



News release

“Afropean” architecture for Eye of Africa

Johannesburg, 26 October 2007 – Eye of Africa – To complement the unique Highveld landscape that forms the backdrop to lifestyle estate Eye of Africa, award-winning Australian Developer, Medallist, has created a brand-new architectural style.

“Our architectural vision is to incorporate the use of simple raw materials gleaned from the surrounding area fused with European and African designs – all combining into a unique ‘Afropean’ style,” explains Brad Tindale, Chief Operations Officer of Medallist South Africa.

Like most African cities, Johannesburg’s architecture does not reflect a quintessential African character, but rather draws on European styles. However, when one investigates the Highveld surrounds and local vernacular building traditions, a unique African style, and use of colour and texture is revealed.

“Essentially we decided to combine European standard-style homes with local Basotho building traditions, which not only makes the ‘Afropean’ style unique, but also aesthetically pleasing, climatically appropriate and environmentally responsive,” says Mr Tindale.

Local materials to be used in the construction of Eye of Africa homes include stone, slate, iron and timber. The colour palette is rich and includes reds, earthy hues and avocado, while Basotho-style combed plaster adds texture to the designs.

In addition to the architectural style, indigenous landscaping is also encouraged at Eye of Africa.

This incorporation of local culture and environmental characteristics is part of Medallist’s approach to all its lifestyle developments world wide, explains Mr Tindale.

Medallist’s style choice and environmentally sensitive approach has also attracted buyers to the development. Stefan Cilliers, who purchased his piece of Eye of Africa in July last year, feels that Eye of Africa’s ‘Afropean’ style is a welcome change from most other lifestyle developments in South Africa.

“Additionally, unlike many other developments in the country where every square inch is being exploited to suit the developers financially, it feels great to be part of a project where the natural environment will be protected and where it will be the main attraction,” says Mr Cilliers.

For more information or to secure your exclusive invitation to the next release, register online at www.eyeofafrica.co.za or contact Montagu Property Group on (011) 469-1330.

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About Eye of Africa

Eye of Africa is Medallist’s first private lifestyle golf estate to be developed in the southern suburbs of Johannesburg. The developers are Medallist Developments – a joint venture between Greg Norman’s Great White Shark Enterprises and Australia’s leading investment bank, Macquarie Bank – and local players, Pixley World Investments.

Eye of Africa is conveniently located 17km south of the Johannesburg CBD and comprises 667ha of land. When completed, the estate will be home to approximately 1 200 freehold stands (Res 1) and 900 sectional title units (Res 3).

Eye of Africa will incorporate hiking and bicycle trails among other healthy lifestyle amenities, within a secured estate environment. The golf course, expertly designed by Greg Norman Golf Course Design, will have minimal impact on the natural environment, by utilising and enhancing the natural landscape features into the shape of the course.

Homes will display a distinct character that complements the site. The architectural vision is to incorporate the use of simple raw materials gleaned from the surrounding Highveld earth fused with European and African designs – all combining into a unique “Afropean” style.

Media enquiries

Brenda Watson

Tel: (011) 706-6771

Cell: 082 575 2540

