

NEWS BULLETIN

THE NEW ELMA ARTS COMPLEX LUXURY HOTEL OPENS IN ZICHRON YAAKOV

Located in the historic village of Zichron Ya'akov, north of Tel Aviv at the edge of Mount Carmel, the Elma Arts Complex Luxury Hotel has recently opened after an extensive period of renovations.

Set in over 28 acres of open space and offering breathtaking views of the Mediterranean Sea and beyond, the hotel is housed in a newly restored complex - the original building was designed by Israeli architect Jacob Rechter, who won the Israel Prize in 1972 for his work on the hotel. Today, after eight years of planning and construction, and with the help of the original architect's son, himself now an architect, Amnon Rechter, the building houses the vision of the hotel's patron Lily Elstein, an art collector and patron of young artists.

The name Elma is an acronym for Elstein Music & Art. When Elstein heard that the building in her hometown was slated for demolition, she decided to save it and turn it into an international arts complex and luxury hotel. The hotel would stand alone with its spectacular views and luxury rooms. The original rooms were redesigned to create 38 new guest rooms and a group of 22 cottages were also added as a separate 'neighbourhood'. There is a signature chef restaurant and all the culinary options are kosher. In addition there is a luxury spa with eight treatment rooms, a pool, a gym and a Turkish-style hammam.

However, the draw of the Elma Hotel is the cultural complex. The 450-seat Alon concert hall was acoustically engineered by specialists Arup and Artec and the unique pipe organ with 1414 pipes was site specific built by Orgelbau Klais from Germany. The hall also boasts of two Steinway Concert Grand Model D pianos. There is an extensive collection of works by Israeli and international artists, on display both in the hotel's public spaces and in guests' private rooms.

The London-based firm UNITED has redesigned ELMA's public areas in accordance with Mrs. Elstein's ideals, using clean, classic lines to frame perfect exhibitions of art. The original flooring has been restored with a combination of untreated Atzmon stone and broadcast terrazzo, creating the effect of an authentic local carpet. The ceiling in the passageway from the entrance to the concert halls incorporates the hallmark wave pattern characteristic of the building's exterior, and the reception desk that greets guests in the hotel lobby looks like a huge, black, metal piano.

The CUBE Hall, intended for musical, theatrical, and dance performances, is an intimate space that can host 150 spectators in a variety of flexible seating arrangements. Its multi-

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purpose stage features advanced equipment for projection and recording. In addition, the CUBE has a kitchen and bar where street foods, finger foods, and drinks can be served before and after performances.

The three spacious Elstein Galleries, totaling 750 square meters, were built to display contemporary plastic and visual art and will serve as a new center for the exhibition of original Israeli artwork.

<http://www.elma-hotel.com/>

For a concert schedule: <http://www.elma-hotel.com/concerts>

For access to high resolution photographs:

<http://elmaonline.info/marketing%20materials/assets.html>

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