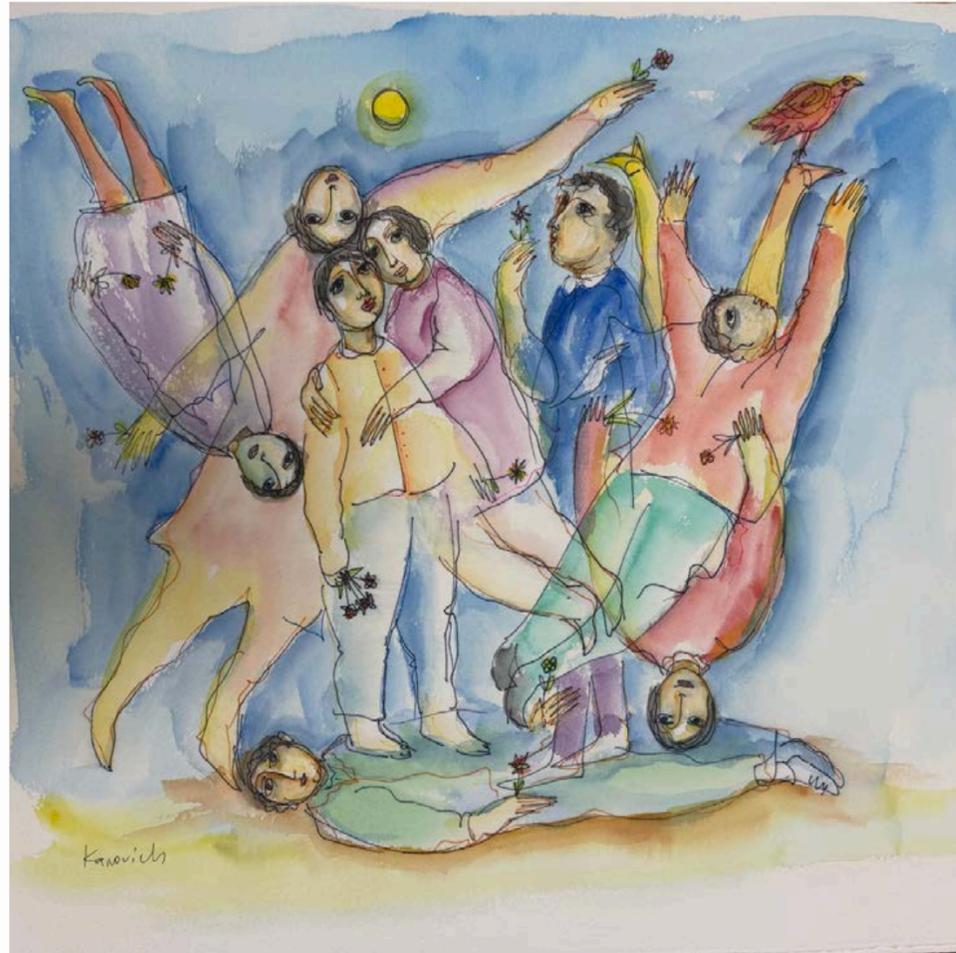




# 2026 COLLECTION

Curated Israeli Art & Culture

**L'MAAYAN**



## ABOUT US

**“What’s Your Story”** is an initiative launched by cultural entrepreneur Maayan Levi in response to the events of October 7th. Its goal is to support Israeli artists and cultural creators while enhancing the exposure and recognition of Israel's creative and innovative culture worldwide.

The initiative offers curated collections of artwork and designs from Israeli artists, aiming to strengthen the local art scene and share our creativity with the world. It provides limited-edition collection boxes that celebrate Israel's cultural landscape and feature high-quality local products. Ultimately, we seek to foster hope and resilience during challenging times by promoting the positive concepts our creators embody.

# COLLECTIONS AT A GLANCE



THE ESSENTIAL  
COLLECTION  
Price: \$185 / unit



THE COLLECTOR  
COLLECTION  
Price: \$325 / unit



THE GALLERY  
COLLECTION  
Price: \$480 / unit



THE SIGNATURE  
COLLECTION  
Price: \$795 / unit

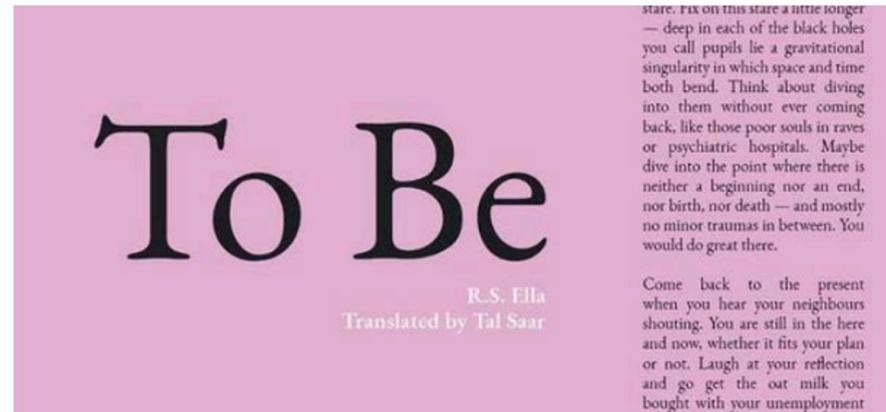
# EXPLORE THE ART

THE LIBRARY

THE PRINT ROOM

THE STUDIO OBJECTS

THE CULTURAL EXTRAS



EXPLORE THE ART

# THE LIBRARY



Collectible Israeli printed culture that is design-driven and serves as a conversation piece.

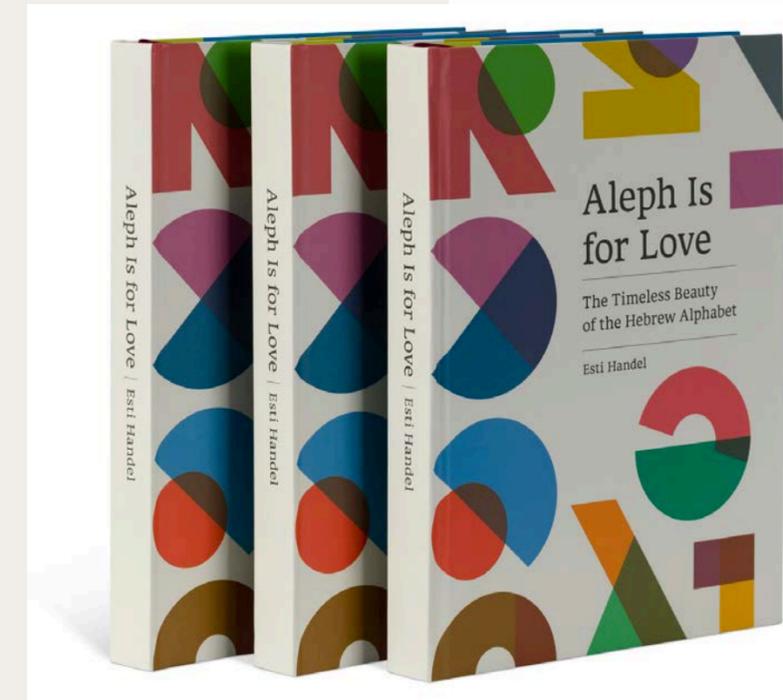
EXPLORE THE ART

THE LIBRARY

# ALEPH IS FOR LOVE

**Aleph Is for Love** is an English-language celebration of the Hebrew alphabet, an elegant journey through letters shaped and refined over millennia. With intelligent, accessible writing and the striking, meticulous design of Keren & Golan Gafni, **the Hebrew letter is revealed in a fresh, contemporary light.**

Each of the 22 letters is explored through linguistic meaning, historical development, and a brief glimpse into Jewish mysticism, coming together with clarity, warmth, and subtle humor. The book's distinctive **visual language, bold typography, color, and form** are completed with playful illustrations by Einat Tsarfati, making *Aleph Is for Love* both a captivating read and an exceptional gift.



EXPLORE THE ART  
THE LIBRARY

# ALEPH IS FOR LOVE



EXPLORE THE ART

THE LIBRARY

# WRITE - HAUS

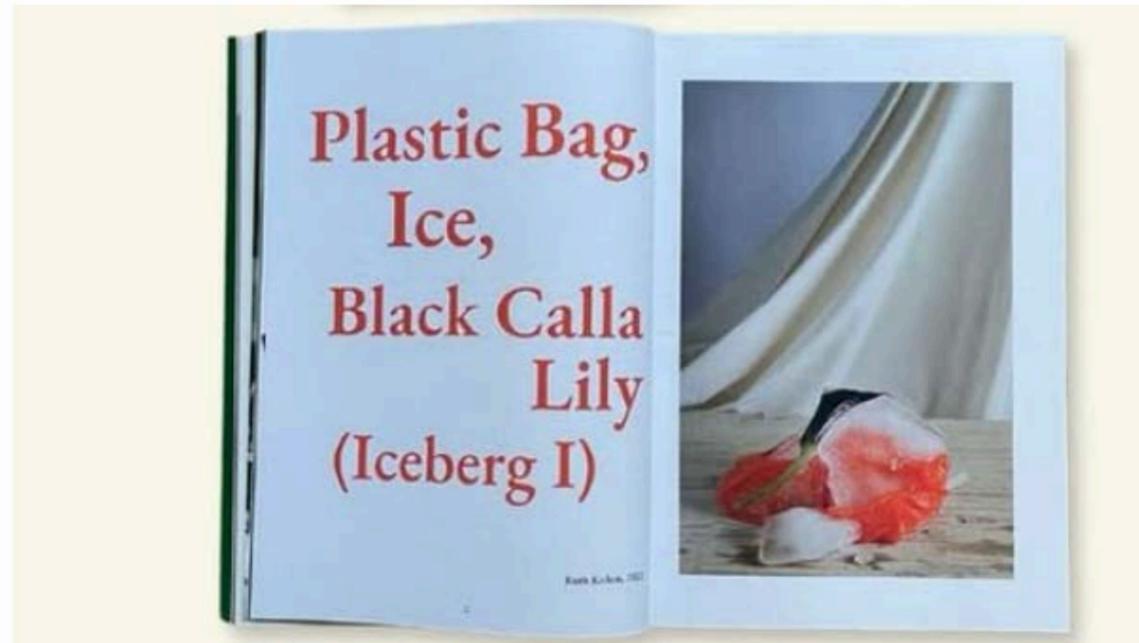
**Write-Haus** is an arts organization dedicated to spotlighting, empowering, and **supporting emerging writers and visual artists.** Centered on community-building, they hold workshops, host events, and publish exceptional work that reflects a wide range of voices, stories, and art forms.

Write-Haus aims to create a home for artists and writers to develop their craft, exchange ideas, and produce work that meaningfully advances literature and art in Israel and globally.



EXPLORE THE ART  
THE LIBRARY

# WRITE-HAUS



EXPLORE THE ART

# THE PRINT ROOM



An exclusive one-of-a-kind watercolor,  
Signed by the artist *Mark Kanovich*



A silk-screen print by the late artist *Yona Lotan*

EXPLORE THE ART

THE PRINT ROOM

# MARK - KANOVICH

**Mark Kanovich** (b. 1969, Tbilisi, Georgia) lives and works in Tel Aviv. **His art is a form of fantastic realism, poetic, romantic, and deeply human**, where figures move through space with striking perspective and a strong sense of dimension and motion. Blending painterly gesture with sculptural presence, Kanovich creates images **filled with warmth, humor, and an underlying longing.**

**After** immigrating to Israel in 1992, he studied at the Avni Institute in Tel Aviv and built his career through dedication and steady studio practice. **His work has been exhibited in museums and galleries in Israel and abroad**, and in recent years, he has collaborated successfully with Park West Gallery.



EXPLORE THE ART  
THE PRINT ROOM

# MARK KANOVICH

Signed one of a kind Watercolor Series  
Selected Examples | 50 × 66 cm



EXPLORE THE ART

THE PRINT ROOM

## YONA - LOTAN

**Yona Lotan** (1929–1998) was a **leading figure among the veteran artists of Old Jaffa**, where he settled in the late 1960s and established his studio and gallery. In the early 1960s, he exhibited at the prestigious Paris School Salon, and his work was praised by major critics, including Bernard Dorival, then Director of the Museum of Modern Art in Paris, who acquired one of Lotan's works for the museum's permanent collection. **Lotan exhibited internationally in Paris, Berlin, New York, and Tel Aviv**, where a major retrospective of his work was presented at the Tel Aviv Museum of Art shortly before his death.

Throughout his career, the city remained Lotan's most recurring subject, appearing in both **vibrant geometric abstraction and monochromatic figurative drawing**. In his will, he donated part of his estate, including a significant art collection, to the city of Tel Aviv and its residents. Today, his legacy is managed by the Atarim group, which preserves his work and reinvests proceeds into **supporting Old Jaffa's artistic community**.



EXPLORE THE ART  
THE PRINT ROOM

# YONA LOTAN

Silk-Screen Prints:  
Selected Examples | from 50 × 66 cm



EXPLORE THE ART

## THE STUDIO OBJECTS



A small ceramic sculpture by the well-known ceramic artist *Tal Batit*



MONC illustrated ceramic figurine by artist and designer *Mey Oren Kahn*

EXPLORE THE ART

THE STUDIO OBJECTS

## MONC - CERAMIC FIGURES

Mey Oren Kahn, born in Jerusalem and now based in central Israel, is the founder of **monc**. Her ceramic figures are designed as collectible home objects, playful and graphic, made to live beautifully on a shelf, desk, or coffee table. **The illustrated editions are created in collaboration with local artists and illustrators**, each bringing their own character and visual language to the figures.

**Standing at 14 cm**, the pieces are available in artist-illustrated versions, a DIY kit featuring a smooth ceramic figure with illustrated sticker sheets, and a premium version for elevated gifting and display, each one adding a distinct, artful presence to the home.



EXPLORE THE ART  
THE STUDIO OBJECTS

# MONC

Ceramic Figures - Selected Examples



EXPLORE THE ART

THE STUDIO OBJECTS

# TAL - BATIT

**Tal Batit** was born in Ashdod and now lives and works in central Israel. A ceramic artist and designer specializing in innovative contemporary forms, **his work draws on fashion, pop culture, and bold visual language to create playful yet refined objects.**

This catalog features a selection of ceramic figurines in various sizes (11–16 cm), each presented in a single colorway. Batit has exhibited widely, including at numerous exhibitions in Israel and abroad.



EXPLORE THE ART  
THE STUDIO OBJECTS

# TAL BATIT

Ceramic Figurines - One Colorway, Various Sizes



EXPLORE THE ART

# THE CULTURAL EXTRAS



Premium socks featuring iconic Israeli figures and motifs - 100% made in Israel



A set of 4 printed postcards by the emerging artist *Ofir Sofer*



A set of 4 printed postcards by the emerging artist *Noa Alon*

EXPLORE THE ART

THE CULTURAL  
EXTRAS

## GROOVIM

**Groovim** was born from a love story between two people, a deep connection to Israel, and a genuine affection for great socks. Founded by Adi and Re'i while they were students at the Hebrew University, the brand began as a small passion project and soon grew into a full-time creative venture.

Each pair tells **a contemporary Israeli story, bold, colorful, direct, and full of life.**

**Groovim socks are made in Israel, produced in a small, family-run factory in the north using premium pure cotton.** Choosing local manufacturing is a deliberate part of the brand's identity: strengthening the Israeli textile industry and creating products that don't just reference Israeli culture but are truly woven into it.

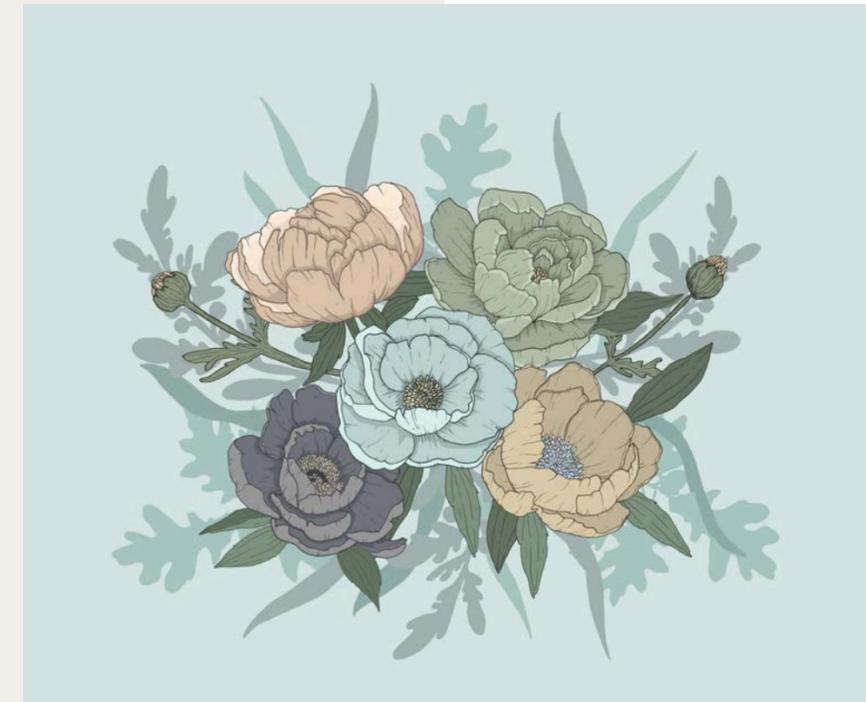


EXPLORE THE ART  
THE CULTURAL  
EXTRAS

# NOA ALON

**Noa Alon** is a Muralist, Painter, and Illustrator based in Tel Aviv.

Graduated with a Bachelor's degree in Animation (2011) and a Master's in Visual Communication (2019) from the Bezalel Academy of Arts and Design. **Her work is dedicated to the Israeli landscape, including local birds, flowers, and atmosphere**, and has been exhibited in solo and group exhibitions in galleries and museums in Israel.



EXPLORE THE ART

THE CULTURAL  
EXTRAS

# OFIR SOFER

**Ofir Sofer** is a realist artist who lives and works in Ramat Gan. He transitioned from psychology and business administration into the art world, acquiring formal training in drawing and painting at the "HaTachana" Studio (2022) and under the guidance of Ilia Gefter, Stella Lamihov, and Roni Yaffe between 2020 and 2024.

Since 2021, he has actively participated in group exhibitions at leading galleries across Israel. **His first solo exhibition, "Post-Army Trip,"** was held in 2022 at the Tmuna Theater Gallery in Tel Aviv.



EXPLORE THE ART  
THE STUDIO OBJECTS

# TAL BATIT

Ceramic Figurines - One Colorway, Various Sizes



# PORTFOLIO

## THE ESSENTIAL COLLECTION



### THE ESSENTIAL COLLECTION

A cultured gift with a playful finish.

**Price: \$185 / unit**

#### INCLUDES:

- One copy of **Write-Haus Magazine** (latest issue)
- One pair of premium socks
- One **MONC DIY ceramic figurine kit** (small)
- A curator's note and artist cards



Images are for illustrative purposes only.

# PORTFOLIO

## THE COLLECTOR

### COLLECTION



### THE COLLECTOR COLLECTION

A collectible gift for design and culture lovers.

**Price: \$325 / unit**

#### INCLUDES:

- **Aleph Is for Love** (English edition)
- **One artist-illustrated ceramic figurine, created in collaboration with local illustrators**
- **One copy of Write-Haus Magazine** (latest issue)
- **One pair of premium socks**
- **A curator's note introducing the project and the creators' stories**



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# PORTFOLIO

## THE GALLERY COLLECTION



### THE GALLERY COLLECTION

A refined, limited edition—an art-forward selection made to be kept.

**Price: \$480 / unit**

#### INCLUDES:

- **One artwork of your choice**, either a **silk-screen print by Yona Lotan** (from 50 × 70 cm and up, unframed) or a **signed original watercolor by Mark Kanovich** (unframed)
- **One copy of Write-Haus Magazine** (latest issue)
- **Aleph Is for Love** (English edition)
- **A curator's note introducing the project and the artists' stories**



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# PORTFOLIO

## THE SIGNATURE COLLECTION



### SIGNATURE EDITION

A signature, art-forward edition combining collectible ceramics and curated works on paper, made to be kept, displayed, and gifted.

**Price: \$795 / unit**

### INCLUDES:

- **One artwork of your choice** - either a **silk-screen print** by Yona Lotan (from 50 × 70 cm and up, unframed) or a **signed original watercolor** by Mark Kanovich (unframed)
- **One ceramic sculpture of your choice by Tal Batit** (11–16 cm, single-color finish), Optional: two sets of 10 + 10 pieces in two colors **or a MONC Premium Edition figurine** (small size)
- **One copy of Write-Haus Magazine** (latest issue)
- **Aleph Is for Love** (English edition)
- **A curator's note introducing the project and the artists' stories**



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# WHAT'S YOUR STORY

Curated Israeli art, culture & design- gift-ready collections

**What's Your Story** curates exceptional works by Israeli artists and makers, selected for craft, collectability, and cultural depth. More than a gift, each box is a refined connection to Israel's contemporary creative scene.

**Each collection arrives gift-ready with a curator's card and artist details.**

## Curated Israeli Culture

Thoughtfully selected pieces by local makers, **created for art lovers**, collectors, and supporters of Israeli creativity.

## Community & Benefits

**Join our community** for **online studio meet-ups** with Israeli artists and makers. Subscribers receive **10% off** their next box, plus access to occasional surprise drops.

## ORDER NOTES

- Pricing applies to orders of **15+ units**.
- Optional upgrades: premium socks or a set of 4 postcards (+ \$20 per box).
- **Personal delivery** in Jerusalem or Tel Aviv (first order).
- Shipping (door-to-door via DHL) is available worldwide. Final shipping costs are quoted upon request, based on destination and quantity.



Images are for illustrative purposes only.



## CONTACT US

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