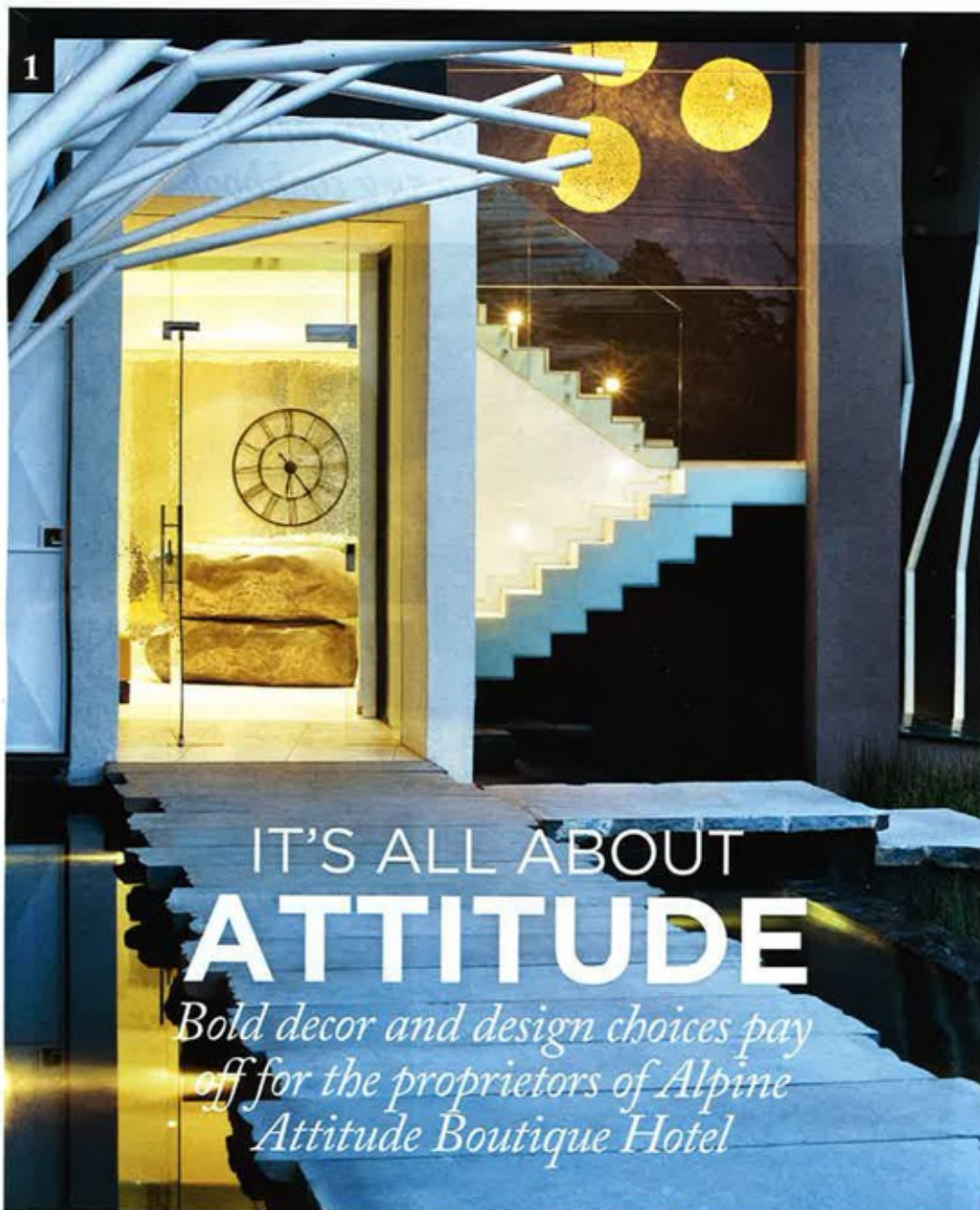


## HOT SPACE



# IT'S ALL ABOUT ATTITUDE

*Bold decor and design choices pay off for the proprietors of Alpine Attitude Boutique Hotel*

Walking into Alpine Attitude Boutique Hotel in Pretoria is like waking to the realisation that whatever you believed style to be, it will probably never quite compare with this. The design is exquisite.

Alpine Attitude is situated at 522 Atterbury Road, Menlo Park, just off the N1 highway in the east of Pretoria. The owner, Charmaine Freyer, is a qualified quantity surveyor, but as you walk through the art-spangled interiors you get a strong sense that she might have missed her calling. She and her husband used to rent out the house. When the tenants moved out, Charmaine took it as a sign that she should pursue her dream of starting her own unique hotel. The hotel is the realisation of the creative vision of Charmaine, architect André Eksteen, who was responsible for the striking white tree entrance facade, and interior designer Sandra Bodard. André and Sandra are both from Earthworld Architects.

Charmaine's brief was 'keep it local and keep it fun'. The result is a playful style where modern local art and weather-beaten furniture effortlessly complement the charcoal-and-acid-yellow colour scheme. A great supporter of young local talent, Charmaine regularly attends student art exhibitions at the University of Pretoria and has commissioned many young artists to create works for the hotel. These include Audrey Anderson's mural of the city skyline and an Absa-L'Atelier-Award-winning photograph by Retha Ferguson. 'When my daughter was a student I realised how hard it was for young artists pursuing their passion in SA,' says Charmaine. 'They need our support if we don't want them leaving the country.'

The ground floor houses the lounge, bar and Create restaurant. The lounge spills out onto the patio and modern landscaped gardens. Behind a glass wall is the infinity pool. Hanging pod chairs from Weylandts add a laid-back feel. Each of the guest rooms has been tastefully decorated by a South African artist according to one of seven themes: African, Black and White, Funky, Leather, Pebble, Transparent and Nature. You needn't overnight to experience the hotel's splendour. The award-winning Create restaurant, run by chef Chantelle Pfeiffer, regularly hosts food-and-wine-pairing evenings, and the menu changes monthly, depending on the wine.

Few hotels have the fearless sense of style that makes Alpine Attitude a rare find indeed. 'Creating something so unique was also a marketing strategy,' says Charmaine. 'We believed something so extraordinary would market itself.' This ingenious approach to interior design earned Alpine Attitude the 'Best Hotel in Pretoria' award. 🏆

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<sup>1</sup>The steel tree structure sets the tone for exciting interior design. <sup>2</sup>The luxurious lounge and cocktail bar, with Create restaurant behind the screen. <sup>3</sup>Designed by Yda Walt and decorated with her craftwork, the joyful Funky Room is a celebration of Africa.

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