



THE PERFECT WINTER SPRUCE

Warm Up at the Always Welcome Store

The game-changing Always Welcome collective's Garreth van Niekerk lets us in on some style secrets and trends to bring your home to life this winter.

Papa Sun Sofa by Haddane Martin





The Always Welcome Store in Johannesburg began as an idea to bring the design community together with an innovative retail model that has, since launch, seen over 30 of Southern Africa's leading designer-makers join forces to create new opportunities for the local design scene. Almost two years since opening at Hyde Park Corner, the fledgling project now includes some of the biggest names in furniture design like Dokter and Misses, Houtlander and Haldane Martin, fast-growing design studios like The Urbanative, Joe Paine Studio and Mash T Studio, and up-and-comers like the exciting Douglas and Company, House of Harzah, Something Good Studio, and many others.

Always Welcome is also expanding with the March 2022 launch of our e-commerce platform and the launch of

the Always Welcome Viewing Rooms in the Johannesburg-North design district of Kramerville. The opening of the Viewing Rooms kicks off our partnership with luxury home automation group Planetworld, seeing us pair the world's leading audio-visual brands — such as Sonos, among others — with the latest designs from our designer stable.

The vast space will break the boundary between design, decor, and electronics. It features three home cinema rooms, two audio 'escape pods', several lounges, dining areas, bedrooms, boardrooms, outdoor areas, a bar, and other home experience zones, aiming to bring the dream of living with Southern African design into a tangible reality for any customer, regardless of their budget. The Viewing Rooms will also be the home of our new Always Welcome Materials Library, where South Africa's leading home hardware and material

suppliers will be available for viewing and sampling.

As our families evolve, including our Always Welcome family, it has never been more important to embrace change and bring fresh vitality into our personal spaces. For the design industry, observing the changing of the seasons, and responding to them with our work, becomes one of the ways to mark time and to move on.

Post-COVID, there has never been a better time to bring something new into your home, and mark a new period for yourself. Here are a few ways to update your space for a new season, and new you.

SOOTHING COLOURS

The mercury may be dropping, but being able to still spend time in the sun, albeit under a blanket, is one of the simple pleasures of a South African winter. Where better to kick back than

SensorWash / shower-tublet seat from Dinnavit



in one of Haldane Martin's outdoor sofas? Designed using materials that will survive even the most extreme weather, Martin's furniture also comes in a range of bright and on-trend colours that will leave you feeling uplifted and inspired, no matter the weather.

SUBTLE PATTERNS

The Dokter and Misses studio may be renowned for their graphic use of colour, but their new Holiday range of

cabinets – all completely customisable – also incorporate subtle pattern details that have been engraved into the surface of each piece, and have been hugely popular with our design-obsessed customers.

WARMING TEXTURES

Nothing restores the often cold cut of contemporary architecture and interiors than the texture of timber, something that the team at the Johannesburg-based Houtlander studio have perfected in their sensitive carpentry work. They recently launched their Tambour collection at Always Welcome, and we can't get enough of the smooth lines and elegant detailing of each piece, particularly the mirrored Tambour Drinks Cabinet – something every stylish home needs.

UNCONVENTIONAL ART

Every good interior needs the grounding of carefully selected art and sculpture – but they needn't be from the usual suspects. Artist Trevor Stuurman joined the collective from the outset, and his prints from Senegal, transport any interior to far-off places, allowing you to dream and your eye to wander. Sculptural ceramics like those produced by artist Gina Waldman will also bring unique forms and shapes into your space.

COSY TEXTILES

No winter makeover would be complete without a new blanket, and the cosiest of sheets. The range of artist-

designed blankets by Something Good Studio gets better the more you use them, and add something special wherever they are draped. We're also loving the feel of the T-Shirt Bed Co's sheets, which will make you think twice about ever sleeping in Egyptian Cotton again.

IMMERSIVE SOUND

There's nothing we love more in winter than sitting in a favourite sunny spot, turning on a favourite album, and reading the paper. Yet, nothing can be as frustrating as trying to connect speakers, a television, and other devices when all you want to do is chill. That's why we love Sonos so much, with its innovative and super user-friendly tech to bring it all together in a completely seamless way.

Make sure to visit us at our stores in Johannesburg, but if you can't get to one of them, spend some time browsing the site, where you can shop rooms, make wish lists, and read stories about making a space your own with the best in Southern African design.

Visit www.alwayswelcome.store, or follow them on Instagram @ [always_welcome_store](https://www.instagram.com/always_welcome_store) and Facebook @ [alwayswelcomestore](https://www.facebook.com/alwayswelcomestore). 📍



Move Wireless Speaker by Sonos

by [garreth van niekerk](#) /
photography supplied by [always welcome](#)

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