

# The lost Israeli Art

A gallery in Jaffa’s flea market gives new life to design pieces.

By ORI J. LENKINSKI

It seems that every single day, the wide-reaching arms of technology **embrace** a larger part of our lives. At the same time, the globe, which was once huge and so **diverse**, seems to **shrink** all the time. Whether they like it or not, everyone knows that things are moving at a fast **pace**.

Those who look forward feel excited about all the **conveniences** about to reach the tips of our fingers. Those who choose to look back, like Eran Ben-Baroch, **provide** a bridge between what was and what will be.

Ben-Baroch is by nature a **collector**, the host of a **foster** home for unwanted goods. He has spent the better part of his life in Jaffa’s famous **flea** market, looking through the **stalls** for hidden diamonds. He is the owner of the gorgeous Vintage Gallery. He sells **renovated** antique **furniture**, and is a true encyclopedia of past and present **interior** designers.

Most days, Ben-Baroch can be found busy around his shop, speaking with **customers** and **arranging** the **displays**. Vintage Gallery is the largest store of its kind in the country. Ben-Baroch and his **associates** specialize in giving new life to design pieces whose best days seem to be behind them. The store has a **staff** of **carpenters** and **upholsterers**, who fix and renew even the worst cases.

A couple of years ago, Ben-Baroch **recognized** that a change was taking place in the profile of market shoppers. It was the “renaissance of the flea market.” It included the opening of designer clothes and shoe stores and expensive gourmet restaurants. Ben-Baroch joined Avi Cohen and Gilad Moshkatel to open a store called *Items*. Items offers the buyer who knows vintage well, a more **affordable** way to get their favorite, famous designs. The new store sells high **quality** reproductions of world famous designs such as the egg chair from *A Clockwork Orange*. It also sells the American design label *White On White*, which has a country, organic feel to it.

Ben-Baroch invites the public to see samples of Israel’s lost art form, ceramics. Over the past several weeks, he has carefully put together an **exhibition**. He is an **avid** collector of all things **clay** and has a stock that tells the story of his country’s tragically lost love affair with the **craft**.

In the 1930s, a few factories began to make modern-day pots and pans painted by talented local artists. For the next 50 years this **industry** developed. Companies such as Na’aman, Harsa, Lapid and Beit Hayotzer became **common** names as well as symbols of elegance.

Then, in the 1980s, more and more ceramics were being brought in from abroad and companies took a serious hit. The public was no longer interested in local goods, as foreign became chic.

Behind each piece in the collection is a fascinating story, which connects to the history of Israel, he explained. “Each one is decorated and painted in a way that is unique to the piece, which gives it the magic and honor of being one of a kind.”

Vintage Gallery, Rehov Oley Zion 13, the flea market, Jaffa. (03) 518-8755.

Dictionary	
חובקות	אמברים Embrace
מגוון	דברים Diverse
להצטמק	שרינק Shrink
קצב	פייס Pace
מוצרי נוחות	קונביניאנס Conveinences
מספקים	פרוביד Provide
אספן	קולקטור Collector
מאמץ	פוסטר Foster
פשפשים	פלי Flea
דוכנים	סטול Stalls
מחודשים	רנוביטד Renovated
רהיטים	פריניצ'ר Furniture
פנים	אינטיריור Interior
לקוחות	קסטומרז Customers
מסדר	ארגינינג Arranging
תצוגות	דיספליי Displays
שותפים	אסושיאייצ Associates
צוות	סטף Staff
נגרים	קרפנטרז Carpenters
רפדים	אפהולסטרז Upholsterers
זיהה	רקוגניזד Recognized
ניתנים לרכישה	אפורדביל Affordable
איכות	קואליטי Quality
תצוגה	אגזיבישן Exhibition
נלהב	אביד Avid
חמר	קלי Clay
אומנות	קראפט Craft
תעשייה	אינדסטרי Industry
נפוצים קומון	Common



PART OF OUR HISTORY

# Welcome to Israel!

My boss punched me. With love.

By LAURA ROSBROW

Saying the army is a huge part of Israeli society is about as **obvious** as saying that Barney the Dinosaur is purple. Since I made aliya at the grand old age of 26, I was of no use to the military. Because of my **lack** of army **experience**, this sometimes makes me feel out of place in social situations.

I came here in October on an **internship** program, and was placed at the lovely English **Improvement** department at the Jerusalem Post. Thankfully, this was a pleasant time for everyone. I **suppose** it’s because I smell nice. The financial state of print news being what it is, my lovely scent is cheaper than getting an air **freshener**.

Towards the end of my internship, my boss started looking for someone to replace our **Deputy** Editor-in-Chief when she goes on **maternity leave**. Since this was about to happen shortly after my internship ended (and because I smelled nice, of course), he asked if I’d like to replace part of her job during this time. I happily accepted.

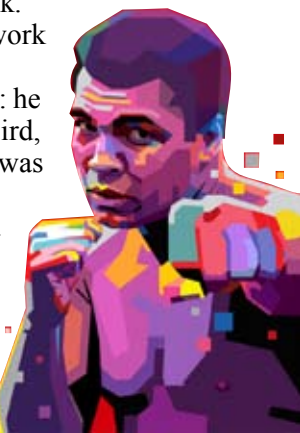
I was in the **process** of making aliyah, but was not sure if my papers would come through by my start date. So, my boss had to check with the Post if a work visa was ok.

Afterwards, he came into the office and shouted, “Good news! A work visa’s fine! Welcome aboard!”

After he told me the good news, he did something quite unexpected: he **punched** me in the shoulder! **Although** I thought this was sort of weird, I knew Nimrod was kind of a man’s man. I **figured** this **behavior** was friendly and not sexual **harassment**.

However, I knew there was something about this situation that I did not understand. I asked another editor if there was any **significance** to this whole punching thing? She laughed and said “It’s an army thing.” She explained that when you go up a **rank** in the army, your commander punches you in the shoulder. Now it all made sense!

In the end, I was punched with love. Only in Israel can I say that and not sound strange. This is “sabra” at its finest.



Dictionary	
ברור מאליו	אוביווס Obvious
חוסר	לאק Lack
חווייה	אקספיריאנס Experience
התמחות	אינטרנשיפ Internship
שיפור	אימפרובמנט Improvement
מניחה	ספוז Suppose
מטהר	פרשנר Freshener
סגנית	דפיוטי Deputy
חופשת לידה	מטרייטי ליב Maternity leave
תהליך	פרוקסס Process
הכה באגרוף	פנצ'ט Punched
למרות	אולת'ו Although
הבנתי	פיגורד Figured
התנהגות	ביהיבור Behavior
הטרדה	הרסמנט Harassment
משמעות	סיגניפיקנס Significance
דרגה	רנק Rank

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