

ESHKOL NEVO, ISRAELI WRITER:

I HAVE BEEN HEARING ABOUT THE "TEL AVIV" BOOK FOR A LONG TIME – BUT UNTIL A COUPLE OF DAYS AGO, I COULDN'T READ A WORD OF IT. BECAUSE - IT WAS IN GERMAN. IT IS ALWAYS EXCITING TO DO THIS "DOUBLE-CLICK" ON SOMEONE YOU ALREADY KNOW, AND TO FIND OUT HOW DOES HE WRITE, SO WHEN I GOT THE FILES WITH THE HEBREW TRANSLATION OF SOME OF THE STORIES , I STOPPED EVERYTHING I WAS DOING, READ THEM WITH ONE BREATH AND FOUND THEM MARVELOUS, AND VERY UNIQUE

WHY UNIQUE?

BECAUSE THE PERSPECTIVE MICHAEL GUGGENHEIMER HAS ON TEL AVIV IS AN UNUSUAL ONE:

HE IS NOT EXACTLY A LOCAL. BUT DEFINITELY NOT A TOURIST. HIS GLANCE ON THE CITY COMBINES THE SHARPNESS AND FRESHNESS OF THE VISITOR WITH THE INTIMACY OF SOMEONE WHO KNOWS THE LANGUAGE, AND IS ROOTED IN THE CULTURE SO WELL THAT HE CAN ARGUE WITH THE SECURITY LADY IN THE BEN GURION TERMINAL WHICH ONE OF MEIR SHALEV'S BOOKS IS THE BEST. IN THE BOOK, THERE ARE A COUPLE OF DESCRIPTIONS OF THE FLATS THAT MICHAEL RENTS FOR SHORT PERIODS OF TIME WHEN HE IS IN TEL AVIV, WHEN

I READ ABOUT THESE FLATS WHICH ARE A PARTIAL HOME FOR MICHAEL GUGGENHEIMER WHEN HE COMES HERE I THOUGHT TO MYSELF – THIS IS EXACTLY HOW I FEEL WHEN I READ THIS BOOK AND LOOK AT THE BEAUTIFUL PHOTOS: AT HOME, BECAUSE I KNOW THE CITY, BUT NOT REALLY AT HOME, BECAUSE I HAVE YET A LOT TO DISCOVER.

THE OTHER UNIQUE ELEMENT IN MICHAEL GUGGENHEIMER'S PERSPECTIVE, IS THE FACT THAT WHEN HE LOOKS AT TEL AVIV , HE SEES – AT THE SAME MOMENT, ALMOST AT THE SAME SECOND - THE PRESENT AND THE PAST. HE SEES THE YOUNG PEOPLE LISTENING TO MUSIC AND WRITING THEIR FIRST NOVEL ON THE LAP TOP, BUT HE ALSO SEES THE OLD LADIES SITTING IN MERSAND CAFE SPEAKING GERMAN. HE SEES THE NEW MODERN BUILDINGS OF THE CITY BUT ALSO REMEMBERS HIS CHILDHOOD HOUSE, AND WHY HE WAS FORCED TO LEAVE ISRAEL BACK THEN.

I WAS ALSO FORCED TO LEAVE PLACES WHEN I WAS A CHILD – MAYBE THIS IS ONE EXPLANATION TO THE FACT THAT WE CONNECTED SO QUICKLY 7 YEARS AGO. AND ANYWAY – I CONGRADULATE MICHAEL GUGGENHEIMER FOR THIS BOOK.