



Media Release

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Now You can be Your Own Nomadic Traveller in Cape Town

The Cape Town based coworking and boutique hotel collection, [Ideas Cartel](#), effortlessly combines an all-inclusive city-to-coast experience for those wanting take back ownership of their 2020 travel plans before the year is on its head.

18 November 2020, Cape Town – Heading swiftly towards 250 days of lockdown, South Africa continues to open its borders to more international travellers. Ironically, with the United Kingdom being swept by the CV-19 pandemic's second wave in South Africa's high tourism season (October to March), prospects for sightings of European tourists on Cape Town's white sandy beaches are looking bleak.

The good news for locals: less international tourism means we can enjoy being tourists on our home turf. From Cape Town tourism's R15 billion+ annual income, 10 percent is attributed by local travellers (source: [WTOF](#)). Cape Town has 4000+ tourism enterprises including more than 2 700 guest accommodation options which in some or other way associate their unique selling points with the Mother City's main entertainment attractions.

The tricky situation brought by the last stretch of 2020 and festive season countdown, is the lack of time for local travel enthusiasts to make the most of their year's travel plans while remaining cognisant of lockdown regulations.

Ideas Cartel conveniently combines inner-city and beachside exploring for business and leisure travellers wanting to seal their 2020 travel bucket list with the ultimate Cape Town venture.



Cartel House Hotel at 113 Loop Street, Cape Town, offers a boutique, convenient high-end lock-up-and-go accommodation for the digital nomad and local vacationer.

Its three coworking and hospitality establishments, [The Old Foundry](#) (Green Point), [113 Loop Street](#) (CBD) and [Casa Labia](#) (Muizenberg) are ideal hotspots for the rising digital nomad and holiday seeker alike. Each venue offers a hybrid of the key elements of Cape Town's international appeal: professional networking, gastronomy, fitness, leisure, nightlife and entertainment.



Innercity coworking spaces are the crux of Ideas Cartel's shared office space offering

The [Old Foundry](#) and [Cartel House Hotels](#) (113 Loop Street) offer boutique five-star rooms just a few floors or flights of stairs from its communal coworking spaces. The Muizenberg location's refurbishment is under way and will offer oceanside hotel accommodation come summer 2020.

Since the height of the lockdown, Ideas Cartel has been offering innovative ways for individuals to remain productive, keep fit and enjoy coliving – albeit virtually via the [app](#) – until they could again open their multifunctional spaces to the public.

After losing approximately 80 percent of its coworking tenant base at the start of the lockdown, numbers quickly recovered as the lockdown regulations became more lenient. Its staff complies with regular deep cleaning protocols and hygiene checks to ensure a safe environment for tenants, hotel guests and the team's wellbeing.

Ideas Cartel was the first establishment in South Africa to open guaranteed CV-19 free, and glass sealed workout 'pods' to the public. The 'FitPods' are private five square meter spaces kitted with all the equipment required for a full-body workout. While public gyms were closed, the FitPods were a solution for struggling personal trainers, professional athletes and anyone who wanted to retake their fitness schedule in a safe indoor exercise space.



Ideas Cartel's FitPods are located at its Cartel Fit location at 113 Loop Street, Cape Town

"As a hospitality collection mostly dependent on tenant visitation, we needed to be a step ahead of the pandemic's outcomes," says CEO and founder, Schuyler Vorster. "It wasn't only a matter of adapting to the times. But rather a way of thinking beyond the lockdown's limitations, how it would impact space and even the future of architecture."

There has been an increasing trend in working outside of the office – even before the pandemic. In the USA, the concept of the digital nomad has been epitomised by a jump from 7.3 million to 10.9 million in remote workers over the last year (source: [Sifted](#)). This reality is accompanied by a new trend that is quickly being adopted by more Africans: mid-term rentals which is anything from a month to a year, to accommodate the interval traveller who seeks to visit different locations while they work remotely.

"If working from any location is the new 'office' setup, and South African establishments start to redevelop their business models for this market, more locals may want to 'relocate' their offices at regular intervals," adds Vorster.

"After the year we have all had, this holiday season may be characterised by an even amount of work and leisure, especially for South African business owners and remote working employees who have been impacted by the pandemic."



Ideas Cartel founder and CEO, Schuyler Vorster

Ideas Cartel's all-rounder experiential packages and social events give vacationers and working individuals a myriad of neatly lined-up opportunities to fulfil their Cape Town travel plans.

For one, its Cityscape Break at The Old Foundry or Cartel House Hotel outlines a two-night stay for two complemented with club member access to private facilities. It includes access to the rooftop bars (drinks tab included), champagne on arrival, breakfast, an instructor-led rooftop workout, and an outdoor activity such as a guided hike, cycling, kayaking or SUP workshop.

For coastline lovers, the City-to-coast programme includes a similar itinerary but is distinguished with a lunch date at Casa Labia and transfers included. The outdoor activity is also shifted to this location.

If a set schedule is not your forte, Ideas Cartel's full summer line-up across its three Cape Town addresses are enough to keep the holiday and business travellers entertained. See the outline of events below.

Ideas Cartel offers discounted benefits and club memberships through the [app](#). Memberships are tailored for individual preferences and include tiers for FitPod memberships, coworking to private office use, virtual benefits, wine club, family dining (deliveries only) and a cocktail club.

The Travellers' Club membership outlines the ideal jetsetters' package. It includes discounts on accommodation, access to all coworking locations and private Founders' lounges, uncapped WiFi, virtual webinars, discounts on private meeting rooms, unlimited gym access, discounted personal training and special offerings from Ideas Cartel's furniture and décor partners.

For more information about Ideas Cartel's Club Memberships and to book facilities and services, download the app:

App Store: <https://apps.apple.com/za/app/ideas-cartel/id1092463213>

Google Play: https://play.google.com/store/apps/details?id=com.cartelhousememberapp&hl=en_ZA

For direct event bookings, contact cartelconnect@ideascartel.com

For accommodation bookings, contact info@ideascartel.com

Follow Ideas Cartel on [Instagram](#) and [Facebook](#)

Ideas Cartel's Summer Events:

Ideas Cartel at The Old Foundry Hotel, Green Point

Cape Town's earliest recorded commercial foundry (1876) now encompasses tastefully decorated networking and coworking spaces. Its recently launched its 24-room Old Foundry Hotel. The sophisticated hybrid environment includes hot desks, private offices, meeting rooms, an amphitheatre that includes digital golf simulation, Cartel Café and Brunch Bar, rooftop Frontier Bar and a gym.

Eat: Enjoy a Latin American twist for lunch with Cartel Café every Saturday between 12:00 and 17:00. Ideas Cartel's inhouse chef will be whipping up something special from his Latino recipes while our expert barman entertains with his signature cocktails.

The café offers breakfast and lunch during the week and is extended to a Brunch Bar from 12:00 daily. Trading hours for the café are 8:30 to 17:00 on weekdays.

Social: Wednesday nights are Salsa Nights at the rooftop Frontier Bar. Enjoy a tippie and tapas from 17:00 and a Cuban inspired evening with a soundtrack to match from 19:00. The evening's social networking comes with a hotel offering of R500 per hotel room at The Old Foundry Hotel for the night.

While the rooftop Frontier Bar is limits access to Cartel Club members in the day, Thursday nights kick off early for the public with its resident DJ evening starting from 16:00. Aside from its tapas menu and assorted drinks list, the rooftop venue offers a night filled with surprises like a welcome drink, impromptu tastings and various DJs at the helm of the sound system. Enjoy sundowners on the expansive balcony and views of the Cape Town waterfront and Signal Hill.

Stay: After its extensive refurbishment, the Old Foundry recently opened its 24-room five-star boutique hotel just a few flights of stairs from the communal coworking spaces, offices and meeting rooms. A gym is conveniently located on the ground floor for hotel guests to keep active during business and holiday trips just outside the Cape Town city centre.

More information on the The Old Foundry inner-city coworking: <https://www.ideascartel.com/inner-city-location/the-old-foundry>

Book directly with The Old Foundry Hotel and receive a 10 percent discount off the original rates:

<https://www.olfoundryhotel.com/>

Follow [@oldfoundryhotel](#)

Ideas Cartel at Cartel House Hotel, 113 Loop Street

Located in the heart of the Mother City, the 113 Loop Street leg of the Ideas Cartel collection is a multifunctional indoor environment that ideally catapults productivity. Initially opened as a coworking and office space, the venue expanded its membership and public 'drop-in' options to Cartel Fit (FitPods), its Drinks, Coffee and Smoothie Bar (Cartel Bar), Rooftop Lounge Bar, Cartel Gallery, and boutique Cartel House Hotel.

Exercise: Ideas Cartel's FitPods launched in July 2020. The launch set a new benchmark as the FitPod were South Africa's first private, glass-sealed and hygiene checked individualised workout pods to open to the public in the lockdown. Ranging from five square meters per pod, each space features a cardio machine and strength equipment to ensure a full body workout. A pod can be book on the hour, every hour on the [app](#). Monthly memberships and additional benefits are also available on the app.

During Tuesdays and Wednesdays' golden hours, instructor-led rooftop HIIT workouts are on the cards. The classes on the 10th floor are 45 minutes of hard work and a full body workout to boot.

The morning classes start at 6:30 and evening sessions are at 18:30. Tickets per workout range from R75 per person and can be booked on the app or Quicket.

For updates on upcoming workouts and ticket sales, follow @ideascartel on [Instagram](#) and [Facebook](#).

Social: The 3rd floor Cartel Bar, and recently launched Lounge Bar on the 10th floor, offer a cocktail and drinks menu from 16:00 daily. Wholesome smoothies made on the spot, coffee, cold drinks as well as snacks can be ordered from the Cartel Bar.

First Thursdays at Cartel Gallery: Ideas Cartel was one of the first establishments to breathe life back into the much adored First Thursday occasion after the lockdown forced art galleries to close their doors. Since August 2020, Ideas Cartel opened its 3rd and 4th floors to local up-and-coming artists to showcase their work to the public in a safe and hygiene checked environment. On a monthly rotation, new artwork is displayed, and artists are able to sell their work without paying a floor display fee.

Ideas Cartel changes gears every First Thursday, offering a new spin on entertainment in addition to its live DJ set, bar refreshments, art on display, popup shops and thrift market at no entrance fee. The latest development includes limited ticket access to the 10th floor Bar Lounge which features 360-degree views of the city skyline, a refurbished lounge and curated drinks options.

For information on upcoming events and tickets, follow @ideascartel on [Instagram](#) and [Facebook](#).

For discounts, to purchase artwork and tickets, download the [app](#).

Stay: Offering the best of city views, the boutique six-room Cartel House Hotel offers leisurely home away from home in the hub of Cape Town. While walking distance from the Mother City's highly recommended restaurants and evening hangouts, a stay at the hotel is inclusive of access to all coworking amenities, FitPods, Cartel Bar.

More information on 113 Loop Street's inner-city coworking: <https://www.ideascartel.com/inner-city-location/113-loop>

Book directly with the Cartel House Hotel and receive a 10 percent discount off the original rates: <https://www.cartelhousehotel.com/>

Follow [@cartelhousehotel](#)

Casa Labia by Ideas Cartel, Muizenberg

Built in 1929, the former historical residence of Italians, Count and Countess Natale Labia, turned a new leaf when it partnered with Ideas Cartel earlier in 2020. Today, the national monument and cultural centre on 192 Main Road in Muizenberg remains the base of its historical glory while it is being refurbished to offer a unique accommodation setting, due to open by the end of the year.

Work: While preserving the structure's historic magnificence, Ideas Cartel has added nuances of modern-day coliving, ideally suited for the workday and personal indulgence. Featuring a boutique coworking environment with a range of contemporary styled work desks, meeting rooms and offices, the venue is ideal for lingering longer, may it be for business or leisure.

Eat: Enjoy beachside alfresco dining with an Italian inspired menu: Enjoy Italian eating at its best at the 40-plus seater restaurant during breakfast, brunch and lunch. This includes seasonal offerings accompanied by a curated wine list including Italian wines. Freshly baked pastries and cakes are available all day. An interesting cocktail menu includes classic European fusions as well as more exotic creations to ensure idyllic afternoon sipping on the wrap-around veranda with the possibility of spotting whales on the False Bay coastline.

Picnics on the lawn can be booked on request, 24 hours in advance. A crafty selection of homemade sandwiches, local cheeses and preserves, something for the sweet tooth and a bottle of Italian wine topped off with Gelato in sugar cones for dessert. Kiddies boxes and vegan picnic baskets are available on request.

Social: Combine endless ocean views with Casa Labia's Gin and Jazz Evenings on Fridays: From 16.30 every Friday, guests can look forward to a jazz-themed evening, starting with a delicious gin cocktail from a selection of local gins and Stuzzichini (Italian style small plates enjoyed typically with an evening drink). A dinner menu is also available. Bookings are essential.

The ideal outdoor setting for a romantic screening: Starting in November 2020, Casa Labia will be one of the limited, highly curated venues to host the first of the Galileo Royale cinema evenings. Starting from 18:00 on monthly specified date, our lawn will be where guests can enjoy an intimate VIP outdoor movie experience with a welcome drink, movie-themed snacks, blanket and backrest.

For the Galileo's line-up and tickets, visit: <https://thegalileo.co.za/royale/venue/casa-labia/>

Casa Labia boasts ballroom sized and more intimate rooms for private social gatherings. An event coordinating team is on standby to help customise a memorable all-inclusive event.

Trading hours for the restaurant are 8:30 to 15:30 in the week and 9:00 to 15:00 on weekends.

For meal bookings and private venue hire, contact Casa Labia at 021-180 3119 and casalabia@ideascartel.com

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For media inquiries and high-resolution images, contact sonja@ideascartel.com