

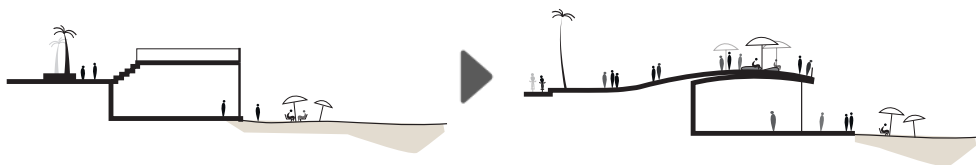
Tel Aviv - Yafo's Central Promenade

Since its inception in the late **1930's**, the central promenade of the young Bauhaus city of Tel Aviv, played a key role in establishing the ever changing connection between the city and its shore. In all of the various phases of its life, the elevated boardwalk acted as a border between the city and its beach. The current renovation project aimed to transform this historical blockade by creating a new continuous interface that enables free pedestrian flow, to and from the sandy beach, throughout the city's central waterfront. Moreover, serving as the main waterfront public space for the entire metropolitan area, the new promenade and its sitting-terraces were designed to offer a generous array of seats and relaxation opportunities along the seafront, in order to host great many new visitors and create a hospitable and lively public domain for this large dense urban area.



Enabling a fluid uninterrupted osmosis between the urban space and the beach.

By creating a continuous stretch of sitting-stairs and ramps all along the waterfront, and redesigning the disused rooftops of the existing beach buildings and turning them into welcoming urban balconies, the physical rupture between the city and the sea was mended.



Using the roofs of the buildings as a vantage point for observation, relaxation and integration.



Creating an intermediary space for urban leisure activity.

By utilizing careful structural and detailed design, the project's environmental footprint was minimized, accessibility in all aspects was achieved, and a liminal urban 'new ground' was created. An in between zone where swimsuits and business suits are mixed together in an urban space that doesn't comply with any one code, it's unique design that is abstract and open to multiple interpretations, reflecting Tel Aviv's unique urban character.

Following other regeneration projects along Tel Aviv's coastline, the new renovated promenade is commonly considered the most transformative project among them, due to the radical change it made in the relation between the city's built fabric and its primary natural resource - the sea. The new promenade became a host to over **9** million visitors a year, a record number compared to Israel's population of only **9** million.

The new 'in-between' space that was created in order to mediate between the city and its beach, had become a vital melting pot for a new urban culture, where spontaneous bands of acrobats, backgammon players, young parents, joggers and many more, turn the promenade into their common social-platform. Its generous hospitable territory which is open to all, creates a highly multicultural and heterogeneous space, which radiates free spirit and optimism into its dense and complex context.

<https://www.youtube.com/watch?v=rQUx6g4xT8l&t=4s>

Timeline - Tel Aviv -Yafo's Central Promenade



1930



1960

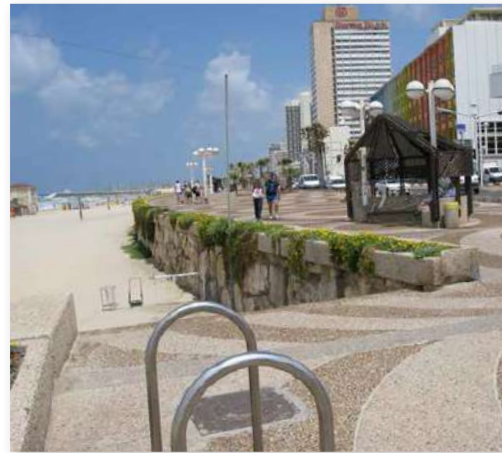


1970



2018

Promenade before the renovation





The new sitting terraces, which replaced the original sea wall, created a new continuous link between the city and the its beaches, as well as a generous array of sitting opportunities in front of the sea.

photo by Guy Cohen



Existing rooftops of the beach cafes transformed into new urban terraces which provides unique viewpoints of the city and the sea at six spots along the 2.3 km promenade.

photo by Guy Cohen



New lower level promenade made the sandy beach level accessible to all and created an unmediated tactile contact between the city and its nature.



View from the upper promenade through the grand shading pergola, which measures 120 sqm.

photo by Omer Messinger



Specially crafted handwoven rattan parasols, along with seating pebbles cast in GRC, provide sitting and shade to the new urban terraces, constructed on the existing cafes rooftops.

photo by Uro Sarfaty



The most exciting feature of the promenade, is that it functions as a new 'in-between' space. This liminal 'new ground', where swimwear and suits are mixed up in an urban space, is neither city nor beach, and thereby proposes a fringed edge to the city, and a melting pot for new urban culture.

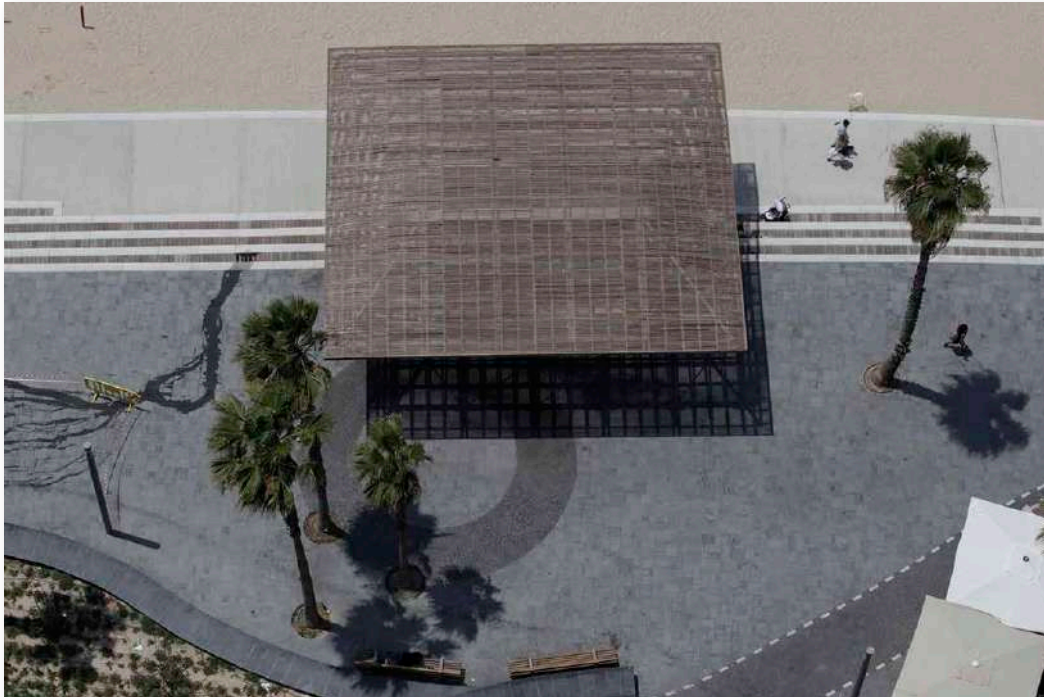
photo by Guy Cohen



The new promenade enhanced walkability and movement for great variety of users along the waterfront.

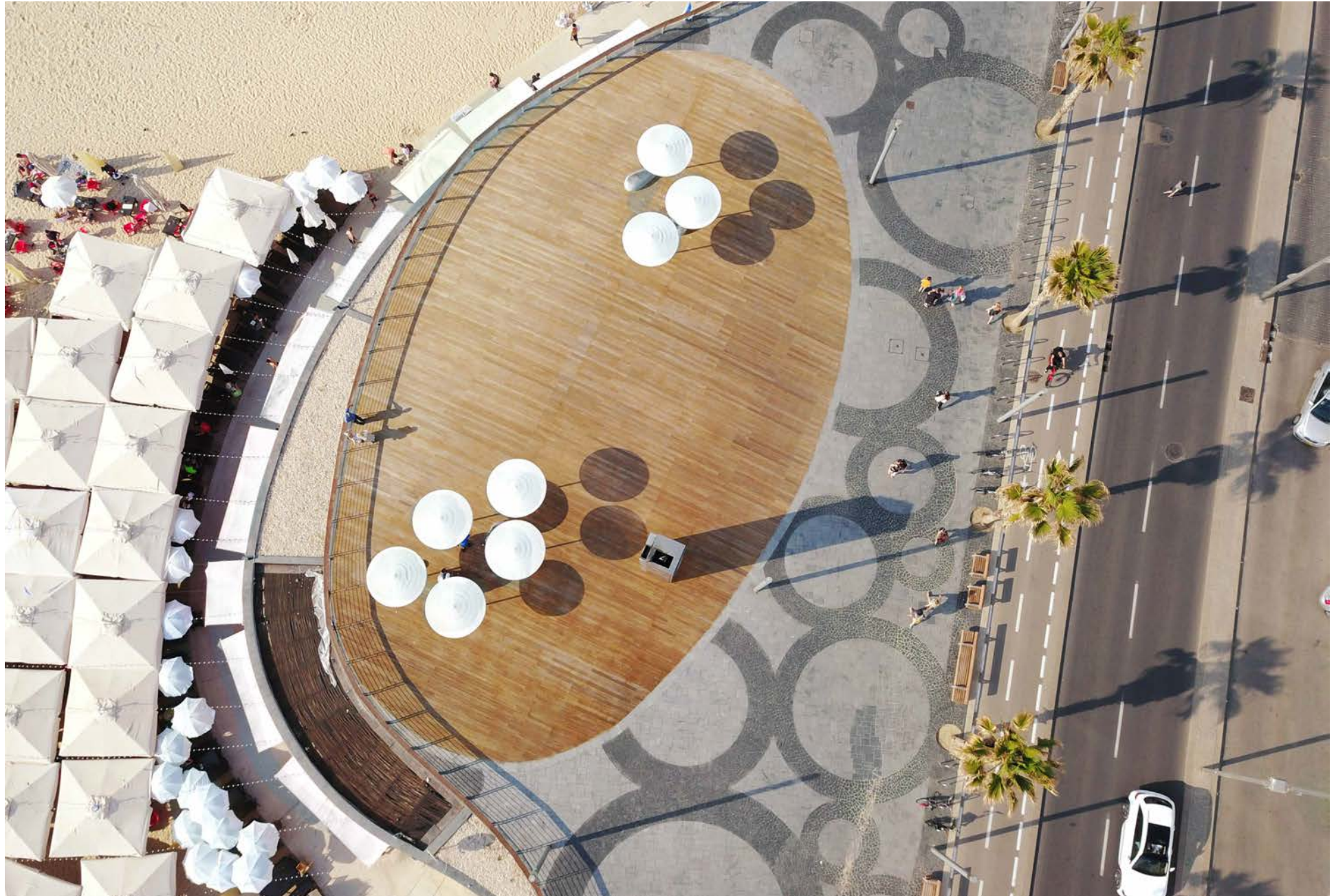
photo by Aviad Bar Ness

TEL AVIV - YAFO'S CENTRAL PROMENADE



The new design language combines pre-cast white concrete with compressed bamboo to create a unique sustainable space and bring new standards of hospitality to the public sphere.

photos by Aviad Bar Ness,
Guy Cohen



A new point of break along the bustling flow of pedestrians, cyclists and urban traffic.

photo by Mayslits Kassif