



The Diplomatic Club

AUGUST 2011

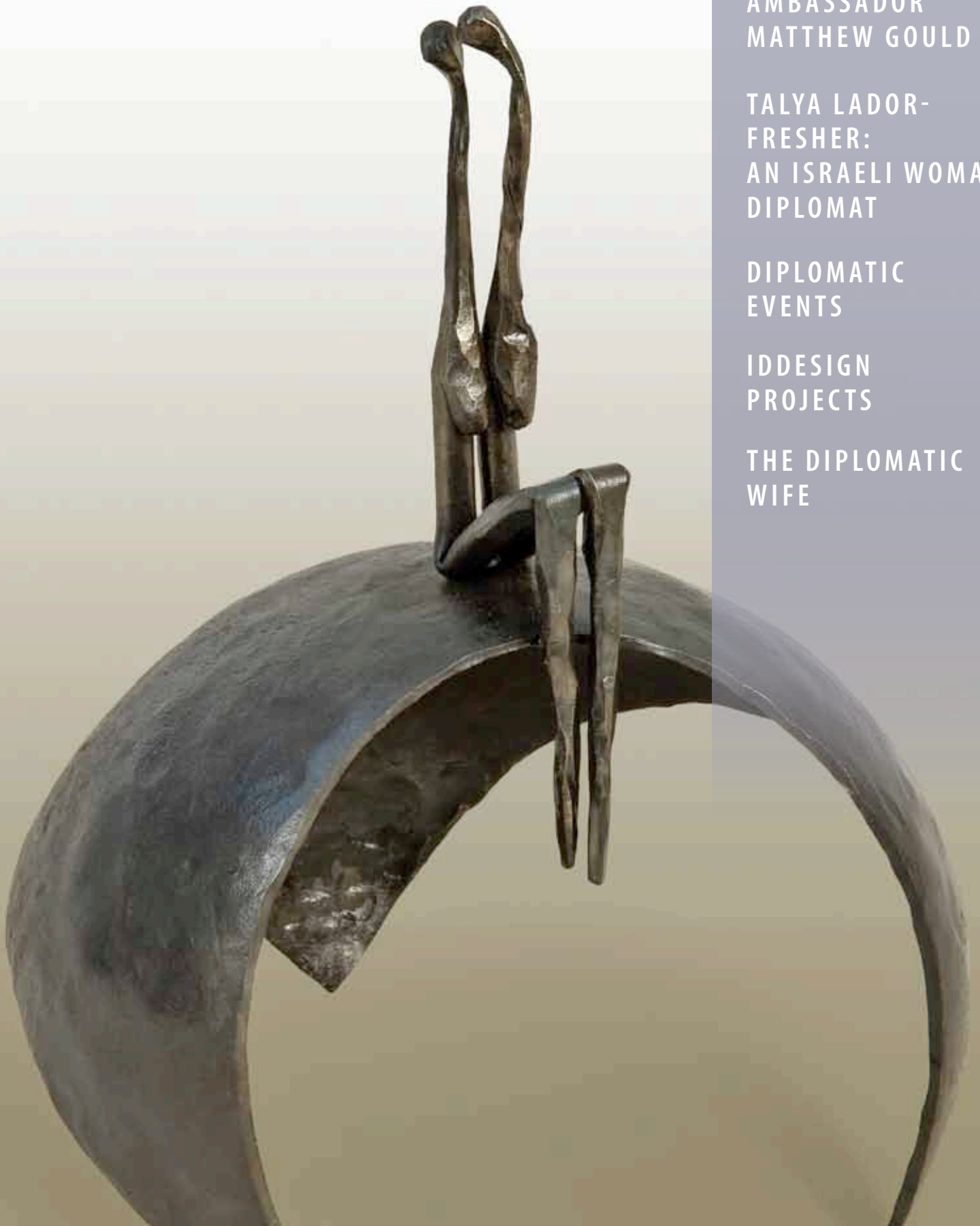
AMBASSADOR
MATTHEW GOULD

TALYA LADOR-
FRESHER:
AN ISRAELI WOMAN
DIPLOMAT

DIPLOMATIC
EVENTS

IDDESIGN
PROJECTS

THE DIPLOMATIC
WIFE

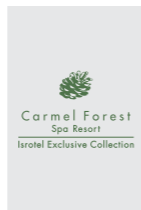


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Dear Members,

Like every year in the diplomatic community, summer is the time of changes. So we are happy to welcome all new diplomatic staff to Israel and to wish the members of our Club a fruitful year starting straight after the summer break.

As always, the Diplomatic Club is happy to help all its members and make their life in Israel a bit easier. Whether by publishing the Medical Directory and Restaurant Guide, or by offering loans for car, discounts in a variety shops, theatre and concert halls, airline tickets and duty free boutiques, not to mention the insurance plans that the Diplomatic Club has secured for the diplomatic community.

The Diplomatic Club will work harder than ever to offer new and improved services to the community. We would like to draw the attention of our new members and remind our regular ones about special offers and rubrics that are available on our site www.diplomacy-club.com under the categories: Restaurant Guide and Medical Directory.

One more festive note, the Diplomatic Club is happy to remind you that on the 28th of August 2011 it will celebrate its 13th birthday and we intend to introduce our selves after the summer holidays.

In the meantime, we hope you will enjoy the summer and look forward to another year together.

Yours sincerely,
Julia Verdel
General Manager
and the Editorial Team

ANNOUNCING AN EXCITING COOPERATION BETWEEN CARTER'S BRAND AND THE DIPLOMATIC CLUB MAGAZINE FOR DIPLOMATIC COMMUNITY ONLY



A leading U.S. baby fashion brand Carter's has arrived to Israel

Dear friends,
The Diplomatic Club invites you & your beautiful baby to participate in an exclusive new fashion event. Just for a moment, set aside everything else and imagine your little star at a unique fashion show with babies from all over the world. The cutest babies will be dressed in Carter's fashionable clothes and photographed by one of Israel's leading photographers.

This is a once in a lifetime experience for you and your child - or perhaps the beginning of a new career! Either way, these fashionable clothes are yours as a gift from H&O.

The selected toddlers will appear in the October issue of The Diplomatic Club magazine.

So what are you waiting for? If you have a toddler - boy or girl - aged 6 months up to 3 years, hurry and send us their pictures with their names and ages by email. Registration is limited.

You and your baby may win the experience of the lifetime!

The auditions will be held
from 10.08 till 20.08.
info@diplomacy-club.com



Ambassador Matthew Gould



D.C. Do you think that Israel and the UK share a special relationship?

M.G. Absolutely. Prime Minister David Cameron has described Britain and Israel as strategic partners, allies and friends, and this is the best description of the relationship. I'm incredibly proud of the relationship. The UK and Israel are partners in a variety of areas, perhaps most important in tackling the threat from Iran's nuclear ambitions. Both our countries are scientific superpowers, and I am determined to see to it that we build the strongest possible links between our scientists. We also watch with admiration as Israel develops its high-tech industry, and I want to build a real partnership between the British and Israeli high-tech economies. Of course we have our disagreements - all countries do, and the more important the issue the sharper the disagreements can be. But for me this doesn't detract from the core of the relationship, which is a rock-solid strategic partnership.

D.C. UK is the principal economic partner of Israel? Could you, please, comment on it?

M.G. The EU as a whole is Israel's largest trading partner. Trade with Britain is a key part of this. Two-way trade between our countries hit a record high in 2010, topping 3 billion pounds. Trade is a vital component of our bilateral relationship. My goal is to get trade to £4bn by the time I leave.

D.C. Some students in the UK have planned to hold a protest against the war in Afghanistan. The deepening crisis in Libya is obviously at the

forefront of international affairs right now. Can you describe the mission of UK in Middle East?

M.G. Foreign Secretary William Hague said recently that in geopolitical terms the events in the Middle East are the most important of any in the 21st Century. The United Kingdom will stay at the forefront of these events, working with our friends and allies to ensure what is happening will be a change for the better - entrenching democracy, prosperity and dignity - rather than a collapse back into greater authoritarianism or violence. William Hague pledged that "we will continue to focus unrelentingly on the changes in the Middle East and North Africa."

The turmoil in the region has led some people to conclude that now is a very bad time for Israel to try and make peace. We believe the opposite. Now is precisely the time Israel should try to take the bold steps towards peace, because political systems all over the region are re-forming themselves, and it cannot be in Israel's interests for them to solidify at a moment of minimum hope in the peace process - because you guarantee, then, that in each country where that happens, their position towards Israel is going to be least friendly.

D.C. You had identified two areas in which you wish to promote relations between Israel and UK: scientific collaboration and economic links in the high-tech field. Could you please tell us more about this?

M.G. I spend a day every month in Israel's uni-

versities, talking to Israeli scientists. Every time I do, it blows me away. I am determined to build stronger cooperation between our scientists. To achieve this we launched the UK-Israel Life Sciences Council earlier this year, bringing together 20 of the most eminent British and Israeli scientists, including 4 Nobel Prize winners. We have launched an ambitious fund to promote UK-Israel joint research in regenerative medicine. And we are equally ambitious on the high-tech side - we are setting up a high-tech hub inside the British embassy, a dedicated team to build high-tech partnerships between British and Israeli companies.

D.C. City of London is a major world financial centre. How do you promote the setting up business in the UK and investments in both countries?

M.G. The UK Trade & Investment team at the Embassy does a fantastic job supporting British businesses looking to operate in Israel, and helping Israeli companies set up in the UK. Over 300 Israeli companies are already operating in the UK - and this number keeps on rising. We are the perfect gateway to the EU - just four hours away from Israel, a two-hour time difference and we speak English.

D.C. The impact of the youth of the world, particularly now in the Middle East is incredible. It's affecting the UK's foreign policy. Recently, there has been a lot of attention in the UK about rising tuition fees. What do you think about the situation and the prospect for young people in Britain and Israel?

M.G. The economic situation in the UK is tough - we have a government determined to balance the books and bring down debt, and that isn't ever easy. One of the difficult decisions that the government has taken has been to raise tuition fees for university students. But by taking these difficult decisions now, we can be more confident that there will be good jobs in a strong economy for our young people when they reach the labour market. It's not easy, but it is necessary.

And this sort of difficult choice is not only for young people in the UK. There are pressures on young people in Israel too, even though the economy is strong. Some of the divisions in Israeli society are deep, and that gives me some concern for the future. I'm thinking of divisions between secular and ultra-Orthodox Jews, between Jew and Arab, between the centre and the periphery. I try and spend a lot of time in these different communities, and try to make sure I'm not just going up and down Route Number 1 between Tel Aviv and Jerusalem.

One of the things I want to do in Israel is ensure that our young people talk to each other. I'd like to see more British students in Israeli universities, and more Israeli students in British universities.

D.C. How do you promote Cultural and Academic Relations between countries?

M.G. The British Council runs a fantastic operation here in Israel and have a really exciting programme of cultural and academic exchange in the works for the coming year. Foreign Secretary William Hague and Foreign Minister Avigdor Lieberman signed a Film Co-production Treaty late last year - an important milestone in the extensive cultural cooperation between our countries. The British Israel Arts Training Scheme BI ARTS promotes dialogue between artists both in Israel and the UK, providing them with opportunities for training and collaboration. On the academic front, the Britain Israel Research and Exchange fund strengthens academic cooperation between universities in the UK and Israel through grants for joint scientific research.



D.C. The Jewish community in England is not so big (about 250,000 people) like in USA, but very strong. However, there is no Jewish lobby in the government structures. Why? Your opinion, please.

M.G. What the UK Jewish community may lack in size, we make up for in passion and determination! I am incredibly proud of my Jewish background and heritage, and the UK's Jewish community. Government officials meet with representatives of the various Jewish community organizations on a regular basis to share perspectives and discuss current issues affecting Israel and the community. In fact, the Foreign Secretary

met with representatives just last week.

D.C. After one year of posting in Israel, did you change your opinion about this country?

M.G. We came with great hopes, and Israel is exceeding our expectations. It's been every bit as interesting, intense, worthwhile, as I thought it was going to be. From the very start it has been immensely fulfilling. Celia and I have travelled all over the country: horse-riding in the Galil, scuba-diving off Eilat... we've met the most extraordinary range of people. We had a huge affection for Israel beforehand, and that's only been reinforced.

Ambassador Matthew Gould
Full Name: Matthew Steven Gould
Date of Birth: 20 Aug 1971
Married to: Celia Jane Leaberry Gould
Children: Rachel Elizabeth, born April 2011.



Photo: Mati Milstein



“It is hard to be a diplomat, it is harder to be an Israeli diplomat and even harder to be an Israeli woman diplomat.”

TALYA LADOR-FRESHER: AN ISRAELI WOMAN DIPLOMAT

by Eveline Erfolg

It was a hot morning in Jerusalem. It was very early, too. I was on my way to interview Talya Lador-Fresher - Chief of State Protocol at the Ministry of Foreign Affairs. I was told in advance that the lady in question, in addition to being an experienced diplomat, was also highly professional. So, I was quite nervous. Would I do or say something silly and embarrass myself?

I was curious, too. In addition to the demanding and longstanding diplomatic career, Mrs. Lador-Fresher is also a wife and a mother of two children. How is she managing all that? How is there enough time? What is it like to be a female diplomat? These and other questions were bubbling in my head, while I and my possessions were very thoroughly inspected by the security guards at the entrance to the Ministry of Foreign Affairs. The scrutiny of the way in which the inspection was performed led me to a troubling thought: it must be very dangerous to be an Israeli diplomat, even more so to be a female Israeli diplomat. This woman must be one tough cookie to be able to handle all this.

After I finally put everything back in my purse, I was lead through the long corridors of the Ministry. I brooded about the polite, but cool welcome I was likely to receive from a woman with such an impressive job title - especially after the impersonal security check. I was shown into a relatively small office with an unpretentious decor, a cozy sitting corner and a coffee table with a steaming pot on it. A normal looking woman with a pleasant

smile greeted me and offered me a cup of coffee. That eased my nerves and made me feel comfortable. That was Talya Lador-Fresher. Her diplomatic skills immediately created a pleasant and comfortable atmosphere. The dissonance between the welcoming reception and feeling of danger that the security guards imposed on me immediately evolved into my first question.

D.C. What's the deal with the overwhelming security? Is it that dangerous to be a diplomat?

T.L.F. For Israeli diplomats, the security part is difficult and sometimes even disturbing. I'll give you an example, when my family and I were stationed abroad, there was a standard security procedure: to check the car for exploding devices. So every morning we were bending down to see if there was something under the car. It became sort of a routine and we thought nothing of it. One day, a friend of my daughter's needed a ride home, I think she was Swiss, so she was not so familiar with our security procedures. When she saw us bending down to see what's under the car, she didn't understand what we were doing. Needless to say, she was quite shocked when she heard that we were looking for bombs.

D.C. Did you ever find any bombs?

T.L.F. No, no. Thank God, no.

D.C. Sounds like it's not easy to be an Israeli diplomat, is it?

T.L.F. Well, there are diverse situations that require different responses, but sometimes the matter of being an Israeli diplomat comes up at

dinner parties or other social gatherings, when the issue of the Middle East Conflict is discussed. I don't want to say that they blame me, but of course they have many questions and you constantly have to defend your government's policy. Especially if you are abroad. You are an Israeli diplomat, what can you do?

D.C. It is one thing when you have to defend your government's policy, but it adds a completely new dimension when you have to defend yourself. You were recently attacked because you are an Israeli diplomat, what happened in that situation?

T.L.F. I had finished a lecture that I had just given at the University of Manchester and was simply trying to leave the building and get to my car. There were pro-'Palestinian' protesters waiting at the exit, and when they saw me, they lunged at me. The security guards escorted me back into the building, where it was decided that I should leave in a police car. When the protesters saw me in the car they tried to attack again. They surrounded the car and climbed on the hood, trying to break the windshield. Eventually the car managed to leave the campus.

D.C. Are such violent events frequent?

T.L.F. I don't think so. Though 2008 was a complicated year, the Israeli embassy was undergoing renovations and for several months, the embassy employees continued their work under difficult conditions. The military operation in Gaza at the end of that year led to daily demonstrations outside the embassy. Some of them were very violent

to the point of frightening. However the embassy continued to work as usual and continued to broadcast a message that demonstrations will not harm Israel's agenda.

D.C. Your life seems extremely busy and yet you are married with two children. When did you have the time?

T.L.F. You make the time. You just make the time. I have a teenage daughter and a son that serves in the IDF. I try to spend most of my free time with them.

D.C. How do you manage a diplomatic career and a family?

T.L.F. I do my best. The whole issue of family life is difficult not only for the diplomat but also for his family, especially if they have to move frequently. My first diplomatic mission was in Jamaica, together with my family. At some point, our government decided to close the mission out of various reasons, everybody was very sad. It is not easy to leave like this after you lived in a country for some time. This is why I decided to stay in Israel, after my second diplomatic mission in New York. In my opinion, these situations are a bit more difficult for women.

D.C. Is it harder to be a female diplomat?

T.L.F. Let's put it this way: it is hard to be a diplomat, it is harder to be an Israeli diplomat and even harder to be an Israeli woman diplomat. Women get criticized more than men. At that time, when I finished the Foreign Ministry cadet course, being a woman and making a career in diplomacy were seen as incompatible. This job was not considered suitable for women, especially married women. But things have changed since then.

D.C. Was this change positive?

T.L.F. Judging as objectively as I can - yes. The way women manage any sort of department, embassy, etc is a bit different than the way men tend to manage things. I believe that women are more practical men. A woman wants the task to be done, she cares less about the way, women are more target-oriented than process oriented. Women also deal differently with challenges or obstacles.

D.C. What do you think about your current position?

T.L.F. I wanted this job and I love it.

D.C. Tell me more please. What is it you do, exactly?

T.L.F. I am the Chief of State Protocol at the Israeli Ministry of Foreign Affairs. The term protocol is derived from the Greek word "protokollan" (first glue). This comes from the act of gluing a sheet of paper to the front of a document to preserve it when it was sealed. State protocol is as a set of international courtesy rules. These rules have made it easier for nations and people to live and work together. They specify the proper and generally-accepted behavior in matters of state and diplomacy, such as showing appropriate respect to a head of state or an ambassador. Within the context of my position I meet with all the foreign ambassadors. We talk about general things, such as respect for the local law, the diplomatic ID and various formalities that they need to know, a sort of a list of do's and don'ts.

D.C. Are there any strict rules?

T.L.F. I wouldn't say so; our diplomatic protocol is very liberal.

D.C. Have there been a lot of changes in the diplomatic protocol since you started to work in the Ministry?

T.L.F. No, no. I don't know how far back it goes, but for quite many years now the Israeli diplomatic protocol has been very liberal.

D.C. So when a foreign diplomat comes to Israel, what does he or she have to know?

T.L.F. Well, the language can sometimes be a problem, depending on the diplomat's country of origin. However, the general rules and regulations, which were formulated and accepted several decades ago are still valid and in force. The policy of the Israeli protocol is intended to simplify the lives of the diplomatic community serving in Israel.

D.C. How about Israeli diplomats abroad, what guidelines do they follow?

T.L.F. They act in accordance with the diplomatic protocol of the country they serve in. Of course there are general rules, many elements of the protocol are similar, but every country is a bit different.

D.C. I understand that you are responsible for all the ceremonies that are related to the hosting of foreign diplomats and the guests of the country. Could you please elaborate on the subject?

T.L.F. The Official Guests department is responsible for attending to the hundreds of official guests, which visit Israel each year. The guests include many Heads of State, Prime Ministers, Foreign Ministers, etc. We prepare the visiting program of the official guest in coordination with the various government ministries, as well as through the relevant political and regional departments of the Ministry of Foreign Affairs. We organize meetings between the official guest and the political leaders in Israel as well as deal with the logistical side of the visit, such as the reservation of hotel rooms, organization of transportation, etc.



D.C. As a part of your job, you head the internal committee that approves the acceptance of foreign honorary consuls and the appointment of Israeli honorary consuls in foreign countries. Who deserves such a title?

T.L.F. When people hear the word honorary they automatically think that there are no strings attached, but on the contrary, there are many, many strings attached. An honorary consul is usually someone with connections and a high social status. Well, he or she must be, because the title and the obligations are on a strictly voluntary basis. These people are acting on the behalf of the people of Israel and they get nothing for it. For example, there was a car or a bus accident in some foreign country where Israel has no representation. The local honorary consul goes there and checks on site, whether and how he can help the family of the Israeli citizen that was hurt. The title of honorary consul allows that person to serve as the single representative of Israel, when it has no other representative, like an ambassador or consul general. We decide on somebody who has a strong connection to Israel. Many times it would be someone from the Jewish community, someone who would volunteer for such a demanding job and with no pay at all. He does not even enjoy diplomatic immunity.

D.C. You have had several diplomatic positions, is there something else that you would like to do?

T.L.F. You know, Napoleon once said that every soldier wants to be a general. So, eventually I think that every cadet wants to be an ambassador. Nevertheless, I really enjoy my job.

D.C. Is there something that you would change?

T.L.F. Yes. I would like to modernize this department more. I've already managed to do quite a lot. However, every change takes time. I have patience, it's not endless, but I understand that changes take time. There are many things that we can do online, with better databases... I have made many changes, I'm making changes now and I still have plenty to do.

NEW AMBASSADORS

Nine new ambassadors from Albania, Ecuador, Cyprus, Thailand, Sierra Leone, United States, Germany, Slovakia, and Nauru submitted letters of Credence to the President of Israel Shimon Peres. The official ceremony of welcoming their entry to Israel as their countries' ambassadors was held as usual at the President's residence.

The President and Ambassadors discussed ways to strengthen the countries partnership in various fields such as tourism development, technology, security and economic relations.



Ambassador of Ecuador
H.E. Raul Guillermo BASSANTE RAMIREZ



Ambassador of Thailand
H.E. Nuttavudh PHOTISARO



Ambassador of Albania
H.E. Bujar CKENDO



Ambassador of Sierra Leone
H.E. Andrew GBEY BANGALI



Ambassador of Cyprus
H.E. Dimitris HATZIARGYROU



Ambassador of United States
Daniel SHAPIRO



Ambassador of Slovakia
Radovan JAVORCIK



Ambassador of Germany
Andreas MICHAELIS



Ambassador of Nauru
MARLENE MOSES

USA

Every year, a few days before the Fourth of July, the U.S. ambassador's residence in Herzliya Pitu-ach opens its gates to thousands of guests in a celebration of American Independence Day. The usual ritual - lots of American kitsch, a notable presence of the business, political and military elite, McDonald's and Pizza Hut stands and sappy speeches by the prime minister and the president.



France



On Thursday 14 July 2011, Ambassador of France to Israel Mr. Christophe Bigot held a remarkable celebration dedicated to the Bastille Day.

Many public figures, French and Israeli, participated at the event, including businessmen, politicians, cultural leaders, and others (attendance: Minister Benny Begin, MsK Shaul Mofaz, Ronit Tirosh, Daniel Ben Simon, Einat Wolf and Dalia Itzik, Nino Abisadze, Mayor of Tel Aviv Ron Huldai, Director of the Tel Aviv Cinematheque Alon Garbus, the actress Hanna Laslo, CEO of Snoopy-aventis Roni Birnbaum and Rothschild Group Jimmy Pinto). Guest of honour was the President of Israel Shimon Peres, who delivered a speech at the event.

The Ambassador and Deputy Shlomo Molla

Belarus

The reception commemorating the National Day of Belarus was held this year on June 28th at the Dan Tel Aviv Hotel.



Ambassador of Belarus Leshchenya with wife and MK Sofa Landver

Belgium

On July 21st, more than 300 guests came to celebrate the Belgian National Day at the Sharon Beach in Herzliya. Belgians, friends of Belgium, members of the Ministry of Foreign Affairs and of the diplomatic corps, all gathered under the "Stella Artois" parasols, in a yellow-red-black décor, which blended perfectly with the natural setting.

They arrived at twilight, as the telavivian heat was beginning to subside, and stayed well after sunset. They were greeted by Ambassador Bénédicte Frankinet to the sounds of Belgian musical hits, and went on to meet friends and enjoy Belgian culinary specialties: there was plenty of beer of course, the inevitable "frites", and also delicious cheese croquettes, an asparagus salad ("asperges à la flamande"), all prepared under the supervision of Chef Michael Katz from Jerusalem.



Korea



The Korean Embassy hosted a special ceremony to celebrate the unveiling of the new Embassy building. The event was hosted by the Korean Ambassador, Mr. Young Sam-Ma with the presence of the Deputy Foreign Minister, Mr. Danny Ayalon and the Mayor of Herzliya, Mrs. Yael German.

On April 2009, the Government of the Republic of Korea has decided to purchase a 4 dunam plot of land in order to establish a permanent Embassy building. This decision is considered as a very unique step, because usually, most of the foreign Embassies are renting or purchasing existing offices and buildings.

AMBASSADOR'S FUNKY SHADES

Apparently, not only Parliament-Funkadelic took pride in their fashionable glimmers during the 1970's. These checkerboard shades used to belong to none other than Samuel Winfield Lewis, U.S. ambassador to Israel between 1977 and 1985.

Today, the sunglasses belong to Ella Cohen a former Jewish Agency for Israel employee, who collects glasses and has several dozen pairs. Ella bought the ambassador's spectacles in 1989 at a B'nai B'rith charity bazaar. Apparently, the glasses were donated to charity by Mrs. Lewis, who perhaps thought that the shades were too funky to wear!



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International modern design in your home

A contemporary design should create an international statement. It should serve as both inspiration and a meeting point between art and daily life in our home. In the past, the design and furnishings of the interior and the exterior were very heavily influenced by the local lifestyle, climate, building materials and the local customs. In the 21st century, this reality has changed and the expanding globalization allows IDdesign to bring to and display in its showrooms updated and contemporary design solutions in accordance with the world's leading trends in international design.

IDdesign is a leading international design chain that provides home decor and furnishings solutions. The chain originates from Denmark and has over sixty impressive showrooms worldwide, including four in Israel: Ramat Gan, Ga'ash, Haifa and Jerusalem. IDdesign offers a perfect solution for those that do not compromise on quality and comfort, and wish to design and furnish their home in one place. The chain imports collections and items that represent the latest statement in international design. All our items are fashionable, fresh, stylish and chic, and they can transform your home into a real design gem. Imported from the design capitals of the world, IDdesign's furniture and decorative accessories create a fascinating and elegant bridge between cultures.

REFINED – the most current and elegant international trend

As part of the latest international design concept, this summer IDdesign presents REFINED – the luxurious and contemporary line that includes furniture and complementary accessories. The name – REFINED – says it all: elegant, clean and polished line, suitable for those who love neat and modern design and are not prepared to compromise on quality. This new line is minimalist, yet it is characterized by delicate and impressive items, which are made of advanced, quality materials using the newest technologies, guaranteeing a perfect finish. The colors are white and gray with dramatic black accents. The attention to the smallest details and the meticulous attention to the production process are responsible for the exceptional quality of our products. Some of the furniture is designed using the modern versions of the capitonnage technique. This furniture creates a compelling combination with items designed using nickel, stainless steel and silver.

Restrained motifs such as delicate tiles, longitudinal or transverse stripes, net-like patterns, lacquer coatings and high quality porcelain and glass surfaces



emphasize the refinement and the elegance of the design. They integrate beautifully with rough materials such as flexible leather, velvet, flannel, tweed and concrete and stone finishes, which emphasize the unique and prestigious look.

The RAW trend

This year, one of the hottest international trends in design capitals across the globe is the authentic, raw, hot and "rusty" line, drawn from daily life. The items are made of coarse raw materials, like natural wood, wrought iron glass and mirrors, integrated with natural materials such as leather, stone, ceramics, straw and knitwear. The natural weathering and aging of these materials add even more charm to their unique design.

Total-Look home decor

IDdesign showrooms are designed according to the Total-Look approach that offers a unique shopping experience and allows customers to admire the perfectly shaped spaces that they wish to see in their own home. The showrooms allow to do all the shopping in one place: furniture for the central spaces of the home (seating areas and dining areas), bedroom and study furniture, as well as decor items, art, textile, lighting, rugs etc. All items are innovative, updated and modernized, according to the world's leading international design trends.



Trends by IDdesign

Refined – the most elegant international trend



The modern classic returns to us in a more subdued version - refined - an innovative design trend. The minimalist and elegant items combine surprising modern motifs with advanced technology, perfect finish and fine patterns. Amongst the materials are concrete, glass, various metals, leather, stone and cloth, all are of the highest quality. The unique combination of contrasting materials, create a perfect balance between elegance and roughness.

IDdesign, the international design and home furnishings chain, invites you to get acquainted with the new trend. Our showrooms and stores offer a wide range of refined furniture, lighting, fixtures and decoration items that can be combined and adjusted to your home.



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Laura leather chair



Origami ceramic vases



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IDdesign projects

IDesign projects is an IDdesign department that specializes in design solutions for residential and commercial projects, which require furniture, fixtures, decorating and other accessories, customized for private as well as for business clientele. The department also provides marketing and professional solutions for the institutional sector.

Business / Institutional market

For business/institutional market, the department offers dedicated planning and design solutions, customized to offices, hotels, guesthouses, hospitality suites, retirement homes, embassies, and more.

The service includes designated manufacturing/import of items according to customer's needs, especially when it comes to large and complex orders.

The service includes professional supervision by the company's architects.

Architects and interior designers

IDesign projects maintains active working relationships with approximately 1300 architects and interior designers from across the country. This creative cooperation is an integral part of our activity. Architects and interior designers participate in each project, providing custom solutions for every client.

Brand strength allows the department to find various design and furniture solutions for a diverse clientele, all under one roof. The service includes personal and professional guidance.

In addition:

We customize the range of our items to the unique needs of the customer/project.

We manufacture/import furniture in accordance with a requested plan/design.

We provide the necessary decor, lighting, rugs, accessories and furnishings from the wide range of the brand's products.

Amongst our clients are: Africa Israel, Shikun & Binui, Azorim, Y.H. Dimri, Heftsiba, Oneal Construction Ltd, Gindi Holdings, Industrial Buildings Corporation Ltd. (IBC), Minrav and many others.

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OPEL INSIGNIA: ON THE MOVE TO KEEP ITS EDGE



Rüsselsheim, Germany. When the Insignia hit the streets a year ago, it turned heads. Market analysis and customer surveys show why: it is a car with a sophisticated, elegant, yet sporty design and exceptional technologies that customers value and use - and at an affordable price.

No wonder, then, that the Insignia and its three models - hatchback, sedan and Sports Tourer - have racked up some 40 awards, including the coveted European Car of the Year 2009. Customers confirm expert opinion: nearly 230,000 orders have been taken so far, making the Insignia either the best-selling or second best-selling mid-segment car in 11 countries.

To further boost the excellent competitive position of the Insignia, Opel is continually developing and improving this flagship model line. New this year: the German brand now has coupled its optional Adaptive 4x4 with a 2-liter 160 hp CDTI, making it the first Opel passenger car to link a powerful yet efficient diesel with the innovative segment-leading technology of an adaptive all-wheel drive system. Moreover, engineers have made refinements on all diesel engines to improve the noise and vibrations, thereby keeping the interior quiet and enhancing the interior acoustics. The changes target betterment in both mechanical and combustion noise.

The diesel offer is in addition to the 2-liter 220 hp gasoline turbo with Adaptive 4x4 that has been part of the powertrain line-up since launch. Both engines offer high performance without breaking the fuel budget. The 4x4 is standard on the 2.8 V6, 260 hp Turbo and OPC models.

High customer demand: Some 45 percent order adaptive all-wheel drive

The Adaptive 4x4 all-wheel drive system, together with the adaptive FlexRide premium chassis and the electronically controlled rear limited slip differential (eLSD), sets new standards for driving and handling. Studies show Insignia customers particularly value this innovation: some 45 percent of Opel customers Europe-wide, who order the 2.0 liter gasoline turbo add the optional Adaptive 4x4 to their Insignias.

The active all-wheel drive system improves handling and stability in all driving conditions. Adaptive 4x4 combines the best characteristics of conventional mechanical and hydraulic all-wheel drive systems. Offering optimal traction, it was designed to make the Insignia move more dynamically.

- Successful: Some 40 awards and 230,000 orders
- Quality: Premium leather adds fresh look
- Innovating: First Opel passenger car to couple Adaptive 4x4 with a diesel

A big advantage is that wheels don't have to spin before corrective measures kick in. This gives drivers the confidence that their Insignia Adaptive 4x4 can still maintain safe traction even if three wheels are on sand or mud and only one rear wheel can find grip. Even in bad weather or on bad roads, the advanced chassis systems are designed to recognize and avoid danger early enough to support the driver in tricky situations and still provide driving fun - even for vacation-goers in a Sports Tourer with a trailer.

The Opel Adaptive 4x4 system not only helps out in critical safety situations. It also detects when no external conditions need special intervention, such as travelling on a highway. In this case the system reverts to front-wheel drive to reduce friction loss and save fuel.

Award-winning: Innovative technologies

Adaptive 4x4 is only one of many intelligent technologies offered in all Insignia models. The Insignia range introduces innovations like the adaptive bi-xenon safety lighting system AFL+ with its nine functions and the front camera system Opel Eye, with lane departure warning and traffic sign recognition. Opel has received awards for both the AFL+ and Opel Eye, recognizing their ground-breaking technology. Owners, too, are keen on the favorably priced, particularly back-friendly, ergonomic sport seats, certified by Aktion Gesunder Rücken (Action for Healthy Back - AGR), orthopedic specialists. Sporty vacation fans will appreciate the retractable Trailer Hitch and Trailer Stability Assist, which helps protect against pendulum swings, ensuring safe driving. Once the trailer no longer is needed, the trailer hitch simply can be folded away, keeping the elegant design of the Insignia intact.

Sports Tourer: Elegant yet maintains high utility value



The innovative technology matches the upscale, aerodynamic design language of "sculptural artistry meets German precision" first introduced in the Insignia. The exterior literally embodies Opel's new outlook: premium quality, elegant and innovative. The Insignia Sports Tourer has its own added value, like a power tailgate with programmable opening height, a load leveling system and the familiar FlexOrganizer cargo management system. The completely flat luggage compartment has a capacity of 540 to 1,530 liters. The result is a dynamic, sporty station wagon that elegantly conceals its high utility value.

The upscale design is echoed in the beautiful interior cabin, which is made of high-quality materials with a critical eye to all details. Keeping the styling contemporary, two new looks - Indian Summer and Sport Edition - are introduced in August, the Insignia will be offered with premium, high quality, fine Nappa leather in a warm Indian Summer color that is completed with beautiful creamy Cashmere stitching.

This contemporary interior is a clear fashion statement. Several different stitching techniques including contrasting piping were used in this trim not only on the seats but also on the door inserts, the steering wheel and the gear shifter. The Insignia signature blade is stitched in the seat- and floor mats. The black interior provides full leather trim, including the seats and door inserts, for a luxurious feel.

Alternatively, buyers can choose a Sport Edition Pack which, like the Indian Summer trim, comes with a black interior. Naturally, an OPC Line leather steering wheel and gear shifter, along with 19-inch or 20-inch alloys, are included. The Sport Edition Pack is offered in Cosmos and Sport Trim level.

Trends in the Science of Anti-Aging

by Eveline Erfolg

Anti-aging medicine has many perspectives, and everybody – both women and men – are expecting a lot from it: from removing wrinkles and feeling younger, to extending an active way of life in general. But what can the specialists in the field really offer us today?



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Legends of the Fountain of Youth exist in different parts of the world, but humanity has never discovered a magical elixir that grants eternal youth. However, in the 21st century, it has actually become possible to “set aside” old age and live a fuller life for a longer time.

Nowadays, anti-aging medicine is one of the fastest growing areas of medical practice, it employs tens of thousands of doctors worldwide and that number is growing rapidly.

The essence of anti-aging lies in the fact that each person should find an individual solution on how to remain healthy, despite the advancing years. The word anti-aging reflects the spirit of the time and the desire of the majority to feel and look young. Anti-aging medicine has many perspectives, and everybody - both women and men - are expecting a lot from it: from removing wrinkles and feeling younger, to extending an active way of life in general. But what can the specialists in the field really offer us today?

The search for alternative treatment methods that address a number of aesthetic problems caused by the aging of the skin and the degeneration of subcutaneous tissue, has led to the emergence of modern techniques in cosmetic services that are less drastic than plastic surgery. One of these techniques is called mesotherapy, which was invented in 1952 by Dr. Michel Pistor.

The modern concept of mesotherapy was formed in the late 1980s, when the French Academy of Medicine recognized it as a separate field of cosmetology. Mesotherapy has an important role in the aesthetic medicine services. It is a distinct anti-aging treatment that contributes to the process of skin rejuvenation and allows a healthy and fresh look of damaged areas that are exposed to solar radiation and environmental pollution.

During mesotherapy treatment, microscopic drops containing a mixture of active ingredients are injected into the skin. The unique technology of cocktail making allows physicians to create a variety of medical preparations that have the necessary impact on the cells of the skin and fatty tissue. The cocktails contain about 54 different types of components that include homeopathic preparations, vitamins, minerals, organic acids, herbal extracts, biotechnological products, extracts of animal origin and others.

One of the main advantages of the cocktail is the high concentration of hyaluronic acid, since it is the most important ingredient that causes the skin to look younger and healthier. Hyaluronic acid is produced by our body, however, over the years its production naturally decreases and the skin ages.

Dr. Anna Sapoznykov from the **Hadassah Optimal Medical Center** describes the procedure as: “a practice of injecting small amounts of medication into the mesoderm (the middle layer of skin), in the relevant skin areas.” The treated areas include areas of the skin that are usually exposed to the sun: face, neck, cleavage and hands.

The mesotherapy procedures are performed using special syringes and needles of a very small diameter and of varying lengths. Another option is the so-called mesogun, which allows injection at a rapid pace, without pain, at a given depth, which ensures an even distribution of the mesotherapeutic cocktail. Linear technique of mesotherapeutic injections can correct wrinkles and effectively reduce the second chin problem. The duration of the procedure is very short - only 15-30 minutes, and the result is natural and visible already after the first treatment. The procedure itself leaves virtually no marks. The procedure should be repeated after 7-10 days, depending on the problem, as the mesotherapeutic formula is absorbed over a period of 5-7 days.

According to **Sophie Brener**, head of the aesthetic division at **Care Medical Services**, mesotherapy is a sort of biostimulation that improves the blood circulation and, amongst others, forces the body to create its own collagen. The collagen that our body produces is basically made of amino acids and is responsible for the skin's elasticity and youthfulness. With age, this ability decreases and the skin starts to look tired and wrinkled. A mesotherapeutic cocktail that includes amino acids gives a boost to the skin's collagen level and because the amino acids are injected directly into the skin - the effect is stronger and much more visible than orally ingested amino acid supplements.

Due to unique properties of mesotherapeutic cocktails, which have beneficial effects on the cells by improving metabolism, the procedure is widely used in all branches of modern cosmetology. These include procedures designed

to restore hair, baldness treatment, figure correction and cellulite reduction, and, of course, skin rejuvenation.

Anna Baranovski, beauty architect and manager of **Beyond Clinics**, believes that women should emphasize their natural beauty and deserve the right to regain their youth. After many years of experience and working closely with thousands of women, she realized that only a woman can truly understand another woman. Anna has personally undergone the most innovative aesthetic treatments offered by **Beyond Clinics** and now she serves as a “beauty guru” for many women when it comes to nurturing and preserving youthful looks.

Mesotherapy is one of the many aesthetic treatments that this exclusive up-scale boutique clinic offers to its clientele. Anna recommends starting the treatment at the age of 28, especially if the skin is frequently exposed to the sun.

Mesotherapy is offered as a single treatment or as an adjunctive therapy to other treatments such as filling of wrinkles, Botox, and many others. Nevertheless, plastic surgery and injections just change the layout of the skin on the face; these methods do not treat the skin's condition and it remains worn out and tired, with impaired metabolic process. This is why plastic surgery alone is insufficient: it does not restore the metabolic functioning of the various layers of the skin, the way mesotherapy does.

Whether the skin is tired and dry, or young and healthy, each mesotherapy treatment provides direct nourishment of the skin with active



Beyond Clinics / www.beyondpro.co.il

ingredients; moisturizing and firming of the skin; slowing of the aging process; filling and smoothing of fine wrinkles; new collagen and rejuvenation of tissue. In addition it maintains the vitality and texture of the skin and creates a fresh and bright appearance, which enables women to look ten years younger than their actual age.

The current anti-aging medicine priorities are about recognizing the early symptoms of aging and timely reorientation of patients addressing the slowing, age-related biological processes. Anti-aging medicine is first and foremost about prevention. This is exactly the reason why **Intraceuticals** - an Australian skincare brand, had developed unique oxygen facials that are another example of rejuvenating skin treatment, but without injections. Known as “Hollywood's best kept secret”, these oxygen treatments are used by many celebrities, including Madonna, Eva Longoria and Justin Timberlake.

The **Shuki Zikri Salon** is a one-stop shop beauty salon that offers this amazing experience that provides instant results one can see and feel. **Intraceuticals** offers a new generation of cosmetic products and a new technology of rejuvenation, developed by Australian biochemists. The treatment stimulates collagen production, cell renewal and skin regeneration. The technique is based on hyperbaric oxygen therapy: a special serum with bioactive components is administered into the deeper layers of the skin under the pressure of oxygen. The **Intraceuticals** anti-aging serums are based on low molecular weight hyaluronic acid, which is a natural component of our skin.

Thanks to hyperbaric oxygen, said **Maya Markovich**, not only does it penetrate deep into skin layers, but also serves as an excellent “conductor” for other bioactive ingredients: vitamins and antioxidants. In combination with hyperbaric oxygen therapy, the anti-aging serum stimulates cell regeneration and the production

of elastin and collagen, visually aligning the surface of the skin and reducing wrinkles. The results of such treatment are comparable to the medical methods of biorevitalization and mesotherapy.

Anti-aging therapy is not confined to the administration of vitamins, minerals and antioxidants. You can outfit old age just by changing your lifestyle. “Eternal Youth” can be achieved through daily exercise and loosing of various bad habits such as smoking or excessive alcohol consumption. Another decisive factor is proper nutrition, because no one would deny that a slim figure by itself visually “rejuvenates” its owner.

The potential of anti-aging therapies to realize one of the oldest dreams of mankind has attracted many practitioners, from the unskilled to downright charlatans. That is why, before you start any anti-aging regimen, discuss the matter with your family doctor and get the facts as they relate to your personal health. While anti-aging medicine offers many sophisticated treatments, you should not forget that you cannot stop or cancel the aging process entirely. However, today it is really possible to slow it down or partially prevent its premature development.



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