



SQUARE BOUTIQUE HOTEL & SPA

South Africa

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The Square Boutique Hotel & Spa in proximity to everything

Interview with Clifton Smithers, Interior Designer of The Square.



Please give a little bit of background about yourself and your career history?

I studied a Bachelor of Commerce degree in marketing, and my partner Brent Parsons has completed his CA through UNISA. My career background includes 3.5 years in Durban in Brand management at Roberson Spices (now Unilever), 3.5 years at Barrows Design and Manufacture in design and client service in Cape Town & Durban and currently 5 years in

Durban running my own design and property company - Union3 - with my partner Brent. Brent's includes 3 years working in Durban for Deloitte, and 1.5 years working in America, San Francisco for Deloitte, and currently 5 years at Union3. We are both married.

What was the vision or inspiration behind the hotel?

Our inspiration for this project was some of the hi-tec hotel and commercial structures that one would find in some of the 1st world countries in Europe and Australia. The architectural style is very contemporary, so naturally the interior design followed suite, although we introduced quite a few eclectic elements to add character and soften the finish. The vision for us was to create Durban's first hotel with a truly European experience - we did this by using bright pastel colours in public areas, giving differing styles to the 50 rooms, eco-friendly LED lighting, greys and white being the underlying base colours, and using rich American Walnut timber for all joinery and shopfitting.

Is there anything unique design wise about the hotel?

Please explain.

All furniture was custom made, making the end product unique for clients who frequent the hotel. Public lobby lights were imported from Italy, along with the White Barcelona chairs in reception. The LED side lights in the bedrooms, and the walnut and leather headboards are completely unique. There are 9 interior styles across 50 rooms making the rooms a new experience for repeat customers. The rim flow pool on the top floor with sauna and steam room are unique as they have panoramic views over Durban. There is also an upmarket "Aqua Spa" on the top floor for hotel guests and the public to use - all of these we designed using GROHE products.

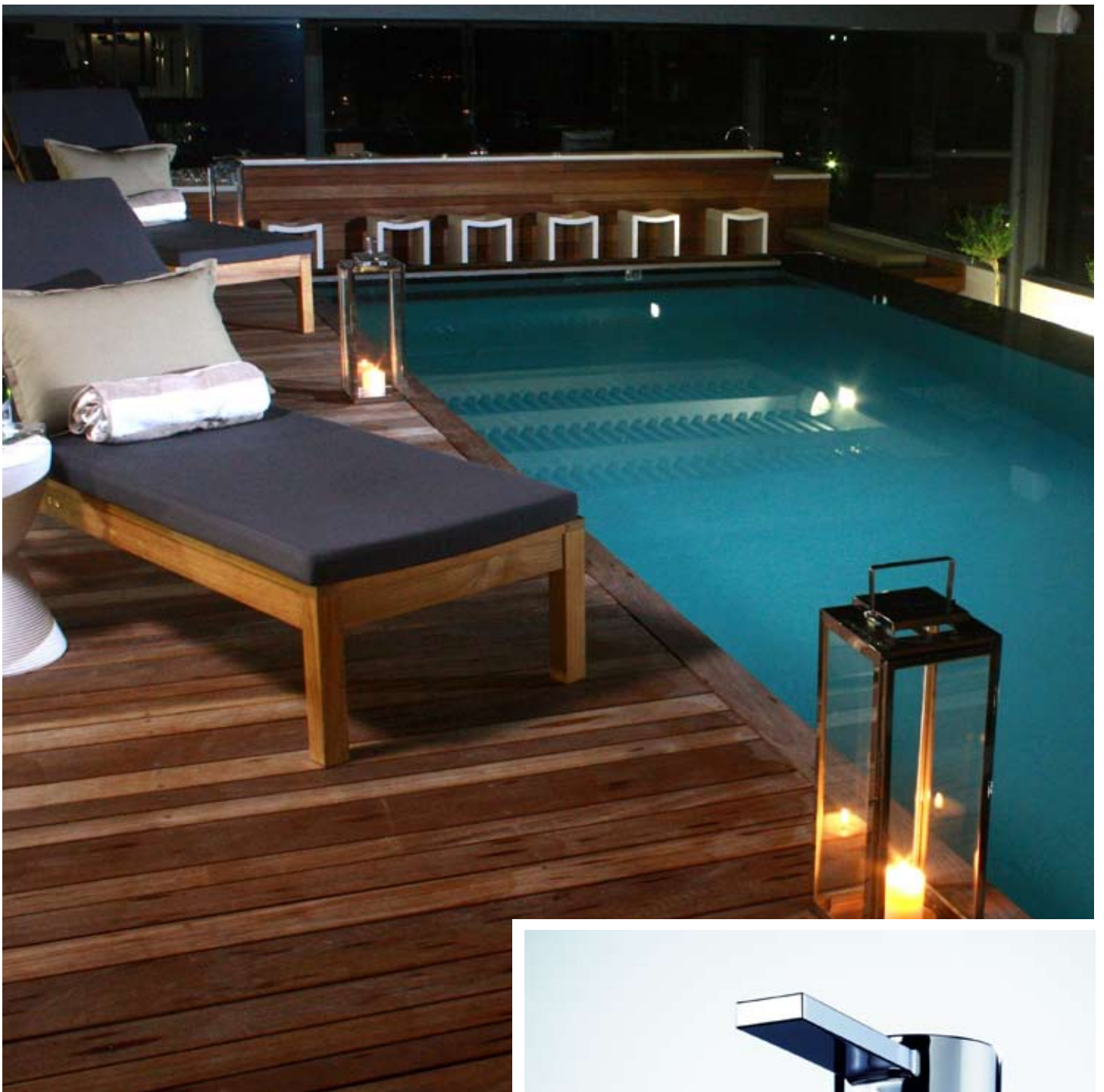
Which GROHE products did you use and what was the important factor in the decision making process in choosing GROHE and the selected designs?

We chose the Allure range, due to the contemporary design, comfort and slick square finish. We also loved the rain shower effect from the silicone nozzles from the GROHE Rainshower.



The elegance of Allure can be seen throughout the Square Boutique Hotel & Spa







“Designed with synergy, functionality and elegance”

The brand new **The Square Boutique Hotel and Spa** is situated in a prime position among the energetic, active mix of retail and commercial properties on Umhlanga Ridge, a stone's throw away from Gateway Theatre of Shopping and 10min from the new King Shaka airport.

Designed with synergy, functionality and elegance with natural cool colours, creating the perfect atmosphere for relaxation, this trendy hotel offers the ultimate in luxury for business and leisure travellers in a safe, pleasant, and exciting development node where people live, work and holiday in a contemporary urban setting on a subtropical coastline with year-round summer and incomparable lifestyle.

The Square boasts 50 sophisticated double rooms, fitted with all modern day essentials, a spa and compact fitness centre, creating the perfect scenario for ultimate leisure and pampering.

The onsite restaurant is a fusion of contemporary dining sophistication, serving all types of cuisine, a la carte and buffet style, open for breakfasts, lunches and dinners. **The Square** is set close to a natural environment of reclaimed wetlands with thousands of indigenous trees, birds and animals, just minutes away from the pristine beaches of Umhlanga Rocks, two casinos, wine tasting venues, whale watching, golf, fishing, shark diving, deep see diving, scuba diving, abseiling, and health clubs.

The new **The Square Boutique Hotel and Spa** is situated in a prime position among an energetic retail and commercial mix in Umhlanga Ridge, offering the ultimate in functionality and luxury where guests can work and holiday in a contemporary urban setting on a subtropical coastline with year-round summer and incomparable lifestyle.

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