

icon.

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BOUTIQUE RESIDENCE BEIT-SHEMESH



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The ICON project presents an exciting and extraordinary planning opportunity that's redefining elegance and privacy. Discover an iconic, ultra-modern boutique building boasting 32 special apartments that make an exceptional architectural statement and are adorned with a signature style. Each apartment is thoughtfully designed to provide residents with a sense of utmost privacy, complemented by spacious balconies with breathtaking views. You can expect nothing less than premium-standard equipment and premium brands to indulge your senses.


Baruch Erbllich
Chairman, Sun Rise Group


Leon Sufrin
Chairman, Sufrin Group

WELCOME TO
THE ICONIC
boutique
RESIDENCE

• BEIT-SHEMESH •

CHAPTER 1 : LOCATION

Strategically located between the city's center and the Elah Valley, Neve Shamir is one of Beit Shemesh's newest and most desired neighborhoods. The valley itself is a stunning natural attraction, coming alive with red poppies each spring. It serves as the beating heart of the Judean hills.



ICONIC
noble
ADDRESS



The perfect location in central Israel

Situated a mere 25 minutes from Jerusalem and 30 minutes from Tel Aviv, Beit Shemesh is a city in transformation. Rapid construction and population growth have morphed it from a small town to one of Israel's larger cities. Despite this expansion, Beit Shemesh retains a peaceful, open atmosphere, enriched by plentiful green spaces and tons of fresh air.



Here, residents benefit from a unique mix of a central city that provides all the necessary services, alongside natural beauty and the views of the Judean hills visible from their windows. Nestled among its various neighborhoods is Neve Shamir.

This up-and-coming community is increasingly popular among quality families. In this optimal location, Sufrin Group and Sun Rise Group are building their ICON project, a distinctive boutique development offering a new standard of luxury living in Beit Shemesh.



The view from east to west





The view from northwest to southeast



ICONIC

prestige

ADDRESS



Neve Shamir - Living the Dream

Adjacent to the well-established Mishkafayim neighborhood, Neve Shamir was carefully designed with a future-forward vision in mind, aiming to provide a home where you'd want to live for the long term.

Located between rolling hills, Neve Shamir is drawing both young and established families looking for modern and innovative residences. The neighborhood stands out for its diversity,



particularly in its surge in oleh and expat communities, serving as a direct extension of the adjacent Mishkafayim neighborhood.

Without exception, the residents of the young neighborhood benefit from top-tier educational institutions, convenient access via Highway 3855, and convenient public transportation. Adding to the allure are a spacious green park,

a country club featuring swimming pools and an expansive gym, sports fields, synagogues, and a community center. The neighborhood's shopping center is home to popular chain stores, leading brands, cafes, and restaurants—all contributing to an ideal living experience.

The ICON project aims to be this stunning neighborhood's crown jewel. It's a place you'll be proud to call "home," every single day.



The view from a penthouse balcony



CHAPTER 2 : THE PROJECT

In every city around the world, there's a special building. That building is known and celebrated, like a wine that improves with age, with each passing year enhancing its value and elevating it to an iconic status.



ICONIC
Timeless
ELEGANCE



Every City Has
Its ICON Residence

In every city around the world, there’s that one iconic building; in Beit Shemesh, that building is ICON.
Its unique architecture, strategic location, high-quality finishes, expansive terraces with their breathtaking views, quality, diverse residents, direct access to the country club, and attention to detail make ICON the crowning glory of Neve Shamir.

The rays of sun cascading down the building’s walls invite everyone to glimpse at the rare beauty that is ICON, set against the backdrop of the local park. This is THE building in Neve Shamir; this is ICON.



 The view from west to east



The view from a penthouse balcony





ICONIC LOCATION

CHAPTER 3 : DESIGN

When it comes to ICON, the design isn't just different—it's thoughtfully planned to stand out in a class of its own.





The lobby, as entered from the main entrance



ICONIC

premier

RESIDENCE



Welcome to ICON,
Beit Shemesh’s
Premier Residence

Entrusted with the project’s design is ‘Bar-Lev Architects,’ one of Israel’s leading architecture firms with an impressive portfolio that includes tens of complex and unique projects across the Israeli landscape.

At ‘Bar-Lev,’ you’ll find Israel’s best architects and construction experts, who have been creating quality living spaces for thousands of Israelis, for over four decades. From the moment you set sight on the building’s exterior, it’s clear that ‘Bar-Lev’ is behind ICON’s design. Its unique structure draws eyes from afar,



its windows gleaming in the sunlight, reminding all that this is an ICON like no other. Meticulous thought has been given to the living experience, starting from the building’s parking lot. ICON residents convenient private parking and quick access to the building from the new Beit Shemesh access road.

Thanks to advanced architectural planning designed to provide an intimate, quiet living experience with few apartments on each floor, the building has two separate wings that ensure maximum privacy. Residents reach their apartments through a lavish, well-thought-out lobby furnished with modern, luxurious furniture and two spacious elevators that lead to all six of ICON’s residential floors. Each apartment benefits from a spacious terrace that seamlessly integrates with the building’s unique architectural design.



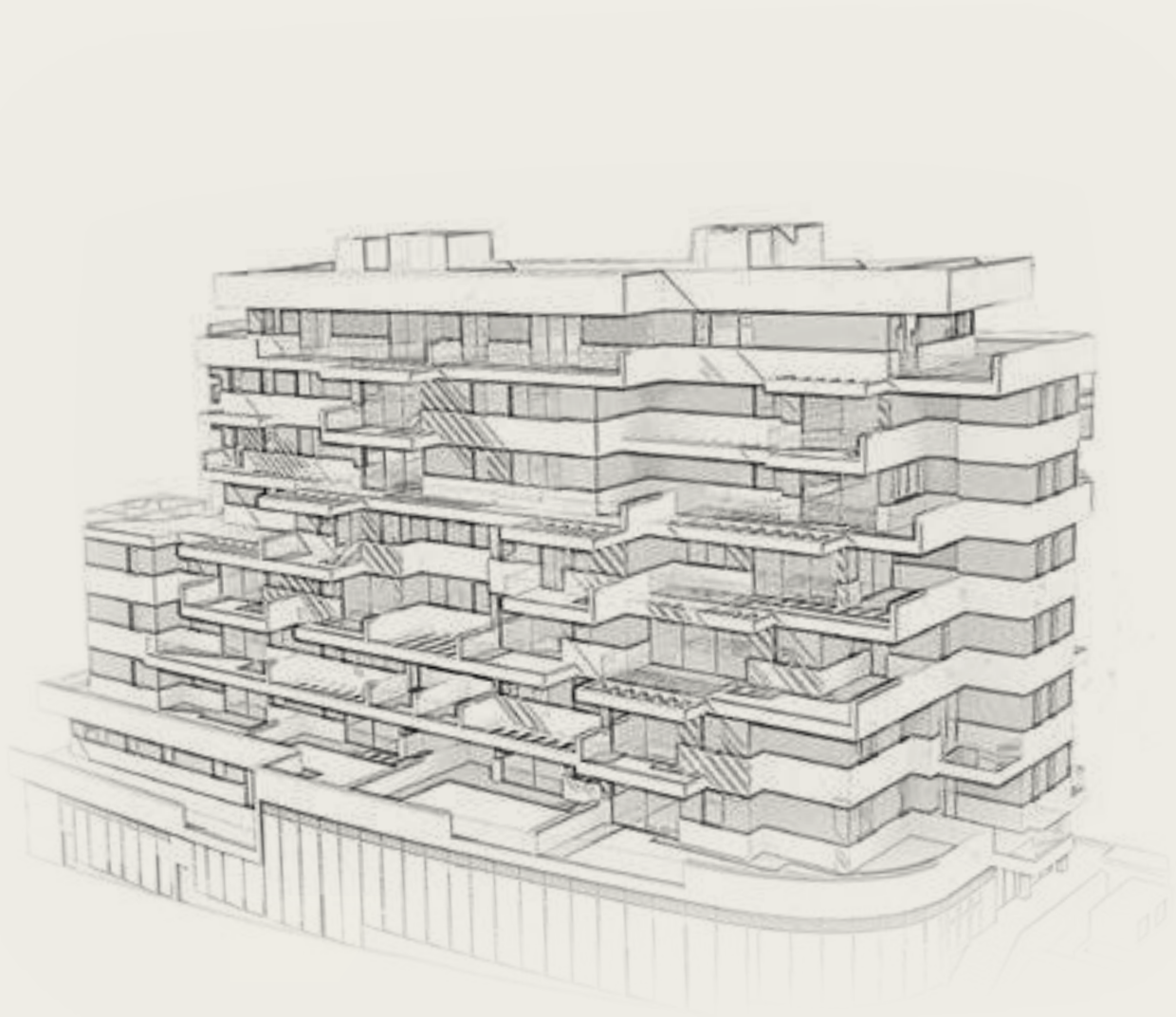
 The view from east to west



"When we approached the building's design, the vision was clear. A boutique seven-story building, but unlike anything anyone had seen before. Unique.

Emphasis was placed on a modern structure, with long lines and terraces that blend in an iconic and special way. The apartments, like the common spaces, were designed at the highest possible level, with attention paid to the smallest details and residents' comfort. When I heard the building was called 'ICON,' I couldn't have been more pleased."

Eden Bar
Partner and CEO of "Bar-Lev Architects"



CHAPTER 4 : APARTMENTS

Each of ICON's 32 apartments has been meticulously designed, with attention paid to even the smallest details. Its innovative planning is evident in every aspect of the building's design, from thought to the residents' user experience to the project's high aesthetic standards and unique technical specifications.



ICONIC
creative
ARCHITECT



32 Distinctively Designed Luxury Apartments

The spacious living rooms bask in sunlight, filtering naturally through expansive windows that offer views of the surrounding natural expanses. Whenever you wish to relax in nature and feel the breeze of the Judean Hills, step out onto your expansive terrace, which faces a lush landscape. Here, you can bring the serenity of the outdoors into your home, enjoy a moment of calm, or host friends and family for yet another enjoyable evening.

Collectively, these elements establish a new standard of living in Beit Shemesh. This is what it feels like to live at ICON—waking up every morning in a home that feels truly yours, falling in love with the building, its ambiance, and its sense of community. This is what it means to be an ICON.



Master bedroom in a
garden apartment





ICONIC QUALITY

Our high attention to detail in planning and design extends to the quality of construction and materials used as well. When we build your forever home, we adhere to stringent international standards. We additionally use top-grade sealing and construction materials, ensuring high-quality products, at all times. After all, we're not just building you an ICON; we're building you a home.



Garden apartment:
Looking out to the garden from the main living area







The view from a 4-room
apartment's balcony





The view from a 4-room apartment's
living room into its kitchen



Every Little Detail is ICONIC

It’s not just the exterior; it’s the interior as well.

When your apartment is an ICON, every item within it is must be exceptional and iconic as well—from the doors and kitchen to the premium bathroom fixtures, terrace, and rooms.

Each element is carefully selected from leading global brands, with a focus on functionality, innovation, and meticulous design. Crafted from premium raw materials, the construction exudes quality and sustainability.

Your future at ICON means never having to compromise on quality.



THE BUILDING:

- A boutique building clad in natural stone, Dekton, and fiber cement
- Constructed according to the highest quality standards
- High-level environmental development
- Landscaped areas featuring an automatic irrigation system, fences, and outdoor lighting
- An air-conditioned main lobby with high ceilings, adorned with natural stone and wooden tiles, designed by a renowned architect specializing in luxury buildings and public spaces
- The lobby houses two elevator banks and access paths to the residential floors
- Spacious Mitsubishi elevators, featuring a natural stone finish that complements ICON’s overall design theme. Elevators include a Sabbath mode functionality
- Smart mailbox system
- Stroller/Bike room
- Epoxy-coated underground parking
- The parking lot is prepared for electric vehicle charging stations to be installed
- A mechanical room featuring a generator for essential systems
- Air conditioning units located on the building’s roof



THE APARTMENT:

- A luxurious, designer front door with concealed hinges. Dimensions: 7’10” x 3’3” (240x100 cm)
- An intercom system with a display screen
- Elegant, acoustically insulated interior doors – available in various colors and finishes
- Underfloor heating in each apartment
- Advanced central air conditioning by Electra: BOX VRF type.
- Porcelain 3’11” x 3’11” (120x120 cm) flooring, available in multiple shades. Can be substituted for parquet in living areas
- Electric rolling shutters throughout the apartment (except for in the safe room, wet rooms, and balcony), including a manual override for the Sabbath + dedicated Sabbath timer
- Light track system with a concealed box in the living room
- Window screens



IN PENTHOUSE APARTMENTS:

- Immersion pools/Jacuzzis
- Three-phase electrical system: 3 x 40A



THE KITCHEN:

- Choice of a luxury kitchen from leading brands
- High-quality drawers with quiet closing systems by ‘Blum’
- Luxury upper and lower kitchen cabinets, including built-in units
- A selection of Caesarstone, porcelain, or Corian countertops
- A wide variety of backsplash tile options, including decorative designer tiles
- Three-phase power socket for stovetops
- Two separate sinks, as per the architect’s design
- Flush-mount kitchen sinks
- Pull-out faucets
- A water source for the refrigerator



SUN BALCONY:

- A sun balcony with a frameless, floor-mounted glass railing
- Water source
- Gas source



ELECTRICAL AND COMMUNICATIONS:

- Three-phase electrical system
- Smart home system with Sabbath adaptation
- Communication outlets in bedrooms and living room
- Separate Sabbath timers for lighting, air conditioning, and shutters
- Solar water heating system with electrical backup – for energy savings
- Gas and electrical preparation for a centralized water heating system



BATHROOMS AND WET ROOMS:

- An acrylic bathtub
- Wall-mounted ‘GEBERIT’ toilets or an equivalent
- ‘GROHE’ installation units or an equivalent
- Floor-to-ceiling tiling in a wide variety of patterns, including prominent decor tiles
- A designed bathroom vanity, including a countertop sink and mirror in both the main and master bathrooms



The view from a 4-room apartment's living area
toward its balcony





A 4-room apartment's living and dining areas



CHAPTER 5 : THE TEAM

An unique collaboration between two robust real estate groups-Sufrin Group and Sun Rise Group-who joined forces to create Beit Shemesh's exclusive and incomparable ICON.



ICONIC
excellent
TEAM



Two Strong Teams One ICON

Sufrin Group is a public company that specializes in the launching, development, and engineering management of groundbreaking projects in residential, commercial, office, and logistics sectors. Recognized as an industry leader, Sufrin Group distinguishes itself through its unique professional strengths that drive excellence, success, and widespread acclaim. With its unique human capital, strong, veteran brand, and diverse portfolio.



Sufrin brings its extensive experience in engineering, marketing, and project management, as well as its ability to execute even the most complex projects, to every venture. Above all, Sufrin’s rich background in successfully working on a variety of projects allows the Group to bring a personal touch to every business initiative, treating homeowners, developers, and landowners as true business partners. From the initial introductions to key handovers, and even years thereafter – it’s a full partnership, for the long-term.

Sun Rise Group is a specialized boutique company dedicated to launching and refining upscale residential real estate projects. The company boasts a strong track record in launching and meticulously guiding luxury residential developments from concept to completion. Sun Rise prides itself on working with leading professionals, from engineers to architects and consultants. Over the years, the company has developed its own methodology that emphasizes precision, quality work, and flexible, personalized management and guidance.

Selected SUFRIN GROUP Projects:



47 Bavli Street, Tel Aviv



ONYX, Kiryat Ono



EAST&, Tel Aviv



7 Helsinki Street, Tel Aviv



17 Henrietta Szold Street, Ramat Hasharon



Atid Towers, Jerusalem



10 Boaz Street, Ramat Hasharon



25-29 HaEm Street, Ramat Gan



10 Yehudit Street, Ramat Gan



Hatnufa Campus, Jerusalem



HaRav Maimon, Ashdod

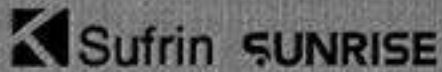


You're the Focus

When we build a building, we build your forever home.

When we build an ICON, we create a space for your creativity, and are here for you every step of the way. From the first point of contact to post-occupancy, we aim to ensure you feel most comfortable in your ICON residence, which serves as a reflection of you and your dreams.

We see our ICON as your next home.



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