

MIAMI *Vibe*

A revamped Camps Bay apartment block now offers luxury self-catering accommodation.

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CLOTHES WOOLWORTHS



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We love!



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OPENING SPREAD

- 01** The terrace at the luxury South Beach apartment complex overlooks Camps Bay Beach and the Atlantic Ocean.
- 02** A large Lionel Smit sculpture draws the eye in the entryway. Retro bicycles are available for guests to go cycling along the beachfront.

THIS SPREAD

- 01** The clean facade of the building mirrors iconic architecture of Miami, Florida. The glass-walled pool glows fluorescent blue at night.
- 02** All the suites have direct access to the swimming pool as well as sea-facing balconies. Maintenance is much less of a hassle thanks to the artificial lawn around the pool.

Originally named The Bloomberg, the building underwent a face-lift after Tony Stern bought it in March 2014. He initially envisioned a quick renovation job, but then he saw the potential of the space and its unique position, and became invested in the project.

The building was stripped down to its shell and the renovations began. Tony collaborated with Greg Wright Architects in creating an experience that mirrors that of South Beach, a neighbourhood of Miami Beach. "After my experiences in Miami, I thought that this would bring something different to the beachfront and give it more of an upmarket feel," he says.

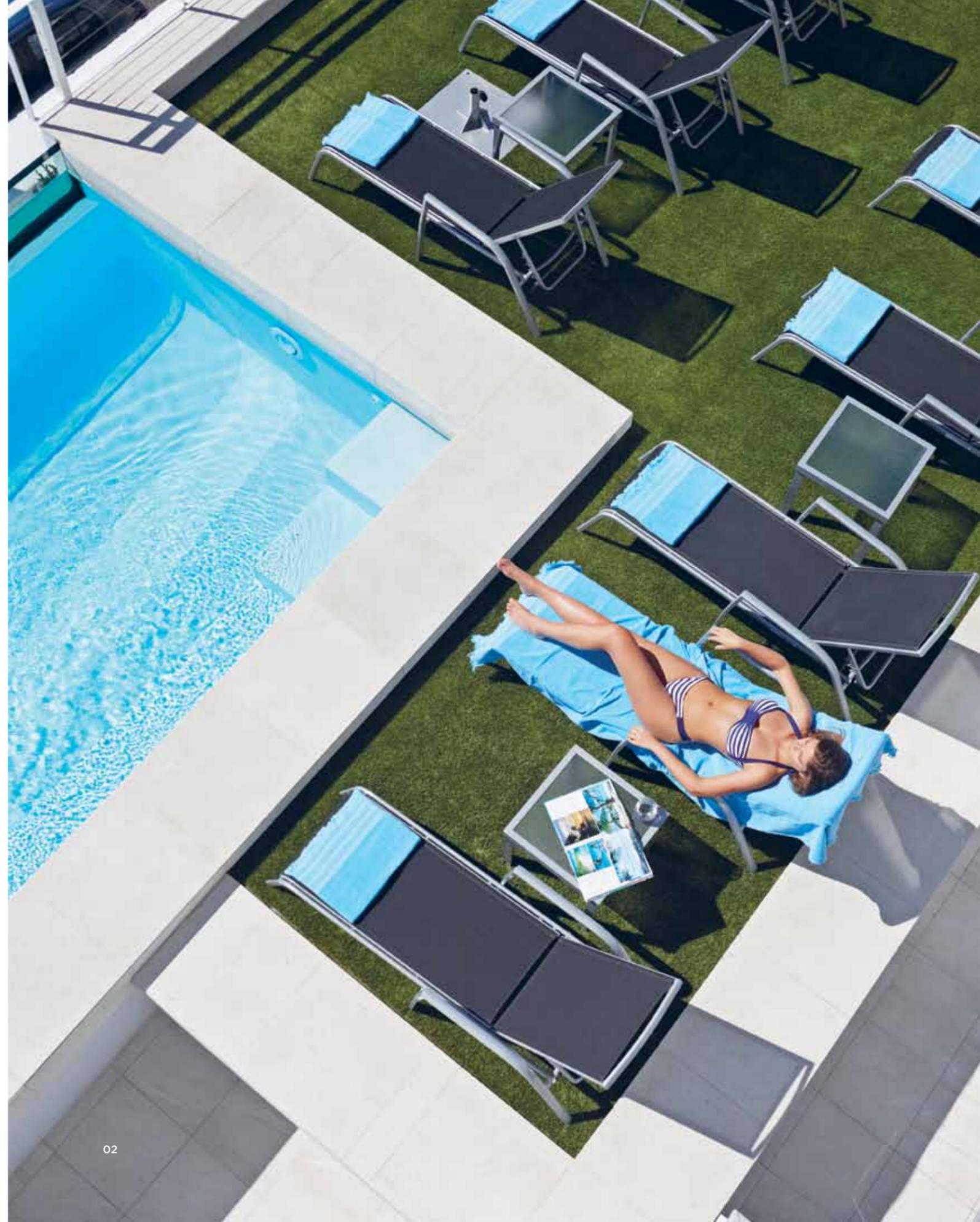
The nine über-contemporary 55 m² suites are decorated in tones of white, silver grey and light wood, and feature state-of-the-art sound systems and Wi-Fi among the amenities. Silk-screen works by acclaimed artist Lionel Smit, a friend of Tony's, introduce splashes of vibrant colour and a local element to contrast with the Miami vibe.

"Our operations are all based on self-catering," says Tony. "We really want to provide superior hotel-type accommodation but without intrusive staff. Every room is serviced seven days a week and the fridge is stocked with basics. In most self-catering you are presented with a key and left to your own devices. We have hotel-school-trained managers on duty 12 hours a day to tend to requests and take bookings for people. We also have a night porter. We are as interactive with guests as they would like us to be".

A sun deck complete with a glass-fronted swimming pool overlooks the sea. "We cut through the original concrete to add the glass front of the pool," says Tony. "It was quite a job, as the beams formed part of the original structure. The centre beam holds the building up, so we needed to consult engineers to secure the pool.

"The glass of the pool is one of the major features of the building, because at night it's lit up to give the building a neon Miami effect. We were going for something different in Camps Bay with a very cool, chilled building, so we added LEDs and neon in our signage too." **V**

- **South Beach Apartments:** blueviews.com/southbeach-apartments
- **Greg Wright Architects:** gwarchitects.co.za



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located in a quiet slipway not even a block from Camps Bay Beach is the South Beach, a self-catering apartment complex that offers all the opulence of a five-star hotel.

SILK-SCREEN
WORKS BY
LIONEL SMIT
INTRODUCE
SPLASHES
OF VIBRANT
COLOUR.



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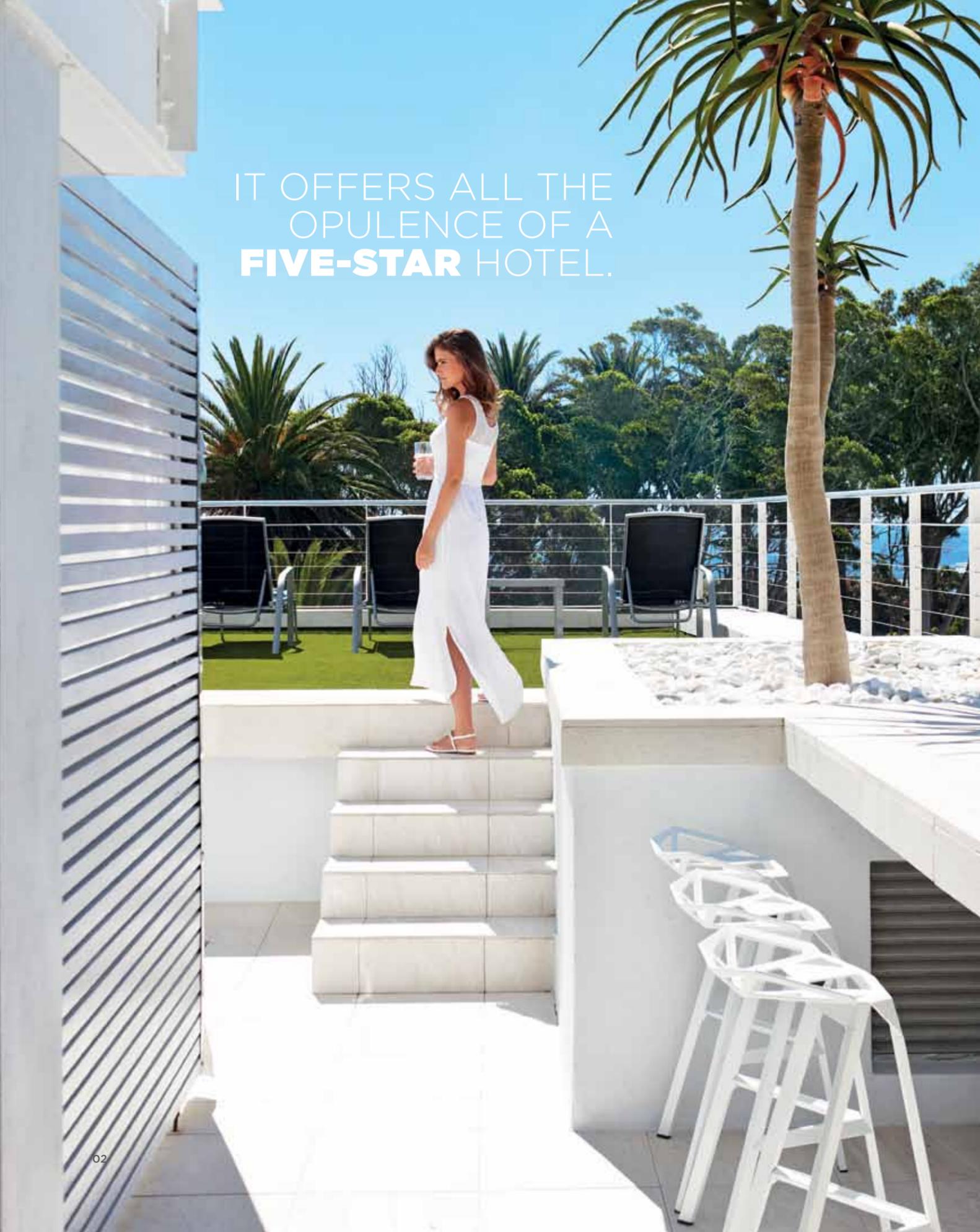
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- 01 The coffee table adds a contemporary edge to the predominantly white sun lounge area.
- 02 The suites are decorated in muted tones and different textures, from the organza curtains to the leather armchairs.



- 01 Crisp white bed linen and a cool palette create a glamorous beach house mood.
- 02 Spend breakfasts and warm summer evenings at the sunken outdoor bar counter.

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IT OFFERS ALL THE
OPULENCE OF A
FIVE-STAR HOTEL.

02



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WE ARE AS **INTERACTIVE**
WITH **GUESTS** AS THEY WOULD
LIKE US TO BE.

- 01 A patterned glass sheet screens the large bathroom from the bedroom.
- 02 A day bed outside is the ultimate piece of furniture for true relaxation.

WIN

For a chance to win two nights' accommodation for two people, worth R4 800, enter online at VISI.co.za/competitions. The prize is valid between 1 May and 30 September 2015, subject to availability.

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