



Tastes have shifted with the decades and younger generations are more interested in what is new, different, and global.

With its gleaming towers, glamorous beaches, and thousands of Bauhaus gems, Tel Aviv is a decidedly modern city. It did not always look that way, though. In fact, a little over 100 years ago, it was not much more than a sand dune next to an ancient Arab center of trade—the port of Jaffa. Then, with a vision of an all-Jewish city, David Ben-Gurion and his followers christened this place “Tel Aviv,” which literally means “Hill of Spring.” The name also pays clever homage to Theodor Herzl’s utopian novel *Altneuland* (meaning “old new land” in German)—the “tel” in Tel Aviv references layered hills of artifacts, while “aviv” can also mean “growth” or “revival.”

The city was established in 1909 by Jewish immigrants hoping to start a new life. In fledgling Tel Aviv, the languages heard on the street were mostly Polish,

Above: Boaz Peled, chef and restaurant owner, often serves arak, the local anise-based drink, with his fish dishes. Below: Turkish burek, a popular pastry in Tel Aviv, sliced up into bite-sized pieces at the Levinsky Market.



When red mullet is this fresh, it only needs a slice of lemon on the side and a glass of arak. (See recipe on p. 132)