





THE CROWN
IN MEKOR CHAIM 55



**LA MAJESTÉ
DE JÉRUSALEM**

◆ LA COURONNE | MEKOR HAÏM ◆



THE CROWN
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◆ THE MAJESTY OF JERUSALEM ◆

THE CROWN JEWEL LIVE LIKE ROYALTY

Every Jew harbors a dream of living in Jerusalem of Gold, our nation's eternal capital.

Mekor Chaim's The Crown is your chance to realize your dream of a luxury residence in a boutique building in Jerusalem. Set deep in the highly sought-after Mekor Chaim, a charming neighborhood with a timeless, authentic feel and warm, cohesive community, The Crown is meticulously designed down to the minute elements to

offer you maximum comfort, convenience and tranquility.

Here in this exclusive project, we transform aspiration into reality. Discover the seamless blend of enduring history and contemporary elegance, sophisticated design and superior specifications.

**Come build your home in the city of your dreams.
Make it your Jerusalem.**



CROWN YOUR HOME
WITH THE MAJESTY OF JERUSALEM



THE CROWN A JERUSALEM LEGACY

Nestled on a picturesque street in the historic Mekor Chaim neighborhood, The Crown sits at the nexus of Jerusalem's sought-after German Colony, Baka, and Talpiyot neighborhoods just a few minutes' walk from the verdant Mesila Park. This architectural masterpiece is complemented by a vibrant community and smooth access to everything Jerusalem has to offer in culture, shopping, education, and transport.

Boasting impeccable architecture, a striking facade, and prime location offering the ideal blend of serenity and urbanity, The Crown lives up to its name. The building is strategically positioned in close proximity to main thoroughfares and shuls, preserving its timeless Jerusalem character.





**WE'VE GOT
IT ALL**



Only 22 residences in an intimate, quiet building



Close proximity to parks



Warm, friendly community



Diverse range of affordable apartments

Architectural excellence and modern construction

Modern architecture and premium planning that optimizes every space. High-quality construction using prime, durable materials.

Warm, Cohesive Community

The neighborhood boasts exceptional educational institutions, cultural centers, and an active community life.

Parks and Greenery

Right next to the beloved Mesila Park that connects Talpiyot, Baka and the German Colony through a delightful tapestry of bike and walking paths.

Unbeatable Location

In walking distance of shuls, schools, shopping centers, cafés, restaurants, clinics, cultural centers and sports facilities.









LIVE HISTORY



THE KETER FAMILY LEGACY

Situated in the midst of The Crown's courtyard is a preservation site that will be remodeled into a state-of-the-art fitness room for the building's residents.

The story of the original building is deeply intertwined with the rich history of modern Jerusalem. Built in 1929 by Ukrainian immigrants Michael and Chaya Keter, the building epitomizes the Zionist dream of establishing a Jewish home in the Land of Israel.

The Keter home, which was the final house on the Jewish-Jordanian border, transformed into a symbol of courage, valor and resistance. During the Six-Day War,

it served as the neighborhood's first resistance station, secretly harboring weapons caches for the Haganah. While the majority of Mekor Chaim residents were evacuated, the Keter family valiantly refused to abandon their home, staunchly defending both their house and the Jewish border, and becoming an icon of unyielding fortitude and heroism.



The house, which was riddled by bullets and shells, was restored by the youngest Keter son Dudik, who raised his own family in his parents' home. Dudik battled indefatigably against local efforts to transform

the neighborhood into an industrial park, preserving the neighborhood's residential character and ensuring that its noble heritage and history would be remembered by future generations.



Dudik the Artist

Dudik Keter was a talented draftsman who documented life in Mekor Chaim through his original, striking illustrations. His sketches of the building, which were referenced extensively when designing this project, offer a heartwarming glimpse into a rich era of our nation's history.

THE BEST OF ALL WORLDS



Matchless quality of life, right in the heart of the City of Gold.
A boutique building. An exclusive environment.
An investment for life.

THE CROWNING TOUCH

About the Project

Unlike other developments in the neighborhood which are characterized by dense construction and hi-rise structures, The Crown distinguishes itself with its 7 floors intimately designed for 22 residents.

This project offers you an impressive array of 4-room and 5-room apartments, lush garden apartments and dazzling penthouses. It's a dream come true for anyone seeking privacy and tranquility in the heart of the capital.



WELCOME HOME TO THE CROWN

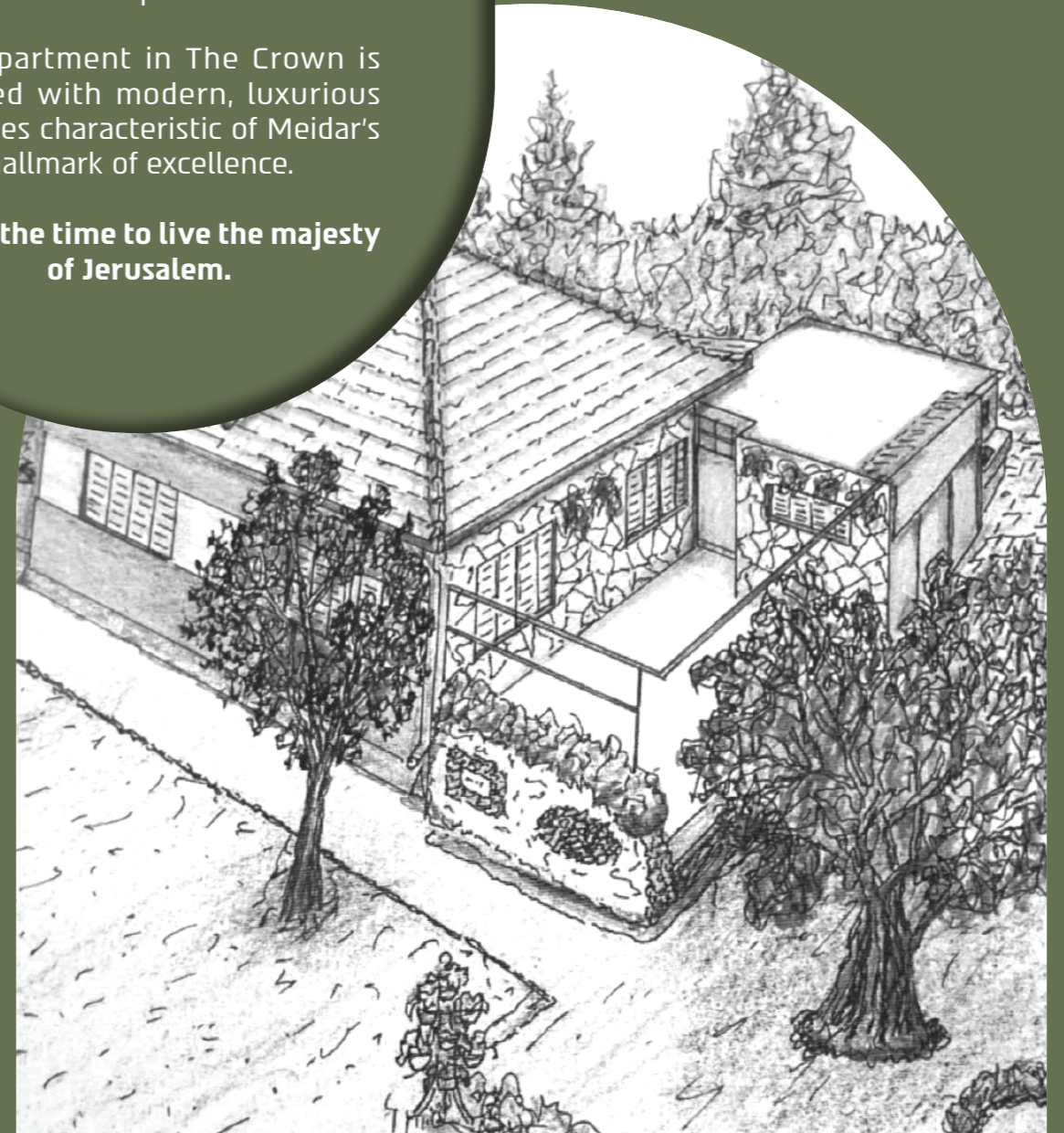


All apartments are meticulously planned by seasoned architects to draw natural light inward and illuminate every element of the beautiful interior.

Expansive windows, wide spaces, and large openings throughout the apartment invite the brilliant Jerusalem sunlight and pristine air into your home, fostering a harmonious ambiance and peace of mind.

Each apartment in The Crown is outfitted with modern, luxurious amenities characteristic of Meidar's hallmark of excellence.

Now is the time to live the majesty of Jerusalem.





THE VISIONARIES ABOUT MEIDAR

Meidar is a leading real estate firm with decades of accumulated experience in construction and development and a proven track record of satisfied clients. Renowned for successfully promoting diverse residential and commercial projects across the country, Meidar manages construction projects from the initial planning phase to the final delivery with unrivaled professionalism and expertise.

Our projects are distinguished by our core focus on detailed,

meticulous planning that anticipates client needs and all potential developments, ensuring an efficient, accurate, and error-free process.

Purchasing a property with Meidar means a hassle-free purchase with absolute transparency and peace of mind that's supported by a wide range of services. We take you by the hand, guiding you through the process with warmth, consideration and courtesy that guarantee your complete satisfaction.



◆ OUR PROJECTS ◆



◆
HaShisha Towers



◆
Iceland



Begin



Connect



Lev Ha'lr



Meidar BaTachanah



The Crown is the spectacular result of seamless collaboration among leading industry experts, who created an architectural masterpiece with a design as superb as its construction quality

THE CONTRACTORS

ABOUT SILA ENGINEERING



Sila Engineering is a cutting-edge Israeli engineering and contracting firm. The company has gained renown for its professionalism, reliability, and strict adherence to project timelines and budget, while upholding an uncompromising commitment to its core values of safety and superior quality.

Alongside the construction of public facilities and multifaceted residential projects, Sila also specializes in the restoration, preservation, and remodeling of unique structures with historical and architectural significance. The vast majority of the labor is carried out by the company's teams which follow our premium work model, guaranteeing consistent monitoring and full control of the work pace to ensure the highest standards of execution.

The Crown: Sila's Commitment to Perfection

Sila mobilizes cutting-edge technology, resources and talent to achieve a flawless end-product.

Our successful work model encompasses precise planning; premium material selection; multi-stage quality control; and continuous consulting and coordination among all team members in order to achieve all goals and milestones.

Our integrated approach guarantees clean, elegant execution and timely delivery that meets the company's exacting standards.



THE PROJECT ARCHITECTS

Established in 1989 by Boaz Bitman and Alon Ben Tzur, alumni of the prestigious Technion, Bitman Ben Tzur Architects is a national leader in urban planning and development.

Boasting an impressive project portfolio across Israel with an emphasis in the greater Jerusalem area, the firm brings over three decades of collective experience to the project alongside a young, diverse and creative team that promotes flexibility and out-of-the-box thinking. The firm's areas of expertise include urban planning and zoning plans; renewal; commercial and employment large-scale residential projects and urban centers; public buildings and hotels; and complex mixed-use projects that seamlessly integrate new construction with historically preserved structures at the highest

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The firm is also renowned for its impressive interior design of hotels, offices, and public institutions, which all bear its stamp of meticulous attention to detail, quality materials, and uncompromising adherence to all standards.

THE CROWN INSPIRATION AND MASTERPIECE

Here, our goal was to deliver a timeless architectural masterpiece and superior living experience with enduring value.

Urban Integration

Creating a harmonious balance between the historic nature of the building and modern neighborhood, while meeting the criteria of the residents and street.

Multi-Disciplinary Coordination

Continuous liaison with all consultants and engineers to guarantee efficient systems integration and strict adherence to the project timeline.

Precise Planning

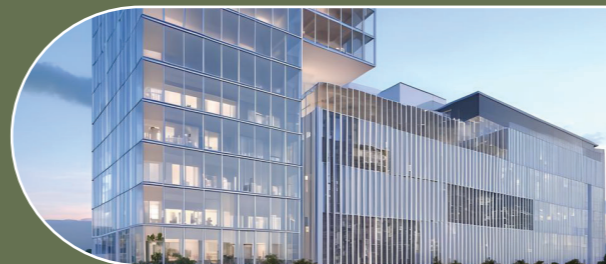
Quality elements and components that guarantee accuracy in construction and long-term durability.

Preservation and New Construction

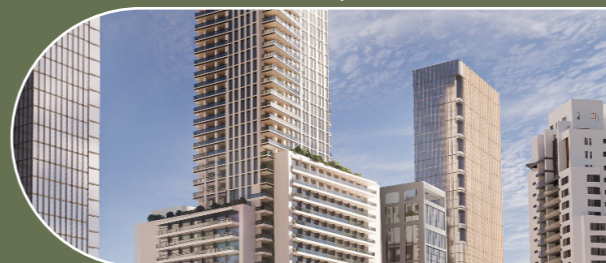
Fostering an inspiring ambiance that melds Jerusalem's unique past and present.

Superior Interior Design

Optimizing all spaces and elevating the overall living experience.



Techno | Givat Shmuel Park



Park Hotel | Jerusalem



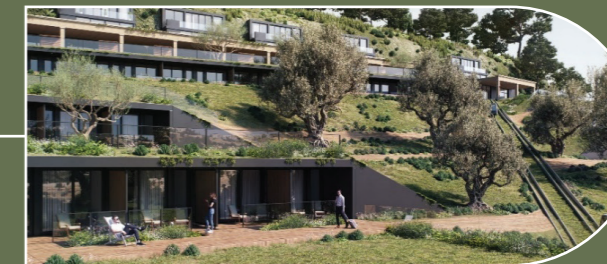
20-22 Shachrai | Jerusalem



Arza | Matzo



HaSadna Compound Pierre Koenig | Jerusalem



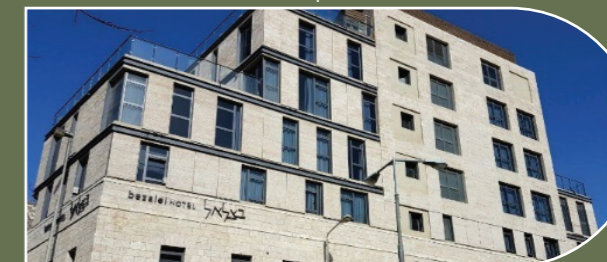
Mount of Olives Hotel | Jerusalem



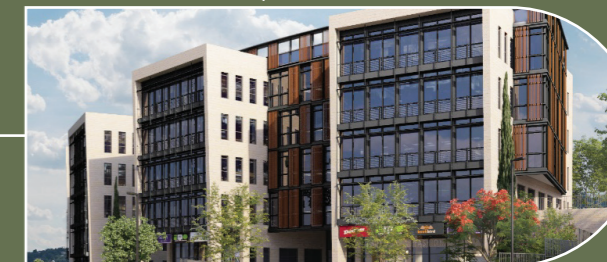
Shaarei Tzedek | Jerusalem



Wholesale Market | Jerusalem



Betzael Hotel | Jerusalem



Hamagressa | Mevasseret Zion

◆ WELCOME ◆
HOME





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IN MEKOR CHAIM 55

