

VAL DE VIE

MAGAZINE

A life worth living

Live The Adventure

BACK TO THE FUTURE SAFEGUARDING OUR NATURAL LEGACY

DIVINE DINING GLOBAL TASTE SENSATIONS

DESIGN INSPIRATION FASHION, FRAGRANCES & FINE LINES

UNIVERSITY TRUTHS A LOOK AT OFFSHORE OPTIONS

BRILLIANT INNOVATION SMART RIDES & ICONIC TIMEPIECES

INTERROGATING AI PARTNERSHIPS FOR BETTER OR WORSE





Out Of This World

AN ESCAPE TO BLOU IN KEURBOOMS IS A WELCOME COUNTERBALANCE TO LIFE IN THE FAST LANE. TIME SEEMS TO EXPAND HERE, AND YOU LEAVE ONLY TO PLAN AN IMMEDIATE RETURN...



BLOU in Keurbooms captures the light in many ways over 24 hours. The cottages are positioned to harness the myriad shades of blue between deep shadows against white walls, making the most of sea views and sky. Karen Roos, the design genius behind The Newt in Somerset and Babylonstoren near Franschhoek in the Drakenstein area of the Western Cape, has left her signature touch here at BLOU. Wave action against the rocks creates white noise for a deep night's sleep and, with minimal staffing, guests are encouraged to make the most of their solitude and time for quiet introspection. Décor is pared down to clean lines and is unobtrusively functional yet stylish.



THERE ARE FEW PLACES in the world that can redefine 'escape' and immediately reconnect us with nature. It can be a transformative experience. We tend to carry with us the baggage of our daily routines and it takes some time to lose that heightened state of alertness. But an escape to BLOU – a small collection of self-catering fisherman-style cottages connected by wooden boardwalks overlooking a stretch of Keurbooms beach – is an instant antidote to all that.

There's nothing here of the discreet ripple of Indian Ocean island waves when they connect with land. At the ocean's edge on this Western Cape coastline, the sea makes its presence felt powerfully, and salt-laden air combined with the inimitable fragrance of milkwood trees and fynbos is both therapeutic and invigorating.

From your private deck, you're perfectly positioned to spot pods of dolphins slicing through the waves just beyond the breakers or to select a book from an eclectic and sometimes arcane collection of volumes that deeply immerse readers in the history and people of South Africa. How we forget the healing power of being in the moment, unplugging ourselves from small screens that wrench us into conversations that are intrusive yet peripheral to our lives.

This concept of 'living in the moment' lies behind what owners Koo and Karen Bekker set out to share with a new kind of discerning traveller, beginning with creating Babylonstoren in the Franschhoek Wine Valley, followed by The Newt in Somerset, England. Family holidays over decades at Keurbooms near Plettenberg Bay called for bare feet on white sand, extended summer light and reconnecting with nature. These are the holidays that often define our childhoods and fill us with nostalgia. This is BLOU to the core.

Although guests may eat out at restaurants nearby, BLOU intentionally coaxes you to eat in – just one more reason to use every moment of your stay. A sauna or steam room experience is geared to relaxing your body and guests write of the joy of rare, deep sleep and a sense of wellness.

'A few nights here feel more like a week away,' says Val de Vie's marketing director Ryk Neethling. 'BLOU is a wonderful combination of exhilaration at your location, the pleasure of solitude and the value of silence.'

It's a sentiment shared by those who have experienced BLOU's 'immersion therapy'. It begins with a warm greeting on your arrival, but from then on, you take gentle charge of your time, with little or no intrusion. The choice is yours: your time is your own and your experience is what you make of it. And that must be the ultimate definition of luxury. ▽

blouinkeurbooms.com