

# If It Doesn't Exist, Create It

A design house ideates considered living environments.

Words by Andrew Wasserstein  
Photos by Uzi Porat



In 1998, interior designer Yossi Goldberg felt that something was missing in the local design scene, a central space to improve the atmosphere of one's home. So, like many self-starters in Israel, he created what he wished already existed. Over the past two decades, Tel Aviv-based Elemento has grown into an end-to-end home destination, crafting every element that defines the living environment - furniture, lighting, carpets, textiles, accessories, wall coverings and kitchens. Fabricated and developed in-house with product designer Mor Shilani, the firm has become the country's first true design house and has created a first hand view into the evolution of the Israeli interior.

Goldberg, an autodidact, was lucky to be trusted by friends and family when he was first starting out. While planning private apartment interiors, he quickly realized that word-of-mouth was his best marketing, and slowly one project led to ten projects and so forth. When dealing with local clients, he became frustrated by the constant need to purchase and import from abroad, and the connotation that anything Israeli-made was of poor quality. "I was sick of the self-deprecation when there was so much local artisan and artistic talent here in Israel," reveals Goldberg. "The assumption was that Israeli design couldn't be high-end or luxurious, and that every item had to either be 'Made in Italy' or 'Made in the USA' and so I realized that I would have to change the narrative myself."



Goldberg opened a small showroom on Ahed He'am street in Tel Aviv, across from the famed Café Noir. He gathered the best talents in the country and began to create and sell custom-furniture and source small items to various designer boutiques across Israel. Quickly realizing he had struck a chord with the local consumer, Elemento was born, and the storefront moved to Rothschild Boulevard and later to Old Jaffa, where it remained for 14 years. Collaborating with local artisans and artists, Elemento has crafted a signature line, limited-edition furniture collections, special projects for brands and operates a full interior design service. Each of the projects is unique and runs the gamut from a single bespoke sofa, to an entire private residence, boutique hotel, restaurant, corporate headquarters and most recently, assisted-living homes.

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"The design scene in Israel has made huge progress in the last couple of decades," explains Goldberg. "Israelis are open to international trends and currents and have developed a keen interest and awareness to the importance that design plays in their sense of environment. People are willing to invest in their personal space, while the local tech and startup scene has created a high standard of office design to attract and retain talent."

Each year, Elemento releases a new collection and campaign with beautiful imagery crafted through an artistic lens. Today they are the





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largest furniture showroom in Israel, and a true design house in every sense of the term. “We are always trying to be sexy and elegant with what we put out into the world,” explains Goldberg. “We try to educate our clients and the public that furniture doesn’t have to be a boring necessity and can be an exciting experience, to be touched, felt and seen.” Naturally continuing to grow, Elemento operates two adjoining spaces in Northern Tel Aviv’s Ramat HaHayal neighborhood.

More than two decades into business, Elemento has stayed true to its brand DNA. The latest category launch is Elemento Dining, a collection reinterpreting the layout, material finish and functionality of the kitchen. “The pandemic forced cooking onto each household and shifted the center of the home to the kitchen,” explains Goldberg. “We wanted to create a full range, from island units, to dining room tables, counter finishes, cupboards, dining chairs, appliances and accessories.”

At the end of the day, home design is all about bringing together family and friends in spaces where beautiful memories can be created and cherished. As one of the design aesthetics of Israel, Elemento and Yossi Goldberg have proven their detractors wrong and shown that Israeli talent, design and quality can and do exist. “In the past two years, the world understood just how much one’s environment affects their wellbeing and mood, from being stuck inside for months, to many shifting to working completely or partially remote,” finishes Goldberg. “The beauty of working in a small country is that you get to feel your work’s effect on a large scale.”