

# THE TEL AVIV EXPERIENCE

## TOURS – 2014

On second glance, the grey is suddenly no longer that grey. The picture begins to brighten up. The colors change. Suddenly we see some green, pink, yellow, blue and even orange.

Tel Aviv is like that – a city so complex that things are not always evident at first sight, but that's what we are here for. Tel Aviv Global is delighted to show you the city's hidden colors.

In our series of tours, we wander through the streets of Tel Aviv-Yafo, visit the effervescent markets, discover the meeting place of the three religions in the city, get captivated by the magic of Jaffa, and listen to stories from behind the scenes of Tel Aviv's first neighborhood.

In Tel Aviv we learn about the city's distinctive Bauhaus architecture and meet the coming Exit of the Israeli "Silicon Valley" on Rothschild Boulevard. Of course, we also marvel at the unparalleled beauty of the authentically restored Templers' Colony, and this is just a sneak preview!

For private tours, contact us at:

T: 03.7253873/5

F: 03.7241921

E-mail: [tourism@mail.tel-aviv.gov.il](mailto:tourism@mail.tel-aviv.gov.il)



### 1. STORIES OF THE VINEYARD

Get to know the Kerem HaTeymanim ("Vineyard of the Yemenites") neighborhood through zesty stories, tasty food and talks by local community leaders. This exceptional tour of one of the hidden pearls in the heart of the city includes sampling some tasty bites at the Carmel market.

### 2. "PASS THE HUMMUS" – PEOPLE & FOOD IN JAFFA

From the Old City to the 1950s, from the hawkers of the flea market to the designers and their boutiques, from the garages to the art galleries – Jaffa is constantly changing. This tour shows us the various shades and tones of Jaffa, each of them precious and special. There is the Jaffa of Kasablan next to the famous Shakshouka of Doctor Shakshouka, contemporary art at Channah's gallery next to the Arie's second hand bicycle shop, trendy "Puah" restaurant next to the Turkish bakery of Leon, and Eliko's tavern next to Sushi or a breakfast of Masabha Hummus!

### 3. "SO CHEAP AND ONLY TODAY!"

The market is full of life, scents, aromas, tastes and flavors. Most of all, it is filled with people that give the market its unique character, like Itzik the artichoke salesman, Amrany with heaps of different spices on his stall, Dorfman selling Shmaltz and last but not least the famous cursing of the hawkers.

This tour gives us the chance to sample many tasty treats – come hungry!

### 4. TASTES & SIGHTS OF SOUTH TEL AVIV

Discover the streets of South Tel Aviv, between the alleys and stalls of the Lewinsky market. This tour lets you experience the fragrant scents of the spice stalls, the marzipan factory, the small authentic Turkish Burekas shop, and much more.

### 5. SCENTS OF HOPE – A TOUR OF THE TIQVA QUARTER

This tour of the colorful and pulsating neighborhood with a giant heart is all about love, scents, tastes, a feeling of homecoming, aromas of traditional Iraqi dishes, Yemenite spices, and epic stories of the neighborhood's heroes. From traditional Shabbat eve tablecloths and the famous neighborhood princess, the late singer Ofra Haza, to local authors and football teams – this tour presents us with personal insights into a diverse yet intimate neighborhood.

### 6. THE RENAISSANCE OF FLORENTIN – A TOUR ACCOMPANIES BY VARIOUS TASTES

The old neighborhood of Florentin has been reinventing itself in the past years. This tour gives a profile of the neighborhood in which Olim, students and artists live side by side and where the real melting pot of Israel is most visible. The tour includes sampling dishes from a variety of places in Florentin and can be combined with a visit to the "LECHI" museum.

The neighborhood was founded as a center for artisans. As the years went by Florentin turned into one of the most exciting neighborhoods. Today its residential areas, with a unique architectural style, flourish alongside industrial areas of artisans and of the course the well-known picturesque and thriving spice market with its unique tastes and interesting anecdotes. Every delicatessen stall or shop has its own story to tell and we hear these stories as part of our tour as we sample delicacies from the cuisines of Turkey, Greece, Iran, Yemen, India and other countries.

### **7. ALWAYS A GREAT FIND – A VISIT TO THE FLEA MARKET**

In the last years the Jaffa Flea Market has seen some big changes: Newcomers have opened shops, boutiques, restaurants and bars have opened and now complement the traditional stalls, shops and shopkeepers. On this tour we explore the fascinating and bustling market, visit interesting shops, learn a little about antique furniture and collector's items, and feel the uniqueness of the place. It is possible to finish this tour at the Jaffa Port Market.

### **8. BEHIND THE SCENES OF THE CAMERI THEATRE**

The world of theatre is diverse and thrilling: In addition to what one sees on stage, there is a whole world "behind the scenes". This tour gives a short insight into the story of theater in Israel and includes witty anecdotes and a tour of the hidden parts of the Cameri Theatre, including the theatre auditoriums, the dressing rooms, and the stage design accessories.

### **9. BEHIND THE SCENES OF THE OPERA**

This guided tour brings us up, close and personal with the world of opera. We get to see the costume warehouses, the workshops, the porch and the grand opera hall. Through explanations and interesting tales we learn about the opera's architecture, its history, activities, and the people behind the scenes. A meeting with an opera singer forms the sweet finale of our tour.

### **10. IN SEARCH OF SYNAGOGUES OF THE PAST**

A story of the heritage of the founding days of Neve Tzedek and Neve Shalom, in contrast with a story of the complexity of contemporary Israeli reality.

### **11. A NIGHT ALONG ROTHSCHILD BOULEVARD**

This evening tour of Tel Aviv's first boulevard takes us past kiosks and the first street lamp of the city. We hear stories about the boulevard's buildings and about the people who lived in them. We recommend combining this tour with a visit to the Independence Hall, in which the State of Israel was declared independent.

### **12. JAFFA OLD CITY**

This evening tour of Old Jaffa takes us along the city's alleys, past the Clock Square and Mosque, through the Greek mansard up to the Summit Garden with its breathtaking views of the lights of the Tel Aviv skyline and the Jaffa Port, full of ancient memories. Join us on an amazing tour in pursuance of legendary Jaffa inhabitants and their tales, such as the love story of Andromeda and Perseus, the painter Nahum Gutman, Joseph Moyal and the clock tower, Aris San and the beginnings of Mediterranean Music in Israel, Napoleon's conquest of the city, Abu Nabot and his construction of the city and much more. We recommend combining this tour with a visit to the Old Jaffa Visitor's Center, which is located below the Kedumim Square and portrays Jaffa's history. Archeological finds from the sea and the continent, as well as excavations of whole buildings are displayed in an interactive tour that includes beautiful films and other surprises.

### **13. A CITY IN THE SANDS – THE BAUHAUS TOUR**

What is "international style" architecture, what the "open drawers" are, who Patrick Geddes was and what has all this got to do with the UNESCO? Who said Jews don't like to live by the sea? What is it with the scent of garlic in the corridors of one of the most famous art schools in the world? Who was Gropius and what is the origin of the name "Bauhaus"? How comes the highest concentration of Bauhaus-style buildings happens to be on the eastern shore of the Mediterranean Sea? This tour is for all those who are a little bit more interested in architecture and who seek an answer to all the above

questions. Join us on a Bauhaus tour along Rothschild Boulevard and throughout the heart of Tel Aviv.

#### **14. NEVEH TZEDEK AND THE TAHANA COMPLEX**

Tales, people, gossip and nostalgia in the alleys of Tel Aviv's first neighborhood. Neveh Tzedek, the "Oasis of the Righteous" was the first neighborhood outside of Jaffa and a valuable focal point of spirituality, culture and the arts in the development of the Yishuv. During the course of this tour we hear the story of the formerly poor and decaying neighborhood that has turned into one of the most impressive examples of neighborhood conservation. The renovated buildings tell the story of the establishment of this neighborhood and the city. The tour leads us through picturesque streets. We hear about the Shalosh, Rokah, Gutman, Amzaleg and HaRav Kook families, who were active in this neighborhood. We also listen to love stories that took place here. It is possible to combine this tour with a visit to the house of the bygone writers, the building of which nowadays houses the Nahum Gutman Museum.

#### **15. THE AJAMI NEIGHBORHOOD – 3 RELIGIONS AND 1 GOD**

The Ajami neighborhood, named after a Muslim saint, has been reinventing itself in the past years. Towards the end of the 19<sup>th</sup> century the neighborhood and Yefet Street were a meeting place of the various streams of Christianity. We walk the streets of Ajami, look at houses with painted ceilings, visit different prayer houses and listen to the stories behind the houses and witty tales of the neighborhood. This is a fascinating neighborhood that has it all: beautiful buildings, fraternity and friendship between its residents.

#### **16. THE GRAFFITI TOUR**

In the maze of workshops and garages of the Florentin neighborhood, far away from the world of galleries and museums, there is a place full of artistic creations that almost no one talks about. Who are the street artists? What is their message? And what is Graffiti anyway? This tour takes us into the atmosphere of the Florentin workshops, where we will learn about street art, Graffiti, and how to identify fingerprints of prominent Tel Aviv nocturnal artists. We also learn about the founding inhabitants of Florentin, coming from Salonika in Greece, and about the current inhabitants of this hip, often overlooked neighborhood.

#### **17. SAND, HOUSES AND DREAMS – ASPECTS OF CONSERVATION IN TEL AVIV**

This tour is all about real estate, conservation and the history of Tel Aviv. Where did the first dream houses of the city disappear to? How can we conserve historical buildings in the shadow of modern skyscrapers? We examine the conservation process of the Dizengoff House in which the State of Israel's Independence was declared, the fascinating conservation of the Levin House, the Pagoda House, and how the Nonstop City deals with the task of reinventing itself while conserving its heritage.

#### **18. STARTUP CITY – ENTREPRENEURSHIP AND INNOVATION IN TEL AVIV**

This tour introduces us to the focal point of global entrepreneurship and innovation – Rothschild Boulevard. The young and dynamic startup scene of Rothschild Boulevard is more than just a successful business center; the scene reflects the history and the values of Tel Aviv-Yafo. The tour includes a visit to the Herzlilienblum Museum and to the Independence hall, where the Independence of the State of Israel was declared, as well as a visit to the heart of innovation and entrepreneurship at the municipal library and finally a visit to a startup company.

### 19. GERTRUD IN THE COLONY

A famous actor who became an eccentric priest, houses that arrived on ships, the Grand Hotel and the well-known feud between the Hofmann and Hardag families. Did Herzl shake hands with the emperor Wilhelm II? Did the 'beloved' sister of Gertrud, Elisabeth, eventually manage to find a bridegroom? All this is part of the background setting of this tour, dramatized through the well-known character of Gertrud, sports and religious studies teacher, who takes us into the recesses of the German-American Colony.

### 20. COPS AND ROBBERS

Jaffa and Tel Aviv became one city and criminal history and current events also connect them. On this special tour, Tzvikah, the red-haired tour guide and retired cop, introduces us to places, characters, tales and songs. A criminal defense lawyer and a former drug dealer present us with an insight look into the conduct and life in dark and unfamiliar places. This tour takes around 5 hours by bus.

#### Prices:

**Regular Tours: 980 NIS – 1180 NIS**

**Special Tours: 1280 NIS – 1580 NIS**

**Culinary Tours: Additional 25 NIS per person**