



ALPHEN

BOUTIQUE HOTEL  
\*\*\*\*\*

## THE DÉCOR DESIGN

**The Grande Dame of the Constantia Valley underwent a complete restoration and refurbishment. The interiors - furniture, paint finishes, lights, floor finishes, fabrics, textures and art have either been revamped or replaced.**

The theme is that of contemporary opulence perfectly combined with the rich history of a bygone era... a complete marriage of old and new. Not your typical 5-star hotel, a modern and playful twist has been added to the décor and design while preserving traditional and exceptional age-old hospitality.

'The Alphen Boutique Hotel was such a stimulating and challenging project, we wanted to work with the existing heritage framework, push it, exaggerate it, but also provide some provocation, contemporary glamour and surreal fantasy. The building itself has so much charm and character that cannot be fabricated or designed, it is something that can only evolve and mature over hundreds of years. This rich backdrop provided the base from which we worked and provided the root of our story.

We wanted to create different emotions and responses throughout the hotel. There are three bars, two restaurants, a deli, a spa, 20 suites, a pool area, as well as

conferencing and meeting rooms this gave us plenty of range to explore and expand different but connected themes and ambiances.

The overriding feeling of the hotel is that of a golden era of hedonistic glamour, a little eccentric, somewhat bohemian, rather eclectic, casually elegant and definitely sensual. There is the romanticism of bygone Gatsbyesque parties in the air, but again contradicted by modern finishes and design elements that pop up surprisingly throughout the interior. Humour plays a large part of the décor and we have not taken ourselves too seriously. As mentioned, the classical heritage provided all the robust drama we could ask for. To act as a counterpoint to this we have intentionally flaunted some excessive behaviour in a provocative tongue-in-cheek way.

We want the guest to come here and enter into another world, an escape, a romantic, dramatic and sensual wonderland that takes you on a journey from room to room, always tantalising the senses and instilling a sense of fantasy and hedonistic indulgence. Holidays and hotels are about pleasure, escape and romance and The Alphen provides exactly that, but it is not sensory overload by any means at all. There is also a sense of repose, rejuvenation and calm, especially in the bedrooms, which are all white oasis of calm and serenity, where oversized custom still life artworks provide a nature based sensory experience.





ALPHEN

BOUTIQUE HOTEL  
\*\*\*\*\*



Throughout the hotel the artwork is key to creating a dynamic and stimulating backdrop. We have incorporated over 300 classical works that have come from the Cloete's – owners for the past 150 years – private collection and juxtaposed these with specially commissioned contemporary new works. These new works are meticulously crafted, nature based still lives and tableaux, inspired by the environment and location and very much like the interior itself, they fuse together classical references with glamour rock 'n roll attitude. Many of the artworks are also purposefully excessive in size and imbue the main salon with an unquestionable attitude and are reminiscent of oversized renaissance story-telling tapestries'.



For further information, please contact Vanessa Nucci (Sales & Marketing Manager) on +27 (0) 21 795 6300 or e-mail [marketing@alphen.co.za](mailto:marketing@alphen.co.za)

**Telephone:** +27 (0) 21 795 6300

**Fax:** +27 (0) 21 794 5710

**Address:** Alphen Drive, Constantia, 7806, Cape Town, South Africa

**GPS:** 34 00' 45.44S 18 27' 03.62E

**Web:** [www.alphen.co.za](http://www.alphen.co.za)

**E-mail:** [reception@alphen.co.za](mailto:reception@alphen.co.za)

**f** <https://www.facebook.com/TheAlphenBoutiqueHotel>

**t** <https://twitter.com/#!/TheAlphen>