

## First impressions count!

### Ir Yamim office tower, Netanya, Israel: enhancing the personality of interior spaces with Corian® Solid Surface.

(High-resolution images available upon request to journalists)

June 2019 – In business, first impressions count. For companies, a well-designed office signals to visitors professionalism and attention to detail. This approach may be taken a step further. For the public lobby of a new high-rise office tower in Netanya, Israel, MYS Architects has created a reception area with a striking design in Corian® Solid Surface – using a fascinating, recently introduced colour – to make guests take notice.



Ir Yamim high-rise office tower in Netanya, Israel: the lobby features a reception area with wall cladding made with 3D geometric panels of Corian® Solid Surface in the recently introduced Neutral Concrete colour; project by MYS Architects; photo by Elad Gonen, all rights reserved.

Opened in the spring of 2019 in the seaside resort town of Netanya, a city located on the Mediterranean coast of Israel, north of Tel Aviv, the 14-floor tower has been incorporated into the existing Ir Yamim Mall shopping centre, a project previously developed by MYS Architects that features a flowing facade and predominately grey palette inside and out. Situated in an upscale residential neighbourhood near the beach, visitors to the 145,000-sqm retail complex may enter the tower's ground-floor reception via the mall or from the street.

The high-rise hosts a collection of small businesses serving the local community, with offices for physicians, lawyers and accountants. While each tenant has its own dedicated reception upstairs, MYS Architects was eager to have a lobby space that projected a level of sophistication in line with the upscale commercial setting.

“It’s a welcome point and functions as a business card of sorts,” says Zehavit Liberman Simovitch, Interior Design Team Leader at MYS Architects. “Companies have invested extensively in their offices upstairs so it is important to impress first-time visitors in the lobby.” To create an atmosphere that was both professional and aesthetically vivid, Simovitch clad the walls of the 100-sqm space with 3D geometric panels made of Corian® Solid Surface in the recently introduced Neutral Concrete colour.



View from the park entrance - to the lobby features a reception area with wall cladding made with 3D geometric panels of Corian® Solid Surface in the recently introduced Neutral Concrete colour; project by MYS Architects; photo by Elad Gonen, all rights reserved.

“The colour matches the appearance of the concrete used in the mall but offers us the ability to transform the material into decorative patterns.” Simovitch called upon Boristone, an Israeli firm specialising in the fabrication of Corian® Solid Surface, to realise a selection of slabs primarily consisting of triangular cuts. “I wanted to create a dynamic space in an area that is often overlooked. The pattern calls to mind folded sheets of paper as when you make an origami fold design.”

Three- and four-sided panels in various sizes are arranged on the walls at slightly different depths, with their linear borders evoking a sense of movement. The overall effect seeks to capture the way-finding design one encounters in airports, albeit here the directions are presented in a more abstract manner to get people to move through the lobby and on to the elevators, parking garage and shopping mall. On the panels hosting directories in the elevator bay, Simovitch has opted to use elongated rectangular components to emphasis vertical movement.

The decision to go with Corian® Solid Surface as the wall cladding solution centred on the advanced material’s durability and ease of maintenance. “The surface stands up well over the long run and we needed a material that could handle the large amount of foot traffic. People are passing through to the mall, the offices and the parking garage.”

Simovitch found Corian® Solid Surface in the Neutral Concrete colour – an elegant soft ivory-grey – an ideal accompaniment to the darker granite porcelain flooring and specially designed light fixtures made of slender black matte aluminium tubes that hang over the welcome desk. An overall neutral palette was called for to offset the bright sunshine that often floods the lobby area.



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Additionally, Simovitch believed the Corian® Solid Surface Neutral Concrete colour was a suitable shade for an office complex thanks to its subtlety and quiet strength. To further spotlight the interior

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design, Simovitch clad certain wall segments in grey reflective glass that have been painted on the back for a mirror effect to create the illusion of an expansive space. Adds Simovitch: “We worked to emphasise an area of a building that so often is forgotten. With Corian® Solid Surface, we were able to make a strong impression and leave visitors with a lasting image.”



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To learn more about the Neutral Concrete colour and the most recent aesthetics and colours of Corian® Solid Surface, visit: <http://www.corian.uk/-experience-the-new-aesthetics-of-corian-r->



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**About MYS Architects ([m-y-s.com](http://m-y-s.com))** – MYS Architects is Israel's leading architectural firm. It was established in 2006 with the merger of two renowned firms both founded in the 1950s: the first owned by Prof. Avraham Yasky and Joseph Sivan; the second by the late Yitzhak Moore. It is known for designing iconic projects across Israel, many of which have become synonymous with excellence and innovation. It has played an influential role in developing the Tel Aviv skyline.

MYS Architects brings to every project an unprecedented level of experience via its staff of over 140 talented professionals, who among them speak more than 10 languages. Its portfolio includes a long list of award-winning projects, master plans and designs in the commercial, residential, health care, hospitality and public sectors realized throughout Israel and 32 countries worldwide. MYS Architects works across the globe and

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collaborates with its European offices and with other local partners in order to expedite matters of licensing, standards, regulations, tenders and supervision, and to keep track of local trends as they unfold.

MYS Architects' creative backbone is comprised of five independent studios, each with its own unique talents. These studios are supported by our sustainable design team, interior designers and licensing experts.

The client-oriented approach of MYS Architects enables it to deliver the most tightly-scheduled projects on-time and on-budget. Quality control assurance is guaranteed by close project monitoring presided over by an assigned manager and a senior partner. For this reason, most of its projects are with returning clients who were very satisfied with the results and with its services.

**About Boristone** ( [www.boristone.co.il/borisnote-english/](http://www.boristone.co.il/borisnote-english/) ) - Established in 1993 and based in Herzliya, Israel, Boristone specialises in the fabrication of advanced surfaces for a variety of applications in residential, commercial and public spaces, such as private apartments, luxury buildings, holiday apartments, hotels and many public institutions. The company's range of products targets customers who demand professional standards and highly personalised solutions. In recent years, Boristone has focused its activity on the fabrication of Corian® Solid Surface, combining its know-how and experience with specific technical innovation.

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