

BREATH IN
THE AIR,
ENJOY THE
FREEDOM

THE COMPANY



BRIGA was established in 1979 as a family business and to this day the company is run by the BRIGA family. The company has always been guided by uncompromising principles to provide all its clients with personal, select service, and state-of-the-art design solutions from the initial stage of the project to actual delivery.

BRIGA has maintained an excellent reputation from the outset, due to excellent interpersonal relationships with clients and to dependable construction of the highest level. We are committed, honest, and always available to our clients. BRIGA is unique given that all stages of construction - planning, execution, marketing, finance, and all legal matters are handled and managed under one roof.

BRIGA offers all clients individual, dedicated, and comprehensive guidance by talented professionals, providing an exceptional experience that not many homebuyers can boast of experiencing.



DEAR RESIDENTS



We are proud to introduce you to BRIGA TOWERS, BRIGA's most recent flagship project. The project consists of two stunning hi-rise luxury towers each with two exclusive penthouses designed with refined taste and using leading international brands of the highest quality. The views overlooking the Mediterranean take your breath away; you feel as if you were living in a Mansion in the Sky!

At BRIGA there is no room for compromise; every building we build is the result of incomparable execution. We choose our locations meticulously, plan spacious apartments with spectacular views, and offer stunning public designated areas/ amenities such as gyms, spas, swimming pools, and recreational spaces. Our design approach aims for minimalist elegance infused with inspirational elements so clients can create the perfect space suitable to them as per their needs and bespoke specifications.

Hila Felz,
Chief Marketing Officer, Briga.

“ IN THE END,
WE ONLY REGRET
THE CHANCES
WE DIDN'T TAKE ”

Lewis Carroll, Author of Alice in Wonderland



BRIGA TOWERS

BRIGA TOWERS, located in the Sharon Central District, features two luxury towers comprised of 34 floors each and within just 300 meters of walking distance to the Mediterranean coastline. This exclusive hi-rise complex offers an Olympic size swimming pool, a bar, a sauna, volleyball and tennis courts, sunshades, a private synagogue, and a children playroom. A magnificent promenade connects the two towers and allows residents to reach Poleg Beach within a few minutes.

BRIGA TOWERS offers a new concept in luxury residential living that offers maximum convenience, prestigious amenities, and breathtaking views of the Mediterranean.



LOCATION & LIFESTYLE

BRIGA Towers includes two stunning towers each comprising 34 stories. The towers, built on 8 dunams each, are ideally located on Netanya's coastline, west of the city itself and between two nature reserves: the famed Iris Reserve to the north, and the Poleg Shore Reserve to the south.

When you choose the BRIGA lifestyle for you and your family you choose a high-end living experience, where all that you need is available to you. BRIGA Towers are only a 3-mins walk from the beach and only a 5-mins walk from Ir Yamim's Piano Center where trendy boutiques, great restaurants, and the exquisite Dudu Outmezgine patisserie are all located. A quick 12-mins drive from the towers and you can enjoy a peaceful afternoon at the Udim Lake or an invigorating Saturday morning hike.

An aerial photograph of a coastal city, likely Dubai, showing a dense cluster of modern high-rise apartment buildings. The buildings are situated on a peninsula or coastal strip, with a sandy beach and the ocean to the left. The sky is clear and blue. The text is overlaid on the left side of the image.

“ THE BEST WAY
TO PREDICT
YOUR FUTURE
IS TO CREATE IT,”

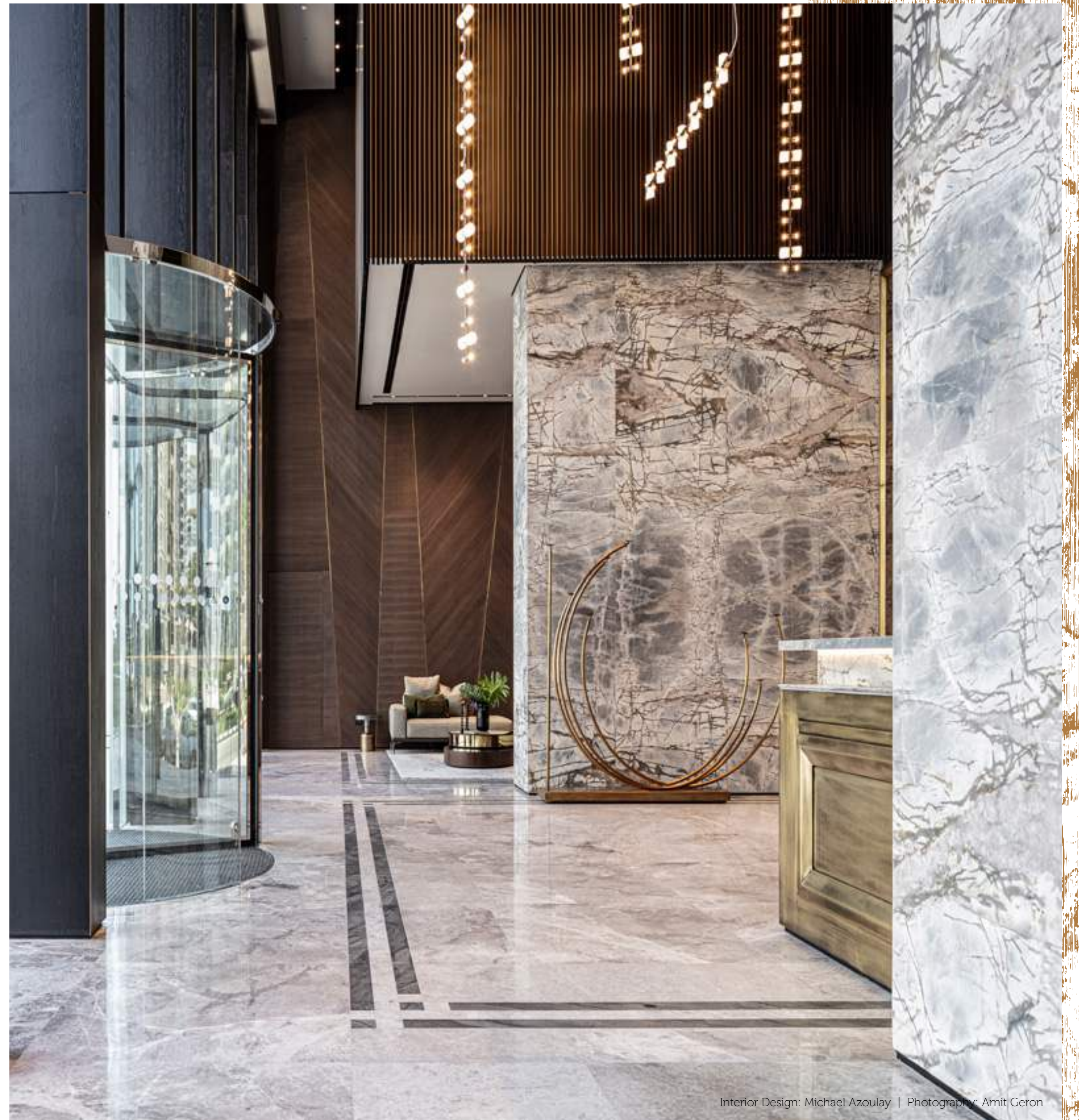
Abraham Lincoln, 16th U.S. president

PUBLIC SPACES

As you enter each tower a luxurious lobby outfitted with an elegant refined reception area greets you, planned and designed by the well-known Israeli interior designer Michael Azoulay. The complex also includes a state-of-the-art gym, a lavish spa, a fun-filled children's playroom, and a synagogue. The project's design was inspired by the sparkling Mediterranean; its colors, sounds, and light also reflected, in the architectural structure of the towers.

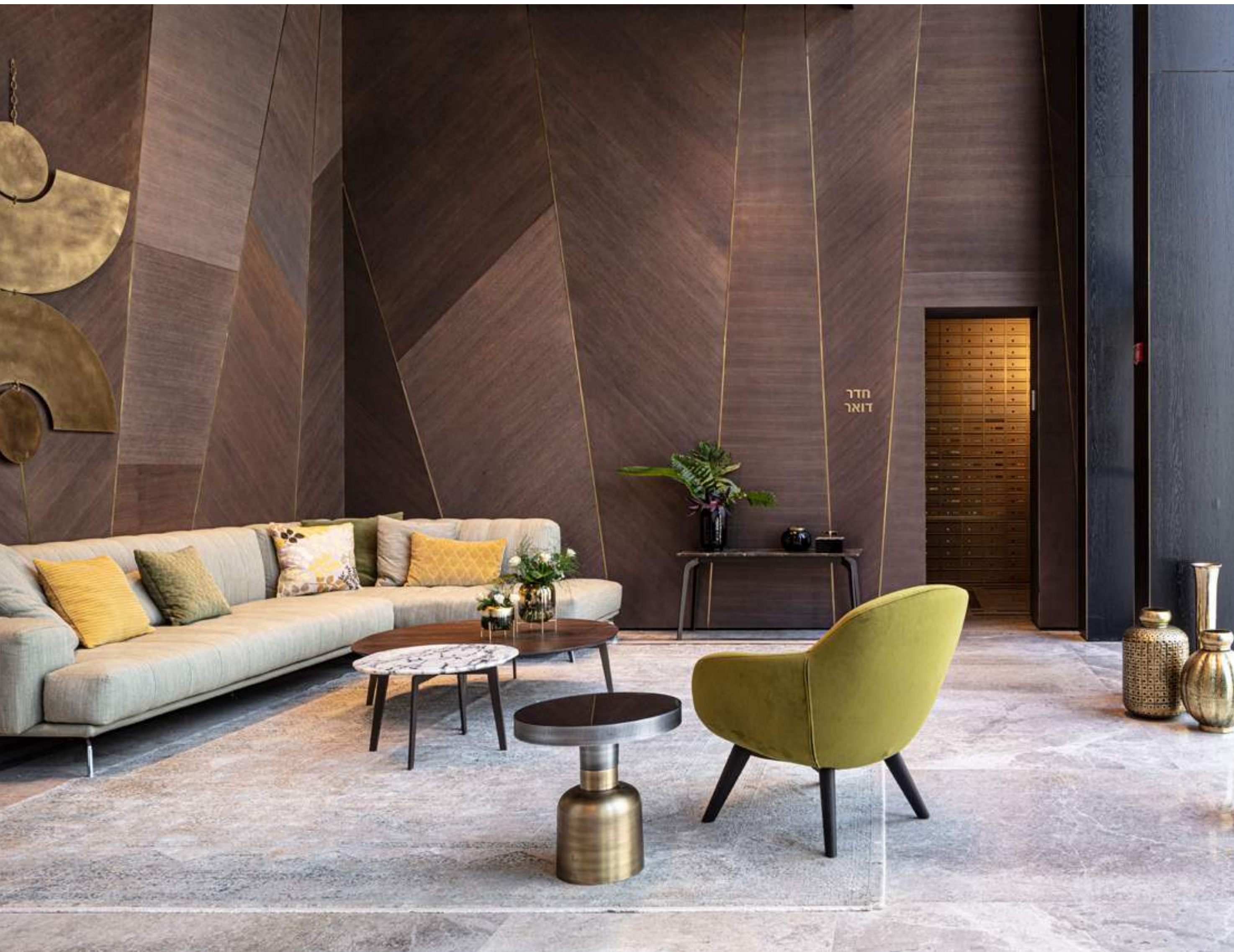
The lobby connects the outdoors with the indoors, the street with the coastline.

The public spaces have been designed using a plethora of natural materials such as stone, wood, brass, and glass telling a story rich in details, shapes, textures, and colors. The reception area is clad in veined marble with swirls in a vast array of shades that have formed over years and convey a sense of strength and character. The various seating areas in the main entrance and at the back facing the ocean are covered in wood. Thus, combining the cold of the stone with the warmth of the wood revitalizes the space with warmth and comfort.





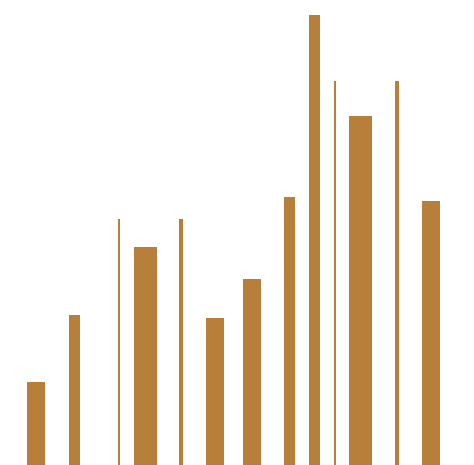
LOBBY



חדר
דואר

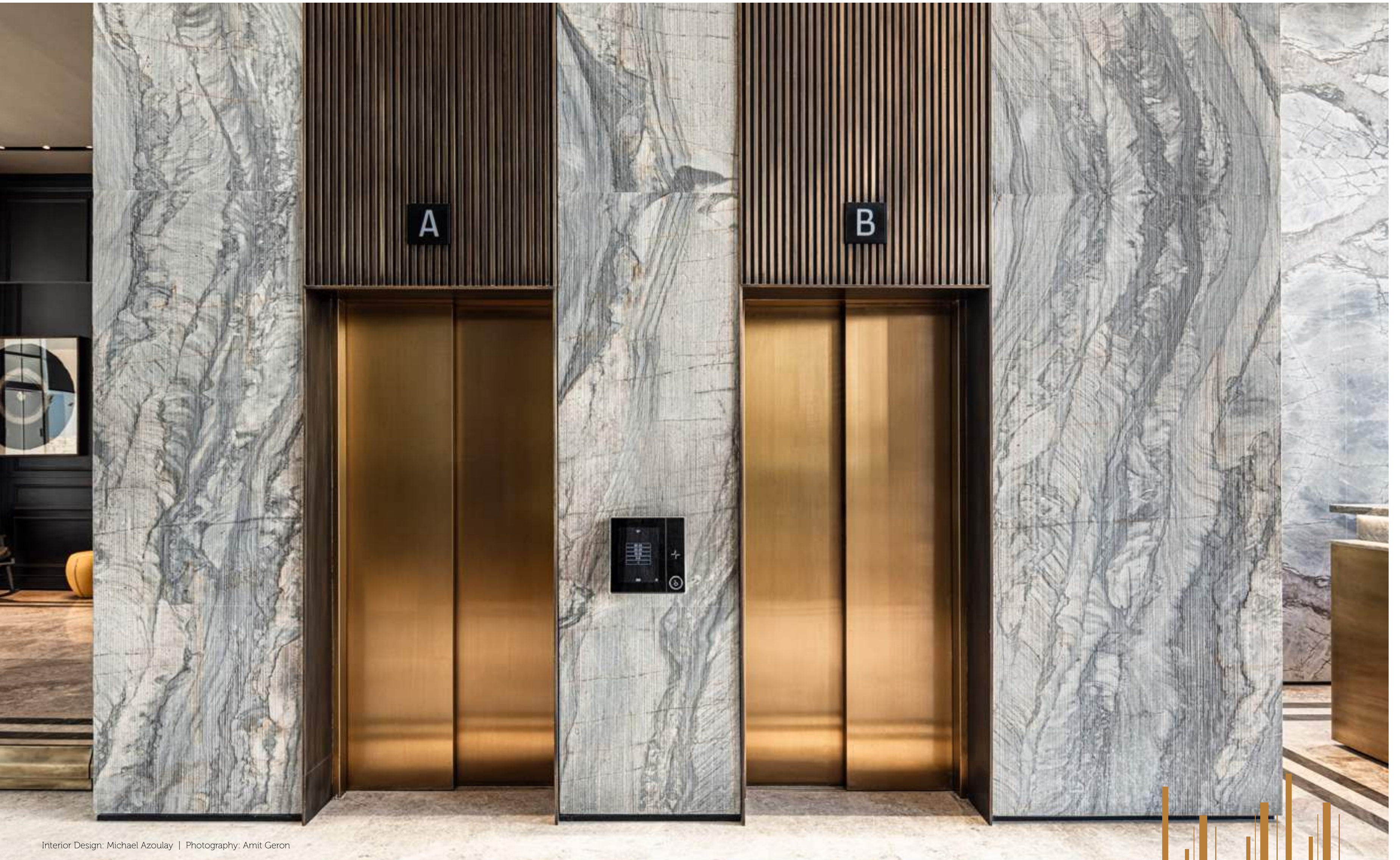


Interior Design: Michael Azoulay | Photography: Amit Geron





Interior Design: Michael Azoulay
Photography: Amit Geron

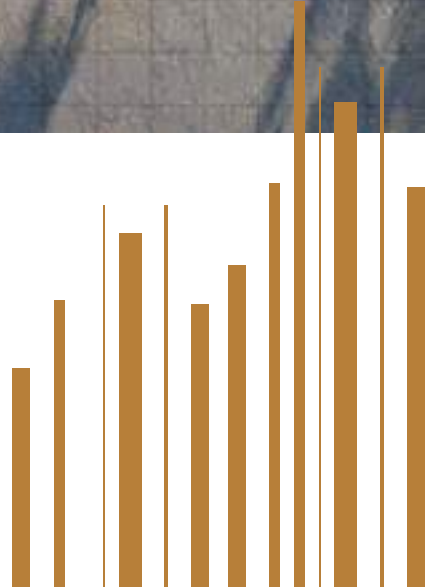
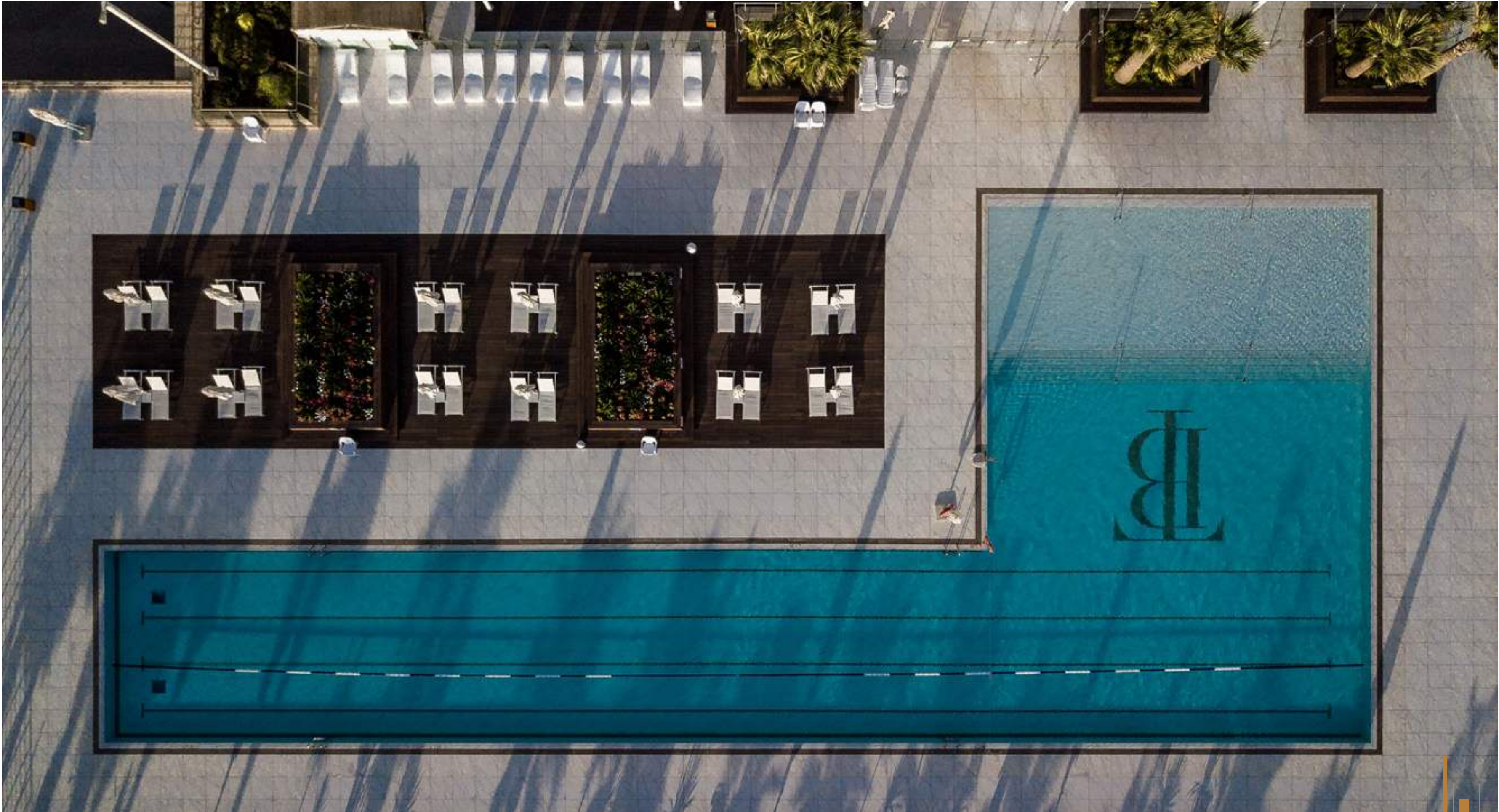


Interior Design: Michael Azoulay | Photography: Amit Geron





SWIMMING POOL





SPA

“ THE GREATEST
LUXURY
IS BEING FREE ”

Manolo Blahnik, Leading Fashion Designer

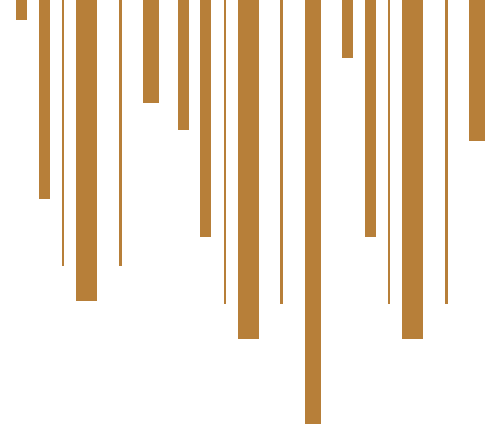
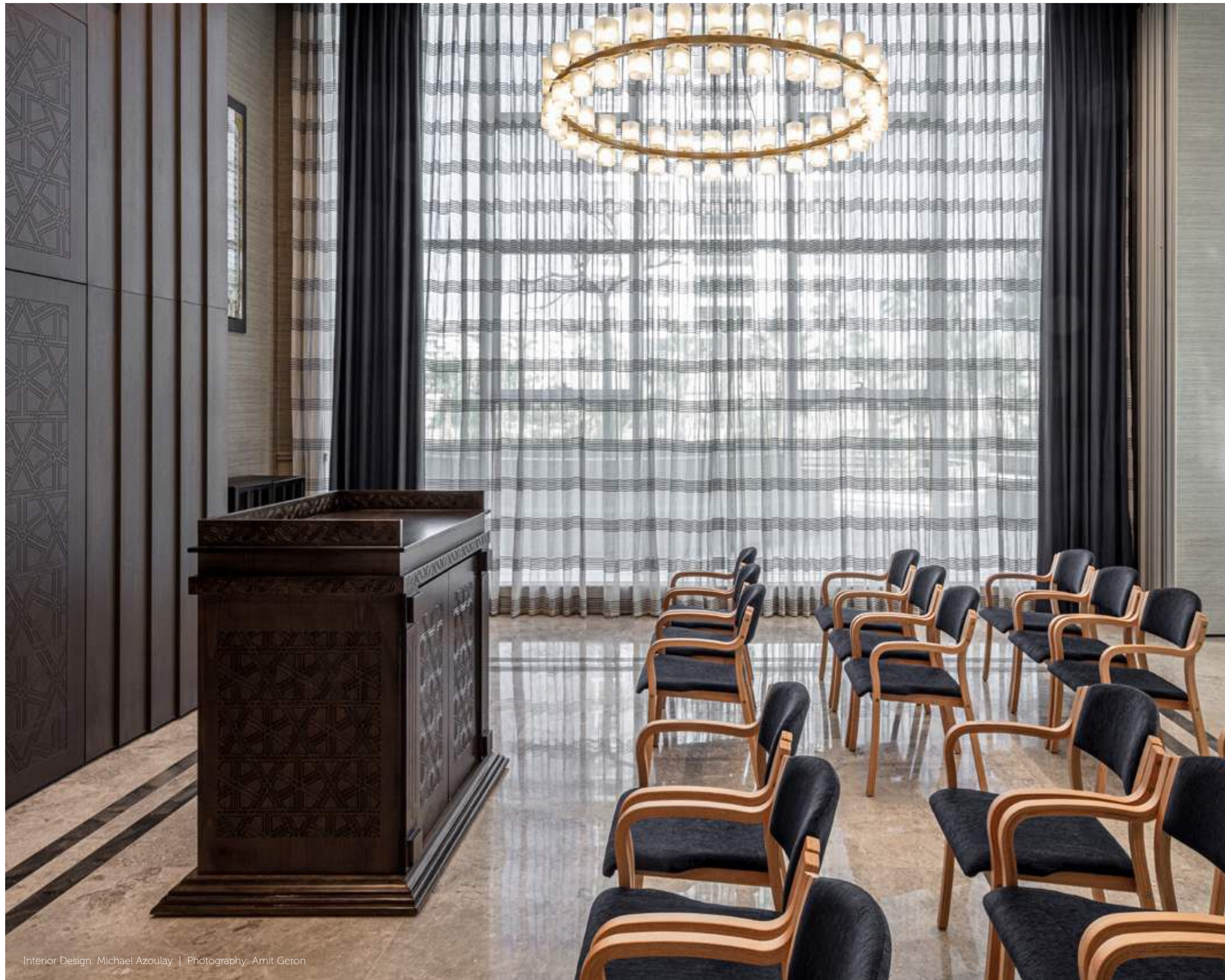


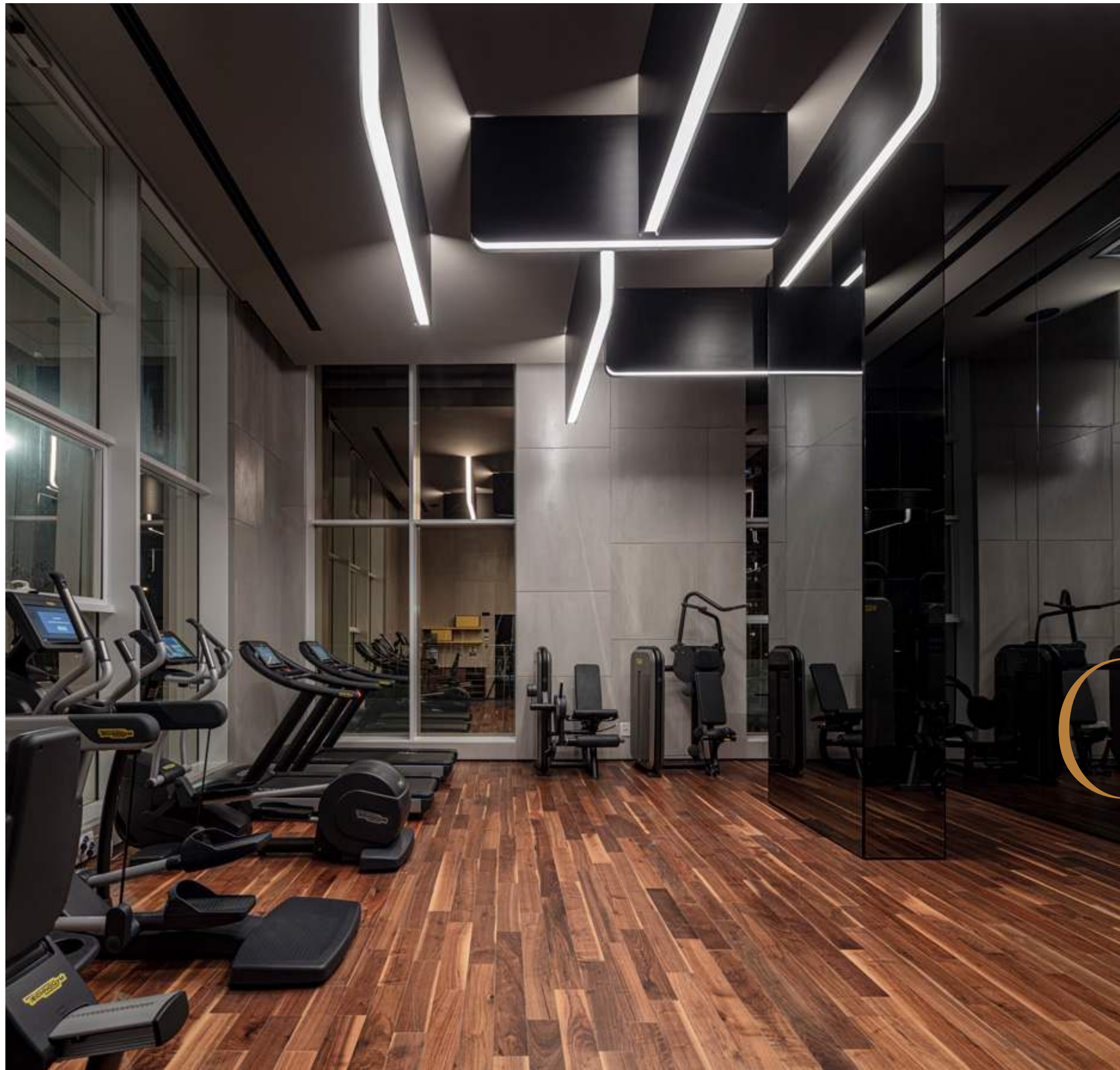
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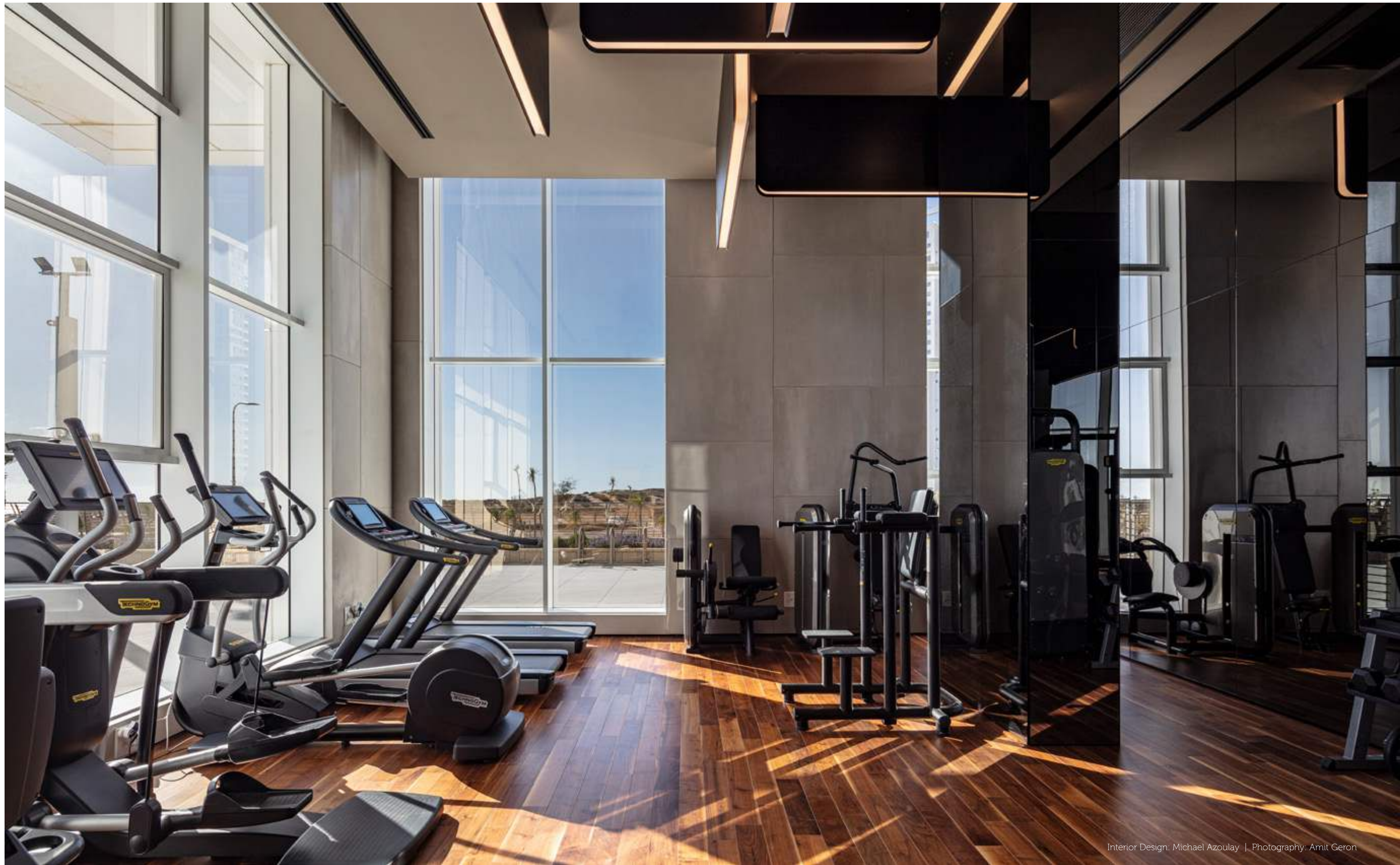
SYNAGOGUE

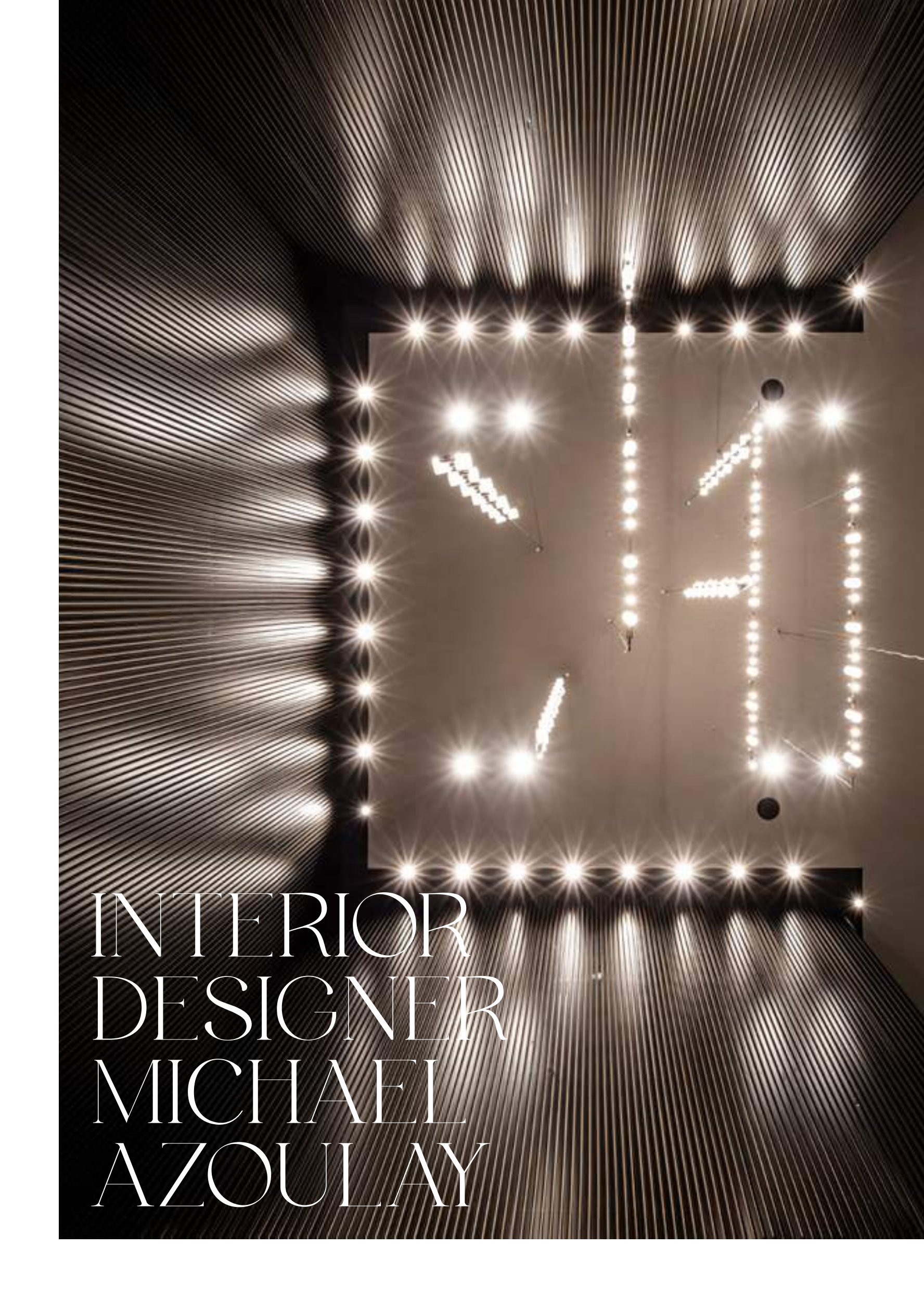




GYM

Interior Design: Michael Azoulay
Photography: Amit Geron



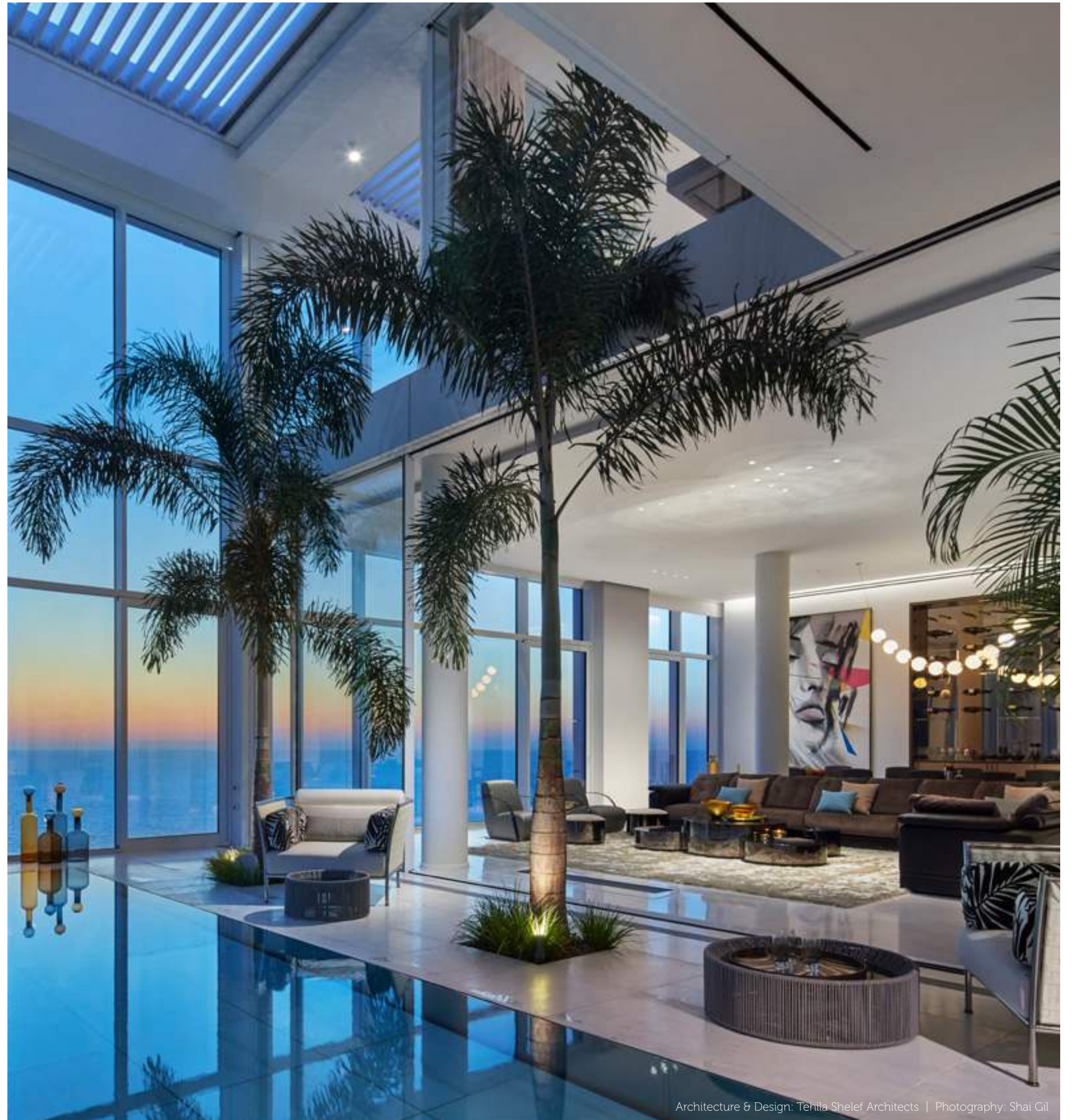


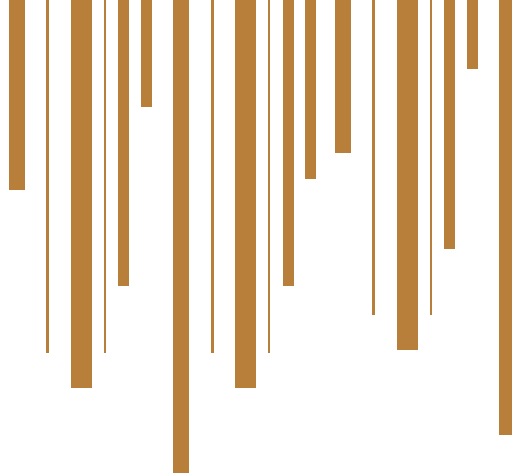
INTERIOR
DESIGNER
MICHAEL
AZOULAY



Studio Michael Azoulay is owned and managed by Michael Azoulay one of Israel's leading interior designers for the past 20 years. Azoulay is responsible for many notable and award-winning hotel projects in Israel greatly contributing to the Israeli landscape. His vast experience and superb style are easily observed in the towers' lobby and other public spaces which he planned and designed. Azoulay's bold use of premium raw materials fashions a lifestyle experience at BRIGA TOWERS that is unforgettable.

TOP PENTHOUSE





Each tower offers two spectacular penthouses that are seemingly floating mansions in the sky. The entrance to the penthouses is on the 33rd floor while each penthouse is spread over 700 sqm on two levels connected by a stylish indoor elevator.

The penthouse features an expansive living and dining area, the main kitchen and a back kitchen, a service wing, a unique master bedroom, a private gym, a home theater, a study, two additional bedrooms, a wet sauna, balconies, and an outstanding outdoor infinity pool. With the magical touch of a button, the base of the pool is elevated, and a paved floor emerges adding to the living area's space. All rooms in the penthouse include panoramic ceiling to floor windows which bring in the tantalizing ocean into the home.



ARCHITECTURE

The penthouse was planned and designed by leading and renowned architect Tehila Shelef. She determined the design of the project on its location - the proximity to the Mediterranean coastline. The sea is the lead actor, the most dominant factor, and each part of the penthouse is meticulously and lovingly designed placing it at center stage. Alongside the blue and turquoise tones of the sea, the elegant décor is based on unique design elements from international leading brands which naturally blend with the breathtaking scenery as seen through the floor to ceiling windows.

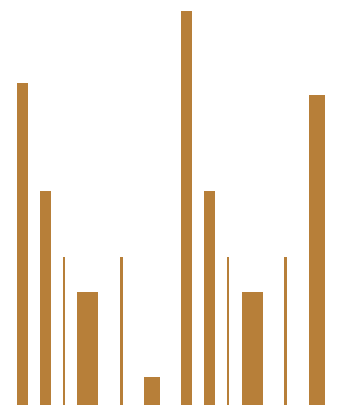
No matter the direction only open space is visible and the feeling that nothing stands between you and the fresh air of the thirty-third floor that overlooks the first line to the sea. The entire penthouse is designed over a double floor, 150 cm high, which provides hidden storage space and enables management of the home's smart systems including the A/C, pool, irrigation of trees and plants, and other electrical features.





“FREEDOM IS
THE OXYGEN
OF THE SOUL”

Moshe Dayan, The 4th Chief of Staff of the IDF



INTERIOR DESIGN

The style and character of the penthouse are defined by the choice of materials. The design team, under the supervision of architect Tehila Shelef, elected to use as many natural, high-end materials as possible to establish a connection between the natural environment of the project and the sea which is observed and reflected in every corner of the space. Much of the design work was done using natural stone specially imported from the stone quarries in Italy, hand-processed metals, and other suitable materials that beautifully simulate the natural movements of the sand, dunes, and waves that externally envelop the penthouse. The chosen colors provide not only elegance but a sense of peace and tranquility offering the kind of lifestyle our clients aspire to.

The distinguished furniture in the penthouse is designed in conjunction with the celebrated leading brand, Fendi, from Pitaro Hecht. Tolman's exquisite accessories complement the interior décor establishing a graceful and refined ambiance. The most advanced technologies and solutions were integrated into this mighty 'mansion in the sky'.



“ BE BRAVE.
TAKE RISKS.
NOTHING CAN
SUBSTITUTE
EXPERIENCE ”

Paulo Coelho, Author and novelist





Tehila Shelef
TEHILA SHELEF ARCHITECTS

Studio Tehila Shelef is a leading architecture and design boutique firm, established by leading Israeli Architect Tehila Shelef. With extensive experience and a thorough understanding of the luxury industry, Shelef specializes in high-level architectural planning and interior design for both the private and commercial sectors. Her diverse portfolio of high-end villas, luxury apartments, restoration, and commercial projects led BRIGA to commission her studio to plan and design the formidable BRIGA TOWERS penthouses.

Tehila Shelef specializes in providing full service to overseas clients looking to purchase a home in Israel. Each project is exclusively designed and adheres to fulfill each client's dreams and needs. Shelef believes that every client is unique, therefore every project should reflect the client's individuality. Tehila Shelef's philosophy for her projects is holistic – she aims to harmoniously combine all components – the outer environment with the interior and functionality with a polished design aesthetic. Her design language is exquisite and thoroughly expressed in BRIGA's expertly designed penthouses.

THE LIVING AREA

The living area is located at the entrance alongside the foyer, living room, dining area, and pool. An all-out, vast open space is achieved, and a sense of boundless freedom is created. The front door leads to a foyer separated from the central space by an elegant custom-designed brass mashrabiya. As you enter you slowly discover the impressive panoramic view that envelops you from all sides. The living space is furnished in its entirety with iconic design details from the globally renowned home décor division of the Italian fashion brand Fendi. As in the rest of the penthouse, all lighting, air conditioning, and television are controlled by remote.



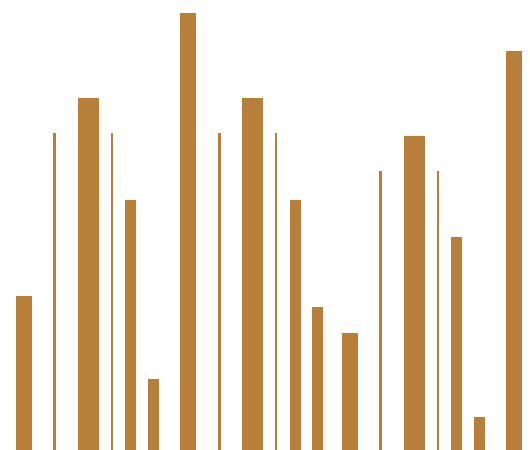


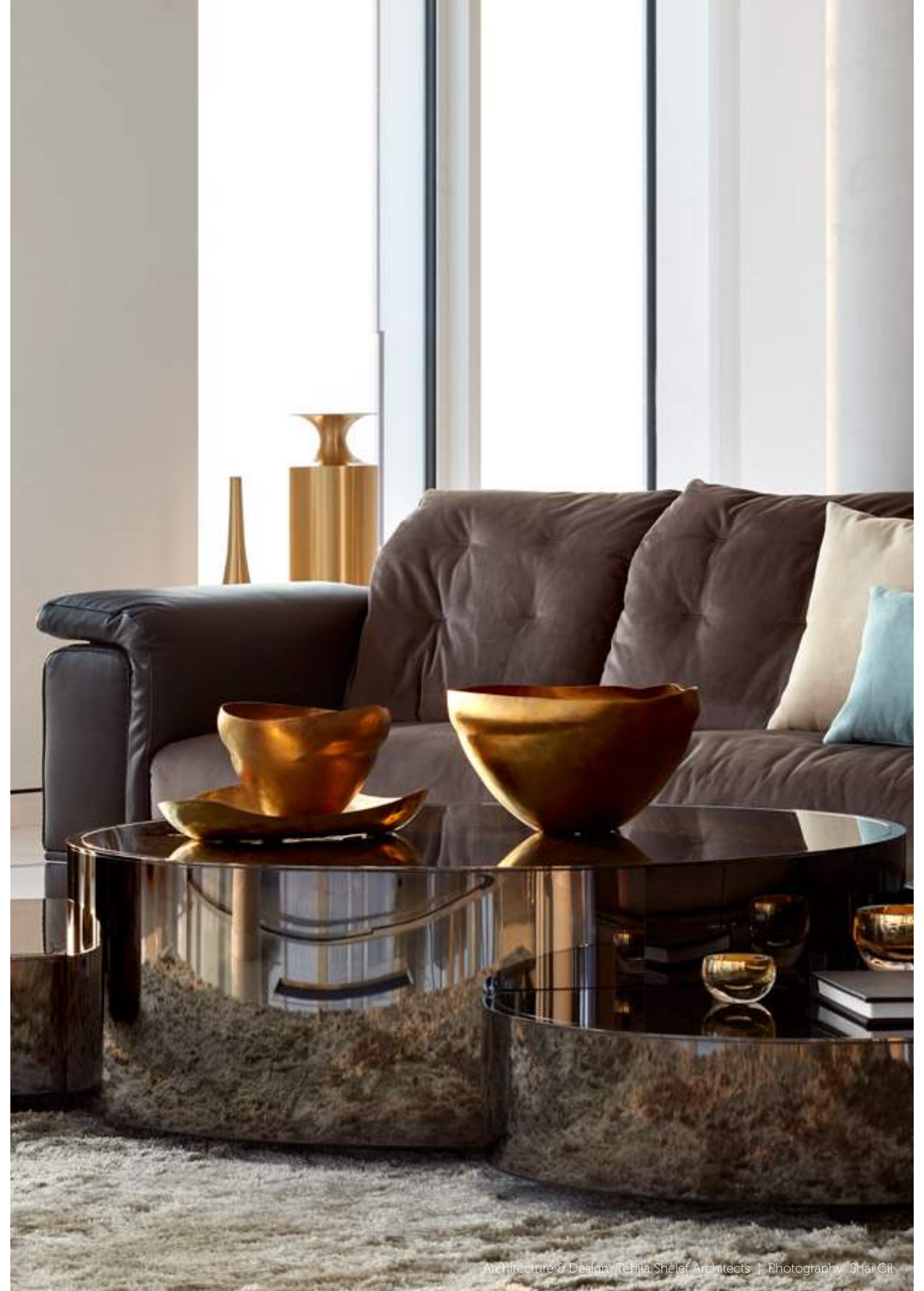


“LET US LIVE FOR
THE BEAUTY OF
OUR OWN REALITY,”

Even as you sit in front of the TV you cannot miss the stunning view of dancing waves and serene sunsets through the grand floor-to-ceiling windows located on the west side of the penthouse. The entrance to the pool and deck area is on the southern side from which the coastline is also observed.

To the north of the living space is the dining area, where a 5.5-meter long dining room table is centered made entirely of natural leather behind which stands a bespoke luxury home bar a focal point for any party and a spirit connoisseur's best friend. The entire space rests on the interior-exterior relationship with a pedantic design that does not rival the incredible scenery viewed from all directions.







The Living Area and the Master Bedroom are entirely furnished by The FENDI Casa collection, a furnishing environment using the same approach that FENDI has used to dress generations of women.

PITARO **FENDI**
HECHT **CASA**
Since 1962

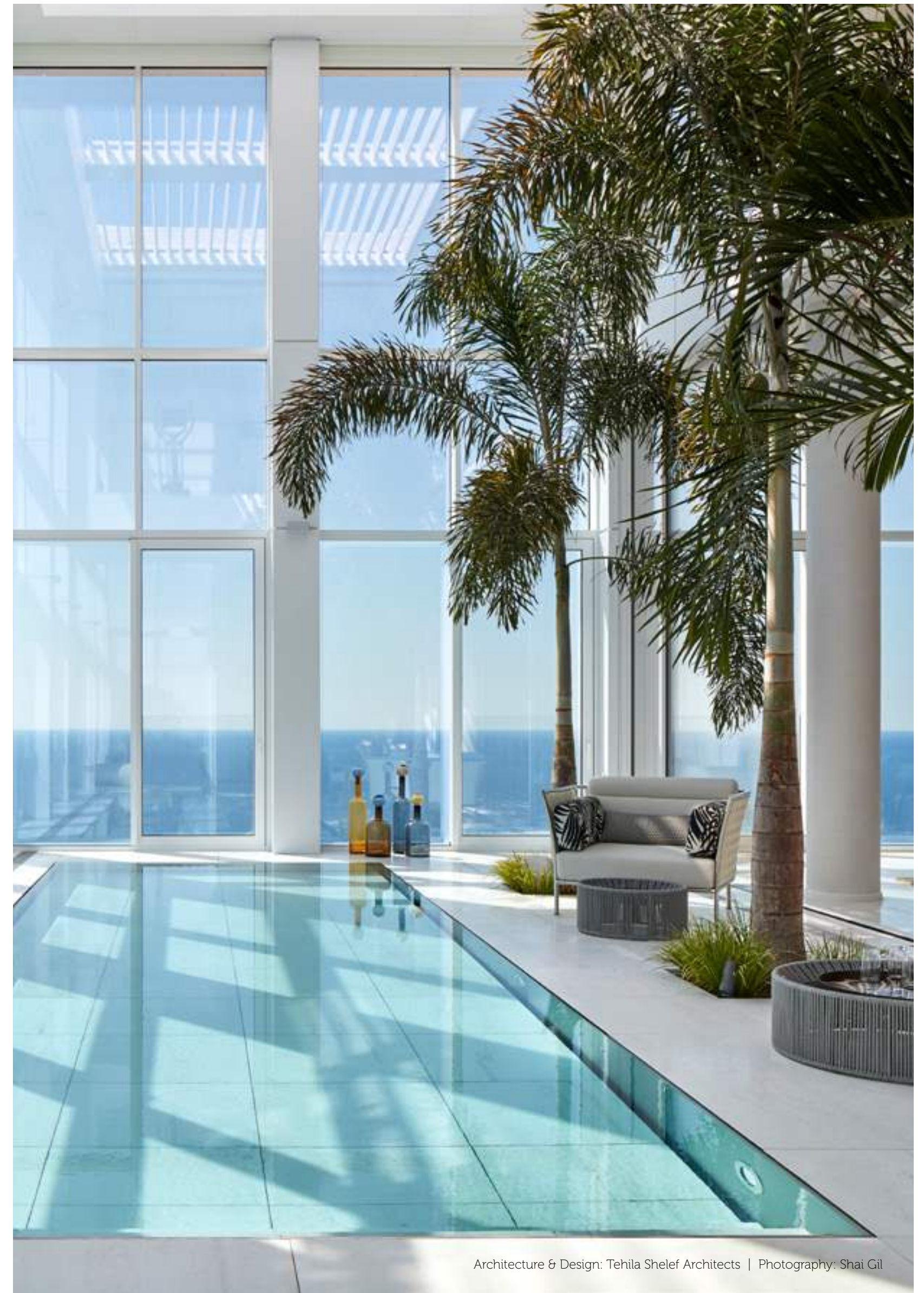
Architecture & Design: Tehila Shelef Architects
Photography: Shai Gil

THE OUTDOORS

The outdoor space is separated from the living space with delicate minimal glass partitions by Apex Glass Co. through which you can ponder the sun-kissed sky and calming landscape. This is the epitome of luxury living.

The aqua blue pool water impeccably matches the powder blue sky beyond and provides the sense of magic found in the tropics. The palm trees, greenery, and pampering lounging corners enhance this tropical ambiance and enable both large or intimate entertainment. The ceiling above the pool and all the windows surrounding completely open so that you can feel and hear the gently humming of the ocean breeze.

The flooring of the whole penthouse is the same as the pool floor so that when the pool floor is elevated to the apartment's ground floor a truly stunning vast space is formed for grand alfresco entertainment.

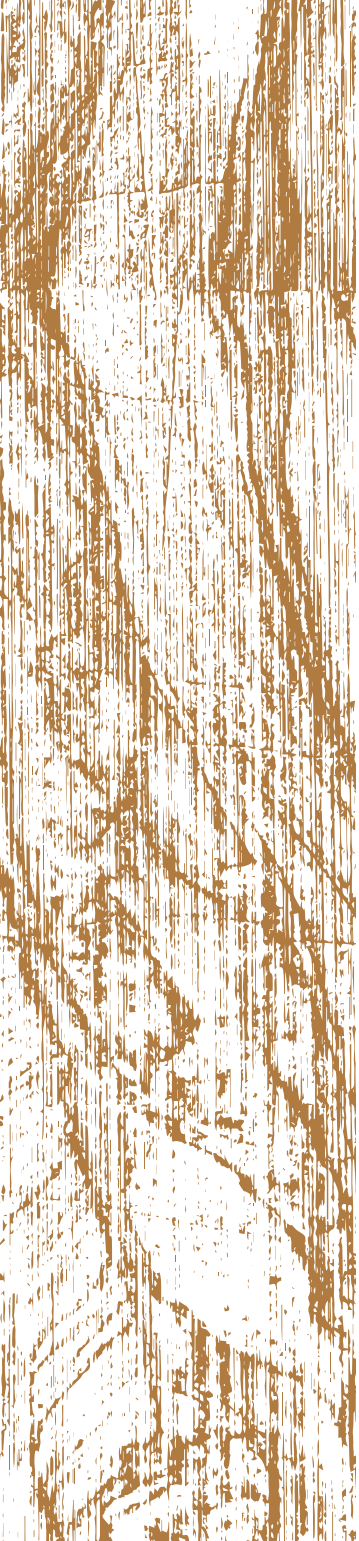




“ FASHION FADES,
ONLY STYLE
REMAINS
THE SAME ,”

Coco Chanel, Fashion Designer





The Outdoor luxurious pool was constructed by Apex, the leading company in Israel for high-end pool solutions.



Architecture & Design: Tehila Shelef Architects
Photography: Shai Gil

THE KITCHENS

You will be able to enjoy two kitchens in the penthouse – the main kitchen and the back kitchen, both by the prestigious Italian label, Da Cucina. The main kitchen is the heart of the home where inevitably you will share meals with family, friends, and even invite a private chef to prepare a sumptuous meal for you. The back kitchen includes wood-paneled cabinets, more storage space, and an elegant stone countertop.

Both kitchens include state-of-the-art appliances suitable for meals prepared by a professional chef. The kitchens are not only functional but sleek and chic. Since the appliances are embedded within the units the seamless design flawlessly fits with the design aesthetic of the kitchen.







The kitchens combine the material language of the entire penthouse and include natural materials, handmade metals, wood, and marble. A terrace is located on the southern side of the kitchen and across from it a large dominant wall that is a bronze reflective mirror conceals an integrated TV screen. Behind it are the cooking and working areas, and other technical systems, completely hidden from view. To sum up – a perfect balance between brilliant design and exceptional functionality.





The Kitchens are by Valcucine, a world-renowned Kitchen company who focuses on wellbeing, ergonomics, innovation, and timeless kitchens that are made to last.

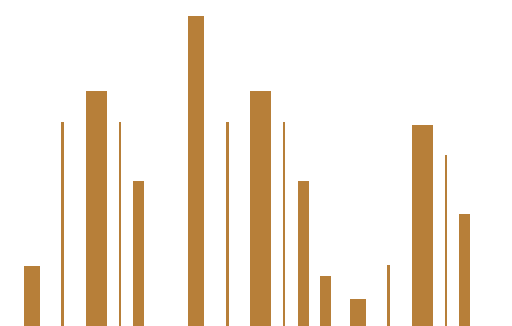


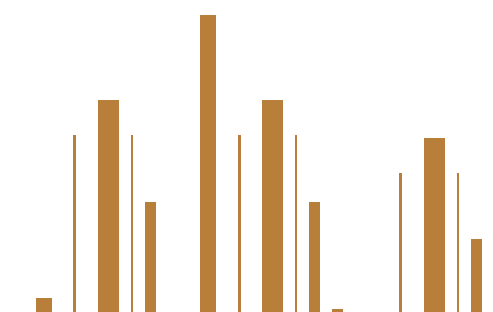


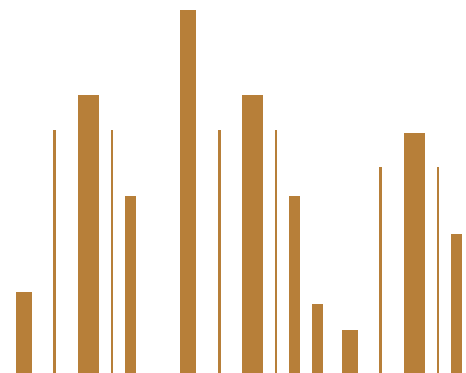
Architecture & Design: Tehila Shelef Architects | Photography: Shai Gil

THE MASTER BEDROOM

The master bedroom enjoys panoramic views of 180 degrees and the sense of enchanted mid-air suspension as you observe the pool below, the palm tree tops that almost reach the bedroom, and the transparent gym as well. The master bedroom includes a marvelous en-suite bathroom partially open to the bedroom and with moveable glass partitions. The TV is entrenched in the ceiling and descends at the touch of a button to allow for a continuous, uninterrupted fabulous view of the sea. The walk-in closet is grand and includes many design details such as stylish door handles, elegant doors, and leather-bottom drawers all custom-designed by Tehila Shelef.



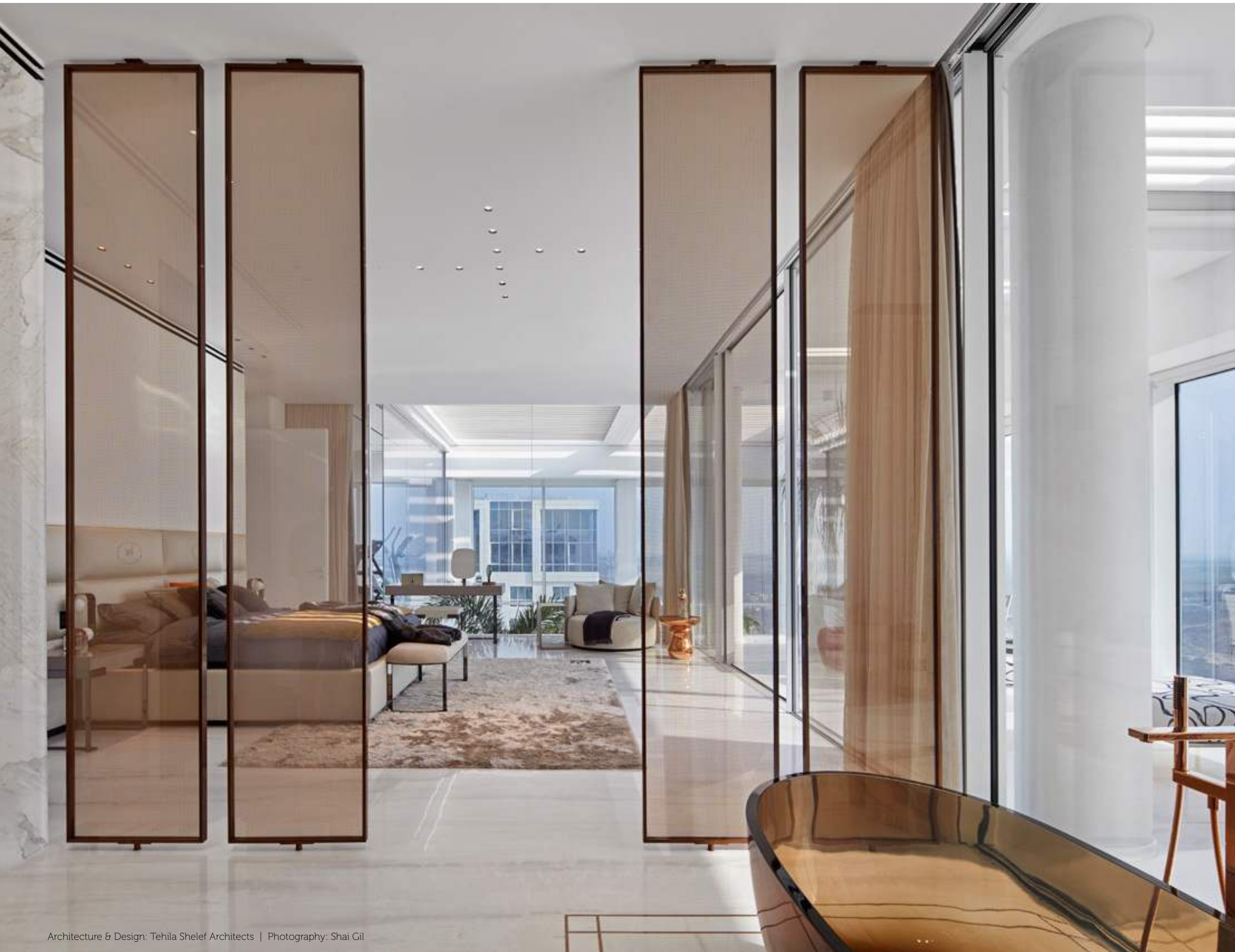




“ART IS NOT
A LUXURY,
BUT A
NECESSITY,”

Rebecca West, British Author and Journalist







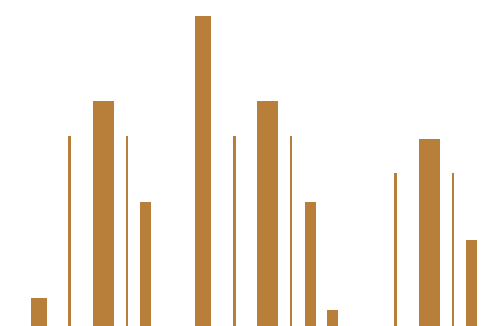


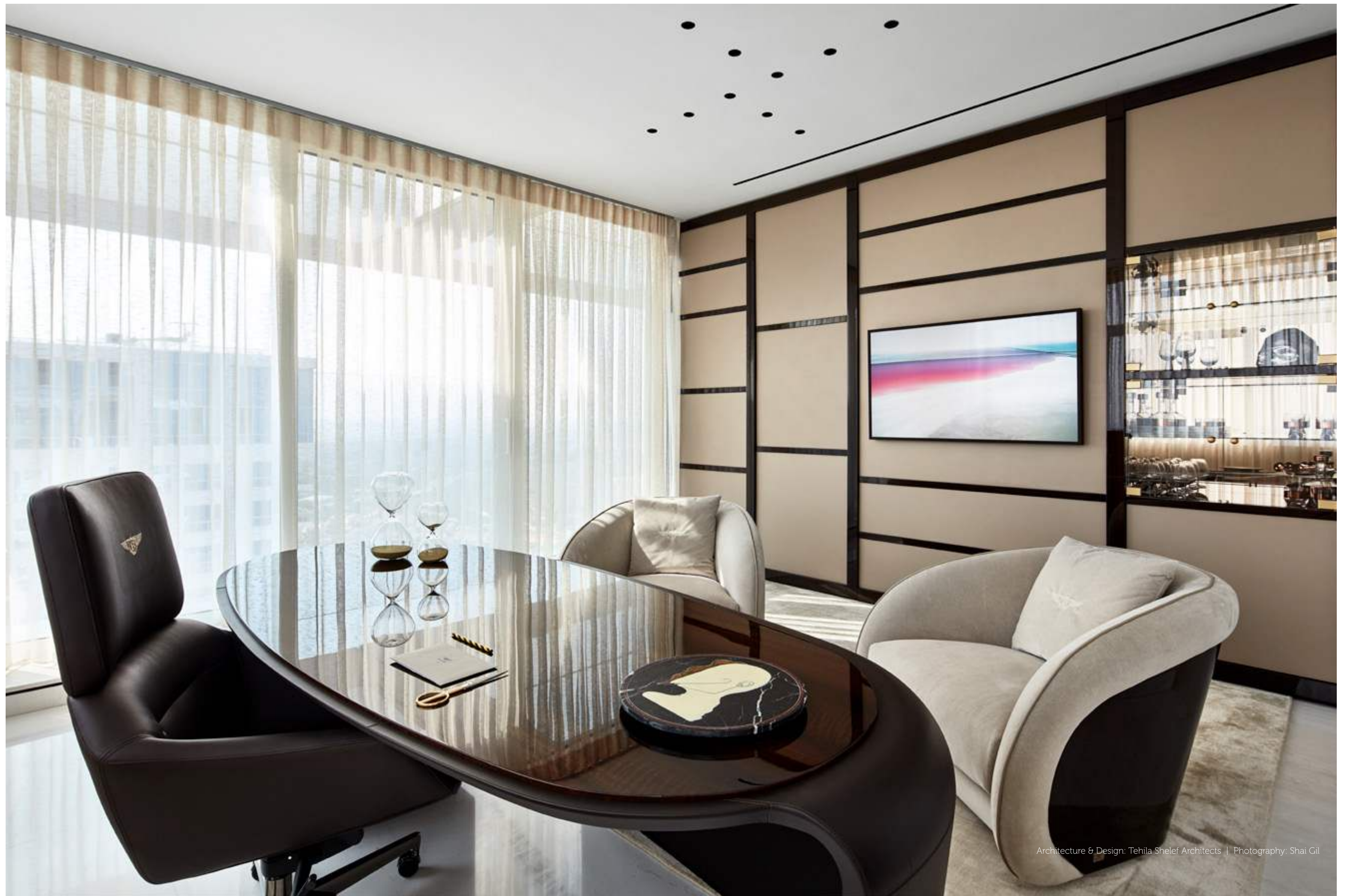


Architecture & Design: Tehila Shelef Architects | Photography: Shai Gil

THE STUDY

Bentley has been unraveling the luxurious personality of the automobile for decades yet now its passion has been directed at customized finishes using exquisite materials intended for the home, as can be seen in this fabulous room. The colors are heavy, the lighting dim and the ocean feels like miles away. The back wall has been redefined with the use of eucalyptus wood paneling enhancing the look of the inviting bar. A private bathroom clad in black marble with golden veins, known as 'Sahara Noir Marble', delivers a dramatic look, differing from the rest of the bathrooms in the penthouse which are designed using a lighter and brighter color palette.







The Study is furnished by The Bentley Home collection, who has been interpreting the luxurious personality of the automobile brand

**PITARO
HECHT**
Since 1962





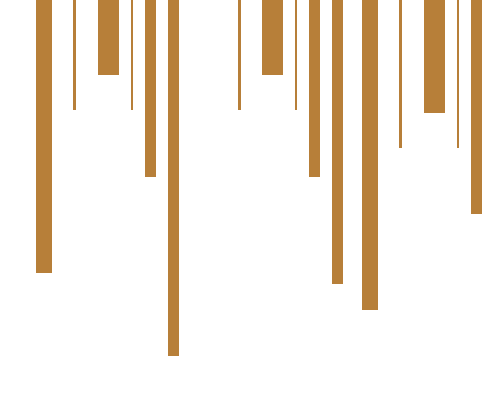
“ART IS THE ONLY
WAY TO RUN
AWAY WITHOUT
LEAVING HOME ”

Twyla Tharp, American dancer,
choreographer, and author.

HOME THEATER

The home theater is located on the upper level and is the only space where entertainment and enjoyment take place inside a room. To recreate the perfect sensory experience of being in a movie theater this room is equipped with coddling movie armchairs, 3D surround sound, projection of the highest quality, and all the available advanced technologies in the field, provided by HED CINEMA. To complete this adventure, a bespoke meticulously crafted liquor/wine bar is at your service. Brass has been incorporated into the dark wood-paneled room for a luxurious look and authentic feel for a thrilling cinematic experience.





The Home Theater and Smart Home solutions are provided by Hed Cinema, the leading company for audio-video solutions, electricity control and alarm systems in projects of private luxury homes in Israel.



Architecture & Design: Tehila Shelef Architects | Photography: Shai Gil

THE GYM

The gym, on the second level (the 34th floor), is glass-walled to allow the flow of light and to enhance the feeling that the room hovers over the infinite scenery beyond. Great training is provided by superior Technogym equipment.



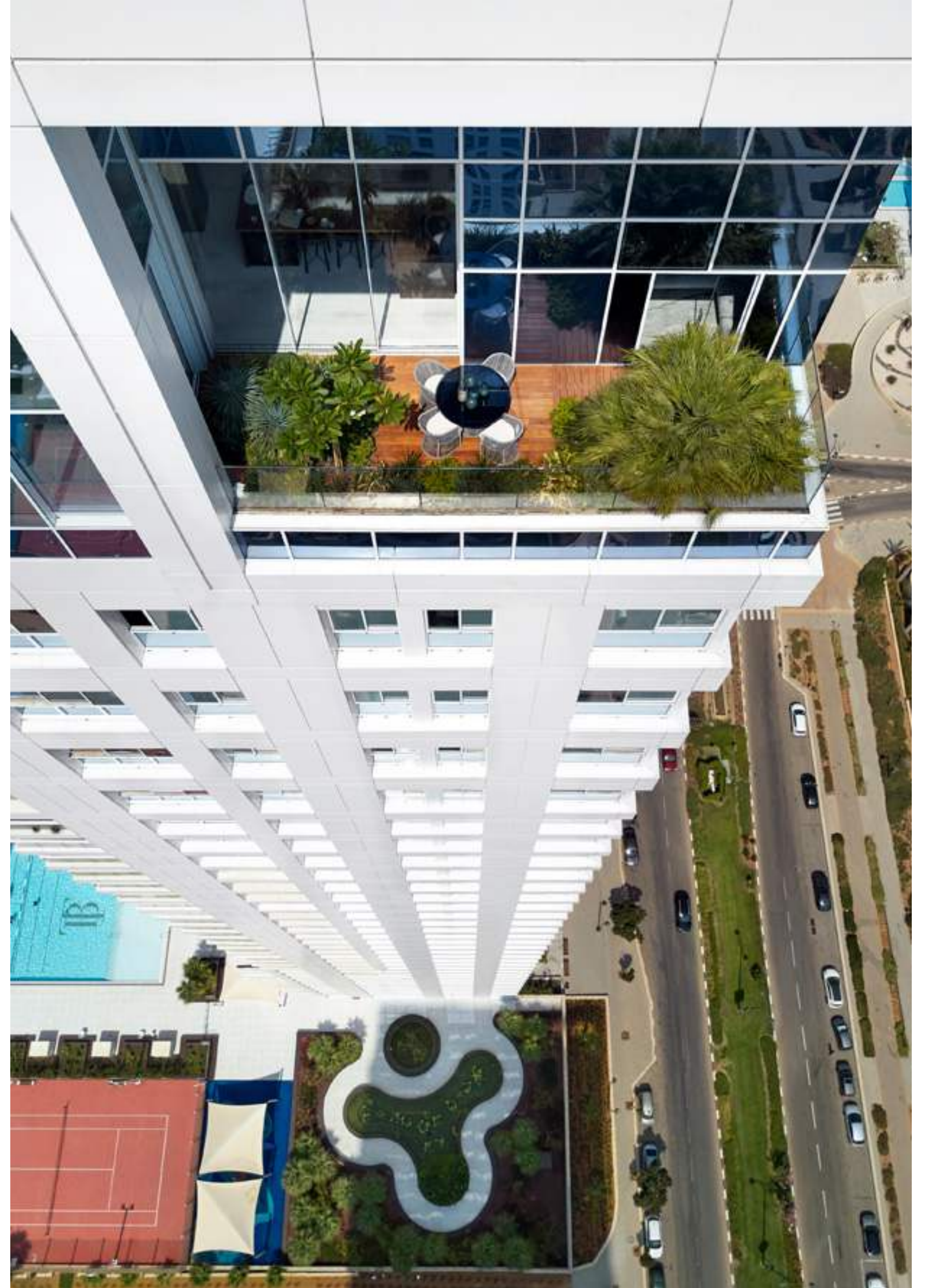
The Gym is equipped with Technogym, the leading designer of gym equipment & fitness solutions trusted by thousands of gyms, fitness centers and homeowners around the world.



THE SAUNA

At the back of the side terrace, as you step out from the main kitchen, you can enjoy and relax in your very own private sauna made of impressive marble slabs. It is the perfect place to begin your day after a refreshing morning swim or to take an afternoon break to cleanse your body and soul as you observe another mesmerizing sunset





Architecture & Design: Tehila Shelef Architects
Photography: Shai Gil



THE ART

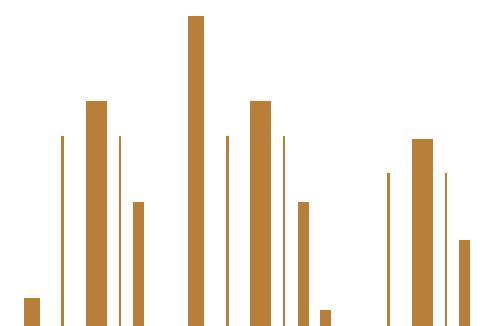


The Stairway

The spiral wrap-around staircase, centrally located in the penthouse, is a true objet d'art, a stunning statement piece that cannot be ignored. The spiral shape of the staircase was chosen because of its similarity to natural organic shell shapes found in the Mediterranean. It was painted using brass powder as a tribute to the golden sand.

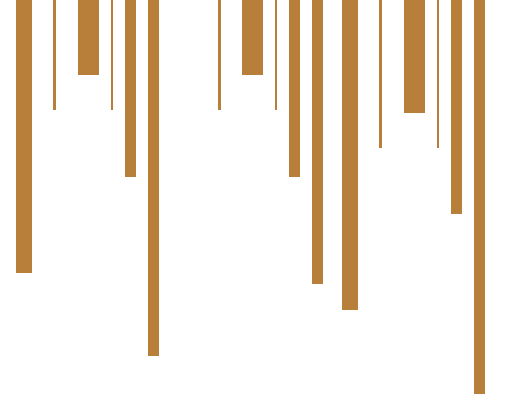
To connect the two levels of the penthouse, the huge structure was delivered as one piece. It was placed precisely between the two levels and only then the difficult exact task of marble stair installation took place.

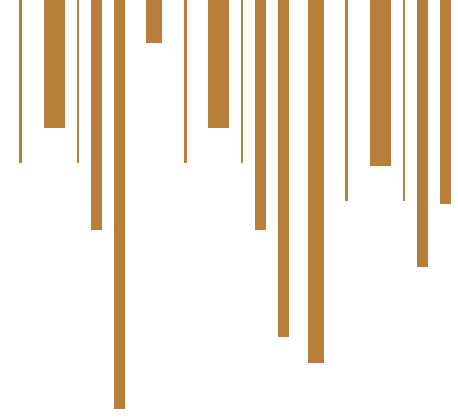
Because of its sheer size and astounding design, this striking staircase creates an immediate impact – like poetry in motion!



“GOOD DESIGN IS
MAKING SOMETHING
INTELLIGIBLE
AND MEMORABLE.
GREAT DESIGN IS
MAKING SOMETHING
MEMORABLE
AND MEANINGFUL ”

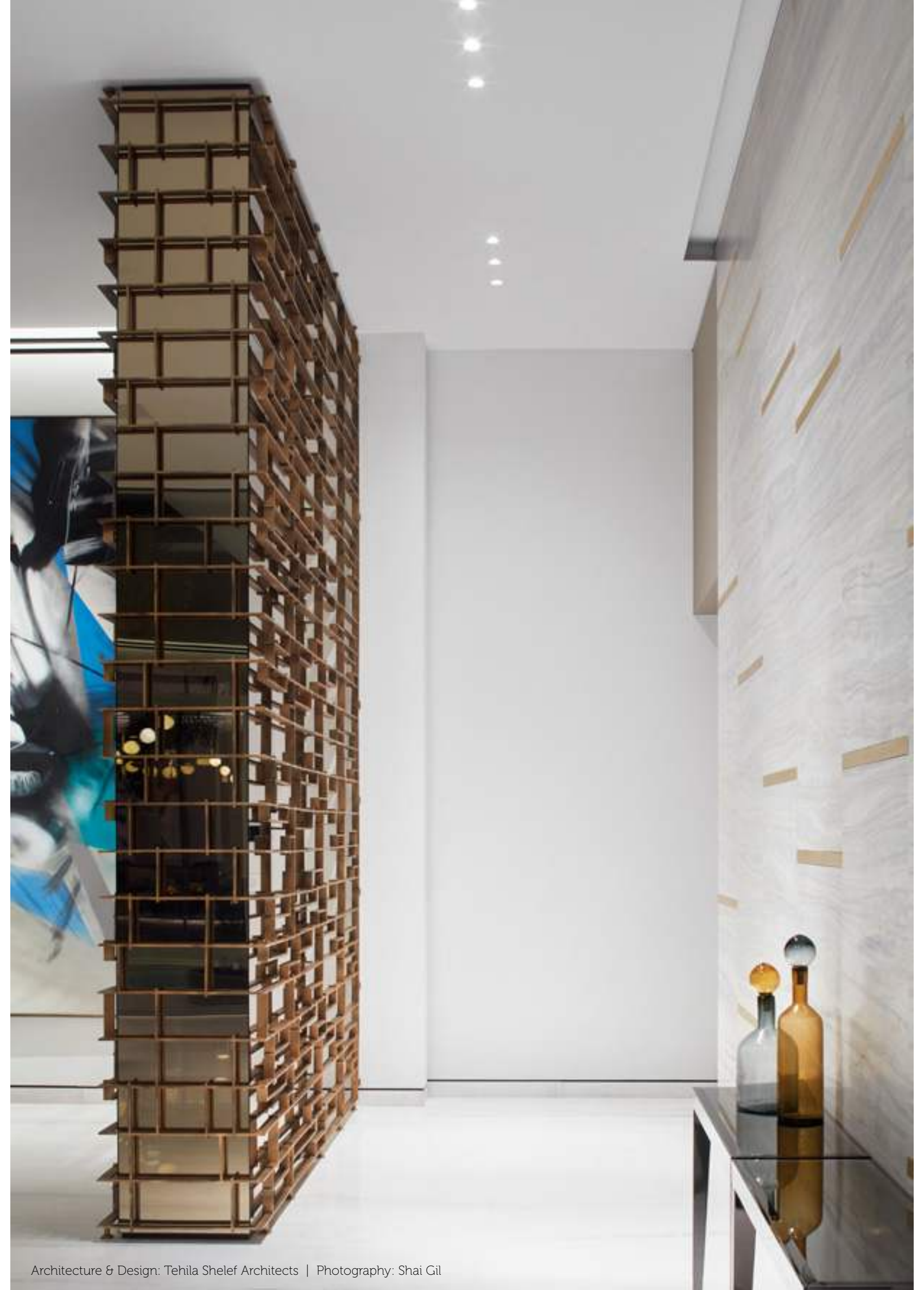
Dieter Rams, Industrial Designer



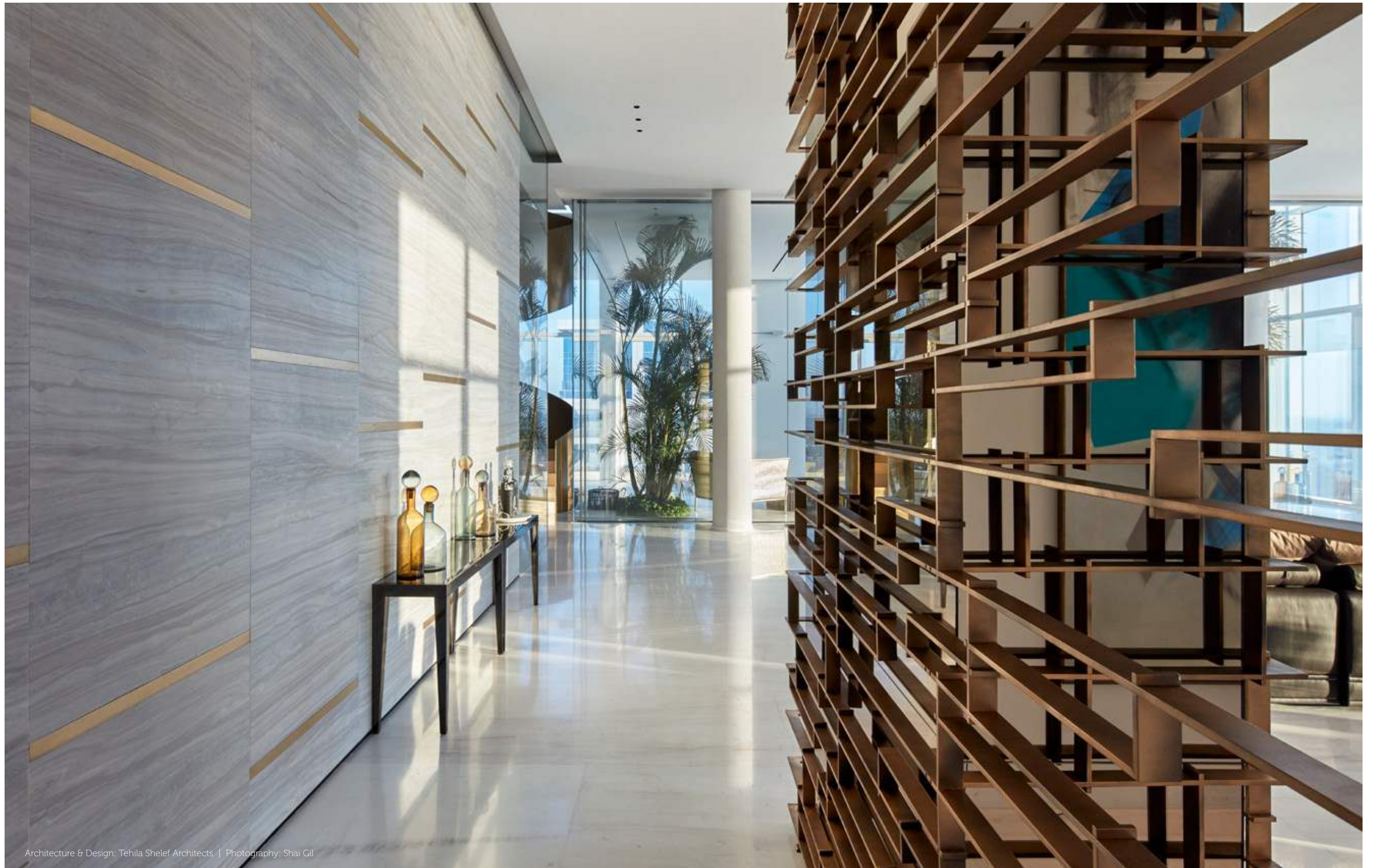


The Mashrabiya

A beautifully crafted Mashrabiya greets you at the entrance to the penthouse, as it discreetly and gracefully partitions the entrance foyer from the living space. Upon entering and seeing this exquisite latticework, you catch a glimpse of what comes next. The Mashrabiya, meticulously designed by Shelef herself, is crafted from brass and is in line with the materials and color palette chosen for the penthouse. In this instance, the Mashrabiya also blurs the construction pillars of the building so that a natural, stylish, and contemporary elegance is established.

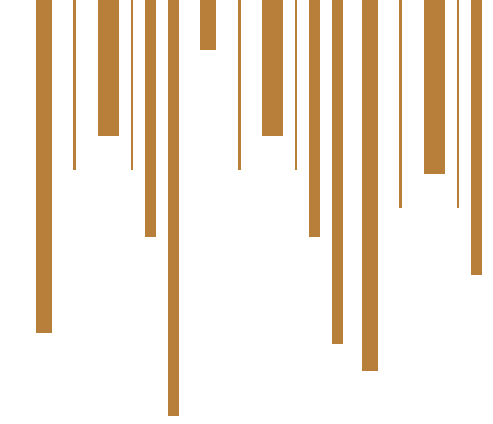
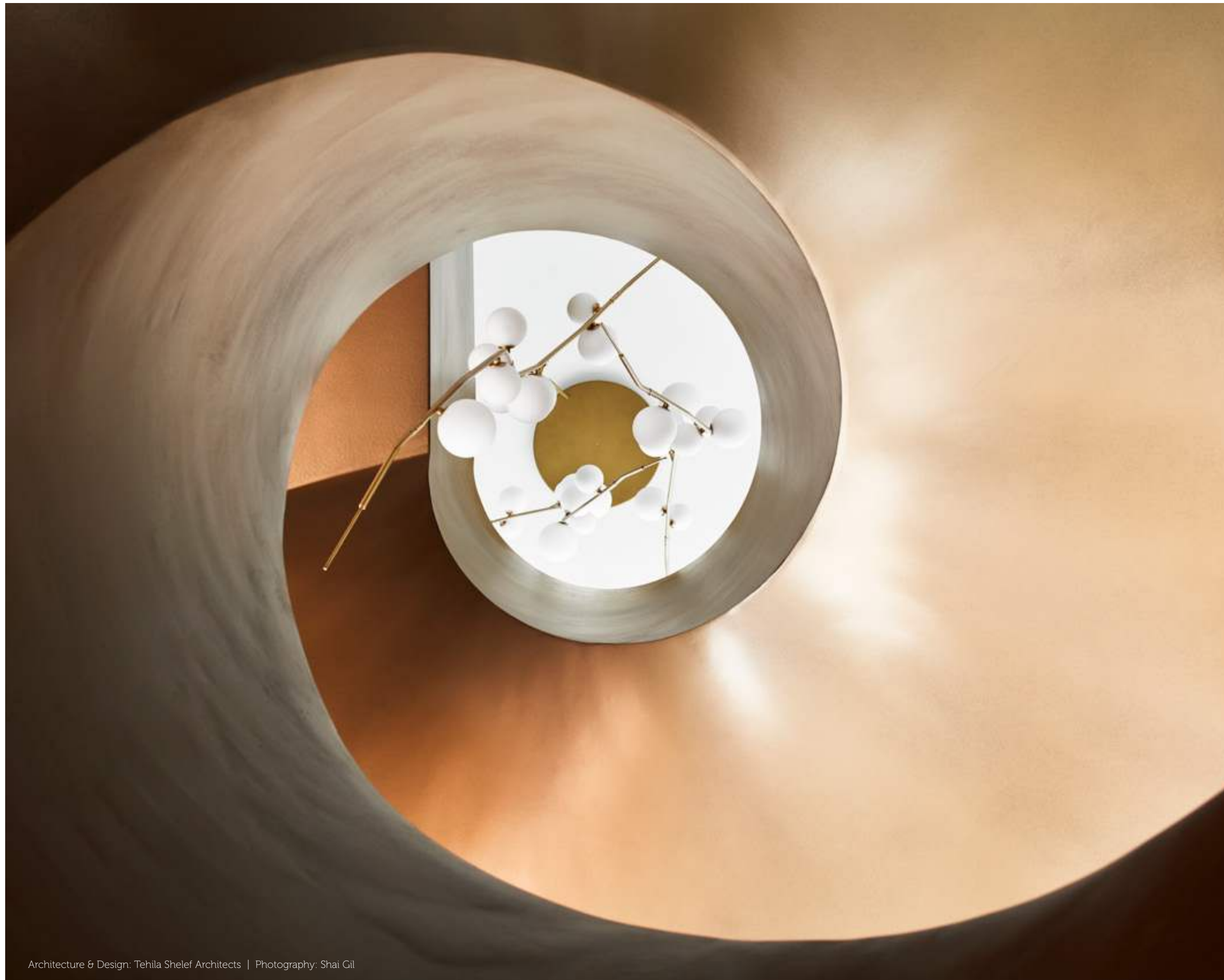


Architecture & Design: Tehila Shelef Architects | Photography: Shai Gil





THE DETAILS



The Lights

Lighting was assembled and arranged by Lighting Designer Orly Alkabes. Inspired by the natural shapes of tree branches and other organic shapes, she combined hi-end light fixtures with details from the world of goldsmithing, to graciously illuminate the space and like sparkling jewelry, to create unique sensations.



The Faucets

All faucets are by Dornbracht. Crystal handles are by Lalique the world's leading manufacturer of crystal decorative items, the ultimate symbol of French luxury.

The Faucets in the penthouse are all designed by Dornbracht, the leading specialist for superior designer fittings and accessories for bathrooms, spas, and kitchens.

DORN
BRACHT





The Elevator

A stylish elevator, located in the center of the penthouse and matching its design aesthetic, consists of gold decorative cladding and other golden elements. The outer walls are partially transparent and provide a smooth ride between the two levels.

THE VENDORS

AA-mirrors
Glazing
www.aa-mirrors.co.il

Eylon Engineering
Sauna & Steam generator
www.eylon.co.il

Elgad Industries
Electric Rooftop & Curtains
www.elgadi.co.il

Apex
Pool & Windows
www.apex.co.il

Aperto High-end doors
Doors
www.aperto.co.il

Exclusive
Lighting fixture
www.exclusive.co.il

Bar-Or Mirrors
Master Bedroom Partitions
www.baror.co.il

Ganan Al HaGag
Landscape Design
www.al-gag.co.il

Hed Cinema
Smart Home & Cinema Room
www.hedcinema.co.il

H.Y. Group
TV Screens
www.hye.co.il

Hezibank
Faucets & Sanitary Ware
www.hezibank.co.il

Tollman's
Styling & Textile
www.tollmans.co.il

Ibour
Carpentry

Valcucine
Kitchens
www.valcucine.co.il

Cohen Elevators LTD.
Elevator
www.cohen-maaliot.co.il

Mizug Plus
Air conditioning

Mark Whiteson
Staircase
mark@whiteson.co.il

Sapo Domotek
Underfloor heating
www.sapo-domotek.co.il

Pitaro Hecht
Furniture & Styling
www.pitarohecht.com

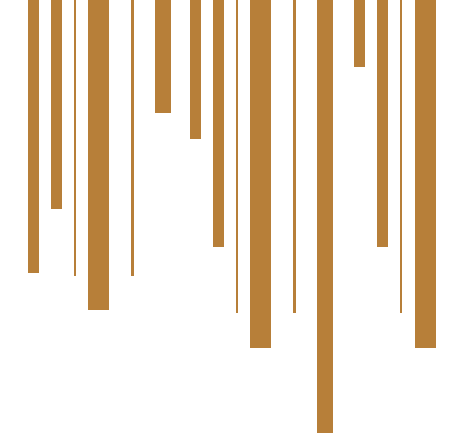
Fervital
Marble & Stone
www.fervital1.co.il

Profilon
Smart Toilet Seats, Master Bedroom
www.profilon.co.il

BSH Group
Kitchenware Electronics
www.bsh-group.com



THE
BRIGA TOWERS
LIFESTYLE



Architecture & Design: Tehila Shelef Architects | Photography: Shai Gil

Wake up in the morning to pure, bright daylight sweeping through every direction, and to the breathtaking vistas all around. Open the panoramic windows and ceiling and enjoy the refreshing sea breeze that only the first line to the water offers. Lounge in the pool area on the thirty-third floor and relish the array of colors that only a Mediterranean sunset affords. Enjoy the freedom and the unique and unparalleled residential experience offered by BRIGA TOWERS.



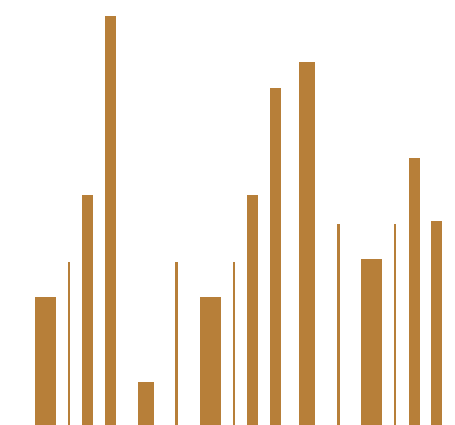
“ BUILDINGS SHOULD
SERVE PEOPLE,
NOT THE OTHER
WAY AROUND ”

John Portman, Architect and Developer





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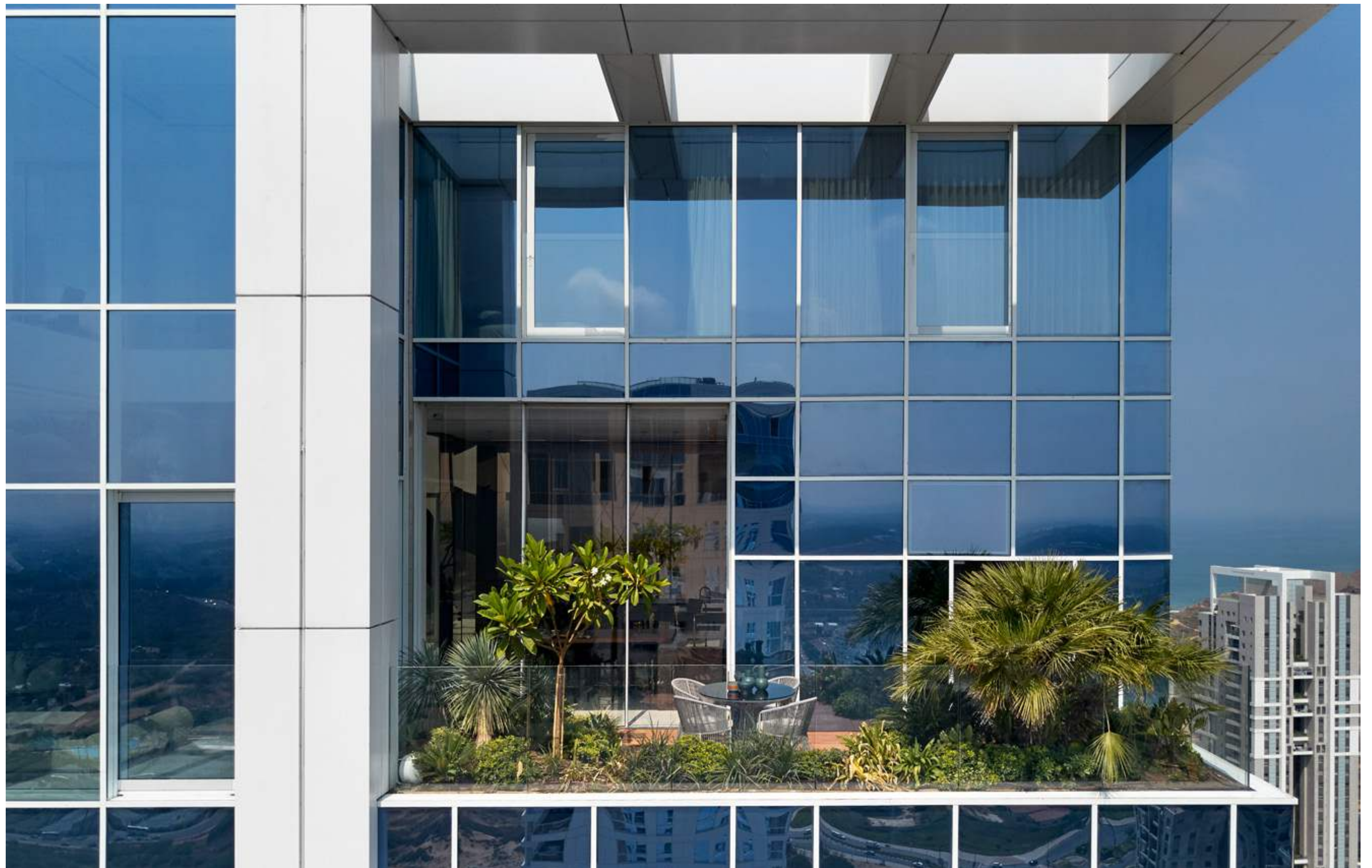




“ ALL OUR DREAMS
CAN COME TRUE,
IF WE HAVE THE
COURAGE TO
PURSUE THEM ”

Walt Disney, American motion picture and
television producer





Art direction: Market Blend

Briga Towers Lobby **Interior Design:** Michael Azoulay | **Photography:** Amit Geron

Penthouse **Architecture & Interior Design:** Tehila Shelef Architects | **Photography:** Shai Gil

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