

Tel Aviv Port Public Space Regeneration

By Mayslits Kassif Architects



Situated on one of Israel's most breathtaking waterfronts, the Tel Aviv Port was plagued with neglect since 1965, when its primary use as an operational docking port was abandoned. The recently completed public space development project by Mayslits Kassif Architects managed to restore this unique part of the city, and turn it into a prominent, vivacious urban landmark.

The architects viewed the project as a unique opportunity to construct a public space which challenges the common contrast between private and public development, and suggests a new agenda of hospitality for collective open spaces.

The design introduces an extensive undulating, non-hierarchical surface, that acts both as a reflection of the mythological dunes on which the port was built, and as an open invitation to free interpretations and unstructured activities. Various public, political and social initiatives are now drawn to this unique urban platform, indicating the project's success in reinventing the port as a vibrant public sphere.

More information can be viewed at the recently published online article:

<http://www.dezeen.com/2008/11/17/tel-aviv-port-by-mayslits-kassif-architects/>





The undulating surface as a receptive and flexible environment, offering a variety of ways to experience space



The GRC elements designed for a variety of sitting positions



The Parking Park as a multipurpose surface

**Tel Aviv Port /
Public Space Regeneration**

Location: Tel Aviv, Israel

Program: Design and Strategy for Tel Aviv Port's public spaces

Architects: Mayslits Kassif Architects

Client: Marine Trust Ltd

Award: 2007 Israeli Design Award for the best Urban Architectural Project in Israel

2008 Rechter Award by the Israeli Ministry of Culture

Status: Complete - 2008

Budget: 4,000,000 E

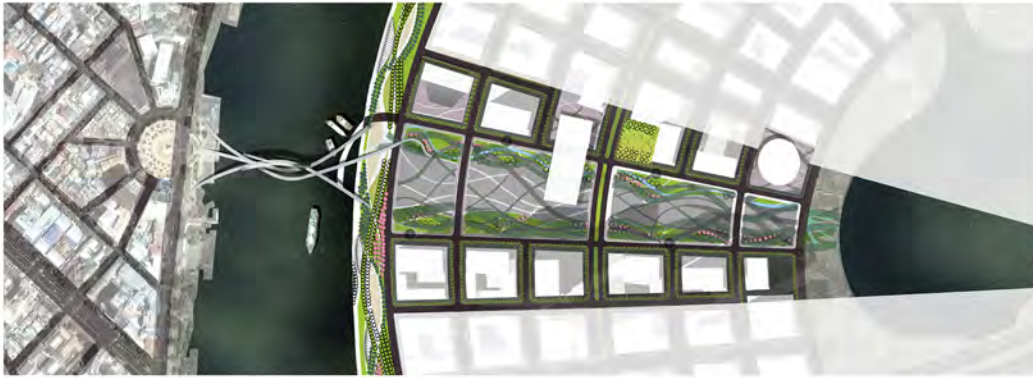
Site Area: 55,000 sqm

Design Team: Ganit Mayslits Kassif, Udi Kassif, Oren Ben Avraham, Michal Ilan and Maor Roytman

Photographers: Albi Serfaty, Tamar Navon, Galia Kronfeld

Thu Thiem New Urban Area

by Mayslits Kassif Architects



The Thu Thiem New Urban Area Competition was initiated in order to focus on proposals for the most significant public space within the new Thu Thiem grand development plan.

Designated to become the largest place for public gatherings in Vietnam, the HCMC Plaza is designed to allow for a flowing movement and informal interactions, making it possible for a large variety of activities to occur simultaneously.

As a central feature, the scheme offers to establish *The Vietnam Gallery Cultural Center* - a significant structure which hovers above the plaza. Suggesting an upper level extension for the plaza, the gallery creates a grand elevated urban terrace, available to every person, while allowing an uninterrupted free flow on ground level.

Along the waterfront, the design proposes the creation of *The Woodland Park*. Implemented in the design are illuminated pavilions for various public activities, creating new spectacular waterfront views from the historic city of HCMC.



The *Vietnam Gallery Cultural Center* as an urban terrace hovering above the HCMC Plaza



The *Woodland Park* along the east bank of the Saigon River as a new image of the city

Thu Thiem New Urban Area

Location: Thu Thiem, HCMC, Vietnam

Program: Public spaces within the new Thu Thiem master plan, including the Central Plaza, the Waterfront Park and the Saigon River Pedestrian Bridge

Architects: Mayslits Kassif Architects

Client: The Thu Thiem Urban Area Investment and Construction Authority

Status: Competition Entry

Site Area: 25 hectare

Design Team: Ganit Mayslits Kassif, Udi Kassif, Maor Roytman, Anna Shapira, Ofri Gilan, Tom Sperber and Yaniv Lenman

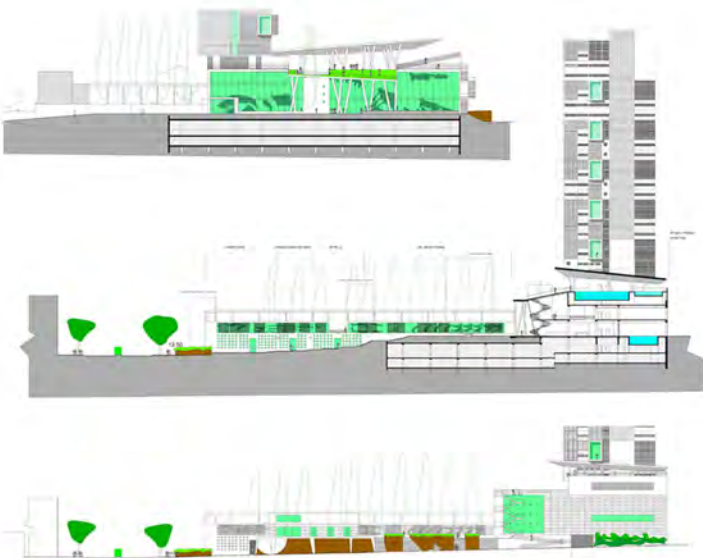
The Remez Arlozorov Community Centre by Mayslits Kassif Architects



The Remez Arlozorov Community Center was the winning entry of a major public competition held in 1997, by the Tel Aviv Municipality.

The first built building, out of the five building in the complex, is the children education wing. The 120m long horizontal, white structure of the building is juxtaposed with the lightly sloped site, enabling differentiation of scale and a series of terraced spaces along the long building.

Built in a very tight site the kindergartens are built on three levels and offer an urban version of the familiar childcare programmes, creating a playful series of spaces. A unique woven timber textile separates the public space from the children's realm, creating a unique light filter and playful articulation of horizontality and linearity.



The Remez Arlozorov Community Centre

Location: Arlozorov st., Tel Aviv, Israel

Program: Kindergarten cluster, Daycare complex and social welfare center

Architects: Mayslits Kassif Architects

Client: The Tel Aviv Foundation

Status: Under Construction.
Due to completion on May 2009

Budget: 4,000,000 E

Site Area: 6,000 sqm

Design Team: Ganit Mayslits Kassif,
Udi Kassif; Project Architect: Maor
Roytman

Mayslits Kassif Architects



Mayslits Kassif Architects was founded in Tel Aviv in 1994, by Ganit Mayslits Kassif and Udi Kassif. Since its inception the practice has been involved in a variety of projects in the fields of urban planning, public buildings, housing and retail, with a particular focus on the combination between landscape and urbanism.

Since 1997 Mayslits Kassif Architects has won several prestigious public competitions, such as the Remez-Arlozorov Cultural Center in Tel Aviv, the regeneration of the Ashdod City Center and the redevelopment of the Tel Aviv Port public spaces.

Mayslits Kassif Architects' design for the Tel Aviv Port development project won the firm the 2007 Israeli Design Award for the best Urban Architectural Project in Israel, and the prestigious 2008 Rechter Award by the Israeli Ministry of Culture.

For more information visit: www.mkarchitects.com

Ganit Mayslits Kassif founded Mayslits Kassif Architects together with Udi Kassif in 1994. She obtained her Diploma in Architecture (with honors) from the University of Westminster in London in 1990 and, ensuing that, for the following four years lead a Diploma Unit at the Bartlett School of Architecture, UCL. On 1994 she moved to Tel Aviv to establish Mayslits Kassif Architects.

As a Director of Mayslits Kassif she combines research and practice together with her main interest concerning architecture as an agent of urban and environmental transformation. Her approach to the practice of architecture is innovative and strategic, viewing each project as a highly potential challenge from both the environmental, cultural and economic aspects. Ganit combines far reaching design concepts together with a 'down to earth' sensibility - a combination which is responsible for many of the practice's distinctive projects.

Alongside the practice she writes, lectures and is frequently interviewed by the media with regard to the built environment.

Udi Kassif founded Mayslits Kassif Architects. In 1994, following a six years period in London, in which he graduated from the AA School of Architecture and worked for John Pawson.

During this last decade he has guided the practice into winning a number of major architectural competitions in a diverse range of projects, including residential and public buildings, as well as urban regeneration projects. As the practice director he combines innovative thinking, a strong pragmatic sense and unique management skills, a combination that enables the practice to realize its unique projects.

Under his leadership, through his lectures, and public initiatives Mayslits Kassif Architects has become a leading voice in the Israeli architectural scene, involved in a variety of distinctive projects in Israel and worldwide.

