

August 28, 2012
marks the inauguration of the flagship project
of The Council for a Beautiful Israel:
The cornerstone was then laid to The Robert Price Center for
Environmental Studies in Jerusalem.













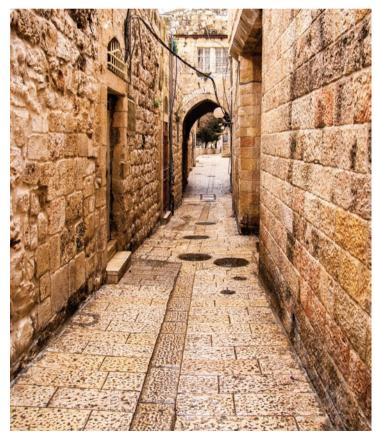
An unequalled prestigious location, appropriate for an important public building: In the heart of the Government Complex in Jerusalem - near the Knesset, opposite the Supreme Court, bordering the new residence of the Prime Minister and the Ministry of Foreign Affairs, in proximity to Sacker Park.



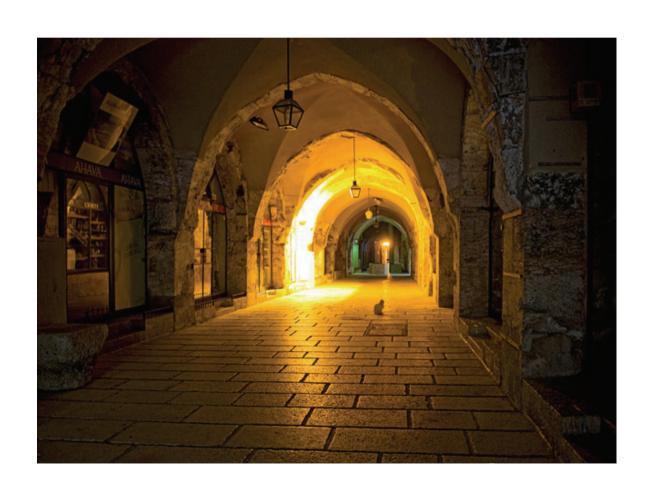
This site is of utmost importance and excitement for those with the State of Israel and Jerusalem in their hearts.

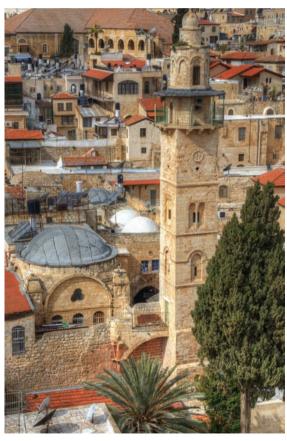
The Robert Price Center is an exquisite two-story building and a spacious rooftop overlooking the picturesque scenery of the Holy City of Jerusalem.





The Center will reflect the message of Israel's beauty, and will be an inspirational focal site to the idea of the quality of life in Israel.





Large crowds will frequent the building for its important role.

Millions will be exposed to it each year, being so highly visible.





The Robert Price Center for Environmental Studies will be the state-of-the-art. most advanced center for providing environmental education, information and scientific teachings. It will first and foremost serve the diverse population of the city of Jerusalem, Arabs and Haredis alike.





The Center will offer study programs to Jerusalem children and students and to IDF soldiers, and will also extend professional and enrichment programs on environmental issues to the public.

The Robert Price Center for Environmental Studies will be the preferred gathering place for conferences of great importance, conducted in cooperation with the Jerusalem Municipality, Israel's Ministry of the Environment and Israel's Ministry of Education.

The Robert Price Center will be an environmental icon, representing the idea of preservation and safeguarding of the environment.

The architects were guided to look upon the building as part of the overall ecological system. It incorporates green building elements, following a climate analysis carried out especially to determine the correct positioning of the building and decide on parameters relating to sunlight potential and thermal comfort.

All construction and insulation materials were considered accordingly.

Energy efficiency, water and waste management as well as solutions for recycling and resource conservation issues were taken into account.

The Robert Price Center in Jerusalem will include an impressive Grand Foyer, modern Conference Halls, an advanced professional Auditorium, Classrooms equipped with special auxiliaries, surrounding verandas and an open rooftop facing exhilarating Jerusalem scenery.



## The project will reach a further climax following Phase II of it, when a separate wing will be added, to house a unique state-of-the-art **Discovery Center:**

It will expose to the public the crucial environmental challenges of modern times. This one-of-its-kind Discovery Center will substantially increase the volume of visitors in the complex, as local and international tourism will be attracted by it.



## About the Council for a Beautiful Israel (CBI):

The Council for a Beautiful Israel is the pioneer of Israel's environmental aesthetic standartization. It was established in 1968 by the interior committee of the Israeli Knesset and ever since has been leading Israel's environmental beautification, influencing awareness to environmental issues and beauty through special educational programs and exemplary projects.

CBI is a public, independent non-profit organization (NGO) reaching its goals in a positive mode of operation, rather than being involved in environmental struggles. CBI has 2,000 volunteers in Israel, activated by its 12 regional branches, spread throughout the country. CBI also has dedicated friends abroad - members of its organizations in the U.S.A., UK, France and Switzerland. Mr. Gideon Patt is the President of CBI, and Mr. Avraham Katz-Oz is the chairman of CBI - former ministers and longtime members of the Knesset.

## Architets of the Project: Thomas M. Leitersdorf Planning & Architecture (1972) Ltd

Thomas Leitersdorf, A.A Dipl. Architect (London), specializes in a wide range of large-scale projects on national, regional and local levels in Israel and abroad, while holding positions in governmental and private institutions. Among others, these projects include the National Tourist Development plan, The National Golf development, The Nitzana and Ktziot National plans, the new towns of Ma'ale Edumim and Emanuel in Israel, and the African Riviera in Abidjan.

