



THE BEZALEL ACADEMY OF ART AT THE ORIENT HOTEL JERUSALEM

Collaboration with the Bezalel Academy of Art and Design has led to a unique art project. Sponsored by Isrotel, a sculpture workshop was conducted for third-

“I am proud of the groundbreaking art projects located in Isrotel hotels. These initiatives are another innovative expression of the social activism promoted by the Isrotel chain and are intended, among other things, to advance Israeli art and culture,” clarifies **Lior Raviv**, Managing Director, Isrotel Hotels chain.

“The relationship between Isrotel and art began more than 20 years ago, with the opening of the Royal Beach Hotel Eilat. Even then it was clear to us that the hotel had to create a suitable milieu for a harmonious and relaxed guest experience, and recognized the contribution of art to the tone and the atmosphere. Art works, on a conscious and unconscious level, stimulate the senses and the discerning guest appreciates the carefully selected items chosen by the designers to enhance the mood and complement the ambience.

Furthermore we are more than happy to promote Israeli artists in this way. Through us both budding artists at the start of their careers, and established well-known artists, are exposed to a wide audience.”

Raviv adds: “Since the Royal Beach Eilat we have introduced contemporary Israeli art into the Royal Beach Tel Aviv Hotel and the Carmel Forest Spa Resort. At present we are working on curating the collections of the Orient Hotel Jerusalem and Publica Isrotel in Herzliya, and in the future this will be done also in the Mizpe Hayamim Hotel.

year students from the Department of Ceramic Design. The sculptures will be exhibited in the open spaces of the Orient Hotel Jerusalem, alongside photographs of the works, submitted as part of the research conducted during the project.

Another aspect of the art activism of the Isrotel chain is the Carmel Forest Art Project: The Artists’ Residence Program sponsors an artist to stay in the resort and to create a series of works inspired by the stunning natural surroundings. The artist gives lectures and conducts master classes for the guests, some of whom even try their hand in the open studio prepared specifically for the purpose. The first artist in this project was the well known photography artist **Boaz Aharonovitz**, who concurrently with his stay at the resort held a solo exhibition at the Tel Aviv Museum.

Tuval: “In the near future, we intend to introduce the Artist in Residence Program at the Beresheet Hotel and in about a year at the Mitzpe Hayamim Hotel. The concept has received very positive feedback from both guests and artists, and this opens up a completely new and exciting publicity channel for them.”

