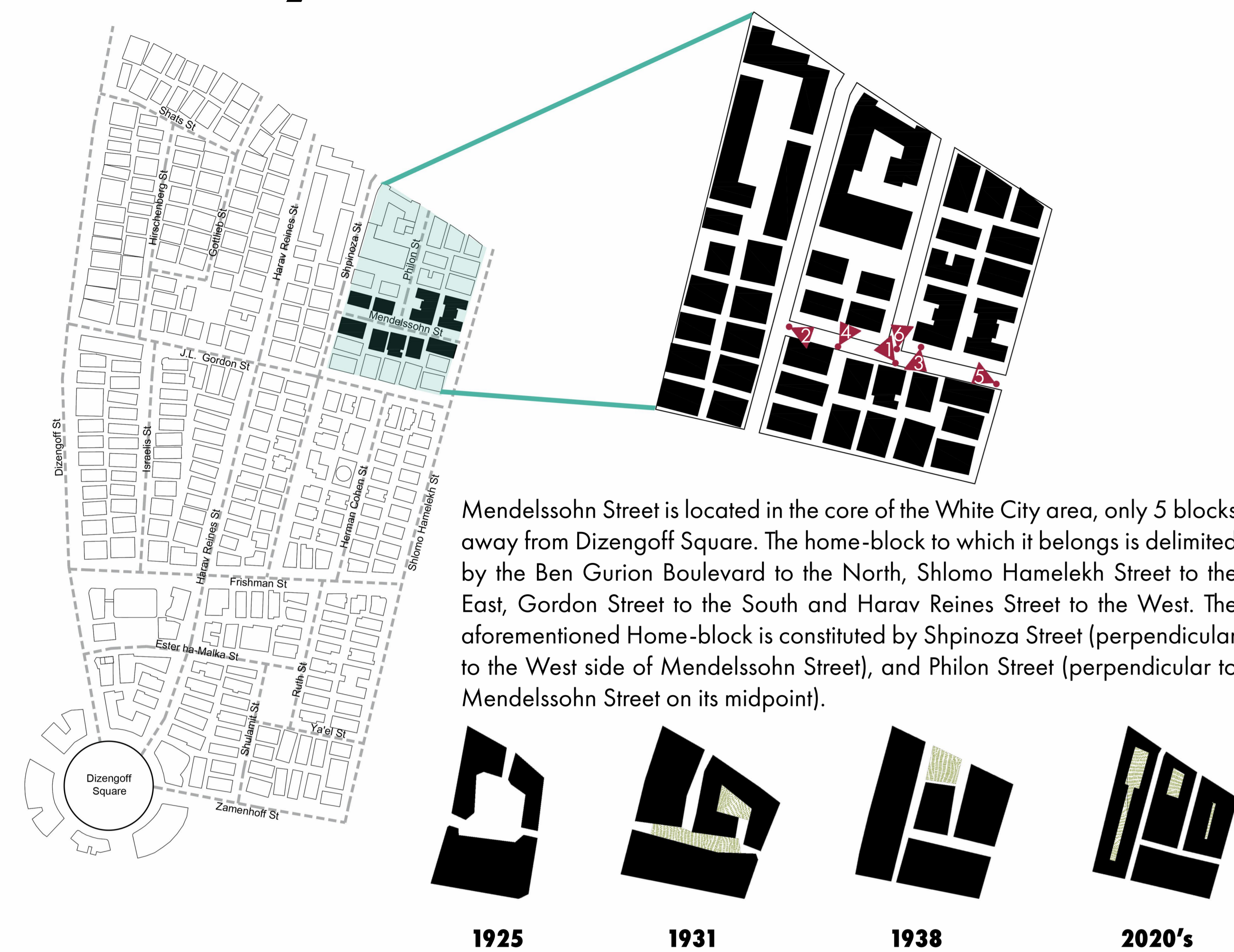


The study area: Mendelssohn Street



Mendelssohn Street is located in the core of the White City area, only 5 blocks away from Dizengoff Square. The home-block to which it belongs is delimited by the Ben Gurion Boulevard to the North, Shlomo Hamelekh Street to the East, Gordon Street to the South and Harav Reines Street to the West. The aforementioned Home-block is constituted by Shpinoza Street (perpendicular to the West side of Mendelssohn Street), and Philon Street (perpendicular to Mendelssohn Street on its midpoint).

Alisher Slonim



Before the Geddes Plan *Current situation*
The neighbourhood in which Mendelssohn Street is located was known as Alisher Slonim in the times before the Geddes Plan. This area was characterized by the heavy presence of orchards. Alisher Slonim was purchased by the municipality of Tel Aviv in 1933, and it was transformed into an urban area by the Geddes Plan.

Nowadays, Mendelssohn is a street composed by 9 residential buildings. The evolution of the home-block can be observed in the diagram (left), as we can see, the original Geddes plan from 1925 proposed a central open space surrounded by building blocks. Later on, with the 1931 rectifications, the scheme kept the 3 building blocks while adding 2 interior gardens. In 1938 the 4 building blocks are traced, splitting one to create a green area. Currently, the plan kept the 4 building blocks and introduced small interior gardens and tree lines in between the constructions.

Current situation



- 1** -Pouring
-Exfoliation
-Falling surface layer of the plaster
-Improper integration
-Improper elements
- 3** -Pouring
-Exfoliation
-Falling surface layer of the plaster
-Improper integration
-Improper elements
-Deterioration of dimming systems
- 5** -Pouring
-Falling surface layer of the plaster
-Improper integration
-Improper elements
-Deterioration on dimming systems
- 7** -Pouring
-Exfoliation
-Falling surface layer of the plaster
-Improper integration
-Improper elements
-Improper colour integration
- 10** -Improper elements (visible downpipes on facade)
- 8** -Pouring
-Exfoliation
-Falling surface layer of the plaster
-Improper integration
-Improper elements
-Improper colour integration
- 6** -Pouring
-Falling surface layer of the plaster
-Improper integration
-Improper elements
-Anthropic modifications
- 4** -Pouring
-Falling surface layer of the plaster
-Improper integration
-Improper elements
-Deterioration on railings
- 2** -Pouring
-Exfoliation
-Improper integration
-Improper elements
-Improper colour integration
-Deterioration on dimming systems and railings

Urban problematic



a) Shaded resting areas are needed, we can observe in the corner spot that an attempt was made by installing a bench, but due to the hot weather it is probably not used



b) There is a lack of bicycle racks, they are currently parked along the street and blocking the circulation of pedestrians



c) A very big percentage of the street section is used for cars, with one circulation lane and two parking lanes. For this reason, the sidewalks are very narrow and the space for the pedestrians is extremely limited



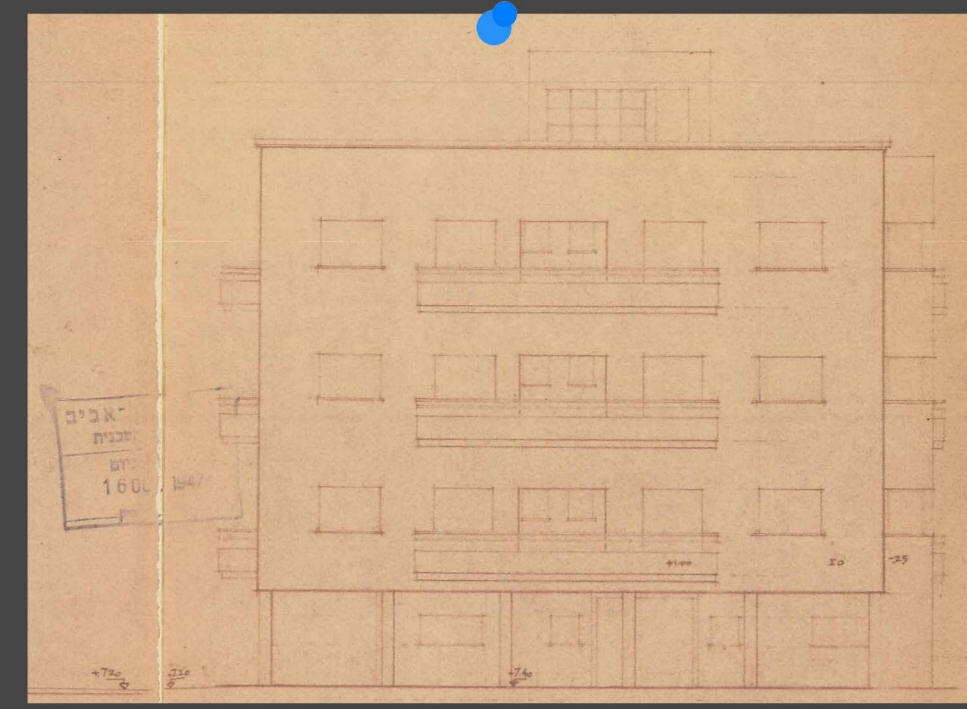
d) The majority of the houses present neglected greenery and fences. The decay is visible, many fences are totally or partially destroyed, while the poorly kept frontal gardens strongly affect the urban image of the street



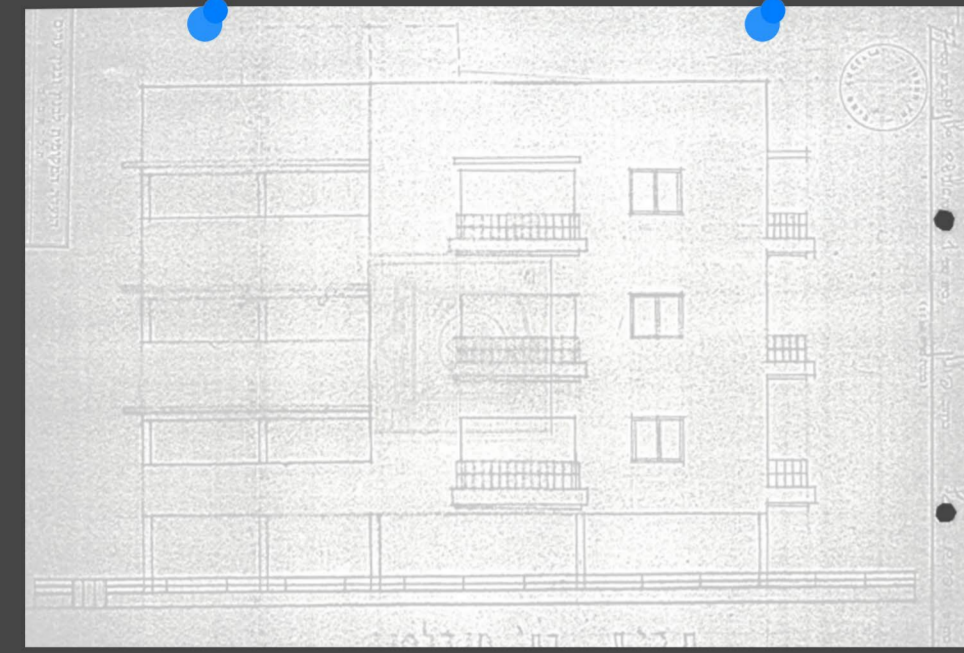
e) The street sections (both in Mendelssohn and Philon Street), are perceived as dominated by car traffic, messy and neglected



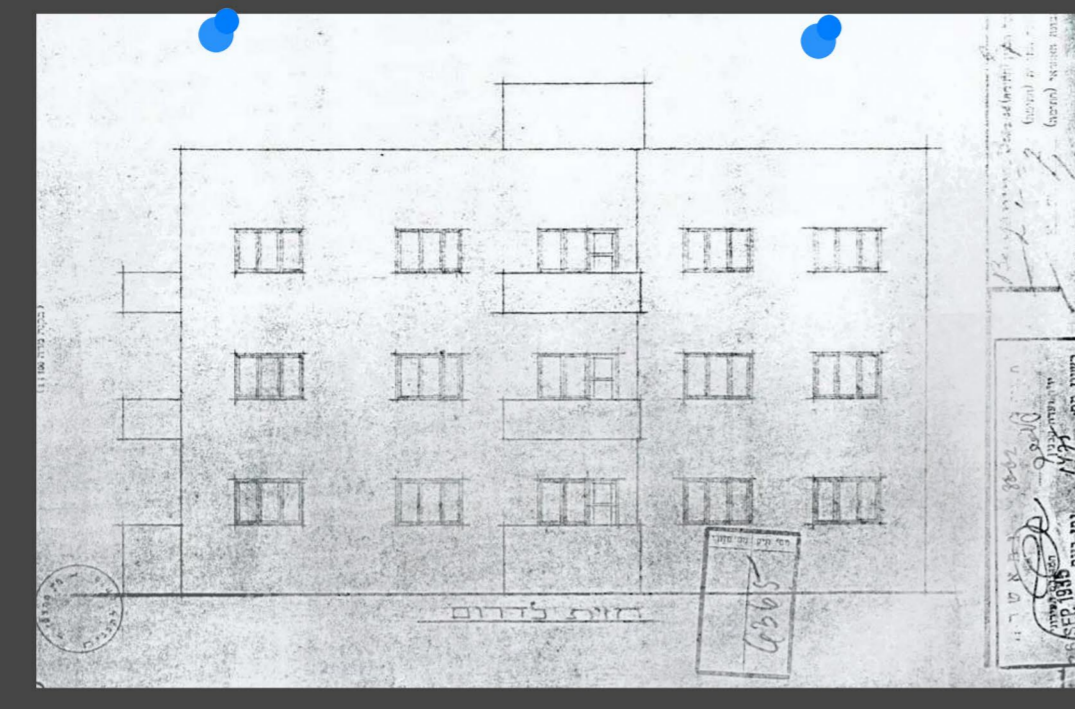
Archive material



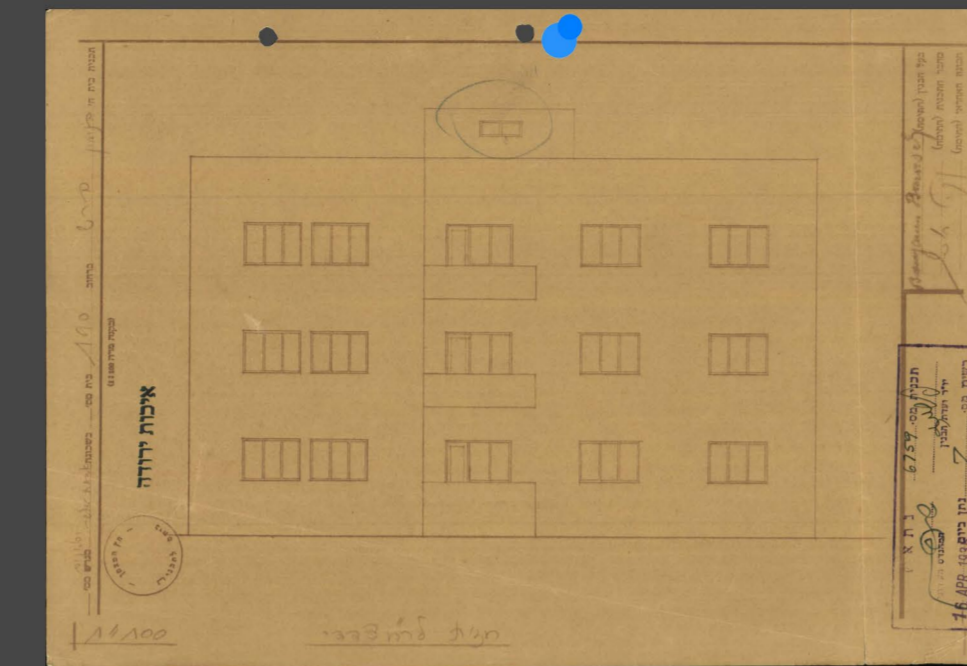
1947 The oldest record of the building on the archive, possibly a modification project that was submitted to the municipality. Introducing the addition of a volume on the rooftop, some differences can be spotted with the current building, for example, the proportions of the lateral balconies on the left side.



1939 Approved project, also known as the "Staff house", designed by the architect Mordechai Goldenberg.



1935 Approved project by the architect Carl Rubin. This building was designed in correspondence with the contiguous one (number 7).



1935 Approved project by the architect Carl Rubin. This building was designed in correspondence with the contiguous one (number 5). The original drawing shows a window on the top volume that was not realized on the project.



Mordechai Goldenberg



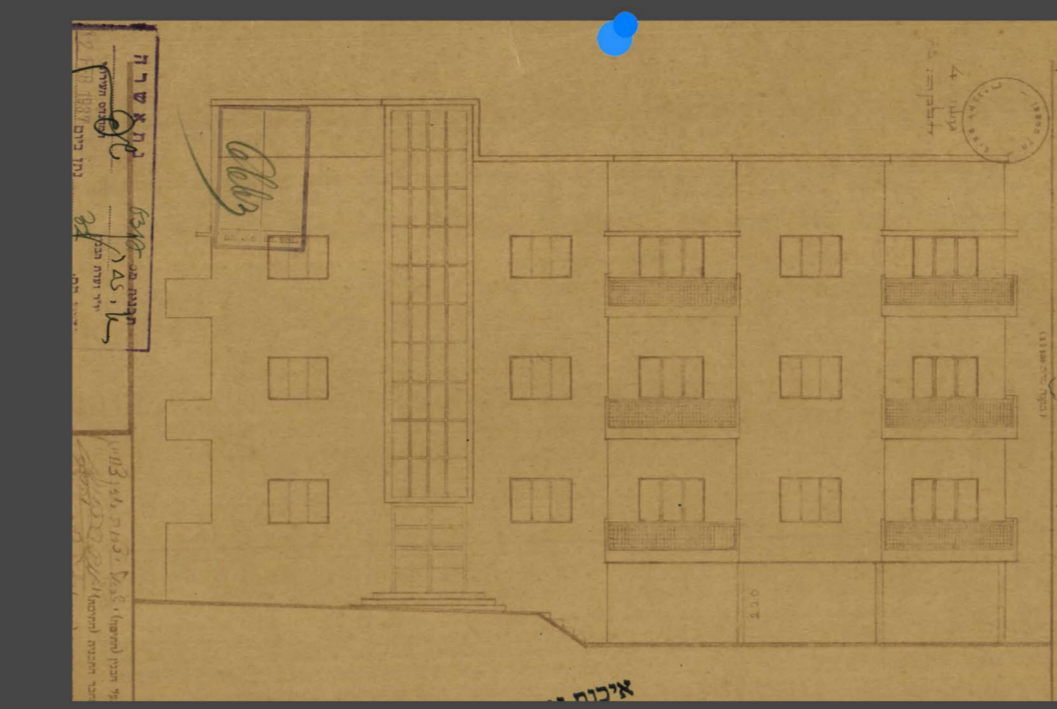
Carl Rubin



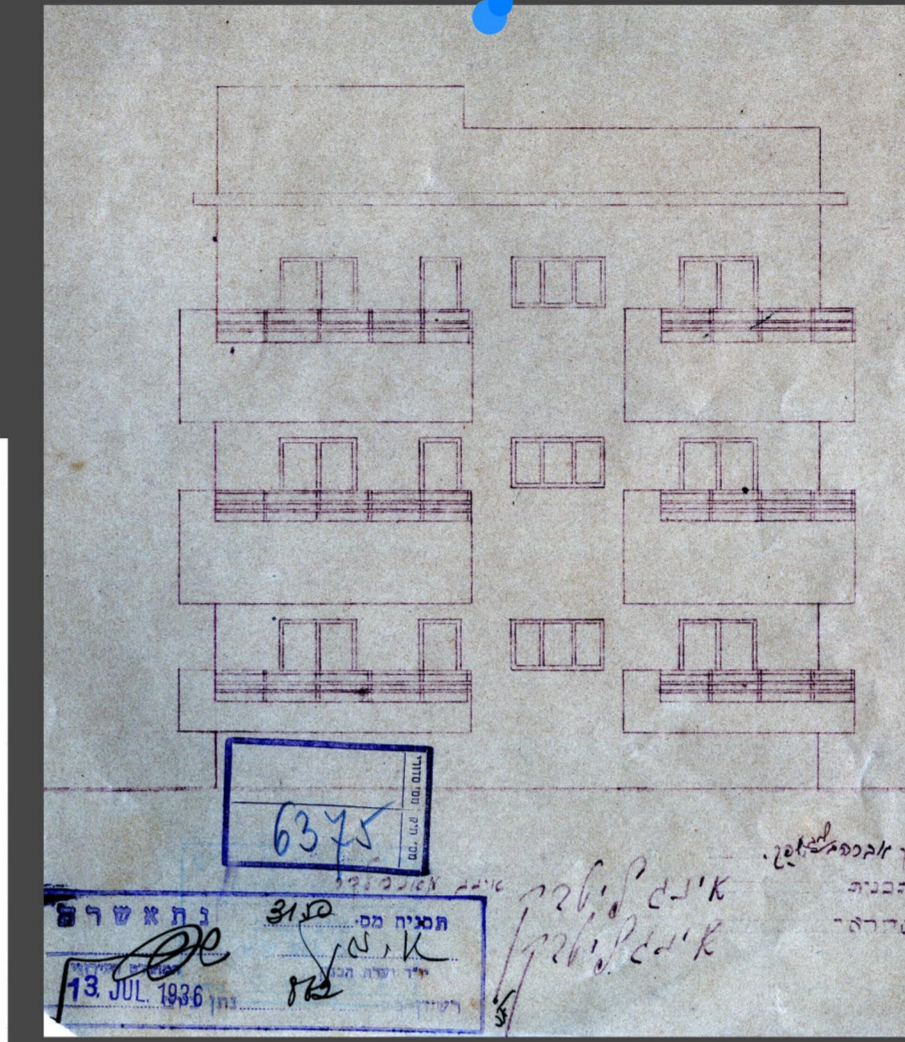
Mordechai Zabrodsky



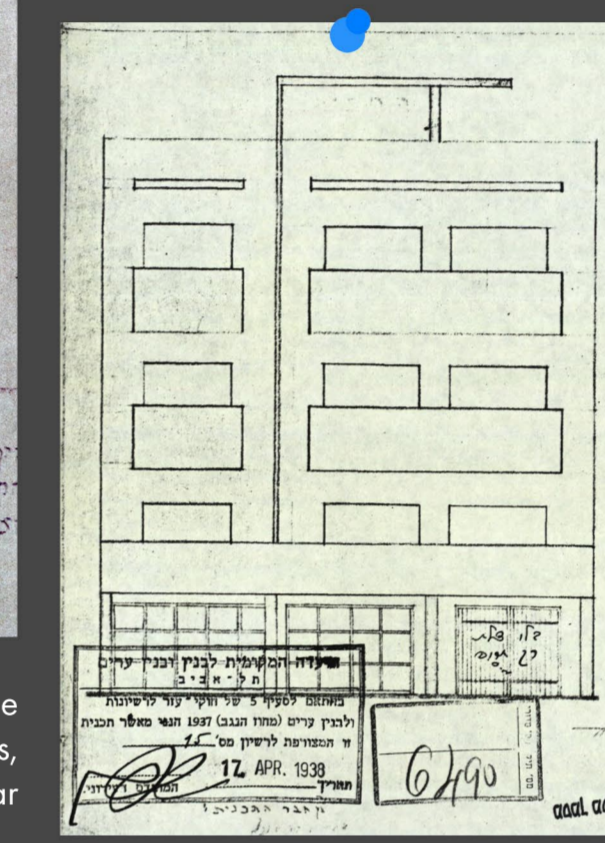
Yitzhak Boneh



1936 Approved project, on following years the void of the top left corner of the facade would be closed with glass.



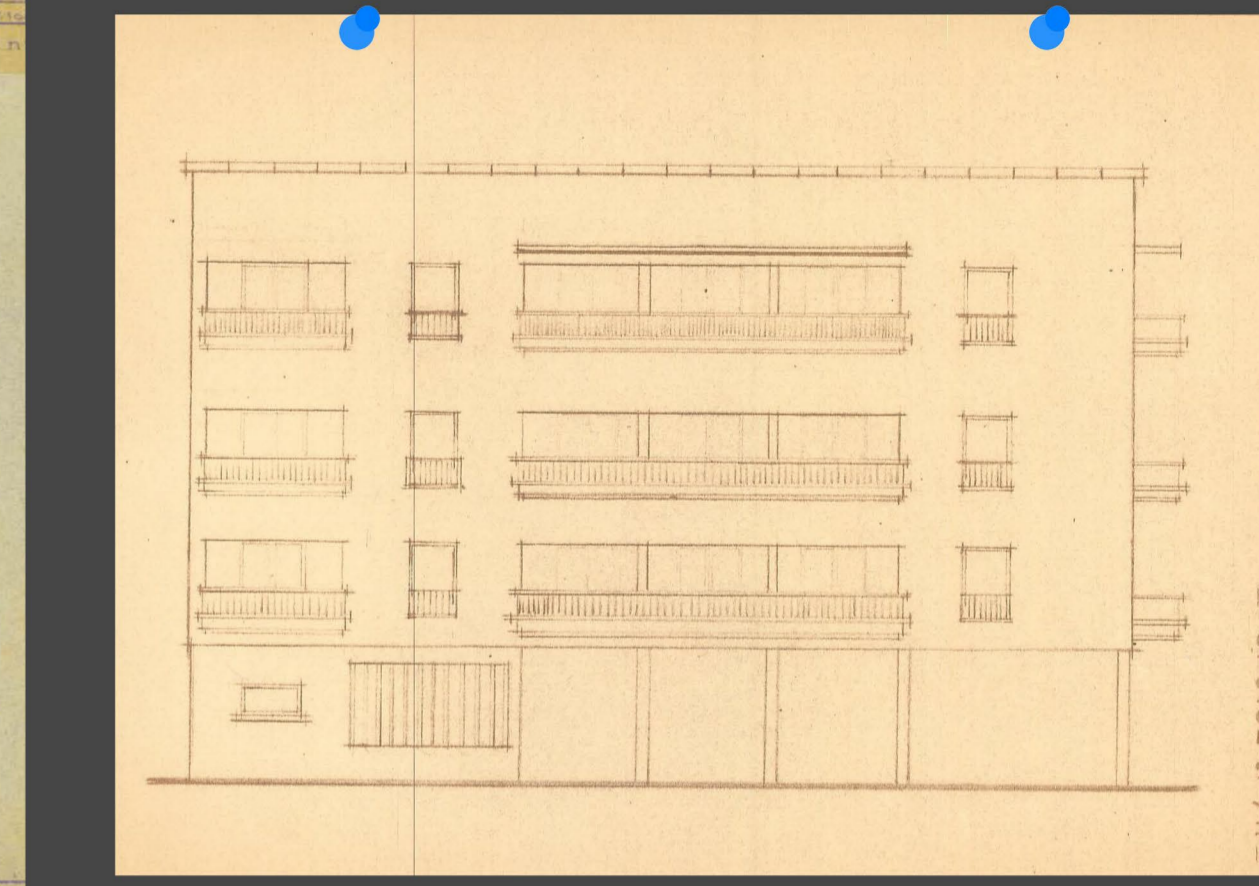
1936 Approved project. Nonetheless, there is no evidence that the top of the building was built as the drawing indicates, since all the available material shows a regular rectangular shape.



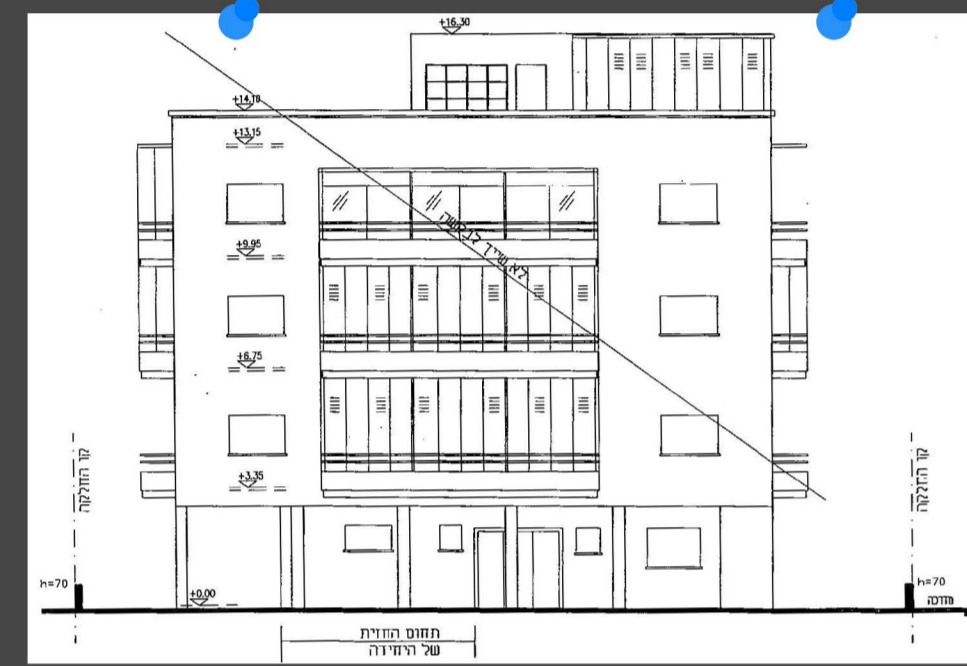
1938 Approved project, the handrails were not realized as the drawing proposed.



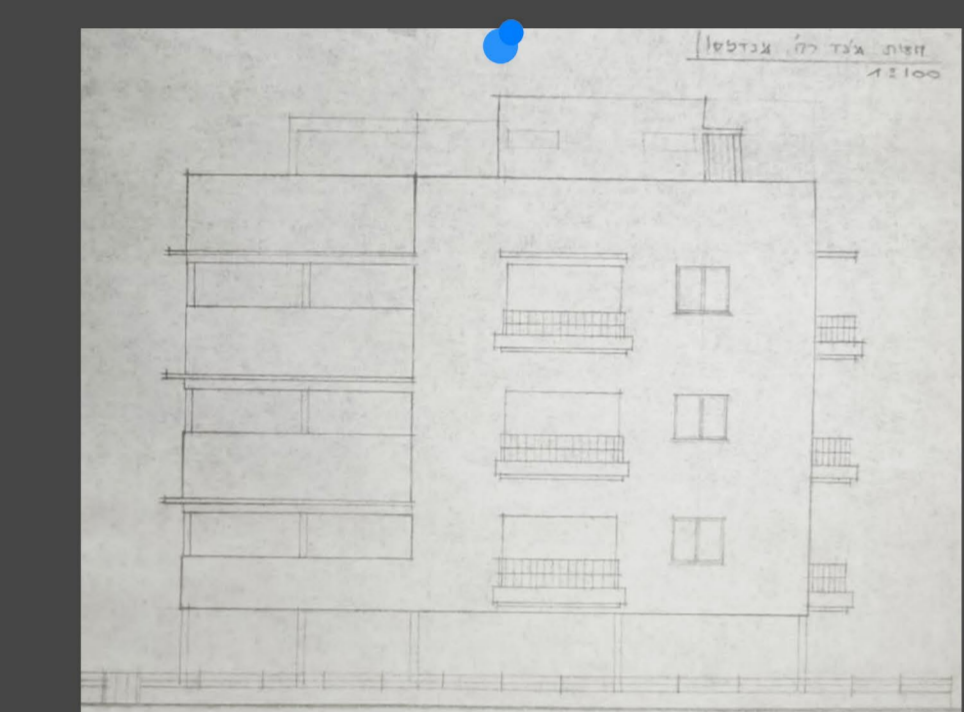
1936 Initial project, it was not approved and suffered many modifications.



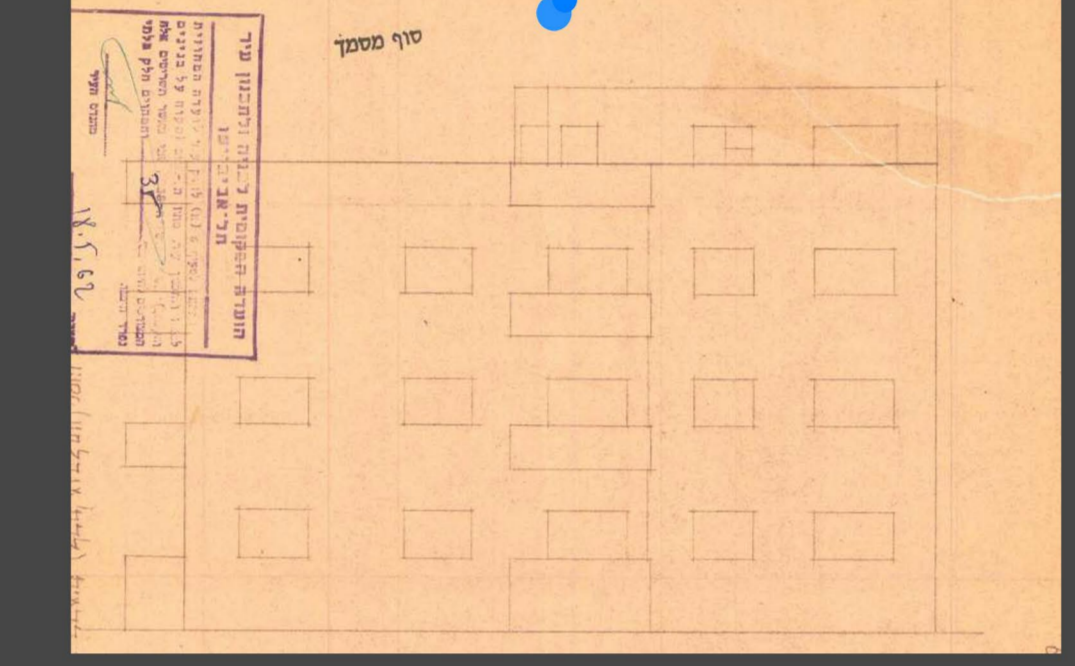
1954 The first register of the building found on the archive. The drawing does not show the details of the ground floor facade.



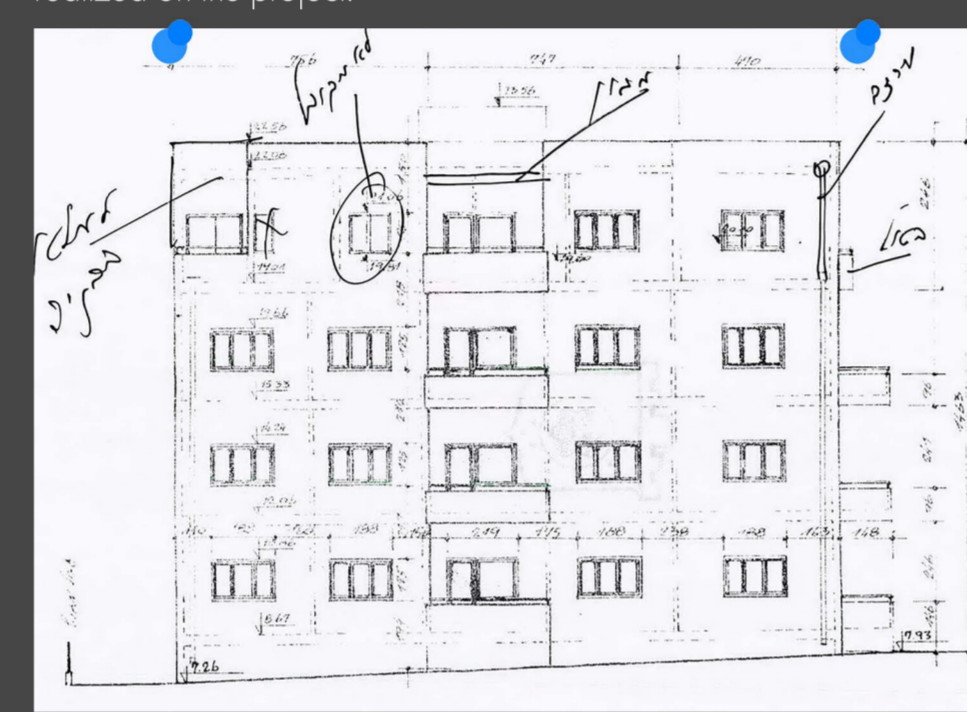
1970's Renovation project in which the top volume is expanded and most of the balconies are already closed.



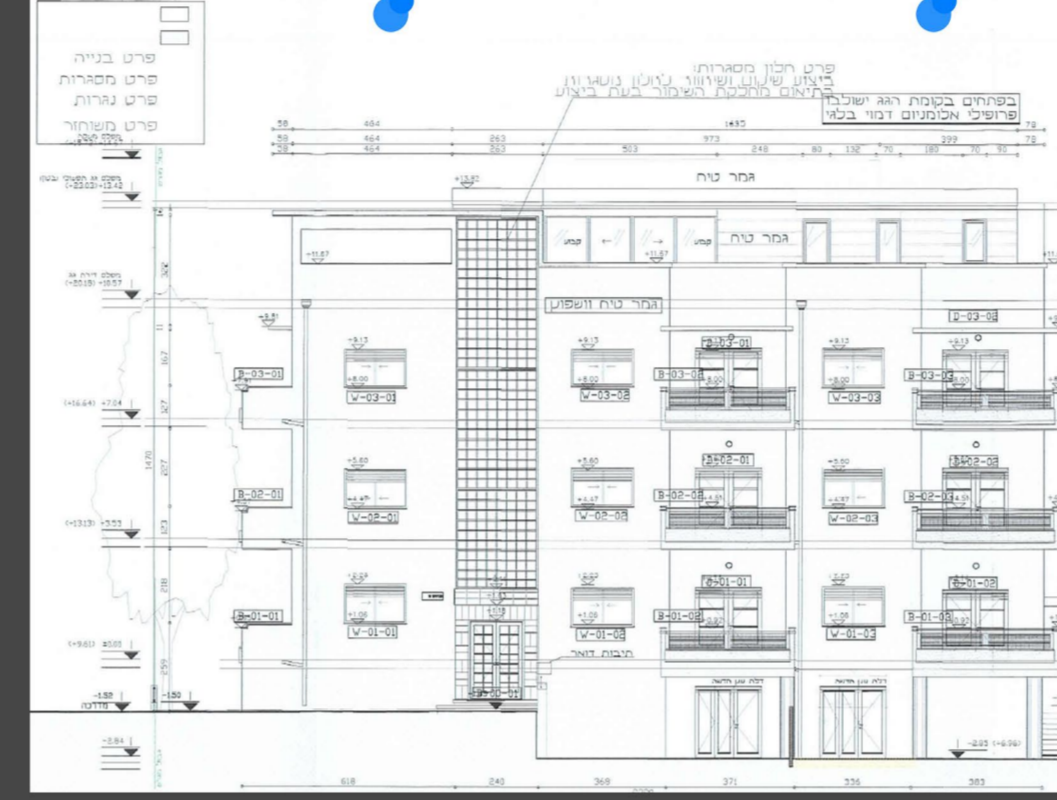
1961 Proposal of an additional level that was approved and can be observed in the building nowadays.



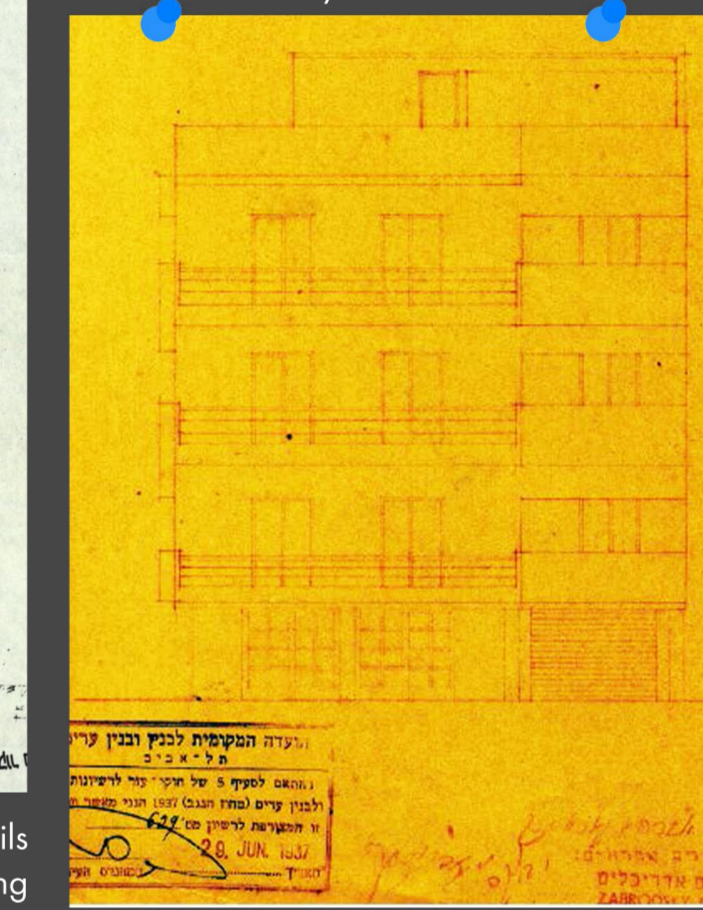
1962 Modification project to expand the top level, hosting two additional apartments.



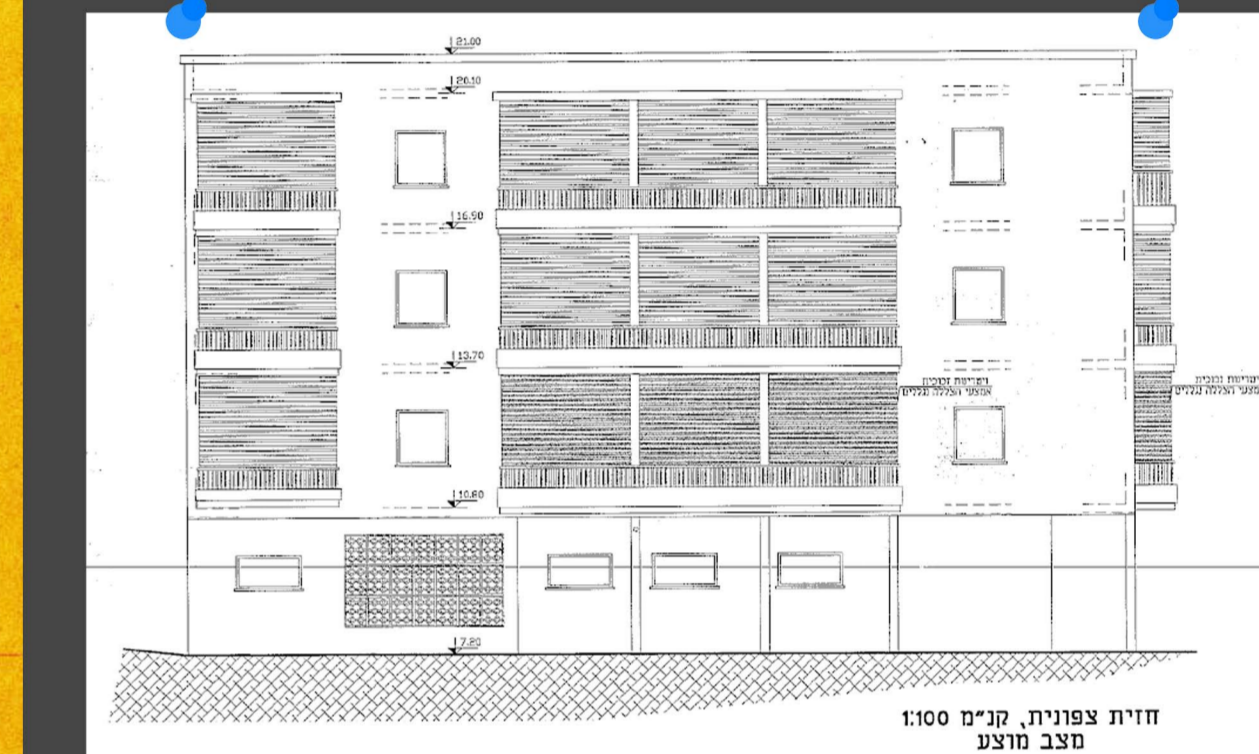
1960's Renovation project that was not completed. It proposed modifications on the top level of the building.



2011 Modification project that proposed the addition of an extra level. Possibly it included a general restoration intervention as well, since currently the building presents a good degree of conservation.



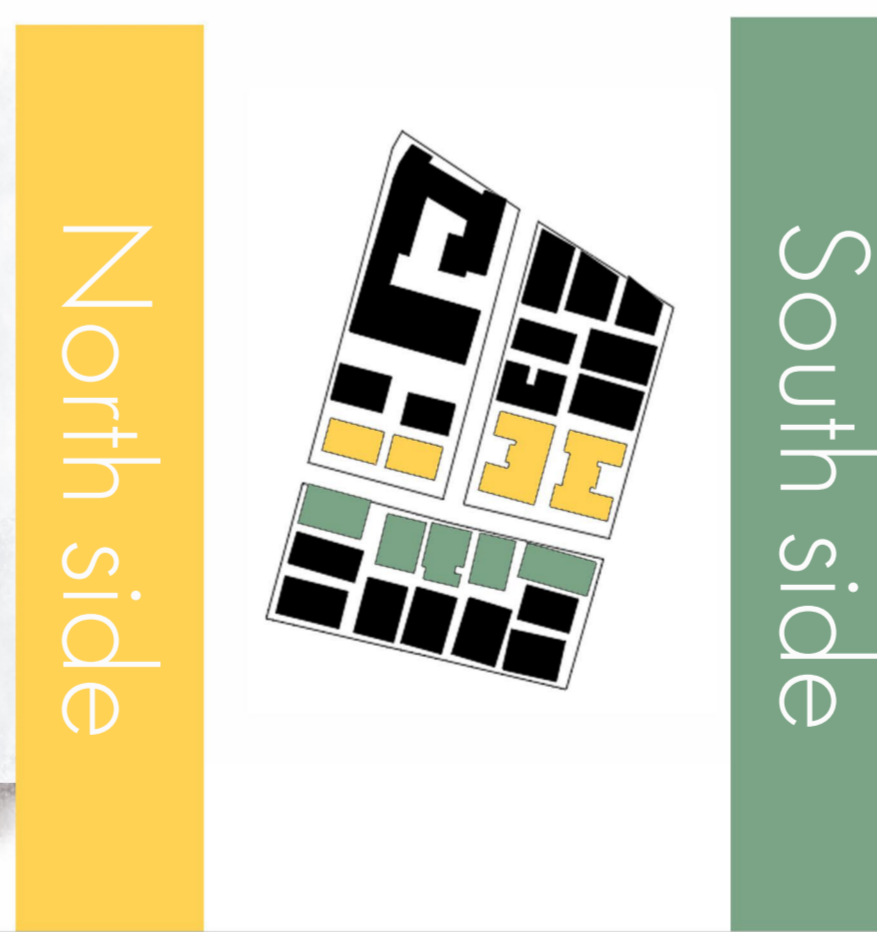
1937 Approved project by the architects Yitzhak Boneh and Mordechai Zabrodsky.



2015 Renovation project. Modifications on the ground floor, and it shows the balconies already closed.

Source: GISN archive, Tel-Aviv municipality

Original projects



North side

South side



Main features

- Strip balconies
- Pilotis + frontal garden areas
- Vertical decorative elements
- Symmetry / Asymmetry
- Horizontality

