The Penthouse is the crown jewel of the landmark project in the heart of the Old Jaffa port and neighborhood which spans across the ruins of the 13th century Crusader bastion, a restored 19th century French Hospital building and new building designed by British architect John Pawson.
The roof garden design concept was created in collaboration with Mohr Avidan Landscape Architecture, using sharp shapes and angles to complement the downstairs interiors, providing a continuous flow of themes and ideas throughout the Penthouse. Incorporating the same materials, Travertine stone is used for the flooring of the roof garden and creates a path dividing the space into various seating, lounging, dining and entertainment areas. The rooftop offers an outdoor kitchen and dining space, as well as an outdoor cinema. WIM Mediterranean plants and flowers encircle the roof creating a private and beautiful green oasis in the middle of the city.

I am excited to collaborate with Pitsou Kedem, and the Baranowitz & Goldberg team on this extraordinary venture. We chose these leading architects to design the most spectacular full floor penthouse and roof garden in Tel Aviv, for the Penthouse, it was important for us to bring in a brick creative sensibility for this unparalleled opportunity to present Tel Aviv with the most exclusive property in the heart of old Jaffa.

Abby Rosen,
Owner & Co-founder
RRF Holding LLC.
About Pitsou Kedem Architects

Pitsou Kedem Architects Studio is responsible for the design and planning of many projects in Israel and Europe. Pitsou Kedem set up the studio after finishing his studies at the Architectural Association School of Architecture (AA) in London. The studio’s design language and concept is founded on the modernist style, and his work encompasses the values and principles of the period as well as the design philosophies of the modernist movement. The studio designs projects covering a wide range of sizes and complexities, from the interior design of hotels, restaurants, stores, and interior spaces to the design of large private residences. The studio has been awarded many prizes, including the Israeli Design Award, and has been showcased in many architecture and design journals and magazines around the world.

About Baronovitz & Goldberg Architects

Irene Goldberg and Sigal Baronovitz first met while working in collaboration with Architect Pitsou Kedem on the designs of commercial spaces. After a few years of successful joint work the two decided to establish their own practice, Baronovitz and Goldberg. Their comprehensive experience in different fields of design allow the studio’s work to vary and include all scales of design. Whether it be a product or a building, finding the story that will ignite the creative process is the leading principle of their work. The studio’s projects are characterized by a playful balance between art and design while adhering to strict yet poetic principles of proportion, and a true integration between conceptual thought and functionality.
The interior design draws inspiration from the juxtaposition of Old Jaffa’s 4,000-year history.
**Fervital**

**Ocean Gray**  Granite stone, strong-looking, durable and does not require maintenance. The stone is earthy with white delicate tendrils on it, looking wild and captivating.

**Blanco Spider**  One of the most elegant stones. A white marble stone that combines tendons in gray, pink and yellowish. The use of this unique stone gives the space a classic and light look.

**Dalmata**  A white stone exposing golden and black tendons, creating a harmonious silence and drama at the same time.

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**Vaselli**

**Travertine Beige**  A sedimentary stone with a very high chromatic variety, with a predominantly golden brown or hazel-brown background stained by gray, brown, ivory and sometimes copper areas. The rock is porous with cavities of varying sizes generally carpeted with calcite crystals of ivory beige or more rarely, golden beige.
Boffi / Bathroom

WOOD - IN MONOBLOC BASE UNITS
Suspended monobloc base units totally in wood, with drawers and open-faced compartments. Exclusive drawers assembled with finger joint technique and push opening system. GARDEN washbasin - Design Marco Lisson, stainless steel sheet. Top in Marble Grey Stone.

TAPS FUKASAWA / Matt Gun Metal PVD
Bulthaup / Kitchen

DESIGN QUALITY PASSION

bulthaup begins where machines can go no further. That’s when people with passion bring the finishing touches to your bulthaup kitchen. We believe in authentic materials and genuine quality. But we also believe in employees who, each day, work with enthusiasm, care and the craftman-honed skills to make your kitchen something unique and very special.

Kitchen finishes

- Tall front: Aluminium Sandbeige
- Island: Aluminium Natural
- Worktop: Stainless Steel
Abby Rosen, RPR Holding

During the past 25 years, RPR Holding LLC has assembled a world-class portfolio of commercial and residential properties including luxury condominiums/hotel; high-end retail developments and signature office buildings. The RPR team leads the industry in operating, developing, leasing and managing world-class properties.

John Pawson, Design Architect

From the moment his work first came to public attention in the early 1980s, John Pawson’s impact on the world of contemporary architecture has been profound. Famous for his rigorously minimalist style, he has worked on projects as wide-ranging as Calvin Klein’s flagship store in Manhattan and a new Cistercian monastery in the Czech Republic. Publishing projects include the best-selling book, Minimum, exploring the idea of simplicity in art, architecture, and design across a range of historical cultural contexts.

Ramy Gill, Architect

A public Israeli architect, Ramy Gill has established himself as a leading authority on the history and architecture of Jaffa. He was the lead architect on the redesign of the Jaffa Fort and published a book about its architecture that is definitive reading on the subject. Ramy Gill is known for his innovative use of “green” energy and materials. His ecologically minded projects, including public buildings and private residences, pay tribute to the culture and landscape from which they derive their inspiration.

Pitsou Kedem Architects

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Baranovitz & Goldberg Architects

Baranovitz and Goldberg’s comprehensive experience in different fields of design allows the studio’s work to vary and include a range of design. Whether it be a product or a building, finding the story that will ignite the creative process is the leading principle of their work. The studio’s projects are also characterized by a playful balance between art and design while adhering to strict geometric principles of proportion, and a true integration between conceptual thought and functionality.
THE JAFFA PENT HOUSE

CREDITS

Landscape Design
Mira Avishai Landscape Architecture

Lighting Design
Diky Amon Albubes

Project Management & Construction
Assaf Lugo

Kitchen
Hubhaup

Bathroom
Bohil

Stone Partitions
Vale E

Stone Cladding
Fervital

Wood Work
Yossi Penso

Metal Work
Mark Wiseton

3D Renderings
Bonsai 3D Studio

Photography
Amir Genon

Graphic Design
Einat Kamm

Sketches
Irene Goldberg

Interior Architecture:
Pitsou Kedem Architects & Baranowitz Goldberg Architects