



Port TLV at Tel Aviv Port is a building the likes of which have never been seen in Israel, combining a dream vacation with luxury residence // Residents will enjoy a rare proximity to the beach and the services of a boutique hotel

A 5 STAR HOME





Mini-penthouse. Full, hotel-level service, Simulation: PR

50 50 meters from the shoreline at Tel Aviv Port, near Metztzim Beach, construction is underway on one of Israel's most prestigious icons: a residential property combining hoteliery at a level you have never known before.

The building is covered with controlled aluminum elements, providing light and shade at the press of a button and entirely transforming the façade. The elements were developed by the project's architect Ilan Pivko. The carpark is automated as well, and all you need to do is leave your car at the building's entrance.

No one says it better than Pivko: "The building is an homage to Tel Aviv; the Bauhaus-era White Cube dressed up in lace and glass."

This is the hottest trend for the upper crust: super-luxury apartments providing residents with full, five-star-hotel level service.

These properties provide the residents with the entire bundle of services one can only dream of. From cleaning and laundry services, to a private chef, to a personal fitness trainer. Fancy a cappuccino with a warm pastry? It will arrive in your living room within minutes. Returning to Israel from abroad? The concierge will arrange a limousine to get you home. The home itself

Fancy a cappuccino with a warm pastry? It will arrive in your living room within minutes. Returned to Israel from abroad? The concierge will arrange a limousine to get you home

is smart, offering complete control, to the point that the bathtub can be automatically filled with hot water at a scheduled time.

The pinnacle of this trend will probably be the Hagag brothers' Port TLV project, whose construction has recently begun and is intended to be completed in 2022.

The project comprises a 10-floor luxury tower containing 40 apartments and 44 hotel rooms (7 residential floors, 2 boutique hotel floors and a commercial floor sized 420 sqm). The project is planned to occupy a 3-dunam lot at Tel Aviv Port, in close proximity to the recreational and cultural sites.

In the past, projects would famously be approved for construction as close as 100 meters from the beach; which distance has today been increased to 300 meters due to strictures. In fact, this plan has been approved by the Committee for the Preservation of the Beach Environment (CPBE) and the National Council for Planning and Construction for the very reason of this residential project's unique proximity to

the shoreline and its designation for residence. The building is located a mere 50 meters from the water – no other project is or will be this close to the shore.

The hotel part of the project was purchased several months ago from the Hagag brothers by the Dayan family, who owns the Africa Israel chain of hotels, for the amount of NIS 60 million with additional VAT.

It is precisely because of the project's unique location, normally reserved for "full" hotels, that residents will enjoy a plethora of benefits. Port TLV will be the first building in Israel to provide the entire service bundle of a private residence hotel, with the apartment being owned by you, registered under your name and available for you to stay in all year round.

Lee Ziv, Chief Marketing & Sales Officer of Port TLV, previously marketed the "Meier on Rothschild" project (in which the Hagag brothers are partners). "The project is going to be Tel Aviv's icon, and not just thanks to the pastoral location at





Port TLV. Tel Aviv's icon, Simulation: PR

the renovated Tel Aviv Port,” says Ziv and elaborates: “The environmental development is carefully cultivated, the white building’s design is unique, the hotel’s palatial lobby will display art exhibitions, the gym is state-of-the-art, the high-end specification of the apartments has been meticulously planned to the minutest detail, all apartments offer a view of the sea, the penthouses are breathtaking and feature private pools. Port TLV is a world-standard building, where a dream vacation and luxury living are woven together into the daily life of the Middle East’s most attractive city.”

Ziv does not believe that the price of the properties she sells will discourage buyers. “There are many highly prosperous Israelis and Jews for whom this is part of their lifestyle,” she says.

When asked what her idea of a dream property is after having traveled extensively around the world, she replies without hesitation: “A property that has the option of full service. A property that reaffirms the ease of living, one where I don’t have to fret that something isn’t being taken care of. The next criterion is aesthetics.

After years of becoming acquainted with architectural projects by great designers, I now find aesthetics to be paramount. I also highly value the importance of light and space, high ceilings, tall windows through which one can see the sky and enjoy the sensation of a vast open space.”

The interest of affluent Jews around the world in permanently residing in Israel has been piqued in these days of a coronavirus pandemic. 8 transactions with foreign investors have already been signed, and

The building is covered with aluminum elements, enabling you to control light and shade at the press of a button and entirely changing the façade. The element was designed by the project architect, Ilan Pivko

two more Israeli families have already purchased an apartment in the prestigious building.

The apartments themselves are sprawling suites, designer lofts and a variety of luxury penthouses, combining vast spaces, screen windows facing the sea, private swimming pools, strict and meticulous

planning of every nook and cranny and a unique architectural vision. Large residential rooms overlooking the sea are built at a standard the likes of which have not been seen in Israel before.

The building’s planning ensures complete separation between the residence and the hotel. The building will have a parking lot reserved for residents, a massive gym for the residents’ use and 24/7 guarding services. The hotel will manage the residence as well, in order to maintain the

highest standard of living.

The penthouse is the project’s showcase, and features an infinity pool, whose edge merges with the sea horizon at a single level and whose design is that of a villa built on the air. ■

[Click here to watch a video produced by Aki Avni with singing by singer Amir Dadon](#)