who came to Tel Aviv in the 1930s – to create a new architectural idiom based on their European roots.

The images add up to create a portrait of a unique site by revealing the poetic essence of its architecture and the role light takes in shaping it. Beyond the obvious nostalgic air, Modernism is lit up here in all its current relevance.



MAGNET HOUSE

93 Rothschild blvd. / Architec: Y. Magidovich, 1934

“

*Yigal Gawze's photographs capture the abstraction,
the simplicity and the optimism of early modernism in Tel Aviv.
He distils the essence of the Bauhaus to bring it alive in
a modern city and concentrates on the subtle effects of natural
light upon architecture, a technique that the masters
of the modern movement themselves applauded."*

NONIE NIESWAND,
DESIGN EDITOR & AUTHOR

TEL AVIV'S WHITE CITY

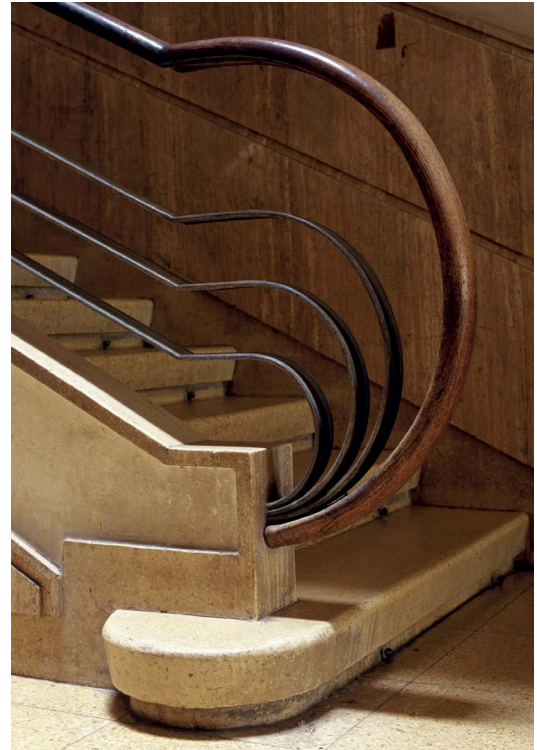
A UNESCO WORLD HERITAGE SITE

In 2003, UNESCO designated 3 zones in the heart of Tel Aviv, known as The White City, a World Heritage Site. The criteria of the nomination were “a synthesis of outstanding significance of the various trends of the Modern movement in architecture and town planning ... adapted to the cultural and climatic conditions of the place, as well as being integrated with local traditions”. The outstanding number of 4,000 International Style buildings in Tel Aviv, make for a unique site, where the impact of the Modernist architecture has left a clear trace on the urban fabric.



ZLOTOPOLSKY HOUSE

9 Gordon St. / Architects: D. Karmi & Z. Barack, 1935
Preservation Architect: A. Bar Or Arch., 2002



ALLERHAND HOUSE

79 Ben Gurion Blvd. / Architects: D. Karmi & Z. Barack, 1939

“

(The photos) “...can easily compete with well-known black and white photo books of the avant-garde of the 1920s.”

NDR, THE NORTHERN GERMANY
BROADCASTING CORPORATION

“

....Yigal Gawze's photography book focuses on Tel Aviv's White City – a UNESCO World Heritage site which boasts some of the movement's best-preserved architecture. The hardcover publication has 100 colour images that each show how the structures look now in a modern urban setting, and the way they interact with the Israeli city's dazzling natural light.”

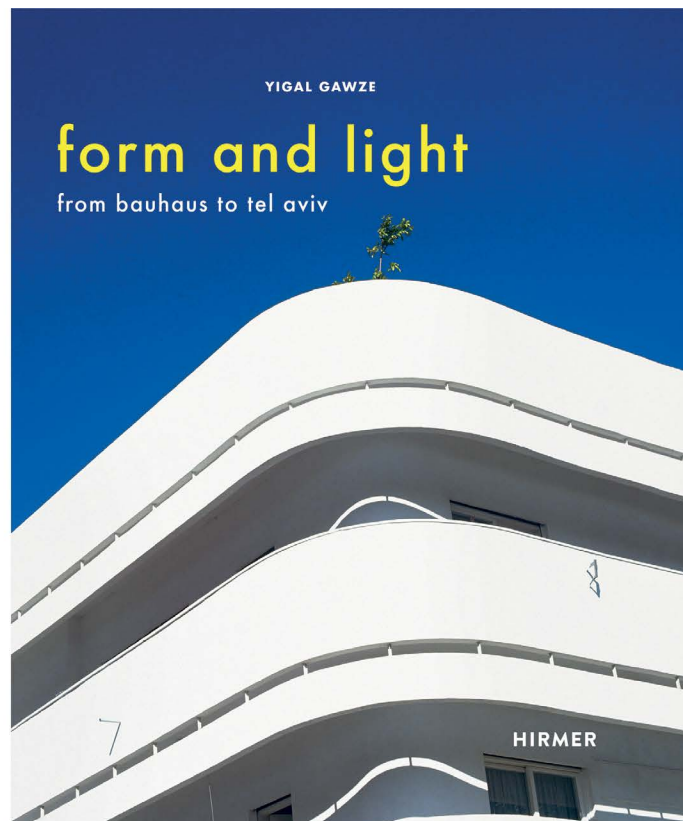
DEZEEN

The architecture and design magazine, lists the book among '10 books that tell you everything you need to know about the Bauhaus' in its 'Bauhaus 100' series



BRUNO HOUSE

3 Strauss St. / Architect: Z. Haller, 1935 /
Preservation Architect: Bar Orian Arch., 2004



FORM AND LIGHT: FROM BAUHAUS TO TEL AVIV

Yigal Gawze

Hirmer Verlag (Munich), 2018 (2nd edition 2019),
English-German edition, international distribution.
Essays by Yigal Gawze, Gilad Ophir, Michael Jacobson
120 pages, 100 colour illustrations, 24.1 x 27.9 cm, hardcover

YIGAL GAWZE

A photographer, artist, architecture graduate and a Tel Aviv Bauhaus explorer. He studied architecture at the University of Toronto and photography at the ENSAD in Paris. Based there, he worked as a photographer & reporter.

During that period, he started to explore the 1930s modernist architecture of Tel Aviv. This photographic project – FRAGMENTS OF A STYLE, evolved into an exhibition and a book titled: FORM AND LIGHT | FROM BAUHAUS TO TEL AVIV, published on the occasion of the Bauhaus Centenary.

It includes some of the FRAGMENTS project iconic images, representing the renewal of the modernist architecture of Tel Aviv's White City. They led the Tel Aviv Municipality local and international campaign marking the designation of Tel Aviv's White City a World Heritage Site by UNESCO.

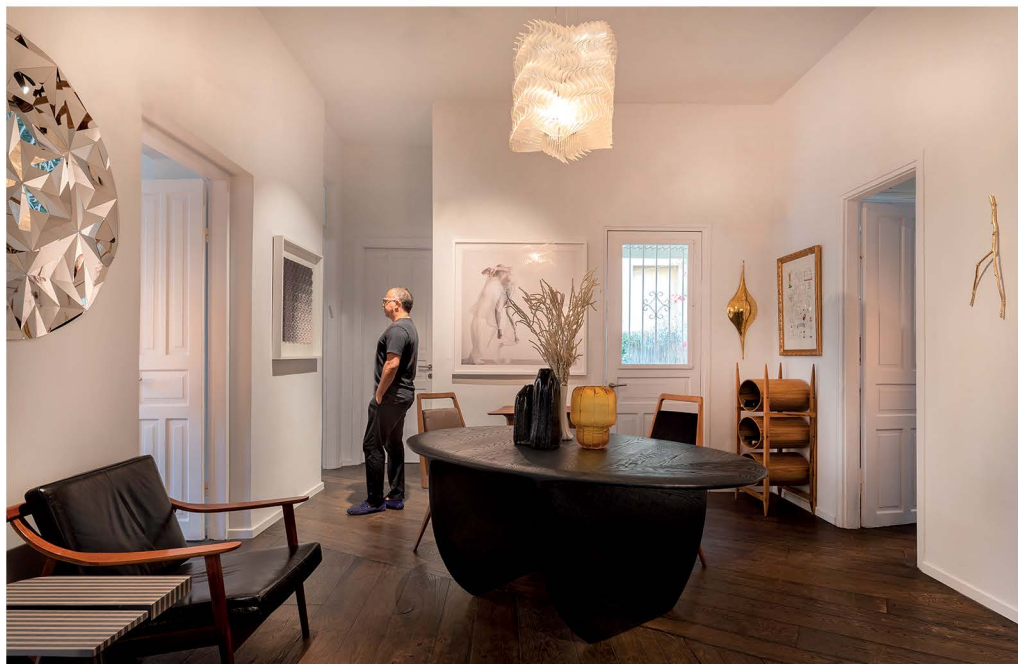
Ask at the front desk about Yigal Gawze's exclusive private walking tour of the White City.



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Gordon Gallery

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Tel-Aviv

Sunday: By Appointment

Monday–Thursday: 11 am – 6 pm

Friday: 10 am – 2 pm

Saturday: 10 am – 1 pm

For more information contact us at: +972–3–5240323



גלריה גורדון
Gordon Gallery





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IDENTIFYING AND LOCATING
PARTICULAR, RARE AND EXCEPTIONAL
ARTIST WORKS IN ACCORDANCE WITH
COLLECTORS' AIMS AND DESIRES.

Sigalit Landau, Salt-crystal gown VI, 2014, color prints, 80 x 53 cm

Givon
Art
Gallery

Announcing our next exhibition

ליאור תמים

חור לולאה
L O O P H O L E
Lior Tamim



גורדון 35 תל אביב 35 TLV

Mon.-Thu. 11:00-16:00 ב' - ה'

Fri.-Sat. 11:00-14:00 ו' - ש'

Works by artists represented by Givon Art Gallery are presented at The Norman

THE NORMAN SUITES

THE RESIDENTIAL SUITES BUILDING, LOCATED AT 23 NACHMANI STREET IS HOME TO 16 SUITES AND 3 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 SUITES

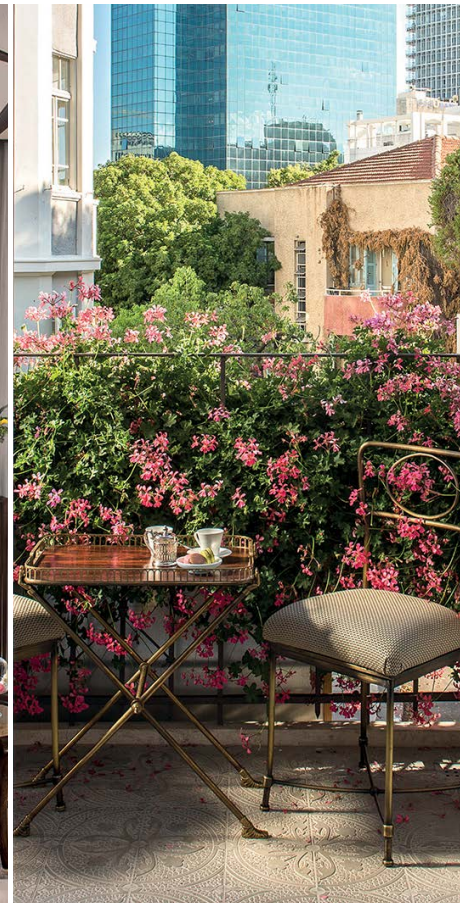
47m² of exquisite living space including a cosy seating area, handsome accents and private balcony.



02

GARDEN SUITES

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 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.

IN CONVERSATION

WITH ALENA CHEFS



Omer Shadmi Muller & Daniel Zur

The chef duo behind the kitchen at Alena restaurant have created a menu that exemplifies a lively yet balanced conversation between contrasting cooking techniques, local foodie traditions and the constant spirited conversation they share between themselves.

HOW, WHEN & WHERE DID YOU MEET?

Omer: We met properly when I moved to Daniel's school, in 3rd grade, we were around 9 years of age - right?

Daniel: Omer lived in a town very close to mine and our school was in between both our villages, so we actually met first when we were around the age of 7.

Omer: Yes, that's right.

WERE YOU INSTANTLY BEST FRIENDS?

Omer: The first years of school we were friends but it took about a year until we became really close.

Daniel: And we've been pretty inseparable ever since.

HOW WOULD YOU DESCRIBE YOUR FOOD AND THE INSPIRATION BEHIND IT?

Omer: I'd describe our food as straightforward, pretentious. The dish itself is centred around

quality raw ingredients that we want to elevate.

Daniel: Yes, and I think the idea or the inspiration is the process behind it. Specifically I mean the cooking techniques that we picked up in kitchens abroad, especially in London and Berlin. So we've taken those European techniques and applied them to our own, local ingredients.

Omer: A good example of that process is in the Octopus dish because it's a classic Spanish dish that we have taken and added something of our own culture's cuisine, cooking it in lamb fat and putting it on a skewer like a shashlik.

Daniel: We take our European training and experience back down to earth - if I can say that - combining Israeli food culture and the amazing number of herbs we have around us, rather than spices.

HOW DO YOUR INDIVIDUAL STRENGTHS AND WEAKNESSES BALANCE EACH OTHER?

Omer: That's deep. For me, Daniel's key strength is that regardless of the situation or level of crisis, Daniel is solid as a rock. He always gives the impression that everything is OK and he's great with people. When we are together I feel we are perfectly balanced. And we continually balance each other out, it's like a see-saw arrangement, one pushes, one pulls.

Daniel: I think because we know each other's strengths, weaknesses and moods so well - we know when the other might need to step up. For example if there are lots of people we need to talk to, I usually take the reins, but if we need to talk about or fine-tune the technique side of cooking, Omer will usually take over. We are in constant state of flow and balance.

WHAT DISH BEST DESCRIBES YOUR PARTNERSHIP AND WHY?

Omer: I think almost every dish is a good example of our partnership, but if I were being pushed to say I think the drum fish dish is a good example of our culinary brotherhood. We had a beautiful moment when we started cooking for the new Alena menu when I came with what was originally a shrimp, drumfish, chickpea & fish stock dish. We made it and Daniel immediately saw that the drumfish, because of its texture, works much better with the stock than the shrimp which I completely agreed with. So usually, one of us comes with an idea and the other one comes with a different perspective that gets us towards an improved end result. This is why we identify our partnership as a type of *chavruta* which is a term to describe the traditional practice of when two yeshiva students - or 'friends' - study and discuss the torah together for deeper meaning and understanding.

Daniel: Because we are best friends, we also spend a lot of our free time together so last Saturday we had lunch together at my fathers house, and he served us 'ful' and together we were sharing this Pesach dish together and we both just looked at each other and instinctively knew what the other was thinking - that a side dish, using ful

(broad beans) would be an excellent side dish for the chicken on the Alena menu. And it often works like that. We spend weekends and holidays with each other's families and so our personal lives and work lives are so intertwined we are in a type of constant chorus together.

AND WHICH DISHES ARE UNIQUELY DANIELS OR OMER'S AND WHY?

Omer: You know, it's going to sound cliché but I think every dish has something from both of us...but maybe Daniel wants to identify a specific dish ?

Daniel: It's a really difficult question to answer - there are so many examples where Omer came with the initial idea for the dish and then I took it in a completely different direction - and it works the other way around too, I can come to the table with a vague idea and Omer manages to execute it in ways I didn't imagine. It's the standard way in which we work.

Omer: So you also didn't answer the question either...But really, that's how it is. 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 WORDS WOULD YOU USE TO DESCRIBE YOUR COOKING?

Omer: Galilean, Mediterranean, creatively uncomplicated

Daniel: It's really all about achieving the best possible taste using a limited number of seasonal, local ingredients, I'd also add Jezreel.

WHO OR WHAT ARE YOUR GREATEST COOKING INFLUENCES?

Daniel: So for me, it's my father, my culinary story absolutely starts with him. I am so influenced by not only his cooking but his overall approach to life.

Omer: You know, it's funny, but Daniel's father has also had an influence on my culinary journey too. Actually, the first time I tried steak cooked in butter was at Daniel's house, I came from a kosher home so that was really something.

But as a teenager who started to show an interest in cooking - I'd have to say Chef Israel Aharoni was an inspiration for me, his shows were huge for me. And at the same time, Jamie Oliver reruns on TV, The Naked Chef really motivated me. Then I found myself cooking in fine dining restaurants, but when I eventually arrived at The River Cafe it really blew my mind - and I found crazy inspiration in what they're doing there. Actually I guess you could say I came full circle from first finding inspiration in Jamie Oliver and then at The River Cafe - which of course is where he started out.

WHAT RESTAURANTS HAVE YOU WORKED IN AROUND THE WORLD THAT OUR GUESTS MAY HAVE HEARD OF?

Omer: In London, we were both at *The River Cafe & St. John*. In Berlin, I gained huge experience at *Pauly Saal*.

Daniel: I worked at The Barbary in London and here in Israel we've each worked at *Cafe Italia & Magazzino*.

Omer: And there is a small restaurant some guests may not have heard of but has had an important role in our story and that's a wonderful restaurant called Bella in Moshav Beit Shearim, in the Jezreel Valley.

WHAT IS YOUR VISION FOR ALENA?

Omer: Our vision is that Alena will be a place that young foodies will be comfortable to visit and try something that's a little bit new or exciting, like calves brain, or offal based dishes. A place where guests can try non-mainstream dishes but where they can also come and enjoy a good burger or salad. And that it will continue to be a place where people can enjoy high end ingredients, like truffles & oysters. To deliver a menu that's constantly innovative, to guests old and new.

Daniel: Absolutely, and to add, to ensure Alena remains a fun space, full of life and foodie pleasure and remains one of the top restaurants to visit in Tel Aviv where people can come and get new experiences and at the same time excellent quality food.

GUEST SERVICES

TEL AVIV FOR FAMILIES

THE NORMAN RESERVES A BIG WELCOME FOR CHILDREN OF ALL AGES AND FAMILIES TRAVELLING TOGETHER. 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.





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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 Tel Aviv 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 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.

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.**

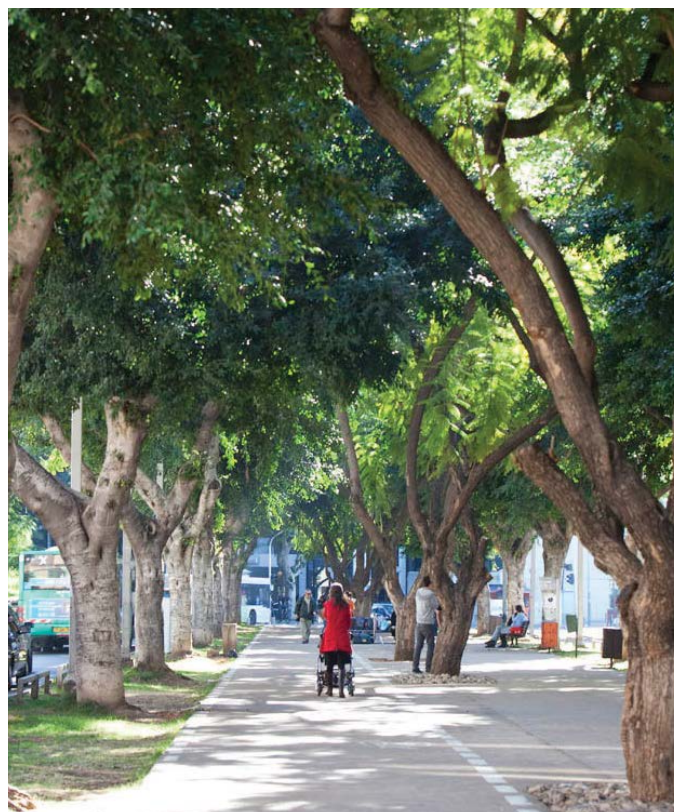
Rothschild Boulevard runs north from Neve Tzedek to Habima Theatre, on each side of the beautiful tree-lined boulevard is a pedestrian and bike path. Many of the historical Bauhaus buildings are situated here, as well as several enclosed playgrounds for children. During the summer months, expect to see the occasional tarot reader, street acrobats, 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 stage and arts 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, shady 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 and takes 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 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.

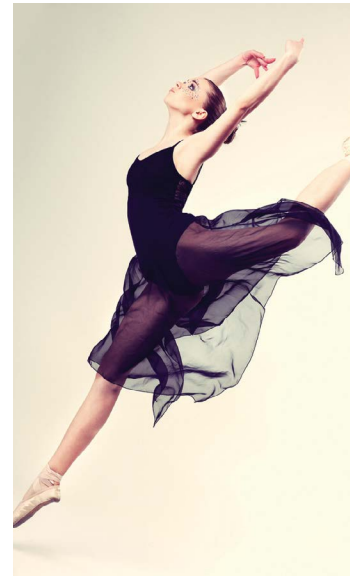
Shop

DIZENGOFF CENTER

A shopping, leisure 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 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)

The

ISRAELI BALLET

The Israel Ballet Centre, the only Israeli company performing classical and neo-classical ballet, draws from an international repertoire. (Charles Bronfman Auditorium)



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 Site). 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

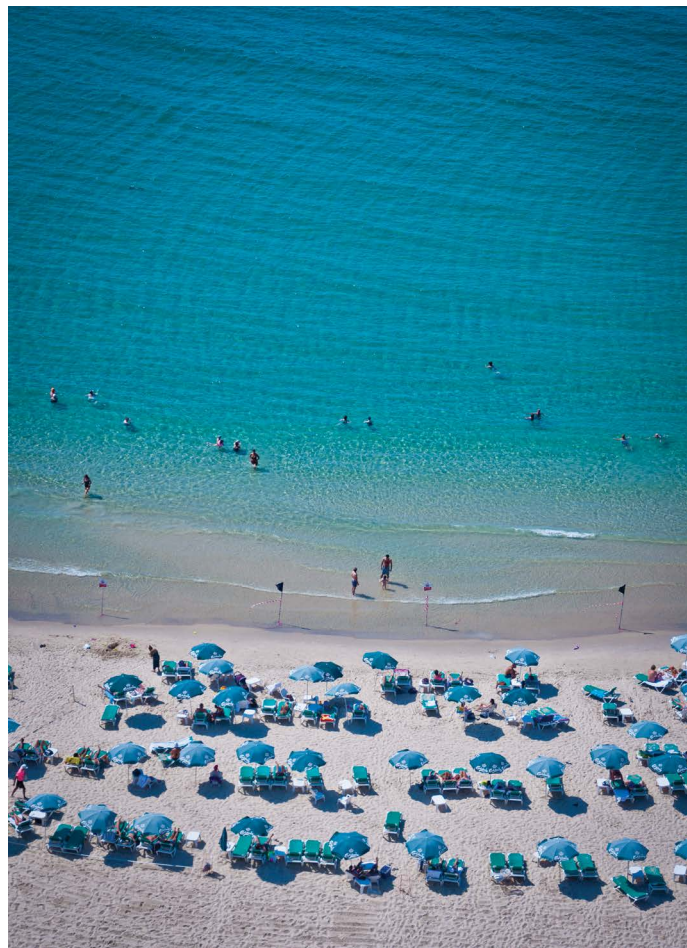
In the know

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 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 boisterous, always charismatic market life of Shuk Ha'Carmel is a haven for foodies, and the best place to get a snapshot on 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, paraphernalia and trivia.

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 fascinate in 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, 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 at home, which is just another excuse for taking advantage of the stunning 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 which 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

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

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 dinners 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)

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)

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 Theatre 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

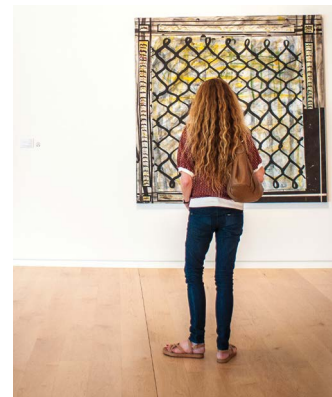
BAUHAUS MUSEUM

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

REUVEN RUBIN MUSEUM

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

History

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.

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.

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, just kick back and relax by the pool or enjoy one of our pampering massages, the Wellness area is a haven of relaxation, rejuvenation and luxury.

*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 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 from our kitchen, 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 experienced, in-house personal trainers are adept at building a program to suit your goals and preferences. Train in our gym, or take advantage of our location and exercise in the park or at the beach for an unforgettable workout.

*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 on the roof terrace can be booked through Wellness.



Amit Cabessa, Untitled 2017

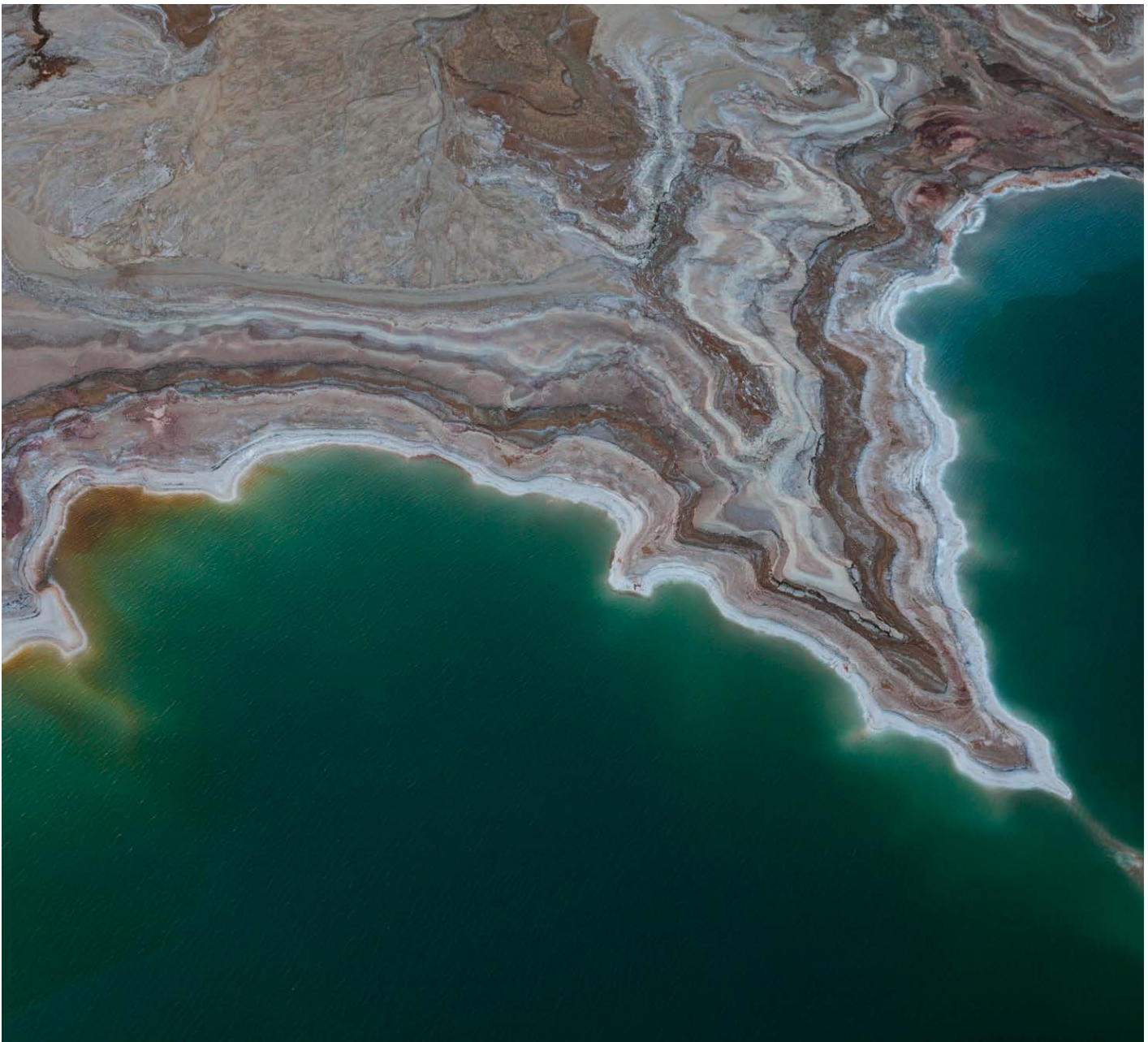


Pnina Reichman, Variation 2015 - 2018 | Shir Moran, Taxi 2019 | Orit Fuchs, Vivid Mood 2018

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 romantically inspired hustle & 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.

Sidewalk 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 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 attract worldwide attention. A hike in the wild and lovely Zin Valley lets you experience the wilderness up close at Ein-Avdar, 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, the colourful traditions and quality of this market 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 main 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*)

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.



THE NORMAN GIN



The Library Bar Gin, made in collaboration with the Jullius Distillery is infused with date palm alcohol and the aromas of wild, handpicked Galilee botanicals.

It is a perfectly balanced gin that captures an unmistakably Israeli taste and spirit and is an outstanding starting point for many of The Norman's signature and classic cocktails.



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.

Norman,

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

By Norman Lourie



CONTEMPORARY
ELEGANCE
&
ATTENTION TO DETAIL





Adva Kremer, Nu couché Modigliani, 2019



Gal Weinstein, Untitled 2016

INTRODUCING
THE NORMAN RESIDENCES



New Development at N22



Liat Livni, Ein Karem 1 2010

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