



EMMY SHAHAR AND SALOME FAKIEL WITH A STONE INLAY TABLE BY ITAY OHALY, MADE USING CAESARSTONE 'VANILLA NOIR' SLAB COMBINED WITH 'COASTAL GREY' QUARTZ AND CONCETTO PIECES IN 'PINK ROSE QUARTZ', 'BLUE AGATE' AND 'WHITE QUARTZ'. FOR MORE OBJECTS FROM THE PROJECT, SEE RIGHT

DESIGN

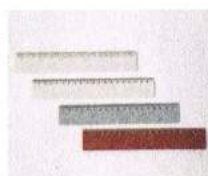
FRESH PAINT

Visitors to this year's Fresh Paint art fair in Tel Aviv noticed a new addition to the more traditional contemporary canvases, installations and sculptures. Diffusion project Fresh Design was co-curated by Emmy Shahar and Salome Fakiel, the duo behind Design Space, a Tel Aviv-based gallery that showcases indigenous contemporary design, releases limited editions, produces pop-up stores and organises exhibitions, including recently reopening Tel Aviv's oldest cinema for an all-night video art festival.

For Fresh Design, Design Space embarked on a project with the innovative Israeli work-surface manufacturer Caesarstone,

commissioning local talent to design unique objects that challenge conventional ideas about materials and their uses.

'The designers were encouraged to work around the edges of design, to emphasise an object's conceptual purpose,' says Fakiel. 'Each designer reveals an environment of objects, textures, artifacts, and ideas that challenge the notion of a familiar Caesarstone surface. The project also required the manufacturer to work on another scale, with a different appreciation of the material itself, which expresses a recovery of artisanal skills within industrial techniques of production.' designspacetlv.com



'BALATA' RULERS

The 'Balata' (floor tile in Arabic) ruler, by Studio Bet, for Kukka, is made to measure the width of a traditional floor tile.



'X SHELF'

Magenta Workshop's X-shaped magazine stand is based on their original shelving series made from coated MDF.



'LAMP ON CANVAS'

Itay Ohaly's lamp is deconstructed, painted on to a canvas, then reconstructed with the canvas as a backdrop.



SMALL TABLE MIRRORS

Designed by Andrey and Shay, these form part of a collection that includes a large table mirror and a wall mirror.



'STAIN' RING, £350; 'INTO THE FOREST' RING, £220; 'STRUCTURE' RING, £240; 'SMALL FOLD' PENDANT, £180. ALL BY NOY ALON. PHOTOGRAPHED ON 'CAESARSTONE CONCETTO SLABS IN 'WHITE QUARTZ' AND 'ROSE QUARTZ'

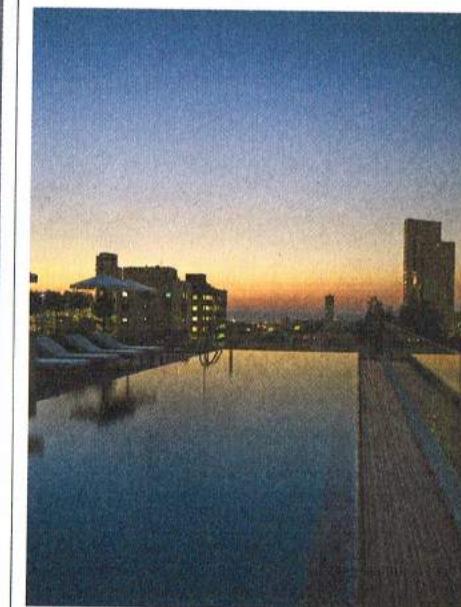
JEWELLERY

NOY ALON

A graduate of Shenkar College of Engineering and Design in Ramat Gan, Noy Alon likes to work with materials that challenge and redefine the conceptions of traditional jewellery design. With her collection split into four sub-divisions entitled Mass, Material, Metal and Integral, the pieces are, variously, brutal, fantastical, almost edible and very beautiful. Polymers are incorporated with gold-plated brass or German silver. Car paint is used alongside enamel and oxide. 'Even in my monochromatic pieces, I refer to the different shades and colour transitions

almost as something sheer or glass-like, as if I can look through and inside the colour,' says Alon. 'I try to notice every nuance of colour and to treat them as precious details.'

Israeli designers, says Alon, are always working hard to compensate for the fact that they are not in a major cultural centre such as London, Paris or New York. 'But this also motivates you to break through the geographic boundaries and adds great value to our work. Being in the peripherals allows you to be more experimental in your field.' noyalon.com



HOTELS

THE NORMAN

Built to honour the memory of South African activist, philanthropist and hotelier Norman Lourie, The Norman, in Tel Aviv, is an immaculately appointed boutique hotel comprising just 50 rooms in two historic 1920s buildings. The heritage architecture, including original details such as the hand-decorated ceramic floor tiles, has been carefully preserved by Tel Aviv-based architect Yoav Messer. With the management on a mission to uphold the same standards of understated luxury and old-fashioned hospitality that Norman Lourie established during the 1950s at his own Dolphin House (Israel's first five-star hotel, which played host to Sophia Loren, Paul Newman and Danny Kaye), interior designer David d'Almada was given the task of creating a hotel loaded with state-of-the-art technology but echoing the elegance of a bygone era. And we feel sure Sophia Loren would have fully approved of the rooftop infinity pool and sundeck. 23-25 Nachmani Street, Tel Aviv, tcl: 972-3 543 5555, thenorman.com