



**FOR IMMEDIATE RELEASE**

## **The Vera redefines the Tel Aviv experience with a local anthology**

*Focusing on deep collaborations with local brands, designers and cultural personalities*



Deluxe Room - Photo by Assaf Pinchuk

**March, 2018: The Vera**, a new, urban boutique hotel is now open in the heart of Tel Aviv, adjacent to the renowned Bauhaus Rothschild Boulevard. The Vera accommodates 39 rooms in 4 categories: classic, deluxe, superior and garden room, as well as a bar, spa treatment room, and two spacious, communal rooftop terraces.

The Vera is the first property of Israeli hotelier **Danny Tamari**, who has conceived a concept of a distinctive 'local anthology', which focuses on deep collaborations with local designers, brands and talents to create a local narrative that permeates throughout the hotel's high-quality amenities, services and furnishings.

*"With the opening of The Vera, we wanted our guests to be able to touch, feel and experience high quality, whilst being able to benefit from the high value of our offerings" says Danny Tamari, Founder and Owner of The Vera. "Guests visiting Tel Aviv, will be equally exposed to the local craftsmanship that this project*

*embraces, and the fertility of talent that Israel is more broadly bursting with. In its essence, The Vera is inspired by what is great about the locality of Tel Aviv and takes its guests to the here and now, encapsulating the beauty and uniqueness of Tel Aviv, whilst moving in parallel with its unrelentingly dynamic nature.”*

The in-room toiletries and spa amenities comprise of 100% organic products and oils that are created by the family owned boutique cosmetics brand **Arugot**. An unconventional approach to concierge services is taken with The Vera's collaboration with local lifestyle magazine **Telavivian** bringing the Tel Aviv zeitgeist to **The Vera Magazine** which provides “in the know” advice to guests who wish to experience the city offerings like a local. The hotel lobby hosts a help-yourself wine machine with a curated local wine selection, and The Vera's bar, operated by local mixologists, offers an exquisite drink menu and small bites. Bespoke furniture is provided by Tel Aviv-based furniture designer **Tomer Nachshon** and unique light fixtures are designed by **Ohad Benit**. The Vera's branding was created by local graphic designer **Liri Argov**, who implemented Tamari's concept of a local anthology into the project's visual identity.

All over Tel Aviv industrial spaces and old office buildings are being re-appropriated by new trendy bars and restaurants. The interior of The Vera, designed by **Yaron Tal Studio**, expresses this style by maintaining the roughness of its 1950's office building, its raw floors and un-plastered walls, while inserting high quality materials and textures as well as an abundance of indoor and outdoor greenery. The exterior and interior architecture was completed by **Asaf Solomon**. This unique blend of design, architecture and quality achieves an authentic hospitality experience for the new, savvy traveller.

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### **Notes to the Editor:**

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**Address:** 27 Lillenblum Street, Tel Aviv-Jaffa

**Website:** theverahotel.com

**Founder:** Danny Tamari

**Interiors:** Yaron Tal Studio

**Architect:** Assaf Solomon

**Price range:** From \$195

**Rooms:** 39

### **About The Vera**

The Vera is a boutique hotel located in the renowned Bauhaus Rothschild Boulevard area. Featuring a distinctive by a local anthology that permeates different aspects of the Hotel, The Vera is characterised by a strong reliance on collaborations with local designers and brands for its amenities, services and furnishings. It offers access to a spa treatment room, a bar serving exquisite cocktails and small bites, communal rooftop spaces where yoga classes and parties are held and tailored concierge services that are provided to guests by local experts, ensuring a high quality, yet authentic Tel Aviv hospitality experience. <http://theverahotel.com>

### **About Danny Tamari**

Danny Tamari began his hotel career in 1998 as an intern at the front desk of the Dan Hotel in Tel Aviv. He then went on to work in the UK in the sales and marketing department of Rocco Forte Hotels and as the regional sales manager at the Morgan's Hotel Group. He started his first Food and Beverage position at "The Container" in Jaffa and then founded Una- The Chocolate Collection. Danny was the manager of one of the first boutique hotels in Tel Aviv "The Brown TLV" and was then promoted to regional manager of the Brown Hotel chain. Most recently he opened "The Vera", a new boutique hotel focused on a local anthology. Danny holds a Bachelor of Business Administration from Ecole Hoteliere Les Roches, a marketing diploma from the Chartered Institute of Marketing and an International Baccalaureate from Frankfurt International School.