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ARMANI/CASA

The years after its foundation, **ARMANI/CASA** is a world leader in the luxury furnishings sector. A byword for elegance and style, it stems from Giorgio Armani's living dream of a warm, harmonious, highly comfortable and sophisticated haven. Furniture and furnishing accessories, objects, lamps and exclusive fabrics are the key points in the **ARMANI/CASA** Collection. Kitchen and bath systems subtly merge stylistic features and technology.

ARMANI / CASA WORLDWIDE







ARMANI / CASA TEL-AVIV



TO SEE

The sparkling blue of the Mediterranean Sea and the bright blue of the sky meeting the dunes of the white city, the sun bathing the seashore with its golden rays. Honey-colored afternoons reflect the sinking Mediterranean sun before it disappears into the sea, coloring the red-tiled rooftops that line Neve Tsedek's ancient alleys and picturesque quarters in the hues of Tel-Aviv's nostalgic past. This is Tel-Aviv at its most beautiful.



GET EXCITED

Pastel shades form expressionist images of this diverse and vibrant city, penetrating the vertical curtain walls of White City Residence. Colorful triangles drift against the deepening blue, sails of boats and windsurfers in the ever-present breeze of the Mediterranean twilight. And here you are, within walking distance of it all.



THE FACILITIES

LOBBY&LOUNGE | CONFERENCE ROOM | SPA | EXERCISE ROOM | SWIMMING POOL

A magnificent lobby, one of a kind, proudly rising to the lofty height of 10 meters, greets you as you enter the Tower. Five sophisticated elevators, reflecting the world's latest design and technology transport you to the private lobby on your floor. The sophisticated facilities in White City Residence accommodate you with the utmost comfort and luxury. At your disposal in the Tower are a beautiful lobby and lounge, a fully equipped conference room and business center, a modern exercise room and spa with saunas and treatment rooms, an open air swimming pool and adjacent sun terrace and tranquil urban garden.





TOTAL DESIGN

Aesthetics to perfection. A continuous concept that creates a dialogue between the panoramic view and the interior. The ideal approach to a good life. Exactly what you expect when **ARMANI/CASA** designs the furniture for your home.











IMAGINE THE VIEW

A wide boulevard leading straight to the sea, a covered, modern marketplace on European standards, with a dizzying variety of tastes and aromas, a splendid promenade along the sea that takes your breath away, red sunsets that melt your heart, and the blue sea that kisses the clear, transparent sky. All this is here, a stone's throw from the sea.



IMAGINE

White City Residence invites you to close your eyes. Start to imagine the center of Tel-Aviv changing its appearance and turning into a unique architectural pearl. From the penthouses designed by ARMANI/CASA, the city and the sea lie stretched out before you. Through the magnificent lobby designed by ARMANI/CASA you walk straight onto the new Neve Tsedek boulevard leading to the sea, the splendid promenade, the renovated dolphinarium area, and the stylish Carmel Market. Tel-Aviv looks wonderful. You are invited to be a part of it.



IMAGINE THE HEART

White City Residence is an eclectic mosaic of rare beauty combining old and new, modern and authentic, embodying the essence of Tel-Aviv with all its colors and expressions, located on the delicate seam between the vibrant modern cosmopolitan city and the quiet, picturesque alleyways that shaped the first neighborhoods of the Tel-Aviv of old. The lively markets, the ancient Andromeda fishing port, the aromas wafting from trendy coffee shops, and unique art ateliers merge into Tel-Aviv's 'City' - the stock exchange, leading investment houses and high-tech office towers. Here in Tel-Aviv's 'City' beats the very heart of Israel's financial center, one of the most significant in the Middle East. The source of leading technology IPOs and buyouts, a capital of the global high-tech revolution - this is the new millennium's Israel.



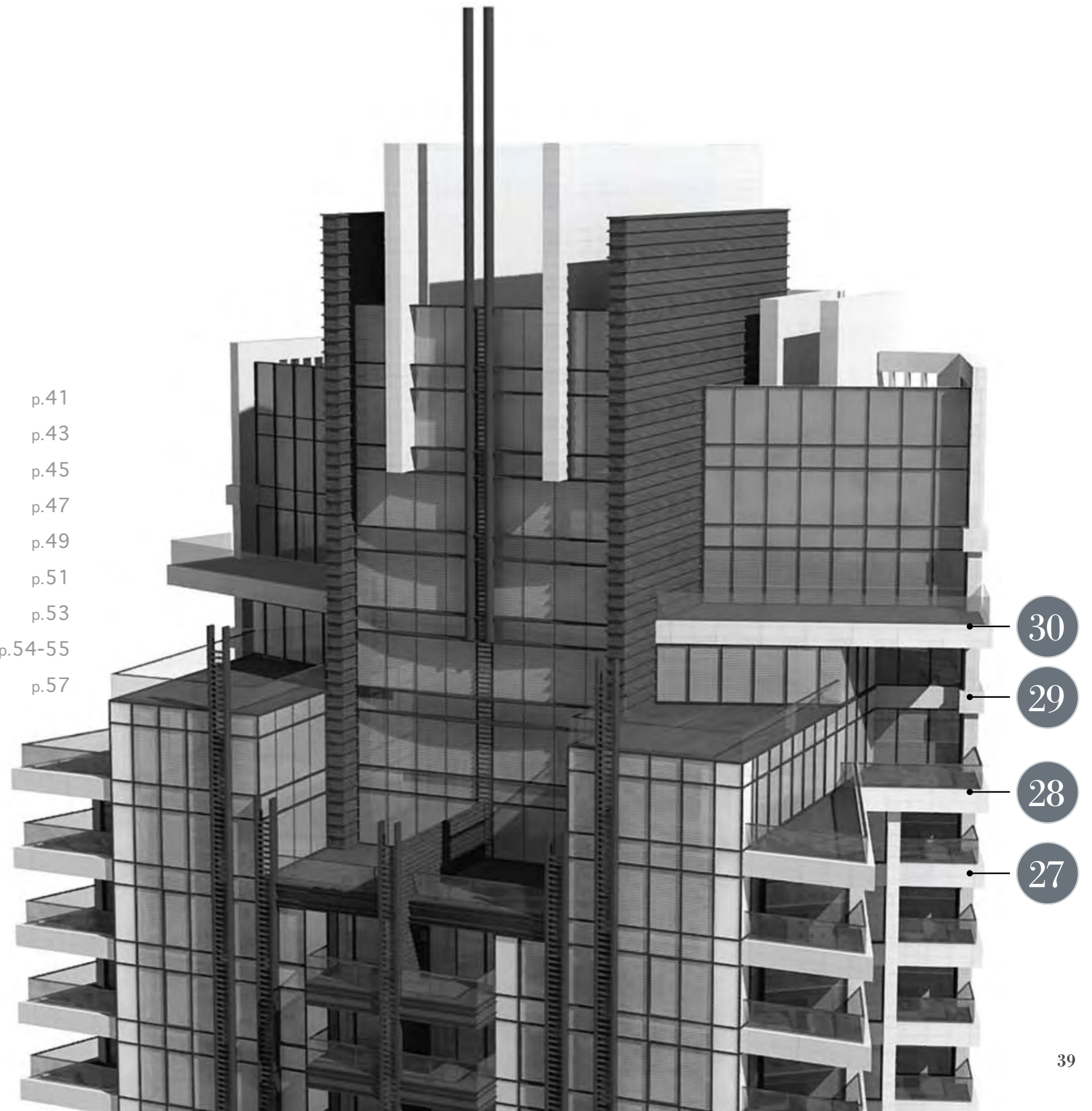
Penthouses

by

ARMANI / CASA

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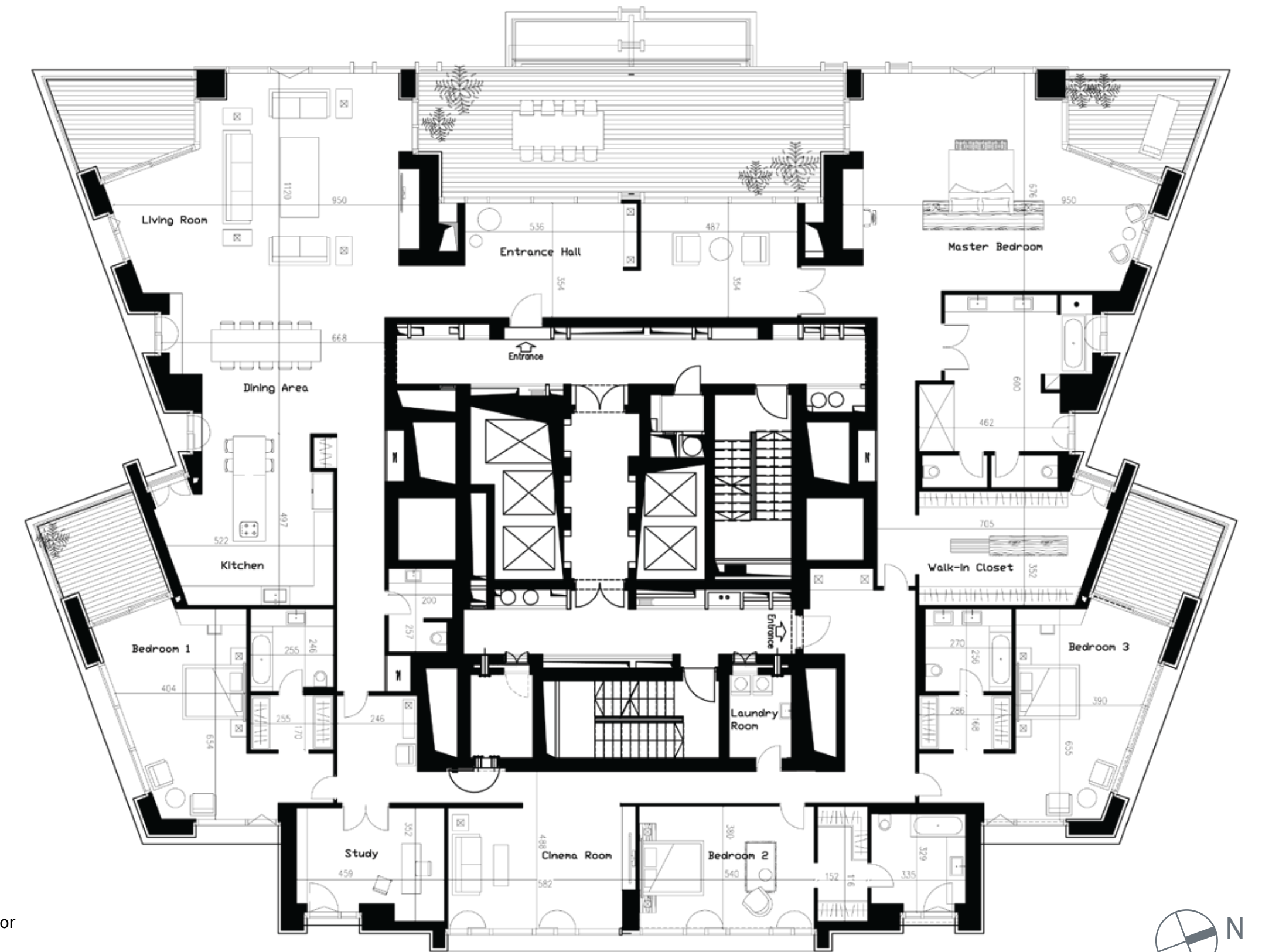
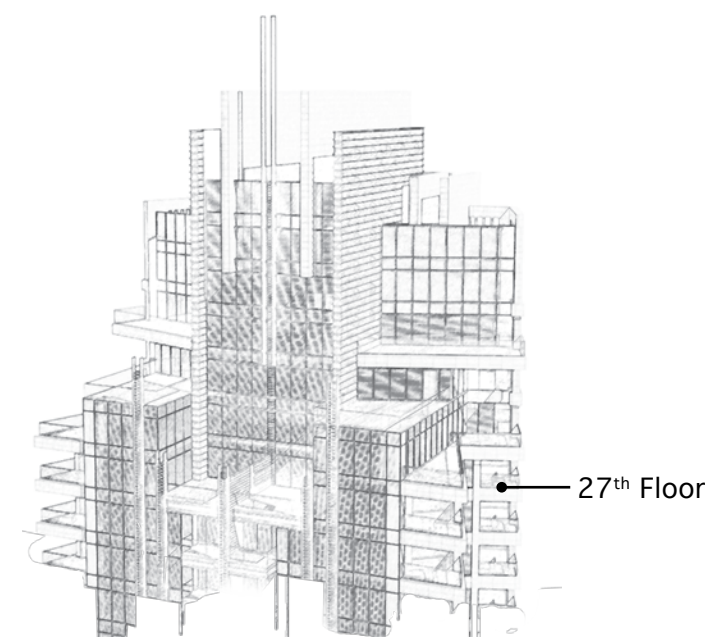
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Penthouse

“There are so many things to take into account - your ambition, your ego, the press, the consumers. You can never be sure that you’ll be on top of the pile again.”

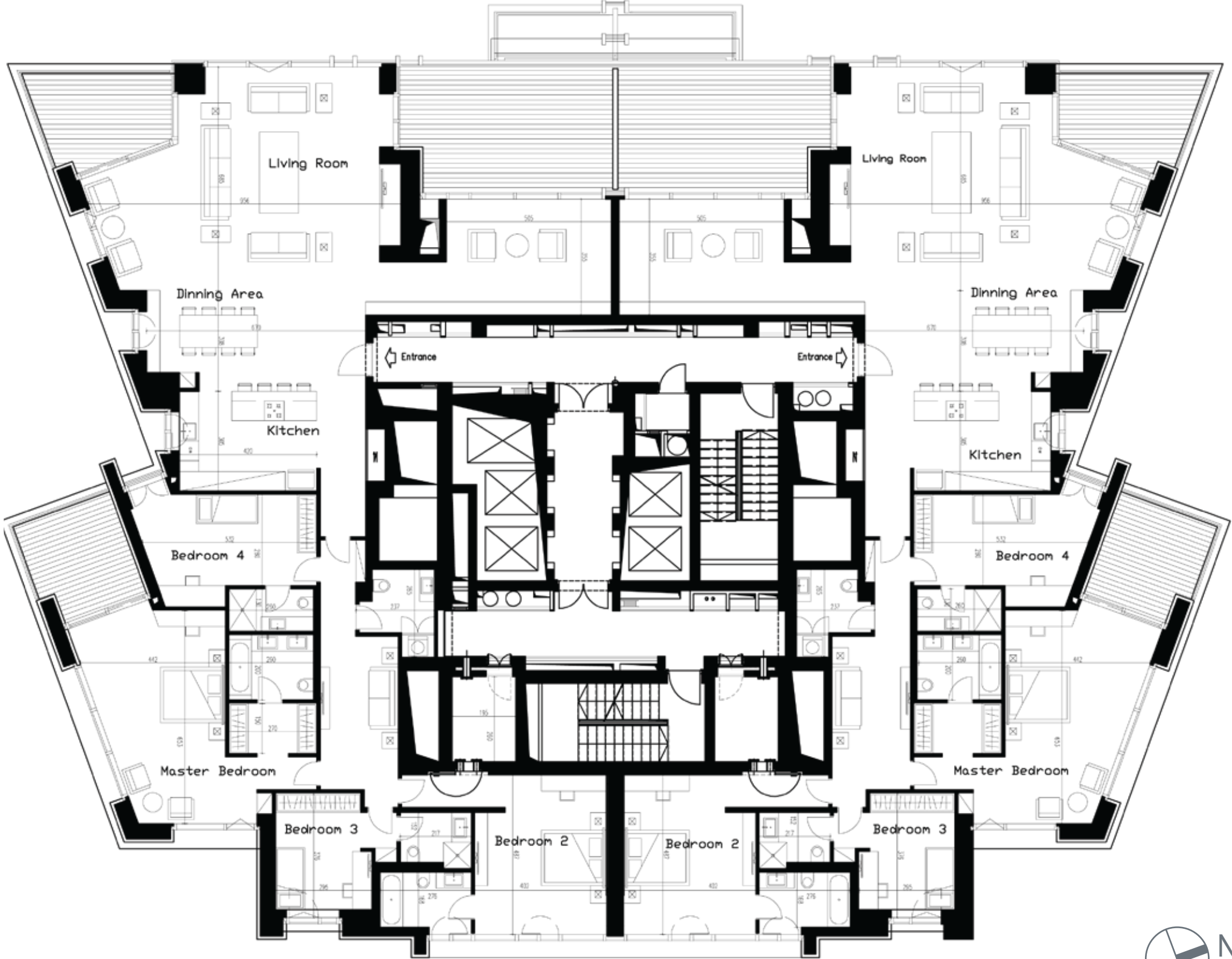
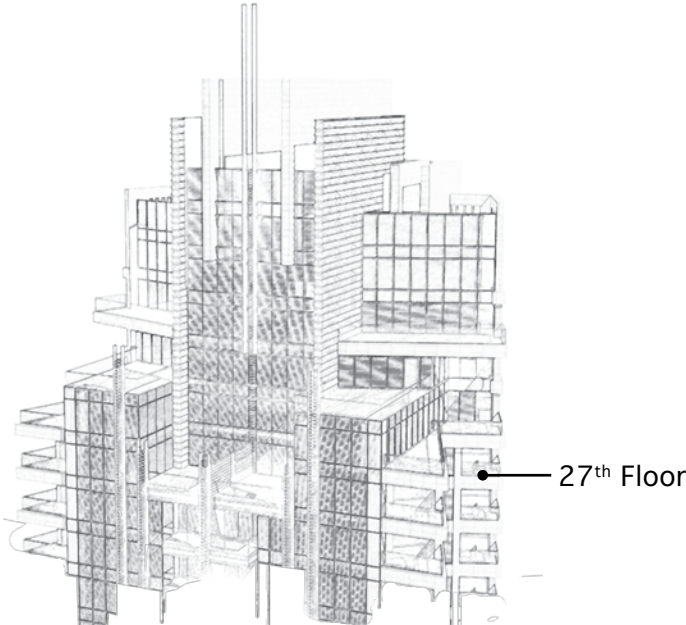


Penthouse on the 27th Floor.

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2 Penthouses

“Water is such a simple word, but like all simple words it has a profound significance because where there is safe water, there is life, energy, wellbeing, a serene encounter with nature, and a marvelous sense of freshness.”



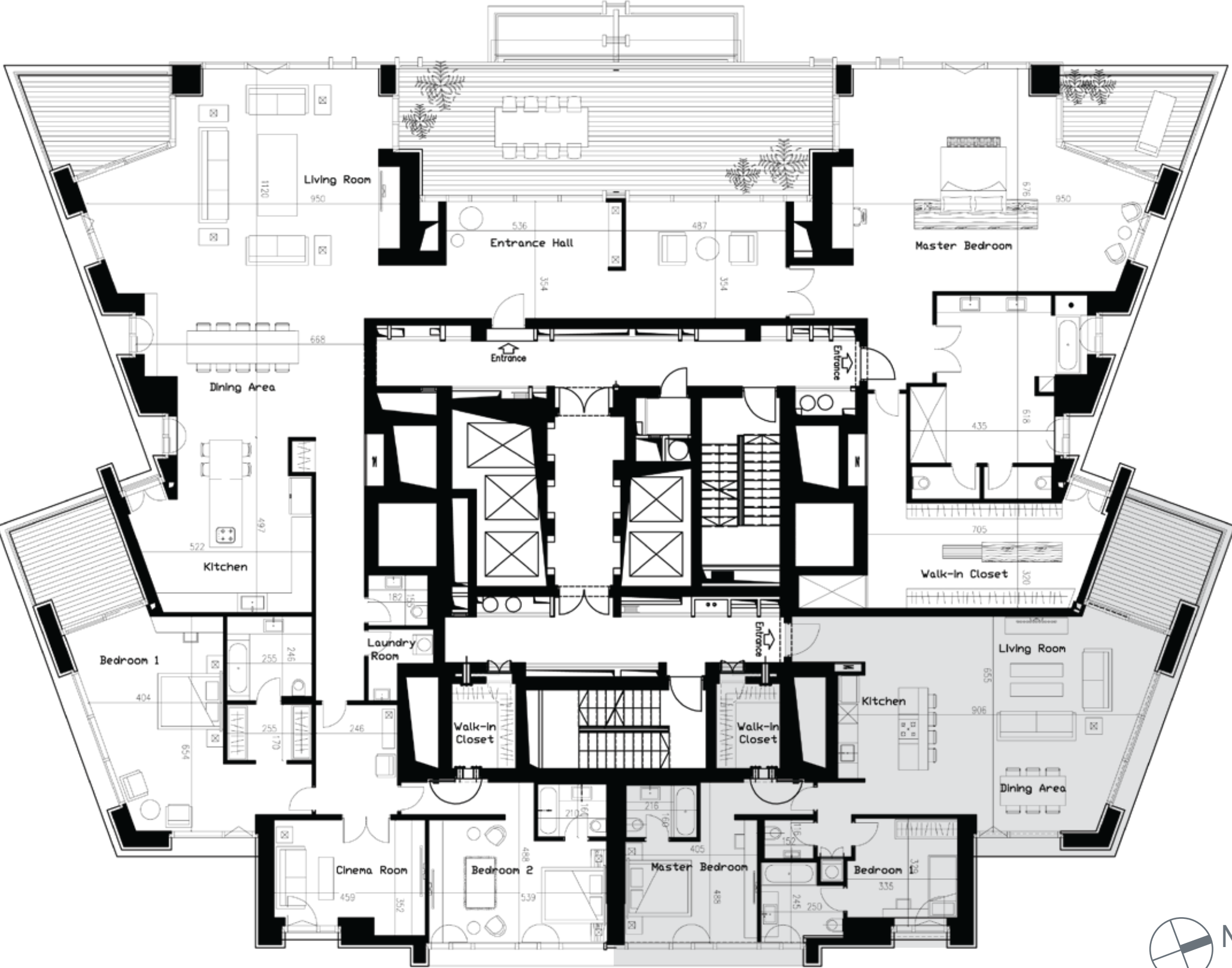
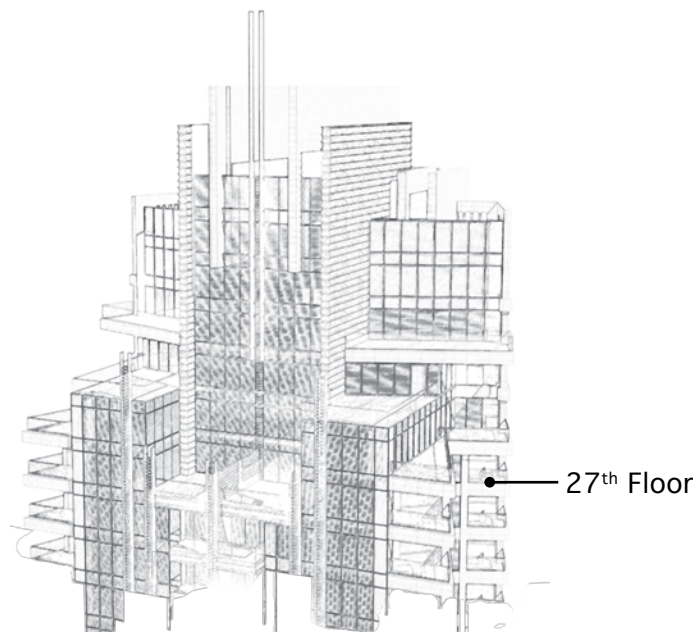
The 27th Floor as two independent Penthouses.



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Penthouse + Guest Apartment

“I love things that age well - things that don't date, that stand the test of time and that become living examples of the absolute best.”



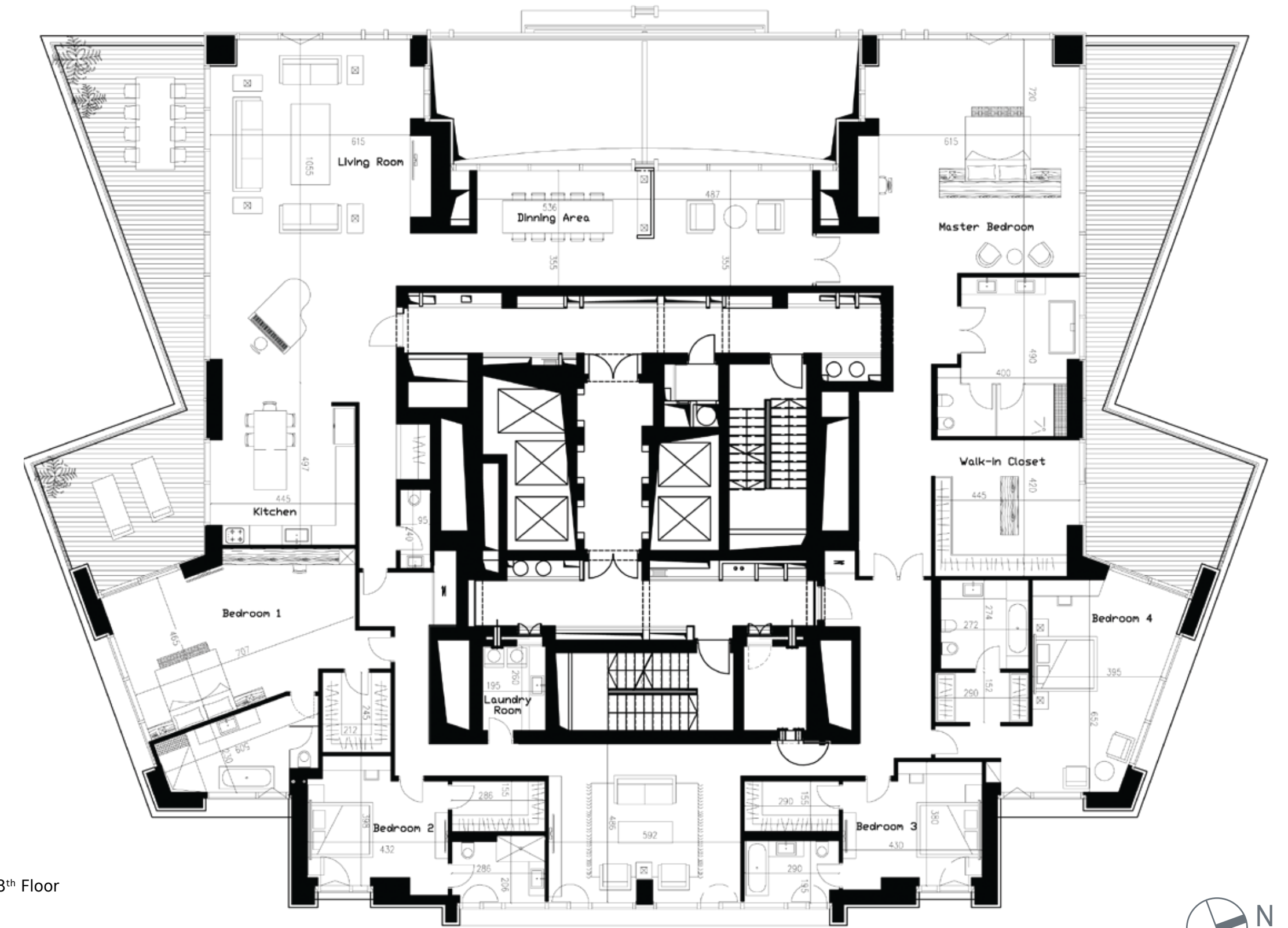
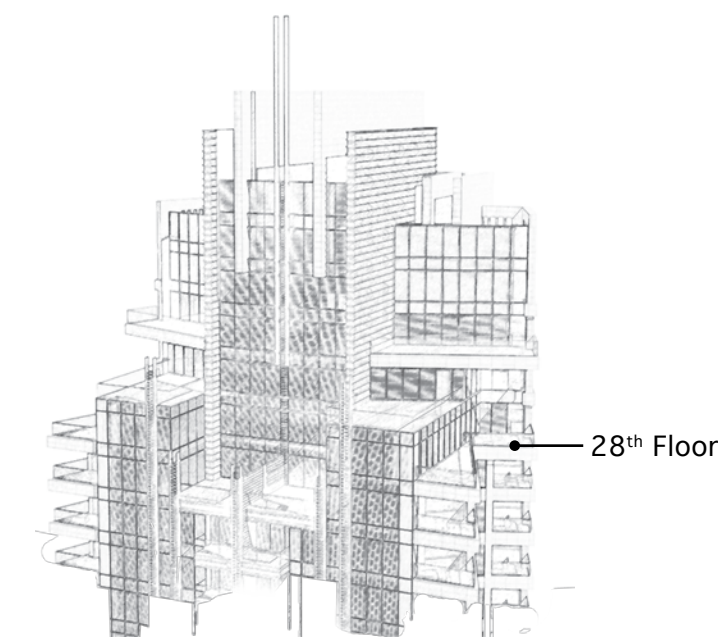
Penthouse on the 27th Floor with an independent Guest Apartment.



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Penthouse

“Always stay true to my design vision.”



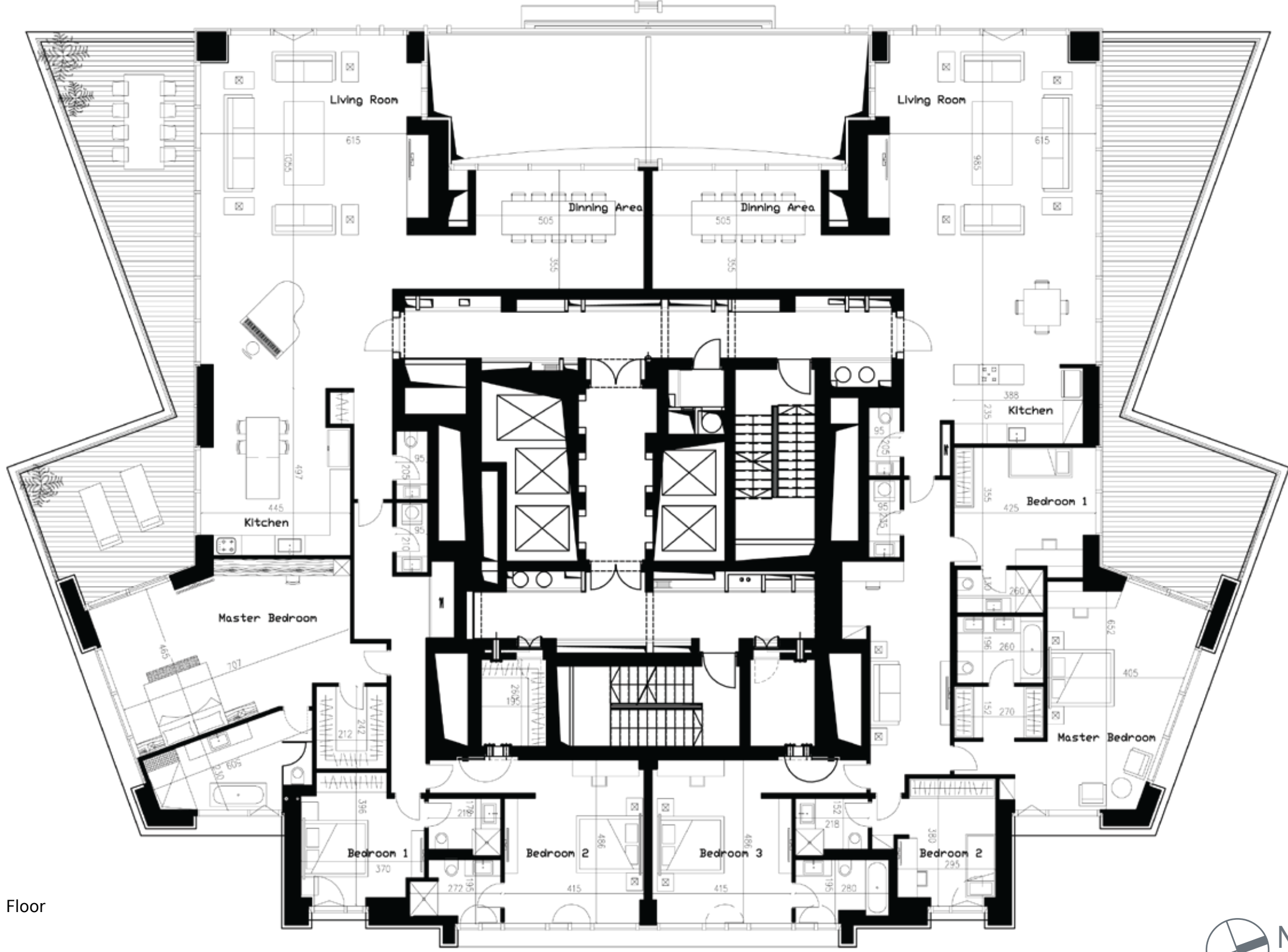
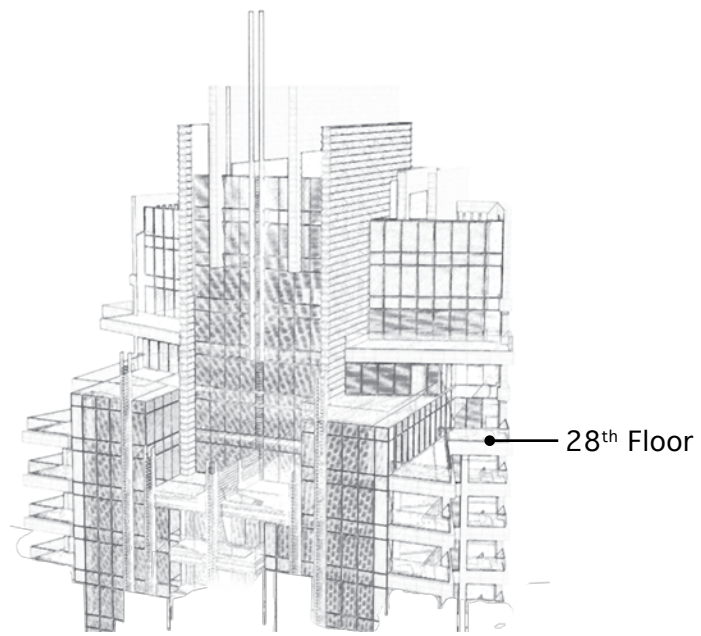
Penthouse on the 28th Floor.



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2 Penthouses

“To create something exceptional, your mindset must be relentlessly focused on the smallest detail.”

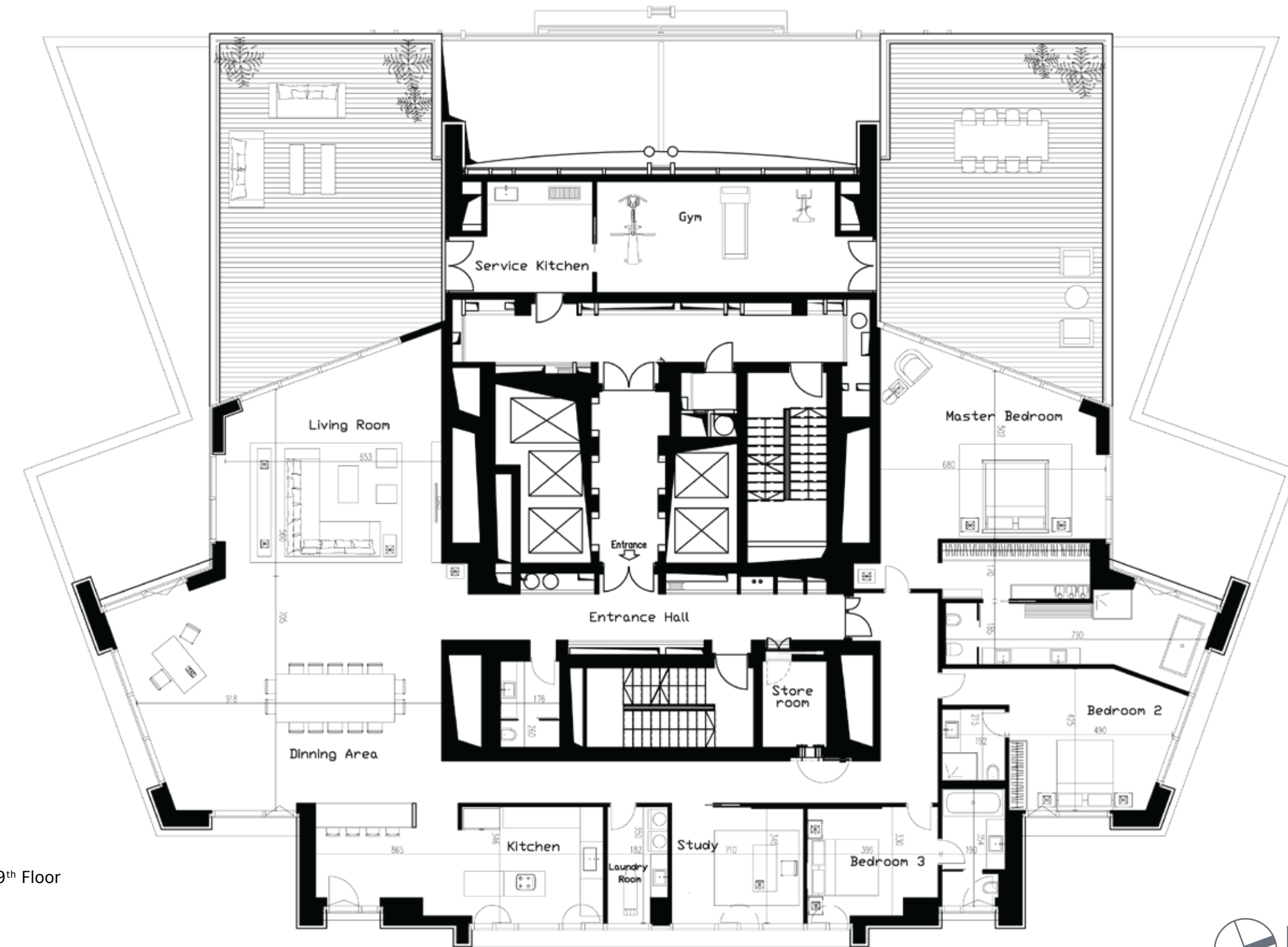
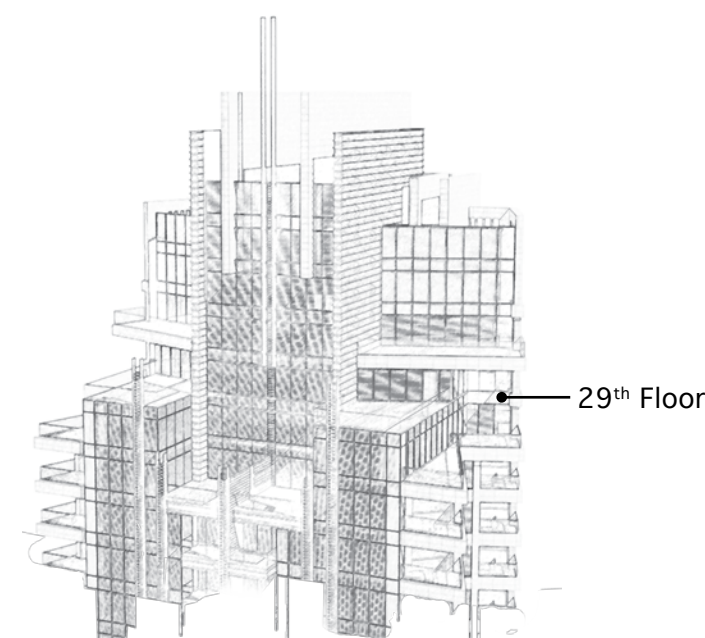


The 28th Floor as two independent Penthouses.

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Penthouse

“You can think you’ve made it and yet the next day’s press will always be waiting for you, the public will always ask more of you. In short, you can always do better!”

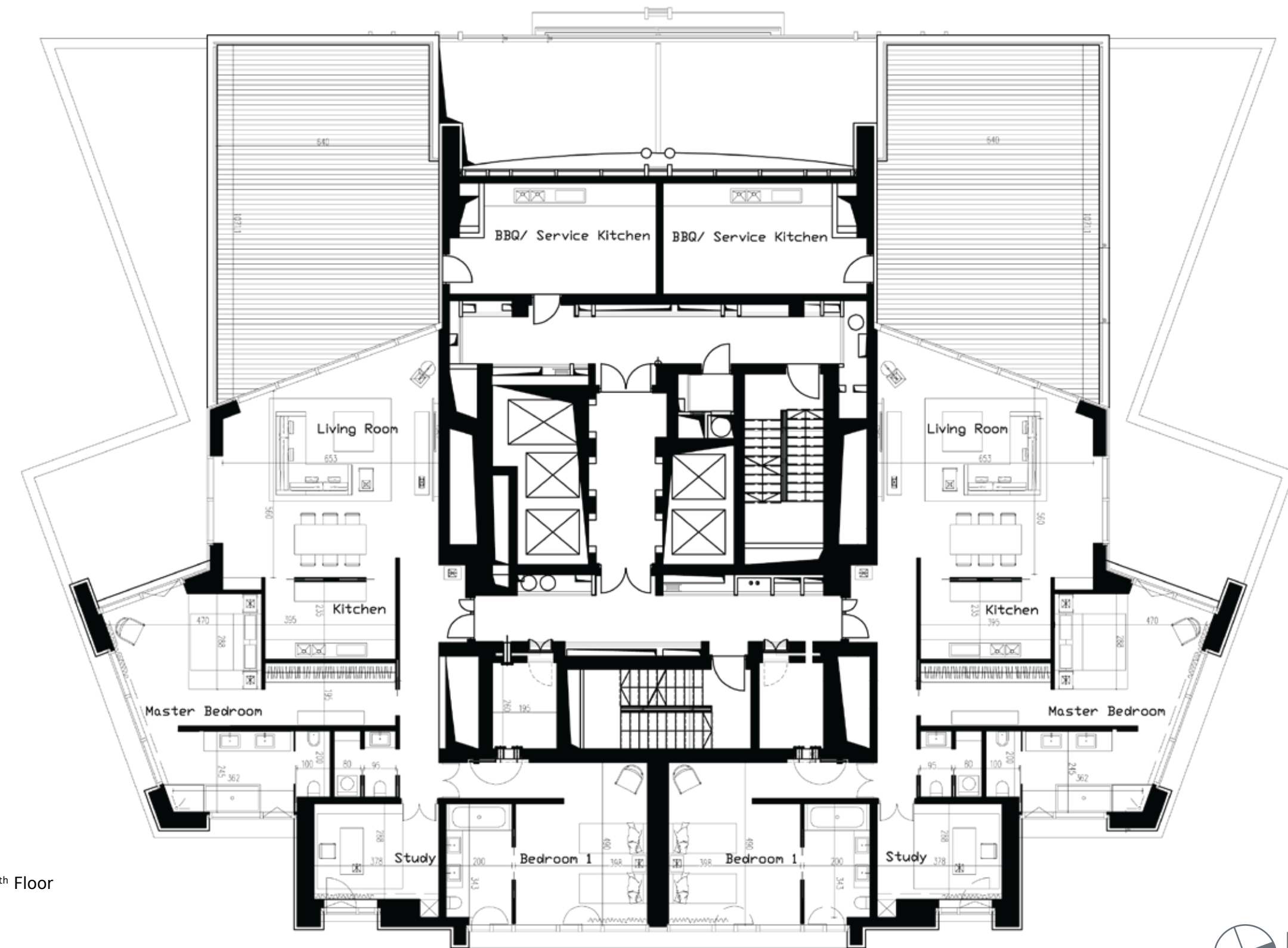
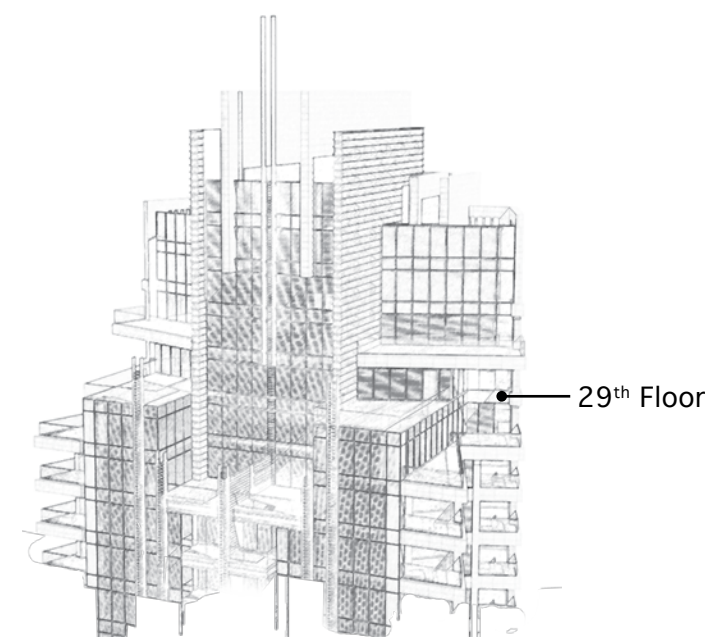


Penthouse on the 29th Floor. Includes private gym facing the sea and service kitchen for the terraces.

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2 Penthouses

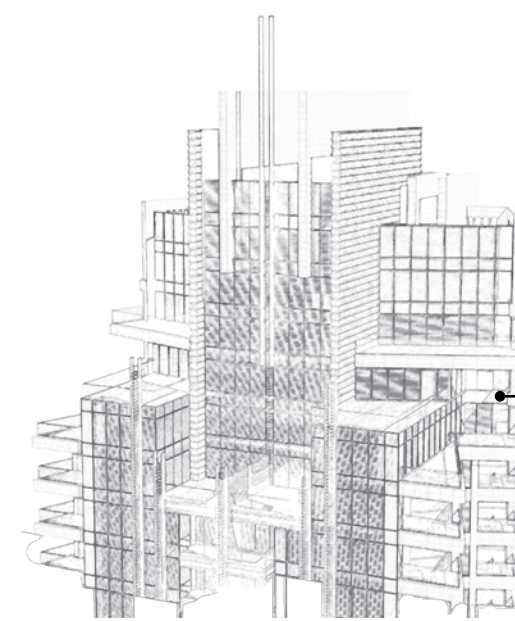
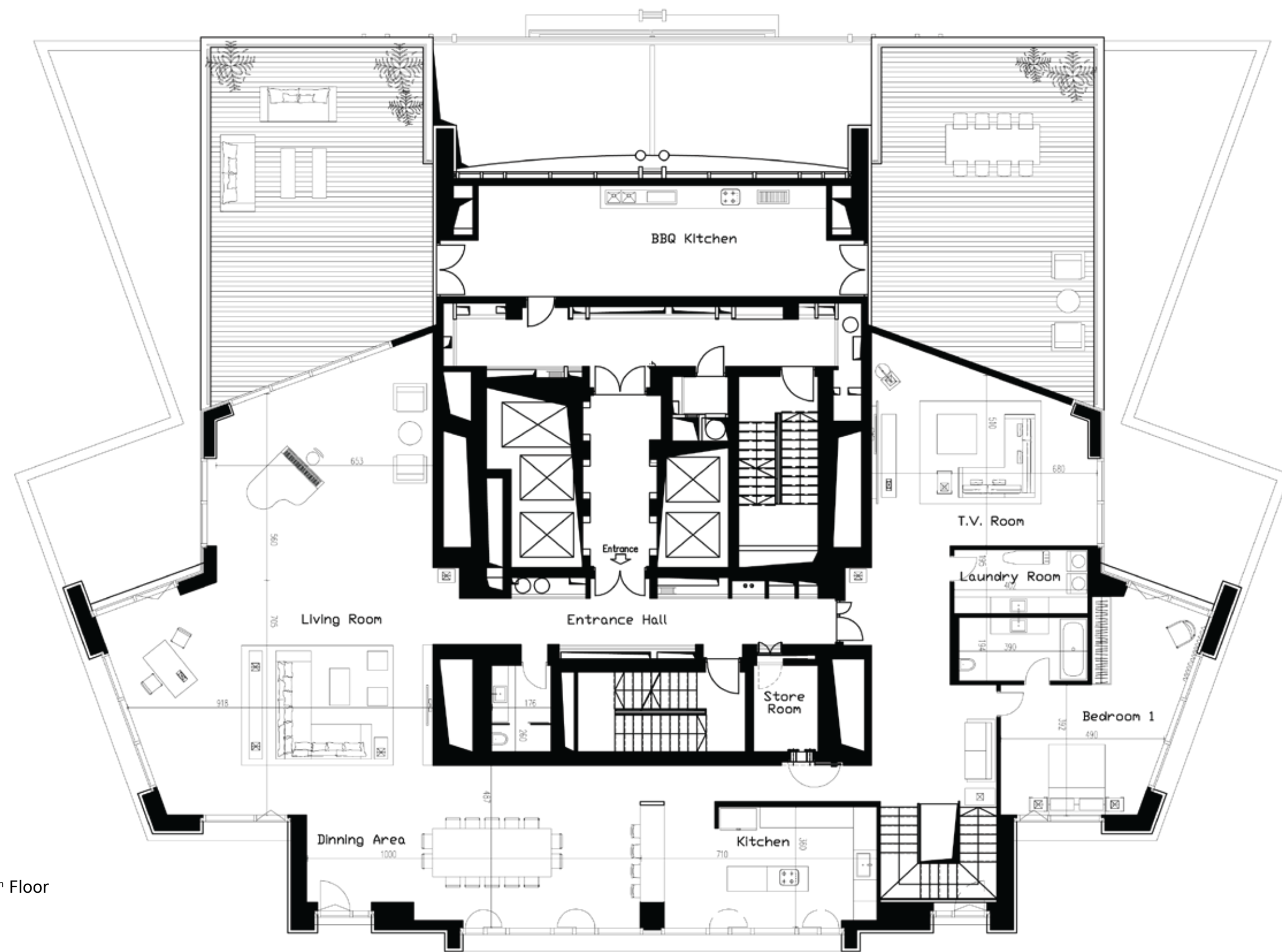
“Home should be a retreat body and soul.”



The 29th Floor as two independent Penthouses.

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Lower Level
Penthouse

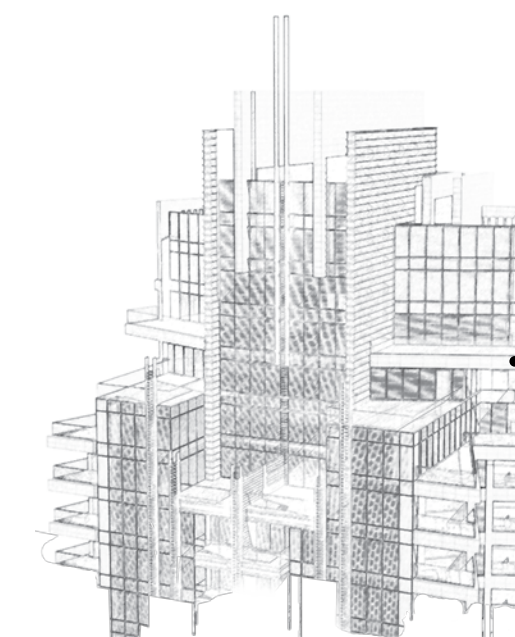
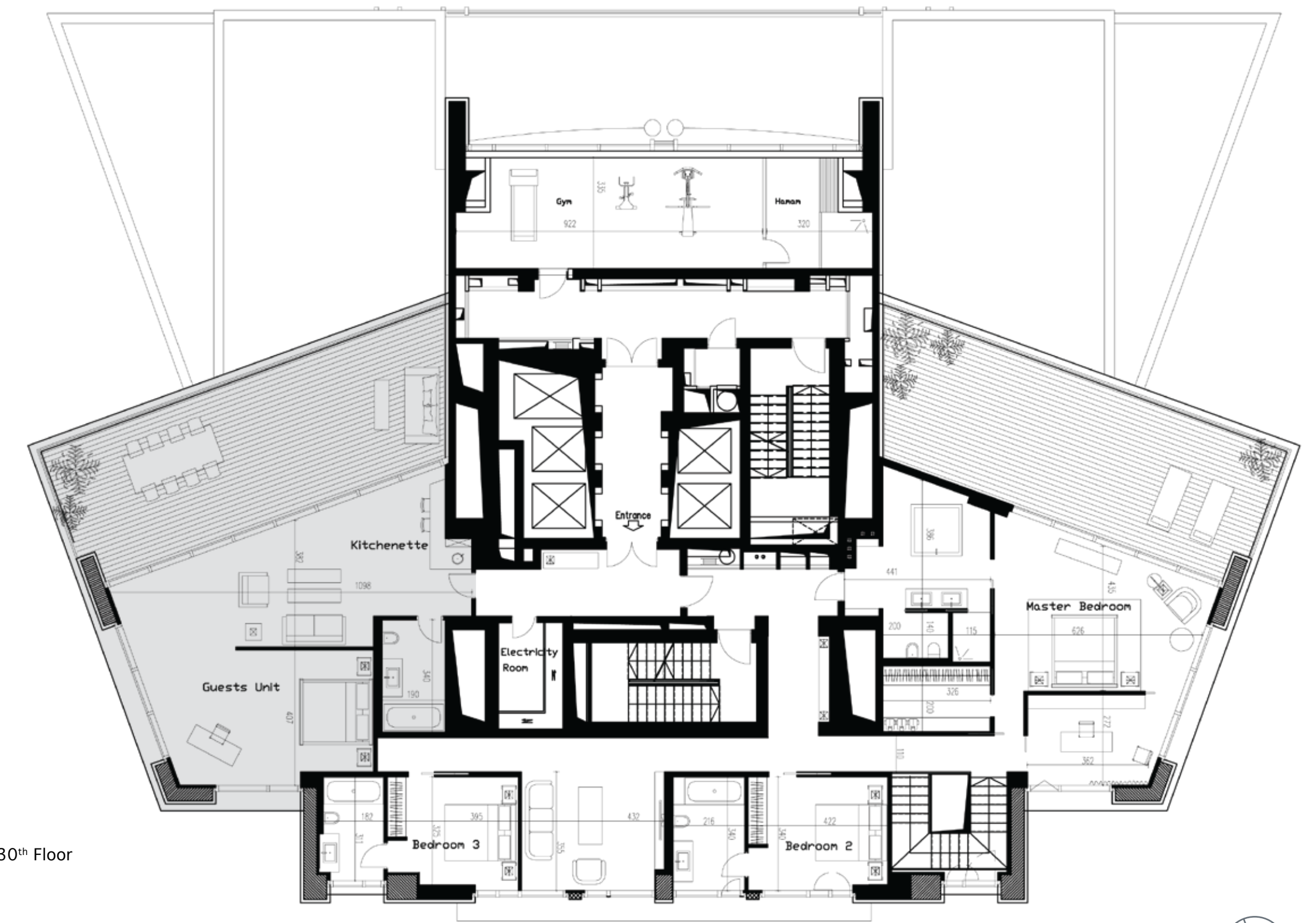


29th Floor

An extended Penthouse on the 30th and 29th Floor with main Living Quarters on the 30th floor and entertainment area on the 29th Floor

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Upper Level
Penthouse



30th Floor



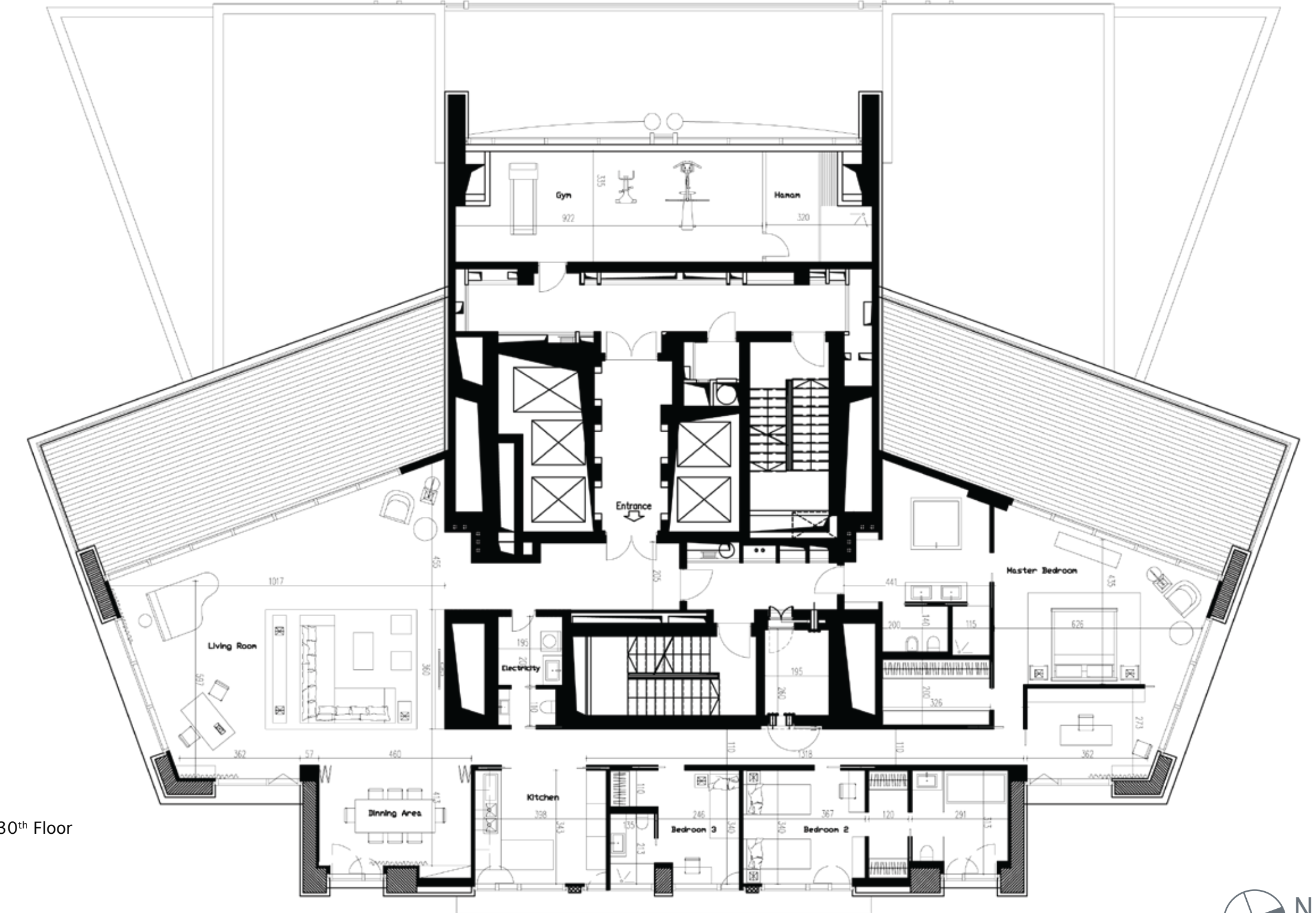
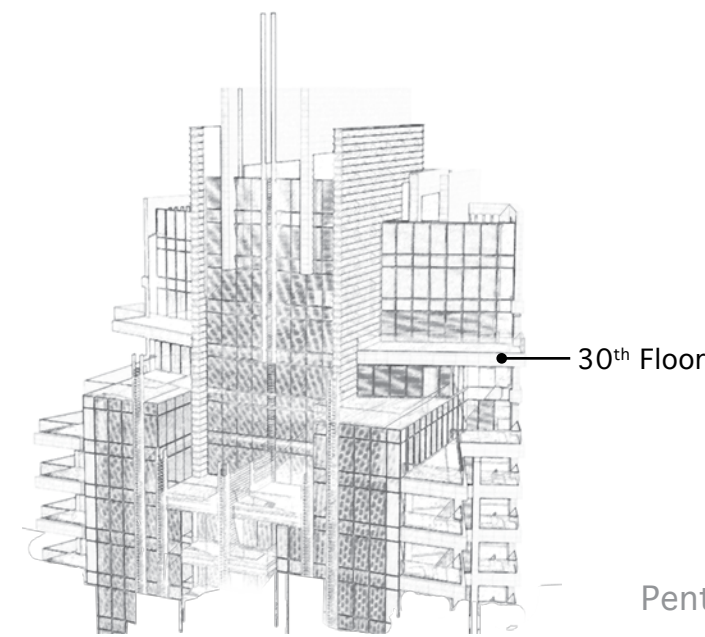
“There are always protests, whether you do something good or bad. Even if you do something beneficial, people say you do it because it’s advertising.”

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Penthouse

Designed by:

ARMANI / CASA



Penthouse on the 30th Floor. Layout suggested by ARMANI / CASA. Includes private gym (including Hamam and shower facing the sea).





THE DEVELOPERS

Zemach Hammerman

Zemach Hammerman is a building company listed on the Tel-Aviv stock exchange and is considered to be one of the most dependable and trusted, quality real estate companies in Israel. Zemach Hammerman is mainly active as a developer and builder of large residential projects. The Company also builds projects for other leading developers as a "Turn-key Project" contractor. The Company emerged in 1996 as a result of a merger between two family-owned and operated contracting companies possessing over 45 years of experience in the Israeli real estate development and building sector. In recent years Zemach Hammerman has developed, built and populated thousands of residential units and several hundred thousand square meters of office and commercial space in dozens of projects throughout Israel. Their projects include luxury projects in North Tel-Aviv, Kiryat Ono and Netanya, amongst others.



Eurocom Real Estate

The EUROCOM Group, founded in 1979, is one of Israel's largest privately owned holding companies.

Its success can be attributed to a unique approach of nurturing growth based on an innovative management style that cultivates an entrepreneurial spirit.

EUROCOM's portfolio is comprised of a careful balance of holdings in Real Estate, Telecommunications, and Financial Services.

EUROCOM Real Estate is involved in developing large scale residential complexes, office towers, and commercial projects in central Israel (particularly in Tel-Aviv, Ramat Gan and Givatayim) and in other high demand locations.

EUROCOM Communications is the largest privately-owned communications company in Israel. It is the controlling shareholder in Bezeq, the largest telecommunication service and infrastructure company in Israel. Among other things, EUROCOM Communications also operates as a leading supplier of office equipment and telephone and electronic entertainment equipment, and is the sole representative in Israel for leading world brands, such as Panasonic and Nokia.

EUROCOM Investments is the investment and financial arm of the group. It invests mainly in public companies in various fields, and manages an investment house connected with its services.



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