

ISRAEL PROGRAM INFORMATION & OVERVIEW

EVENTS FROM SUNDAY, MARCH 18 TO FRIDAY, MARCH 23, 2018

Venture beyond the ordinary as you immerse yourself in an exploration of Israel's unique 1920s and 1930s architecture, fine and decorative arts, culture, and fashion.

On this exclusive trip you'll take behind-the-scenes tours of world class museums, libraries, and archives; visit the pavilions of one of the world's few restored World's Fair grounds from the 1930s; stay in a boutique hotel adapted from a 1930s movie palace; meet many architects, urban planners, historians, curators, archivists, and preservation experts involved in celebrating the culture and design heritage of Tel Aviv, Haifa, and Jerusalem; visit residences filled with Deco furnishings, see the work of a remarkable Israeli fashion designer who worked in 1920s Paris; and learn about graphic designers who developed the country's visual identity during the 1930 and 40s.

You'll discover Tel Aviv's White City, a breathtaking UNESCO World Heritage Site, filled with remarkable architecture from the interwar period. While Tel Aviv is recognized for its superb Bauhaus design, this trip will highlight how the Art Deco style was manifested throughout Israel from the 1920s through the 1940s. Developed by European-trained designers and architects, Tel Aviv boasts an exceptional ensemble of modern architecture and design that often blurs the lines between the Art Deco, Streamline Moderne, International, and Bauhaus styles.

This once-in-a-lifetime program has been developed exclusively for ADSNY members by the Society for Preservation of Israel Heritage Sites and the Bauhaus Center. According to Micha Gross, Director of the Bauhaus Center, the budding city of Tel Aviv, founded in 1909 by Jewish immigrants on the barren beaches outside the ancient Arab city of Jaffa, "used modern architecture to create a new world." More than 4,000 buildings were constructed in Tel Aviv alone during the 1920s and 1930s alone, and thousands more were built in Haifa, Jerusalem, the kibbutzim, and other locations throughout Israel.



HIGHLIGHTS

Anticipated activities include:

- Expert-led walking and bus tours of various cities and neighborhoods throughout Israel
- Custom-programmed guided tours and experiences in world-class museums, libraries, galleries, auction houses, and archives
- Talks and presentations on the architecture, culture, fashion, fine and decorative arts, and history of Israel from the period
- A tour of the pavilions at the Levant Fairgrounds, site of the 1920s and 1930s annual trade fairs at the Tel Aviv Port on the Mediterranean Sea
- A full day trip to Haifa
- Visits to stunning residences filled with Art Deco furnishings and collections
- Dinners at restaurants with acclaimed Mediterranean fare in spectacular settings
- A visit to a kibbutz to see early twentieth century architecture used in these unique communal settings

Anticipated lectures and tours by distinguished experts:

- Tal Amit, Manager of Rose Archive for Textiles and Costumes at Shenkar College of Engineering and Design
- Estee Cohen, Curator of the Bauhaus Museum
- Dani Goldsmith, grandson of Moses and Esther Nathaniel, founders of the Esther Theater, now the Cinema Hotel
- Micha Gross, founder of the Bauhaus Center and president of the newest member of ICADS
- Waleed Karkabi, Head of the Building Conservation Department, City of Haifa
- Michael Levin, responsible for UNESCO's designation of the White City and curator of the highly acclaimed 1984 White City exhibition at the Jewish Museum of New York
- Carmela Rubin of the Rubin Museum
- Tamar Tuchler, head of the Society for the Preservation of Heritage Sites
- Senior Curators of Design and Architecture from the Tel Aviv Museum of Art
- Scholars from the Liebling Center

REGISTRATION AND FEES

\$1800 per person

\$1500 per person, Early Bird discount on reservations paid in full prior to Friday, November 10, 2017.

Program price includes:

- All presentations and lectures
- All tours
- All admissions
- All gratuities
- Full Israeli breakfast buffets daily*
- Daily rooftop happy hour*
- Travel by deluxe motor coach for selected planned activities
- Four dinners at exceptional, historic restaurants noted for their outstanding cuisine. One glass of wine or beer will be included in each of these dinners.
- Pre-departure meeting and orientation

Program price does not include:

- Airfare to and from Israel
- Ground transportation to and from airports
- Non-scheduled visits and activities
- Lunch each day
- Non-scheduled dinners



TRANSPORTATION VIA DELUXE MOTOR COACH

- From Tel Aviv to Jerusalem
- A day trip to Haifa
- Tours within Tel Aviv and Jerusalem

CANCELLATIONS, RESPONSIBILITY, AND RELEASE

All payments are final. There are no refunds or exchanges. Since there is a no cancellation policy in place, we recommend that you purchase trip cancellation insurance. Insurance companies offering cancellation policies can be found online.

Payment of your fee represents your acceptance of the following terms and conditions. ADSNY shall not be liable and does not assume responsibility for any claims, damages, expenses or other financial loss whether to person or property arising out of any injury, accident, death, cancellation, delay, alteration, or inconvenience resulting from any act of omission, commission or inadvertence of any hotel, carrier, restaurant or other company or person rendering any of the services included in the tour or its pre- and post- tour arrangements, or caused by weather, sickness, strikes, or the willful or negligent acts of any other tour members or any cause whatsoever beyond the control of the Art Deco Society of New York. It is understood that there may be changes in the itinerary subject to weather or unexpected circumstances. In all cases, ADSNY will make every attempt to substitute other events of equal value and interest. ADSNY events may be photographed or recorded. By attending this event, you consent to the use of your image and voice by ADSNY for all non-commercial, nonprofit purposes.

A non-refundable deposit of \$800 is required to secure your reservation. Full payment is due by Wednesday, January 10, 2018. All payments must be paid by check made out to: Art Deco Society of New York

Please mail all checks to:
Art Deco Society of New York,
P.O. Box 6205, New York, NY 10150-6205

This tour is limited in size and is exclusively for current ADSNY members and guests from ICADS, the International Coalition of Art Deco Societies. Space is extremely limited, so you are urged to reserve your space quickly. Reservations are on a first come, first serve basis.

As soon as we receive your deposit for the program, we will send you detailed information on hotel information and discount codes, sources of tour operators for extensions to the trip, and general information. For those who wish to extend their stay in Israel, ADSNY can connect you with local tour operators for pre- or post-tours.

**Breakfasts and happy hours are available free for participants staying at the Cinema and Harmony hotels.*

LODGING

ADSNY has secured special discounted room rates at distinctive hotels in Tel Aviv and Jerusalem.

• Four nights in Tel Aviv

The Hotel Cinema \$157 for single/\$175 for a double room per night

This highly-rated boutique hotel, is a caringly repurposed Art Deco movie palace in the center of the White City.

• One night in Jerusalem

Harmony Hotel

\$175 for a single/\$190 for a double room per night

This English-style gem is conveniently located in the heart of Jerusalem's charming Nahalat Shiva neighborhood.

Please note: You are responsible for booking your own hotel accommodations and have the option of staying at any hotel of your choosing. However, some activities will begin and end at the above hotels.

Upon receipt of your deposit for the program, ADSNY will provide you with the discount code and instructions on how to contact these hotels to reserve your rooms. The hotels have their own cancellation policies. Please check these policies when booking your room.