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GAUTENG

PEOPLE PLACES PERSPECTIVES

APRIL 2010



Trends issue!

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ARTIST PROFILE

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toys with us

PROPERTY OF THE MONTH
Bantry Bay beauty

MY FIRST HOUSE
Nicky Greenwall

ASK THE EXPERTS

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There's a whole lot more to interior design and decoration than meets the eye. Not only must the designers or decorators have a deep and clear understanding of the latest innovations, but also they must know what makes each client tick. A close working relationship between client and interior professional is essential, but bear in mind that although these professionals can, to a point, adapt their talents to suit your needs, ultimately you have selected them for their signature style, which you know and love. So choose your design ally carefully, then step back, give them the time and space they need, and watch as they help you achieve your dream interiors.

[ASK THE EXPERTS]

Explain a little about the services you offer clients and how this reflects your company's signature style?

One of our primary responsibilities as interior designers and decorators is to focus on all of the key elements in your location. The next step is to create a functional environment in each of these elements that optimises space, and finally,



Janice Hewer

Décor Lounge Interiors

to create a unique design solution that relates to client's vision while maintaining a balance between functionality and aesthetics. Whether it is a prestigious private game lodge, luxury hotel, holiday home or an upscale restaurant, our team of interior decorators are equally at ease to carry out any type of project, from initial planning (normally already with the architects) to final implementation. A discerning and bespoke selection of state-of-the-art interior lighting, communications, audiovisual design, custom built-ins, carpeting, wall treatments, wallpaper and accessories is an integral part of the service we provide in our interior design.

Current or recently completed projects that you are most proud of, and why?

Mjejana Game Reserve, a remote site where we were the first to complete lodges for occupation by our clients. Four five-bedroom units were scheduled to be handed over at the same time and it took our team a mere five days to complete all four projects, to the delight and enthusiasm of our clients.

Which products or ranges are you enjoying working with most right now? Why?

Various wall coverings, especially wallpaper, as it's so versatile and there is a vast range of options to choose from. It's simple, cost-effective and brings about a huge change in any space. Scatters are still my favourite. Like wallpaper, they can be used to change the entire look and feel of a room by simply adding, changing, or rearranging them. They're cost-effective, and can be combined with the client's existing items or completely replace them to give the room fresh appeal.



décor lounge interiors

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Explain a little about the services you offer clients and how this reflects your company's signature style?

I cover the areas of design, décor and thorough interpretation of a client's lifestyle and needs, from the beginning of the road – mood or concept board interpretation – to project managing the process, and at the end of the road, the full and final stages of decorating. I am totally hands-on, down to the finest details of final approval before clients start their journey in the space I've created.

Current or recently completed projects that you are most proud of, and why?

Harbour Town at the Vaal Dam – This was a job of passion, with amazing clients who made me believe the work I do is truly inspiring. It's nearly two years on,



Deborah English

Pure Space Projects

and they still comment on how much they love my work. *Inanda* – This project is near completion and will undoubtedly be my best work – done for the same clients from Harbour Town! It's like a gift with layers and layers to unwrap. And I cannot leave out the office I designed for *Prosmat* in Melrose.

Which products or ranges are you enjoying working with most right now? Why?

Lighting. The revival of the art deco era in many of the imports. The use of champagne-coloured glass. And I love using old stools, blocks of wood and benches. They put any space into an informal mood; misunderstood, but so practical. The use of a lot of natural textures, linens... These are undeniably the best. And the family of anthracites. They took so long to be understood, but I have been using them as a base palette for so long...

What, in your opinion, are the two essential personal qualities that make for an excellent designer?

The delivery of functionalism and understanding. Creating a home, not a showroom.



+27 (0)82 77 888 38 | www.purespace.co.za

Explain a little about the services you offer clients and how this reflects your company's signature style?

Established over 25 years ago, Head Interiors has developed into a highly focused design company. Each of our projects are treated individually. We specialise in complete interior architecture, all internal finishes, joinery and fixtures. We have a selection of furniture, fabric and accessories, both local and imported, available in our showroom. We also work with a large range of styles and budgets. Together with expert décor advice, our personalised attention will ensure that not only the process itself is a pleasure, but



Ashley Cooney

Head Interiors

the end result will reflect who you are and how you want to live. We stand for quality design and quality finishes.

Which products or ranges are you enjoying working with most right now? Why?

I particularly enjoy working with custom designed finishes like purpose printed wallpaper and custom made rugs. This is by no means a new trend, but I enjoy working with these items as the possibilities are endless. By customising a finish, be it wallpaper design or even vinyl decals for a glazed boardroom, we can create unique environment identities, effectively display branding, or even create personalised art and graphic design.

Your personal design philosophy?

I have an open mind, keep up with product developments and trends, and have a strong grasp of your client's needs to better equip yourself to provide an excellent service. Also, be more than willing to continually learn for the rest of your interior design career.

What, in your opinion, are the two essential personal qualities that make for an excellent designer?

Attention to detail, passion and professionalism. But all these qualities are useless if you're not a people's person as well. What separates good design from excellent design is attention to detail, passion, understanding your clients and talking their language.



+27 (0)11 325 2700 | www.headinteriors.com

Explain a little about the services you offer clients and how this reflects your company's signature style?

DIAD – Darley Interior Architectural Design – creates unique and beautiful interior environments, be they luxurious international hotels, exclusive residences, cutting-edge apartments, sumptuous spas and wellness centres or trendsetting restaurants and entertainment destinations. DIAD conceptualises and transposes ideas and visions into real lifestyle focused spaces, interpreting and elaborating on our clients' dreams and visions and designing and detailing these so that they become a reality exceeding expectations. As interior architectural designers, our design team creates innovative interior design concepts, working hand-in-hand with our clients, planning the spaces from the inside out. DIAD approaches the design of each of their projects with passion and energy, working within budget alongside the clients and the professional consultants to create ultimate destinations and a refined way of life.



Shiree Darley

DIAD

Current or recently completed projects that you are most proud of, and why?

The DIAD partners have over 40 years' combined international hotel and residential design experience, having been involved with sought-after resort destinations and exclusive residences and villas in Africa, the Indian Ocean islands and the Middle East. Presently, DIAD's portfolio includes new hotel interiors in Johannesburg and Cape Town. We have been swept up by the 2010 World Cup energy and are assisting with completing these in time, involving local suppliers and artists so that we can showcase South Africa's talent and skills. Our exclusive residential clients have some spectacular properties in Africa and the Middle East that we are busy conceptualising and designing. Internationally, DIAD has recently designed a large resort development in Yemen, which is opening in 2010.



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Your personal design philosophy?

As people go through their lives they tend to forget mundane environments and only savour the memories of unique experiences that have stimulated an emotional attachment. When interiors appear to follow trends, it is easy to label and categorise them. We as designers need to extend beyond this. Interiors need to be stimulating, with new, distinctive ideas that are a cut above the rest, keeping in tune with clients constantly demanding needs, expectations and requirements. I work towards creating new, stimulating concepts, taking the time to be aware of the surrounding influences and studying the cultural mosaic of our world. By exploring the interest that clients may have in a country or city – history and culture, artwork and traditions, colours



Amanda Elliott

DIAD

and textures – I set out to rework these raw aspects, developing the client's vision into an interior backdrop that exceeds their expectations. I strive to expand the boundaries of traditional design, creating a unique interior experience yet incorporating wonderful lifestyle comforts and luxuries using innovative ideas for everyday requirements – clients should be left feeling enthusiastic, comfortable and repeatedly inspired by their surroundings. Clients are the most important elements of the design, however, courageous clients that are willing to go beyond traditional design boundaries are those I am passionate about designing for.

Which décor trends are you enjoying currently? Why?

Dare I say it... But we all need to slow down and be more sensitive to the world around us. The project location, environment and home-grown culture of the local community are all aspects that influence DIAD's concepts. If we take the time to look closely enough, the diversity of our environment continually offers new ideas and approaches to design and selections. We also can't ignore the ideas of past and fellow designers.



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Explain a little about the services you offer clients and how this reflects your company's signature style?

I offer my clients a lifestyle, not a service, embracing their desire to live the 'Good Life – Dolce Vita'. My signature is inspired and motivated by Italian style, sophistication and passion, without neglecting the Italians' traditional philosophies and cultural behaviour. By considering this, I purposefully ensure that the spaces I create for each jet-setter is glamorous yet comfortable and functional – a place where my clients can live their dreams.

Current or recently completed projects that you are most proud of, and why?

Taste of Mumbai restaurant at Emperors Palace. The area allocated for this restaurant is a focal point in the food court. The owner doubled his target in the first two weeks and admitted that that was largely due to the décor and design that had been implemented. And I recently completed a private residence in Oubaai Golf Estate in George for a prominent and influential businessman. I am honoured, not proud, to have been appointed by 'Dr' to convert his house into a home.



Bianca Suttner

Dolce Vita Designs

Your personal design philosophy?

My design philosophy is the same as my life philosophy, because my profession is my passion and my life. My philosophy is based on a quote from Phillippe Starck: 'I don't work, I dream!'

Which décor trends are you enjoying currently? Why?

I don't follow trends, so I'm naive as to what the market is currently dictating. My clients set the trend, and if it's not my clients it's the architect. I use my clients' desires or the architects plans as my canvas. My clients are investing in me and my creativity – they trust me to create a space that is private and comfortable. On completion of each project I have created my own trend, inspiring my client to employ me in assisting them live the 'Good Life' again.



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Which products or ranges are you most enjoying working with right now? Why?

Innovation in product design is fast-paced! Every day we are made aware of new, exciting products. As designers, this is extremely inspiring, as we get the opportunity to express our creativity as well as meet our clients' brief and budget. We are also able to propose many more materials that are sustainable and globally conscious.

Current or recently completed projects that you are most proud of, and why?

Currently we are working with Love Jobs on a sculptural concept for a local hotel reception. We admire their involvement with the local communities and the efforts they are making to recycle everyday elements in a creative and decorative way. At DIAD we're using their Gorgeous Blooms, made from discarded billboards, recycled glass and aluminium adornments, which make wonderful contemporary chandeliers.

Which products or ranges are you enjoying working with most right now? Why?

On our hot list are local fabric manufacturers and designers that are able to meet our specific design briefs and easily modify their products to suit our specific project requirements. George Baker Fabrics has commissioned local artists to produce a unique range of South African fabrics. We love that they have created unique colour palettes and



Caroline Dann

DIAD

iconic patterns that are easy to adapt and include in any interior scheme.

What, in your opinion, are the two essential personal qualities that make for an excellent designer?

Interior design is a multifaceted profession. Designers must possess a multitude of essential qualities in order to make them excellent. An excellent designer is someone who is truly creative, can develop this creativity into a concept and then have the ability to present it and make it a reality. If the space 'feels' right, the designer is probably excellent.



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Explain a little about the services you offer clients and how this reflects your company's signature style?

I am an interior designer. I have some background in architecture, and can offer clients not only the decorative aspect, but also an architectural one when it comes to design. I master in AutoCAD as well as a 3-D design software, for a more technical project. The furniture, accessories, wall and floor coverings are all sourced from our home décor shop, Country Living. The style is mainly French provincial, very European and unique, with some contemporary accent pieces. All of which is imported from France, Italy and Holland, transforming any project into a European masterpiece.

Current or recently completed projects that you are most proud of, and why?

Being still fairly young, I have yet to



Olga Golbert

Country Living (Atholl Square)

complete any big projects in interior design. After completing my studies, I worked in an architectural firm for quite a while. Apart from that, I worked closely with a very big architectural firm in England, consulting to a five-star hotel group in Kiev.

Which products or ranges are you enjoying working with most right now? Why?

The current trend in Europe is the 'Industrial Revolution' – furniture that's made from reused steel. It is very funky and stylish, yet durable. Some of the key furniture pieces are stocked by Country Living, such as the locker, as well as the steel chairs, which can be seen in all the leading restaurants in France and sophisticated homes all around Europe.

Which décor trends are you enjoying currently? Why?

I would say it's the industrial trend. Or the new 'industrial chic', as they call it. It's about simple colours and clean lines. Sometime I even find a primitive shape very intriguing. It is so easy to work with, and would fit into any design, house or space. It's just perfect.



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Explain a little about the services you offer clients and how this reflects your company's signature style?

Because my services are so complete and comprehensive, and because all of my clients are unique, I find it important that I maintain a close and trusting relationship with them, enabling me to give a finished product that is both personal and beautiful. From the smallest detail, right up the largest piece, my clients receive the attention they deserve, and the result is completely original. I have vast experience and knowledge in this area, which enables me to work both locally and abroad, on a variety of projects.

Current or recently completed projects that you are most proud of, and why?

There are so many, but my favourite projects are usually large homes, private guesthouses and lodges that require complete refurbishments. I like the full and complete creative process, from designing gorgeous, hand-made pieces of furniture to finding unique pieces of art or artefacts and working with beautiful fabrics. Then, of course, my TV show was a fabulously creative project where I got to work with such a variety of people and briefs.



Amanda Landers

Amanda Landers Interiors

Which products or ranges are you enjoying working with most right now? Why?

I enjoy working with a variety of fabrics most. I am fortunate enough to travel often and be exposed to exquisite brands and see how they are used. Despite the recent financial credit crunch, fabrics, in all their glorious textures, colours, weaves and fibres, are still being produced and bought. We can't deny ourselves beauty, and what better place to have it than in our homes, our castles?

Your personal design philosophy?

My design philosophy has always been to give my clients the very best service and the confidence to transform their homes into their own special paradise. Never to throw out the family heirloom – one can always find a place for it!



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Explain a little about the services you offer clients and how this reflects your company's signature style?

The image and product range of Country Living is eclectic. You will find a mix of classic and formal items with informal items. The ambience of our stores is relaxed and the product range extends to quality homeware as well as exclusive imported furniture. Country Living is constantly complimented on the fact that our stores are forever changing



Sandy De Bruin

Country Living (Head Office)

their window displays and store layouts, maintaining a fresh and unique appeal. Exciting new stock that I seek out on frequent overseas trips is introduced on a regular basis.

Current or recently completed projects that you are most proud of, and why?

I have expanded my Country Living stores to include franchised outlets in Bedfordview and now Atholl Square. When I opened Atholl Square it soon became apparent that I could not run all the retail outlets to their optimum and still travel, source and grow the Country Living brand. So since December, Tatiana Ambar and her daughter Olga have taken over at Atholl under the Country Living banner. I have also expanded my Bryanston shop together with a gorgeous grand bistro called Country Living Café.

Which products or ranges are you enjoying working with most right now? Why?

We are busy with a gorgeous range of furniture and wonderful accessories sourced from around the globe.

Your personal design philosophy?

Comfort and texture.

Which décor trends are you enjoying currently?

Colonial contemporary.

What, in your opinion, are the two essential personal qualities that make for an excellent designer?

Communication, and the ability to work with customers according to their requirements in the most stylish and effective way



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