

# XHIBITION

**Israeli Press Tour— Summer 2016**

*The Poli House TLV & Israel's Design, Food, and Cultural Hotspots*



## OVERVIEW

A one-week, locally insightful and unprecedented Israel travel itinerary for top-tier international travel, culture and art media to experience the gems of Israel's boutique hotel, culinary and cultural scenes as curated by Xhibition and its roster of star clients, based around the opening of the all-new The Poli House, designed by Karim Rashid, opening at Nahalat Binyamin 1 Street in Tel Aviv, June/July 2016.

TARGET MEDIA

The Washington Post

THE WALL STREET JOURNAL.

Condé Nast  
Traveler

AFAR

Bloomberg

Robb Report

The New York Times

FOOD & WINE

NATIONAL  
GEOGRAPHIC  
TRAVELER

serious  
eats

The Observer

VICE



MONOCLE

Wallpaper\*

marie claire



## XHIBITION

An international media exposure and audience engagement agency in Tel Aviv which is soon to open outposts in NYC — will curate and host an expert-led tour of Israel's most story-worthy, insightful and appetizing sites, locales and haunts around the country.







## DAY I

Arrival in Tel Aviv. Transfer to The Poli House to meet with the owners, GM and management team behind the property (W Amsterdam, Brown Hotels), followed by dinner at one of our restaurant partners, Salva Vida at Brown TLV.





## DAY 3

Breakfast at Hotel Montefiore. Morning art tour of the city's premier galleries, studios and creative spaces led by Sarah Peguine, a local curator and blogger with a massive online following ([instagram.com/ohsoarty](https://www.instagram.com/ohsoarty)). Afternoon Tours of Tel Aviv's Carmel and Levinsky Markets led by Ayelet Nahum, an expert food critic and market guide based in Tel Aviv. Free time OR a design and fashion-walking tour of Tel Aviv, including visits to Karen Oberson studio, homegrown designers in the Jaffa Fleamarket and Noga district, led by members of Xhibition. Dinner at TKTKTK. Tel Aviv music experience including meeting DJs and producers at Auberbach Record Salon, followed by visits to leading nightclubs, dance spots and music venues according to whatever is suitable on that particular evening, led by local DJs and club owners.



## DAY 4

Puzzle Israel northern Israel food & culinary tour.

<http://www.puzzleisrael.com/specialty-tours/israeli-culinary-blend/>



## DAY 5

Morning visits to Nazareth and boutique wineries in the Western Galilee by Puzzle Israel — followed by transfer to Akko for overnight stay at Efendi Hotel.

Freetime and dinner with Uri Buri.



## DAY 6

Full-day hosting in Akko, including meeting with Uri Buri for an insider's market tour of Akko, a walk through the Old City Crusader Ruins with Professor Efraim Lev. Sunset drinks at Efendi Hotel including a belly dancing performance. Transfer to Zichron for overnight at ELMA, including dinner at Oratorio, and afternoon or evening musical performance.



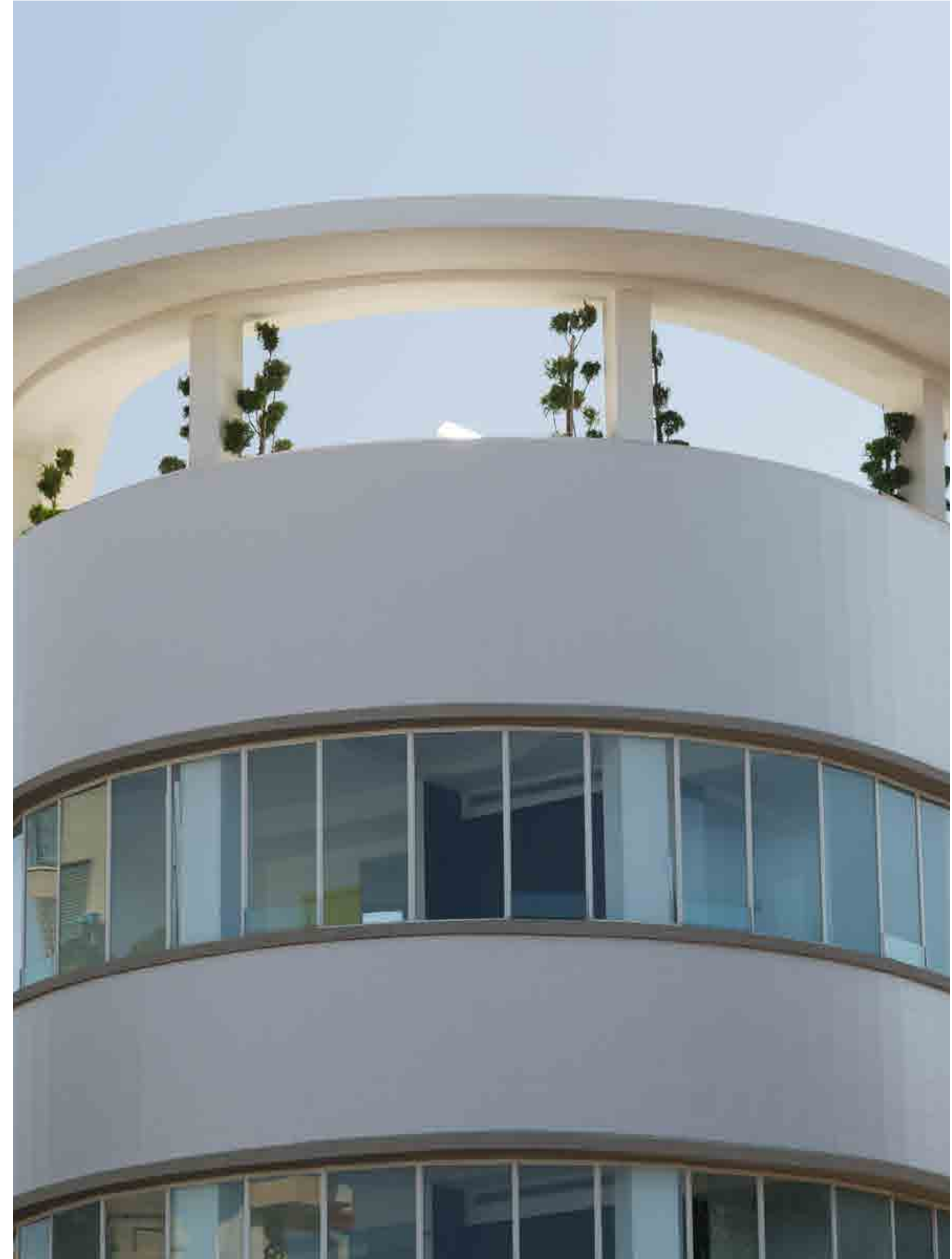
## DAY 7

Breakfast at ELMA hotel, followed by a full tour of the property, spa treatments, lunch, and tour of the hotel's incredible art collection. Dinner at TKTK and return to Tel Aviv for departures.



## DAY 2

Breakfast in hotel: Morning tour of The Poli House led by Nitza Szmuck, an award winning architect who spearheaded the restoration of the original Polishuk House. Meeting and architecture tour with GSarch or Paritzki & Liani architecture firms, including visits to off-the-radar and locally covered architectural marvels, spanning from Ottoman times through Eclectic, Interantional and Bauhaus architecture. Free time for individual assignments, meetings and research trips in Tel Aviv organized by Xhibition prior to arrival. Afternoon expert-led beer tasting of Israeli microbrewer beers led by Eager Tourist and its network of TLV beer artisans. Dinner at TKTKTK. Nightlife tour of Tel Aviv led by staff members of Xhibition.





Ready to

# JOIN US?

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