

# **TEL AVIV STREET ART TOUR**

## **From Sephardic Jews to Hipsters**



**Tel Aviv is Israel's cultural capital, but traditional museums are not always the best ambassadors for contemporary artists. For a more colorful look at what the city's creative community is up to, go on an alternative art tour through the Florentin neighborhood with tour guide Aaron Gertz.**

This fascinating neighborhood of South Tel Aviv was founded around a hundred years ago by Jewish immigrants from Salonica, Greece, the center of the Sephardic Jewish world. Since then, the neighborhood has changed dramatically and is now a neighborhood full of hipsters. On this tour we'll learn a bit about the neighborhood--its history, culture, and, most of all, its street art. While we'll discuss a bit about the art and artists themselves, we'll primarily use the graffiti to try and understand this neighborhood and what it can help us learn about Israeli society.