



GO BOLD

A GRAPHIC AND GORGEOUS NEW HOTEL IN CAPE TOWN'S SILO DISTRICT, THE RADISSON RED APPEALS TO MODERN TRAVELLERS WHO EMBRACE CREATIVITY

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REVIEW
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THIS SPREAD, FROM LEFT Radisson Red in Cape Town's Silo district seeks to redefine the way guests interact within its spaces. *House and Leisure* and Eddie the Welsh terrier experienced the space first hand and loved the way that the HI ALL (or front lobby) blurs the lines between hotel reception, chill zone and meeting area; the interior design is a veritable hive for activities relating to art, music and fashion, reflecting Radisson Red's core brand ethos.

On the gleaming glass surface, Radisson Hotels' newest launch, Red – situated in Cape Town's Silo district – ticks all the boxes of a contemporary high-end hotel. Yet inside the vibrant space, which is imbued with a youthful energy, you'll find the brand is about more than ticking the

right boxes. At its heart is a genuine motivation to understand modern travel needs and meet them in an exciting, different way.

'As a departure point, the design team looked at the individual components of a hotel, questioning what is truly necessary and relevant,' says Mardre Meyer. As creative director of interior architecture studio Source IBA, Meyer has overseen a number of hospitality projects, injecting into them Source IBA's ethos of 'orchestrating human experiences'. It's with this philosophy that the team approached the Radisson Red, understanding how visitors would interact with the facets of the hotel. 'It allows us to shake up what "room modules" really mean. Elements have been taken apart and put back together in a way that recognises that people travel differently now,' he says.

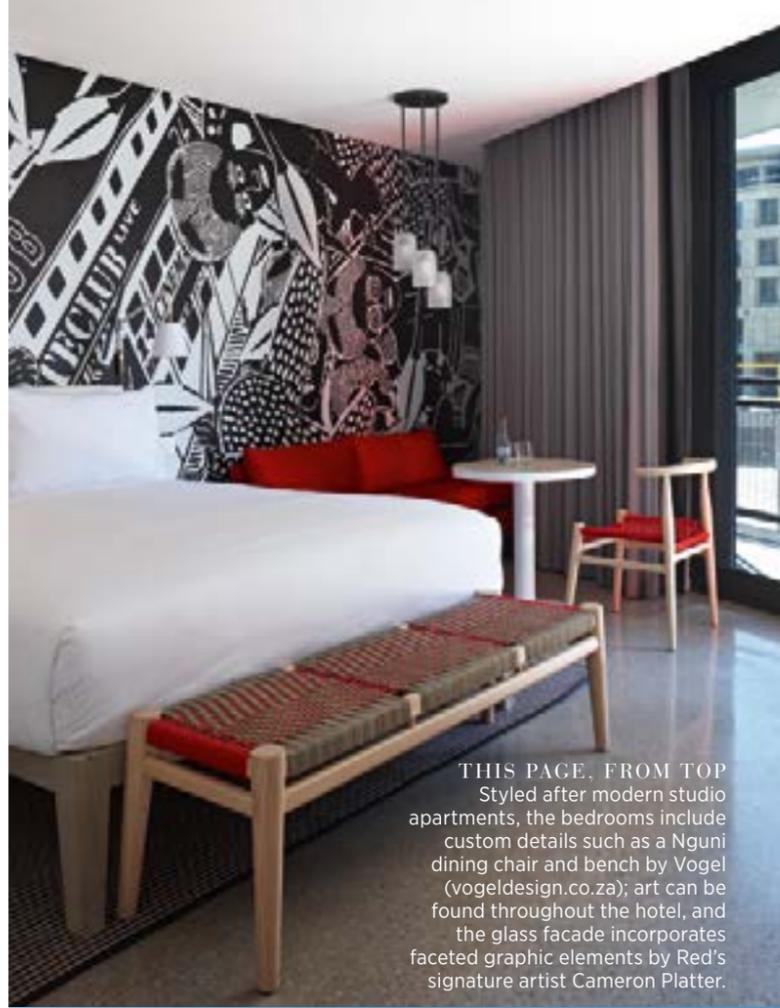
Leading into the OUIBar + KTCHN, the all-day eatery serving fresh, deli-style fare, the HI ALL (in the past you'd have called it the lobby) is one of the areas that best showcases Source IBA's modular thinking. It's a communal blurred-lines space that makes you question why those lines existed in the first place. Comprising self-service and manned stations where guests can seamlessly check in and out, meeting zones, chill spots and areas open to interpretation, the lofty multifunctional foyer is perfect for temporary exhibitions, fashion shows and impromptu music events. 'The inspiration behind the brand is art, music and fashion, and we use this inspiration to create a sense of place,' says Dale Simpson, curator of Radisson Red.

Having cut his teeth at Hotel Missoni (now the G&V Royal Mile Hotel) in Edinburgh, Scotland, Simpson's role here sees him translating Radisson Red's 'ageless Millennial mindset' into memorable guest experiences. That can mean everything from the way his hospitality team are described (as 'creatives') to the bespoke denim kilts wrapped around their waists (designed by Howie R Nicholsby of 21stcenturykilts.com). It's even encapsulated in the take-away coffee cups that carry limited-edition designs by emerging artists.

Many of these re-interpretations are also found inside the hotel rooms, or 'studios'. Source IBA furnished each one with clever touches that tap into a guest's needs, such as eschewing the tea tray for a French Press kit. The studios are noticeably more spacious than standard hotel rooms, and have expansive windows that offer superior views of the harbourside surrounds. Source IBA also connected with local designers for the interior styling, using creations from well-known names including Haldane Martin, Pedersen + Lennard, Woltemade and Vogel. But perhaps the most striking element in each studio is a bright mural by Cameron Platter, Radisson Red's signature artist.

'Art is in Red's veins. It's the lifeblood of what happens here,' says Meyer. The proximity to Cape Town's premier design >

OPPOSITE PAGE. CLOCKWISE FROM TOP LEFT The hotel's rooftop – a 'very Instagrammable area' says Mardre Meyer of interior architecture studio Source IBA (sourceiba.co.za) – is home to a craft beer and food truck, as well as Chair_One chairs by Konstantin Grcic for Magis (magisdesign.com); banquette seating encourages laid-back dining in the OUIBar + KTCHN; the menu consists of fresh favourites made from responsibly sourced produce; portals of IBR sheeting echo shipping containers in the harbour.



THIS PAGE, FROM TOP Styled after modern studio apartments, the bedrooms include custom details such as a Nguni dining chair and bench by Vogel (vogel.design.co.za); art can be found throughout the hotel, and the glass facade incorporates faceted graphic elements by Red's signature artist Cameron Platter.



LEISURE pinpoint

OPPOSITE PAGE. CLOCKWISE FROM TOP LEFT Because the Radisson Red is paperless, guestbook info is available on the Red App and behind the studio doors; storage lockers at the hotel gym; Andile Ngqandu sports a designer kilt; the interiors are full of playful touches; OUIBar + KTCHN is a multifunctional zone with dining options for vegetarians and meat lovers alike (bottom right), One bar stools by Konstantin Grcic for Magis (bottom middle), and a communal eating area (bottom left and middle); the hotel is located at Silo 6 in Cape Town's Silo district.

district and Zeitz Museum of Contemporary Art Africa are major drawcards. This is reflected in the red-crete installation presiding over the HI ALL, another distinctive artwork created by Platter. Platter's work is a vein that snakes up the core of Radisson Red, from the beating heart of the entrance, through each floor.

And if art is in the blood of the hotel, technology is its nervous system – a subtle thread running through a guest's stay, from the high-speed Wi-Fi to the app that manages check-ins, room service, bill paying and even curating your own minibar, so you can avoid human interaction should you so wish. But that really is only if you want to, says Simpson, adding that 'technology isn't about replacing people but enhancing an experience'.

For Simpson and Meyer, experience is at the core of the offerings here, and there's perhaps no better place to truly take that in than on the rooftop bar where – sans technology, design and art – guests can devour panoramas of the V&A Waterfront and beyond, revelling in the Mother City's natural splendour. **Radisson Red, Silo 6, Silo Square, V&A Waterfront, Cape Town; 087-086-1578. radissonred.com/cape-town**



THIS PAGE. FROM TOP Even the bathrooms boast eclectic design in the form of red mosaics and grouting; all rooms are pet-friendly and the Radisson provides beds and a dedicated menu.



5 REASONS TO CHECK INTO THE RADISSON RED

1. MORNING YOGA GUESTS CAN START THEIR DAY THE VIRTUOUS WAY WITH AN EARLY YOGA OR PILATES SESSION ON THE ROOFTOP.

2. BAXTER'S BITCHIN' BLONDE THE RADISSON RED BREWS ITS OWN BEER, NAMED AFTER THE HOTEL'S MASCOT, BAXTER THE BOSTON TERRIER.

3. POOCH-FRIENDLY PADS SPEAKING OF FURRY FRIENDS, THERE'S A HOME FOR THEM TOO AT RADISSON RED. 'A LOT OF PEOPLE WANT TO TRAVEL WITH THEIR PETS,' SAYS SIMPSON. IN THE HOTEL'S PET PROGRAMME, CATS AND DOGS ARE CHECKED IN WITH A MENU NOTING THEIR DIETARY REQUIREMENTS BEFORE THEY RECEIVE A BANDANNA AND ARE SHOWN TO THEIR BEDS.

4. ROOFTOP PARTIES A LORRY SERVES LOCAL CRAFT BEER AND BASIC FOOD NEXT TO THE POOL ON THE ROOFTOP – WHICH IS SURE TO BE A POPULAR HANGOUT DURING THE WARM SUMMER MONTHS.

5. SUSTAINABLE THINKING RADISSON RED IS A PAPERLESS HOTEL THAT IS CAREFUL TO CONSIDER ITS IMPACT ON CAPE TOWN, AND ITS ROOFTOP FEATURES LOCAL SUCCULENTS THAT DON'T NEED AS MUCH WATER AS REGULAR GREENERY.

