

# The Diplomatic Club



DECEMBER 2012



*Happy*  
**NEW YEAR**

## PEOPLE

**AMBASSADOR  
OF THE HOLLAND  
TO ISRAEL**



**MIDDLE EAST DIGEST  
DEBUNKING  
DISINFORMATION**



## STYLE

**SALES SEASONS**





מוזיאון העיצוב חולון  
Design Museum Holon  
متحف التصميم حولون

**שורשים  
משותפים  
מפת עיצוב  
בגבולות  
פוליטיים  
משתנים  
Common  
Roots  
Design Map  
Of Central  
Europe**

**November 15th  
- February 23rd  
8 Pinhas Eilon, Holon**

[www.dmh.org.il](http://www.dmh.org.il)

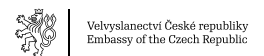
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Lucie Koldová  
[Czech Republic]  
X Chair, 2007  
Photo: Martin Chum

Daniel Piršič  
[Czech Republic]  
3D Wallpaper, 2008

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### ***Dear Friends,***

2012 was an eventful year, during which the Middle East was generated the hoped for peace. We wish the Middle East an active 2013 year, focused on peace and development, where hatred dissolves and harmony blooms.

### ***MERRY CHRISTMAS!***

According to Christian tradition, Bethlehem is the birthplace of Jesus of Nazareth and the town is inhabited by one of the oldest Christian communities in the world, though the size of the community has shrunk in recent years due to emigration. According to Biblical tradition, the city is also believed to be the birthplace of David and the location where he was crowned as the king of Israel.

### ***HAPPY EID AL-ADHA!***

As three million pilgrims completed the Hajj, the once in a lifetime Muslim pilgrimage to Mecca, Muslims around the world celebrated Eid Al-Adha on November. Eid Al-Adha is the religious festival of sacrifice commemorating the strong devotion to God Abraham proved through his willingness to sacrifice his son. After demonstrating his obedience, God gave him a sheep to sacrifice instead and ever since, Muslims have been sacrificing their best animals on Eid (in addition to praying, celebrating, feasting and shopping).

While home slaughtering is illegal in many countries due to health concerns, Muslims can still purchase animals sacrificed according to ritualistic requirements. In the West Bank where slaughtering is allowed however, families continue the tradition and top it off by leaving the streets filled with holy, cleansing and purifying sacrificial blood.

### ***HAPPY HANUKKAH!***

The first night of Hanukkah is the festival of lights. Let the fact that the buses were still running in Israel show that it really isn't that major of a celebration for the Jewish faith. However, it's still important in that it commemorates the Jewish reclamation and rededication of the Holy Temple in Jerusalem from the Greeks, and the small amount of olive oil they found to light the temple's menorah which miraculously lasted for eight days. Chanukah Sameah.

I just want to wish you all the best and of course health for the next year and I hope all your dreams and wishes comes true. I also hope that all the political and economic problems will solved as soon as possible. I wish that no more bombs are falling in the middle east and other parts on this planet! But I am also sure, that some of these wishes are just dreams. But I am also sure, that sometimes dreams can get reality. So I don't stop to believe in it.

Remain courageous and once again HAPPY NEW YEAR and all the best and see you next year!

***Happy Holidays***  
***Julia Verdel***  
***CEO & Publisher***  
***And the Editorial Team***

# HOLLAND AND ISRAEL: “CONNECTIVITY MATTERS” SECOND GENERATION AMBASSADOR

## AN INTERVIEW WITH THE DUTCH AMBASSADOR TO ISRAEL

by David Rhodes



**Caspar Veldkamp became ambassador of the Netherlands to Israel in 2011, after appointment by Her Majesty Queen Beatrix. Previously, he has been a Dutch delegation member to summit meetings of the European Union and international financial institutions such as IMF and World Bank. He has been posted to the Dutch embassies in Washington DC and Warsaw, Poland. He joined the foreign service of his country after having served as an officer in the Royal Netherlands Navy. Veldkamp has studied public administration in the Netherlands and the United States and worked on the staff of US Senator Richard Lugar in Washington DC. He is considered an expert in the politics of his country.**

**Do you see any similarities between the Netherlands and Israel?**

There are indeed some similarities, and I am not only thinking of both our countries being small states by the sea. An important similarity is that we are strongly connected to the globalizing economy. In some areas of activity, such as agricultural innovation, we both have had a disproportionately large impact. Apart from similarities, there is complementarity: if you look at the Global

Competitiveness Index for example, you see that the Netherlands has a world class ranking: we moved up to the 5th position in the world in terms of competitiveness, compared to Israel ranking 26th. Israel, on the other hand, is a player to be reckoned with in terms of innovation, ranking slightly higher than my country in the top level. The Netherlands is home to some of the largest enterprises in the world (such as Shell, Philips, or Unilever), while Israel is the ‘start-up nation’. We can learn from

each other. To learn from each other, we need connectivity: to visit, to meet, to listen, to exchange ideas. I want to help facilitate that.

**Could the history of the Netherlands give any hope to Israel?**

Yes, we have had wars with all our neighbors. In fact, we fought no less than four wars with the British in the 17th and 18th century, for example. Since World War 2, we have been able to build peaceful relations within Europe, through European integration and NATO. War is no longer on our doorstep, but that doesn’t mean we don’t need armed forces anymore. We recognize that security remains an important issue for any Western country. We contribute troops to operations further from home. We’re doing our share in Afghanistan. We have lost over 20 of our military in a NATO mission in the dangerous southern province of Uruzgan over several years. We keep flying missions with F-16’s in Afghanistan and are training Afghan police in Kunduz province. We are also active in naval anti-piracy missions off the coast of Somalia: NATO’s counter-piracy operation Ocean Shield, for example, is currently under Dutch command. So, while having peace in Europe now, we are fully aware that security remains an important topic. We like to promote peace, but we’re not “peaceniks”.

**How has the relationship between Israel and the Netherlands changed since 1948 or even in the last 10 or 20 years and where do you see it going?**

Our relationship has always been close. If you look at the 1960s, ‘70s and ‘80s, politically it was a more leftist idea to be pro-Israel in a country like mine. People on the left identified with Israeli ideas on egalitarian society and kibbutzim. Now the connection is often felt more strongly among the more right wing parts of society and politics, where Israel is viewed as a Western bulwark against Islamic extremism. In this



sense a change has occurred. What matters most is that at the end of the day, both our people have quite open and direct attitudes; we match up to each other. This makes it easy to communicate. We can stand some criticism from one another. Quite some people in Europe and elsewhere in the world are disappointed in the failure to get to a breakthrough in the Middle-East peace process, also in my country. That disappointment sometimes leads to criticism. But we keep getting along. The relationship between both governments has remained very close. As an active member state of the EU and the UN, we are relevant to Israel's diplomacy. We represent Israel in the boards of IMF and World Bank. In the meantime, economic relations are booming.

**What kind of trade and tourism exists between Israel and the Netherlands? What new projects or deals exist that would demonstrate stronger ties between the two countries?**

We increasingly join hands to enter emerging markets together. That is the new theme of the economic relationship. For example, a Dutch water technology company links up with an Israeli company specialized in irrigation systems. They combine Dutch expertise and our knowledge of logistics and world markets with new technology from Israel. This results in cooperation on such matters as agriculture and food security in emerging markets such as China or India. The Dutch private sector is very much interested in working with Israel. This year alone, no less than six private-sector driven

economic missions will have visited Israel (from the energy, agro-food, water management and IT sectors), and we are hosting two Israeli missions to Holland this year. Next year, an 'innovation day' will be organized in Eindhoven, bringing together Israeli and Dutch companies, on the theme of 'health and high tech'. A lot is going on! Meanwhile, bilateral trade remains impressive. We are among Israel's largest trading partners, with about 5 billion dollars of bilateral trade per year. This is more than Israel's trade with France, for example.

**Since 9/11, the bombings in Madrid and London, the killings of cartoonists and film makers in Europe, has there been a change in perspective of Europe's or even just rather the Netherlands relationship with Israel for better or worse?**

In the Netherlands, the attacks of 9/11 and the killing of Dutch filmmaker Theo van Gogh in 2004 brought to the fore that our immigration and integration policies had only partially succeeded. Our multicultural society did not work. This has created quite some public debate about where to draw the line as a tolerant country, and about what our values as a society are. Radical Islam can be a danger to our society, to where we stand as a democracy and on matters such as women's rights, gay rights, and so on. Some people are connecting this debate to the Israeli situation, but others think differently. Just like in Israel, we love a vivid debate! I am not ready for the doomsday scenario of Islamic extrem-

ism taking over our country. Our identity as a Dutch society is too strong for that, and always will be. But we have to debate and decide where to draw the lines.

**How big is the Jewish community in the Netherlands and what part do they play in the relationship between the two countries?**

It depends on how you define the Jewish community. There are 25-30.000 Jewish people with a Jewish mother living in the Netherlands. In a broader definition there are 40-45.000 people with at least one Jewish parent.

The Jewish community is a rather sophisticated and highly educated group in Dutch society. Most members of the Jewish community have some relative living in Israel. This builds thousands of bridges between both our societies and enriches bilateral relations. I find it interesting to see that Jewish history in the Netherlands is increasingly getting attention, also from gentiles. Recently a 'mikve' from the 13th century was found in a provincial town in the south of the country. It is getting renovated and initiatives to do so are also supported by non-Jewish parts of society. The history of the Jewish community is an integral part of our history. Many Dutch Jews perished during the Holocaust. I keep giving special attention to that. Dutch cooperation with Yad Vashem is intensive. Meanwhile, I also want to give ample attention to the contribution of the Jewish culture to the culture of the Netherlands as a whole.



**Has the royal family ever visited Israel? If not why not or when?**

Queen Beatrix has visited Israel several times, on an official 'state visit' and in other capacities. I know that members of the Royal family are very much interested in Israel. Last January, prime minister Netanyahu and his wife were received by Queen Beatrix at the 'Huis ten Bosch' palace in The Hague, which is her home. I know they really appreciated that.

**Israeli companies are on the leading edge of many technologies, are any of these being exported to the Netherlands?**

Yes indeed, and not only exported. Israeli investment to the Netherlands is increasing and very much welcome. About a 100 companies from Israel have established branches in the Netherlands. Israeli companies often have their headquarters for the Benelux or all of the EU countries located in the Netherlands. For example, the Israeli pharmaceuticals company Teva has located its headquarters for all of the EU market in the Netherlands. We are often seen as a gateway to Europe in the same way Hong Kong is seen as a gateway to China, and rightly so.

**Have you travelled much through Israel? What sites in particular caught your interest? Was there anything that surprised you about the country, the people or the culture?**

I have been visiting Israel from north to south to meet Dutch nationals and people with a Dutch background that are now liv-

ing in Israel. I particularly like to go to Haifa: the city fascinates me by the way it has transformed itself, and still is transforming itself, from a working class harbor town to a center of high-tech, innovation and knowledge. At the Technion, a Dutch professor and former Philips official has set up the curriculum for entrepreneurship. Another place I like to visit is Holon, because of the Design Museum. I admire how quickly the museum managed to establish an international reputation and we cooperate with them on Dutch design. With my family, I love to visit the Negev, which is fascinating for us as people from Dutch 'polders' [low-lying land surrounded by dykes]. A visit to Sderot soon after I arrived in Israel also comes to mind: I was impressed by the resilience of the people living there and wanted to show them my support.

**Does your country have an official position about the Peace Process or lack thereof and what might be blocking negotiations getting started/going forward?**

We think it is time to get the 'two state solution' realized. We believe we have to come to a secure Jewish state of Israel, next to a viable, independent Palestinian state. We are not there yet, and realize it is not easy to get there. We would like to see both sides come to the table, so they can start moving forward together through negotiations. Meanwhile, we are strongly against Israel-bashing in international forums. My foreign minister and our diplomats remain closely in touch with Israeli

officials on such topics. As an active member state of the European Union, we also worked hard to arrive at strong additional sanctions on Iran. We need to exert full pressure on Tehran's regime. It is not acceptable that Iran still does not meet its international obligations. Until the moment they do, we will have to continue to increase the pressure.

**Is your family living here with you and how have they adjusted to living in Israel?**

I am living here with my wife and four teenagers. We really like the vibrant city and social scene, so we had no problems adjusting to life in Israel. There is so much to see and, of course, the weather helps. There is one thing we miss from the Netherlands: taking the bicycle to school, work and other activities. We are riding bicycles here, but more for recreation. Back in Holland, we often did not use our car for several weeks in a row. Life is lived on a bicycle in the Netherlands!

**How is the Netherlands reacting to the financial crisis in Europe and is there anything optimistic you might say to suggest that it won't get any worse before it starts getting better? Is the collapse of Greece and the near collapse of other members of the Euro a test or a failure and how do you think the Euro might evolve as a reaction?**

The Netherlands is keeping its "AAA"-rating, according to all rating agencies. At this moment, because of the crisis, the media is focusing on macro-economic crisis management. We're constantly hearing about EU summits, meetings of the EU ministers of finance, decisions by the European Central Bank or the chairman of the Fed in the US. These are important, but history shows us is that the recovery of our economies ultimately depends not only on macro-economic damage control, but on the regenerating forces to be unleashed at the micro-economic level: we need more entrepreneurship, competitiveness, and innovation. This is where 'best practices' from the Netherlands and Israel come in. We can all learn from each other. We need connectivity: to meet, to discover, to challenge each other's creativity. That is exactly what, as an ambassador of a new generation, I try to help provide and to encourage. In today's globalized world, connectivity matters.



STATE OF ISRAEL  
MINISTRY OF DEFENCE

COORDINATION OF GOVERNMENT ACTIVITIES IN THE TERRITORIES

Operation Pillar of Defense

Information Overview: Medical Supplies in Gaza

Background Overview:

The long standing shortage of medicines and medical supplies in Gaza stems primarily from a dysfunctional relationship between the Palestinian Ministries of Health in Gaza and Ramallah. The conflicts between the two offices have resulted not only in a shortage of medicines and supplies, but also in restricted access to medical treatments for patients outside of Gaza.

The Coordination and Liaison Administration to Gaza:

- 1. The CLA works to ensure that patients from Gaza have the access they need to get medical treatments.
- 2. Of the thousands of patients that requested permits to enter Israel for medical treatments, 99.3% were approved. Patients were only denied permits when it was determined that they could receive necessary treatment inside Gaza (Sept 2012).
- 3. From January to October 2012, more than 14,500 permits were issued by the Gaza CLA for patients and their chaperones to leave Gaza through the Erez Crossing.
- 4. All the requests for medical supplies (equipment and medicine) submitted by the international community to the Gaza CLA have been approved for entry into Gaza.
- 5. On average medical supply requests (medicines and light equipment) are approved

within a span of 24-72 hours. Coordination of approved medical supplies is completed within one working day after the organization submits the intended day of import.

- 6. Since September 2012, international organizations, in coordination with the Gaza CLA, have imported 32 trucks of drugs and medical supplies through Kerem Shalom Crossing. This has included spare parts for dialysis machines, helium for MRI machines, and three fully equipped ambulances. An additional five loads of medicine were imported into Gaza through the Erez Crossing through special coordination.

Shortages and Restricted Access:

- 1. The restricted medical supplies in Gaza are marked by a shortage of 400-500 varieties of medical equipment (out of a defined 700), including a shortage of surgical and anesthetic equipment.
- 2. There is an average shortage of 33% of desired types of drugs at any given time.
- 3. According to the World Health Organization, the process of referrals for patients from Gaza to receive treatment in Israel, the West Bank, and Jordan was suspended for nearly 10 days due to disagreements between the Ramallah and Gaza Health Ministries. As a result, a 38% reduction in monthly referrals left several hundred patients without necessary treatment.
- 4. The WHO reports that due to the failure of the Palestinian Ministry of Health to pay its accruing debts to Jordan, Jordanian hospitals refused to accept government referrals of patients from Gaza.

- 5. Medical suppliers are often reluctant to sell supplies to Gaza since there are issues with non-payment.

Operation Pillar of Defense:

- 1. Gaza hospitals are reported to be at 80% capacity, only slightly higher than intake then during routine periods.
- 2. On November 17th, the Coordinator of Government Activities in the Territories updated Hassin el Alshich that, despite the problematic security situation and the ongoing rocket fire, it would be possible to transfer medical supplies into Gaza.
- 3. Tomorrow morning, 18 November 2012, 10 Red Cross trucks with medical supplies and one UNRWA truck are scheduled to enter Gaza via Kerem Shalom Crossing. Two trucks have been designated as being of particular importance as they are carrying much needed anesthetics and bandages.
- 4. Since the start of the operation there have been two reported incidents of light damage to medical facilities due to shocks from Israeli air strikes on terrorist infrastructure in the vicinity.
  - Light damage to windows and doors of the Al-Quds hospital and the nearby Palestinian Red Crescent station in the Gaza district. Two Al Quds workers also sustained light injuries.
  - Light damage to windows in the Al-Karma hospital in the Jabaliya District.

Mechanisms for Entry of Medical Supplies into Gaza:

There are three channels through which drugs and medical equipment enter Gaza:

The Gaza Ministry of Health establishes a need for a certain drug or medical item and submits a request through one of the following:

The Ministry of Health in Ramallah

An international organization that then submits the request to the Gaza CLA

An international organization submits a request to COGAT, classified as a donation.

If items are located in the West Bank, they receive approval from the Civil Administration's Health Department.

If the supplies originate from Israel or abroad, the request is immediately transferred to the Gaza CLA.

The request is approved by the Gaza CLA Health Coordinator.

After approval from either COGAT headquarters or the Gaza CLA, delivery is coordinated to enter Gaza through Kerem Shalom Crossing.

# SOS CHILDREN'S VILLAGES, ISRAEL

## A LOVING HOME FOR EVERY CHILD

Dear Friends,

**The Israeli Society of SOS Children's Villages has taken upon itself the task of providing for each and every child and adolescent in our care in the villages or our community based programs, the opportunity to have a fair chance in life.**

The Mission of SOS is to provide for the welfare of Israeli children and strengthen the families and communities as a preventive measure in the fight against abandonment and social neglect.

SOS Children's Villages, Israel is a non-profit organization that operates two children's villages in Arad (South) and Migdal Haemek (North) serving approximately 220 children and youth, runs an emergency shelter for children who need to be immediately removed from their homes, and various programs in the communities of Arad and Migdal Haemek and Bedouin communities in the North and in the South (Negev).

The children who live in our villages are between the ages of 6-23, and are referred by social welfare services from all over Israel after being declared "children at risk." Many are placed in our villages under court order.

Some of them are orphans; yet, most have biological families that they see regularly. Those who do not, are linked by the village staff with host families so that they will experience a home setting on holidays, weekends and other occasions, beyond their home in the village.

SOS Israel provides in our villages, for all the needs of the child; clothing, food, tutoring, free time activities and more. We provide a family like environment that allows them to flourish and feel equal to their peers in school. This commitment demands of SOS Israel extensive investments in time, services, therapy and resources to provide such a comprehensive milieu.

The results speak for themselves. Our village graduates leave the villages with their heads held high, empowered by their achievements in educational and other spheres. They are now equal to their peers, believing in themselves and their ability to succeed in society as contributing adults. They serve in the armed forces, in national service and other voluntary agencies. They grow into independent citizens with equal rights, raising families and continuing their studies in various institutions of higher education.

The ability of SOS Israel to continue on this path is dependent upon the continued support of our friends and the recruiting of new supporters both here in Israel and abroad. We are proud of our children's accomplishments and ask you to partner with us in this social revolution that we are achieving on a daily basis, based on the well known proverb: "He who saves one life is considered to have saved the world". We offer a promise of a better future for every young child and adolescent who enters one of our programs.

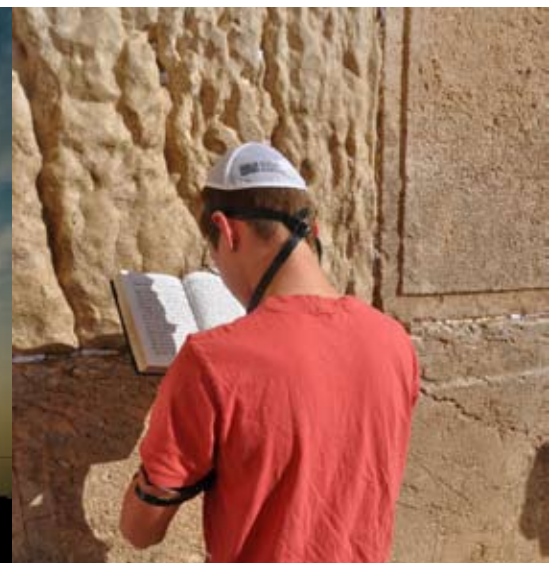
The Israeli Society of SOS Children's Villages is a member of SOS Children's Villages International based in Austria which unites all of the autonomous national associations. SOS Children's Villages International is active in 133 countries and territories.

Join SOS Israel and contribute in this effort as we offer our children a better life and more fulfilling future, for their sake, for the sake of our society and the entire world.

Sincerely Yours,



Ahituv Gershinsky  
National Director







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# DEBUNKING DISINFORMATION

by David Rhodes

## IS THIS PHOTO OF AN ISRAELI SOLDIER POINTING AN AK-47 AT A PALESTINIAN GIRL REAL OR 'FAUXTOGRAPHY?'

As the dust settles after Israel's Pillars of Defense campaign against Hamas in Gaza, each side will spin how they won to their respective constituents. Whether or not either side achieved their objectives at the expense of the other side not achieving their goals is debatable. What is not debatable however is that as much as the conflict was between Israel's jets, tanks and ships against Hamas's rockets, missiles and mortars it was also a "social media war" fought on the battlefields of Facebook, Twitter, Youtube and a wide range of blogs.

Four years ago during Israel's three week long Operation Cast Lead, a similar campaign was launched with similar goals, a military solution to stop the onslaught of thousands of explosive projectiles raining on southern Israeli settlements and cities launched from Gaza. The campaign succeeded for a few years to at least reduce the frequency and intensity of attacks launched but it came at a huge expense of international good will as Hamas had been much more effective on the public relations front than they had warding off the troops, tanks and jets of the Israeli Defense Force.

In 2008, Hamas had a concerted social media effort to enhance traditional diplomatic efforts to persuade international public opinion. Photos and videos of Palestinians in Gaza and numerous blogs depicted them as victims of a mighty oppressor exacting its will against a helpless population without regard for inflicting mass casualties.

Israel, who by some reliable and authoritative accounts actually may have conducted the most humane military campaign, ever, to stop the rockets, was unprepared for the scorn it would endure more by the portrayal of its actions than the reality on the ground. Many individual friends of Israel, Jews and non-Jews, citizens and foreigners alike would come to Israel's aid online but there seemed



no substantial and coordinated defense to the barrage of accusations and manipulations of media against it.

Anyone who was an observant witness to both conflicts and how they played out in the traditional press and social media probably noticed a stark difference between Israel's social media campaign in 2008/2009 and 2012. Every day leading up, during and after the campaign the IDF was in front with scores of videos, slides and news postings on Facebook, Twitter and Youtube documenting what their enemy was doing and how Israel was reacting. There also seemed to be a better spin in the international press especially earlier on in the conflict there

was an overwhelming amount of international support for the argument that Hamas had brought this upon themselves.

Israel seemed to have a strategy in 2012 to win both the military and diplomatic battle where they had only won the former and not the latter in the previous conflict. One tactic of this strategy was to actively debunk how Hamas manipulated and distorted media to portray Israel's efforts in a worse light than actual events could. It was seemingly a three-fold visual attack. Besides any stories and statements to bolster the sympathy for them and scorn for Israel, Hamas would alter photos and film digitally, or use photos and films from previous

conflicts often non even with Israel or even stage events to be photographed or filmed all to discredit Israel. It was a cynical ploy to win in the court of public opinion that portraying what actually happened wasn't good enough to sway press and their audiences to your side. It worked for Hamas in 2008/2009 but this time around an obvious concerted effort by Israel to present its own case accurately and effectively as well as counter false claims by Hamas seemingly would have Israel come out the winner this time around in the political arena. The winner in the military arena seems less certain however if attacks are lessened or eliminated after a brokered cease-fire that seemed to be the primary objective of Pillars of Defense and Israel does seem to now have ample resources devoted to winning any future conflict in the court of public opinion whether its in the traditional media of television, radio or print publications as well as with internet outlets.

Could a photograph posted on Facebook and other social media alleging to show an Israeli soldier brutally pointing his weapon at and placing his foot on the chest of a little Palestinian girl be a fake? After some digging, it would seem so. In fact, this new case of bias against the Jewish State even has some bloggers dubbing it "fauxtography."

Ha'aretz reports:

The photo, uploaded by a Facebook user named Wesley Muahammad, shows a uniform-clad soldier, his face out of frame, pressing a boot to the stomach of a helpless girl lying on the floor while pointing an AK-47 rifle at her face.

Soon after the picture began circling the social network, Facebook users began refuting its authenticity. Many posted the photograph again, explaining that the caption claiming the soldier was Israeli had to be false because his uniform was not that of the IDF's, nor does the Israeli army regularly use AK-47s.

"Don't believe everything you see on the Internet," wrote blogger Omar Dakhane, who uploaded a wider framed version of the image, showing a crowd surrounding the soldier and the girl. "This picture was taken in Bahrain 2009 during a street theater."

A multitude of websites have posted the photo and presented it as authentic including: Australians for Palestine, Palestinian Libra, and a boycott Israel (BDS) website

A pro-Israel blogger tracked down the original photos which show a wider shot of the

scene of the street theater performance.

That blogger linked to an Israeli site Tazpit which discussed the photo in June after seeing it posted on the Facebook group called "Freedom Will come to Palestine." The photo prompted comments condemning Israel including, "Disgusting! Hope the Israelis rot in hell!" Tazpit wrote:

The soldier in the photo appears to be holding a Kalashnikov AK47 which is not used by the Israeli army, but used often by the Palestinian police forces and terror organizations. The IDF is known for using M16 and M4 weapons, and its uniforms are different from the soldier's uniform that appears on the photo.

Tazpit quoted an Israeli government spokesman who said:

"Unfortunately, the use of such photos is a known method, trying to harm Israel's image on the internet and is part of the social networks war of information".

The use of fake photographs to score PR points in the Arab-Israeli conflict was highlighted after blogger Charles Johnson of Little Green Footballs discovered a Reuters photographer in Lebanon had used Photoshop to digitally alter two pictures during the Israel-Lebanon war of 2006. That photographer was fired and Reuters' Middle East chief photographer was replaced.

Gaza Correspondent Jon Donnison retweeted a post by Palestinian "journalist and social

activist" Hazem Balousha showing a blood-spattered young girl on a hospital bed.

Donnison added his own comment "Heart-breaking" as he sent the image to his 7,971 followers on the social network site.

But after a flurry of outraged tweets pointing out his mistake, he took the tweet down and apologised.

The gaffe sparked outrage on Twitter — with many users accusing the Beeb of anti-Israeli propaganda.

Apology ... Jon Donnison

And it raises more serious questions about the credibility of the corporation's news operation in the wake of the Lord McAlpine scandal.

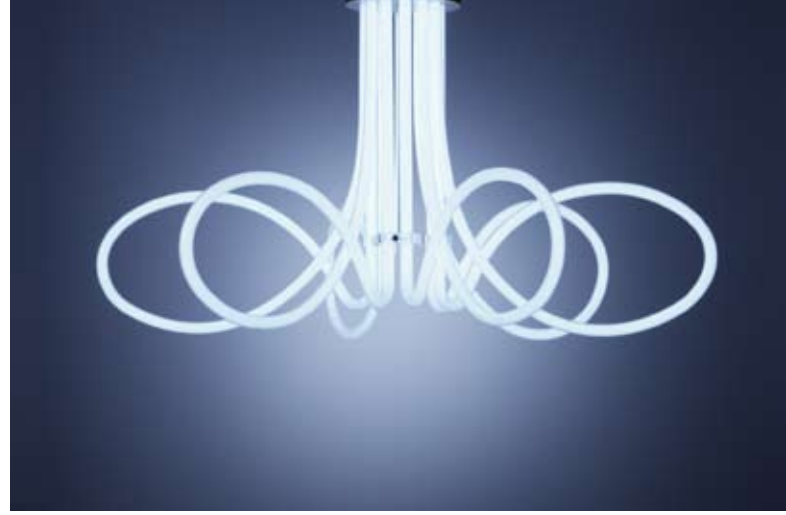
Furious Twitter user Adam Segal wrote after the error: "The @BBCWorld should fire Jon Donnison for negligence and endangering lives."

Romi Nicole said: "Donnison needs to quit or get fired. Journalism is not retweeting a fake photo. Shame on him."

Vivienne Pattison of Mediawatch-UK, told The Sun: "They need a policy and systems in place to deal with issues like this."

Donnison, a respected BBC journalist reporting from Gaza City, wrote after his error emerged: "A photo I retweeted from another journo showing children injured was NOT in Gaza as I said but apparently from Syria. Apologies."





# COMMON ROOTS

## DESIGN MAP OF CENTRAL EUROPE

**This November Design Museum Holon will present Common Roots, a dynamic new design exhibition exploring Central and Eastern European design.**

Common Roots will examine the shared traits in contemporary and historical design from Central and Eastern Europe from the past seven decades. Divided into two parts, the exhibition will present historical design from after World War II (1945-1989) and contemporary design from after the fall of communism (1989) to the present day.

Objects have been collected from Croatia, the Czech Republic, Estonia, Hungary, Lithuania, Latvia, Poland, Romania, Slovakia and Slovenia. With the help of cultural institutes and embassies, a team of nine curators lead by Agnieszka Jacobson-Cielecka, have been



assembled to sub-curate each of the prominent countries, giving a unique insight into the thriving design scene of each country. Jacobson-Cielecka is the programme advisor for Lodz Design Festival, the Head of Design at the School of Form in Poland and an independent design curator.

The upper gallery of the museum will hold the exhibition's contemporary design objects; work has been selected from innovative designers and small studios including RIJADA (Latvia), QUBUS (Czech Republic), MALAFOR (Poland), ALLT Studio (Slovakia) and GRUPA (Croatia).

The historical objects will be displayed throughout the lower gallery of the museum. The RM58 armchair by Roman Modzelewski, one of the first pieces of furniture in Poland to use plastic, and a television set from the Hungarian company Videoton, will be on display alongside significant items from the Slovenian Museum of Architecture and Design, the Estonian Museum of Applied Art and Design and pieces from private collections.

The lower gallery of the museum will also present a narrative mind map, curated by Israeli designer Yael Taragan, illustrating the migration of textile traditions from Central and Eastern Europe to Israel. At the centre of the exhibit, historic objects will be compared to imagery of the communist landscape in which they were produced. Two movies will also be shown in the lower gallery, to compare historic and contemporary toy manufacturing.

The circumstances between 1945 and 1989 were similar across the majority of Central and Eastern Europe; communist rule and nationalised industrial production meant that design was functional with concepts of aesthetics, ergonomics and style being of lesser importance. After 1989, the shift from Soviet to capitalist influence led to an economic and cultural transformation; the arrival of foreign capital allowed a greater freedom of production and aesthetic awareness.

Rather than presenting the exhibition geographically, the objects have been arranged according to common characteristics, similarities and themes. The different categories showcase the creativity, ironic humour and nostalgia within the pieces designed.

Leading guest curator Agnieszka Jacobson-Cielecka explains, 'Over the past century, Central and Eastern Europe has experienced the

rise and fall of different political orders, and had its borders repeatedly redrawn. In this historical context, design has not been examined in terms of national categories, but has instead been examined in relation to the experiences and cultural affiliations that characterise the region as a whole.

As this exhibition reveals, the individual stories of the participating designers are shaped by remarkable similarities and simultaneous developments. Despite their linguistic and national differences and the geographical distance that separate them from one another, they engage with the same concerns and questions, are inspired by the same sources, and attempt to come to terms with the same past historical events.'

Galit Gaon, chief curator of Design Museum Holon adds, 'The exhibition "Common Roots" is dealing with two main aspects: the common roots of the participating countries from Central and Eastern Europe and the common roots that the Israeli design industry share with the design tradition in those countries. During the curation process we realised that many of objects designed or created in Israel are influenced by the design culture of the participating countries. After 2 years of work we are certain that the toolbox of the Israeli designer is deeply rooted in the design traditions of Central and Eastern Europe.

A decade ago one might not have considered the design innovativeness in Poland or its surrounding countries. The communist era's dark (and grey) shadow deeply influenced the world of objects, architecture and graphic design. Moving to a new era, the liberation has brought the design field new achievements, a feeling of nostalgia and the rediscovery of old traditions. Young designers from the region, with their unique genetic code, are now translating their knowledge into excellent contemporary design.'

During the exhibition, the College of Interior Design will also have the opportunity



to personalise objects from the exhibit and build themed rooms in the Museum's Design Lab.

There will also be a virtual exhibition hosted on the Museum's website in which members of the public can interact by contributing to the photo archive.

The Common Roots exhibition intends to

travel onto other venues after it closes at Design Museum Holon.

For press information or visuals of the exhibition and Design Museum Holon, please contact Sameera Hanif and Amy Ullman at [sameera.hanif@luchfordapm.com](mailto:sameera.hanif@luchfordapm.com) and [amy.ullman@luchfordapm.com](mailto:amy.ullman@luchfordapm.com)



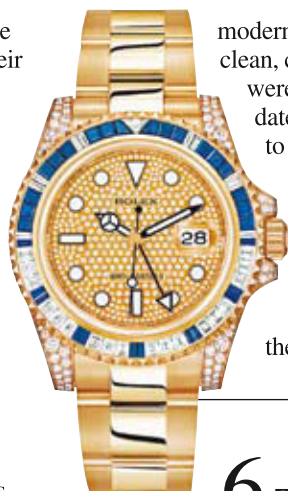
מוזיאון העיצוב חולון  
Design Museum Holon  
متحف التصميم حولون



# TIME IS ONLY AN EXCUSE

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**R**olex watches are famous worldwide because of their uncompromising quality and innovation that have characterized them for decades. Indeed, Rolex is much more than a luxury watch brand. It is reckoned to be one of the 100 most sold and desired brand names in the world, and definitely among the most sought-after watches.



modern technology combined with a clean, classic design. Rolex watches were also the first to show the date on the watch face, the first to display two time zones simultaneously, and the first to receive chronometer authorization for a wrist watch.

Rolex also played a part in the development of the quartz mechanism that is



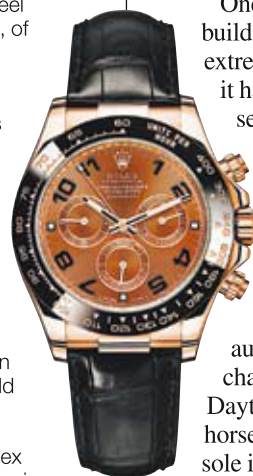
## Impressive history

Everyone knows the name Rolex, but not everyone knows about Rolex's impressive history. Hans Wilsdorf, who was born in Bavaria at the end of the 19th century, was a man of vision and of deeds, and was the very person who, at the start of the 20th century, introduced the wrist watch. Until then there had been only pocket watches. He coined the name Rolex and produced it first in England, later moving operations to Switzerland.

One of the most important milestones in the history of Rolex watches happened in 1926 when manufacturers made them water- and dust-proof. These watches were given the name Oyster: their cover closed hermetically, providing optimal protection to the movement's mechanism. This technology contributed to the reinforcement of Rolex as the ultimate name for reliability, based on the most

## 6 THINGS YOU DIDN'T KNOW ABOUT ROLEX

1. It manufactures a million watches every year and demand still exceeds supply.
2. The four Rolex factories in Switzerland produce all the watch parts and materials (gold, steel and stainless steel) and also, of course, the mechanisms.
3. Rolex watches have been worn at historic events such as the conquest of Mt. Everest and the breaking of the sound barrier.
4. Rolex is still owned by the Wilsdorf family. 70% of its profits are invested in development and 30% are donated to community and humanitarian causes and to promoting wild life and the environment.
5. In the last 14 years, Rolex has awarded prizes for enterprise in environmental protection.
6. Tudor is the name of a Rolex subsidiary, named for England's Tudor dynasty which led England forward out of the Middle Ages and into the Renaissance.



so common nowadays, and was the first company to offer a wristwatch resistant at a depth of 100 meters!

## International events

One of Rolex's specialties is building watches suitable for extreme conditions. For example, it has produced watches for deep-sea divers, pilots and mountain climbers. Its watches have reached deeper than 10,000 meters beneath sea level and higher than 8,000 meters in the conquest of Mount Everest. Many international sports events are held under Rolex's auspices, including the tennis championships at Wimbledon, the Daytona car race, yachting contests, horse racing and others. Euro-Asia, the sole importer of Rolex in Israel, makes a point of continuing this splendid tradition, giving its patronage to golf tournaments in Israel, such as the Israel Open Championship. ◇

For more information, go to [www.rolex.com](http://www.rolex.com) and [www.euro-asia.co.il](http://www.euro-asia.co.il). Euro-Asia Rolex boutique: 36 Ibn-Gvirol St., Tel Aviv.





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# DELEK MOTORS LAUNCHES THE NEW BMW 7 SERIES IN ISRAEL

**Barak Cohen, the head of Delek Motors' BMW division, announced today the launch of the new BMW 7 series – BMW's flagship model that sets a new standard of luxury, comfort and dynamism, in addition to a dramatic improvement in fuel consumption of up to 30%**

The fifth generation of the BMW 7 series, launched in 2008, is undoubtedly the most successful version ever made. Today, in 2012, BMW launches the new model revealing impressive improvements in the following areas:

1. An unmatched quality level of the automotive accessories, such as four zone climate control, head up display, peripheral cameras, Hi-Fi Professional – an audio system with a 600W amplifier and 16 speakers, comfort electric front seats with active seat ventilation and heating (in 740i and 750i models) and more .

2. A new standard of luxury and comfort: an exquisite passenger compartment that reflects the elegant outer appearance of the car – exclusive materials and new ergonomic leather seats. Bringing a whole new level of comfort to the BMW 7 Series, a pneumatic rear axle suspension is now standard in all models. This system keeps the car riding at a constant height no matter what kind of driving conditions it encounters, and regardless of the load on board. It automatically responds to any change in load by adjusting the suspension accordingly, giving it a much smoother

and comfortable ride. New chassis components with BMW fine-tuning improve noise insulation and vibration control to considerably enhance ride comfort and cabin acoustics, creating a truly stress-free interior for work or relaxation.

3. The BMW 8-speed automatic transmission sets new standards in dynamics and efficiency and is a central component in the BMW EfficientDynamics measures. The particularly smooth gradations of the gears allow optimal power development – from low to high speeds. This markedly reduces fuel consumption while further increasing sportiness and dynamics: the 730i saves 13 percent in fuel consumption; the 740i saves 23 percent in fuel consumption; the 750i saves 30 percent (!) in fuel consumption.





The new  
BMW 7 Series  
[www.bmw.co.il](http://www.bmw.co.il)



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\*Emissions calculated according to the Clean Air Regulations (Disclosure of Air Pollution from Motorized Vehicles in Advertisements), 2009.

Model: BMW 740i

**Average fuel consumption in liters per 100 km			
6.3	Interurban	10.6	Urban

\*\*Manufacturer's data based on lab testing. Standard EC715/2007/566/2011J



by David Rhodes

# HIGH HOPES & STANDARDS AT THE TULIP WINERY

In 2010, three prominent “boutique” wineries in Israel launched their first kosher vintages after being in business for at least a decade. Each had their own reason for the timing but the reason why they made the change is obvious for anyone familiar with the Israeli wine industry. It’s far easier to sell certified kosher Israeli wines than non-certified Israeli wines. Almost all of Israel’s wineries with close to 100,000 bottles/year or more have made the change if they didn’t start out kosher to begin with. Any additional costs and burdens from becoming kosher are offset by the all the additional outlets where one’s wine can now sell. The Latrun Winery operated by a Catholic monastery is the most notable exception.

With the Tulip Winery, located in Kfar Tikvah, it was a little trickier than for most Israeli wineries to turn their wine kosher. Owner Roy Itzhaki wanted to get his wines under kosher supervision as the winery had lucrative offers for his 170,000 bottles from buyers in Israel and overseas yet his commitment to his community delayed an earlier conversion. Kfar Tikvah is a unique village in Israel in that its mission is to house and employ developmentally challenged adults. A candle factory is the largest employer but the Tulip Winery regularly employs five full time villagers throughout the year and seasonally hires twenty five residents to assemble and pack shipping boxes. The winery would have made the kosher change sooner but Roy had to insure his workers would still have employment after the winery was

under kosher supervision since the village’s workers weren’t sabbath observant which is a requirement for many kosher winery positions.

With assurances for those staff who hail from the village, Roy was free to press on to join the Flam and Saslove wineries in 2010 producing their first kosher vintage. These three wineries all had stellar reputations before they became kosher and if anything their reputation for quality wines

has even gotten better since they changed (a good argument against anyone who argues that kosher wines can’t be as good as non-kosher wines). Of the three, Tulip is the largest, slightly larger than Flam but almost twice the size of Saslove but its size hasn’t affected Roy’s determination in making quality wines at relatively affordable prices.

Roy started the winery in 2003 with his brother but by 2005 they hired winemak-



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er Tamir Arzy who worked through the 2011 vintage. Winemaker David Bar-Ilan, who had been a friend of Roy's for several years, took over during Tulip's 2012 harvest. David had studied winemaking initially in Israel at the Soreq Winery and at Tel Hai College's winemaking program. David would spend vintages working in Australia and specifically Tasmania as well as at the Keshet & Amphorae wineries in Israel where he would become familiar with winemaker Dr. Arkardi Papikian who also consults for Tulip in their vineyards and at the winery.

With 2012 being his first year at Tulip, David isn't making any radical departures from Tulip's previous vintages. If it's not broke why fix it? The wines are selling great in Israel and their US importer Royal Wines is asking for more wine than Tulip can deliver. Yet, there's bound to be some minor changes although Roy is astute enough to want David to deliver his nine Tulip wines close to market expectations.

As with Flam & Saslove, not all of their wines are yet kosher as their premium 2010 and later wines still age. Their two whites are ready, however. They sell out quite early each summer at the winery but there's still some shops who might have a few bottles and are worth seeking out. The 2011 Tulip White Franc (NIS 79 NIS) is a blend of 65% Cabernet Franc and 35% Sauvignon Blanc. The red Cabernet Franc is made with minimal contact on the skins and is picked on the earlier side than a red table wine to contribute a bit more acidity with the Sauvignon Blanc adding noted grassy aroma and combining for a pleasant crisp pink grapefruit taste and finish. The 2011 White Tulip (NIS 69 NIS) is a blend of Gewurztraminer and Sauvignon Blanc. The "Gewurz" is picked later to accentuate tropical flavors such as lychee and pineapple with hint of peach and apricot with the earlier picked Sauvignon Blanc giving acidity and structure with herbal notes to the blend.

All of their entry level red wines are also now kosher. The 2011 Tulip Just Cabernet Sauvignon (NIS 67 NIS), the 2011 Tulip Just Merlot (NIS 67 ), 2010 Mostly Cabernet Franc (79 NIS) and their 2010 Tulip Mostly Shiraz (NIS 79) gives six wines for newcomers overseas or those buying as a gift for a kosher keeping friend or colleague.

Their 2009 Tulip Cabernet Sauvignon Reserve (95 NIS), 2009 Tulip Syrah Reserve (95 NIS) and 2008 Black Tulip (NIS 175) are their current releases of their highest end red wines and as the years indicate it will be another year or two before the 2010 and beyond kosher vintages are available. A limited edition 2009 Tulip Petit Verdot Reserve was a successful experiment that might become a main stay in Tulip's line-up.

Roy and David are contemplating what's next for Tulip. Another white at a higher price point is one option, maybe a single varietal Sauvignon Blanc or Gewurztraminer with the grapes they already have planted or a new yet to be determined white although they all but ruled out Chardonnay as being something they're not interested in exploring. Their most expensive wine, the Black Tulip, is a "Bordeaux-style" red blend typically 60% Cabernet Sauvignon, 20% Merlot, 10% Cabernet Franc and 10% Petit Verdot at about (NIS 175) that has aged or 30 months in French oak barrels yet Roy is confident they have the vines and the know how to make even higher end ultra-premium wines, a market that Tulip hasn't yet engaged in but which knowing connoisseurs would eagerly anticipate.



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Ella Lavon

# FASHIONABLY ELEGANT

REDLION IS A NEW PRESTIGIOUS BRAND OF JEWELRY WHICH IS AVAILABLE IN ISRAEL EXCLUSIVELY AT THE TWO FLAGSHIP BRANCHES OF ROLEX SHOW. THE BRAND WAS DEVELOPED BY A TOP ISRAELI JEWELRY DESIGN HOUSE THAT HAS BEEN DESIGNING AND PRODUCING OUTSTANDINGLY LUXURY JEWELRY FOR BOTH LOCAL AND INTERNATIONAL LABELS FOR OVER 20 YEARS

**T**he new Redlion brand collection offers chains, earrings and rings for women, as well as elegant cuff-links for men. Whatever the client's wish or whim, Redlion jewelry will fulfill it in yellow, red or white 18-karat gold or platinum. One of the features that makes Redlion pieces so different and special is the way large gem stones and diamonds are designed to fit in with the latest fashions – creating elegance that is absolutely up-to-the-minute. Redlion's design concept is inspired by European art and culture, especially Paris fashion. It is sophisticated, elegant and of the highest quality, with each piece hand-made from the best raw materials and customized to the personal taste of the clients. All the designs can be adapted to the client's taste and desire, and the color of the yellow gold is chosen according to personal preference. All items are numbered and come with a full guarantee of uncompromising quality.

The Redlion collection comprises ten different series, each featuring its own style:



## ▲ BULLES DE COULEUR (BUBBLES OF COLOR)

Bulles de Couleur is a young, colorful, delightful collection from Redlion, with semi-precious stones surrounding white diamonds and inset into white 18-karat gold. The pendant on a decorative silk cord is sure to delight even the most demanding young woman. And the two pairs of earrings coordinate perfectly with the pendant, for a vivacious, effervescent appearance.





▲ CLAIR DE LUNE (MOONLIGHT)

Inspired by European royal dynasties' centuries-long love for deep-sea pearls, 18-karat white or yellow gold is inset with white diamonds or black and white diamonds combined with prestigious Japanese Akoya pearls and white mother of pearl gemstones. Distinguished by gentle curves and soft lines reminiscent of the early '20s style, the series features a bracelet, rings and a pair of earrings and is exactly right for women who adore classic elegance both for a light daytime appearance and for special evening events.



▲ ROMANCE

Colored diamonds are one of nature's miracles. Millions of colorless diamonds come onto the market each year, but colored diamonds, with their unique shine and extraordinary color, look absolutely amazing with contemporary fashion. After a long search, the brand's design team tracked down rare yellow diamonds and so were able to produce a series that is absolutely unique, of 18-karat black or white gold inset with white, black and natural yellow diamonds. Exquisite pendants, earrings and rings are available in this series.



▲ LA DUCHESSE (THE DUCHESS)

The Duchess is by far the most prestigious series of this magnificent collection. Only one in 10,000 diamonds is considered a natural fancy color diamond, and they are the main element in this rich collection. Each piece makes a wonderful gift for a beloved person or a fabulous addition to any jewelry collection – to enjoy now and to pass on to future generations. Made of 18-karat white gold and inset with yellow and gold diamonds, the line comprises rings, earrings, a bracelet and a necklace.



▲ LES TRESORS DU ROI (THE KING'S TREASURES)

The Zohar tells of a light from on high that affects us. The glow that comes when reading the book blots out our previous wishes and thoughts, and it is exactly the same with the King's Treasures series. After seeing the perfect lines, the exquisite diamonds of the highest conditions of cleanliness and color in a marvelous range of sizes, one is so enraptured in the light and glory that all previous wishes and thoughts are abandoned. The series is fashioned from 18-karat white gold inset with white diamonds of different polishes, and therefore of different brilliance. The rings, earrings, pendants and graduated necklace in this varied collection are suitable for all ages.

# WHO IS THE BEST LAWYER IN ISRAEL? OR HOW TO FIND A GOOD ONE

## Who Is The Best Lawyer In Israel? or How To Find A Good One

People often ask me for recommendations for lawyers. It is very difficult to say who is "the best". "Best" is of course a difficult concept, all relative, and what is good for one is not for the other. Here are a few tips to pick your lawyer (the "top" man or woman). There are too many lawyers in Israel and not enough work to go around. Lawyers are getting into a bad habit of not turning away cases even if they are not fluent enough with the subject matter. You have to be careful. You want the best lawyer at a fair price. Choose wisely.

1. No friends. Stay clear of lawyers who are friends, family or neighbours. The man you like to chat with at synagogue will not necessarily be a good, professional and impartial lawyer. Communication with your lawyer is crucial, this does not mean you should be friends.

2. Recommendations. The best professional comes recommended by other professionals or anyone you trust. Ask around. Do not be shy to approach a lawyer and ask for a recommendation (you can ask me). Remember not to judge a lawyer by his or her public relations skills. I have seen so many lawyers, they are often in criminal law, who make a good "show", but just do not deliver the goods. Likewise lawyers with fancy websites or big adverts in the newspapers. By the way, the Israel Bar is not allowed to recommend lawyers so do not bother asking there. One of the

best sources of information on lawyers are judges' clerks or secretaries. They see a wide selection of lawyers and see who manages to persuade the judge and get a result. Of course judges' clerks are forbidden to recommend anybody so do not tell anyone where you got this tip from!

3. Experts and non-experts. Lawyers in Israel can call themselves experts or specialists in just about any field of law they want. There is no control over this at all. Tomorrow morning I can call myself an expert on Afghani law or military law. A lawyer who calls him or herself a specialist might just be looking for work in that field and will not necessarily know anything about it. (I think this is a disgrace, imagine a cardiologist claiming to be a dentist!)

You have to pick the right lawyer with the right speciality, for you and your case. The best criminal lawyer will probably know nothing about land law. You may have seen that great lawyer representing the multinational corporation, but the chances are that he or she knows nothing about traffic accidents.

4. Local. For many cases, choose a local lawyer. In particular land law, tax or crime. You really want someone who knows your town, tax inspector or police station. Also a local lawyer will know the judges, this is a big advantage. Sometimes the locality

of your lawyer is irrelevant but for most small, private work - local is best. Also remember lawyers are cheaper out of the Tel Aviv area or Jerusalem.

5. Small or large. Law firms in Israel come many sizes. There are not too many large firms (20+ lawyers is large in Israel) and they are all in Tel Aviv or Ramat Gan doing international and corporate work. In the "provinces" 5 lawyers is a large firm. Actually if you see a bunch of names on the door of an office, or on the headed notepaper, the chances are that they are not in a real partnership but lawyers who share an office and expenses. Large firms in Israel have good resources and a pool of associates of various specialities. They are also very expensive and do not like taking on little cases. A one lawyer firm (the sole practitioner) will give you better value for money and more personal attention. But when you pick a sole practitioner you must make sure he or she is good and reliable because you are stuck with him or her.

Consumer Reports (an American consumer group) suggests that the following questions be asked at your first meeting with the lawyer you are considering retaining:

- How many years of experience do you have in this speciality and how have you handled similar disputes in the past?
- What are the possible results from pursuing this matter?
- How long will you expect it to take to resolve this matter?
- How will you keep me informed of what is happening as the case proceeds?
- Will anyone else, such as one of your as-



sociates or paralegals, be working on my case?

- Do you charge a flat or an hourly rate and how much?
- What other expenses will there be besides your fee and how are they calculated?
- What is a reasonable approximate figure for a total bill?
- Can you give me a written estimate?
- Can some of the work be handled by

members of your staff at a lower rate?

- Will unforeseen events increase the amount you charge me?
- If you charge on a contingency basis (a percentage of the win), what proportion of the amount I recover will be paid to you as your fee and can this figure be calculated after the expenses are deducted?
- How often will I be billed, and how are billing disputes resolved? If we cannot settle this, will you agree to mandatory arbitration?

• Do you need any further information from me?

- Can I do some of the work myself in exchange for a lower bill?
- Do you recommend that this matter be submitted to an arbitrator or mediator, and do you know anyone qualified to do this?

There are no clear answers to these questions but the replies you receive will help you decide.

## LA FAMILIA



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General catering – stylish atmosphere and enchanting aromas. A rich fusion cuisine that provides a solution for a luxurious hosting suitable for any time of the day.

Stations – a designed catering that combines upscale serving style and old-fashioned food stalls. This option is best suited for events that do not require a full meal, and offer a pizza parlor, Mr. Potato, American bagels, authentic Turkish bureks and more.

Igloo – chef's Italian ice cream, served from a classic pushcart. Create the ice cream cone of your dreams, by combining various ice cream flavors and toppings.

Happy hour – pamper the embassy employees on special occasions or just treat them in a middle of the day with shakes bar, yogurts, espresso and patisserie and more.

La Familia – your next event will stay in the family!

**FR** Traiteur de produits laitiers de première qualité avec une grande expérience dans la restauration procurant une solution efficace, précise et contemporaine pour des réceptions privées ou d'affaire et ce, avec un service élégant et soigné.

Nous comptons dans nos archives un grand nombre de réceptions d'ambassades. Nous adapterons avec plaisir un menu pour vous selon le type de réception:

Cocktail Party - Finger Food élégant servi à travers les hôtes par nos serveuses combinant des postes de préparation frontal.

Catering – dans une atmosphère distinguée et des odeurs enchantées - cuisine fusion riche pour une réception luxueuse adaptée à toute heure de la journée.

Stations – réception excellente et élégante combinant entre un service luxueux et la nostalgie des baraques de rue. Fournit une solution pour des réceptions avec un repas léger - pizzeria, Mr. Potato, Bagels américains, Borekas turque authentique etc.

Igloo - Crème glacée italienne gourmet servi dans un charriot à glace classique, créez vos propres glaces à partir des différents saveurs et garnitures proposés.

HAPPY HOUR – La gâterie pour les employés d'ambassade en vue de fêtes ou juste pour le plaisir – Shakes bar, yogourts, café et pâtisseries et plus ...

La Familia – votre prochain événement reste dans la famille!

**RU** Ла Фамилия – это высококачественный молочный кейтеринг с богатым профессиональным опытом, обеспечивающий частные и корпоративные мероприятия качественными решениями и элегантным обслуживанием.

Мы накопили огромный опыт в сфере кейтеринга различных мероприятий посольств и консульств, и всегда рады создать индивидуальное меню для любого события.

Коктейльные вечеринки – красиво оформленные закуски, приготовленные непосредственно на месте, или подносимые гостям официантками.

Банкеты и фуршеты – стильная атмосфера и потрясающие ароматы. Богатая кухня в стиле фьюжн является неотъемлемой частью роскошных приёмов.

Станции – изящно оформленные лотки, совмещающие современный стиль со старомодными тележками с быстрой закуской.

Этот вариант, предлагающий пиццу, картофель-фри, американские бублики, настоящие турецкие бурекасы и многое другое, лучше всего подходит для мероприятий, не требующих комплексного обеда.

Igloo – итальянское мороженое от шеф-повара, подается из классической уличной тележки.

Happy hour – побалуйте сотрудников посольства в связи с особым случаем или просто так. Предложение включает коктейль бар, йогурты, кофе, кондитерские изделия и многое другое.



Sales: 054-2025277  
www.lafamilia.co.il





Walking into the Salon you are greeted by an open kitchen and a ravishing display of various species of tomatoes and vegetables, local fresh herbs and spices that assist a team of some half-dozen talented cooks in assembling the evening's menu. The Salon opens on Wednesdays and Thursdays at 19:00, offering a subtle classic and homey environment. However, don't let this casual appearance fool you; this restaurant is anything but casual. At approximately 21:30, the lights dim and the DJ takes the stage, as the restaurant shifts to a party dining ambiance. The combination of the simple, yet complex natural tastes of the dishes along with the atmosphere created by the music and friendly staff, offers a unique theatrical moving experience like no other. To experience the entire atmosphere of the Salon, be sure to order the 'Horrifying Hammer', one of the restaurant's specialties. The 'Horrifying Hammer' is the Chef's interpretation of the classic Carpaccio dish. Upon order, the Chef takes the 10 kilo entrecote resting on the bar and shreds paper thin slices, placing them in between two transparent sheets of cellophane. Once decorating the thin pieces of meat with herbs, olive oil and black pepper, the Chef arrives at the table with the sheets of meat, a tenderizer, olive oil and parmesan cheese. Using the tenderizer, the Chef pounds down on the cellophane sheets resting on the table, merging the entrecote with the fresh herbs. Once the meat is practically transparent, the cellophane sheets are separated and the olive oil and parmesan cheese are applied – Amazing! The Salon offers four seating arrangements to choose from; laidback sofas, traditional tables, two seat bars and a bar in front of the kitchen where all the magic happens. Be sure to make a reservation in advance.



The Salon is one of Israel's most talked about and widely reviewed dining experiences. Powered by Chef Eyal Shani's talent 'to transform a pile of tomatoes into an artistic statement' and 'outsize personality' as praised by The Washington Post, the Salon doors open twice a week to create an exquisite and unique fine dining experience. The evening's menu is composed each evening by the Chef himself, adorning it with dishes assembled of freshly picked herbs and vegetables from private growing fields located all over Israel, fresh fish and seafood which are delivered just hours before the first guest arrives and fine varieties of meat from private herds.



Bar



Place for Events



Wi-Fi Internet



Business Lunch

**Opening hours:** Wednesdays and Thursdays from 19:00.

**Address:** Ma'avav Yavok 8, Tel Aviv

**For Reservations:** 052-7035888

(a host is available to take your order 7 days a week between 11:00 and 23:00)

# SALES SEASON

**Shopping is one of the main ingredients for a perfect vacation abroad. Between sightseeing and attractions we need some time to rest and what better rest is than visiting numerous shops offers their ware, especially when it's during Christmas sales in shopping centers overseas. According to Nir Mazor, Marketing Department Manager of Aviation Links: "beyond the extraordinary atmosphere while wandering the beautiful decorated streets lit for Christmas, the holiday season holds endless possibilities for super attractive prices allowing to obtain all of the winters fashion in one delightful vacation". The finest shopping centers in the great cities of the world:**

## MACY'S NEW-YORK

A huge and famous department store holds many floors and departments. Macy's have become the world classic of shopping centers world wide, where you can easily spend a day.

The owners of an Israeli passport will enjoy permanent discount inside the store. You should approach the information standpoint, present your passport and receive the discount ticket for the registers. The network holds two big branches in New York and other several small ones in the city.

**Where:** Brooklyn branch: Fulton St. 422, Herald Square 34 West St. 151.

**When:** Brooklyn branch: each day 10 Am to 8 PM Sunday 12 pm to 7 pm. Herald Square branch: 10 AM to 9:30 PM Sunday 11 AM to 8:30 PM

**Website:** [www.macys.com](http://www.macys.com)

## BLOOMINGDALES NEW-YORK

Bloomingdales is one of the biggest and beloved stores in New York, where you can find a large variety of gorgeous Designer Clothes, women's clothes, menswear and children's clothing, Shoes, jewelries, watches, etc.

The prices are expensive therefore you should check for the offered sales.

**Where:** 59<sup>th</sup> St. and Lexington Av. (There is a smaller branch on 504 Broadway St.)

**When:** Monday-Wednesday 10 am to 8:30 pm, Thursday to Saturday 10 am to 10 pm.

**Website:** [www.bloomingdales.com](http://www.bloomingdales.com)

## SALVEGERTE MILANO

One of the most popular shopping malls in Milano if not the most popular.

Sometimes it is very crowded, especially during weekends and holidays so you should pay attention to the hours of the day. Along with Italian fashionists you can wander the three story building and enjoy a choice of clothes and enormous number of designer stores.

**Surprise:** Not expensive at all.

**Where:** Via F.lli Bronzetti 16

**When:** Monday 15:00-19:00, Thursday-Saturday 10:00-19:00, Closed on Sunday.

**Website:** Under construction.

## OUTLET 2000 MILANO

Four floors of clothes and fashion are hiding behind a small entrance.

Derived from its name you can find clothes and many brands, including greatest designers such as Gucci, Salvatore Ferragamo, Dolce End Gabbana, Chanel and more- promotions and discounts sometimes to 70% off.

Worth spending a few hours, you will not get disappointed.

**Where:** Via Marghera 24

**When:** Monday 15:00-19:00, Tuesday-Friday 10:30-14:00, 15:30-19:00, Saturday 10:00-14:00, 15:00-19:00

## GALERIES LAFAYETTE PARIS

The most famous department store in Paris and maybe even all over France

Is located in a well designed nine story building two of them are underground, where you can find any thing you can imagine.

On the top floors there is a restaurant overlooking at the city's beautiful view.

Women's clothes department was renovated and expanded lately and has an

Endearing variety of Lingerie; on menswear you may find sport- Elegant clothes and known brands, and of course shoes, bags, cosmetics, eyeglasses, jewelry and accessories.

If you are into fashion shows, you should know that in GALERIES LAFAYETTE there is weekly fashion show every Tuesday at 15:00 at the opera salon on the seventh floor. The best designers present at the show, the entrance is free but you need to book in advance.

**Where:** boulevard Haussmann 40

**When:** Monday- Saturday 9:35-20:00, Thursday until 21:00

**Website:** [www2.galerielafayette.com/international/index.do](http://www2.galerielafayette.com/international/index.do)



# ON OVERSEAS

## PRINTEMPS PARIS

A large shopping center located near by Galeries Lafayette and considered along with it to Paris most leading department stores. Printemp has a very large selection of items for every use. On Accessories department one may find profusion of bags, Scarves, Socks, eyeglasses and home accessories. The Fashion department holds a collection of the best brands for young and adults and of course the most known department in Printemp is the Women's shoes department.

It is highly recommended to visit the fashion shows and exhibitions of greatest designers held in Printemp such as Gucci and Balen-

ciaga. In the cafe – Restaurant located In Napoleon III salon on the women's wing you can enjoy the famous macaroon cookies.

**Tip:** on a pre-order you can assist a personal shopping consultant who will accompany and guide you the in mysteries of the giant Store.

**Where:** boulevard Haussmann 64

**When:** Monday-Wednesday 09:35-20:00, Thursday until 22:00

**Website:** [departmentstoreparis.printemps.com](http://departmentstoreparis.printemps.com)

## KA DE WE BERLIN

You haven't been to Berlin if you didn't visit the KA DE WE. This is an exclusive shopping center and the largest in Europe, presiding over an entire street and threatens to break every convention you ever had on shopping once you have passed through one of its dozen gates and dared to enter. Inside the KA DE WE there are hundreds of stores including fashion products and women's clothes, menswear, children's clothing, cosmetics, perfumes, jewelry, accessories, Lingerie and more. You must visit the wedding gift department. When you want to eat you can do it in one of the two floor food court, while eating you can enjoy a glimpse of the landscape reflecting through the windows.

This impressive department store was established early last century and was almost completely destroyed during World War II. It was renovated and reopened a few years after the war was ended.

**Where:** Tauentzienstrasse 21-24

**When:** Monday-Thursday 10:00-20:00, Friday 10:00-21:00, Saturday 09:30-20:00

**Website:** [www.kadewe.de](http://www.kadewe.de)

## MANGA PLAZA AMSTERDAM

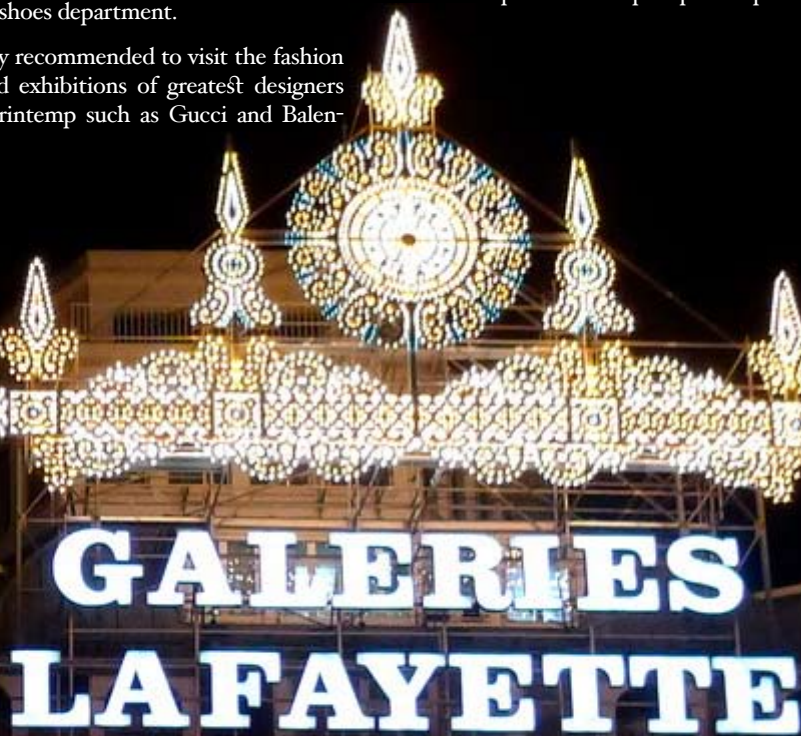
A Stylish unique shopping center located just off Dam Square and is open all week. 40 stores are spread over four floors in this amazing 19<sup>th</sup> century building which in the past was used as the Amsterdam Post Office headquarters.

This building was designed similarly to the style of the famous parliament buildings of the United Kingdom, and such as the buildings in the UK it is very impressive both inside and outside. Inside the building you can admire the extraordinary splendor, which attracted the greatest designers and Holland's fashion boutiques. Besides fashion stores and designer clothing you can enjoy luxury gift shops, cheese, wine and music. An elegant café and live music emanating from a grand piano adds to the special atmosphere of the Magna Plaza.

**Where:** Nieuwezijds Voorburwal 182

**When:** Tuesday, Wednesday, Friday and Saturday 10:00-19:00, Thursday 10:00-21:00, Sunday 12:00-19:00, Monday 11:00-19:00

**Website:** [www.magnaplaza.nl/nl](http://www.magnaplaza.nl/nl)





# HEALTH & MEDICAL DIRECTORY 2012/13

FOR MORE INFORMATION CALL TO THE DIPLOMATIC CLUB 03-5622061.

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