

THE
JAFFA
TEL AVIV

THE JAFFA, TEL AVIV OPENS IN THE OLD CITY OF JAFFA, TEL AVIV'S MOST VIBRANT NEIGHBOURHOOD

RFR Holding with The Luxury Collection Offer Travellers a 5-star Gateway to One of the Most Enchanting Cities in the World



Stairwell (Left), and Chapel (Right) at The Jaffa
Image Credit: Amit Geron

September, 2018 – New York based hotel and real estate company RFR Holding, founded by Aby Rosen, opened their first hotel in Israel- **The Jaffa**, Tel Aviv, operated by Marriott's The Luxury Collection Hotels & Resorts. The Jaffa joins The Luxury Collection's global portfolio of one-of-a-kind hotels that define their destinations, bringing a new benchmark of luxury hospitality to Tel Aviv.

"The Jaffa has been my longest and most personal project to date," said **Aby Rosen**, Owner and Co-founder of RFR Holding. "From the outset I saw this as a unique opportunity to develop a truly remarkable hotel with residences in the heart of old Jaffa. Not only is it the longest continuously inhabited city in the world, but it has also become one of the coolest neighborhoods in Tel Aviv. Having previously worked with John Pawson, I know and love his approach to design- especially with historical projects. After purchasing the building, I asked him to bring his minimalist interpretation to the classical monastery building, his creative process has been one of the most rewarding I have been involved with. His sensitivity to the incredible history manifests itself in his thoughtful design, introducing new life and

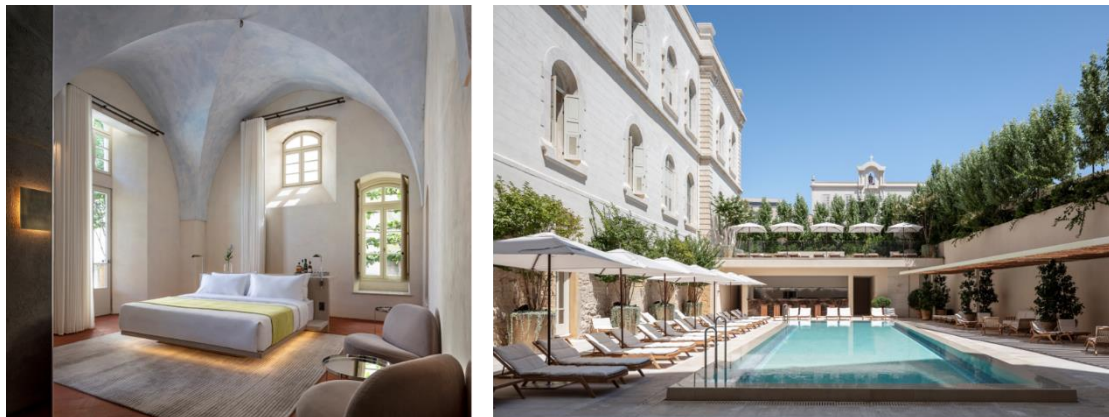
purpose to the building. Having brought together such a superstar team for this project, all of whom dedicated great time and effort over the years, I am sure The Jaffa will quickly become a Tel Aviv icon.”

Overlooking panoramic views of the 4,000-year-old Jaffa port, the Mediterranean Sea, and Tel Aviv city, The Jaffa offers 120 hotel rooms and suites, 32 luxury residences and a roster of impressive amenities. These include an outdoor pool, sundeck and bar, The Chapel bar lounge, an L. Raphael luxury treatment and beauty spa, a fitness centre, a Sheshbesh backgammon lounge, Tamarindi boutique store, and two destination restaurants operated by the acclaimed New York-based Major Food Group. Many of the original features of the building, including the cloister, chapel and original painted ceilings and stained-glass windows, have been preserved and restored making it the perfect fit for The Luxury Collection brand, which is comprised of hotels that truly define their destination.

Design, Architecture and Restoration

Renowned British designer John Pawson brings his signature minimalist style to The Jaffa, juxtaposing the building’s grand history and seamlessly blending old with new. The project spans across a landmark 19th century neo-Roman, former French hospital and monastery and an adjoining new building. Together with local conservationist and architect Ramy Gill, alongside a team of restoration experts, the neo-classical building was lovingly restored for over a decade, maintaining the raw, untouched surfaces.

The building’s façade includes outdoor corridors with arched colonnades, and the plastered walls were scraped down to reveal the generations of patina that touches the building’s signage and paint patterned walls. Pawson reflects on local culture by incorporating subtle odes to traditional Middle Eastern architecture, such as the patterned screens known as *Masharabiya*, alongside contemporary motifs and patterns throughout the hotel. Timeless photographs by Israeli artist, Tal Shochat are featured in every guest room.



Guest Room (Left), and Pool (Right) at The Jaffa
Image Credit: Amit Geron

The Pawson modernist lobby, located in the new building, features remnants of a 13th century Crusader’s bastion wall, uncovered during the excavation of the project, which contrasts with the mid-century design classics from Shiro Kuramata and Pierre Paulin and modern art by Damien Hirst. The U-shaped historical building, together with the new building, surround the heart of the space – a secluded, luscious courtyard enveloped under a canopy of trees that provides a tranquil oasis within the bustling city. Here, guests can enjoy either of the two restaurants or simply relax in the outdoor space.

Epicurean Dining

Major Food Group (MFG), the award -winning restaurant and hospitality group behind New York favorites including Carbone and Sadelle's, bring two new restaurants in collaboration with local chef, Roi Antebi – **Don Camillo**, a classic Italian restaurant with a Mediterranean twist, and **Golda's Deli**, an authentic New York style deli. Both restaurants are located in the uncovered basement of the 19th century building, which features the structure's original vaulted ceilings.

Don Camillo, a convergence of Italy, New York, and the Mediterranean, creates a culturally blended menu that is traditionally Italian in its roots whilst merging local influences. The menu features dishes such as *Yellowtail Jaffa*, *Tortellini al Ragu*, spicy *Pollo Diavolo*, and desserts by pastry chef Tal Hoening. The restaurant offers a collection of more than 3,000 wines, individually selected by local Sommelier, Gal Zohar.

Golda's Deli is a traditional New York style delicatessen, serving classics like bagels and lox, tuna melts, and double decker sandwiches. Guests are served from an open kitchen counter for a truly authentic deli experience. Golda's Deli also services the Pool Bar.



Lobby & Sheshbesh Lounge at The Jaffa
Image Credit: Amit Geron

The hotel's lobby features a **Sheshbesh (backgammon) lounge** with bespoke backgammon tables designed by Pawson, in homage to the traditional games that merchants play in the Jaffa market. The lounge offers morning coffee and pastries, and later on a full bar and light snacks.

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Additional information

The Jaffa Hotel

Address: 2 Louis Pasteur street, Tel Aviv

Website: Thejaffahotel.com

Phone number: +972 (0)3-516-2000

Capacity: 120 Rooms including 17 suites

Amenities:

L. Raphael Spa

The Pool

24/7 fitness center

Tamarindi Boutique Store

Sheshbesh Lounge

The Chapel

Golda's Deli

Capacity: 64 seats

Hours: 11am-11pm

Phone number: +972 (0)3-778-5661

Don Camillo

Capacity: 124 seats

Hours: Breakfast: 7am-11am, Dinner: 6pm-12am

Website: www.doncamillotelaviv.com

Phone number: +972 (0)3-778-5660

Notes to Editor

For press information please contact Jacob Peres Office: Ariel Ben Moshe
ariel@jacobperes.com

Aby Rosen, owner and co-founder of RFR Holding, is renowned for some of the most visible and successful real estate and hospitality projects, including the Seagram Building, Lever House, The Gramercy Park Hotel, W South Beach, Miami and most recently 11 Howard in New York City. The Jaffa is one of Rosen's most personal projects, whose connection to Israel goes back to his early days and family origins.

About The Jaffa

The Jaffa is a member of Marriott International's The Luxury Collection brand. Located in the historic 4000-year-old city of Jaffa, in proximity to the Jaffa port and the Flea market, the property comprises of a 19th century French Hospital and a new building. The Jaffa is designed by London-based, minimalist designer John Pawson, who was responsible for the meticulous restoration of the property for the past decade. The Jaffa features 120 hotel rooms and suites, 32 residential apartments, an outdoor pool, the signature New York-style Italian restaurant Don Camillo, the New York style deli Golda's Delicatessen, a lounge bar located in the 19th century Chapel, a Spa by L. Raphael, Tamarindi Boutique store and a state-of-the-art fitness center. The 32 exclusive residences are situated in the newly constructed wing of this landmark property. The rooms and residences at THE JAFFA offer panoramic views of the Mediterranean Sea, and stunning views of Jaffa's ancient port with the interlacing side streets of Jaffa's charming artists' colony. The opening marks The Luxury Collection's ninth property in the Middle East, signifying the brand's commitment to expanding its

footprint and serving as a destination authority in the most coveted destinations around the world. For more information, please visit: www.thejaffahotel.com

About RFR Holding

RFR is a fully integrated real estate investment firm based in New York City with a core focus on select urban markets in the United States and Germany. Founded by Aby Rosen and Michael Fuchs in the early 1990's, the firm has been an active force in the New York City and German real estate market for much of the past two decades. RFR's portfolio has grown to include more than 100 properties located in select domestic and international markets. While its property portfolio is anchored in the Manhattan and key German commercial markets, RFR also has significant commercial, residential, hotel, and retail holdings. RFR has a proven track record of adding significant value to the properties it acquires through property-level repositioning and strategic financial engineering. RFR has created an organization with deep experience in all phases of the property life cycle and is positioned to take advantage of market opportunities. www.rfr.com

About The Luxury Collection® Hotels & Resorts

The Luxury Collection®, part of Marriott International, Inc., is comprised of world-renowned hotels and resorts offering unique, authentic experiences that evoke lasting, treasured memories. For the global explorer, The Luxury Collection offers a gateway to the world's most exciting and desirable destinations. Each hotel and resort is a unique and cherished expression of its location; a portal to the destination's indigenous charms and treasures. Originated in 1906 under the CIGA® brand as a collection of Europe's most celebrated and iconic properties, today The Luxury Collection brand is a glittering ensemble, recently surpassing 100 of the world's finest hotels and resorts in more than 30 countries and territories. All of these hotels, many of them centuries old, are internationally recognized as being among the world's finest. For more information and new openings, visit theluxurycollection.com or follow [Twitter](#), [Instagram](#) and [Facebook](#). The Luxury Collection is proud to participate in the industry's award-winning loyalty program, Starwood Preferred Guest®. Members can now link accounts with Marriott Rewards®, which includes The Ritz-Carlton Rewards® at members.marriott.com for instant elite status matching and unlimited points transfer.

www.the-luxury-collection.marriott.com

About John Pawson

John Pawson has spent over thirty years making rigorously simple architecture that speaks of the fundamentals but is also modest in character. His body of work spans a broad range of scales and typologies, from private houses, sacred commissions, galleries, museums, hotels, ballet sets, yacht interiors and a bridge across a lake. As Alvar Aalto's bronze door handle has been characterised as the 'handshake of a building', so a sense of engaging with the essence of a philosophy of space through everything the eye sees or the hand touches is a defining aspect of Pawson's work. His method is to approach buildings and design commissions in precisely the same manner, on the basis that 'it's all architecture'.

Whether at the scale of a monastery, a house, a saucepan or a ballet, everything is traceable back to a consistent set of preoccupations with mass, volume, surface, proportion, junction, geometry, repetition, light and ritual. In this way, even something as modest as a fork can become a vehicle for much broader ideas about how we live and what we value. www.johnpawson.com