

Design-focused hotel Gorgeous George to open in Cape Town

Gorgeous George on St George's Mall will officially open in March 2019. Created out of two restored heritage buildings, it's the first hotel in Cape Town to join the Design Hotels group.



Image(s) Supplied.

Contemporary South African meets heritage design

Originally built by the United Building Society, the hotel's entrance is Art Deco, while the conjoined building boasts traits of the New Edwardian style of the 1940s. The uniting design embraces each building's architectural features, while at the same time allowing for different moods depending on the viewer's perspective, for instance, one façade has window frames of steel while another has the original oak surrounds. Interesting concrete and steel structures are incorporated throughout the hotel.

The biggest challenge in marrying the two buildings was their different heights, and the solution gave rise to the tower that hosts the rooftop pool. There's also a first-floor eventing space that can accommodate up to 150 people seated banquet style.

"We wanted to take this conjoined building that has a rich history of Cape Town and create a modern, timeless hotel using South African designers as part of the design DNA," says Tristan du Plessis, who was responsible for the hotel's interior - each of the 32 rooms expresses a South African contemporary style, interlaced with a vintage edge.



Du Plessis chosen South African art pieces and furniture that capture downtown Cape Town. Lighting and furniture were sourced from David Krynauw, Gregor Jenkin, Studio 19, Douglas&Co, and Dokter and Misses, with a feature crocodile swing chair from Porky Hefer, while murals from artist David Brits are featured throughout. The foyer is home to an intricate mural created by Cape Town artist Lucie De Moyencourt. The Delft inspired masterpiece is made of 1,800 hand-painted tiles depicting a map of Cape Town.

Top chef and mixologist on the staff

Guy Bennett, who most recently helmed Grand Provence in Franschhoek, will be the executive chef. "We want people to come for lunch and stay for dinner," says Neilen Tolmay, general manager of Gorgeous George.

Gorgeous George will feature mixologist Jody Rahme who began his mixology journey in Johannesburg at Sin + Tax bar.



The location of Gorgeous George will give guests a different perspective on the city and enable it to become a magnet for international and local tourists. "We want to create an interactive social hub for everyone to enjoy," says Tolmay.

Joining the Design HotelsTM stable

Established in Germany in 1993, Design HotelsTM spans the globe in over 50 countries, from mountaintops to world capitals; with member hotels reflecting innovative design and architecture. Through the group, Gorgeous George will be exposed to larger travel communities in search of an inventive and novel experience.

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