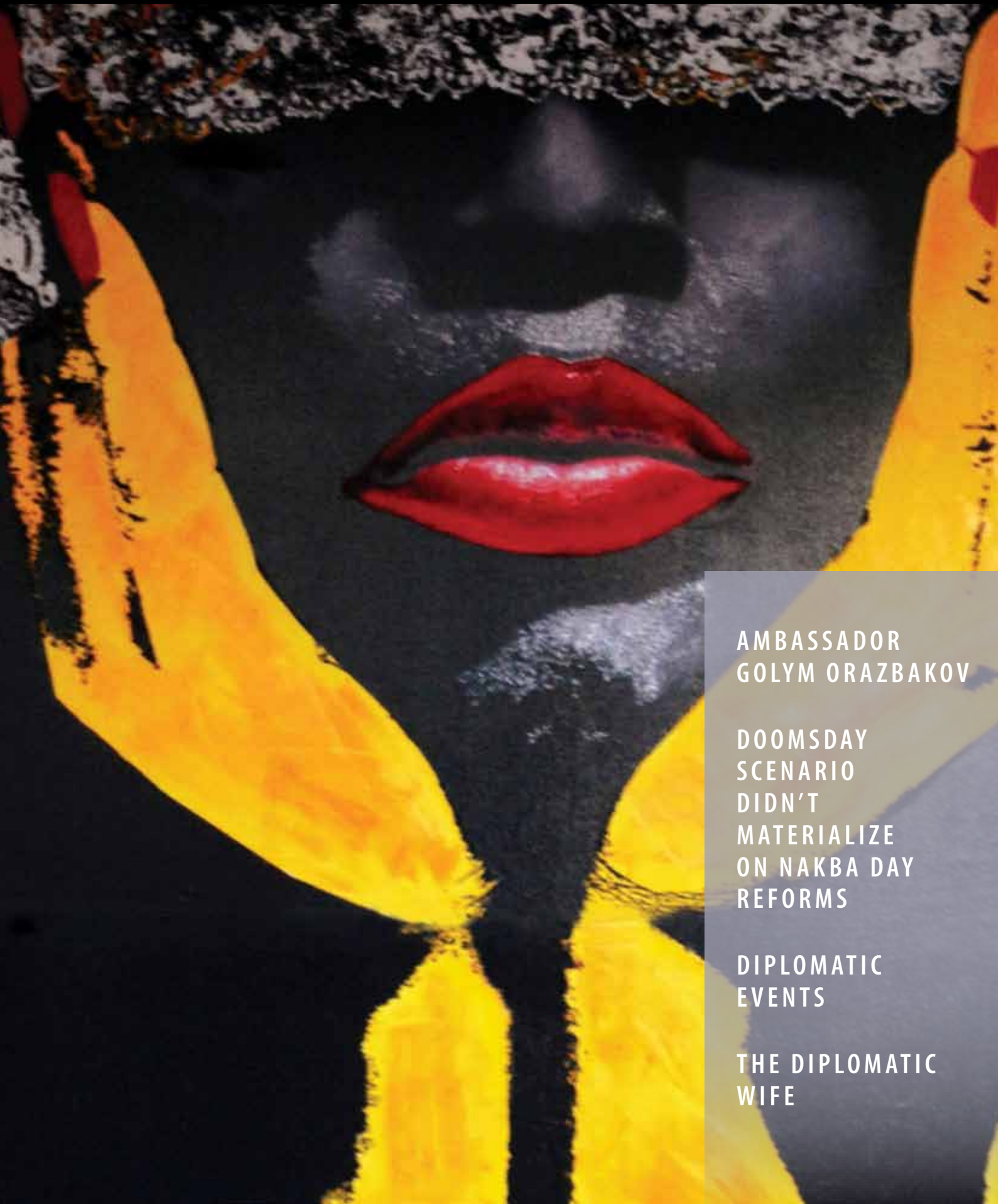




# The Diplomatic Club

JUNE 2011



AMBASSADOR  
GOLYM ORAZBAKOV

DOOMSDAY  
SCENARIO  
DIDN'T  
MATERIALIZE  
ON NAKBA DAY  
REFORMS

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EVENTS

THE DIPLOMATIC  
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Dear Friends,

This issue was composed in the atmosphere of the preparing for celebration of the International Children's Day 2011.

Many nations in Western Europe, the Middle East, Africa and the Southern Hemisphere have an official "Children's day", although it is celebrated during different times of the year. Australia celebrates "Children's Day" on the fourth Wednesday of October. Brazil celebrates it on October 12th, which is also the day of Our Lady of Aparecida, a public holiday in Brazil. In India, Children's day is celebrated on the 14th of November, in honor of the birthday of Pt. Jawaharlal Nehru (the first prime minister of free India) owing to his fondness for children.

International Children's Day has acquired an important place in the agenda of the United Nations and its concerned agencies, especially UNICEF (United Nations International Children's Emergency Fund).

Despite the prominence that International Children's Day gets in nations like China and Poland, it remains practically unknown in the majority of nations of the world. However, what demarcates it from other public holidays is the hope that it sheds over the future of children, the architects of tomorrow, especially those thriving for "just existence" in the underdeveloped world.

The participation of agencies like UNICEF, the G8 and other charitable organizations, makes it an endeavor that is a giant leap towards peace and unification of humanity sending a message to all that the world is ONE FAMILY.

In recognition of this, The Diplomatic Club decided to mark this day in our June edition with a special series of articles. We hope that you will find this material enjoyable and useful.

More than that, we will open a new feature section, containing the officially released pictures of the diplomatic corps' children. We promise to publish it in every coming issue of the magazine.

Please, take an effort and send us your pictures.

Julia Verdel

Editor and General Manager

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By Ksenia Svetlova

## Ambassador Golym Orazbakov

“We watch the Arab spring closely but don’t expect a similar scenario in Kazakhstan, the situation is just too different” - Golym Orazbakov, Ambassador Extraordinary of Kazakhstan to the state of Israel.

When you think of Kazakhstan and Israel, the first word that comes to mind is antipode. Tiny Israel versus giant Kazakhshtan, overpopulated Israeli cities versus majestic and lonely steppes and planes, freezing cold winters versus boiling hot summers and the list goes on. Yet, after the fall of the Soviet Union and the declaration of Kazakhstan’s independence, the two countries had discovered each other and since then, for almost 20 years now Israel-Kazakhstan’s relationship can be easily described as a love story. Both countries established diplomatic relations on April 10, 1992, and in just a few months the embassy of Israel was open in Astana. The embassy of Kazakhstan in Tel-Aviv opened in May 1996. Since then the relations in both business and defense sectors have flourished, opening doors for extensive cooperation in agriculture, construction, medicine, catering and security. Four Aroma cafe branches are operating today in Almaty, and thousands of patients from Kazakhstan come to Israel seeking consulting and medical treatment. Israeli policy-makers and analysts often emphasize the high priority of relations with this giant Eurasian country,

which is viewed in Israel as an important player in both post-Soviet and Islamic spaces. As put by Ariel Cohen, Senior Research Fellow in Russian and Eurasian Studies and International Energy Security at The Heritage Foundation – “Given Israel’s often-problematic relations with many Muslim states around the world, these countries provide a welcome relief and a model which the Jewish state would like to encourage. Some refer to them as a bridge to the Muslim world, as secular Kazakhstan, for example, has exemplary relations, albeit no religious or ideological affinity, with Iran, Malaysia, and other Islamic countries”. Can Kazakhstan indeed serve as such a bridge especially now, when Israel finds itself engulfed by surging sea of regional instability and conflicts? Golym Orazbakov, Ambassador Extraordinary of Kazakhstan to the state of Israel agreed to talk to the Diplomatic Club on bilateral relations and also about how the Middle East and its problems are seen from Astana.

*D.C. You have been to Israel for three years. Does it feel like home by now?*

**G.O.** Three years is enough to get to know a country. I went through all of it – north and south, east of west, tech parks, industrial parks, met a lot of politicians, businessmen, many new immigrants from Kazakhshtan – around 30000 of them live in Israel in addition to large numbers of Russian speakers. Of course, many meetings with politicians and ministers also took place - it’s almost impossible to count: Avigdor Liberman, Benjamin Ben Eliezer whom we befriended a lot, Faina Kirshenbaum, Robert Ilatov and Robert Tiviaeov, Anastasia Michaeli, Nino Abesadze, Amnon Cohen of Shas and many others. Also, I was a guest in 5 or 6 weddings, meet with a few of local oligarchs and travelled the country. All and all, I had a very positive experience.

*D.C. Did you feel that people in Israel are educated about Kazakhstan? What do they know about your country?*

**G.O.** A lot of people are interested in Kazakhstan, interested in cooperation and partnership. Usually we meet with those who know what Kazakhstan is. Some people are quite curious, because

of the “stan” part - they associate us with such countries as Pakistan or Afghanistan.

I recently gave lecture about Kazakhstan to school kids in Jerusalem, explaining about our governing system, situation, politics, religion etc. Many were astonished to find out there are many synagogues in Kazakhstan, 40 000 Jews still live in the country and that the largest synagogue of Central Asia is in Kazakhstan. During these three years we had 5-6 delegations of MPs, governors, businessmen researches, we had round tables and had a cultural program as well to promote the knowledge about our country.

*D.C. What can you say about bilateral relations between the two countries? Did Israel and Kazakhstan succeed to realize the huge potential of cooperation?*

**G.O.** Relations with Israel developed in a very stable way. In the year before I was nominated as an ambassador, the commodity circulation was 1.5 billion dollars, next year it jumped to 2.5 billions. You should remember that every fourth gallon of oil in Israel comes from Kazakhstan.

Our country is interested in technologies, also medical services. Thousands of people come here for medical treatment and I hear all the time about my friends or acquaintances who came to receive treatment here. We issue here about 4000 visas and the Israeli council in Kazakhstan issues about 6000. So there approximately 11000 tourists travel to Israel and to Kazakhstan each year

*D.C. As an important Eurasian country, Kazakhstan is situated just perfectly between the East and the West, as if it were designed to become a mediator at some point. Do you think that Astana might consider such a troublesome but rewarding job?*

**G.O.** Some say indeed that the Middle East conflict is much more than a dispute between states, but is a conflict between the East and the West. As a young state we can do at least something small for the sake of the peace process. We are situated in the middle, we are a Eurasian state, we have many cultures, tolerance peaceful co-existence of 100 ethnicities – we can expose the Asians to European culture, the Europeans -to Asian culture, and to do our very best for the rapprochement between the two polarities.

*D.C. Now, when the revolutionary wave of “Arab spring” is raging in the Middle East, it is interesting how is it seen in Central Asia? Do you believe that the Arab scenario of regime change is also a possibility in your region?*

**G.O.** We follow what is going on in the Arab world we think that this wave of uprisings was due to happen, for the leaders stayed too long. I think it’s the awakening of the Arab world. They rebel because they don’t want to live in misery, they don’t want to stay in the darkness. I hope it will be for the best.

At the same time I can say that there this scenario can’t happen in our country, for there, there are no reasons for that. Kazakhs are tolerant and quiet, they respect the elders and their decisions. We are brought this way from early childhood. The history gave us a great chance to become an independent state and our president speaks about



it often. Stability is a key for success of the state. Nowadays we have a building boom, the salaries and pensions are growing, our people travel a lot and I don’t see any reasons for us to be not satisfied. The government is very attentive to the people and their needs, especially to young people. Many of our students receive grants to proceed their education abroad, other are financed by parents, they all study English and have plenty of opportunities.

*D.C. Kazakhstan is an incoming president of the Islamic Conference Organization, many Islamic banks operate in the country. What role does religion play in everyday life in Kazakhstan?*

**G.O.** There is no room for extremism in Kazakhstan - we were part of Soviet Union and till today many people who lived during the Soviet era are still active and influential, but also our youth doesn’t turn to the extremist side. But we don’t forget about the Allah as well - he is in our hearts and minds. As for such traditions as burqa (the Islamic female upper dress that hides body and face) we don’t have in our traditions - Kazakhs were accustomed to nomadic way of life, they are cherish freedom. Ye, we build mosques, we have an Islamic bank, but there is also a Chinese bank, and Moscow Bank and European bank next door to it. We also developed a stable banking system of our own.

*D.C. What is your view of the current stage of the conflict in the Middle East? Israel is going through a difficult faze nowadays, how do you see a possible solution for both parties, if it exists at all?*

**G.O.** We’d like to see end of conflict and a stable peace in the Middle East and we’d expressed our position to both parties – I often come to Ramallah and meet politicians there, since we don’t have an embassy in PA, We support the creation of the palestinian state, but Israel’s security must not be threatened – the conflict should be solved without terrorist attacks and blood.

*Ambassador Golym Orazbakov was born on 1 September, 1964 in Almaty. He is married with 3 children. In 1986 he graduated from the Kazakh Polytechnic University, mechanic engineer. Holds a PhD in economics. Mr Orazbakov was involved in state affairs of independent Kazakhstan almost from the very beginning. He served as deputy director of the State Committee of Antimonopoly affairs between 1993-1994 – Head of Division, Deputy Director of the State Committee on Antimonopoly Affairs, became a vice-minister of transport and communication of the republic of Kazakhstan in 1995 followed by other positions in government and “KazakhOil”, national oil company of Kazakhstan. Shortly before nominated as an Ambassador of Kazakhshtan to Israel, mr Orazbakov served as minister of Industry and Trade. Since April 2008 he serves as Ambassador Extraordinary to the state of Israel with concurrent accreditation to Republic of Cyprus.*



By Ksenia Svetlova

# DOOMSDAY SCENARIO DIDN'T MATERIALIZE ON NAKBA DAY REFORMS



Early on the morning of May 15 Qalandia crossing to Ramallah felt unusually calm and quiet. No long queues of vehicles waiting to go through security checkup, no street vendors who would punch on your car window offering ancient chewing gum made in Bangladesh or latest pirate copies of popular Arab megahits. Just a few journalists and TV crews carrying heavy equipment were rushing through the checkpoint into Ramallah. "Most of the people will sleep the Nakba day off, since it is a holiday and salaries weren't paid yet by the PA. It's better to stay at home", a taxi driver explained to me. He himself was going to work all day, maybe watch the Nakba ceremony on TV later at night.

At the same time he seemed quite anxious to get away from the checkpoint as soon as possible, rushing down the empty streets of Qalandia refugee camp. Apparently he thought that although most of the people will stay at home, indifferent to Nakba day events, some will definitely show up at Qalandia checkpoint and will exercise at throwing stones at Israeli soldiers. As a result of this activity heavy clouds of teargas might quickly spread in the air, invading your nostrils, mouth and guts. Nothing to be excited about, as he put it. The city itself was sound asleep. Just a bunch of foreign delegations were taking photos of Yasser Arafat tomb and memorial at Muqataa, while curious Palestinian soldiers were glancing at the journalists and foreigners. A lone youth orchestra was marching around Muqataa, playing patriotic Palestinian songs. Millions of young and enthusiastic Palestinians who were supposed to march in direction of Israeli settlements and launch a third Palestinian intifada were nowhere to be seen. Third Palestinian Intifada movement was born on Facebook two months ago. The rumor spread as quickly as forest fire, and within just a few days more than 300000 people "liked" the page. Israel demanded from Facebook administration to shut-

down the page, where incitement to violence and hate speech became a norm. Soon the infamous page was indeed shut down, then it had its second and third reincarnations and the hide-n-seek game with Facebook authorities continued with page going on and off line. As the administrators themselves put it - this ordeal gave them more publicity than any possible successful campaign. The indications on the ground, however, told a different story. Both Israeli intelligence services and Palestinian military sources affirmed that no drama will take place on May 15. However, following the sudden reconciliation between Fateh and Hamas many Israelis feared that the threat of a million man march on Israeli borders might materialize. Only it didn't, at least not in West Bank. By 12 am the manara square in Ramallah saw not more than 2-3 thousand people, mostly students and school children. On a central stage a giant pair of keys was hanging reminding the crowd of the "Awda" - the return, a huge envelope with a writing "Dear Haifa, we will return" was flying in the sky. A few schoolgirls were drawing on each others cheeks Palestinian flags - Tahrir square style entertainment. Not a single green HAMAS flag could be seen anywhere around. "Why aren't there any HAMAS flags, aren't you friends by now" - I asked the security man who was organizing the crowds. He smiled at me and nodded with his head. Reconciliation or no reconciliation, but the hard feelings between FATAH and HAMAS are still very much alive. That was the message that the security man in Ramallah tried to pass to me. A Palestinian official told me off the record that the idea of Third Palestinian Intifada was never sup-

ported by Abu-Mazen and FATAH leadership, and every possible effort was done to prevent from large crowds to gather in close proximity to Israeli checkpoints and settlements on this day. But that was probably not the only reason. During the last few years the economy in West Bank grew and developed, businesses opened up, some checkpoints were lifted and life became a bit easier for the Palestinian population, Maher Hammad, a street vendor who was selling Palestinian flags told me. "If a person has something to lose, he will not give it up easily" he said.

The ceremony at Manara square continued. The patriotic songs were pouring from broken loudspeakers, the flags flew in cool air and the roar of the sirens indicated the beginning of Two minutes of silence in memory of Nakba victims. Meanwhile at Qalandia stones were exchanged for teargas, and swirling grey clouds covered the scene from the curious observers who made sure to cover their faces with wet cloth. And far away from Ramallah, where life went on as usual, crowds of Palestinian refugees had crossed the seemingly unapproachable border from Syria, while thousands of others gathered in Marun a-Ras, on the Lebanese-Israeli border. The doomsday scenario didn't materialize on May 15 and there were obvious reasons for that. However, until next Nakba day the situation might change in West Bank, Gaza, Israel and the Arab world. It's not unlikely that if the current status quo will remain, next time the virtual thousands who "liked" the Third Intifada page on Facebook will show up on each and every Israeli border which after this Nakba day do not look invincible anymore.



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## Indian Festival in Israel

In the first Indian Festival of this scale in Israel, renowned names from various cultural spheres like Pandit Hariprasad Chaurasia, Sharmila Tagore, Aditi Mangaldas, devotional sufi poetry singer Shye Ben Tzur, Zila Khan, Namita Gokhale, Reba Som, Tarun Tejpal and Urvashi Butalia will be visiting Israel, besides several other dance, theatre and visual arts group.

There is already a strong affinity between our people going back centuries," said Indian ambassador Navtej Sarna at the press conference, "and we at the embassy feel that people-to-people contact is best achieved in an intercultural context."

Renowned artists from India were descending in Israel to participate in a three-week-long cultural festival which has kicked off to commemorate twenty years of Indo-Israel diplomatic relations.

The festival has kicked off with a lot of fanfare here with India enthusiasts descending in large numbers from all over the country to watch a house packed performance by Aditi Mangaldas Dance Troupe.

All the tickets for the Chaurasia performance in Jerusalem on May 19 have been sold out and they are hearing calls of disappointment from his fans in the country who have seen him perform in Israel in the past.

At a reception thrown prior to the formal launch of the festival, attended by several prominent local figures, Israel's Finance Minister Yuval Steinitz described ties with India as "one of the most important for Israel". "It is difficult to imagine that 20 years ago we didn't have diplomatic rela-

tions. Now it is not just diplomatic, but economic, cultural and security ties are so deep and wide that it is one of the most important relations for Israel", Mr. Steinitz told the gathering. "It has in fact been 20 years of pure celebrations", he emphasised.

Prominent among those in attendance at the reception included Prof Stanley Fischer, Governor of Bank of Israel, distinguished personalities from Israel's literary field, AB. Yeshohua and Meir Shalev, and several leading local media persons and business leaders who dubbed it a "unique initiative".

Israel's Minister of Science and Technology, Daniel Hershkowitz, watched Mangaldas' performance and several other Israeli ministers and leading political figures have expressed an interest in attending various cultural events.



Indian Ambassador in Israel H.E Navtej Sarna and Mr. Sanjoy Roy.



Hundreds of Israelis participate in the Bollywood dance workshop.



Officials from the Embassy lighting the lamp to inaugurate the Art Exhibition.



Hamlet - the clown prince



Indian Ambassador with the artists of Aditi Mangaldas Dance Company.

## Europe Day in Israel

EU Delegation celebrated Europe Day on 12 May 2011. Head of Delegation answered questions from surfers on the Delegation's Facebook page [www.facebook.com/Europe.in.Israel](http://www.facebook.com/Europe.in.Israel). Facebook chat with ambassador Mr. Andrew Standley was a very successful exercise. A total of 196 people "attended" in the chat. Delegation held its annual Europe Day Reception at the Residence of Head of Delegation.



EU ambassador Andrew Standley and Deputy Prime Minister Dan Meridor

## Biomed 2011



Ambassador of Denmark Ms. Liselott Kjaersgaard Plesner with a Dane scientist Mr. Avi Hason on the opening of fair



Since 2007, a bilateral cooperation agreement between Denmark and Israel has strengthened joint research and innovation activities with particular focus on Life Science, Cleantech and ICT. The agreement has already resulted in many fruitful cooperation projects.

Denmark is home to one of Europe's strongest life science clusters. With academics, researchers, students and clinicians working in close proximity, Denmark has a healthy pipeline of pharma and biotech products and an abundance of exciting opportunities for business and investment. Denmark possesses a high concentration of leading biotech, medtech and venture capital companies, retaining highly educated and specialized employees. This combined with a high amount of life science educations and therefore thousands of annual life science candidates make Denmark an ideal hub for your business in Europe and Scandinavia.

## The Quiz on Korea 2011

This was the second consecutive year for the Quiz on Korea to be successfully carried out by the Korean Embassy in Israel. Some 150 participants of various backgrounds took part in the preliminary stage of the 2011 Quiz. 26 participants had successfully completed the preliminary test, among them many students, but also a CEO, a lawyer, a Korean linguist and even a pensioner. They took part at the second stage of the Quiz, held on May 24th at the Hebrew University of Jerusalem. The three winners received prestigious prizes, including a flight to Korea for the 1st place; scholarships for 1st and 2nd places, sponsored by Talcar (KIA motors); and an LG notebook computer for each one of the three, sponsored by LG.

The Ambassador of the Republic of Korea to Israel, H.E. Young Sam Ma, thought of the Quiz as a highly successful event, himself taking an active part in the final stage. The 300 points question by the Ambassador surprised the finalists, becoming an important factor for determining the Quiz winner. The question on Korea-Israel relations checked the knowledge of the 5 finalists about Israeli heads of State, who paid an official visit to Korea.

The Quiz on Korea joins a long line of events, orchestrated to promote the bilateral cultural relations between Israel and Korea. While a large audience of Korea fans has already formed in Israel and many Korean Christians annually arrive to Is-

rael for pilgrimage, much can be done to promote mutual knowledge and understanding among Koreans and Israelis - and that is what the Korean Embassy staffs in Israel are busy of doing. The annual Korean Film Festival, premiers of "A Brand New Life" (2010) and "Housemaid" (2011) movies, 2010 Korean Food Week and numerous guest performances by Korean dance troops are just a glimpse into what is coming in the near future.

The Korean Embassy would like to congratulate the winners of the Quiz contest - Carmit Stern, Gilad Weiss and Alejandro Soschin once again, and thank all the participants and the wonderful audience. We would also like to thank LG and Talcar (KIA Motors) for their sponsorship, and finally the Korean Students' Association at the Hebrew University and the Hebrew University of Jerusalem for their heartfelt assistance.



## Eritrean Independence Day

On the occasion of 20th anniversary of restoration Eritrean nationals residing celebrated the 20th anniversary of Independence Day in a colorful manner. Eritrean Embassies invited a representatives of local community as a guest of honor.

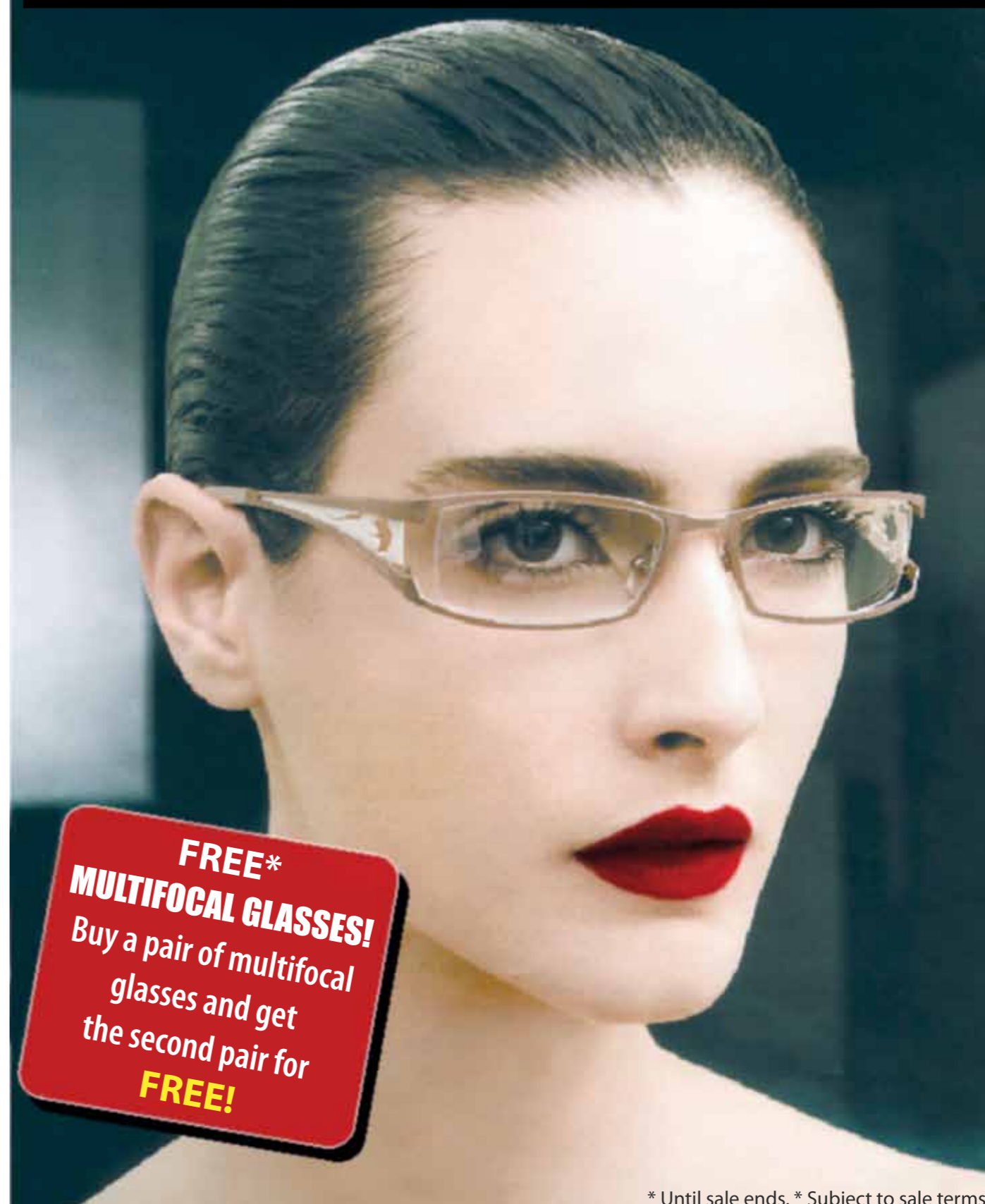


Ambassador of Eritrea Mr. Tesfamariam Tekeste Debbas



Mothers with the Eritrean Flag

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## Cameroon National Day

For Cameroon, the National Day indicates honor and pride. Complete Independence was not granted to a largely colonized Cameroon till 1972. The Republic of Cameroon, as it is called now, celebrates its National Day or Republic Day on the 20th May.

Ambassador of Cameroon to Israel, Dean of the diplomatic corp Mr. Henri Etoundi Essomba held reception at his residence .



Ambassador Etoundi Essomba, Minister Daniel Hershkowitz and Wife of Ambassador Esther Etoundi are greeting the guests

## Georgia Independence Day 2011



On the occasion of 20th anniversary of restoration of the Independence Day of Georgia Ambassador of Georgia Mr. Vakhtang Jaoshvili hold reseption on 26 of May at the Dan hotel. 20 years have passed since Georgia restored its independence on April 9, 1991. However Georgia celebrates its independence day on May 26, because on that day in 1918 the first Georgian democratic state was declared.

Ambassador of Georgia Mr. Vakhtang Jaoshvili and guests MK Sofa Landver

## Poland National Holiday

May 3 was first declared a National Holiday of Poland (May 3rd Constitution Day) on May 5, 1791. Banned during the partitions of Poland it was again made an official Polish holiday in April 1919 under the Second Polish Republic. The holiday was banned once more during World War II by the Nazi and Soviet occupiers. May 3 was restored as an official Polish holiday in April 1990, after the fall of communism.

The May 3rd Constitution is generally regarded as Europe's first and the world's second modern codified national constitution, following the 1788 ratification of the United States Constitution. Introduced political equality and placed the peasants under the protection of the government. Sought to supplant the existing anarchy fostered by some of the country's magnates with a democratic constitutional monarchy.



On the Occasion of May 3rd Constitution Day and The Day of the Polish Armed Forces The Ambassador of the Republic of Poland Mrs. & Mr. Agnieszka Magdziak-Miszewska and the Defence Attaché Col. & Mrs. Ireneusz Drażyk.

Hold reception On May 5th, 2011 at Ambassador's Residence.

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# Kids Fashion Trends for Summer 2011

By Eveline Erfolg



Dolce and Gabbana / Coveri Kids Boutique

Nowadays, children's fashion is almost as popular as adult fashion. After all, most parents want their offspring to look modern and stylish. Children's clothes should combine aesthetics and comfort, and it is best to start "developing a sense of style" as soon as possible, by dressing the child in accordance with the latest trends in children's fashion world. By the way, the kids also like to look trendy, which makes them stand out from the crowd of other children.

Modern parents should remember that children's fashion varies from season to season and the summer season of 2011 promises to be a riot of color. Many brands offer vivid and bright colors such as yellow, green, red, blue and lime. The kids love bright things and will usually set their eyes on a snazzy item. That is why, this season, the designers also used polka dots, stripes, plaid and other patterns. For admirers of elegant luxury, some designers suggest natural colors such as beige, coral and sand.

As usual, the mainstream is defined by luxury brands that have prepared for the little fashionistas a rich variety of the most stylish options for every taste and color. The Coveri Kids boutique carries some of these options from the most prominent names in the children's haute couture industry, among which are Hugo Boss, Chloé and many others.

According to the Dolce and Gabbana Junior collection, country style continues to rule the children's fashion industry. It can be considered the most convenient and practical style thanks to unstainable flower and polka dot dresses for girls and plaid shirts for boys. Young fashionable women will also appreciate dresses and skirts with the images of hearts, fruits, butterflies and clouds - the most fashionable mix of the season!

The nautical theme, which dominates the Junior Gaultier collection, is also a hit this summer. T-shirts, shirts and dresses with stripes will suit almost every child and create a pleasant summer look.

White is a very trendy color this season. It can be combined with any other color and it looks extremely elegant. This is exactly the direction of the new Armani Junior collection that has "elegant" written all over it. Combinations of black, white, grey, light blue and navy blue will make any boy look like a little gentleman. White items will also teach the child to handle the clothes carefully. Nevertheless, for active play outdoors is better to use more vibrant and unstainable colors such as in Paul Smith Junior collection.

Armani / Coveri Kids Boutique



Baby Dior / Maxim by Enigma Boutique



Baby Dior / Maxim by Enigma Boutique



Simonetta / Maxim by Enigma Boutique

The aforementioned brands are available in the Coveri Kids boutique, which also offers a large selection of brand name accessories.

Speaking of accessories and trends of children's fashion this summer, it is important to note that apparel for boys and girls almost exactly copies the wardrobe for adults. It is safe to say that kids' clothing, shoes and accessories for the summer of 2011 are half-size replicas of adult clothes, which differ only in color schemes and print themes.

Yoni Stabholz, the manager of MAXIM by Enigma boutique, explains: "The European haute couture collections are mostly about light airy fabrics such as high-quality silk, slim cotton, vapory Egyptian cotton and, of course, linen. Many items in the collections are also made of combinations of various fabrics, which create not only a perfect design, but also comfortable clothing that fits the Israeli climate perfectly." Couturiers believe that one must look fashionable beginning from the cradle. Roberto Cavalli offers clothes not only for preschoolers and schoolchildren, but also for the youngest babies less than a year old. You will not be able to resist the adorable shirts, hooded tops and jeans that look exactly like adult clothing.

A distinctive feature of the Baby Dior collection is the use of high-quality fabrics and bright colors. Young girls, always want to look older, so they often wear their mother's heels and dresses. The tiny fashionistas will be enchanted by the Baby Dior dresses, abundant with plisse, ruffles and frills.

The Pinco Pallino collection is all about delicate-looking clothes that maintain a clean look with a touch of naiveté - a central motif that can be seen in almost all the summer collections, including Fendi, which uses a variety of floral prints and delicate pastel shades such as peach, light pink, tea rose, banana and grey. The design of the dresses is sweet and innocent the way a young girl's dresses are supposed to be.

MAXIM by Enigma boutique also offers a variety of items, from socks, kids' fashion shoes, belts, scarves, gloves and even cute woolen baby hats.



Studio Noa



Studio Noa

Many designers use a wide variety of gorgeous patterns and appliqué combinations, but only a few of them can offer handmade clothes and accessories. In Studio Noa, everything from the embroidery to the sewing on the seams is done by hand.

The Studio designs, manufactures and sells clothes for women and children using many different materials, generous amounts of embroidery, appliqué, rich prints and handcrafting. Both the women and children's collections are designed with comfort in mind - casual, laid back and "cool". The range of fabrics and their colorful combinations create a happy, optimistic and even affectionate mood.

In addition to a wide selection of day and leisure clothes, Studio Noa offers evening apparel as well. Every girl dreams of becoming a princess, and what makes a princess if not a stylish dress with various royal accessories like a crown or jewelry. The use of gemstones and sequins in the eveningwear, transforms the dresses into regal gowns that suit a birthday party as well as a wedding.

The designers have definitely outdone themselves this summer. However, when you are trying to select a fashionable wardrobe for your children, keep in mind that the clothes should be comfortable and of high quality. Therefore, exclude all synthetic materials and give preference to natural and hypoallergenic fabrics.



Studio Noa

**Maxim**  
ENIGMA  
MAXIM by Enigma  
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**D&G** JUNIOR **DIESEL** KID **Galliano** kids **FENDI** kids **ARMANI** JUNIOR  
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# The advantages of custom-made furniture for kids *By Eveline Erfolg*



Coveri Home Kikar Hamedina / 28 Hey Be Yaar St., TA, Tel.: 03-6098356, www.coverikids.co.il

The design of the kids' room plays a great role in the development of the child's identity. Often, the interest in life, the willingness to learn and to develop various skills and talents depends on the comfort and the coziness of the room. It creates an abiding memory in every person's life and influences the formation of character and personality.

The choice of furniture and design is an important task for adults; because it is necessary to not only accommodate the needs of the offspring, but also to create a cozy corner, where the little master will be able to feel happy and safe. Everything is important - the harmony of colors, ecologically clean materials, lack of drafts and safe opening of doors and windows. However, the main component of any children's room is, of course, furniture. Kids do not need

complicated decorative designs, moldings and exquisite details. The most important requirements for the room should be simplicity and functionality, which leave maximum space for creativity.

Experts believe that the best solution is purchasing a set of modular components or case goods. This is an excellent solution for those parents who are unwilling to refurnish a room every two-three years, because modular furniture is intended to be interchangeable. In addition, you can modify the width and height of many components, depending on the child's growth. Various collections offer a line of 50-150 elements, which can be freely arranged with each other. A design in constant motion has a positive effect on the formation of the personality of the child, who, every year, acquires new interests and new responsibilities. Modular furniture of reserved and unobtrusive design will easily fit into any interior.

Simplicity and functionality are not the only advantages of case goods. A room furnished with modular furniture becomes a kind of reduced model of the adult interior, but without the excessive ornamentality and dollish touches, in which loving moms often indulge, and which turn the kid's space into a graphic representation of the parents' own ideal child's room.

Coveri Home has a perfect solution that will help parents avoid such mistakes. The brand offers luxury furniture that suits children, yet does not look "childish". The Coveri exhibition space



Coveri Home Kikar Hamedina / 28 Hey Be Yaar St., TA, Tel.: 03-6098356, www.coverikids.co.il

opens a world of comfort, color, style and taste, all using high quality materials and meticulous finishing. The brand's designers will help you plan and select the furniture that will express your unique personal style. All Coveri Home items are made using the finest materials: wood with epoxy finish, a selection of luxury fabrics, denim and imported Italian leathers, combined with modern elements made of stainless steel, mirrors and glass.

All parents want to give their children the best childhood possible. For this reason alone, every year, the designers are developing increasingly sophisticated and thoughtful items for the child's room, which today, thanks to decorating, can become a real journey into a fairy tale, tailor made for each child.

A rich product line by Carousella offers a choice of original handpicked elements from all over the world - all asserting quality, with a distinctly modern accent. Carousella is a high-end contemporary design house that is known for its creativity and blending of styles. The brand specializes in the design and production of furniture, textiles and accessories, which bring a distinctive personal touch to every space. Carousella products sustain stimulating interiors for the way children live today, accompanying them from their nursery to teenage bedrooms. The brand's designers will be happy to assist you in creating a room, where your child will have a chance to feel like the owner and creator of his own world.

Therefore, dear parents please remember that the child wants to be treated seriously, rather becoming a hero of a fairy tale, so do not rely solely on your own taste and use the services of a professional designer.



Carousella Boutique / 81 Yehuda Halevi St., TA, Tel.: 03-5603750, www.carousella.com



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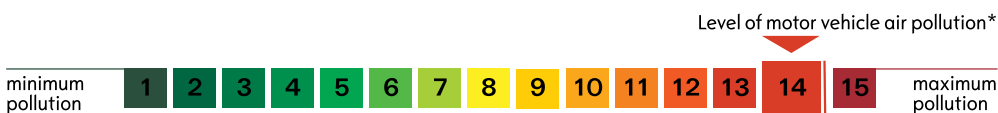
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