

A MULTI-SENSORY APPROACH TO REAL-ESTATE

A METICULOUS REAL-ESTATE PROJECT OFFERS NOT ONLY FOUR WALLS AND A CEILING, BUT A MULTI-SENSORY EXPERIENCE THAT INTERACTS WITH THE BUYER

It is said that a person is measured by the quantity and the quality of experiences gathered over the course of time. There are psychologists and intellectuals who measure a person's happiness based on these experiences. This understanding is behind the transformation in terminology used by businesses. By addressing customers in terms of "experience" and by making "experience" the chief value when branding a product, businesses establish a significant and differentiated presence that attracts and retains loyal customers. ►





A person does not purchase a product; a person acquires an experience based on colour, texture, sensation, and fragrance. This occurs in the same manner in real-estate: a person does not purchase four walls and a ceiling, but a location, a lifestyle, a view. In today's world, a business either makes it or not based on the level of service it provides; customers tend to pay more to ensure the service and standards that they expect. A customer's opinion of a place or product is directly affected by the level of service received.

The Beresheet Tower in Bavl is one of the most talked about projects in recent years. In the current scene of urban renewal it aims to restore the past glory to this great northern Tel-Aviv neighborhood, by providing the ultimate lifestyle experience. The initiators and developers, the Kozahinofs, are a family that has enjoyed decades of success in the diamond industry in Israel and abroad. Recently they have expanded their businesses by investing and developing prestigious state-of-the-art real-estate projects utilizing their experience, vast knowledge, integrity and professionalism.

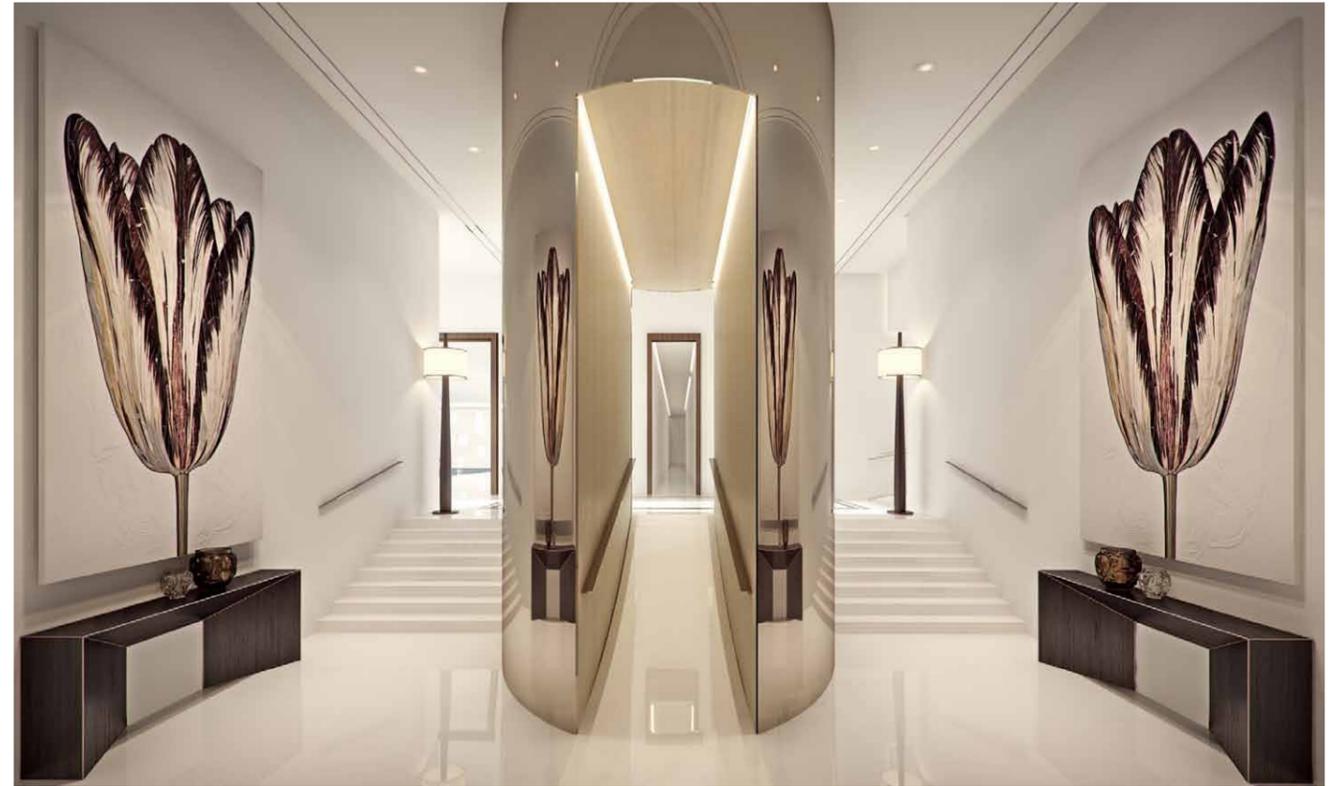
The family understands that as with diamonds, luxury housing and superior real-estate development demands precision and attention to the finest details. In many ways, an apartment is like a diamond, measured by the same parameters and with the same level of importance: the quality of raw materials,

strength and exquisiteness. These principles are reflected in the Beresheet Bavl Tower, which will soon become the "diamond" of magnificent living in Israel.

The project is located at the highest point of the Bavl neighbourhood, so that all 170 apartments offer astounding views. The public spaces have been designed by the architect Irma Orenstein, who specializes in planning and designing luxury residences. Orenstein selected primary materials reflecting the project's name and the general concept of creation and birth. The luxury tower will provide a wide range of lifestyle services such as spa rooms, squash courts, a gym, a wine room, a spacious library, all meticulously designed as though they were living spaces in an expansive private house.

The current approach in today's international real estate industry is to offer as many pampering services as possible to tenants, so that they don't have to leave the premises. The knowledge that you can relax with a breath-taking view in your private living room and then immediately host a formal business meeting without ever leaving the building, only to later relax at the pool, and have a treatment at the spa, provides peace of mind. Knowing that your home can act as a business arena and a leisurely oasis is the ultimate lifestyle experience. No need for travel, no need for traffic jams, no need to rush; just maximum ease and comfort. ►





Beresheet Bavli was designed by the renowned offices of M-Y-S Architects. The project was led by Rachel Feller who worked diligently for almost two years planning all the interior spaces. There is not one square centimetre that did not receive her scrutiny and approval. The tower comprises 42 floors that offer three-room apartments as a minimum. Clients can conjoin apartments and create bespoke spaces for themselves to match their precise requirements. The possibilities are endless.

The public spaces, designed by the unique Irma Orenstein were dealt with in a manner that upped the standards of luxury design. Orenstein conceived and created items that are being produced overseas specifically and solely for this project. The decision to separate the planning and design of public spaces and interior spaces was a strategic decision that stems from the aspiration to maximize potential.

Orenstein and Peller represent excellence and stand at the forefront of local architecture. In choosing Eyal Hacham, the Kozahinof family once again chose a company that is considered one of Israel's finest for marketing residential real estate. Eyal Hacham, CEO of Menivim and former VP Marketing of Africa Israel Residences, as head of marketing activities for Beresheet Bavli

brings vast experience and a thorough understanding of what it is to market exceptional residential projects.

It is said that in real estate what matters is location, location and again location. The Beresheet Tower is the perfect example of a location that has it all. As opposed to other complexes where all buildings are new, Beresheet is located at the very end of the prestigious Pa'amoni Street, and will be part of an older established and prestigious neighbourhood with an already functioning infrastructure. The municipality has allotted approximately 70 dunams for a state-of-the-art neighbourhood park, providing added value to tenants. Most of the apartments will benefit from the stunning Tel-Aviv skyline including a view of the mesmerizing Mediterranean.

From the outset and up until moving into the apartments, clients will enjoy exceptional professional service. They can rest assured that they will be accompanied throughout the process in a relaxed, professional and efficient manner. This is a ticket to the world of luxury with a very high ratio of cost-benefit.

The three brothers of the Kozahinof family and their mother Nurit, bring with them intelligent concepts of luxury and lifestyle at their very best. ■

