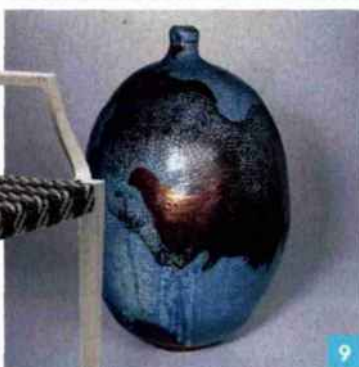


19.05x21.42	32	עמוד 170	אטמוספירה	06/10/2011	29169731-8
בית בנימיני המרכז לקרמיקה עכשווי - 16710					



14 HaYovel St, Nahalat Yehuda,
Rishon LeZion, 03-9568710

Sculptural Armchair

Mistriel is known for their traditional treatment of wood and their rare ability to integrate high quality materials borrowed from other industries. Mistriel, 11 Galgalei HaPlada, Herzliya Pituach, 09-9565682; mistriel.co.il

Ceramic Wonders

The Benyamini Center is a unique haven for contemporary ceramics with a goal of advancing ceramic art and design. The spot hosts regular events that aim to develop the ceramic field in Israel and advance ties with the international community. Benyamini Center, 17 HaAmal

St, Tel Aviv, 03-5182257;
benyamini-center.org

Nature Sleep

King Koil Breshit is opening especially for the luxury suites of the Breshit Hotel, which offers upscale accommodations with meticulous attention to detail. The mattress is made from natural materials: 100% latex, coconut fibers and cotton fabric featuring desert-inspired design.

Available at Aminah Center,
1800-720-720; kingkoil.com

Ethnic Living Room

Offering exclusively original ethnic furniture, hand-selected by the owner, who has collected them during travels to Indonesia, China and Mongolia over the past

20 years. Primitive features unique furnishings and rotating exhibitions of Israeli art and design items. Primitive is also the exclusive importer of Yamakawa of Japan and Gaga and Design. 77 Yehuda HaLevi St, Tel Aviv, 03-5660551; primitive.co.il

Color Play

Designer Phillippe Starck uses a range of styles, colors and fabrics letting everyone design their own unique furnishings. Starck's new 'Play with Dedon,' available at Tollman's, brings together the worlds of high-tech and traditional craft. It features (polypropylene) plastic stretched over fiberglass frames to create light-weight chairs. From NIS 1450 per chair; tollmans.co.il

- (5) SOHO
- (6) Mistriel
- (7) Aminah Center
- (8) Primitive
- (9) Benyamini Center
- (10) Tollman's

18.89x24.21	31	עמוד 170	אטמוספירה	06/10/2011	29169685-6
בית בנימיני המרכז לקרמיקה עכשווי - 16710					



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Photo: Ilya Melniko

Local Inspiration

With a host of design-oriented housewares boutiques and larger-scale luxury shops, Israel offers a plethora of items even for the most art-directed abode. Here is a pick of the litter

Painting the town red

- (1) Armani Casa
- (2) Shoonra
- (3) Pitro Hecht
- (4) Floralis

Shoonra

A design house with a retro edge, Shoonra creates a cozy living environment that integrates timeless objects alongside contemporary pieces. Most of the furniture is imported from select European manufacturers. Shoonra, 10 Yonatan HaSandlar St, 03-5251290

Armani Casa

Italian super designer Giorgio Armani designed a lovely rounded armchair that answers

to the name "Balloon". The inspiration for the design comes from 1930s style, perked up by the designer's signature style. The armchair can be paired up with a matching ottoman. Available at Armani Casa, 3 HaTaarucha St, Tel Aviv Port, 03-5443306; armanicasa.com

October Sale

Pitro Hecht is undergoing massive renovations, including significant expansion of their showroom. Until then, they are

offering a rare sale: throughout October, enjoy up to 50% off leading international design brands, including Fendi Casa, Roche Bobois Paria, Porada, Leolux and more. 60 Medinat HaYehudim St, Herzliya Pituach, 09-9566241; pitrohecht.com

Geisha Figurines

Floralis' line of geisha figurines are delicately painted ceramics with hints of gold and silver.

Continued on the next page >>>