

Da'Realty revamps Sea Point shopping centre

The Adelphi Centre in Sea Point, Cape Town, is currently undergoing extensive renovations. Once complete, it will offer a galleria-style shopping centre, renamed Artem, that combines art and shopping in the retail experience. The revamp is being undertaken by property development owners Da'Realty.



Black and white marble throughout, Italian lighting, hand-crafted brass balustrades, a lobby entrance with a doorman, and valet parking are examples of what visitors to the new galleria can expect.

Set for completion in February 2018, the centre's new name means "to conceal art in its original form". The Artem will house a mix of international retail brands, boutiques and lifestyle shops, artisanal eateries, as well as the Artem Gallery. Art pieces will also be exhibited throughout the building in the public spaces.

Inspired by nature

"Deriving inspiration from elements of nature and using Da'Realty's signature details, we have challenged the artistic angle within the Artem development," explains Ahsan Darvesh, president of Da'Realty.

"Hand-crafted by artisans in Italy, a pure 18ct gold logo done in mosaics will present itself upon entry to Artem. All of the lighting is soft mood lighting which has been carefully designed to enhance the exclusive shopping ambience. The sanitary ware in the public restrooms is all solid brass and manufactured by artisans, as is the travertine marble – which is the same

quality as used by five-star hotels worldwide.”

Darvesh goes on to further explain that the balustrades in Artem will all be solid brass and are being hand-crafted by a local artisan. “We will also be installing 1000m² of beautiful herringbone patterned paving, which will wrap around the front of the building to create an appealing visual effect and further frame the beautiful Artem building when complete.”

“A combination of soft awnings and black metal awnings running along the entire Artem street front will transform the strip into a blend of Rodeo Drive meets the Champs Elysees - in the heart of Cape Town.”

Showcasing emerging artists

The parking area at Artem, which features 150 parking bays, will undergo a special overhaul by up-and-coming township-based street artists who have been commissioned to create “graffiti” art on all the walls. “The idea is to also help promote the work of emerging artists in this beautiful new galleria. The Artem parking lot will serve as an exhibition space for these street artists whose art is woven into Cape Town’s landscape,” says Darvesh.

Lily Eskandari, COO of Da’Realty, goes on to explain that Artem will feature landscaping within the building that is extremely waterwise. “We have given the directive to install a combination of real and silk plants and greenery throughout Artem. Bringing elements of nature into our developments is key, however with water usage being such a critical point in the Western Cape, we chose to predominantly go with synthetic landscaping of the top-most quality.”

For more, visit: <https://www.bizcommunity.com>