PRESS KIT · TEL AVIV · 2026

Eran Yerushalmi (CHIEF)

A Tel Aviv fine art photographer who has photographed and edited exclusively on iPhone for 17 years. No camera, no studio: the sea, the city after the rain, and dancers at the waterline, all made on the phone in his pocket.



Eran Yerushalmi, known as CHIEF, started photographing his daughter the day he got his first iPhone and never picked up another camera. His work moves between seascapes, street reflections, portraits and fine art studies of the human figure, rooted in direct encounters with the city and the sea rather than constructed scenes.

Featured by Channel 13, Ynet and Yedioth Ahronoth, Kan, N12, Mako, Maariv, Walla, Israel Hayom, Time Out and Artsy. The Tel Aviv–Yafo Municipality has published his work on its official channels since 2013. His limited editions are collected in Israel and offered through Saatchi Art; a first representation in Japan is in preparation.

KEY FACTS

- **17 years, iPhone only.** Shot and edited on iPhone since his first device.
- **10,000+ reactions** for “Ground Contact” on the Us&Art community (2024).
- **Tel Aviv is the subject:** shoreline, Rothschild after the rain, Habima Square.
- **Editions:** Super Premium of 7, Premium of 25, signed, with certificate.
- **Collected** in private homes across Israel; collector stories on the site.
- **Dylan,** the artist’s dog, is a recurring subject (@dylan_tlv).

SELECTED WORKS



Ground Contact



After the Rain



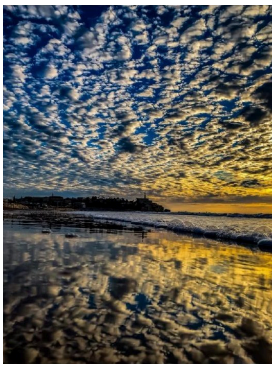
Between Two Gravities



Defying Gravity



The Sound of Culture



Heaven Below



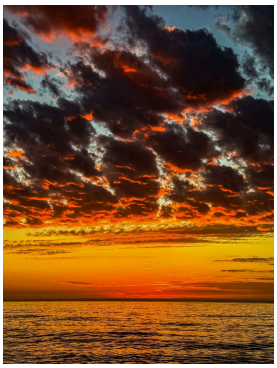
Guardian of the Shore



Peace Talks



Bella Ciao



Burning Silence

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