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Jerusalem you love



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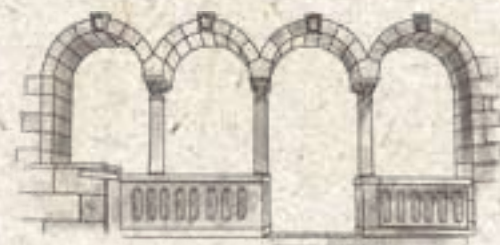
Exceptional  
living



Terra - your  
new home



**BAKA**  
LUXURY RESIDENCE  
Living in the Jerusalem you love



The illustrations were painted by the artist Yair Bar



Look up and admire the beauty. A stone house with a spectacular design, surrounded by breathtaking natural vegetation.



"The art of turning  
vision into a reality  
using lines and images"

To gaze upon the creation rising from the pages  
and feel the vibrant life that will take on flesh and  
blood in reality. To enjoy an experience of cultural  
richness, love, family, and joy.

## The inspiration for the good life

Amidst charming streets, tree-lined boulevards, and the intense fragrance of colorful flowers, artist Yair Bar's fingers wander, moving swiftly, his gaze focused, his eyes gleaming, and his heart seemingly entirely immersed in the evolving creation. With his natural talent, the artist has developed the ability to convey a message confidently and freely, to create a story out of nothing, and to imbue his work with a truly lifelike effect.

Thanks to his creative abilities, Yair Bar was chosen to accompany the boutique project – BAKA – with his emotional and professional world, imbuing it with the vitality and power it deserves.

While wandering, one can feel the atmosphere of a magical journey among beautiful homes, green-painted streets, gazing mesmerized at the precise corners that form the neighborhood's perfect mosaic and its extraordinary living atmosphere.

The artist Yair Bar, a graduate of the "Aspect" School of Art, strives to bring an uncompromising new standard to the field of illustration across a variety of styles. Bar is a student of the renowned illustrator, Miri Weinreb. His works adorn many high-profile projects, including books, booklets, billboards, as well as homes and institutions.



A charming sitting area in Baka, Offering moments of tranquility. 11

## A Short word about the project leaders

The architectural planning of this residential project is entrusted to Architect Nissim Allalo. A native Jerusalemite and a graduate of the "Bezalel" Academy of Arts and Design, he boasts an impressive 20-year career, having designed numerous public and residential buildings.

Nissim is a partner at Maaracs Architects, a venerable and evolving Jerusalem institution. The firm specializes in preparing master plans, neighborhood plans, urban development plans, designing public buildings, high-density residential buildings, and urban renewal projects.

"I am excited to be part of realizing the vision of connecting the historical heritage value of the Baka neighborhood with its renewal and the people who will understand the opportunity to be part of the landscape and the human fabric woven into Jerusalem throughout the generations."



**Nissim Allalo**  
architect



**Kfir Galatia-Azulai**  
interior designer

## A Dream Come True

Kfir Galatia-Azulai, an architect, designer, and artist, and founder of the boutique firm KOT Architects, is considered one of the hottest names in the design world. His works blend innovation, luxury, and tradition, with meticulous attention to the smallest details. He has extensive experience in planning and designing luxury buildings and projects of varying scales in Israel and worldwide.

In the BAKA project, Galatia-Azulai expresses his unique architectural vision. His work is characterized by a holistic design approach that touches every component of the project—from architectural planning to the smallest details of the interior design.

## Restore - Preserve - Renew

Architect Moshe Shapira was appointed for the planning and design of the preservation of the historic building in the BAKA project. He is a graduate of the Department of Architecture at the Bezalel Academy of Arts and Design, holds a master's degree in Geography with a specialization in Urban Planning and Historical Geography from the Hebrew University, and completed second-degree preservation studies at the Technion. Architect Moshe Shapira brings extensive experience in the field of preservation, ranging from planning and designing preservation details to the preservation of archaeological sites and famous urban buildings in Jerusalem, including the historic 'First Station' (Jerusalem-Khan railway station), the Schneller complex, and more.

"The great challenge for me was to integrate a building from the early 20th century and adapt it to the 21st-century building style. I have no doubt that the teamwork of the office, in cooperation with the authorities, led to an optimal result. The desire to breathe new life into the neighborhood while preserving the authentic atmosphere, along with safeguarding heritage values, were what guided me throughout the preservation process. From a professional standpoint, I can say with satisfaction that this is one of the finest projects we have seen in recent years."



**Moshe Shapira**  
Conservation architect



Ten measures of beauty came into the world; nine were taken by Jerusalem, and one by the rest of the world.

**"The stones of Jerusalem  
are full of history"**

(Yehuda Amichai)

Thousands of years of yearning, prayer and toil envelope the city that was brought together, thousands of years tell a long story of kingdoms, wars, devastation, exile and a wondrous return of the Jewish people to their historical home.





Nowhere else in the world has a city been founded that created such historical abundance as Jerusalem – spiritual, cultural, and political. The scent of its air is distinct and special. Throughout its existence, the city has been considered holy to all religions. Nations rose and fell within it, armies fought and conquered, but one thing will never change: Jewish settlement in Jerusalem.



Living in the Jerusalem You Love: A Global Center of Inspiration





## Jerusalem, the joy of all the earth, Mount Zion, on the sides of the north, the city of great kings.

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During the Ramban's visit to Jerusalem in 1267, he met only two Jewish families there. The heart of the halachic authority, philosopher, and poet would not let him return as he came, and he re-established the Jewish community. Contrary to all predictions and the spiritual struggle that never ceased, the city of Jerusalem today numbers close to a million people, most of them Jewish.

## Living in Jerusalem – living it's significance

"עוד אֶבְנֶה וְנִבְנִית" (Jeremiah 31)

To this day, hundreds of architecturally significant buildings stand in Jerusalem. One can easily observe the differences in designs based on the periods when various peoples ruled the place. Greek style from the Hellenistic period, which incorporated Roman and Byzantine styles. European construction from the Middle Ages during the Crusader period, and additional building styles. The architectural-physical characteristics of the various planning and construction forms of Jewish neighborhoods built up to 1914 were influenced by the political, religious, ethnographic, economic, technological, and socio-human conditions of that era. After the Six-Day War, modern building styles emerged, with architects aiming to transform the city into a metropolis with a Western character, while attempting to preserve its historical architectural essence.



The picturesque character of the neighborhood is expressed on its walls, stairways, and courtyards. Every step reveals a new gem.



## A charming connection between old and new.

A wonderful harmony between history and the present. Beautiful homes surrounded by greenery and flowers. A look inside leads to fascinating stories of the past combined with original exhibits.

A glimpse into the character of the neighborhood. A stone house with a spectacular design, surrounded by breathtaking natural vegetation.





## To re-experience the historical architecture

To preserve the beautiful heritage that the Baka neighborhood has successfully maintained for 130 years, the Baka Master Plan stipulates that construction within the framework of urban renewal integrate the worthy values of historical buildings into new structures.

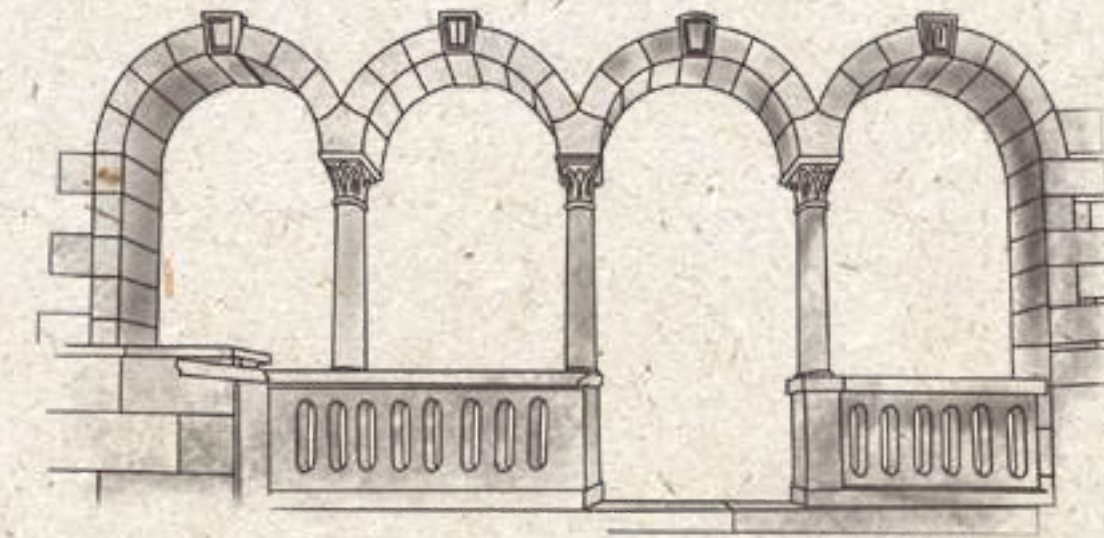
On November 2021, the Jerusalem Municipality, through the Local Committee, approved the plan for the construction of a residential, commercial, and public-use building at the intersection of Hebron Road and Miriam HaHashmonait Street in the Baka neighborhood. It also designated the northern building at Miriam HaHashmonait 8 as a historical building for preservation.

A remarkable and unique project is currently underway, combining renovation, renewal, and preservation. Its location is particularly strategic, situated on the future light rail line on Hebron Road – a major thoroughfare in Jerusalem and one of the city's longest streets. The project includes two new 10-story residential buildings, atop a commercial floor and public spaces, with a total of approximately 80 residential units.

## Memories are home

Stone arches, magnificent columns, mosaics and stained-glass windows, grand houses of hewn pink stone, and eclectic stately buildings are a small example of the diverse architectural textures of the houses in the Baka (valley), which were influenced by the rulers of the periods in which they were built – rural Ottoman, Templar, Arab, or Mandatory.

In the north and center of the neighborhood, in the area of Bethlehem Road, the detached construction of magnificent houses has been preserved. These homes are characterized by special flooring, high ceilings, large and beautiful gardens, water cisterns, and stylish iron and stone gates. The south of the neighborhood is characterized by housing projects built in the 1950s and 60s, featuring small housing units that are currently undergoing gradual urban renewal processes.



## Every house has a story

The houses in the Baka (valley) hold within their walls human life stories spanning hundreds of years. On almost every street, you can point to a house formerly inhabited by well-known figures in the neighborhood: Villa Abu Khalil, Villa Esteban, Alfred Saltzman's House, and the Armenian Georgian House. Entire pages could be filled with the names of houses, each a piece of history in itself. Every house lends its own color and touch to the neighborhood, and its charm doesn't fade despite the years that have passed.



**Shukri Dib House** - This magnificent house was built in 1952 by a car and electrical appliance agent and importer. Over the years, it became an archaeological research institute, and today it serves as the French Center for Research in Jerusalem.



**Frankfurter House** - Established by Rabbi Zechariah and Leah Frankfurter as a center for Holocaust survivors and the elderly in need, it currently operates as a senior citizens' home. It brings together veteran Israelis of North African, American, and European descent.



**Tipat Halav House (Well-Baby Clinic)** - At the exit of the picturesque Barak Alley stands an old villa, crafted with hewn stones and stone decorations. It serves as the neighborhood's Tipat Halav (Well-Baby Clinic), and the sounds of babies emanating from within highlight the blend of ancient history with present-day life.



**Francis House** - This three-story residential building on Yael Street has a fascinating history. Its first floor comprises a late 19th-century stone house, covered with domes and arches. Two additional stories, adorned with concrete elements, were built above it in the 1920s. Originally constructed for and named after a Christian Arab family, it was sold to Jewish families before the War of Independence, who had immigrated to Israel in the 1940s. The building's renovation was conditioned on preserving its exterior and its original design logic and elements.

וְאֵהִי לָהֶם לְמִקְדָּשׁ מְעֵט  
בְּאַרְצוֹת אֲשֶׁר בָּאוּ שָׁם  
(יחזקאל, י"א, ט"ז)

The glorious legacy of synagogues in the Baka neighborhood has been pulsating from then until today. After the 1929 riots, when only two Jewish families remained in the neighborhood—the Katz family and the Alfred Saltzman family—it seemed that the memory of Jewish settlement would vanish and be forgotten over the years. Everything underwent an astonishing transformation from the moment the State of Israel was established and Jewish families from around the world flocked to Jerusalem, including Baka neighborhood. The neighborhood's population was characterized by its heterogeneity: immigrants from Arab countries and North Africa alongside Eastern European Jews, immigrants from Germany, and native-born Israelis. Each community brought its own sounds, sights, and customs. The mix of languages heard in the streets was extensive, and the number of synagogues established reflected this diversity.



**Emek Refaim Synagogue** - The "Emek Refaim" Synagogue, of Ashkenazi tradition, also known as "Yael" after the street where it was built, is housed in an ancient stone building with magnificent arches and a pleasant and inviting interior. In close proximity to this synagogue stands another synagogue named after the founder of Hasidism, Rabbi Israel Baal Shem Tov. It was founded in 5709 (1949) by new immigrants, Holocaust survivors from Central Europe, and residents from the Shfela who moved to Jerusalem to serve in government institutions. To this day, the community is keen on integrating native-born Israelis with new immigrants from all corners of the globe.



**Heichal Avraham Synagogue** - On Shimon Street, one can see houses in the traditional style alongside modern construction that characterizes the "Heichal Avraham" Synagogue. The synagogue's walls are adorned with beautiful stained-glass windows, and the women's section is bordered by a masterfully crafted railing. Opposite the Heichal Avraham Synagogue is a house featuring Armenian ceramic decoration, and next to its entrance gate is a ceramic Hanukkah menorah house. Further down Shimon Street is another synagogue where, according to tradition, the Baba Sali used to pray during the period he lived in the neighborhood.



## Character. Love. Belonging.

Baka residents enjoy a cultural experience that everyone wants to be a part of. Long-time residents know each other, meet at the grocery store, and frequent the cafes and restaurants, where old and new, young and old, residents and guests all mingle. Those strolling through the picturesque neighborhood enjoy a magical landscape that looks like a postcard. There's an abundance of natural flora, a concentration of forest trees alongside a mature orchard, creating shady avenues.

Within an urban landscape that combines old and new, run the historic railway tracks of the country's first train line, inaugurated in 1892. Alongside and along the entire length of the tracks, bicycle paths have been paved, along with shaded areas and rest benches. A modern park has been built for enjoyment, recreation, and sports, benefiting the neighborhood's residents. All of these connect to the final stop, the entertainment and culinary complex known as 'The First Station', which attracts many residents and tourists alike.



A living experience that blends city and village, garden and stone. Wake up to a natural landscape overlooking a green tree-lined avenue and enjoy your morning coffee in a picturesque building with carved arches, just a stone's throw away from a bustling commercial center, cultural hubs, The First Station complex, and Bethlehem Road.

A living experience that combines the individual with the collective. It's a connection between cultures, heterogeneity, and a fascinating human tapestry whose charm is rooted in its 130 years of existence. Mutual responsibility, caring, and inclusivity are part of the amazing mosaic that accompanies the living environment in this unique gem.

A living experience that blends enjoyment with practicality, a holistic experience that provides quality of life for both body and soul. "My home is my castle" in a perfect connection between need and desire, between contrasts and extremes, a microcosm that characterizes Jerusalem, our eternal capital.

A living experience that combines preservation and renewal, old and new, authentic centuries-old history with a prominent presence, and contemporary, modern, growing, and advanced construction.

# Area map



## Experience unmatched quality of life in Jerusalem.

The special atmosphere enveloping the streets of the Baka neighborhood, and the natural beauty surrounding every corner and courtyard of its homes, have attracted many artists over the years who have made this warm, picturesque setting their home. One of many is the late artist Aharon April, who resided at 18 Yehuda Street. His home is adorned with his works, including a large stained-glass window and several sculptures standing in the courtyard and on the roof. The gate of the house is decorated with birds, and the door knocker is also the artist's handiwork.

On the other side of the street, at 13 Yehuda, is the courtyard of Moti and Ora Cohen, featuring art pieces created and collected by the homeowners. Some are displayed on the exterior wall of the house and in a corner of the roof. Among Moti's collections are also floor tiles in magnificent colors.

In 2017, the Jerusalem Municipality received a grant of 330,000 Euros from the European Union with the goal of reducing air pollution in the Baka neighborhood. This was the first time the Jerusalem Municipality responded to a "call for proposals" from the European Union. The program was submitted by the Environmental Quality Department of the Jerusalem Municipality, based on community work in cooperation with residents and schools in the neighborhood.

The program addresses issues such as needs, planning, and implementation of ways to reduce car use for intra-neighborhood trips, ensuring safe and pleasant access to destinations within the neighborhood for all ages, efficient use of public transportation, development of walking paths and a public space that encourages walking and cycling, support for community initiatives for sustainable transportation, and learning for implementation in additional urban areas. To implement the proposed program, project representatives from abroad visited and met with the Baka Community Council. In the following years, sustainable transportation projects indeed commenced, such as additional light rail lines, a reduced emission zone, cycling and walking paths, development of walking axes and a public space encouraging walking and cycling, use of alternative fuels, electric buses, and more.





Every corner of the neighborhood is an inspiration. Walking paths are surrounded by mysterious green landscapes. Entering a cafe gives the feeling of sitting inside a magical postcard. Living inside a fascinating dream.

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## EXCEPTIONAL LIVING

Green spaces alongside an urban landscape  
The scent of fresh pastries from picturesque cafes  
Alleys winding through the pages of history  
Narrow streets holding secrets  
Homes telling of a glorious past  
Awe-inspiring architectural displays  
Designs you don't see anymore  
Planning of new and advanced alongside preservation of the existing  
Carefully planned commercial areas alongside residential areas  
A rural living experience within an urban space  
Private and public transportation accessibility  
Residents comprising both long-time locals and new immigrants, Israelis and newcomers  
Functional and meticulously detailed planning down to the smallest elements  
Luxurious and stunning modern design, uncompromising  
A feeling of warmth and comfort, alongside a sense of timeless luxury  
All of these combine to create an extraordinary living experience, providing the perfect balance and precision that naturally connects periods of life, leaning on the past while looking towards the future.

## Living in groundbreaking standards

### **If you've made it this far, it means you don't compromise!**

In the new luxury project, BAKA by Terra, every detail has been meticulously chosen to provide you with an exclusive living experience, tailor-made just for you.

The impressive complex, featuring a magnificent lobby and a luxurious residents' club that also serves as a top-tier equipped gym, was designed to create a living space that is not only functional but also provides an experience and tells a story. The project integrates elements that honor Jerusalem's history and tradition, while creating a modern, clean design that feels light, contemporary, and inviting, through the use of soft colors and natural materials alongside architectural geometric shapes.

Project BAKA captures the unique spirit of Jerusalem. The elegant design combines local and international elements, aligning with the city's historical preservation values. The living space functions as a functional, designed area that offers a unique experience.

So, if you're someone looking for a living experience with depth and essence, connecting to your roots, and you don't compromise on functionality and luxury, combining local and international elements, a clean and elegant classic design, a pleasant atmosphere in a homely living experience that blends luxury and hotel-like comfort, and a unique design that expresses Jerusalem's past, present, and future, setting a new standard...

**Welcome to BAKA by Terra – your new home!**





**BAKA**  
LUXURY RESIDENCES  
*Living in the residences you love.*



live well

## Living in groundbreaking standards

### The Building

- Main Lobby: Designed & luxuriously decorated by an interior architect.
- Floor Lobbies: Featuring high-end finishes.
- Advanced Intercom System: Located at the main entrance for residents' convenience and security.
- Elegant and Luxurious Elevator: Includes Shabbat mode functionality.
- Dedicated and Energy-Efficient Outdoor Lighting System: Illuminating the entrance pathways leading to the lobby.
- Underground Parking: One parking space allocated per apartment.
- Green Building Standards: Construction according to green building regulations and energy efficiency ratings.
- Landscaped Gardens: Professionally designed by a landscape architect.

### The Apartment

- Room Flooring: High-quality porcelain granite tiles throughout.
- Apartment Intercom: Includes a color screen.
- Integrated Outlets: Telephone, communication, and TV outlets (combined socket) in the living room and bedrooms.
- Security Entrance Door: Features a multi-lock mechanism.
- Interior Doors: Wide architraves, high-quality hardware, and magnetic soft-close mechanism.
- Aluminum Windows: With thermal and acoustic insulation as per consultant's recommendations.
- Electric Roller Shutters: Installed on all windows (excluding bathroom and safe room windows).

- Three-Phase Electricity Connection.
- Electrical/Communication Points: As per electrical plans, including two Shabbat timers.
- High-Quality Switches and Sockets.
- Underfloor Heating System: Installed throughout the apartment with independent control in each room.
- Central Mini Air Conditioning System: Includes gypsum bulkheads for concealed installation.
- Electric and Solar Water Heating System.

### Bathrooms

- Bathroom Flooring: Anti-slip porcelain granite tiles with multiple design options.
- Bathroom Wall Coverings: Multiple design options to choose from.
- Elegant Bathroom Cabinet: Includes a mirror and integrated sink.
- Acrylic Bathtub or Shower: As per apartment plan.
- Wall-Hung Toilets: With concealed cisterns and dual-flush mechanisms.

### The Kitchen

- High-Quality Kitchen Cabinets: Includes a built-in unit, premium hardware, and a silent soft-close mechanism.
- Premium Caesarstone Countertop: Available in several color options.
- Backsplash: High-quality porcelain granite tiles between the countertop and upper cabinets.
- Dishwasher Preparation.
- Two High-Quality Kitchen Sinks: With flush-mount installation.
- Two Faucets: Each with a pull-out spray.





## TERRA REAL ESTATE PROJECTS

### Agrippas 92 | Mahane Yehuda, Jerusalem

The evacuation of 22 residential units and a commercial floor, and the construction of a luxurious 15-story building with 70 new residential units, including commercial area and public places.



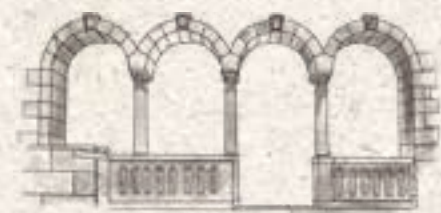
### Harduf Complex | Gilo, Jerusalem

In the Harduf complex, adjacent to the future light rail station, Terra, together with Rotstein LTD, is promoting the evacuation of 179 residential units and the construction of about 750 units in 25–35 story towers combined with urban-block construction, including synagogues, kindergartens, daycares, and commercial areas. The project includes the preservation and accessibility of the existing green space.



### Neve Yaakov Complex 28-32 | Jerusalem

The evacuation of 111 apartments and the construction of a modern complex of about 521 residential units in eight new buildings, with the allocation of significant green and public spaces.



# BAKA

LUXURY RESIDENCE

Living in the Jerusalem you love

## ABOUT TERRA REAL ESTATE

Terra Real Estate is a leading real estate & development company dealing in the field of urban renewal while specializing in the initiation, planning, management, and execution of “Pinui Binui” (demolition and reconstruction) projects in Jerusalem and in other major cities in Israel. The synergy between the company’s economic stability, and its extensive experience, is what brings the added value appreciated by its clients as well as providing dedicated service and personal accompaniment throughout the project. Terra began its activity as a “Tama” company, operating mainly in the old neighborhoods of Jerusalem. For the past seven years, the company has been operating in the field of” Pinui

Binui”. Terra is considered one of the strongest companies in Jerusalem and manages over 50 extensive projects that are spread out around Jerusalem’s different neighborhoods: the city center, Neve Ya’akov, Armon HaNatziv, the French Hill and Gilo. In recent years, Terra operates in many additional cities, including Beit Shemesh, Haifa and Petah Tikva in which it promotes large-scale urban renewal complexes.

The company places excellence at its forefront, and with the help of its professional team consisting of architects, engineers, lawyers and first-class economists, it leads the projects and provides uncompromising quality to its customers.

The illustrations, items, dimensions, areas, designs, buildings, and surrounding development presented in this brochure are for illustrative purposes only and may not accurately reflect the final appearance upon completion. Only a duly signed sale agreement, together with the technical specifications, approved plans, and other legally binding documents between the buyer and the company, shall be binding on the parties in all matters.



