

# A MAKEOVER ON ROTHSCHILD BLV.

By Meirav Ben Gurion

ACCURATE AND INTELLIGENT INTERIOR DESIGN  
TRANSFORMED A CONTRACTOR'S APARTMENT  
IN A LUXURY TOWER INTO A STUNNING, AIRY  
APARTMENT WITH A HOLIDAY AMBIENCE ➤





The apartment is located in a new building, in an excellent location on Rothschild Blvd. Although the original intention was to purchase the apartment for investment purposes, the owner decided instead to move into the three-room apartment. The apartment included two vast bedrooms, a spacious and well-designed bathroom and a safe room that was designed to be used as a huge closet. However the new owner had other ideas for the space. The central living area was originally designed as an inverted L, and part of it was designed as a hall which did not leave enough space for all of the necessary functions. In addition, the structural base of the tower, built in concrete and in a triangular form, did not leave enough necessary storage space. Changes were made by the architecture and design firm Lansiano Design.

The new design solved the storage problem and also provided a solution for the problem of the column at the entrance where the electrical cabinet is located. Additional space therefore had to be added for the electrical infrastructures.

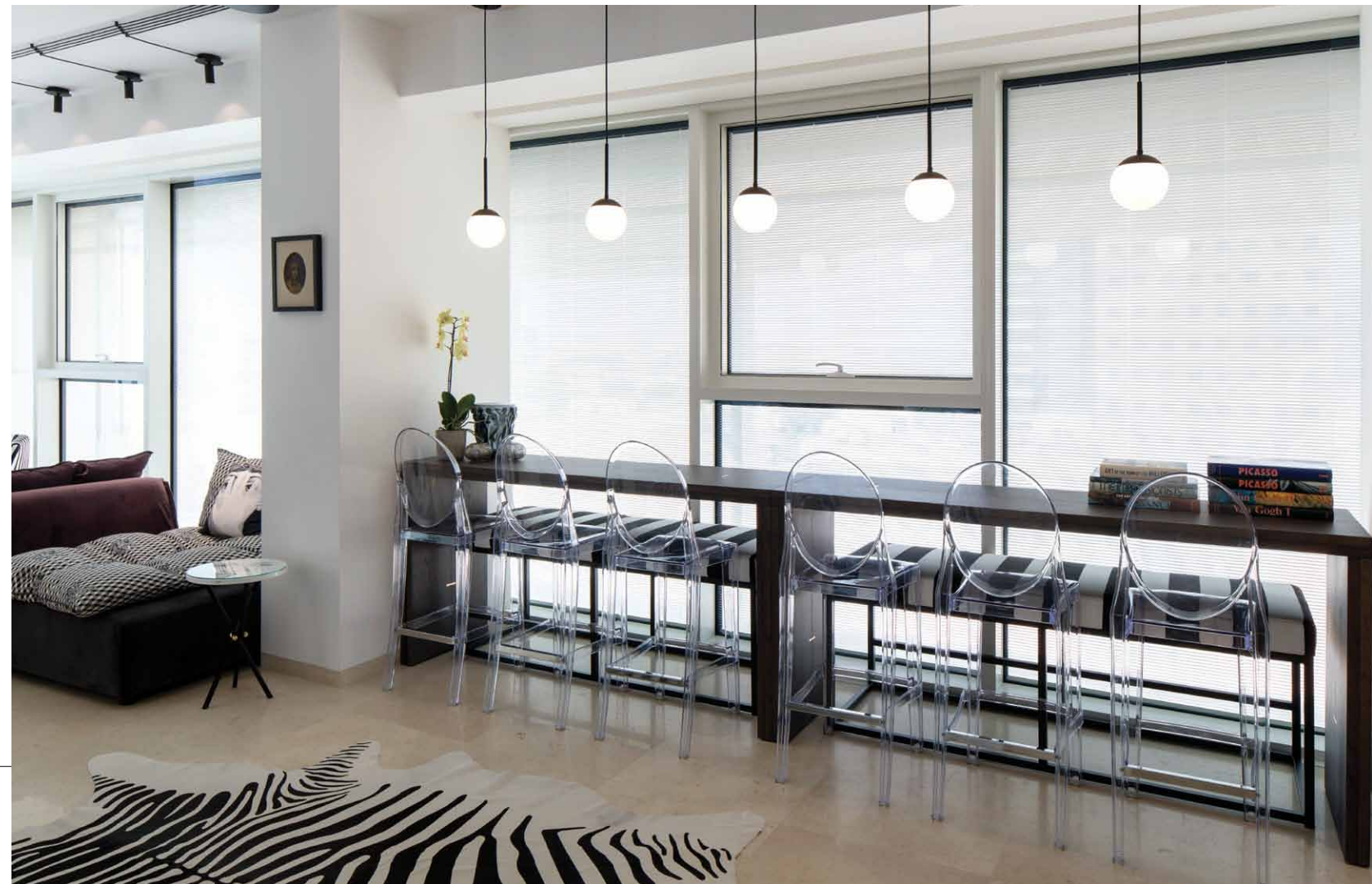
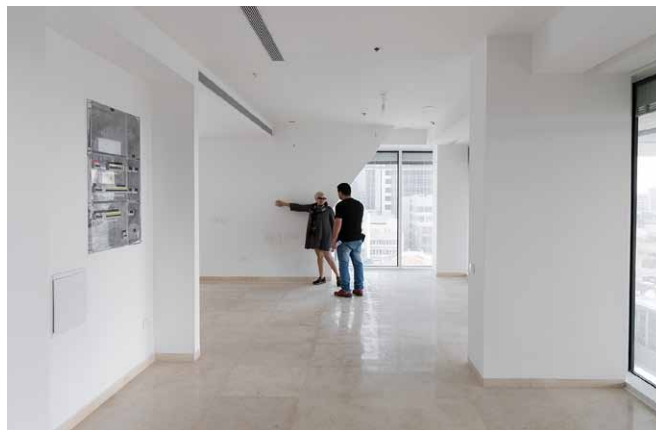
The pillar and the electrical cabinet were hidden by a large wall that was covered with a smoky gray mirror which creates a sense of space and adds an interesting design feature. Instead of a dining table the designers created a console table, the depth of a bar, along the entire length of the window. The table was designed so that when necessary, it

could open into a large dining table. Transparent bar chairs were added, to enhance the airy sense of space. Under the chairs, black and white striped benches were placed and these are pulled out for seating guests when the bar is opened into a table – a functional solution which provides a decorative touch.

Arik Ben Simhon designed a long and unconventional sofa. Attached to its back is another shorter sofa. A brilliant and interesting seating solution which allows a view of the television on the one hand with the option for further functionality on the other.

The TV wall which is located on the triangular construction was clad in wood. Shelves with lighting were built on the one side. A niche for the screen was built to hide half of the triangle and another, rear niche inside which the wiring and audio elements are stored. There are additional shelves which extend from the wall behind the niche blending harmoniously with the lighting shelves on the left side.

Upper cabinets with frosted glass doors were added in the kitchen. The refrigerator niche area was extended to add more cabinets. The dining area in the kitchen, which was originally a balcony, includes a burgundy table (almost identical in color to the sofa), with grey chairs that together form a light, elegant corner for morning coffee. ➤







The lighting fixtures are made of tubes which continue the appearance of stripes from the existing points in the apartment. Part of the lighting descends downwards and part of the lighting are in effect, adjustable spots that beautifully illuminate the impressive collection of paintings belonging to the owner.

Black-and-white humoristic 'Fornasetti' pillows correspond with other black-and-white textile elements creating a harmonious look together with white, gray, lilac and purple. And so, at the end of a laborious and exciting process a spacious and uncluttered apartment is created, fully equipped with all that is necessary for a comfortable, easy going and pampering lifestyle. ■

Photography: Elad Sarig

Lighting: Light In

Carpentry: Ilan Ohana

Furniture: Arik Ben Simhon

Glass and mirrors: Kiko Glass

Design: Lanciano Design: Angela Lanciano and Cher Sela



First row, from left to right: Angela Lanciano, Cher Sela ?, Arik Ben Simhon, Back row, from left to right: Tal Hazan - Light In, Ilan Ohana