



of the urban hotel and its edgy design lead naturally to the selection of the digital medium as an expression of 21st century dynamism and connects naturally to the Tel Aviv vibe. How is this reflected in the hotel?

Along the hallways hang hundreds of photographs, video art installations and animations relevant to digital media, arousing thoughts about the fascinating dialogue around questions such as: What constitutes artistic photography in the smartphone era? How does a photographic item become art? What are the boundaries between the disciplines, etc.?

The connection of art to its venue and milieu is

a thread running through additional projects in the group of our Exclusive hotels: the Templar character of the **Orient Hotel Jerusalem**, soon to join the family of luxury Isrotel hotels, was the inspiration for the acquisition of an art collection based around the location itself – Jerusalem as an architectural rather than a religious memory, works related to topographic maps, underground layers, Crusader homes and more.

Additionally the unique art works exhibited in the hotel rooms were chosen for their content and depth: the collection of prints from the Gottesman Etching Center at Kibbutz Cabri exhibits the best artists in the field – including **Sigalit Landau, Micha Ullman and Zadok Ben-David** – and among the prints can be found works inspired by literature -the poems of Leah Goldberg and the stories of Shai Agnon.

And in sharp contrast to the historical atmosphere of Jerusalem, there is the trendy concept of a new Isrotel business hotel - **Publica**. The youthful and contemporary design of this urban hotel is matched with eclectic and “in your face” art, characteristic of the X and Y generations and what lies between them. This is one of the first hotels to display video work and the crowning glory– Street Art - urban art which recently has been embraced by the establishment with an exhibition in the Tel Aviv Museum of Art. One of the interesting commercial collaborations in the field was recorded recently in France- the Parisian boutique hotel Au Vieux Panier invited the graffiti artist Tilt to design a special concept room, half in white and half covered with colorful graffiti.

