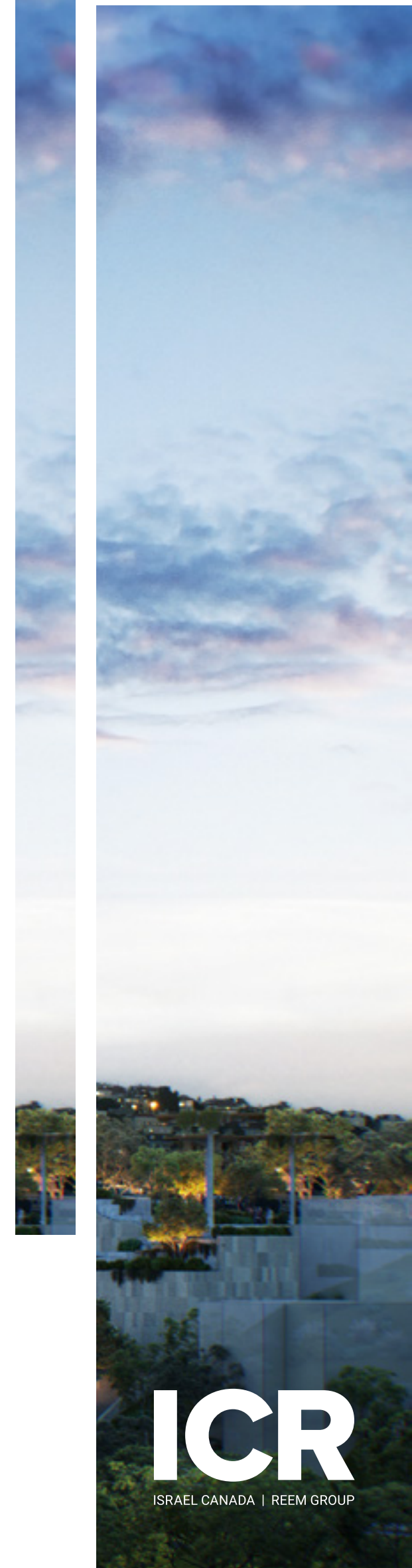
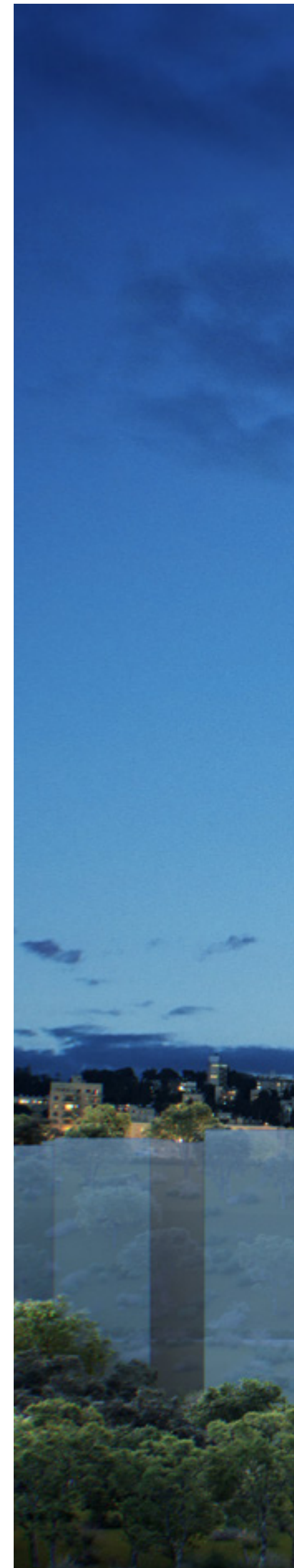
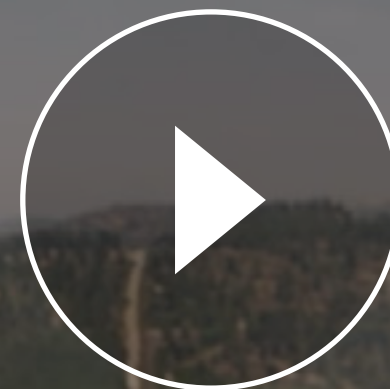


Pastoral

Ein Kerem Entryway



Pastoral
VIEW



ICR, owned by Israel Canada and the REEM Residential is one of Israel's leading and most influential real estate developers. Leveraging innovation, forward-thinking management, and its own in-demand brands, ICR stands at the forefront of the Israeli real estate market, combining financial strength with the ability to significantly enhance property value. These advantages enable the company to initiate, manage, and lead a variety of complex projects nationwide.



ICR draws on the experience and leadership status of two exceptional real estate groups:

- **Israel Canada Group** – A real estate investment company active in property development, construction, and improvement. For over two decades, Israel Canada has been shaping the urban fabric in prominent high-demand areas, including a long line of architectural icons, such as the exclusive skyscrapers of Park Tzameret, a unique heritage project on Tel Aviv's historic Rothschild Boulevard, the new Microsoft campus in Herzliya, and more.
- **REEM Residential** – A company jointly owned by Raz Oded and the Nakash family, owners of the global Jordache Enterprises. REEM has a diverse property portfolio that includes the Setai, Herbert Samuel, and Orchid hotel chains, as well as Ampa Tower, Ampa House Herzliya, Ampa House Tel Aviv, the Brands Boulevard in Dizengoff Center, and more.

THE HARMONY *of Living*



Pastoral

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Live in harmony with the world around you, with everything that makes you feel good, and with complementary contrasts. Live with those who are similar to you, as well as those who are a little different. Live close to green natural landscapes and clear mountain air in a peaceful neighborhood, as part of a community that brings together a diverse, colorful spectrum of people.

Kiryat HaYovel – Israeli Harmony



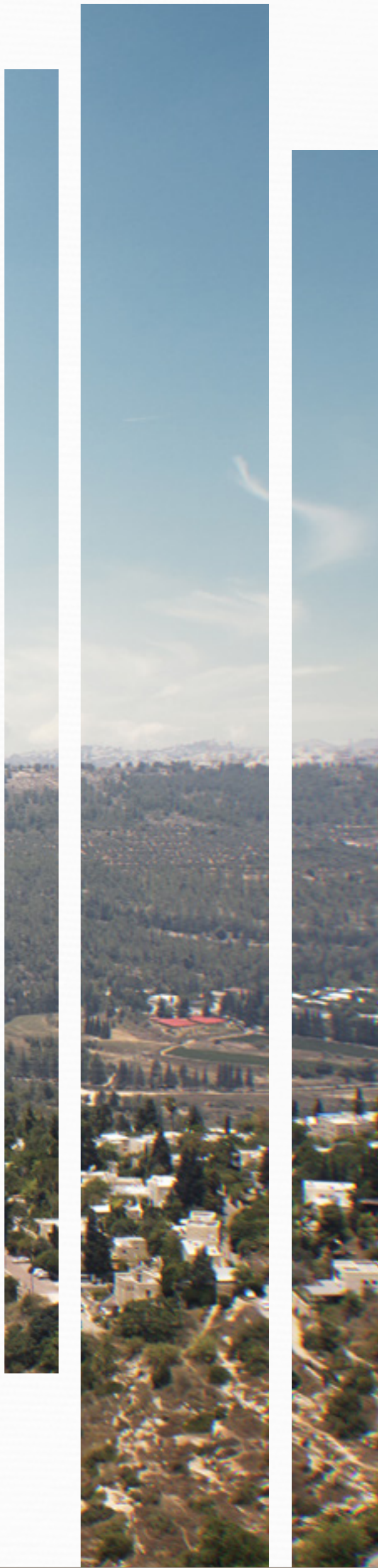
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Westward View, Ein Kerem



Image for illustration only

Ein Kerem Entryway

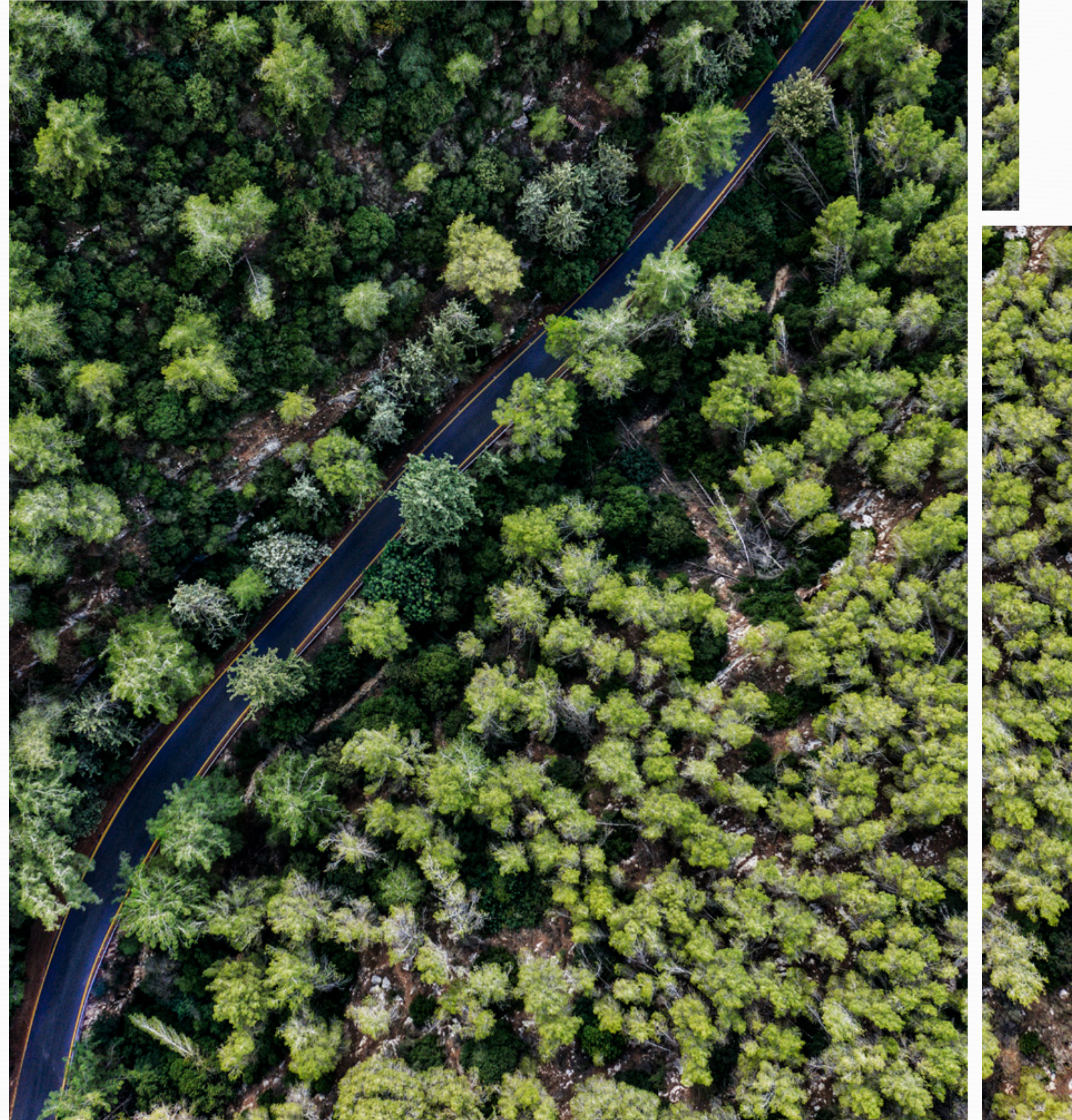


THE *Location*



Ein Kerem Gateway

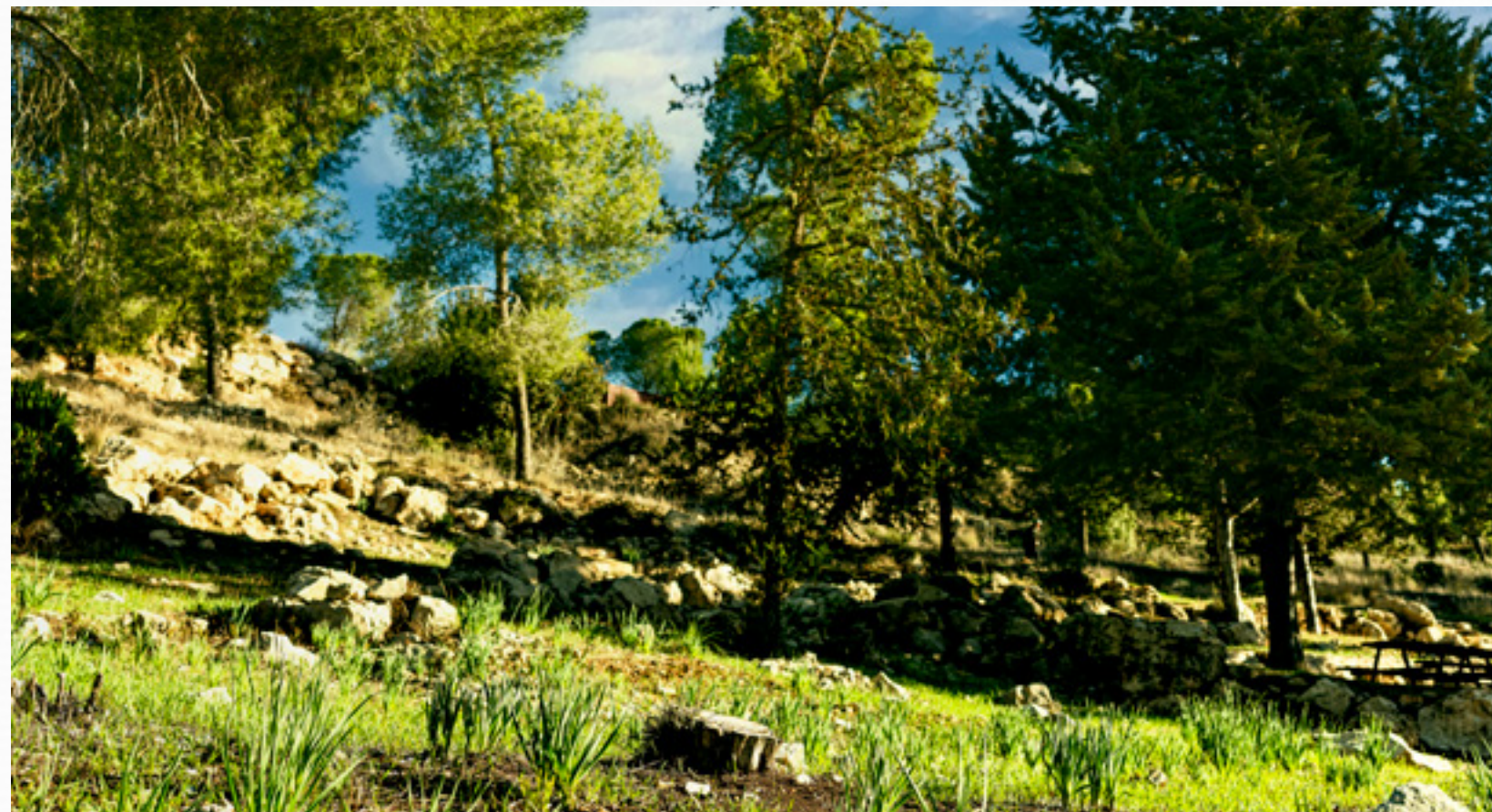
The Pastoral project is located in the southwest of the city, in an ideal location near Ein Kerem and Kiryat HaYoval: close to the light rail station, with rapid access to major traffic routes, while also being within a short distance of large parks and leading educational institutions. All of this is embraced by the beautiful natural landscape of Ein Kerem, as Pastoral enjoys an especially high position, where residents will be able to savor spectacular uninterrupted views of gorgeous scenery.





Living in a Green World

A life at Pastoral is a life in harmony with nature. Breathe fresh, clear air in a place where every angle offers a new perspective on inviting green landscapes. The natural forest nearby, combined with the impressive new parks around it, inspire a lifestyle perfectly in sync with the natural world.



Jerusalem Forest

A natural forest of pine and cypress trees, the Jerusalem Forest is home to lush greenery, wildlife, walking trails, and various pleasant sitting and leisure areas. It is bordered by the neighborhoods of Yefeh Nof, Bayit Vagan, Kiryat HaYovel, Ein Kerem, Har Nof, Givat Shaul, and Moshav Beit Zayit.

Asbestonim Park

This urban park covers around 50 acres and will include an artificial lake, cycling paths, walking trails, playgrounds, sports facilities, and more.



Golem Park

An especially beloved Jerusalem icon, the park is known for its distinctive Golem sculpture – a gift from sculptor Niki de Saint Phalle (who also created the Stravinsky Fountain at the Centre Pompidou in Paris) to the children of Jerusalem.

Jerusalem Forest & Ein Kerem



THE *Project*



The Project

The Pastoral project by ICR is located on a mountainside, with four towers connected by their 7 lower floors. The unique topography of this setting, as well as the difference in height between Brazil Street and Arthur Hantke Street, enables traditional Jerusalem construction that is both terraced and sloped. Overlooking Hantke Street to the east and Brazil Street to the west, residents will enjoy spectacular views over all of Ein Kerem.



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The Project in Numbers

23

Floors

4

Towers

425

Total Apartments

1.2K

First-Class Retail (sqm)

1K

Public Buildings (sqm)

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Pastoral HILLSIDE

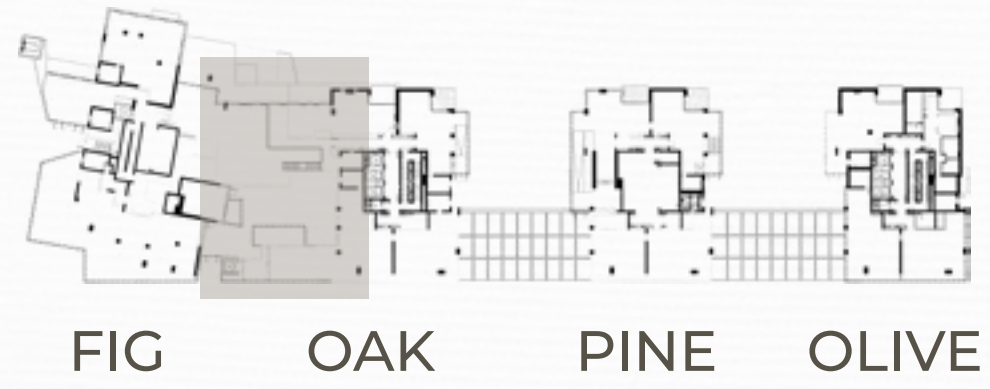
When entering the complex via Brazil Street, you will discover Pastoral Hillside: 7 boutique floors with their own elevators and private entrance. Nestled between the four towers, this exclusive location presents an elevated villa-like residential experience against a breathtaking backdrop, with large sukkah balconies and elegant blinds. Here you will experience intimate quality of life alongside everything the entire complex has to offer.



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Site Map





Rooftop



THE *Public Spaces*





Co-Working Space



Outdoor Hospitality



Gym



Residents' Lounge



Meeting Room



Kids' Club



Synagogue



Outdoor Gazebo with Sitting Areas



Large Garden with Fire Pit

Public Spaces

The public areas of the Pastoral project were designed by the architect Dana Oberson, placing an emphasis on a harmonious, flowing concept using wooden and concrete elements.

Natural materials are used throughout these public spaces in order to imbue the interior architecture with inspiration from the exterior in an elegant, impressive manner, uniting all parts into a single beautiful whole. This splendid environment will provide residents with a comfortable, enjoyable lifestyle alongside countless opportunities for encounters inside the building or in the open air, to participate in group activities and foster a sense of community and belonging



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THE *Lobby*

In this stylish lobby, we took care of every detail in order to create the perfect atmosphere of luxury and harmony. The design was inspired by the project's unique architecture, infused with the breathtaking natural landscapes outside. Thanks to this distinctive combination of architecture and natural materials, the lobby is far more than a space to pass through on the way to your apartment – it is an aesthetic location that delivers a daily experience of exceptional elegance.



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THE *Workspace*

In this space, we undertook to provide residents with the ideal conditions for creative, productive, and enjoyable work, by understanding that even the smallest details can be very significant.



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THE *Lounge*

In the lounge, residents will discover a uniquely luxurious experience that is integral to the modern ICR lifestyle. Here is the ideal place to get together with neighbors, host guests, and hold meetings in a relaxed atmosphere.



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THE *Meeting Room*

An intimate and luxurious room for meetings and business encounters, equipped with all the facilities required for a successful business meeting - a coffee station, WIFI, a large plasma screen that connects to a computer, ensuring that you won't need to leave the house even for important meetings.

הדמיה למחשבה בלבד



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THE *Gym*

Offering breathtaking views of Jerusalem, the gym complex is outfitted with state-of-the-art fitness equipment so everyone can enjoy a healthy lifestyle in their own preferred way, among members of the community.



Image for illustration only



INDOOR GYM



Image for illustration only

YOGA STUDIO



Image for illustration only

OUTDOOR GYM



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Pastoral

THE *Kids Club*

An important, central component of the Pastoral lifestyle, this wonderful club was planned and designed with the family experience in mind. It is based on the connection between the children, their parents, and the community as a whole, helping to strengthen those vital bonds.



Image for illustration only

THE *Synagogue*

A beautifully designed modern synagogue that will serve Pastoral's residents on a daily basis, as well as on Shabbat, holidays, and otherspecial occasions.



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FIRE PIT

THE ROOFTOP *Gardens*

On the rooftop overlooking Ein Kerem and the Jerusalem Forest, you will discover a delightful sitting corner with a firepit, perfect for relaxing and taking in the spectacular view.

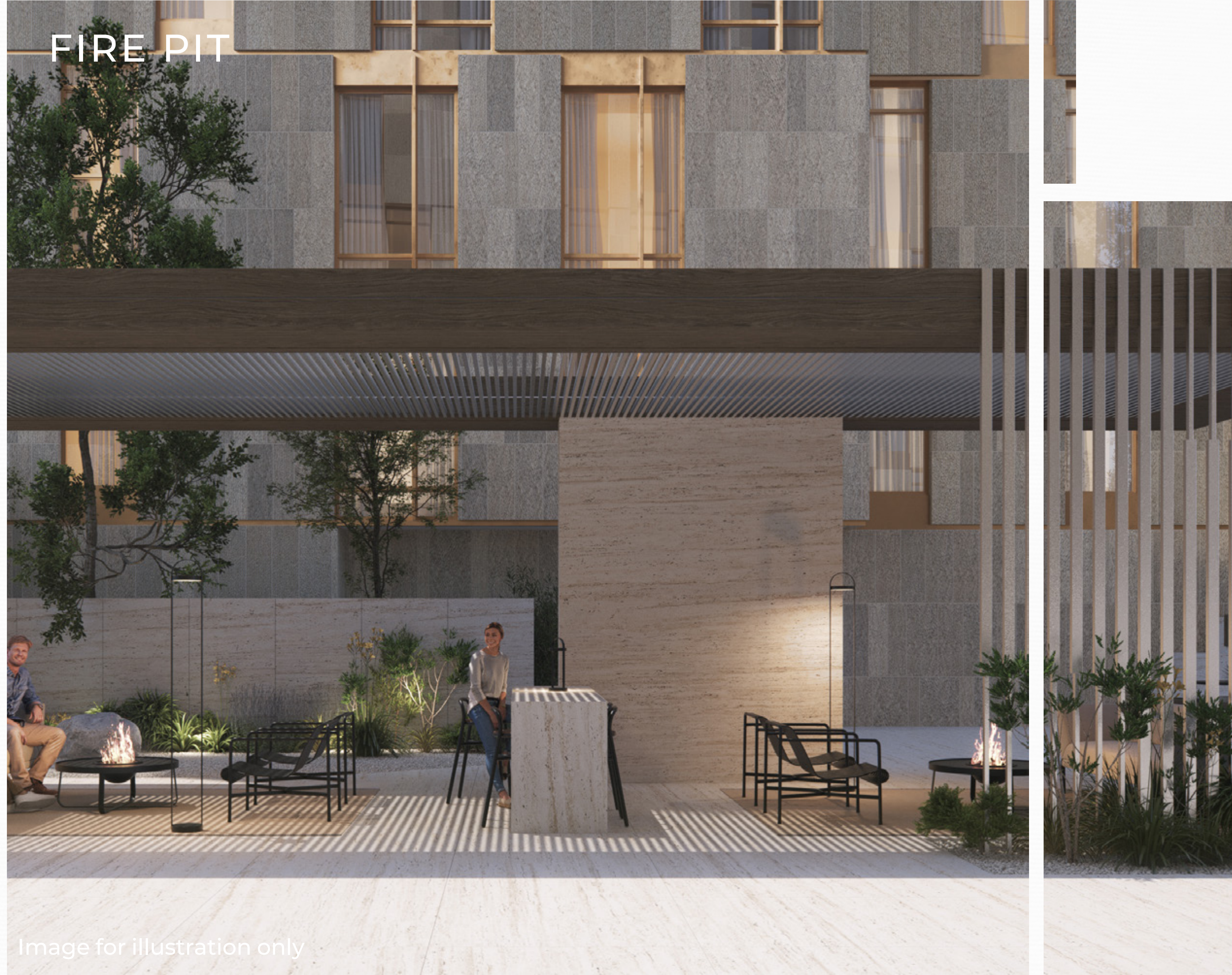
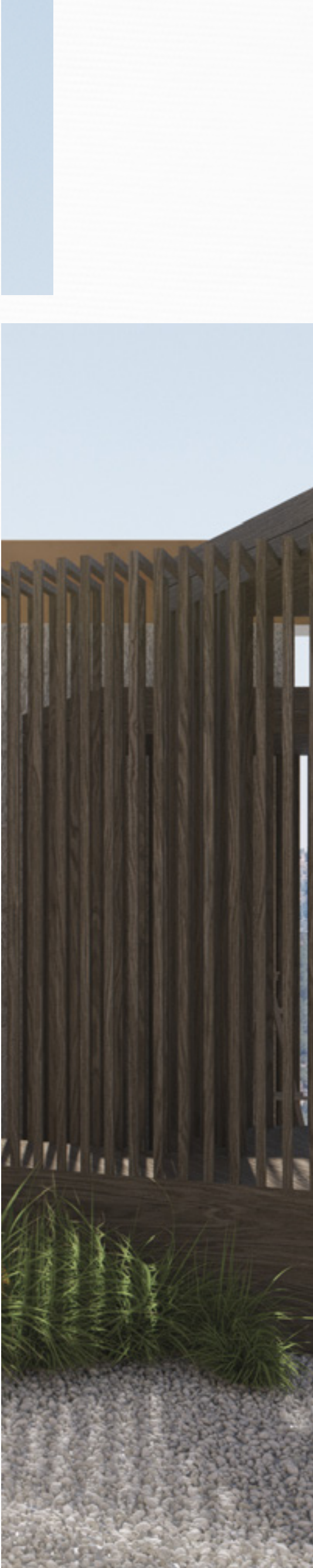


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THE *Gazibo*

Take a moment to quietly reflect and feel a renewed connection with nature as you admire the green landscape from the rooftop's intimate, shaded sitting areas.



PIAZZA



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THE OUTDOOR *Hospitality*

The rooftop sukkah is the ideal place to host family and friends for any kind of intimate event. It brings a first-of-its-kind community experience to Jerusalem.



THE *Commerce*

On the street level of the Pastoral complex, you will find a wide variety of shopping options inspired by the bustling Mahane Yehuda Market and brimming with first-class Jerusalem brands: cafes, delis, beauty and health salons, and many more stores for residents' convenience.



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THE *Residences*



The Apartments

The Pastoral apartments were designed to give all residents the superb quality of life that has come to be expected from ICR's high standards. These spacious luxury apartments benefit from efficient, functional interior spaces that consider the diverse needs of the residents themselves. The large living spaces create a pleasant open atmosphere, while the interior design is based on modern materials and technologies, creating smart homes suitable for contemporary lifestyles.

Select an Apartment >

View Project >



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Ein Kerem Entryway



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Main Specifications

THE TOWERS

- Magnificent entrance lobby
- Spacious residents' lounge with a pleasant atmosphere, including sitting areas
- Rooftop and various other leisure and social areas
- Large gym with state-of-the-art equipment
- Covered parking for each apartment

THE APARTMENTS

- 100x100cm or 60x120cm granite porcelain floor tiling
- Elegant front door
- CCTV intercom with a color screen
- Stylish, high-quality interior doors available in a choice of colors and models
- Double-glazed windows
- Electric roller blinds in all rooms, except the safe room
- TV and telephone outlets in every room
- Three-phase electrical connection
- High-end electrical fixtures by Gewiss or equivalent
- Inverter mini central air conditioning system
- Preparation for a gas water heater

KITCHEN

- Choice of luxury designer kitchens by leading suppliers
- Caesarstone kitchen countertop (choice of various shades)
- Flush-mounted kitchen sink
- Stylish premium faucet by leading brands

BATHROOMS

- 33x33cm or 60x60cm granite porcelain floor tiling
- Built-in mixer with 4-way diverter valve in the shower of the master bathroom
- Deluxe bathroom cabinet with a stylish sink, countertop, and integrated wall mirror
- Faucets by Grohe or equivalent
- Wall-mounted toilets with concealed cisterns
- Acrylic bathtub

SUN BALCONY

- Electrical, water, and gas outlets
- Parquet-look flooring



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Thank You

Pastoral

Ein Kerem Entryway

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