



Berggruen's 42-story residential tower now 70% sold

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Berggruen Residential Ltd. revealed that Meier-on-Rothschild, a 42-story residential tower designed by Pritzker Prize-winning NYC-based architect Richard Meier, is 70% sold and set for completion in the second quarter of 2014.

One of the tallest residential buildings in Tel Aviv, and located at 36 Rothschild Blvd., at the epicenter of the city's commercial, cultural and financial districts, Meier-on-Rothschild is a joint venture between Berggruen Development, the U.S.-based private investment firm headed by Nicolas Berggruen, and Israeli real estate company, the Hagag-Cohen Group.

"We are thrilled to have reached this sales milestone. Meier-on-Rothschild is a building of world-class caliber; it pushes the envelope on high-rise construction and design standards in Israel and beyond, and the incredible interest among international buyers is a testament to that," said Yigal Zemah, founder and CEO of Berggruen Residential. "Owning a penthouse at Meier-on-Rothschild, selected as the most beautiful tower in Tel Aviv before it was even built, is a once in a lifetime opportunity to live at Tel Aviv's most prestigious address and enjoy the most incredible views in all of the city."

Consisting of a total of 141 residences, the building's first 20 floors each have five homes, and floors 20 through 37 house four apartments ranging from one-bedrooms with studies through four-bedroom homes. Layouts are flexible, and can be easily combined.

Meier-on-Rothschild offers three newly released expansive three to four-bedroom penthouses on floors 38 through 42, including The Royal Penthouse, a 7,833 s/f estate on the 40th floor offered at \$23.95 million; The Rothschild Summit, a 6,520 s/f townhouse on the 41st and 42nd floors offered at \$39.95 million; and The Palace in the Sky, a seven-bedroom, 15,257 s/f duplex offered at \$48.97 million.

From private gyms, to in-home cinemas and saunas, the penthouse homes take luxury to a whole new level. All penthouses are accessed by private elevators and feature soaring 20-foot ceilings, private swimming pools, master baths with Jacuzzis, generous outdoor terraces, and breath taking 360-degree views of the Mediterranean Sea, Ancient Jaffa and the Judean Hills.

Rising 590 feet, the modernist white and transparent tower will put Richard Meier's signature on the Tel Aviv skyline. Known as "The White City," Tel Aviv's architectural vernacular is strongly influenced by the 1930s Bauhaus-style, characterized by functionality and minimalism. Meier-on-Rothschild is a fresh interpretation of this idea, featuring white aluminum shades as the building's unique siding and extra clear, transparent glass.

The spacious and beautiful apartments are designed with pioneering innovations and the highest quality of materials and level of craftsmanship. Homes feature smooth polished Jet Mist stone flooring and oak parquet flooring in the bedrooms and living rooms, and high ceilings over nine feet. Gourmet kitchens are by Poggenpohl, Boffi and Bulthaup, with a choice of white Corian integrated

sinks and seamless countertops or white Caesarstone countertops. Carrara Marble, specially imported from Italy, is used in the powder rooms and bathrooms with Dornbracht or Grohe accessories and acrylic Duravit bathtubs.

The amenity-laden six-level tower is complete with underground parking, individual storage rooms, concierge services, a private wine cellar (allowing residents to create their own wine collections and store them in optimal environmental conditions), a lavish lounge, and a luxurious spa with floatation pool, relaxation lounge and Finnish sauna, in addition to a fully-equipped gym for individual and group workouts and a semi-Olympic swimming pool - one of the largest residential pools in Israel. The building has been awarded with the American Green Standard for its environmentally-friendly construction, and the tower is complete with smart home systems for increased efficiency and comfort.

Meier-On-Rothschild is situated in a prominent location with the Mediterranean Sea to the west, and within walking distance of the beach, the incredible neighborhoods of Neve Tzedek and Nachalat Binyamin and many of Israel's top cultural and culinary destinations.