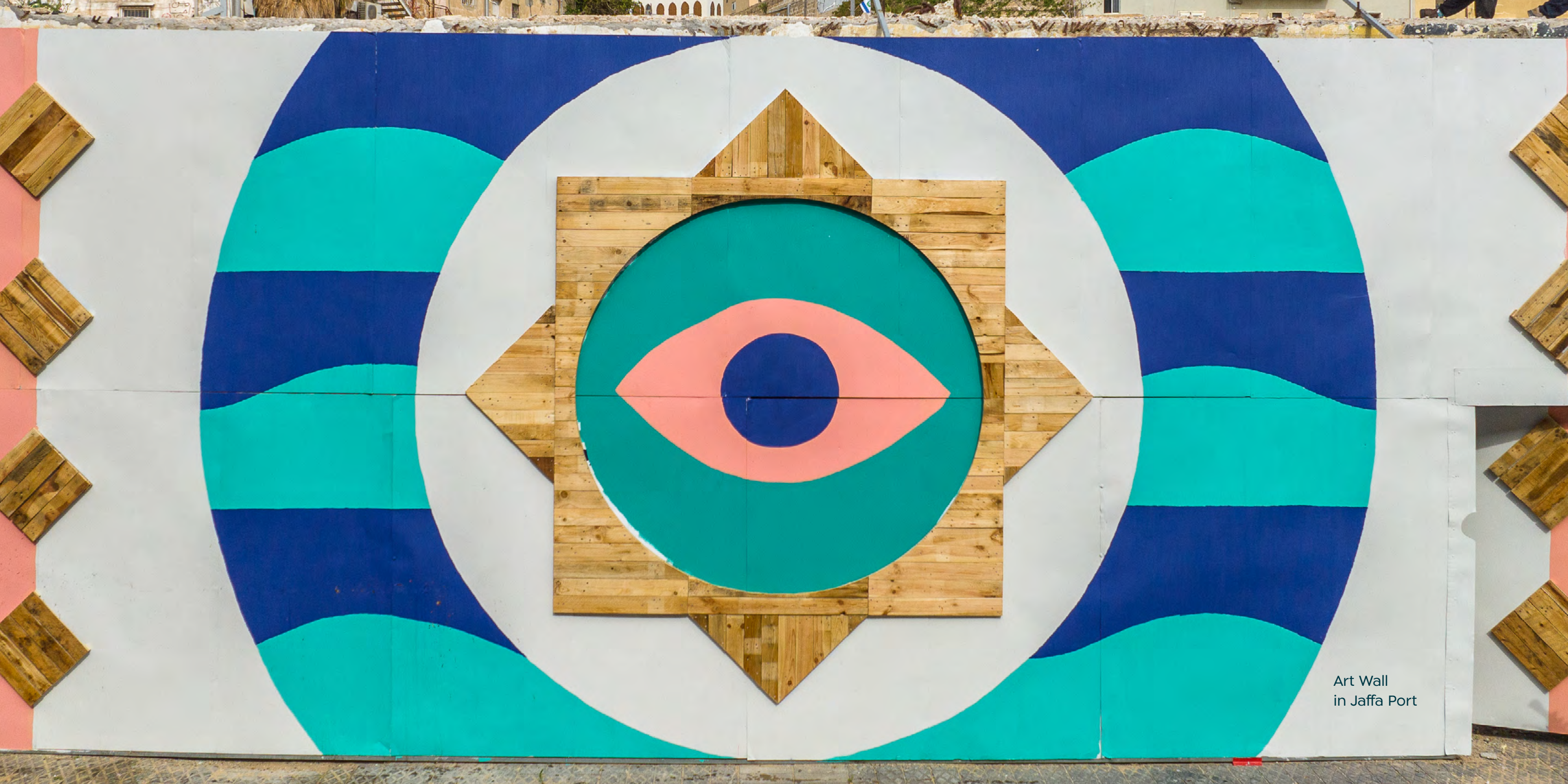




OUR IMPACT IN REALITY



Art Wall
in Jaffa Port

2023 Summary

This past year we've continued to endeavor for the creation of a new and improved reality that will facilitate a win-win-win for everyone involved: municipal authorities, developers, and local communities. We've continued to develop inspiring spaces that combine content with a social and environmental perspective.

Our focus this past year has been on the transition from short term to long term: from in-depth work on the properties during the planning stage, to assimilating our insight and the up-to-date data from the field in the actual design. We've engaged in many municipal issues: community, sustainability, craft, art and creation, night life, and resilience in times of emergency.

We've organized

382
events

in **6**
conferences

attended
over by **140,000**
participants

We've held

10 projects

participated
by **4** different
authorities **6** mayors and
senior officials
visited our properties

We've led

5 field
studies

We've
taken part
in **2** professional
conferences

We've initiated

over **40** initiatives as an
organization
and as individuals

allocated for
civil purposes
during the war **3,718** sqm

We've received
coverage

over **55** News articles and items
in national media, radio, newspaper columns, and journals



Assimilation in Future Design

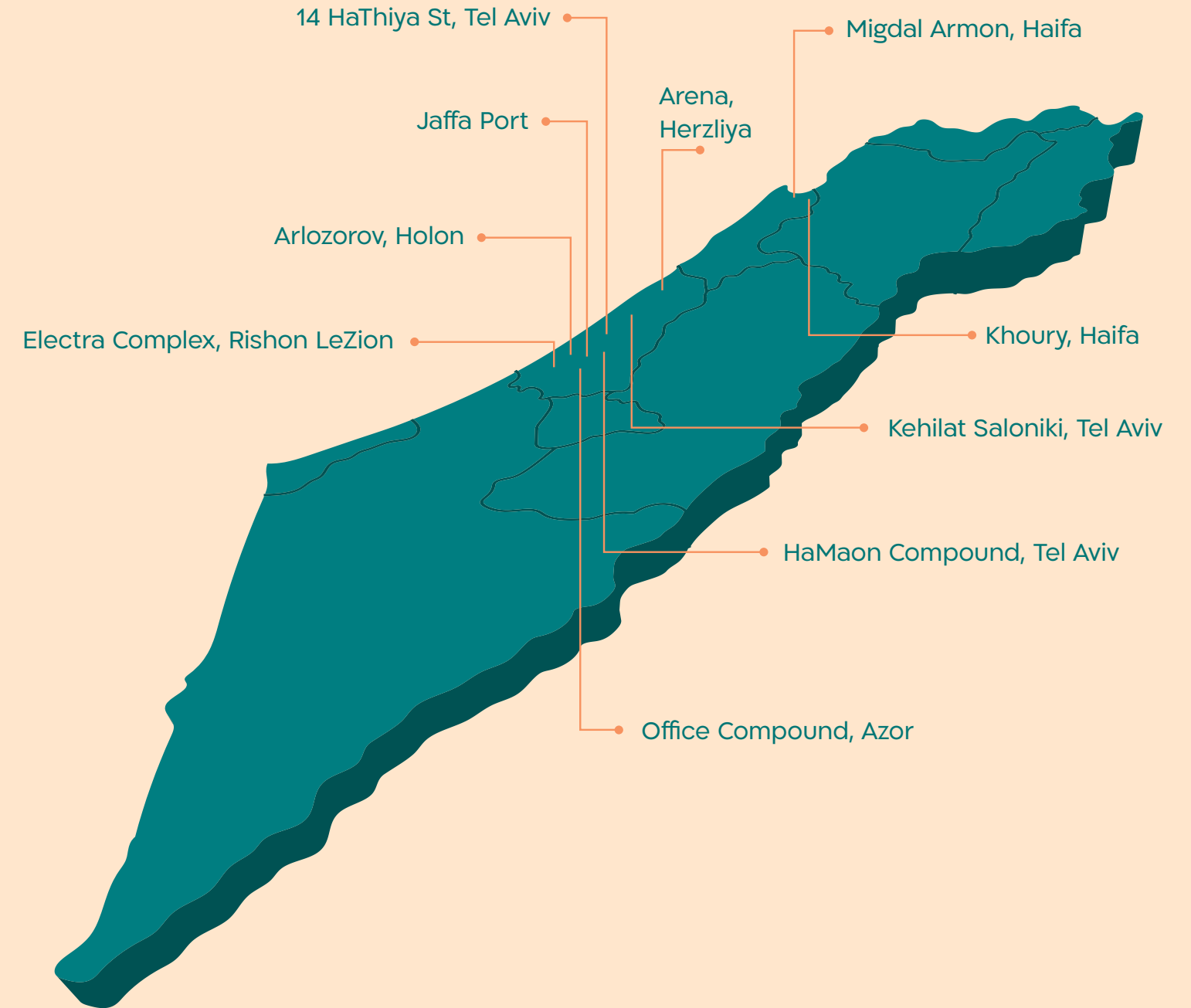
Over the years, we have endeavored to connect our properties to urban services in need of a base of operations. With time, our presence in the field, and the studies we conduct, we've realized that the

knowledge we've compiled is current, first-rate and local, and accurately and directly reflects actual needs. This knowledge has opened up a world of insight and understanding about the areas we design. Consequently, we've established an innovative and comprehensive approach that addresses the social and environmental aspects of the design we're promoting; we take care to integrate and assimilate our insight and knowledge into our design processes, ensuring a professional design that is sensitive to urban and environmental needs.

Interim uses

We believe in our ability to positively impact a space immediately. We employ various creative solutions to enliven urban spaces, connecting between needs, initiatives, and public benefits.

Our activity is based on the common value that can be created for all those involved in the space: municipal authorities, communities, residents, business owners, and developers.



01 Community

Wherever we go, we connect with people: with communities, business owners, social entrepreneurs, and significant stakeholders in the field. We make sure to learn from them about community needs and urban aspirations for the space, and invest our resources in developing creative and relevant solutions.





84 Arlozorov, Holon

For many years, the old structure on 84 Arlozorov Street housed the Avoda Party's Holon branch. Following its purchase, we worked to improve and develop it as a mixed-use compound in the heart of the city.

In collaboration with Holon Municipality, we identified an urban need for a parenting and family center, and the opportunity to give it an immediate home.

We renovated and designed the structure, and together with Holon Municipality turned it into an attractive and accessible center that provides warm and professional treatment for families and education staff in Holon.

The Fa-ME-ly Urban Center was launched in a special ceremony on Family Day, attended by Holon's Mayor and Municipal CEO.

During the year we have conducted a professional tour for group employees in the Fa-ME-ly Center and have met with the Urban Engineer and the Community Division Director.

In its first year, the Center conducted **358 diverse activities for parents and education staff, attended by 20,876 Holon residents!**

For the event
clip click here:



Electra Complex, Rishon LeZion

Electra Consumer Product's air-conditioner factory is located in a 55,000 sqm complex in West Rishon LeZion. This past year, besides promoting the future plan, we have strengthened our relationship and collaboration with the local municipality and other entities.

Our collaboration with the **Rishon LeZion Foundation** has led to the establishment of **A Step Forward** - a unique 600-sqm day center for people with disabilities aged 21-45.

A Step Forward works to educate and rehabilitate children and adults with Cerebral Palsy and motor disability. From July onwards, they can enjoy the art and crafts rooms, computer room, treatment rooms, pleasant spaces, and a caring and dedicated team that turns this structure into a home where they can get assistance and rehabilitate.



Electra Complex
Mixed use



Arena Herzeliya

The Arena complex in Herzliya has positioned itself this past year as a hosting and developing space for community, social, and cultural activities with a significant value for various Israeli publics.

Arena is home to 7 social organizations and associations, and also hosts community initiatives. 87 open public events were held in Arena throughout the year, drawing over 35,000 participants.



Affiliations with Associations and Organizations

Our link to the field

We maintain regular contact with organizations and associations that work in a variety of fields: environment, community, education, art, treatment and wellbeing, planning and design.

This past year, we have engaged in **24 meaningful and professional collaborations**: from property rentals to joint productions.



02

Sustainable Value Add

Environmental planning that takes future challenges into consideration is vital for protecting our planet and for ensuring an excellent quality of life in the environments in which we plan and operate.

This past year we have focused on deepening our professional knowledge of holistic and sustainable planning, as part of an overall vision we are developing, that of sustainable value add.



Sustainable value add

Sustainable Value add

- We have studied aspects of sustainable planning and green building with the **Israeli Green Building Council**
- The **Office compound** in Azor has successfully undergone the Neighborhood 360 survey, examining aspects of sustainability, environment, and quality of life in neighborhood development.



Arena Challenge

This year we have held the Arena Challenge Conference, in collaboration with **Herzliya's HiCity innovation center** and **the NetZero incubator**, to identify, expose, and promote technologies and solutions for environmental and climate challenges.

The pinnacle of the event was a contest **between 20 brilliant and inspiring climate-tech startups**, which were chosen to suggest solutions for significant challenges.

The winning company had received \$25,000 as funding for a pilot, in which the Arena complex will be the beta site for assimilating a technology that converts waste to energy.

The event also included practical-academic discussions in panels, lectures, and round tables.

Partners who collaborated in the event included: **Coastal Authorities Forum, Better Copenhagen, Mizrahi Tefahot**, real estate investors, academic institutes, tech incubators, and commercial companies. The conference had drawn considerable interest and participants from various fields: local municipalities, entrepreneurs from the local high-tech community, directors from construction, real estate, and communications companies, and foreign guests.



03

Art & Design

Art and culture have the power to drive urban transformation. Real estate and art are interwoven in a tapestry that can enliven neighborhoods, communities, and cities. By virtue of this understanding, our projects are platforms for supporting Israeli cultural events and artists all around the country.





Art & Design Promoting art

College of Management

How to plan a public space to best suit the needs of the population for which it is intended?

As part of planning the Art Quarter project in West Rishon LeZion, we have initiated a unique collaboration with students from the College of Management's School of Design and Innovation.

Students were given the opportunity to influence the early stages of planning, and to suggest to us and to the project's architects various innovative and creative solutions for developing the Quarter,

based on the needs of the local community and future users.

We have focused on the need to create a mixed-use complex, ensuring ongoing activity during business hours as well as leisure time.

Twenty students have had the chance to experience the industry and the field, and we had the honor of receiving the creative and relevant ideas of the next generation of designers.

The products were presented in the course completion ceremony, attended by representatives of Rishon LeZion Municipality.



Art & Design Promoting art

Art and Culture Events at Arena

Arena hosted 2 international exhibitions - Water World and the works of Keith Haring - together drawing over **100,000 visitors**.

At **INTU**, a space operated by us at the Arena complex, **some 140 diverse art and culture events** were held this past year, attended by over **15,000** visitors.



Support for Carnival Exhibition

We had supported talented artist Niv Tishbi, allowing him to work in the 14 Tehiya Studio free of charge, for the 3 months of preparations for his Carnival Exhibition.



Lobby design at 8 Abba Eban St, Herzliya

The entrance lobby and elevators of both buildings were decorated with magnificent artworks by artist Idan Cohen, injecting new energy and interest for visitors.





Jaffa Port

We strive to positively influence the public spaces in which we operate.

The Jaffa Port Art Wall is a shared community creation, created in collaboration with some of the Port's various stakeholders, to strengthen local identity. This joint creation of an artistic landmark allows visitors to experience a pleasant and inspiring street as part of the safe and inviting public space of the Port.

Non-profit organization **Outbox**, artist **PESH** and **Studio MOLET** have created a colorful mosaic inspired by the Port's characteristics. We have invited **over 100 children and youths** from local schools and the staff of **Na Laga'at** Center to participate in creating the wall and in designing its recycled wood surfaces.

The Art Wall was launched on Earth Day, in a ceremony that consisted of an interactive family fair, in collaboration with the **Jaffa Port Administration**.

For the event clip click here:



14 HaThiya, Jaffa

The structure on 14 HaThiya Street in North Jaffa was constructed in the 1960s as an industrial structure. Over the years it had become home to various businesses: traditional workshops, artists, and startup companies that together created a unique mix of uses.

In light of its nature and urban significance, we had promoted a future plan that will preserve the structure and its mix of uses, so that it will be handed over to the local authority, and integrated into the future neighborhood that will be built around it.

This past year, we have continued to promote the creation of an active resident community in the structure, have supported businesses and strengthened the financial ties between them, have held community events and open workshops.

We have also started the process of handing ownership over to local authorities, and have hosted the Mayor and the leading team.

We would also like to introduce **Dasha Ilyashenko** – our new community facilitator, who is working with us to turn 14 HaThiya to a vibrant creative hub, and to expose it to the public through monthly newsletters, tours, and creative collaborations.



14 HaThiya

Craft and Creation Space

Follow us on
Instagram:





Workshops and Craft at HaThiya

In the first month of the war we had realized the need for gatherings and social engagements that will constitute some form of routine. While everything was silent and the darkness grew, we had held 8 creative workshops in the **KakdelArt** space, and invited local residents and neighbors to participate free of charge.

We supported our artists **Hagar Cygler** and **Shiri Cna'ani**, who had initiated the **Good Stitch** project - knitting circles in hotels for women who have been evacuated from home. We had held a large fund-raising workshop, and allocated a space for them as a logistic center for their project.

We had created From Writing to Revival: 3 sessions of therapeutic intuitive writing on the subject of revival, led by **Dana Lerer**.

Written products were printed by 14 HaThiya residents **Galor Digital**, and are being turned into a three-dimensional inspiring installation by artist **Danielle Mano-Bella**. Her creation will first be installed at 14 HaThiya, and will later be moved to one of Israel's southern communities along with our wish to return to life, safety, and revival.



New Center for Artist Community KakdelArt



KakdelArt is a platform for integrating artists in the Israeli art scene. At the heart of the community are Russian-speaking artists who have immigrated to Israel in recent years.

KakdelArt's purpose is to provide opportunities: work spaces, opportunities to present and sell artwork, career development through courses and workshops, and most of all links to other

artists and cultural institutions. This is a platform that believes in the power of community, shared creation and collaboration, mixing cultures, and artistic experimentation.

KakdelArt's unique community has set its new center in Studio 212 at 14 HaThiya, and has seamlessly integrated into its fabric.

KakdelArt's director and founder is Dasha Ilyashenko, who also manages the 14 HaThiya community:

"I was searching for a place that will serve as a hub for creative thinking and artistic experimentation. When the opportunity for our own space at 14 HaThiya presented itself, I was on it! The studio met all our needs: central location in the south of the city, proximity to other creators and opportunities for collaboration, excellent relations with Reality Group and their willingness to support our initiatives. And as a bonus - lots of free materials to create with: cardboard, paper, and wood that the local workshops throw out.

In just six months, we have 5 resident artists who regularly work in the studio, we have hosted 2 festivals and dozens of art workshops, shows, and other events. And this is just the beginning!"



04

Night Life

Night life culture is a prominent hallmark of Tel Aviv, drawing to it tourists and communities of music, art and different cultures, and creating a unique identity. In recent years, the development of cities in Israel and worldwide has been threatening night life culture, by changing the locations in which it exists.

Night life is under threat of extinction due to strict regulations and accelerated urban development, which are pushing night life out. We have led a comprehensive research, assimilated it in our plans, and promoted night-time activities in our properties.



Night Life Research

We are aware of night-life culture's need to find unique locations in which to operate. Many of the properties we own are suitable for that purpose, and can be used for night-time activities.

At the same time, we are aware of the local authority's wish to provide a municipal solution for night-life culture as part of the future plan, ensuring its survival alongside urban renewal processes.

We had conducted an in-depth research of the subject, to understand the needs and issues concerning night life in terms of planning, licensing, and the various environmental aspects night life is facing.

The research was led by **Ori Ginosar** - urban planner and active entrepreneur in Israeli night life, and was presented to various Tel Aviv Municipality teams - planning teams, Strategic Planning Unit, and Business Licensing Department.



HaMaon Compound, Tel Aviv

The planning area surrounding HaMaon Street is intended to house a central Metro station that will become a significant urban space. We have conducted studies that include in-depth acquaintance with the property's environs, mapping of the major stakeholders and their needs, and learning the municipal policy for the area's development.

We have cross-referenced the data, and along with our study of planning and environmental aspect of night life, we have integrated the conclusions of both studies in our planning, while providing solutions for the local authority's needs and creatively addressing underground spaces.

In addition to providing a solution for urban night life, the suggested plan also provides solutions for other needs that arose from the field: the local authority's desire to preserve some of the workshops that are rapidly disappearing from south Tel Aviv; open spaces and community uses required due to the proximity to Florentin neighborhood; and development of the future Metro station.





Armon, Haifa

Migdal Armon is located in the historic heart of Haifa. Since its construction, the tower's 18 floors have been almost completely vacant. Our study about the city's needs and center had shown that the value add process must include a change in public perception about the tower, must draw in new audiences as both residents and visitors, and must connect the structure to its surroundings.

This past year, the building has been filling up with new renters, while the renovation of the main public spaces and retail spaces is very nearly finished.

Our desire to expand both the variety of services and the operating hours of the building has led us to reopen the 18th floor as a unique space for urban parties, overlooking the Carmel mountain and the coast.

Night events have resumed in late 2023, drawing in over 1,500 participants. The cultural magnet drew a new audience to the building, enriching Hadar neighborhood and positioning it as a vital, active, and vibrant urban center.

05 Field Studies

A central role of the team's activity is studying the field, gaining in-depth knowledge of the spaces in which we operate. For that purpose we have conducted professional field studies that unveil up-to-date knowledge about the properties' environs and local stakeholders.



Kehilat Saloniki, Tel Aviv

The study examined the property's environs and the area's demographic makeup, including interviews with residents and urban representatives.

For example, we found the Neot Afeka has a large old-age population, while nearby neighborhoods have a high rate of children.

Fieldwork raises the need for developing cultural institutions and offerings in the area, side by side with increasing the supply of apartments for young families.

The study recommended integrating into the future plan aspects of multi-generational planning, development of culture and night life, and establishing a health and wellness center for local residents.

Khoury, Haifa

A demand study and independent field studies we have conducted revealed that the Khoury project is located at a number of Haifa's urban convergence points: at the meeting point of two old neighborhoods, filled with history and culture - Wadi Nisnas and Hadar; on the slopes of the Carmel mountain, with urban views of the sea and the bay; and on the main staircase axis connecting the Carmel with downtown Haifa.

This location enables a confluence of cultures, uses, and meetings. The plan we are promoting takes into account the project's role in the urban space - both in terms of the programs for residential and public buildings, and in terms of planning the project's intersection with the street, the stair routes, and the public spaces.



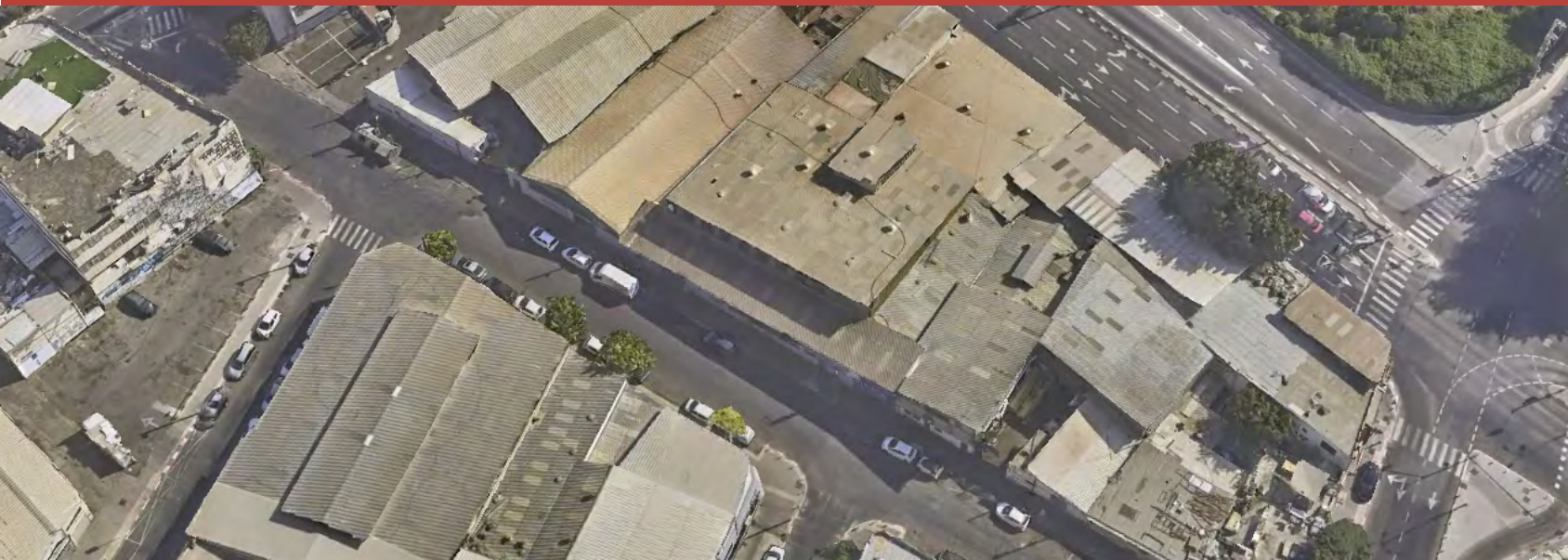
HaPatish, Tel Aviv

HaPatish Street, near Kiryat HaMelacha, is at the heart of a productive and creative neighborhood, full of studios for unique local industry and art.

The purpose of the field study was to understand how our project can provide what is missing and required for those living and working in the area, while accurately emphasizing the area's strengths and maintaining its character.

Our findings have pointed to several major needs: spaces for meeting and taking a break, good-quality dining, night-time activity, spaces for craft and creation, and spaces for the presentation and sale of art.

These solutions will significantly complement local needs and municipal policy.



North Jaffa

North Jaffa is a rapidly-developing area, and is the location of many of our projects.

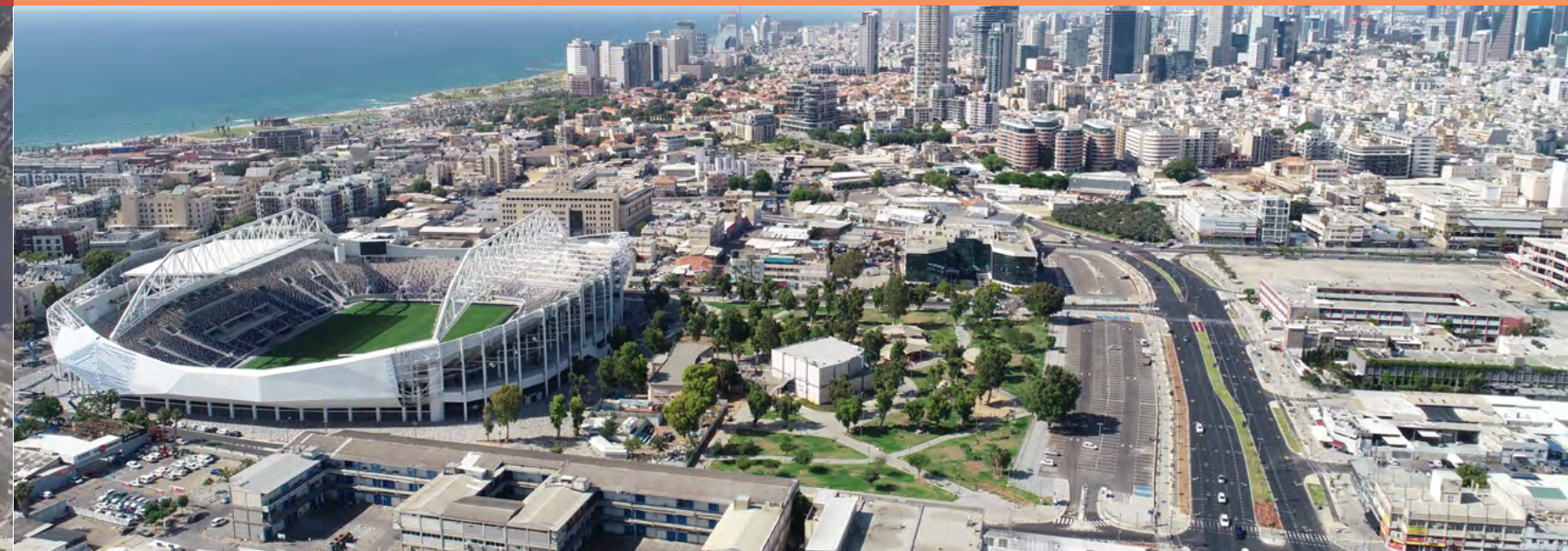
We have a responsibility to learn and study the issues that concern the local residents, business owners, and municipal institutions that make up the area. In the past year we have met with representatives of culture and community institutions, with businesses and residents, and have mapped their needs and aspirations.

We have discovered that many families wish to remain in the area, but the education and afternoon activity options in the area are few. Therefore, besides formal education institutions, the area also strives for

complementary education, and spaces for activities and afternoon courses.

We have realized that there is a need and desire for work and workshop spaces, such as studios for creation and art, recording and rehearsal studios, and multi-disciplinary spaces. There is also a distinct culinary need: restaurants, bakeries, fast-food chains, cafes, and neighborhood bars.

We are working to integrate the needs we have identified in our future plans, as well as in our plans for the near future, thus immediately influencing the development and value add of North Jaffa.



06

Impact in Emergency

When the war broke out, the Group's employees joined the civil effort to support the home front



We've dedicated **3,718** sqm **For home front needs in wartime**

We've led over **40** **Initiatives as an organization and as individuals**



→ The Arena team has opened their gates and has dedicated its efforts, in collaboration with local groups of volunteers, to the establishment and operation of emergency services and spaces for those evacuated from the north and the south.

Over 3,218 sqm of the Arena complex was dedicated to hosting evacuated families and schools, to holding markets for the sale of agricultural produce, to "stores" for collecting and distributing equipment and clothes for those away from home, as well as to other initiatives that contributed to the civil effort.

→ The Group had allocated the vacant apartments it owns to house families that were evacuated from the south.

→ In 14 HaThiya, we have held craft and art workshops, facilitating a safe space for gatherings, and have supported the artists in that difficult time. As educational institutions were closed, we have established a work space for parents while holding creative workshops for the children, and have supported the initiatives of HaThiya residents.



07

More from the Past Year



More from the past year Rom program

Rom Program

With Bar Ilan University

Supporting the education, learning and excellence of the professionals who will lead the field in the future is essential to our industry. This commitment has led us to collaborate with Bar Ilan University for the training of students in real estate management and land appraisal, and for promoting progress and creativity in designing urban spaces.

We also support the promotion of academic research, which contribute to establishing knowledge and resilience in an ever-changing world.

Total **55** students in each class

Scholarships for about **15** students based on socioeconomic factors





More from the past year Planners Association conference



איגוד המתכננים בישראל
ISRAEL PLANNERS ASSOCIATION
رابطه المخططين في اسرائيل

Annual Planners Association Conference

Session on interim uses of urban properties

As well-established leaders of interim uses of vacant properties, we saw fit to discuss the issue from a planning perspective with the Israeli planners community, creating a discourse between colleagues along with many decision makers from the various municipalities.

We had constructed and led a session concerning properties located in old urban areas, with proprietary, financial, legal, and social complexities, which leave them standing vacant and desolate.

In most cases, these structures' original designation no longer meets current urban needs, and so they remain as white elephants - a wound in the heart of the urban fabric.

The session delved into the urban hazard of abandoned properties, the opportunities and benefits of putting them to use alongside the challenges and difficulties it entails, gave rise to operative ideas that can be utilized, and highlighted the importance of creating multi-disciplinary partnerships to cope with the issue.

Panel Participants:

Architect Aviad Mor	Holon Municipality Engineer
Tamir Arbiv, PhD	Senior researcher in Geocartography
Tali Rachmian	Planning Director, Nahariya Municipality
Milana Gitzin-Adiram	Zumu Executive Director
Avishay Kimeldorf	Partner & Chief of Project Management, Reality Group
Aviv Negbi	Impact Department Manager, Reality Group

Impact in the Media

This past year, we have established a team that distributes our activity in the local, national, and international spheres!

55 articles have exposed Reality's impact in newspapers, trade journals, radio and television, not to mention the dozens of posts on Reality Group's new Facebook page.

Reality Group is reaching out to help heal war victims and evacuees

"...The Group is inviting residents of the Gaza Envelope, evacuees from the north and south, soldiers, and whoever feels the need, to Arena Herzliya, for free professional treatments by the Yuri Shtern Holistic Center.

Providing the treatments free of cost is the initiative of Advot Fund - the philanthropic fund established by the families of Reality Group founders. The Fund supports making holistic medicine accessible to every person in Israel, while assimilating it in the healthcare system and in public medicine..."

כלכליסט

Getting acclimated: the special conference will present technological solutions for preparing to climate challenges

"...on September 11-12, Reality Group and Herzliya Municipality's Innovation Center will hold the Arena Challenge Conference at Arena Herzliya - an international summit that includes a conference and an exhibition of tech solutions to help prepare for climate challenges..."the healthcare system and in public medicine..."

מעריב
on-line



TimeOut
תל אביב

14 HaThiya is an industrial structure that was built in the early 1960s. Reality Group, who currently owns it, is developing it as a space for craft and art, while preserving its unique uses: dozens of diverse businesses, traditional alongside cutting-edge workshops, artist studios and tech industries. This place creates a unique fabric, an amalgamation of old and new, industrial urbanism and art..."

Wrapped in love!
The farmers market for farmers from the north and the south is underway!
This Friday, we will be waiting for at Arena complex with fresh and excellent agricultural produce. The market will open at 9AM and will offer a wide range of first-rate Israeli produce. See you on Friday at the market!



Writing workshop under the war's influence

"...Real estate fund Reality Group has initiated a project that combines writing, plastic art, and good will. The workshop is intended for anyone who wants to process their feelings into text. Citizens directly affected by the war are also invited, and will be given the opportunity to share their personal stories. The workshop will be directed by Dana Lerer, who specializes in therapy through writing. The texts created in the workshop will be made into an installation by artist Danielle Mano-Bella, who will turn the printed texts into a three-dimensional sculpture. The sculpture will later be sent as a present to one of the southern towns..."

y net
יריבוט ארדיונות



Voices of support
With Liat Bartov Sadeh 10/25/2023

כנסת

For our Facebook page click here:



Turning potential into



@REALITY GROUP