

## Areas to Visit

For more suggestions visit: <http://www.visit-tlv.com/?CategoryID=190>

Over the past 10 years, the municipality has invested 1 billion Shekels (over 250 million dollars) in the renovation and preservation of historical and cultural assets, many of which were inaugurated during the city's Centennial celebrations. These include:

### Yafo Port

One of the oldest active ports in the world, Yafo is mentioned in the Old Testament as the port from which the prophet Jonah embarked on a ship before being swallowed by a fish. In modern times, the port served as the main export and import hub of the region, including for the famous Jaffa oranges. Today, local fishermen still use the harbor and the main hangars of the port have been restored and include art galleries, cafés, restaurants, various shops, and the "NaLaga'at Center" – a unique artistic complex operated by the deaf and blind community.

: <http://www.namalyafo.co.il/>

### HaTachana – The Station

The historic train station, which connected Jaffa and Jerusalem, was inaugurated in 1892 as part of the Ottoman Hejaz Railway system. The station and the adjacent buildings were recently restored and house some of the city's trendiest restaurants, fashion boutiques, cafés and shops.

: <http://www.hatachana.co.il/>

### Beit Hair

Built in 1925 as a hotel, this building later housed the historic City Hall of Tel Aviv until 1965. Built in the Eclectic Style, it today houses a special museum for the history of Tel Aviv, and is part of the Bialik Street Complex, which includes some of the city's most important and majestic buildings: Bialik House – home of Israel's national poet; Reuven House – home of artist Reuven Rubin, one of the city's first and most important painters; The Felicia Blumenthal Music Center and Library; and the Trumpeldor Street Cemetery, which serves as a pantheon to the nation's writers, poets, artists and thinkers, and is just around the corner.

<http://beithair.org/about/about-english/>

### Culture Square

At the end of Rothschild Boulevard are three of the city's most important cultural institutions: The Habima National Theatre, recently renovated and expanded; the historic Mann Auditorium, home of the Israel Philharmonic Orchestra; and the Helena Rubinstein Pavilion, which houses contemporary art exhibitions. Connecting all three is the new Culture Square, designed by artists Dani Karavan.

### The Boardwalk

Lying along the city's main asset – the beach – the city's boardwalk was recently expanded and connects all of Tel Aviv-Yafo's 14 kilometers of beach. In the northern part of the boardwalk is the Tel Aviv Port – built originally in 1938 and today home to some of the city's trendiest bars, night clubs, restaurants and coffee shops.

### Sarona

In 1871, an hours walk from Jaffa, red-tiled roofs, immersed in greenery and surrounded by open agricultural scenery, were visible from afar. These were the delightful houses of the Sarona colony, which had been founded on the banks of the Musrara (Ayalon) River by German Templars. No one had even dreamt of Tel Aviv in those days...

Today, in the very heart of Tel Aviv, the city that never sleeps, Sarona has reawakened into a public open space, with 37 of the preserved buildings at its center, its original streets and flora. The Sarona site, presently under construction, will be a new and unique site in Israel, combining entertainment and culture, recreational opportunities and art, shopping and offices, residential buildings and hotels.

<http://www.saronatlv.co.il/sarona-developpe-planEN.asp>

and a video about the plans:

<http://www.saronatlv.co.il/sarona-movieEN.asp>

### Neve Tzedek

Twenty-two years before the founding of Tel Aviv, Jews left the walls of Jaffa and built the nearby Neve Tzedek. These beautifully restored houses and streets preserve the romance of the early days of Jewish urban settlement. A walking tour of Neve Tzedek is a must for romantics, history lovers and fans of small, winding alleys.

The Nahum Gutman Museum is located here in the home of the artist who immortalized the early days of Tel Aviv and Jaffa landscapes in his colorful paintings. The neighborhood was nicknamed "Little Paris" because of its eye-opening architectural innovations.

Today, the most outstanding site is the Suzanne Dellal Centre, a bustling dance and theater complex.

### White City

In July, 2003, UNESCO, the United Nations Educational, Scientific and Cultural Organization, proclaimed The White City, the unique urban and historical fabric of Tel Aviv, as a World Cultural Heritage site.

By this proclamation, the world recognized the special architectural qualities of the buildings, streets, squares and avenues of Tel Aviv. This architectural style was innovative, tailored to the needs of its residents and the climatic conditions of the region. The White City is the world's largest grouping of buildings in the International Style, also known as Bauhaus,.

About 4,000 buildings were constructed in this area, beginning in the 1930's until the establishment of the State of Israel. The White City is located between Allenby Street in the south, Begin Road and Ibn Gvirol Street in the east, the Yarkon River in the north, and the Mediterranean Sea in the west.

The buildings of the White City were designed by Jewish architects, who had fled Europe upon the rise of the Nazis. This group created a new architectural language, which is rich and diverse, characterized by its asymmetry, functionality and simplicity. The balconies, building pillars, flat roofs and "thermometer" windows became the trademarks of the city.

To learn more, visit the White City website: <http://www.white-city.co.il/english/index.htm>

## **City Bus Tour**

<http://city-tour.co.il>

In coordination with Dan Buses and City Tour, the city runs a panoramic tour from an open-air bus (closed top in the winter). The bus goes to many of the city's main attractions and users are able to get on and off the bus at the sites without limitation. The bus stops at 28 stops to see over 50 sites and the tour lasts for 2 hours. Explanations are offered in 8 languages (by earphone). Tickets can be purchased on the bus in cash. For more information call 03 639 4444, and for groups call 0525 357 2220.

Price:

Adult - Panoramic Tour – 45 NIS

Youth (under 18) - Panoramic Tour – 36 NIS

Adult - Panoramic Tour + Daily Bus Pass – 65 NIS

Youth (under 18) - Panoramic Tour + Daily Bus Pass – 56 NIS

Additional link to City Bus Tour information and MAP:

<http://www.dan.co.il/english/template/default.asp?textSearch=&catid=28&pageId=661&parentId=659>

## **Trade Fairs**

## **International Conferences and Trade Shows**

Tel Aviv-Yafo is the home of fine fair grounds and a convention center which host an array of local and international exhibits and conferences in such fields as telecommunications, high-tech and business.

[www.fairs.co.il](http://www.fairs.co.il)