

Ultimate urban style at Ultra

• By DEBBIE KANDEL

More and more boutique hotels are popping up all over Tel Aviv and each one offers something different to its guests. The new Ultra Hotel is in a prime location in central Tel Aviv, for those wanting to experience all that the White City has to offer. A short walk from the beach, the stylish urban hotel is a great option for a modern traveler with a lower budget.

The focus of the hotel is on the guests, captured perfectly in the hotel tagline "Ultra begins with U." The great service I received certainly reflected this sentiment.

The intimate hotel reception and lounge area offers 24-hour complimentary tea and coffee with refreshments including fresh fruit, cakes, biscuits and an adorable selection of jelly sweets. There is free Wi-Fi throughout the hotel and the option to use an electronic key system via a phone app.

While many of the urban rooms overlook the street, I was given a room that opened onto one of two beautiful shared patios. Although the rooms are fairly small, they are well equipped with complimentary water, an espresso machine and chocolates, as well as a lovely bathroom with a spacious walk-in shower.

Besides being a modern hotel in design, the hotel strives to be environmentally friendly, primarily by using a green water system. The water system, similar to those used on boats and planes, has low energy consumption, cuts water usage by up to 90%, reduces sewage and increases hygiene. Ultra is only the second hotel in Israel to deploy such a system. The downside of this system is the noise it makes. It is not loud and did not bother me when I was using it myself, but as the walls between the rooms are fairly thin, it could be heard from other rooms around me throughout the night. It is certainly true that Tel Aviv is the city that never sleeps!

The hotel is already popular with locals, as well as tourists and business travelers. It is not family-friendly, although there was a couple from Europe with a child while I was there.

One of the biggest draws for me was the Scandinavian cocktail bar, Botanika in the entrance to the hotel. The bar offers a great selection of cocktails and bar food at night and serves as a coffee shop during the day. Breakfast for hotel guests is also served in the bar, which is a unique setting for breakfast.

I found the buffet selection was more limited than many Israeli hotel breakfasts, but it included everything I needed for a good breakfast – hot coffee, perfectly cooked eggs and lovely breads that were incredibly tasty and fresh.

The hotel offers reduced-rate parking in the adjacent building and free entrance to the gym across the street. The stylish design of the hotel is all thanks to the general manager, Tomer Peleg, and his mother who sourced the furniture, fixtures and fittings from all over Europe.

Ultra is an ideal choice for those looking for a modern hotel in a central location.

The writer was a guest of the hotel.

For more information: www.ultra-hotels.com



Ultra: Environmentally friendly, with a Scandinavian cocktail bar to boot. (Assaf Pinchuk)



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YOU BETTER LISTEN

From a small electronics workshop that has grown and evolved over the years, "Fuse" has become one of the leading and most professional stereo stores in Israel. With dependable professional service, uncompromising sound quality and an exclusive buying experience, one can understand why.

Further details at: www.fuse.co.il

These days we are constantly upgrading our cars, renovating our apartments, and changing our stereo units every few years. Those of us who still remember how stereo units "in the old days" sounded will be happy to discover that in Givatayim "Fuse" is continuing the tradition of quality sound. They offer a range of stereos, home theater systems, turntables, projectors, TV screens and accessories, along with a second hand department and service department.

In one sentence:

With a choice of more than 200 pairs of loudspeakers you are sure to find the pair for you.

It's good to have someone to count on

The love affair of the owner, Nissan Bublil with the world of stereo, began as a teenager when he was an electronics and music "freak". This love brought him to engineering studies at Tel Aviv University and from there to opening his own business. What began as a small electronics lab in 1991 has evolved into a dependable, professional store which attracts knowledgeable fans from all over the country. They come to Givatayim to preserve sound quality and have good service. Today, when the hobby has become a profession, Fuse offers the general public a range of stereo solutions for every budget, from high-end systems which promise, uncompromisingly, the highest level of equipment, to basic systems, turntables, projectors, TVs and a choice of accessories. In addition, there is a section for specials and second hand, to make possible the purchase of quality equipment at lower prices than the regular market - to suit every budget. For those who cannot part from their old stereo and wish to improve or upgrade them for many years, the store offers an electronics lab service to fix and improve nearly all audio equipment from mini-systems to amplifiers and record players.

As well as daily activities, Fuse provides an exclusive experience: The store has two professional demonstration rooms with a staggering choice of amps and speakers and a Hi-End room with special

acoustic walls of wood, making it possible to listen to all the sound system features in comfort. When you enter the demonstration room, it's as if you are in a new world: welcome to the world of stereo and quality sound!

The purchasing experience, which usually involves a few words of recommendation and a catalog, becomes at Fuse a sense-heightening experience, making it possible to try out different sound quality in maximal acoustic surroundings. "The individual demonstrations should be booked in advance, as the caller can explain his needs over the phone, and we will combine the components for him. Building a stereo system is an uncompromising process, combining all the needs of the buyer/client," explains Bublil. During the demo the buyer/client can receive advice from one of the experts on staff at the store, or the opposite, as the system is built to personal taste. As well as the latest systems one can find rare items such as tube amplifiers of the old kind, which have been remaindered from the amp market, and are having new popularity because of their sound quality and new and old turntables treasured for their calming, natural tones. Many musicians, who visit the store frequently, describe this as the closest to hearing a live performance. The store works with leading world brands such as B&W, YAMAHA, ROTEL, QUAD, NAD, MUSICAL FIDELITY, PROAC, DALI, FOCAL, THORENS, and many more good quality brands.

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