

{TENTS} THE PERCEPTION OF LUXURY HAS CHANGED



FOLLOWING THE WILD

STAYING IN TENTS,
MOVING ACROSS THE SERENGETI

Luxury has changed its shape and form yet again, a process so part of its essence of always shifting with the times. For some, luxury has shed the 'bling' and embraced the intangible qualities of time, space and freedom – concepts that have been reignited in the past decade by this new demand for experience, essence and emotion that couldn't be fuelled by materialism and – let's call it what it is – consumerism, alone.

One such experience is in Africa, where the uninvited become the pleased and the continent still offers that knowledge and access in bulk. A place of primitive yet ancient healing and knowledge, Africa has what so much of the rest of the world does not: space. One brand that facilitates this very experience is Singita, and with their Explore mobile tent following animal migration in Tanzania, the wild is closer and amplified in a way that has never been replicated.

Luke Bailes, founder and CEO of Singita, says: "True luxury is increasingly being equated to a luxury of space." Not only does Singita do this through their award-winning ultra luxurious experience but also by bringing awareness to their most important cause: that of conservation.

The transformative experience of staying in tents so close to nature, so in touch with the wild, has been part of South African interior designers Cecile and Boyd's work. Boyd Ferguson calls the process: "A creation of spaces that give you a feeling of being part of something bigger than yourself." In terms of actual look and feel, the tents have not been designed to traditional colonial tastes or with a futuristic view; they are very modern and actually modelled after a brand new Land Rover. The tents tread lightly on the 350,000 private acres in Tanzania, part of the famous Serengeti, and offer a campsite for guests who are interested in luxurious yet uncomplicated travel. A new way of thinking about accommodation that considers the environment and the soul. ■

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