

Quarterly Newsletter

ARTROUTE

July 2026 edition



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Dear readers

At Artroute, we believe exceptional hospitality goes beyond beautiful spaces - it creates meaningful cultural experiences. We partner with hotels, lodges, and hospitality brands to curate bespoke art experiences that connect guests with South Africa's vibrant creative landscape.

In this edition, we share three collaborations we're especially proud of: our bespoke creative experience for The Living Journey Collection, our ongoing partnership with Mount Nelson, A Belmond Hotel, and an exciting new nature-inspired workshop developed for Le Grand Jardin in the Cape Winelands.

Read on to discover how thoughtfully curated art experiences can elevate the guest journey and create a distinctive cultural offering for your property.

From the Artroute Team

Looking Back: A Curated Art, Luxury & Design Experience

A few weeks ago, Artroute had the pleasure of partnering with Manley Communications for The Living Journey Collective Hotels to curate a bespoke day celebrating Cape Town's vibrant creative landscape.

Designed to showcase the city's unique blend of art, luxury, fashion, and craftsmanship, the experience introduced a group of influencers to the people and stories behind some of Cape Town's most celebrated creative brands. More than a shopping excursion, the day offered exclusive behind-the-scenes access, meaningful conversations with designers and makers, and a deeper appreciation for the artistry that defines the city's cultural identity.

Our sincere thanks go to our wonderful hosts, whose generosity and passion made the experience so memorable:

- Jewel Africa, for an exclusive private tour and exceptional diamond experience.
- Fuata Moyo, for sharing the stories and craftsmanship behind their distinctive contemporary apparel.
- Lulasclan, for their striking textile designs and bold visual language.
- Magugu House, for an inspiring glimpse into contemporary African luxury and design.

Experiences like these highlight what makes Cape Town such a remarkable creative destination. We are grateful to our partners for helping us create meaningful cultural encounters and look forward to sharing many more with future guests.



Introducing:
Thursday Art Walks at
Mount Nelson



Thursday Art Walks at Mount Nelson presented by Artroute

Artroute is delighted to partner with Mount Nelson, A Belmond Hotel, to present complimentary weekly Art Walks every Thursday from 5:00–6:00 pm. Led by our Art & Design Specialist, Nonhlanhla Mditshwa, the guided experience takes guests on a curated journey through three remarkable exhibitions across the historic hotel and its gardens.

The walk begins with *Interior Weather*, presented in collaboration with the Norval Foundation, where modern and contemporary African art is seamlessly integrated throughout Mount Nelson's elegant interiors. Guests then visit *The Foreign Familiar* at Magugu House Cape Town, co-curated by Thebe Magugu and Julia Buchanan, which explores themes of cultural inheritance, identity, and transformation through works by Mary Sibande, Wim Botha, and Thebe Magugu. The experience concludes with the Goodman Gallery Sculpture Trail, an outdoor exhibition featuring monumental works by internationally acclaimed artists set within the hotel's beautiful gardens.

Together, these three exhibitions highlight the richness of contemporary African art while showcasing Mount Nelson as one of Cape Town's most exciting cultural destinations. Whether you're a seasoned collector or simply curious to explore the city's creative landscape, the Thursday Art Walk offers an engaging and inspiring evening of art, conversation, and discovery.

Thursday Art Walks take place every Thursday from 5:00–6:00 pm at Mount Nelson, A Belmond Hotel. The tour is complimentary and open to all.

For more information, contact Mount Nelson at:
+27 21 483 1000



Nature & Art Experience at Le Grand Jardin



Every property has its own story to tell, and at Artroute we believe the most memorable guest experiences are those inspired by a sense of place. In collaboration with Le Grand Jardin in the Cape Winelands and artist Ankia Lloyd, we've developed a bespoke Paint (and Sip) experience that celebrates the region's unique natural beauty, artistic heritage, and renowned wine culture.

Set within the estate's picturesque gardens, guests are invited to enjoy a guided bird illustration workshop while discovering the subtle art of painting with wine - an engaging and accessible medium that transforms a traditional wine tasting into a truly creative experience. Inspired by the indigenous birdlife of the Winelands, the workshop combines nature, art, and storytelling in a relaxed setting designed for guests of all artistic abilities.

This collaboration reflects our approach to hospitality partnerships: creating bespoke experiences that are authentic to each destination and thoughtfully tailored to complement a property's unique identity. Whether through art workshops, guided cultural experiences, exhibition partnerships, or specialist art advisory, we work alongside hospitality partners to develop meaningful experiences that guests will remember long after their stay.

Interested in creating a bespoke art experience for your property? We'd love to explore how Art Route can help bring your vision to life.

For more information, contact Le Grand Jardin at: 082 803 9194

Some more examples of what to expect from our
Sip and Paint workshop:



Bespoke Art Experiences for Hospitality

Exceptional hospitality is about creating unforgettable moments. At Artroute, we partner with hotels, lodges, and hospitality brands to create bespoke art experiences that immerse guests in South Africa's vibrant creative landscape. From workshops, guided art walks and curated cultural itineraries to exhibition partnerships and expert art advisory, we tailor every experience to reflect the unique character of each property.

Our team brings decades of experience working at the intersection of art, hospitality, and tourism. Through our long-standing involvement with leading hospitality destinations, including specialist art advisory at Ellerman House, we understand how thoughtfully curated art experiences can enrich guest journeys, strengthen a property's identity, and create lasting cultural value.

If you're looking to elevate your guest offering through art and culture, we'd love to collaborate.





Until Next Time

Thank you for reading this edition of the Artroute newsletter.

We help hospitality and tourism brands create meaningful connections between their guests and South Africa's vibrant creative community. If you're looking to enrich your guest experience through art, culture, and design, we'd love to collaborate.

We look forward to creating something extraordinary together.

Contact for more information on our mentioned collaborations:

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