



# Air

GIVATAYIM

**ICR**  
ISRAEL CANADA | REEM GROUP



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**ISRAEL**CANADA



**ICR, owned by Israel Canada and the REEM Group,** is one of Israel's leading and most influential real estate developers. Leveraging innovation, forward-thinking management, and its own in-demand brands, ICR stands at the forefront of the Israeli real estate market, combining financial strength with the ability to significantly enhance property value. These advantages enable the company to initiate, manage, and lead many complex projects of all kinds nationwide.

ICR draws on the experience and leadership status of two first-rate real estate groups:

- **Israel Canada Group** – A real estate investment company active in property development, construction, and improvement. For over two decades, Israel Canada has been shaping the urban fabric in prominent high-demand areas, including a long line of architectural icons, such as the exclusive skyscrapers of Park Tzameret, a unique heritage project on Tel Aviv's historic Rothschild Boulevard, the new Microsoft campus in Herzliya, and more.
- **REEM Group** – A company jointly owned by Raz Oded and the Nakash family, owners of the global Jordache Enterprises. REEM has a diverse property portfolio that includes the Setai, Herbert Samuel, and Orchid hotel chains, as well as Ampa Tower, Ampa House Herzliya, Ampa House Tel Aviv, the Brands Boulevard in Dizengoff Center, and more.

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where  
**URBAN STORIES**  
are being created

An exclusive residential complex and commercial boulevard with an outstanding design inspired by the modern Manhattan cosmopolitan lifestyle

Breathtaking urban view from all apartments

Stunning Rooftop Park on the 4th floor, equipped with convenient seating and hospitality areas to reflect the vibe of NYC's High Line

Unique design thinking for all residential spaces and services, bringing genuine value and urban rhythm into every lifestyle aspect

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**The perfect stage for creating  
your new urban life story**

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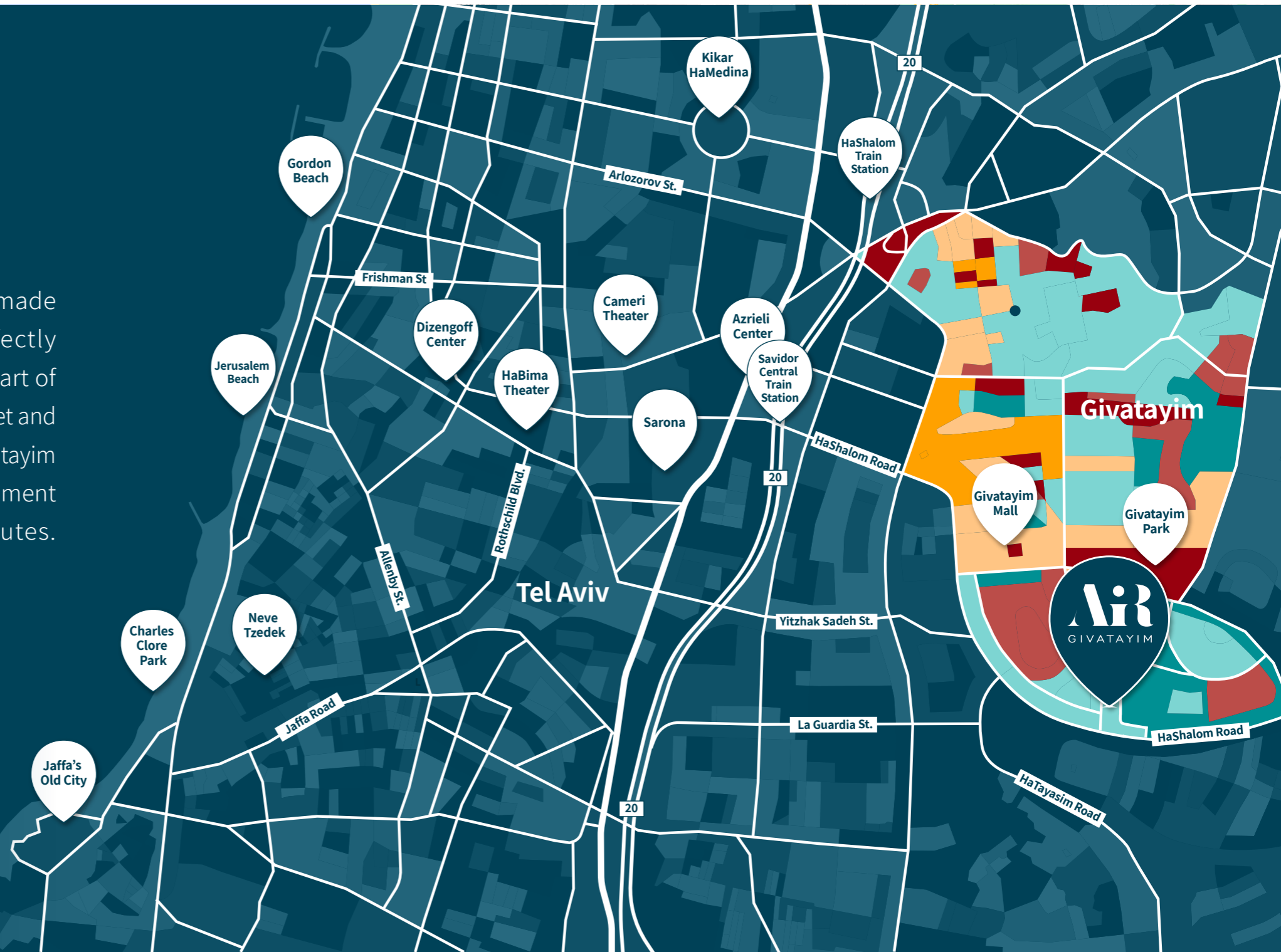


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# LOCATION

The term “prime location” was made for this project, which is perfectly situated at the renewed urban heart of Givatayim, between HaMaavak Street and HaHistadrut Street, and close to Givatayim Park, top restaurant and entertainment areas, and major transport routes.

[View Google Maps >](#)



# URBAN VIEWS



Givatayim  
Park

Givatayim  
Mall

Tatti Bistro,  
Givatayim

Cafe  
Italia

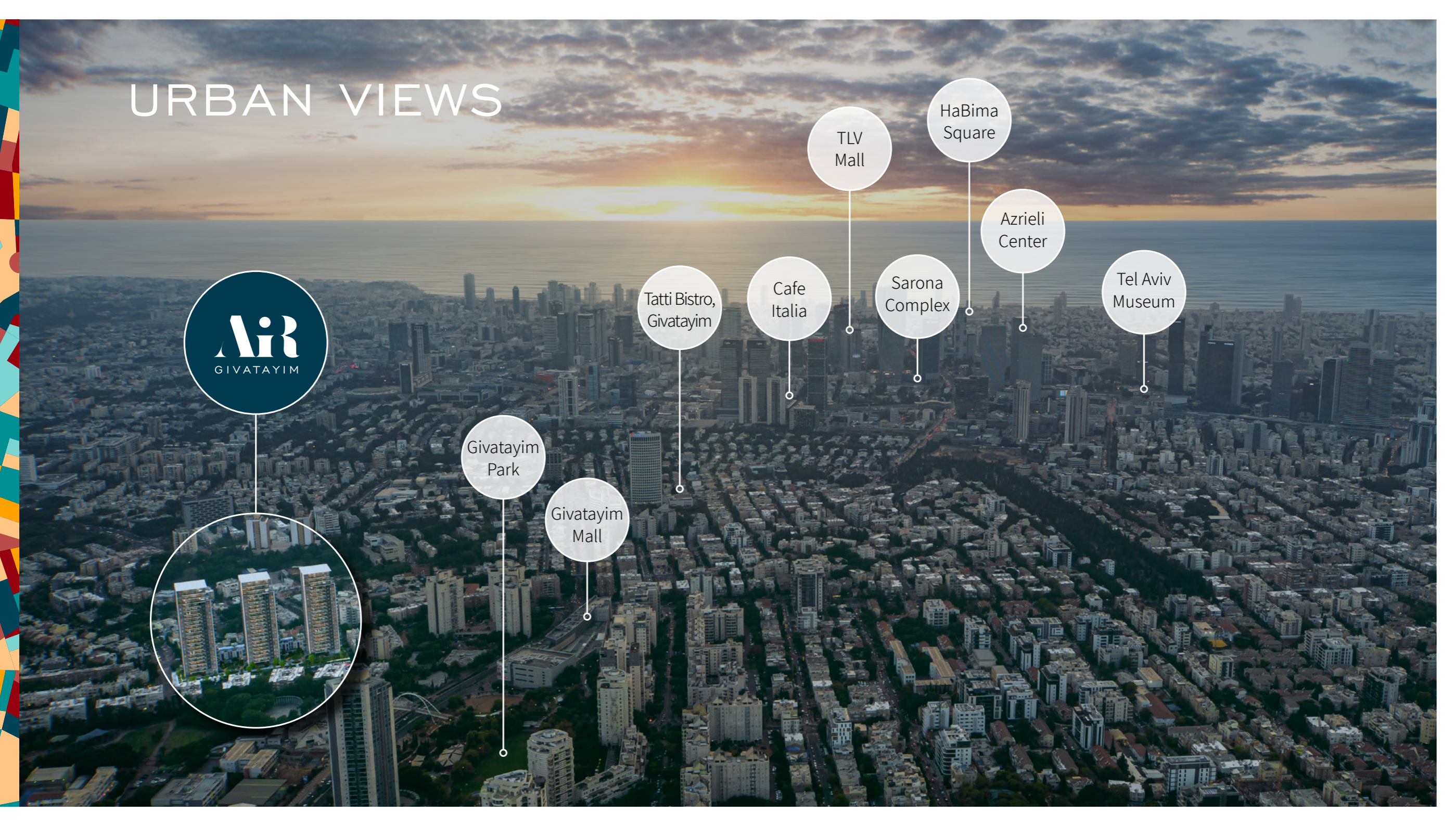
TLV  
Mall

Sarona  
Complex

HaBima  
Square

Azrieli  
Center

Tel Aviv  
Museum



# THE PROJECT IN NUMBERS

3

Residential  
Towers

24

Floors

333

Apartments

Exclusive  
Commercial Boulevard

Impressively Designed Modern  
Rooftop & Public Areas

Architecture:  
Bar Hershkovic Architects

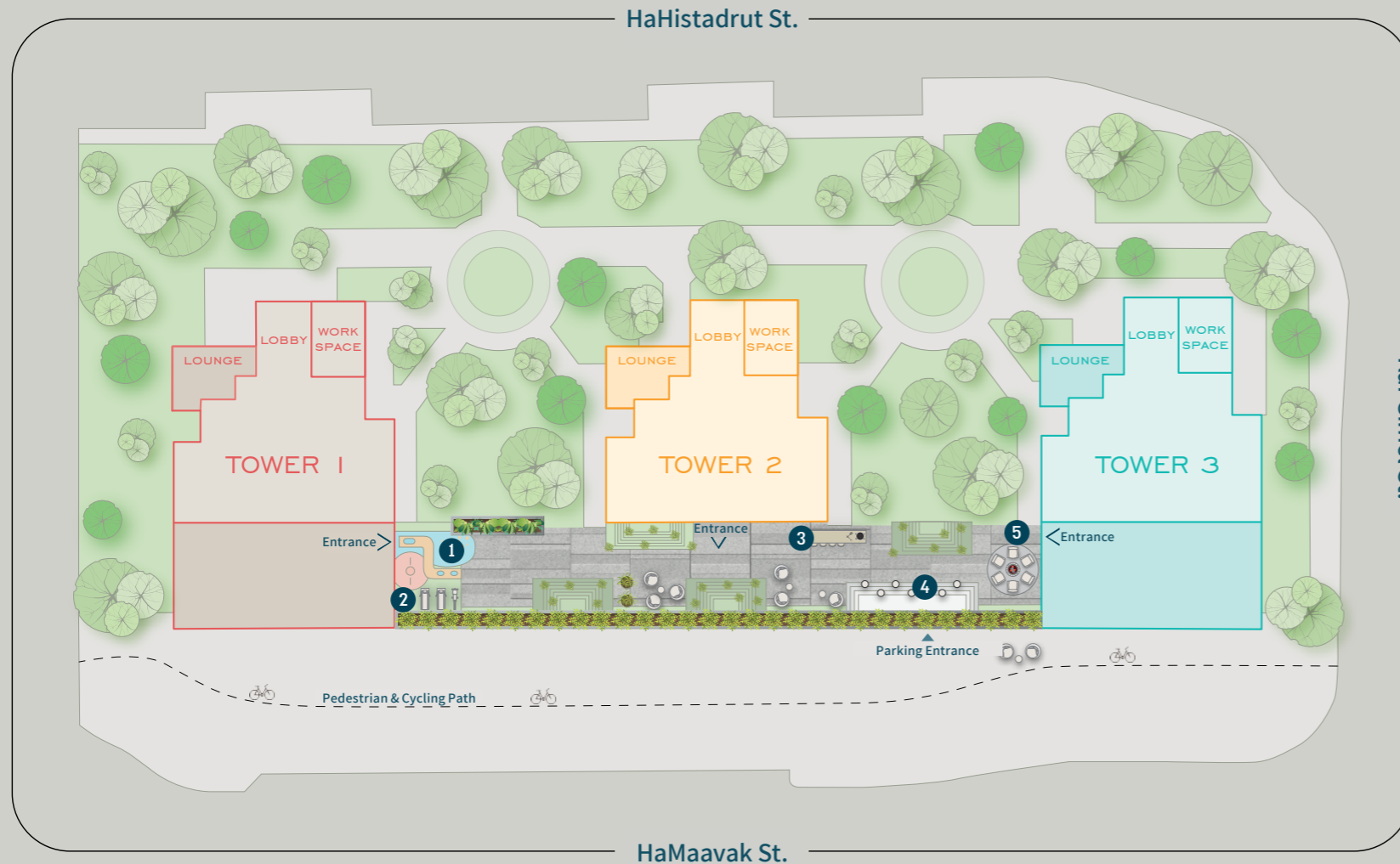
Interior Design:  
Dana Oberson

Extensive Landscaping &  
Development

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# The Project



- 1 Children's Playground
- 2 Outdoor Gym
- 3 BBQ Kitchen
- 4 Outdoor Cinema
- 5 Fire Pit
- > Rooftop Entrance

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With a view to creating a truly contemporary residential experience, the entire complex was designed around the Rooftop Park, which links the three towers with a range of unique, nature-filled community spaces. Overlooking the city, this park includes various amenities to serve complex residents. Meanwhile, the street level focuses on two central plazas that enable easy flow and movement between the towers. This same flow takes all those entering the towers and the commercial boulevard through a delightful green area to the beautifully designed lobby.





Plazas and access via HaHistadrut St.

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SERVICES  
&  
AMENITIES

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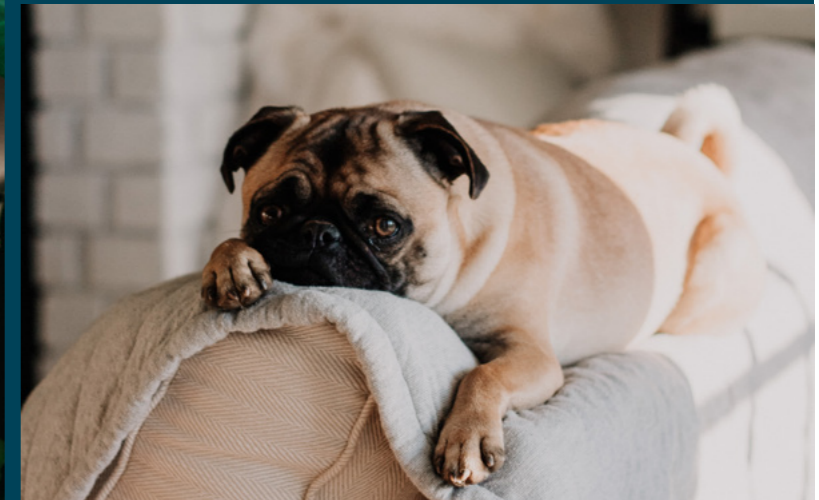
An architectural rendering of a modern public space at night. The scene is viewed through a large glass facade. Inside, there is a lounge area with several orange armchairs and a long table. A large poster is displayed on the wall, featuring the text 'DESIGN MOVES.' and the dates '27/08 - 11/09 2013'. A sign above a doorway reads 'WORK'. The ceiling is illuminated with numerous small, star-like lights. Outside, there are green plants and a building with a playground area visible in the background.

# PUBLIC SPACES

BY DANA OBERSON

A morning workout in the private gym, a cup of coffee on a balcony overlooking the city, co-working stations in the residents' lounge, private kindergartens right under the apartment, retail therapy with top urban brands, moments of tranquility in the atrium library, and a sunset glass of wine in the Rooftop Park, the play area and cinema room – all these and more are the building blocks of your new urban lifestyle, without the need to leave home or venture into the crowded city.

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## ROOFTOP



## BOULEVARD



## LOBBY



## LOUNGE



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## ATRIUM



## KIDS' CLUB



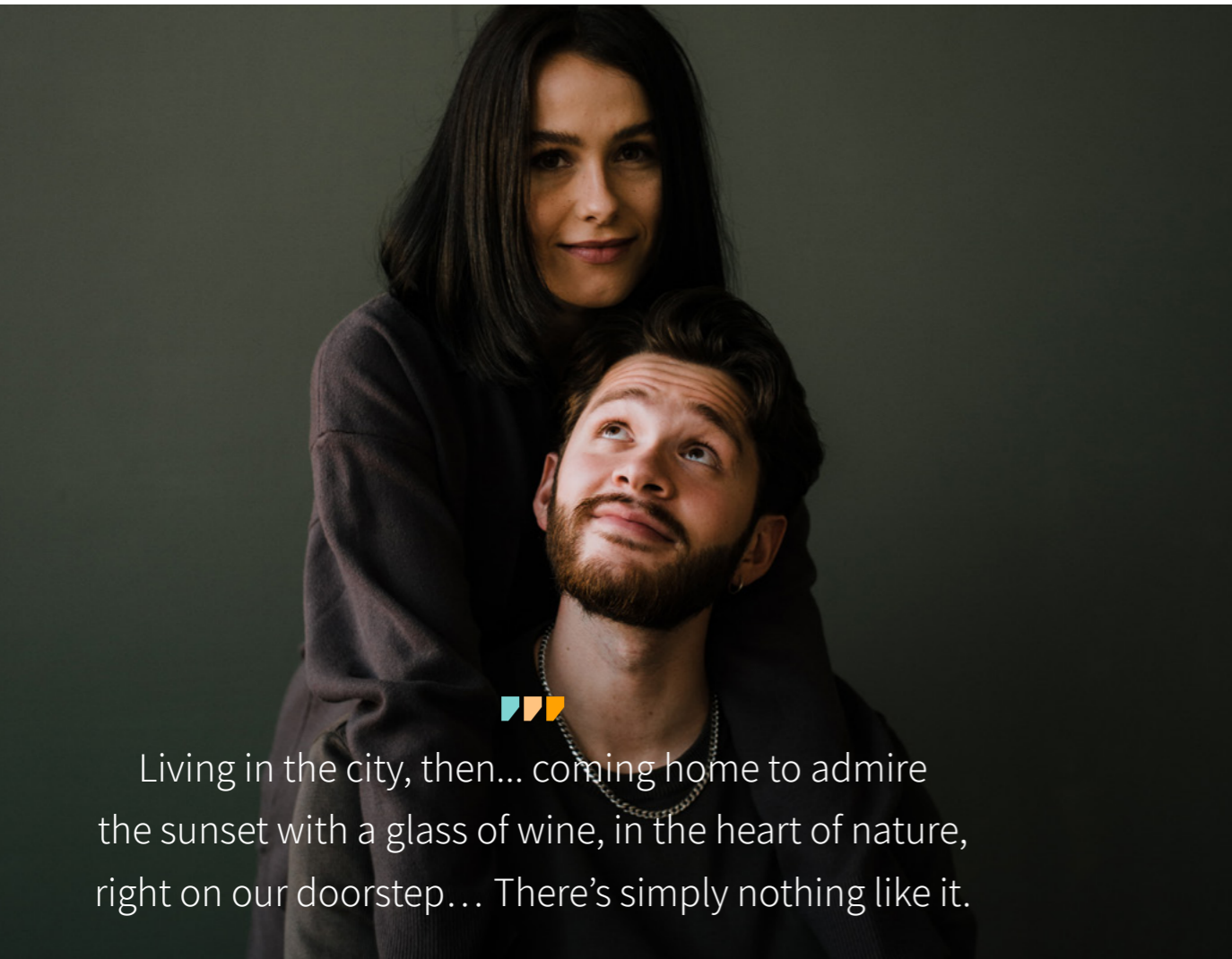
## GYM



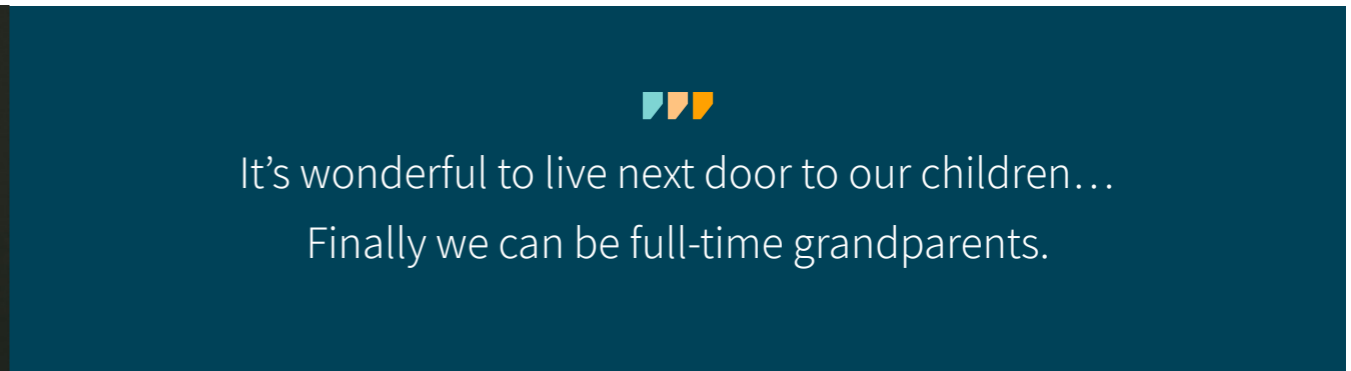
## KINDERGARTEN



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Living in the city, then... coming home to admire the sunset with a glass of wine, in the heart of nature, right on our doorstep... There's simply nothing like it.



It's wonderful to live next door to our children...  
Finally we can be full-time grandparents.





There's the cafe downstairs on the shopping level...  
The gorgeous park... The gym and playground...  
But honestly we have the most fun at home."







## THE LOBBY

The lobby is a co-working space dotted with comfortable sitting areas. At its center is an innovative interactive screen that functions as a unique artistic exhibit, animating the space and creating an immersive experience.

This screen also communicates with residents through an app, serving as a hi-tech “doorman” for the complex.

The distinctive combination of materials aims to imbue the space between the glass towers with an intriguing design interpretation. By highlighting the concept of reflection in the glass, it enables the exterior world to flow into the interior.

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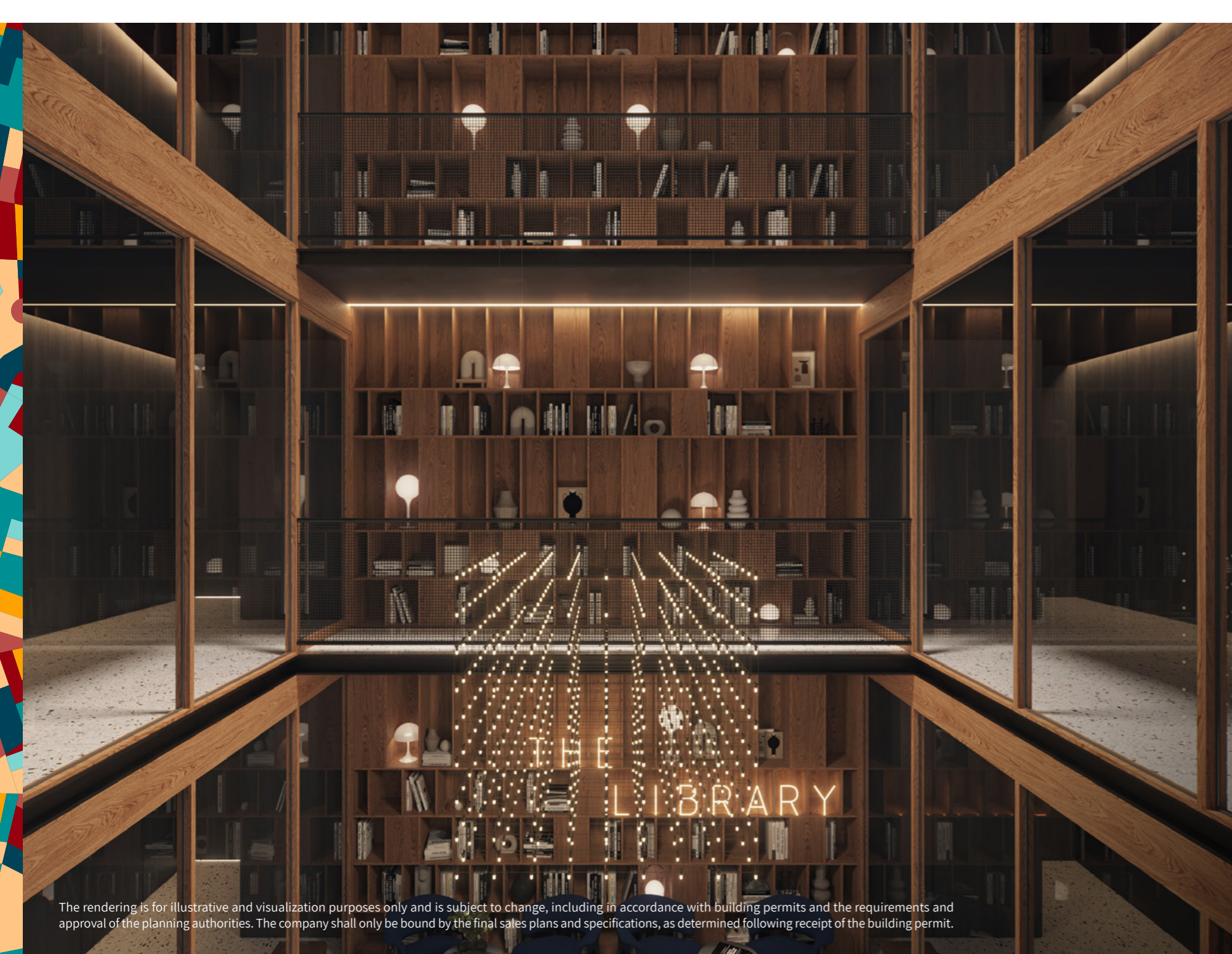


# Better

## THE LOUNGE

The residents' lounge serves as a continuation of the lobby area, with a shared facade that is open to the street. The lobby's material design concept is extended and refined in this sophisticated club, which is intended to be a more intimate space with its own meeting room, kitchenette, and personal areas suitable for meetings and work.

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## THE ATRIUM

The atrium is bathed in natural light, connecting the entrance area with the four levels above, all the way to the rooftop. At the center of the space is a vertical library that links the residential floors while also creating acoustic insulation. It features materials with warm textures, including natural walnut wood. The atrium thus creates a unique vertical neighborhood in the heart of the tower – an architectural element that fosters community connections. The library can be accessed on all floors and is a collaborative space that belongs to everyone.

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# THE ATRIUM LIBRARY (GROUND FLOOR)

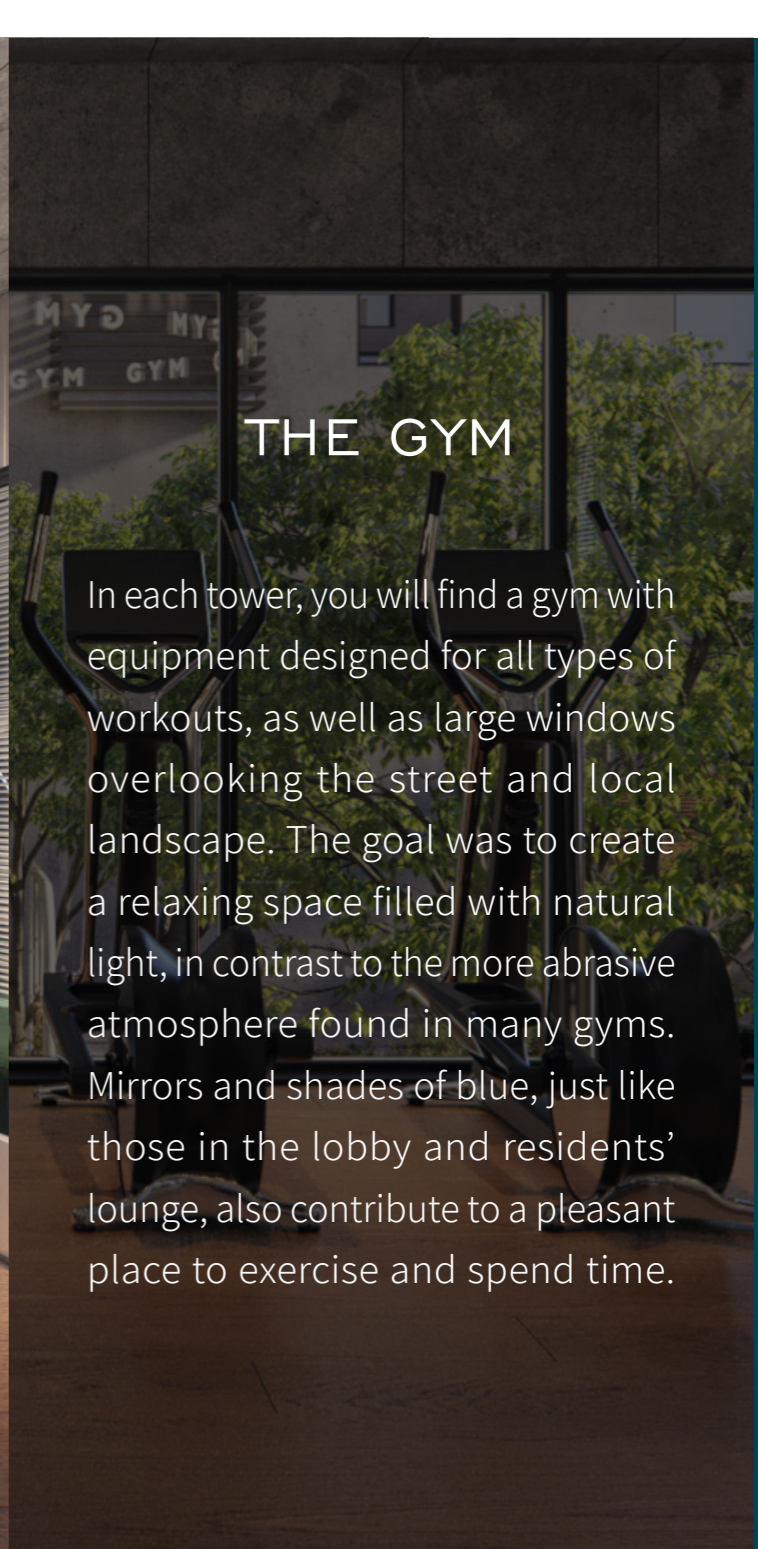


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# ATRIUM - ROOFTOP LEVEL



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## THE GYM

In each tower, you will find a gym with equipment designed for all types of workouts, as well as large windows overlooking the street and local landscape. The goal was to create a relaxing space filled with natural light, in contrast to the more abrasive atmosphere found in many gyms. Mirrors and shades of blue, just like those in the lobby and residents' lounge, also contribute to a pleasant place to exercise and spend time.

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# THE ROOFTOP

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## THE ROOFTOP PARK

The heart of the complex is the Rooftop Park – a beautifully designed urban park on the 4th floor, inspired by Manhattan’s High Line, which offers a green environment full of cozy corners, luxurious seating, outdoor kitchens for entertaining, and relaxation areas looking out at wonderful urban views. This unusual, fascinating design cultivates a new way of thinking about quality of life within the central Tel Aviv Metropolitan Area.



# THE ROOFTOP PARK



Children's  
Playground

Outdoor  
Gym

Community  
Garden

Elevator  
Lobby

Sitting  
Area

Sitting  
Area

BBQ  
Kitchen

Outdoor  
Cinema

Fire  
Pit

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OUTDOOR BBQ KITCHEN



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OUTDOOR CINEMA



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URBAN FIRE PIT



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OUTDOOR GYM & KIDS' PLAYGROUND



# THE BOULEVARD

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# THE BOULEVARD

An exclusive shopping boulevard filled with cafes, delis, and boutiques – everything you need for instant retail therapy, right on your doorstep.





# THE RESIDENCES



# THE RESIDENCES

Great consideration was given to the apartment planning, with a view to designing residences that would provide a residential solution adapted to the needs of many different people and families. The complex therefore offers a range of smart layouts that utilize the space in an optimal way, while the interior design permits a large living room that combines a modern kitchen and spacious dining area.

[Select an Apartment >](#)

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LIVING ROOM, 5-ROOM APARTMENT



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BALCONY, 5-ROOM APARTMENT



LIVING ROOM, MINI PENTHOUSE

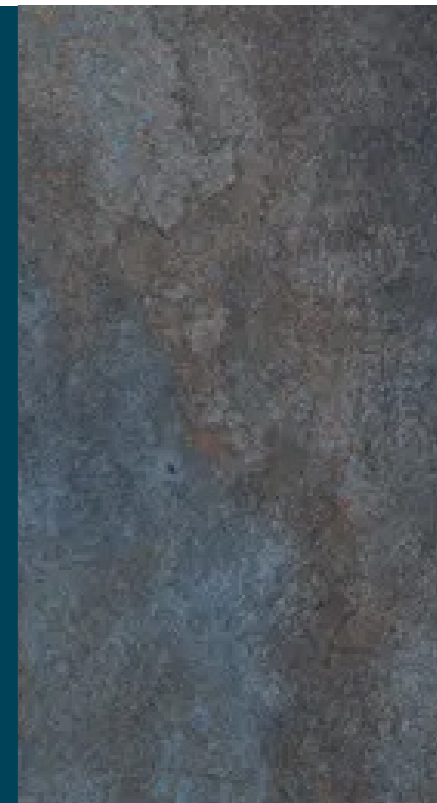
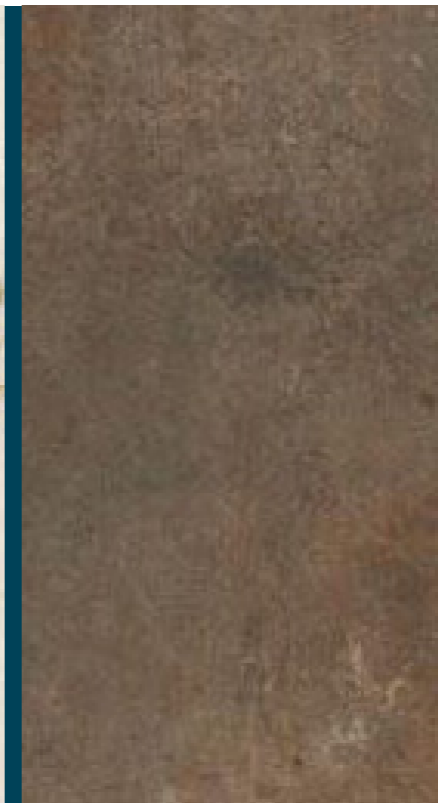
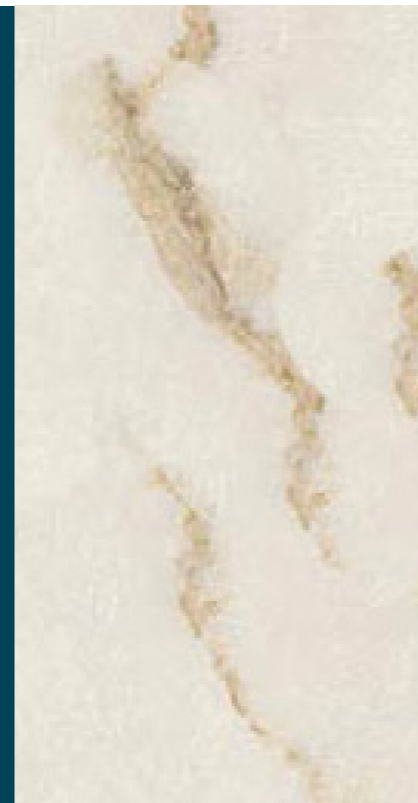
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Image for illustration only



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BALCONY, MINI PENTHOUSE



## SPECIFICATIONS

regba | מטבחי רגבה

SAMGAL  
KITCHENS  
דיוק עוצמה רגש

MODY

VIA  
ARKADIA

## Apartment Specifications

Flooring – a wide variety of granite porcelain tiles in the resident's choice of size: 100x100, 60x120, 80x80, or 60x60 cm

Stylish front door

Elegant, high quality interior doors in a choice of colors and models

Double glazing

Air conditioning – central mini inverter system

## Bathrooms

Flooring – a wide variety of granite porcelain tiles: 60x60 or 33x33cm

Ceramic wall cladding up to ceiling height

Wall-mounted toilets with concealed cisterns

Built-in mixer with 4-way diverter valve in the main bathroom and master bathroom

Bathroom cabinet, available in various sizes and designs, with a countertop and built-in sink

Acrylic bathtub in the main bathroom

Deluxe faucets by Grohe or equivalent

## Kitchen

Selection of kitchens by 2-3 of the leading suppliers in Israel

Acrylic or stainless steel flush-mounted sink

Caesarstone countertop, or equivalent

Pull-out kitchen faucet, available in various models

Water line for a refrigerator

Preparation for a dishwasher

## Electrical Systems

Smart electrical system – activated via a switch in the living room or via mobile phone

Digital intercom system with a color screen at the apartment entrance

## Sun Balcony

Flooring – a wide variety of granite porcelain tiles, including wood-look tiles

Water and gas outlets



You are cordially invited to create your new urban life story...

