

## Newmark to open new urban escape in downtown Jo'burg



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Newmark Hotels has been awarded the contract for the hotel that forms part of the 15-storey Hallmark House in the exciting Maboneng precinct in downtown Johannesburg. The hotel is due to open in September 2016.

Hallmark House, which was built originally in the 1970s as a diamond-polishing centre, is in the heart of the Maboneng district on the east side of the Johannesburg CBD. Maboneng – which means ‘place of light’ in Sotho - is owned and being developed by Propertuity. It is an exciting and vibrant new neighbourhood that’s quickly becoming a destination for people who enjoy seeing the expression of current creativity and entrepreneurial spirit in all its modern urban forms: from graffiti to art centres and photo walks; from markets to yoga studios and new designer shops; the area is edgy and vital. Newmark’s boutique hotel in Hallmark House will reflect this character in its style and ambience and will offer businesspeople and tourists alike the opportunity to stay in the heart of this multi-cultural city hub and explore all the area has to offer.

Hallmark House, on Siemert Road, comprises a mix of residential and hotel apartments; the hotel will have 46 apartments on two storeys but will also run a concierge service for the residents’ apartments. There will be two restaurants one on the ground floor and The Grande on the roof top. The position of Hallmark House allows 360 degree bird’s eye cityscapes of Johannesburg and Hillbrow. The new state-of-the-art building and the hotel within it include 24-hour manned security, secure parking, high-speed internet over fibre optics, art installations throughout all spaces, a gym and, of course, instant access to all the excitement of the area.

Propertuity has bought many buildings in the city centre in order to create Maboneng and Hallmark House, formerly called Hallmark Towers, represents Propertuity’s biggest undertaking in the area to date. An international team of professionals is working together to make Maboneng the most exciting urban city space in Africa. Jonathan Liebmann, CEO of Propertuity; architect, David Adjaye of Adjaye Associates; and Malica Design for the interiors, are the principle team members.

Liebmann has a rare ability to see great potential in places that most people would overlook. As a change-maker, he is now transforming the eastern corner of Johannesburg into a cultural destination that is fast being seen as the epitome of urbanism. “Hallmark House will become the most iconic building in the Propertuity Portfolio. Its design will allow for unparalleled views of the dynamic Jo’burg city skyline and will include generous outdoor spaces for every hotel unit to enhance the visitor experience.”

David Adjaye OBE is recognised as a leading architect of his generation. He designed the Nobel Peace Centre in Oslo, using the shell of a disused railway station. Adjaye Associates’ largest completed project to date is the £160 million Moscow School of Management Skolkovo and his most famous was for the Smithsonian Museum in London.

## **About Newmark**

[Newmark Hotels, Reserves & Lodges](#) is a successful hotel management company that is distinguished by the passion and vision it creates as an experience for its guests. With a heritage spanning 40 years, the company has become an industry leader and created a tradition of excellence with a portfolio of boutique hotels & lodges that appeal to discerning guests.

## **About Propertuity**

Through collaboration and investment in innovative models for urban conversion, [Propertuity](#) successfully drives economic development, environmental upliftment and social progress. Its core purpose is to inspire a new way of being through enlightened development and the organisation works intuitively in response to the needs of the community by creating unique concepts and mixed-use spaces that will meaningfully engage people with their urban environment. Through architecture, planning, design, art and investment, Propertuity seeks to regenerate the culturally rich and dynamic neighbourhoods by combining these core tenets to activate communities, promote transformation and create spaces with character and a lasting quality.

## **About David Adjaye**

David Adjaye was born in Tanzania to Ghanaian parents and his influences range from contemporary art, music and science to African art forms and the civic life of cities. In 1994, he set up his first office, where his ingenious use of materials and his sculptural ability established him as an architect with an artist's sensibility and vision. He reformed his studio as Adjaye Associates in 2000 and immediately won several prestigious commissions.

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