



**ICON TLV,
a prestige
project by
New City**

Prime penthouse

A new high-end property development combines the cachet and investment value of Manhattan with the unique environment of Tel Aviv

IT is rare that you get the chance to own a penthouse in a major international city. But when a property of this calibre does come on to the market, in a sought-after luxury residential complex in central Tel Aviv, it's a once-in-a-lifetime investment.

ICON TLV is on Ibn Gvirol Street (at the corner of Mane Street), just a short walk from some of the city's chief cultural and commercial settings. It is a one-of-a-kind property venture that has already attracted buyers and investors from across the spectrum of Israel's business, judicial, political and showbiz elite.

The proprietors of the project, New City's Dror Halevi and Raviv Zoller, sold 95 of the 98 flats in the building complex within three weeks of releasing the scheme to buyers. According to press reports in Israel, former Israeli Prime Minister Ehud Barak, bought five flats in ICON TLV for investment purposes.

Now, all that remains to be sold are three ultra-luxurious penthouses.

"In terms of real-estate ownership, ICON TLV sits within an area that historically has been one of the most in-demand places for housing," says Dror Halevi. "This part of Tel Aviv is surrounded by cultural and historical landmarks, so it is nearly impossible to find a vacant lot to build on. So, anyone who owns a property within ICON TLV would be living among the crème de la crème of Israeli society, while also having direct access to the best that Tel Aviv has to offer, on their doorsteps.

"One can walk to Rabin Square, City Hall, Gan Hair, Dizengoff Centre, Tel Aviv Opera House, Tel Aviv Museum, Tel Aviv Cinematheque... There isn't such a prime central location in all of Israel, not just Tel Aviv."

In terms of value, Israeli property experts maintain that purchasing a high-spec property in central Tel Aviv is as lucrative as anything that is currently being offered in London or Manhattan and is a solid long-term investment, especially for overseas Jewish investors who are looking for a distinctive Israeli property to own or live in.

Dror Halevi and Raviv Zoller are considered by the general business community to be two of the country's most influential entrepreneurs.

They have acquired a reputation for building high-end commercial and residential properties, the design of which is informed by their knowledge of the Tel Aviv property market.

New City is now developing several other residential projects in Tel Aviv, which will feature 800 new flats close to key commercial and cultural hotspots.

With the ICON TLV project attracting 2,000 potential purchasers for the 98 flats released, the demand for luxury projects from local and overseas investors in the metropolitan region remains high. ■