

A Design Case Study

The Leonardo Hotel

**Belgotex™**



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I have been impressed with the urgency of doing. Knowing is not enough, we must apply. Being willing is not enough; we must do.

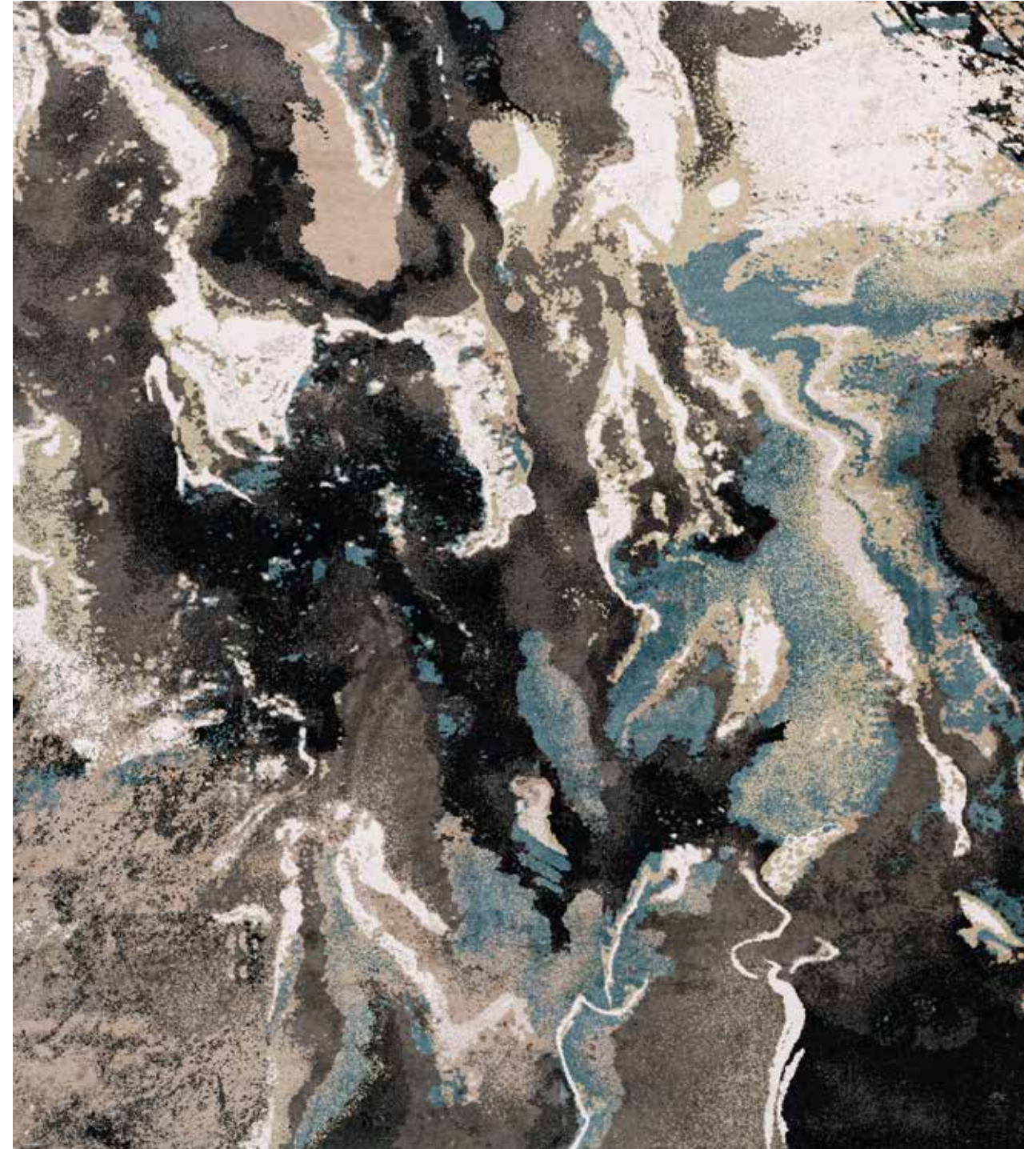
\_Leonardo Da Vinci

## Introduction

Over the past three years Belgotex has had the privilege of embarking on a project, that gave us the opportunity to stretch our creative muscle and collaborate with great minds in the art and design industry. The Leonardo Hotel is a project that we are extremely proud to have been a part of. It challenged us and pushed us past our comfort zone.

Our story on this project begins in 2017 when Belgotex was commissioned to create custom carpet designs for a new hotel project. Our long-standing relationship with the Legacy Hotel Group, and our unprecedented reputation as a floorcovering design and manufacturing company, opened the door to this opportunity.

As the art curator for Legacy, Marcus Neustetter from The Trinity Session, along with the Legacy management team, met with our R&D designers at our Pietermaritzburg plant in March 2018, for the first of many collaborative meetings on this project.



Where the spirit does not work with the hand, there is no art.

Leonardo Da Vinci

### Who is the Legacy Group?

Legacy Group Holdings is focused on developing the Legacy brand as a fully inclusive lifestyle brand. The group offers clients, shareholders, members and partners an opportunity to invest in all the benefits of the skills and experience of its founders and the values they aspire to uphold.

Legacy Hotels and Resorts owns and manages a collection of four- and five-star hotels, bush lodges, leisure resorts and casino resorts in key tourism and business locations throughout Africa.

A Legacy hotel is not about the bricks and mortar, it is about discovering something new and amazing. Each have been carefully designed and built to complement the special features of each destination.

### Who is Marcus Neustetter?

As a global practising artist, born and bred in Johannesburg, on the 14 November 1976, Marcus Neustetter has always held a passion for all elements of art.

Marcus attended the Deutsche Schule zu Johannesburg from 1982 to 1994, and read for his Bachelor of Arts in Fine Arts at the University of Witwatersrand, where he earned his Masters Degree in 2001. During this time, he launched the Southern African New Media Art Network (sanman).

As a Johannesburg based artist, cultural activist and producer, his strategy has been to pro-actively create, play and experience to build opportunities and experiences that reflect and provoke. His focus has been on the intersection of art, science, and technology, which has led him to work in a multi-disciplinary approach from conventional drawings and temporary site installations, to mobile and virtual interventions.



**Marcus Neustetter**  
Curator for The Leonardo  
Artworks Programme

Marcus has been producing and exhibiting art, and in partnership with Stephen Hobbs, has been active with The Gallery Premises, The Trinity Session, and their joint capacity at Hobbs/Neustetter.

### The Art Brief for The Leonardo Hotel

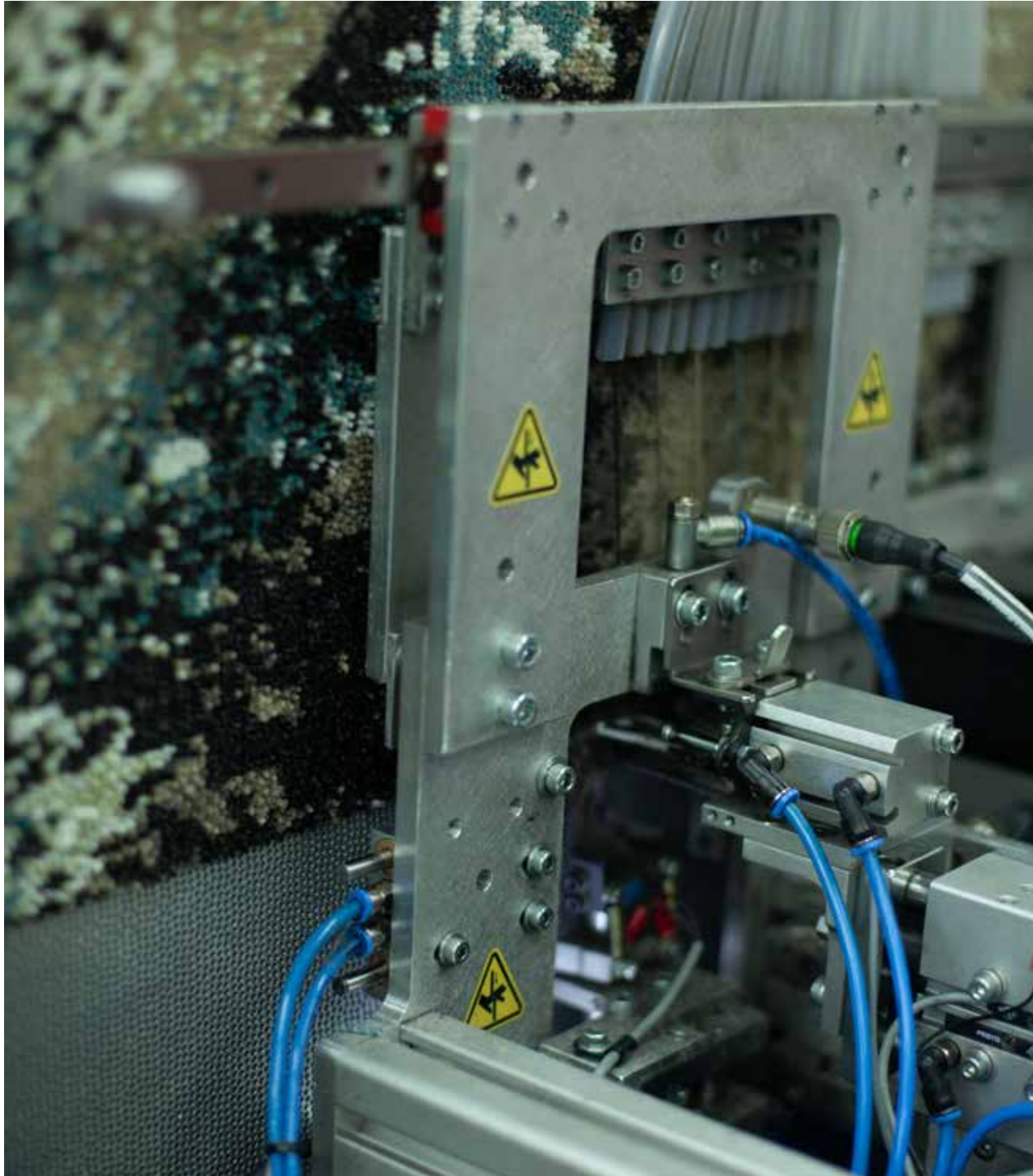
For over two years the curatorial concept for the space has developed into a program of integrated design thinking, building artistic opportunities, and creating artworks for The Leonardo building. The artworks program is a direct response to the building's name and ambition. Its curatorial approach is inspired by the artist Leonardo da Vinci, the visionary inventor. The journey through this building is a series of artwork experiences of the four elements (earth, fire, wind, water) as the basis of human curiosity. Woven into this journey are local human references with artistic narratives and responses.

With a focus on collective and hand-made production, the Leonardo artworks boast a diversity of local young and established artists, designers and fabricators that present unique approaches to their usual work and media. Under the direction of The Trinity Session, the commissioned site-specific artworks are bold statements that are interconnected by many conceptual threads creating one final Masterpiece.

The collaboration with Belgotex is one of these major statements in the building that bring together the complexity of site-specific fabrication and design with challenging fabrication at this scale. Exploring design ideas, the design team, understanding the medium and the facilities of the factory led to dynamic explorations for the Leonardo artwork journey. The result is a fusion of the material transformation that occurs in the actual fabrication of the wall carpet artwork as well as the articulation of the artistic journey looking at the elements, changing materials and ideas of time and place. Its scale and detail becomes an immersive experience that takes you into the texture of the carpet and then leads you across the surface through different abstract expressions.

Explore this wonderful artwork and appreciate its move from the molecular, the interconnected and the idea of movement and growth as it touches on creating impressions of earth, fire, wind and water that impact our sense of time and space. This work also picks up on the textures and experiences of other artworks in the Leonardo from the textures of the plaster walls of Strata to the layers of entangled Roots and the hand stitched of the Fabric of the Galaxies – it earns its title as Entwined Matter.





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Belgotex designs, manufactures and delivers quality floors that endure the speed of life.

### **Working with Belgotex**

“Working with Belgotex on our collaboration has not only given me an insight into the complex fabrication of the carpet artwork, but into the creative translation needed in the process of the technical possibilities manifesting a powerful statement. This process has been an experience in merging the technical, scientific, and creative disciplines to make a final artwork – interestingly the very process that defines so much of Leonardo da Vinci’s production.”

### **A proudly South African story**

As Africa’s leading carpet and artificial grass manufacturer, we are a soft flooring specialist in high-quality broadloom and modular carpets with custom solutions available to the commercial market and an extensive product portfolio that includes luxury and specialist vinyls.

As an African company we have set out to lead by example providing certified greener alternatives without compromising on product performance or trend-led design. Driven by our vision we focus our efforts on innovation, quality and sustainability.

### **Seeing the bigger picture**

A purpose founded upon creativity, communication and collaboration positions us to nurture meaningful connections with our customers and value partners. In this way we strive to be better every day, both as a source of inspiration and the knowledge we hold as experienced manufacturers.

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“The Leonardo Hotel is viewed as a beacon of hope for South Africa in very tough times and stands as a symbol of what we can achieve.

As such it was of primary importance to use South African products as far as possible in the development thus showcasing the capabilities and quality of our local products. All our local manufacturers and suppliers rose to all challenges faced and performed above and beyond any expectation to deliver a world class product.

We thank Belgotex for their invaluable contribution.”

**Jamie Hendry**  
Director: Legacy Group



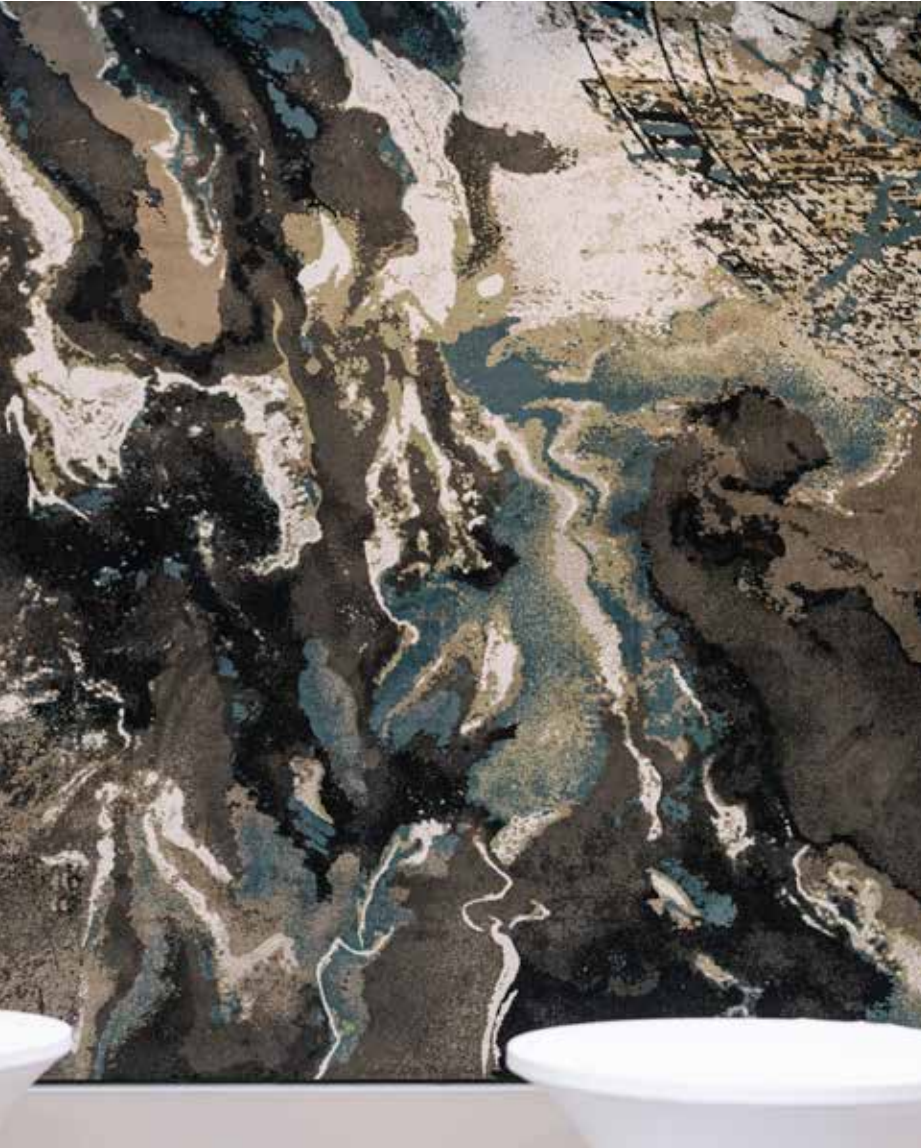
# Inspiration.

Nature is the source of all true knowledge. She has her own logic, her own laws, she has no effect without cause nor invention without necessity.

\_Leonardo Da Vinci



**The Conference Wall.**





## The Design Concepts: Designers' Ideas and Notes.

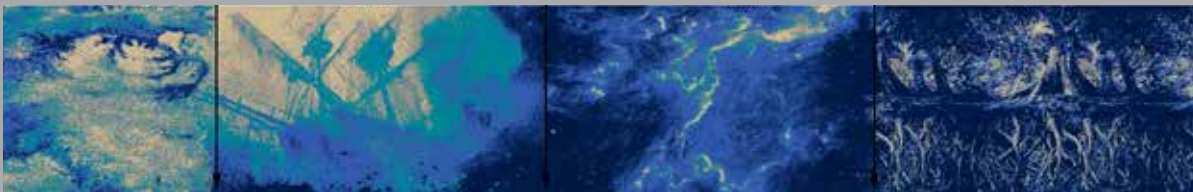
### Beyond Recall



Inspired by the amber hues from the twilight sky, comes the design of *Beyond Recall*. As twilight approaches, the day fades into the night and holding onto it is beyond a grasp. This design is a literal representation of time. The mystique, intrigue, and precision of the hidden mechanics of clocks was the focus of interpretation.

The design was created digitally, and as the natural light changes from amber to grey, warm colours and textures were used to construct layers.

### Mystic World



The inspiration for this design was the incorporation of natural elements through the much-loved children's story *Peter Pan*. The Mystic World is split into 4 segments, with each segment focusing on a different scene from the story. Scenes of Peter darting through the air, taunting Captain Hook who is navigating his ship through rough waters, taking flight up into the night sky, and finally into the woods in search of Tinkerbell. The blue hues in the different layers of texture were used to evoke the feeling of open space, freedom, and expansiveness.

### Change



Change, an act or process through which something becomes different.

Everything in our world is in a continuous state of evolving, refining, improving, and adapting. Water is never still. The earth is ever-growing. Time never stops. The figure depicts the change we see, and those that go unseen.

### Elemental Fusion



The fusion of the elements; fire, water and air were created digitally using paintbrush and texture tools. The abstract shapes were used to bring about visual depth, making them appear dimensional. Versatile grey tones make up the overall hue in this design, with the inclusion of warm red and yellows to evoke a feeling of ethereal beauty.



## Raw Inspiration



During a creative session with Marcus, he asked if he could take a walk through our factory. The design that evolved from this session tells the story of our manufacturing process, visualised in monochromatic colours, adding depth to the design.

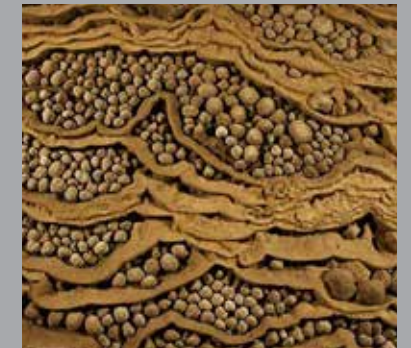
## African Earth



Influenced by Africa in winter, the beauty within the textures of the parched African soil is brought to life in this design. A mysterious lone tree - a paradigm of beauty in a season of dryness.

Grey tones were used to increase the perception of depth and texture.

“Using the ideas presented, the team created the first draft by combining these designs with different elements. The combination of the design Changes and Beyond Recall, were used to create the final wall art”.



“ Inspired by the word Change, the design team created three artworks using a dirty-pour technique. They added in different paint colours into a cup with silicon oil, then placing the canvas over and flipping it. Using a hairdryer over the paint to create cells. These paintings symbolise the galaxy, ocean, and the aerial view of the earth.

The right-hand side of the wall’s inspiration comes from researching branches, rocks, pebbles, etc. The team reconstructed the twigs to form the whole tree. Seed rock was used as an anchor to the design. Once all the elements were in place, we started the process of combining and merging artworks. We faded in the clock, the compass, and the mechanics of the clock individually.”

\_Marcus Neustetter







# Public Spaces.

Iron rusts from misuse, water loses its purity from stagnation... even so does inaction sap the vigour of the mind.

\_Leonardo Da Vinci



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## Final Design: Conference Walls.



The idea for the carpet to be placed on the wall was based on the acoustic benefits of carpeting. As there is a parking garage next to the conference hall, the design team chose to use carpeting as a medium instead of wallpaper to reduce the amount of noise that would filter through the walls.

With a unique canvas to work with, the design team wanted to ensure that the wall cladding was seen as a piece of art.

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Date Started: March 2018  
Designer: Marcus Neustetter  
Area: Conference Space Walls  
Pattern Ref: Wall E  
Col. Ref: LEG – WALL E – 002  
Order: 120m<sup>2</sup>

“Our creative venture was to create a carpet design to be used as a wall hanging in a boardroom which was separated by accordion doors into 4 areas. The intention being that when the doors open, the story flows into each section. The wall hanging was to also incorporate different materials that make up the carpet. The requested theme was the use of natural elements of water, fire, air and earth.”

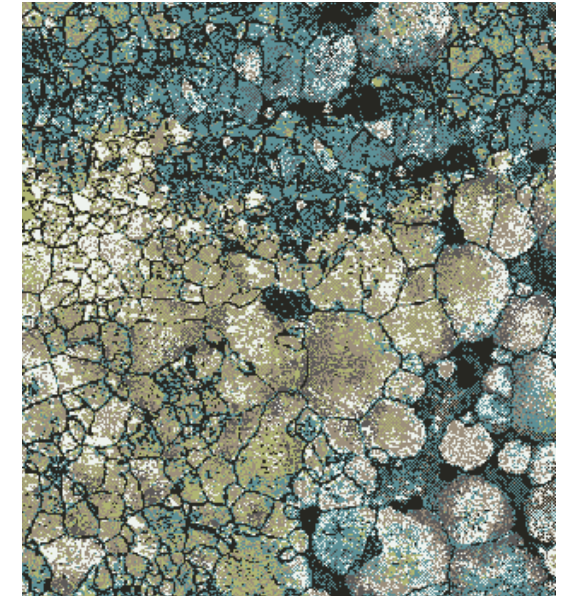
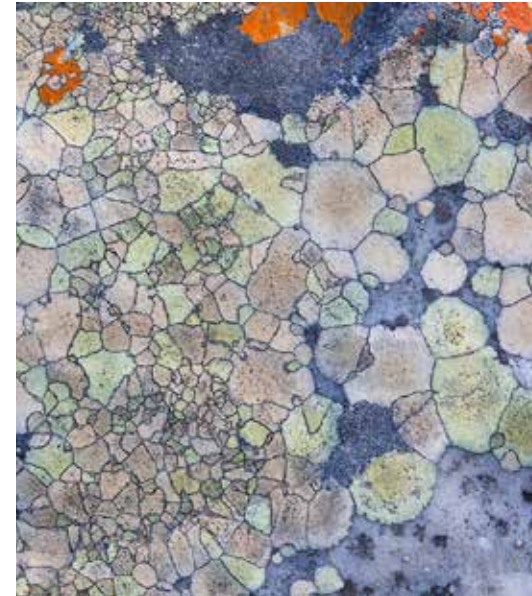
\_Marcus Neustetter





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## Final Design: Conference Meeting Room.



The image on the left, *Cape Point II* by Alexia Beckerling was the visual reference for the conference meeting rooms carpet design. Inspired by the naturally growing organism lichen, the design is complex in its form and colourism.

Selecting the colours for this design was a challenge because each pattern is unique, and we went through 12 different design concepts before we got it right. Perfection was key.

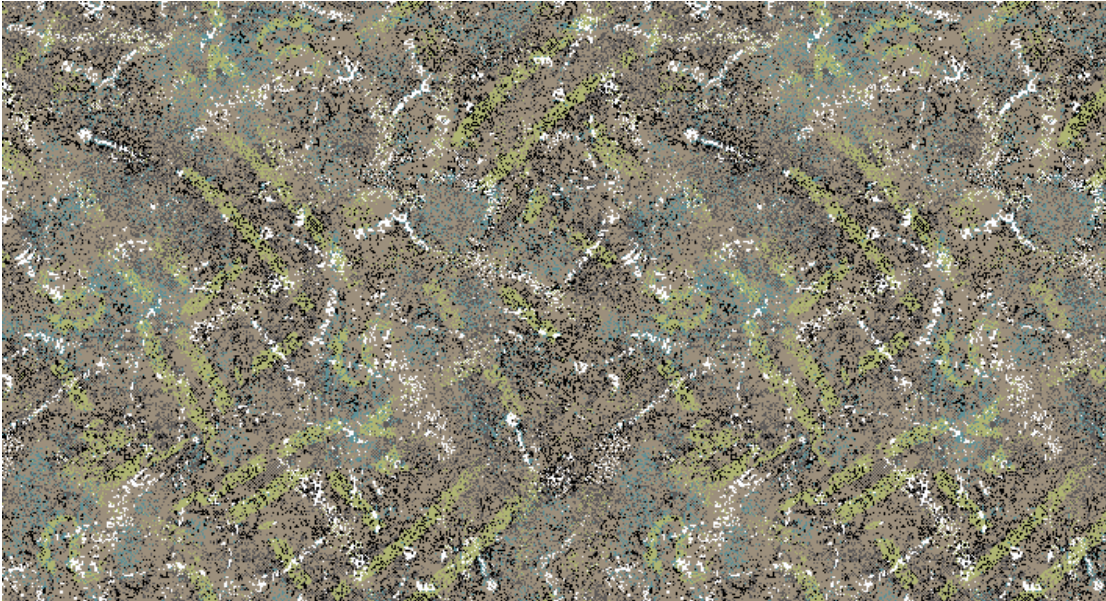
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Date Started:	10 September 2018
Area:	Public Areas
Pattern Ref:	Option 5 C
Col Ref:	LEG – OPTION 5 C – 001
Order:	409m <sup>2</sup>



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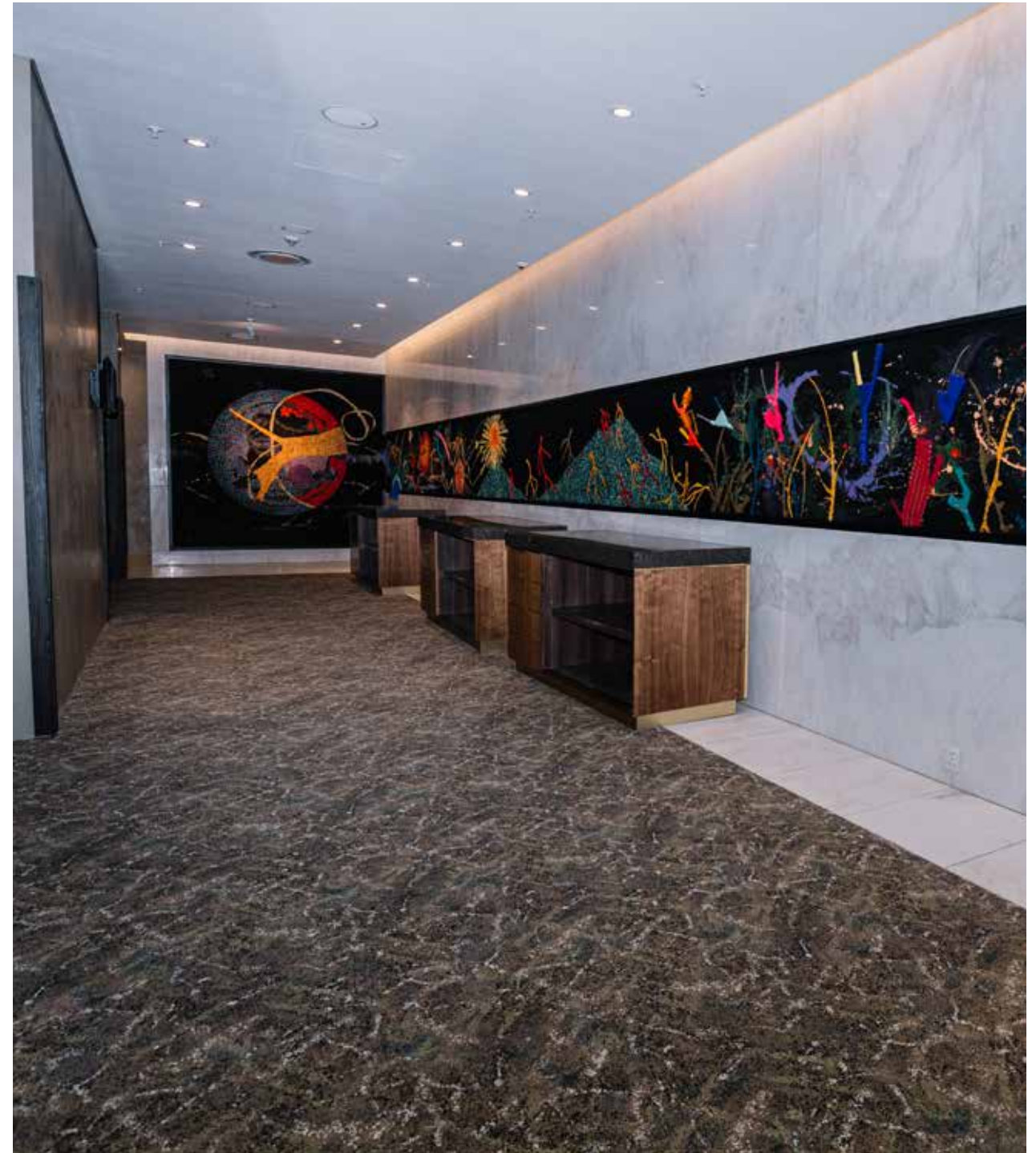
## Final Design: Conference Floors.



The design brief for this carpet from Legacy, was to try and keep it as simple as possible, so that it does not draw attention away from the wall, which was using the same colourways. Legacy focused on a small section of the wall design, and we replicated this to create the floor design.

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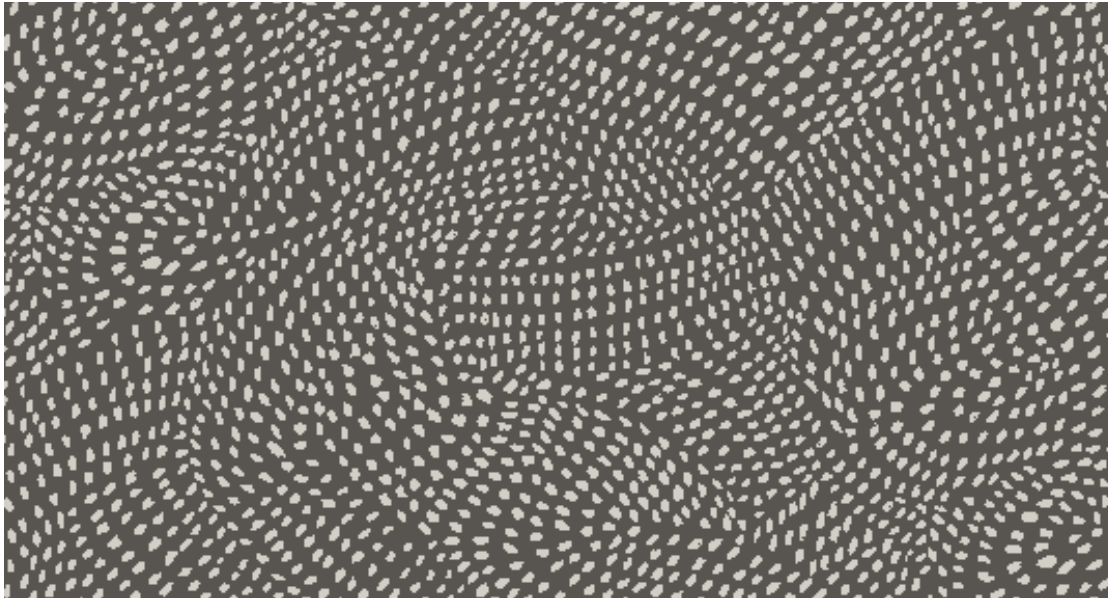
Date Started: March 2018  
Area: Conference Room Floors  
Pattern Ref: Floor B  
Col. Ref: LEG – FLOOR B – 001  
Order: 696m<sup>2</sup>





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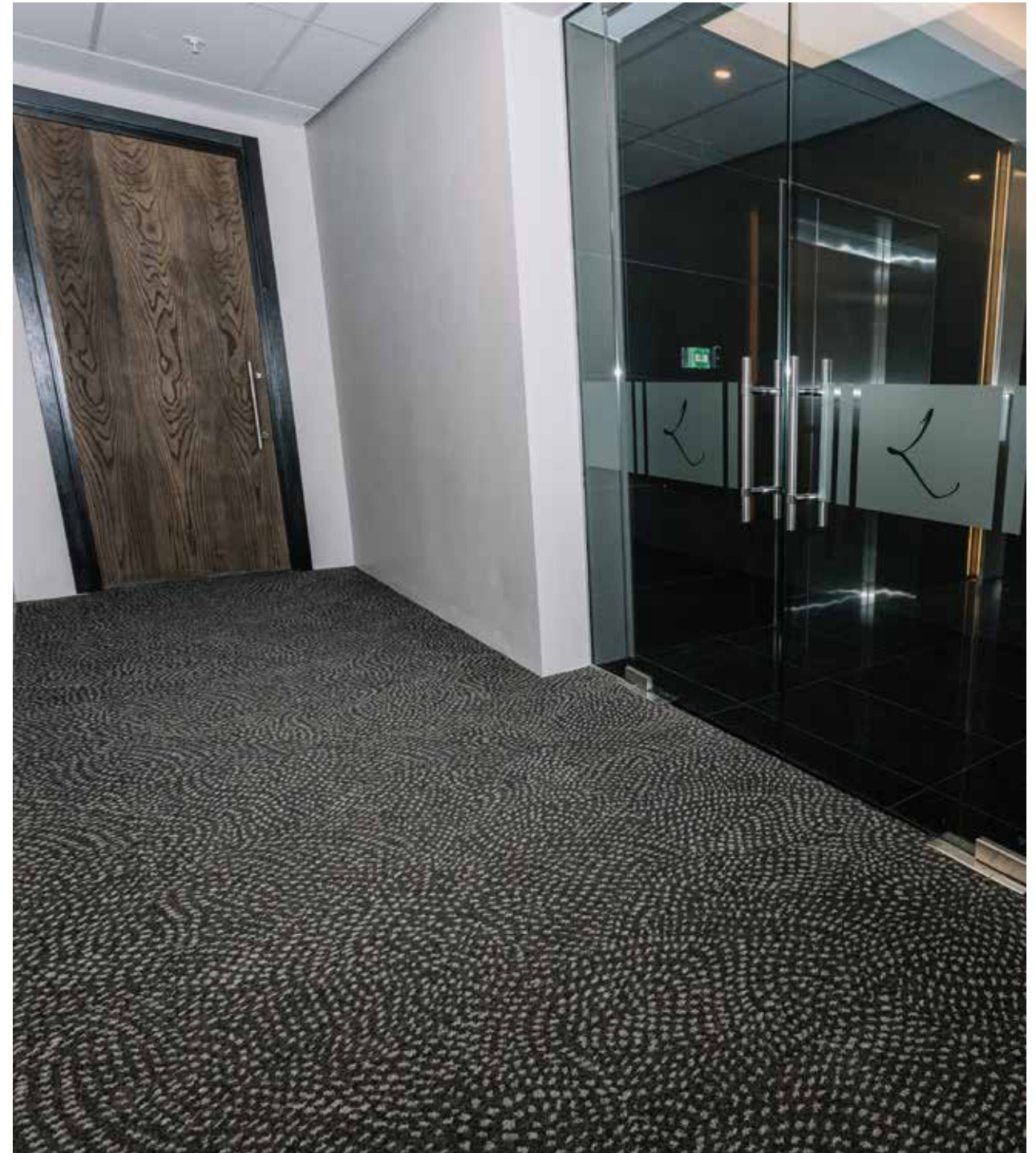
## Final Designs: Office Passages.



We received a variety of images that Varoom liked in terms of a design direction. There were three different design concepts presented, and the chosen design was dubbed as “Guinea Fowl” due to the look of the design in the carpet tiles.

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Date Started: 16 July 2018  
Designer: Varoom Interiors  
Area: Office Passages  
Pattern Ref: Net A  
Col Ref: VAR – NET A – 002  
Order: 870m<sup>2</sup>





A dimly lit bedroom with a bed, a patterned ottoman, and a chair. The room features a bed with white linens and patterned pillows, a wooden nightstand, a patterned ottoman, and a chair. The lighting is soft and ambient, creating a serene atmosphere.

# Private Spaces.

Painting is concerned with all the 10 attributes of sight, which are: darkness, light, solidity and colour, form and position, and distance and propinquity, motion and rest.

*\_Leonardo Da Vinci*



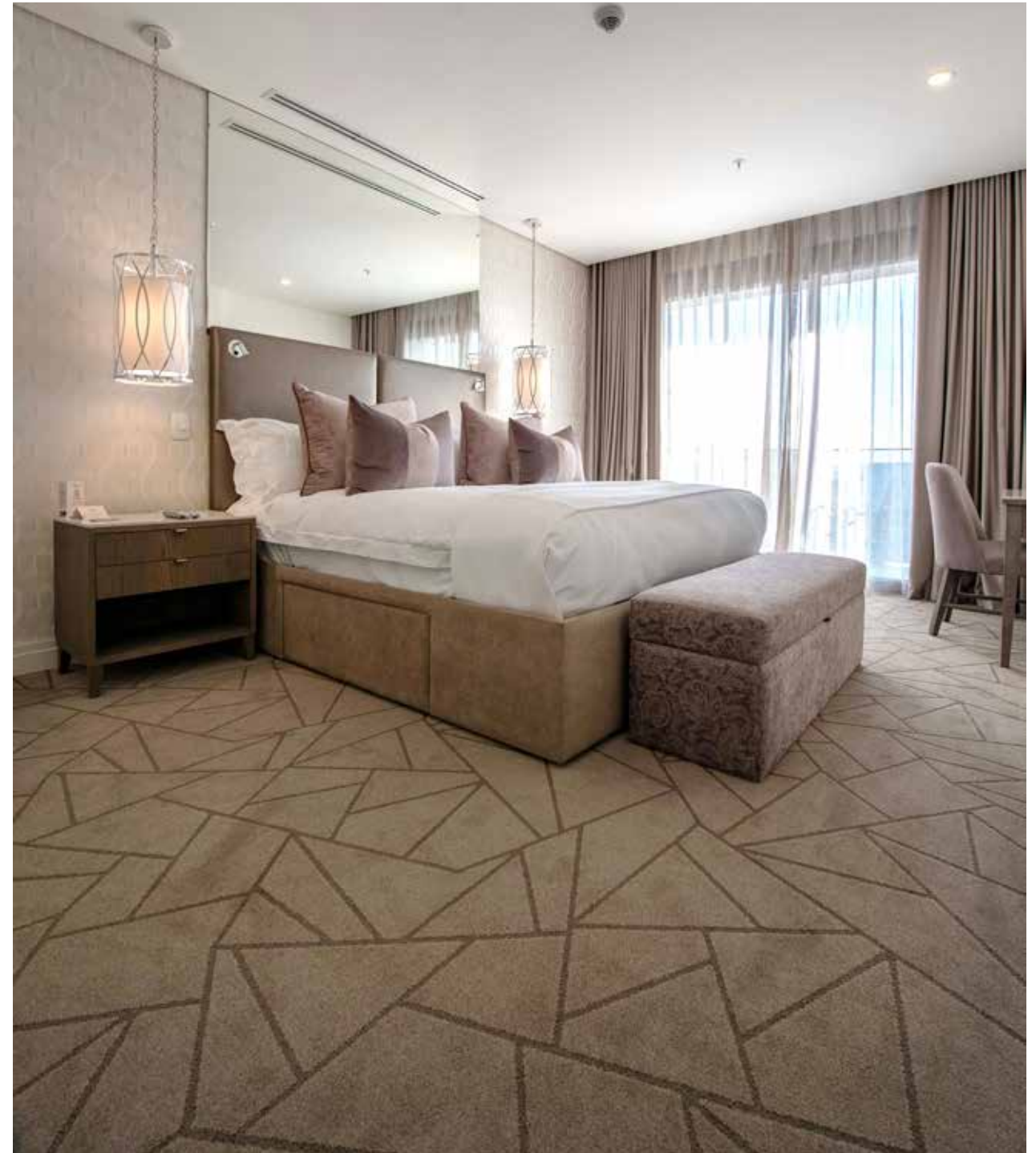
## Final Designs: Apartment Bedrooms.



These designs were driven by the designer, based on an overall design concept that they were working on for their apartment packages. Varoom loved the level-cut-loop (LCL) within a single carpet which allows for the carpet design to remain simple, but still have a striking texture and depth.

Dated Started: 2 October 2017  
Designer: Varoom Interiors  
Area: Apartment Bedrooms  
Pattern Ref: Crackle A  
Col Ref: CA – 002  
Order: 1802m<sup>2</sup>

Dated Started: 2 October 2017  
Designer: Varoom Interiors  
Area: Apartment Bedrooms  
Pattern Ref: Diamond D  
Col Ref: DD – 001  
Order: 1483m<sup>2</sup>







**Final Designs:  
Apartment Bedrooms.**



The designer was looking to mimic a concrete look to fit in with the overall design proposal for the apartment bedroom. For such a brief, we knew immediately that our Cast Collection range was the perfect choice. We worked between numerous different colourway options to ensure that we got the colour tone just right.

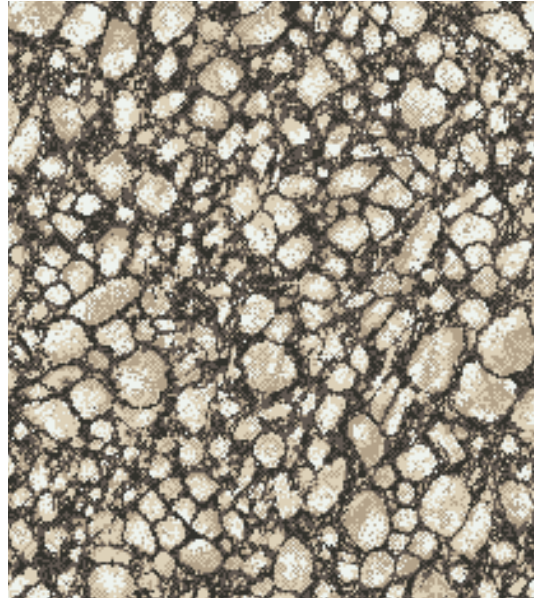
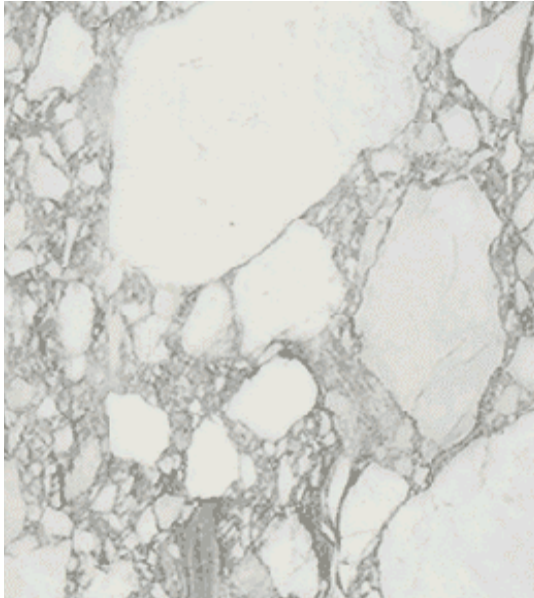
**Date Started:** 15 August 2017  
**Designer:** Stephen Falcke  
**Area:** Apartment Bedrooms  
**Pattern Ref:** Cast Exposed  
**Col. Ref:** LDV – Exposed – 030 (Porcelain)  
**Order:** 828m<sup>2</sup>

**Date Started:** 15 August 2017  
**Designer:** Stephen Falcke  
**Area:** Apartment Bedrooms  
**Pattern Ref:** Cast Exposed  
**Col Ref:** Clay (A stocking Belgotex colour)  
**Order:** 4250m<sup>2</sup>



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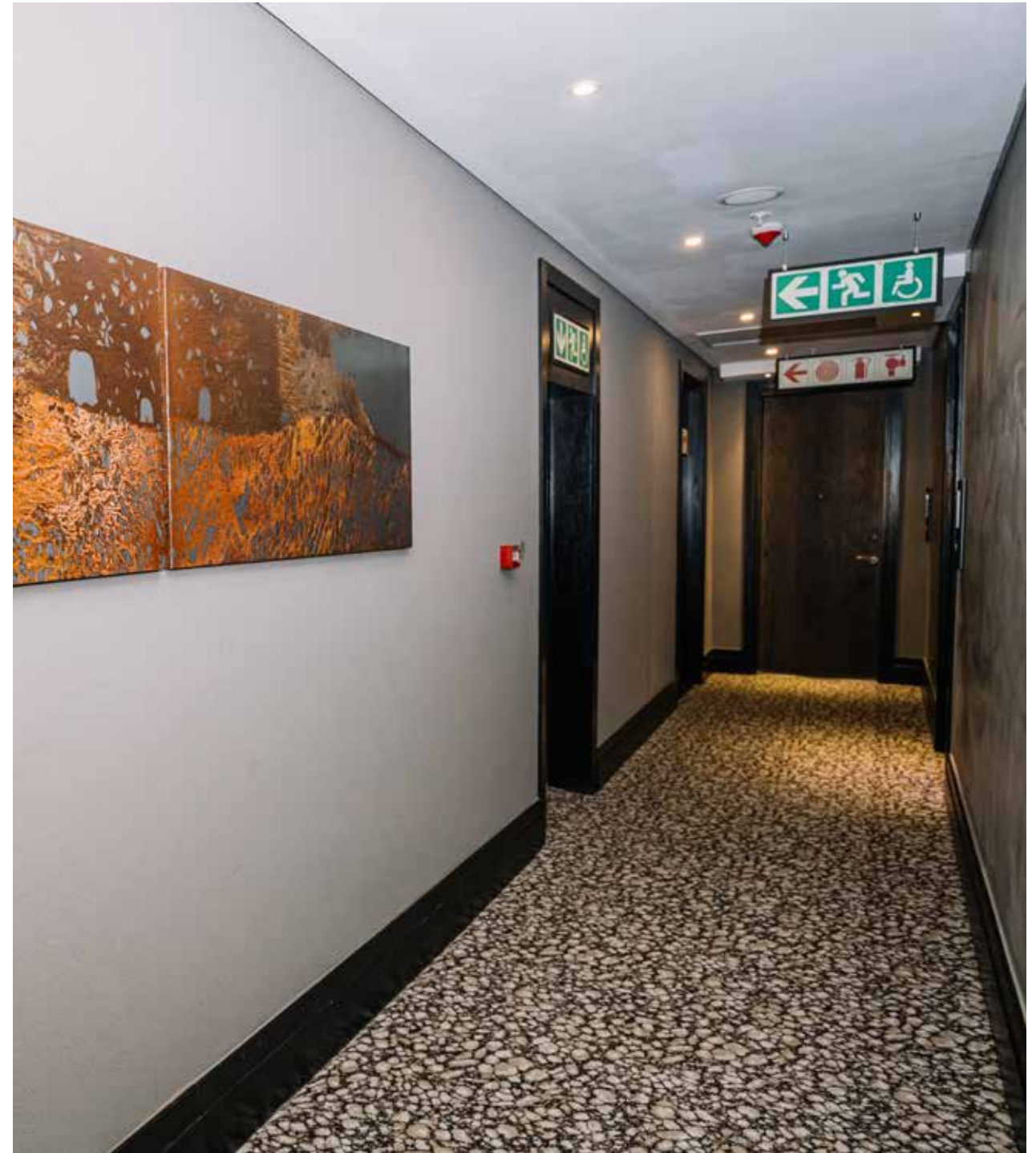
## Final Design: Apartment Passages.



In keeping with the underlying theme of nature, the image on the left was the inspiration for a “natural walkway”, and the image on the right shows the final carpet design. This project started with five main design concepts, some of which included border options. The final choice was an uninterrupted flow of pebbles.

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Date Started: 5 March 2018  
Designer: Stephen Falcke  
Area: Apartment Passages  
Pattern Ref: Pebbles D  
Col. Ref: LEG - PEBBLES D – 002  
Order: 3868m<sup>2</sup>





An aerial photograph of a large industrial complex, likely a textile mill, featuring a massive building with a roof covered in solar panels. The facility is surrounded by other industrial buildings and green spaces. The image is overlaid with a semi-transparent orange layer containing text.

# We Tread Softly.

Belgotex is a recognised world leader in sustainability practices, asking less of the planet in all that we do. Since the start of our green journey in 1991 we have constantly pushed the limits of operational efficiency, seeking out ecologically sustainable manufacturing methods and developing eco-friendly products.



# Our Green Factory.

Belgotex is a recognised world leader in sustainability practices, asking less of the planet in all that we do. Proud to receive South Africa's first Custom Industrial 6 Green Star rating, certification that recognises "World Leadership" at our Pietermaritzburg-based factory, since the start of our green journey in 1991 we have constantly pushed the limits of operational efficiency, seeking out ecologically sustainable manufacturing methods and developing eco-friendly products.

## A World-Class Production Facility

As a vertically integrated company with a strong focus on innovation, quality and environmental imperatives, our backwards integration structure gives us complete control over our production processes. From raw materials and extrusion to tufting or needling, through to backing, warehousing and distribution, our entire setup is designed to maximise operational efficiency whilst minimising any negative impacts on the environment. This not only gives us control over the quality of our products and ensures unprecedented speed to market, but allows us the flexibility to explore new ideas.

A significant sustainability milestone was achieved in 2015 when we became the first South African flooring manufacturer to receive the internationally recognised Global GreenTag eco-label for our commercially graded products. Our recent re-certification saw us maintain our 'Level A' GreenRate™ eco-label certification and hence the assurance of the ongoing eligibility of our products to achieve 100% of the available credit points across all the Green Building Council of South Africa's (GBCSA) rating tools.

We also achieved a Gold LCARate™ certification mark for our products, an

Belgotex strives to be a world-class African Brand Showcase through the deep connection we share with our people, product and planet. We believe that this starts with a desire to explore and achieve the unimaginable, constantly challenging what we know today to impact the future.

indication of excellence across a range of sustainability assessment criteria and performance indicators.

## Our Eco-Pillars

These drive our multi-dimensional, long-term operational plans and challenge us to ask more of ourselves and less of the planet in all that we do.



Embracing change in our traditional manufacturing processes and repurposing harvested rainwater has reduced water consumption by 35 - 45% since 2015.



Waste management is high on our agenda, with investments in excess of R5 million that have enabled Belgotex to reduce material waste rates to almost zero.



Belgotex has invested over R20 million to date in solar power, resource efficiency and plant upgrades in an active drive to offset CO2 emissions and save energy.





In collaboration with the Legacy Project Management team, Belgotex relished in taking design beyond the realm of flooring to explore the transformation of a wall space and embraced the idea of exploring design and flooring to flow into any area of a building, creating a masterpiece thus proving that art is not what you see but what you make others see.

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[belgotex.co.za](http://belgotex.co.za)