

OUR SECOND GROUP
OF GIFTED ARCHITECTS
PHOTOGRAPHED AT
THE TEL AVIV MUSEUM
OF ART FEATURING
BENCHES MADE
FROM CAESARSTONE'S
'MOTIVO LACE'



05
Ami Szmelcman

Runs Gottesman-Szmelcman Architecture with partner Asaf Gottesman, with branches in both Paris and Rishpon, Israel. Key projects include the Litvak Gallery at Museum Tower, Tel Aviv, as well as mixed-use development OVO Wrocław, currently under construction.

06
**Itai Paritzki
and Paola Liani**

Established Paritzki & Liani Architects in Tel Aviv in 2001. Key projects include cutting-edge Tel Aviv boutique FabLab, and Barud House, a modernist private residence outside Jerusalem.

07
Irit Axelrod

A graduate of the Israeli Institute of Technology, founder of Axelrod Architects, and collaborator as part of Axelrod-Grobman Architects. Key projects include Tel Aviv University's Porter School of Environmental Studies, and the minimalist G House in Tel Aviv.



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02

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04

01
Joseph P Friedman

Israeli-born, Princeton graduate. Specialises in grand-maximalist, luxury homes for private clients in Tel Aviv. Key projects include the reptile house at Haifa Zoo and the Versace store in Tel Aviv.

02
Moshe Tzur

Founded his practice in 1978, specialising in grand-scale, urban projects. A development featuring seven high-rise towers, making up some 1,000-odd residential units in the Bavli-Dekel area of north Tel Aviv, was recently given the green light.

03
Oded Halaf

Specialises in upscale private estates, residential complexes, apartments and commercial offices. Recent projects include the interiors for the Amot Atrium Tower, currently under construction in Ramat Gan.

04
Moran Palmoni

Specialises in a diverse body of projects for private homeowners and property developers both in Israel and overseas. Key projects include an American Colony house in Tel Aviv, a Greek island villa, and a Jetsons-esque desert inn at Arava.