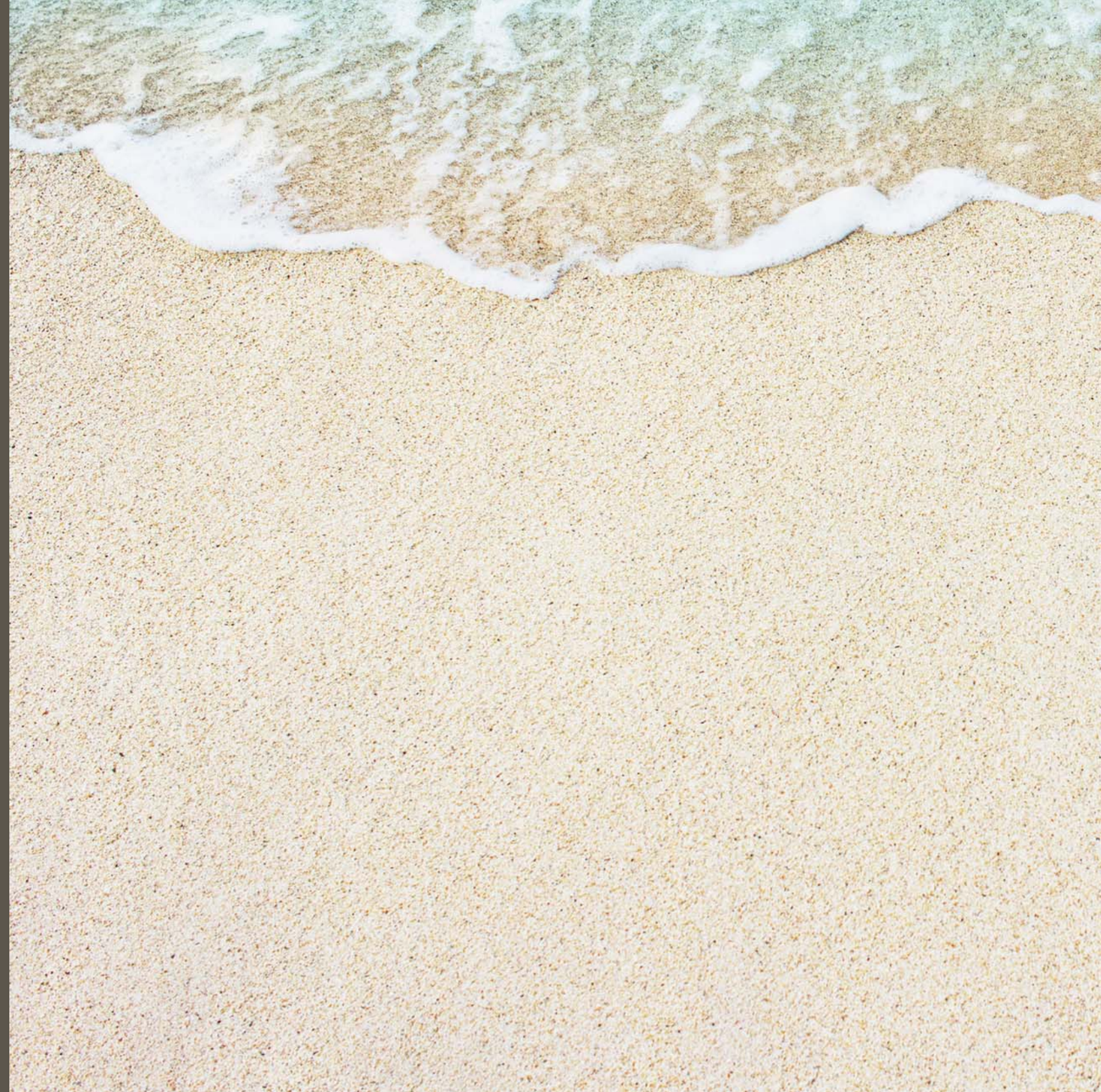
THE
JAFFA
PENT
HOUSE

T H E
J A F F A
P E N T
H O U S E

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 JAFFA PENTHOUSE STORY

RFR Holding LLC appointed leading Israeli architects, Pitsou Kedem Architects and Baranowitz, Goldberg Architects, to collaborate and design the largest and most exclusive Penthouse currently available in Israel. Featuring full services by The Jaffa hotel, the extraordinary Penthouse encompasses an entire floor (1,400 m2 / 15,000 sq ft) and the most unique roof garden in Tel Aviv (1,000 m2 / 10,765 sq ft). The Penthouse is part of the landmark project in the heart of the Old Jaffa neighborhood, which spans across a restored 19th century French Hospital building and a new building designed by British architect John Pawson.

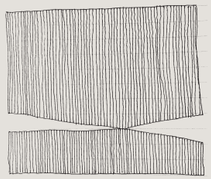
The Penthouse features five bedroom suites, a large master suite, a formal dining room, multiple living areas, catering kitchen, solarium study, a gym, spa area and the astonishing roof garden area. The roof garden boasts panoramic views of the surrounding Mediterranean Sea, Old Jaffa and Tel Aviv city. These views became the inspiration for the concept of both the interior design and the roof garden. Teaming up with Baranowitz & Goldberg Architects, Pitsou Kedem Architects pays homage to these surroundings by transforming the interior, combining the materiality of antiquity found in historical Jaffa with modernist shapes and volumes inspired by the Bauhaus buildings of the White City of Tel Aviv.

Using the juxtaposition of old and new, the designers conceptualize their vision through an unusual play with faceted volumes throughout the space. These volumes, made of Travertine stone, appear as structural stone partitions, effectively and creatively dividing the Penthouse into more intimate areas, while maintaining the open space layout. Referencing Jaffa's masonry structures, locally sourced materials like warm Mediterranean stones and marbles are used, while light wood floors accentuate the brightness of the sunlight brought in through the floor to ceiling windows.

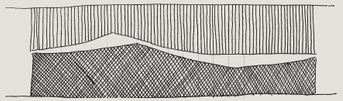
The roof garden design concept was created in collaboration with Mohr Avidan Landscape Architecture, using sharp shapes and angles to complement the downstairs interiors, providing a continuous flow of themes and ideas throughout the Penthouse. Incorporating the same materials, Travertine stone is used 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. Wild 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-Jaffa, joining a renowned design team of British architect John Pawson and Israeli architect Ramy Gill. For the Penthouse, it was important for us to bring in an Israeli creative sensibility for this unparalleled opportunity to present Tel Aviv with the most exclusive property in the heart of old Jaffa.

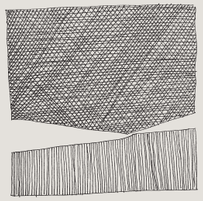
Aby Rosen,
Owner & Co-founder
RFR holding LLC.



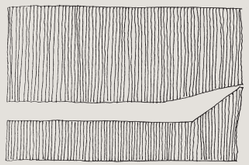
stone Element



thk Wall



Stone Wall Partition



stone Element

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ARCHITECTS

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 complexity. 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 disign journals and magazines around the world.

About Baranowitz & Goldberg Architects

Irene Goldberg and Sigal Baranowitz 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. Baranowitz and Goldberg's 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 also characterized with a playful balance between art and design while adhering to strict yet poetic principles of proportion, and a true integration between conceptual thought and functionalism.

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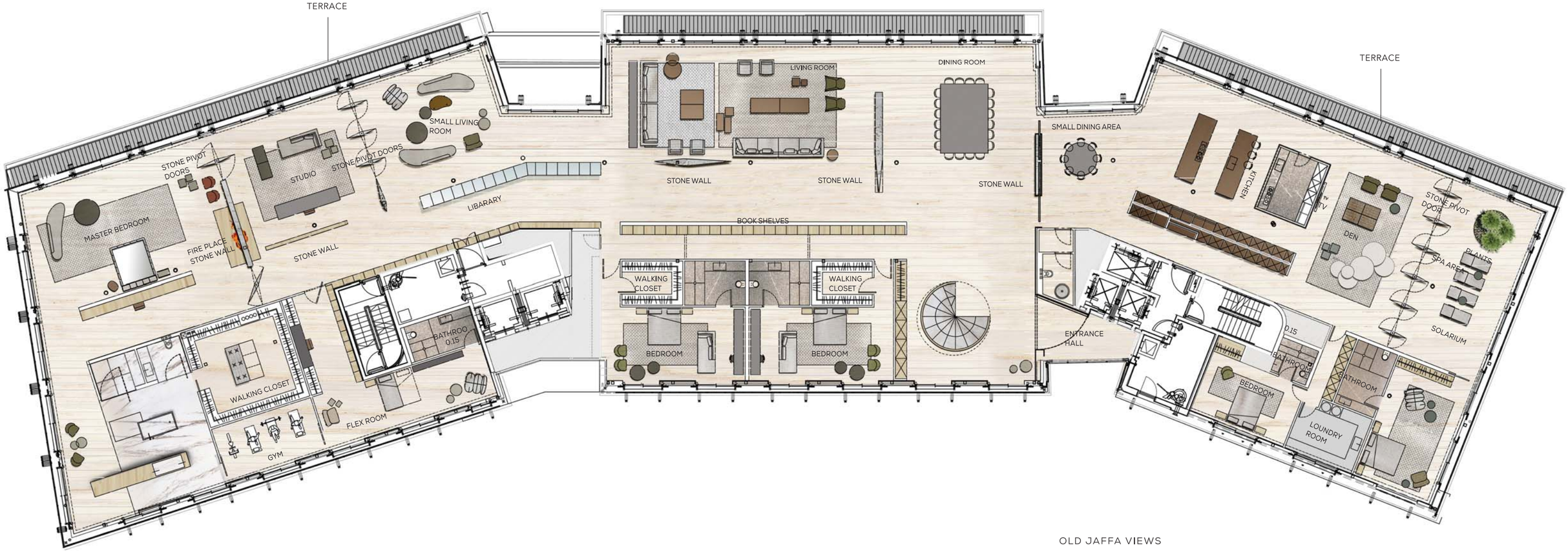
LOCATION

THE JAFFA PENT HOUSE

LAYOUT

MEDITERANEAN VIEWS

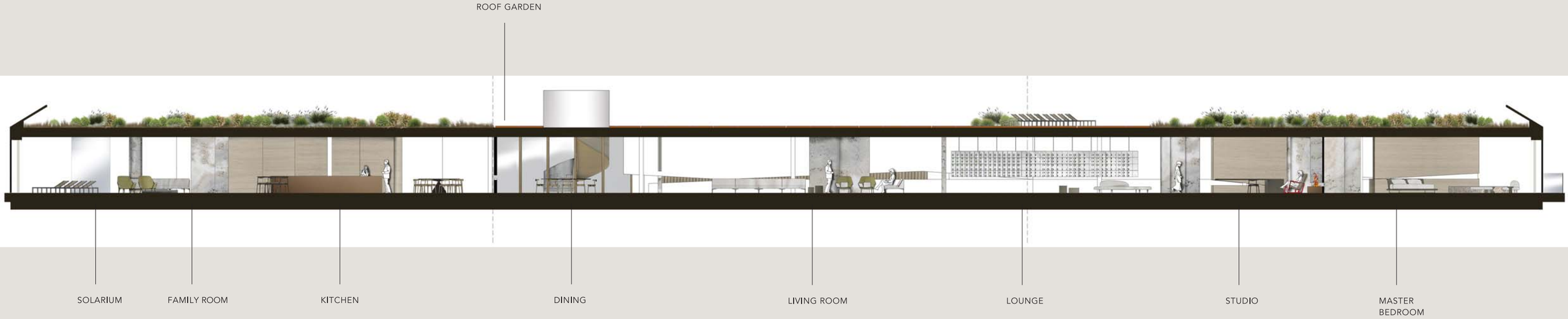
TEL AVIV CITY VIEWS



OLD JAFFA VIEWS

THE JAFFA PENT HOUSE

LONGITUDINAL SECTION



THE JAFFA PENT HOUSE

LATERAL SECTION

THE JAFFA PENTHOUSE

SPACE

THE
LIVING ROOM

THE
LIVING ROOM

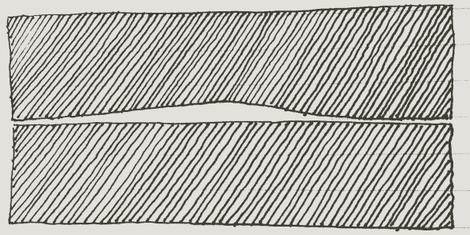
NEW YORK

THE
DINING ROOM

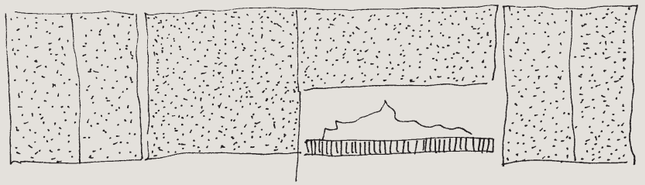
THE
KITCHEN

THE
KITCHEN

THE INTERIORS DESIGN DRAWS INSPIRATION FROM THE JUXTAPOSITION OF OLD JAFFA'S 4,000 – YEAR HISTORY



THE
LOUNGE



the fireplace

THE MASTER
SUITE

Elliott Erwitt Snaps

THE MASTER
BATHROOM

T H E
J A F F A
P E N T
H O U S E

R O O F
G A R D E N

MEDITERANEAN VIEWS

TEL AVIV CITY VIEWS

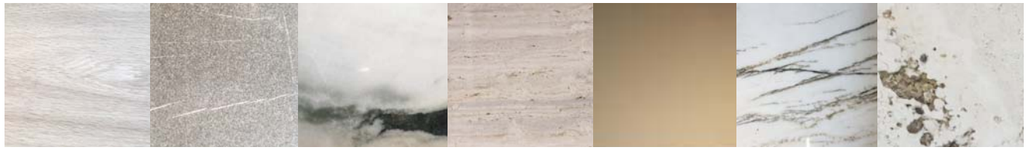
OLD JAFFA VIEW

N

T H E
J A F F A
P E N T
H O U S E

MATERIAL

WOOD. STONE. MARBLE.



Fervital

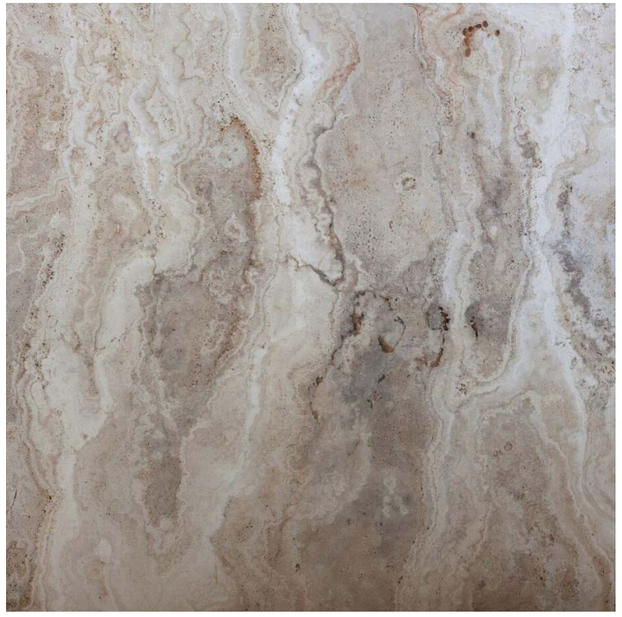
Ocean Gray Granite stone, strong-looking, durable and does not require maintenance. The stone is earthy, with white delicate tendrils on it, looking wild and captivating.

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

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

Vaselli

Travertine Becagli 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 vacuoles 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 Piero Lissoni 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 craftsman - honed skills to make your kitchen something unique and very special.

Kitchen finishes
Tall front / Alumnium Sandbeige
Island / Alumnium Natural
Worktops / Stainless Steel

THE JAFFA PENTHOUSE

COLLA-BORATORS

Aby Rosen, RFR Holding

During the past 25 years, RFR Holding LLC has assembled a world – class portfolio of commercial and residential properties including luxury condominiums/hotels, high-end retail developments and signature office buildings. The RFR 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 minimal 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, archite, and design across a range of historical cultural contexts.

Ramy Gill, Architect

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

Pitsou Kedem Architects

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Baranowitz & Goldberg Architects

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CREDITS

Landscape Design
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Orly Avron Alkabes

Project Management & Construction
Assaf Lupo

Kitchen
Bulthaup

Bathroom
Boffi

Stone Partitions
Vaselli

Stone Cladding
Fervital

Wood Work
Yossi Penso

Metal Work
Mark Whiteson

3D Renderings
Bonsai 3D Studio

Photography
Amit Geron

Graphic Design
Einat Bluhm

Sketches
Irene Goldberg

Interior Architecture:
Pitsou Kedem Architects & Baranowitz Goldberg Architects

pitsou kedem architects
פיצו קדם אדריכלים

BARANOWITZ & GOLDBERG
ARCHITECTS

19th CENTURY
FRANCH HOSPITAL

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