

DESIGN HOTELS™ PRESS RELEASE



Gorgeous George *Cape Town's new up-and-comer*

Berlin, September 20, 2018 - Come early 2019, Design Hotels™ will welcome its first member hotel in the magnetic coastal city of Cape Town. Located in the heart of the Mother City, between St. George's Mall and Green Market Square, the hotel is a celebration of Cape Town's one-of-a-kind cultural diversity and history. Guests can expect a veritable showcase of South Africa's dynamic design scene throughout the 32 rooms and communal public spaces. Here, in the cosmopolitan center, a new cultural hub will emerge from two heritage buildings connected by a rooftop bar—matching the melting pot spirit for which Cape Town is known.

The hotel is situated on the only tree-lined and fully pedestrianised avenue in Cape Town, framed by the heritage buildings just below the historic Company's Gardens and overlooking Green Market Square. The prime location means a one-kilometer walk to V&A Waterfront and Table Mountain, or just a 10 minute drive to the world renowned Clifton and Camps Bay beaches. After days spent exploring the vibrant cityscape, guests will find reprieve at Gorgeous George's rooftop bar and pool where a buzzing social scene brings visitors and locals together for good food, music, and a lively atmosphere. Rounding out the hotel's cultural quotient, a first floor event and art space will rub shoulders with the neighboring art galleries, niche museums, and intimate theaters.

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At the helm of the design, Tristan du Plessis has been given the task to transform two separate buildings that were connected in the 1940s. Originally built by the United Building Society, the hotel's entrance is an art deco building and the second structure boasts the traits of New Edwardian style. The rising-star Joburg designer brings a young and fresh perspective and a deep respect for contemporary African design. Using the two distinct buildings and their respective features as the guiding force, du Plessis has created a modern oasis harmonized through the use of industrial elements; raw exposed concrete and steelwork successfully melding with Victorian elements.



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NOTES TO EDITORS

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For additional information, please contact us via email press@designhotels.com or phone at +49 30-8849 400 91.

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ABOUT DESIGN HOTELS™

Design Hotels™ represents and markets a curated selection of over 300 independent hotels in more than 60 countries across the globe. More than a collection of hotels, the company is a collection of stories. Each property reflects the ideas of a visionary hotelier, an "Original," someone with a passion for genuine hospitality, cultural authenticity, thought-provoking design and architecture. Each "Original" stands for the individual, aesthetic and service-driven experience that his or her hotel provides.

Founded by Claus Sendlinger in 1993, Design Hotels™ offers its members insightful travel industry knowledge, from market trend consultancy to international sales representation. The company has its headquarters in Berlin and branches in London, Barcelona, New York and Singapore.

In 2015, Design Hotels™ joined forces with Starwood Preferred Guest (SPG®), enabling its member hotels to have both a greater and more selective reach while offering its Community the benefit of the industry's leading loyalty program. Now one of three leading loyalty programs under Marriott International, SPG members can link accounts with Marriott Rewards® and The Ritz-Carlton Rewards® for instant elite status matching and unlimited points transfer.

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