

We are Blok.

The soothing far-off bustle is below as your front door closes with that reassuring click you've known your whole life. It's quiet now.

You feel high above the world yet never disconnected from it, in your own succinctly thought out space where design's only purpose is to put you at the centre of your home. A place where aesthetics, practicality and intuition come together. Effortlessly. Seamlessly.

The time is now to once more live in a thriving neighbourhood you can call your own. An urban environment defined by creativity and energy. You're close to everything here. Because this is home

A life curated just for you.

Defined by Blok.





Jacques van Embden Managing Director and Co-founder of Blok

We have a saying here, "Business Un-usual". We aim to build the foundations for property investment throughout the various stages of one's life, from 20-somethings owning their first apartment, to 30-somethings starting a family, to those wanting to downscale, become more mobile, travel the world and live their life without running large properties. Blok wants to be there for each moment of property and lifestyle investment with unique opportunities that engage, educate and enhance our clients' wellbeing.

We don't want to change lifestyles; we simply want to add to them.

Part of our role is to make the transition for homeowners as clear as the glass ceiling above, because property is about building long-term generational wealth that long withstands economic cycles and trends. What you get to engage with by living in a city is rich and dynamic.

Urban living is fast becoming the preferred way of living.

As consumers our needs have started to shift, and as developers we aim to constantly challenge design strategies in order to embrace this. We believe that conventional apartments don't cater for the current mindset and lifestyle demands.

Locally we are still adapting to the idea of apartment living, often seeing a flat as simply four walls - here at Blok, we're saying it's much more than that. We're catching up to urban-ideology in South Africa, and a suburb like Sea Point - with its beachfront life combined with a high street feel - offers both the serenity of the ocean and the hustle and bustle of a city. Many countries around the world have one or the other, so it's incredible to live in a space that affords us both.

Working as an architect has informed my approach to developing in such a way that my obsession with people and how they live and interact in a city is now fully realised. Blok is the perfect merger of the two.

For South Africans it's liberating to have the chance to live in a secure complex without the heightened concerns for safety and security. By living in a block you start walking more - an additional perk that allows you to interact and meet people – which will allow you to get closer to the smell, the touch, the taste, and the feel of your neighbourhood. A great developer knows you want all these things to happen.

We invite you to share our love and passion for urban spaces, because together, we can reshape the cities we live in one block at a time.



Marco van Embden Co-founder and Chairman of Blok

Blok is an exciting new property business embracing modernity and classical values.

Each development brings a new layer to the area surrounding the building, and the opportunity for urban living is in turn significantly enhanced by the area.

Our team assembled at Blok, led by its Managing Director, Jacques Van Embden, have undertaken impressive responsibilities on behalf of their new owners.

It has been a thrill to work with my son and witness his development since he graduated as an Architect from UCT; all of his experience, vision and passion is brought to the forefront in this exciting venture.

Much of what you will read and see in this magazine spells out all that we are about - from thoughtful design, to a passion for urban living.

Yet the overriding goal is always to "under promise and over deliver".

We are sure you will be impressed, and treasure your investment in a Blok building in the years to come.



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FOURONC

Each apartment has been meticulously designed to optimise the sense of light and space putting both the vibrant street life and the serenity of the Sea Point pool and promenade right outside your front door.

From the 24-hour concierge in the entrance hall always ready to say, "Hi", to the myriad of owner-run restaurants and shops that bustle through the day and enchant the night.

As the salty-fresh Atlantic ocean air surrounds you, this is a place you've somehow known you've always wanted to live, where discovering the neighbourhood means rediscovering yourself.













CURATED LIVING

No detail has been overlooked. Every fixture, faucet and finish has been curated especially for you.

The warmth of the oak floors, the MasterChef-worthy Smeg gas stove and the dancing flames of the bio-eth-anol fireplace. All of which stand alongside the refined interior architecture, awaiting your personal touches and flourishes to make it your home.

Your piece of the Blok.

Your haven.







THE ARCHITECTS

Imagine a world where developers, architects, and clients work side by side to create an end goal: to design a space focused on giving the owner as much of a return financially and psychologically as possible. For us as architects, Blok is the closest you'll get to this notion, and we couldn't be more inspired to bring urban apartment living right to the seaside of Sea Point.

Open plan living is the modern way of living.

After years of building a strong aesthetic in Woodstock, we've succeeded in designing spaces that are now tried and tested. Importantly, Blok developments are imagined and designed by people who actually live in apartments. We understand that every inch of space is crucial, and constantly seek out the small moments where space meets creative solution.

The future of high-density centres relies on ergonomics and intelligent designing. We've finally been given a

platform to offer customers the opportunity to not only buy a thoughtfully designed apartment, but also a new way of living an exciting urban life. Our long-lasting goal is to give people living in our blocks the same luxuries one would enjoy from living in a house.

A house in the sky with firm roots in the ground.

We don't believe in trends, we believe in what is appropriate for the space.

Sea Point spoiled us with natural sunlight and afforded us the opportunity to design a building that offers incredible views, irrespective of where it stood. The Promenade is your garden and the High Street is your kitchen - we firmly believe that when you buy an apartment, you are buying the urban experience that surrounds it.

What an exciting time to design.



Eric van den Berg and Erik Janse Van Rensburg WAUW Architects

APARTMENT OVERVIEW



5a

Fifth Floor Three Bed Three.5 bath 178 Interior 59 Exterior 237 Total Two Parking

5b

Fifth Floor Three Bed Three.5 bath 171 Interior 42 Exterior 213 Total Two Parking

4b

Fourth Floor Three Bed Three.5 bath 132 Interior 19 Exterior 151 Total Two Parking

4a

4c

Apartment availablitly

is subject to change. Please check with our sales team for updates.

sales@blok.co.za

+27 87 752 66 77

blok.co.za

Fourth Floor
Two Bed
Two.5 bath
109 Interior
13 Exterior
122 Total
One Parking
Fourth Floor
Three Bed
Two.5 bath
1wo.5 bath
1th Interior
1th Interio

За

Third Floor Three Bed Three.5 bath 132 Interior 19 Exterior 151 Total Two Parking

Third Floor Two Bed Two.5 bath 107 Interior 13 Exterior 120 Total One Parking

3b

3с

Third Floor Three Bed Two bath 106 Interior 8 Exterior 114 Total One Parking

2a

Second Floor Three Bed Three.5 bath 127 Interior 19 Exterior 146 Total Two Parking

2b

Second Floor Two Bed Two.5 bath 107 Interior 13 Exterior 120 Total One Parking

2c

Second Floor Three Bed Two bath 106 Interior 8 Exterior 114 Total One Parking

1a

First Floor Three Bed Three.5 bath 132 Interior 19 Exterior 151 Total Two Parking

1b

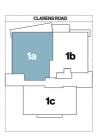
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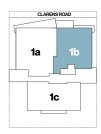
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1a



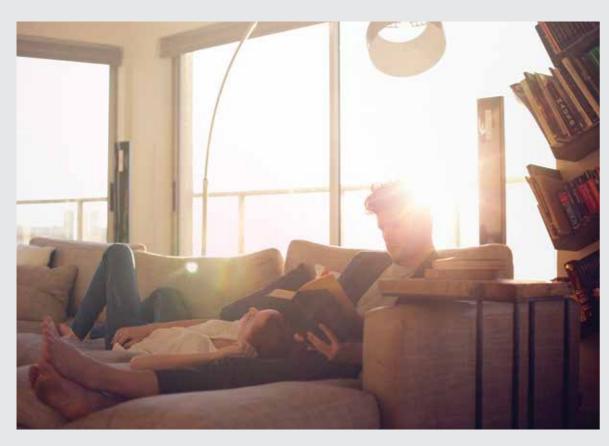










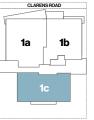


Your piece of quiet. In a thriving urban community you can call your own, your new Blok apartment is your haven. No detail has been overlooked with warm oak flooring throughout, Smeg appliances and a bio-ethanol fireplace to welcome you. Each succinctly thought-out space intensifies the idea of making you feel completely and utterly at home. It's an apartment curated just for you.



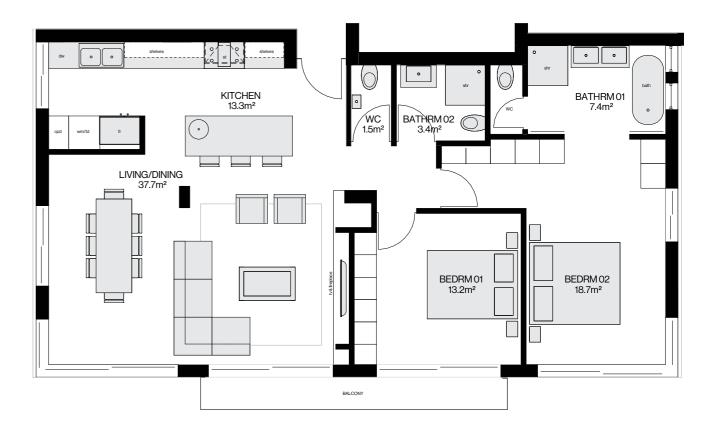
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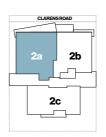
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2a





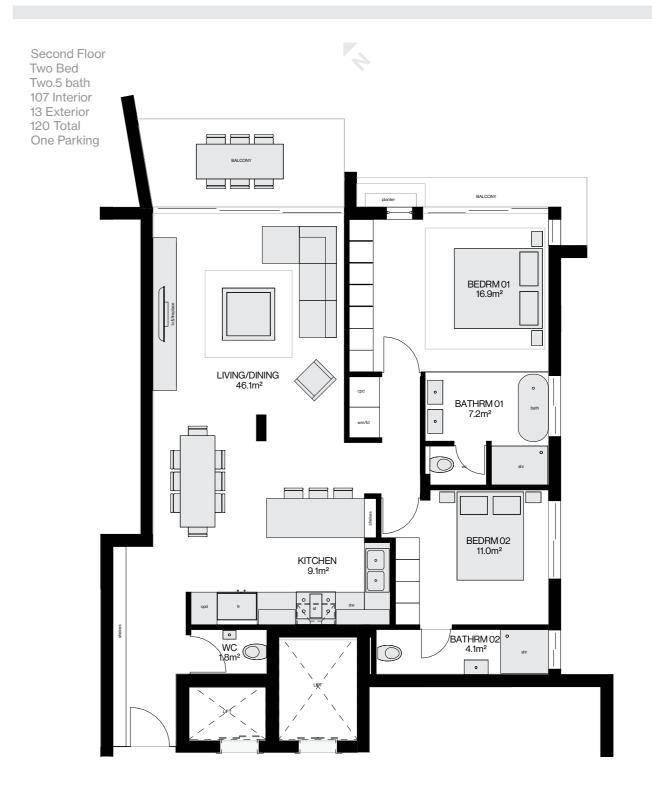
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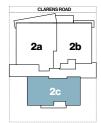


Home shouldn't stop at the front door. Nor does it, with your new Blok apartment designed around you and situated in a thriving community you can call your own, every conceivable convenience and indulgence is just a short walk away. The beautifully thought-out space of your new home puts you at the heart of the Blok experience. An exceptional urban living space curated just for you.



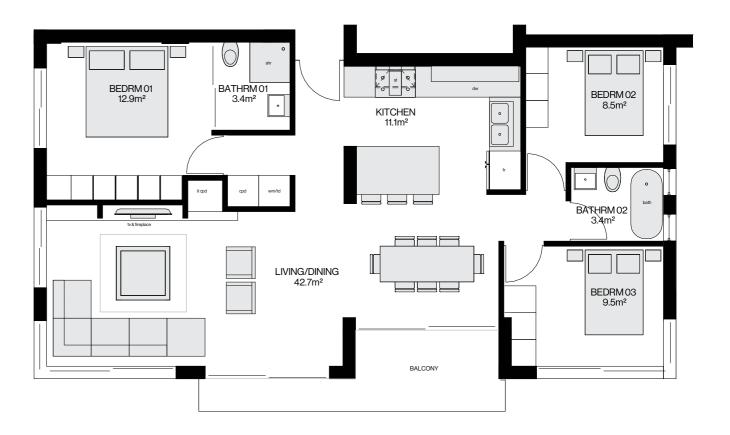
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Second Floor Three Bed Two bath 106 Interior 8 Exterior 114 Total One Parking





3a



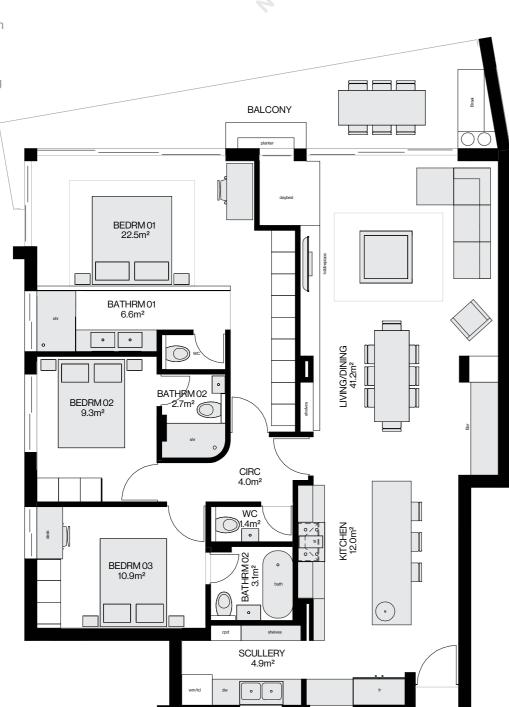


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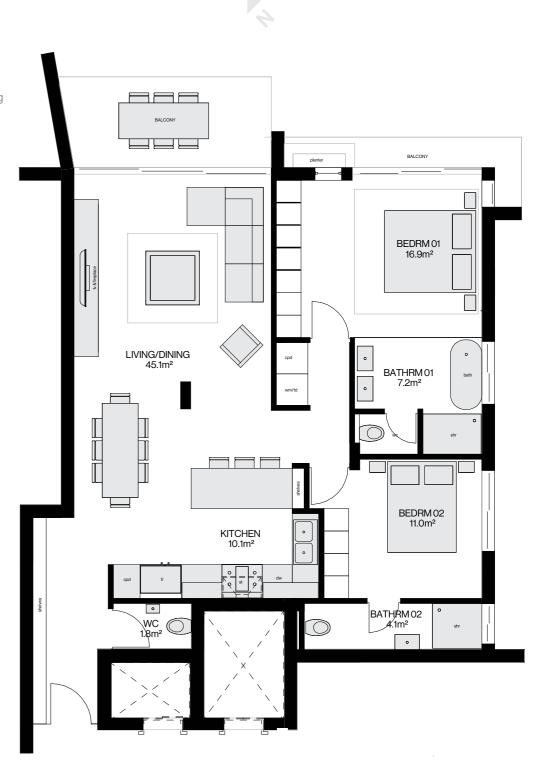




Third Floor Three Bed Three.5 bath 132 Interior 19 Exterior 151 Total Two Parking



Third Floor Two Bed Two.5 bath 107 Interior 13 Exterior 120 Total One Parking



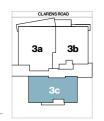


Your world in here, the world out there. A beautifully designed apartment awaits your personal touch to make it home. Nestled in a thriving urban landscape, this is a new way of living, a home curated just for you. One that puts community on your doorstep and offers the tranquil haven only a thought-out living space can offer, and the life you've dreamt about. So if not now, then when?

BLOK

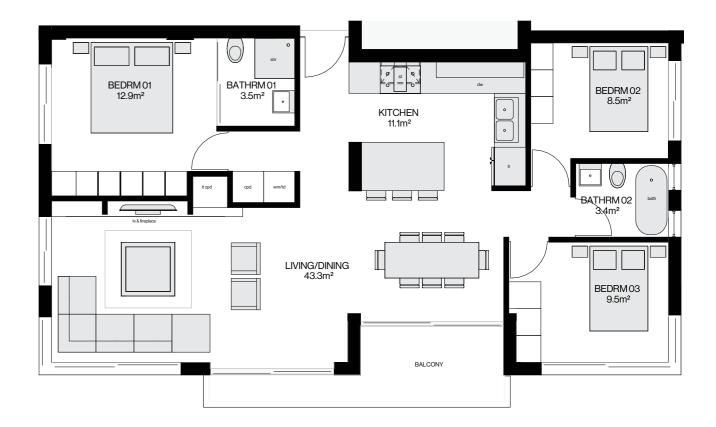
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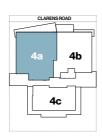
Third Floor Three Bed Two bath 106 Interior 8 Exterior 114 Total One Parking





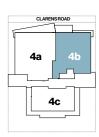
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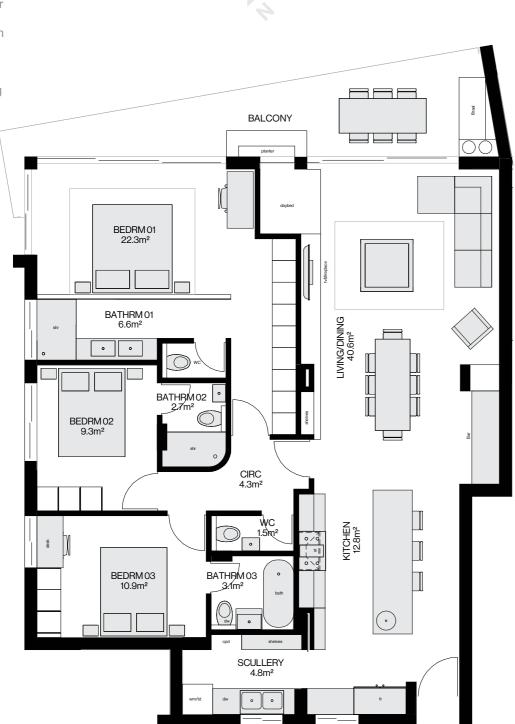




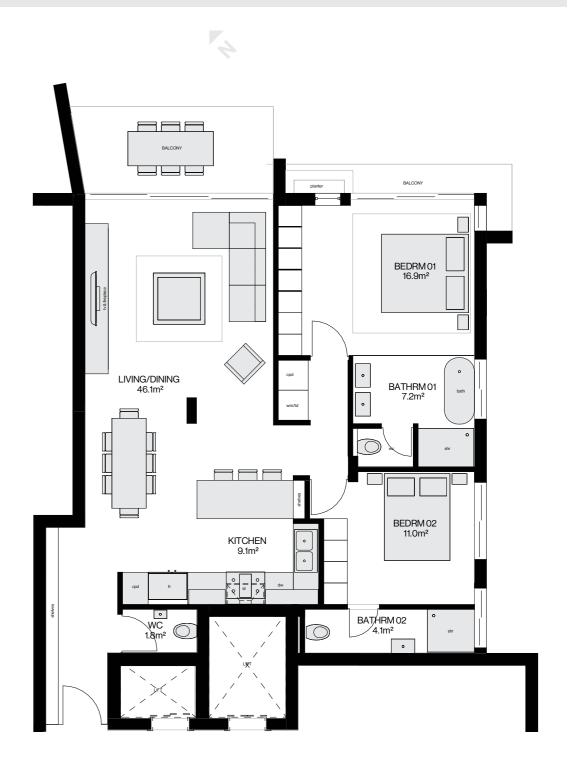




Fourth Floor Three Bed Three.5 bath 132 Interior 19 Exterior 151 Total Two Parking

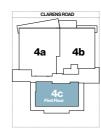


Fourth Floor Two Bed Two.5 bath 109 Interior 13 Exterior 122 Total One Parking



4c



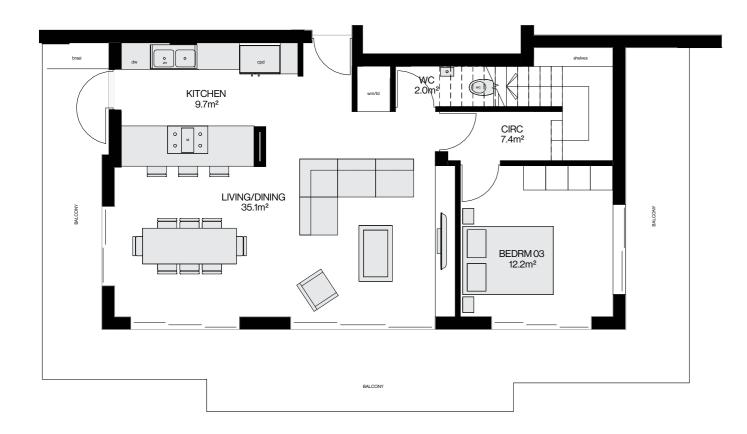


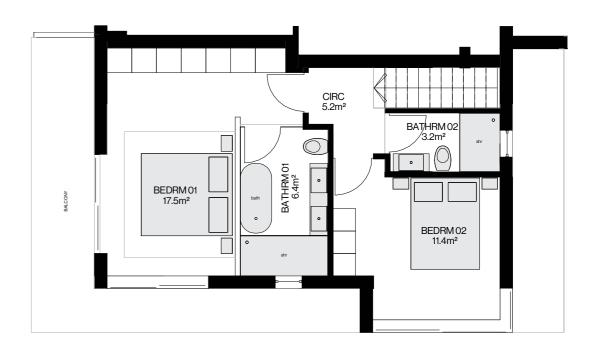


Fourth Floor Three Bed Two.5 bath 117 Interior 61 Exterior 178 Total One Parking





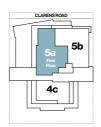


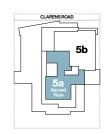


Floor One One Bed Guest Bath 75 Interior 39 Exterior Floor Two Two Bed Two Bath 54 Interior 22 Exterior

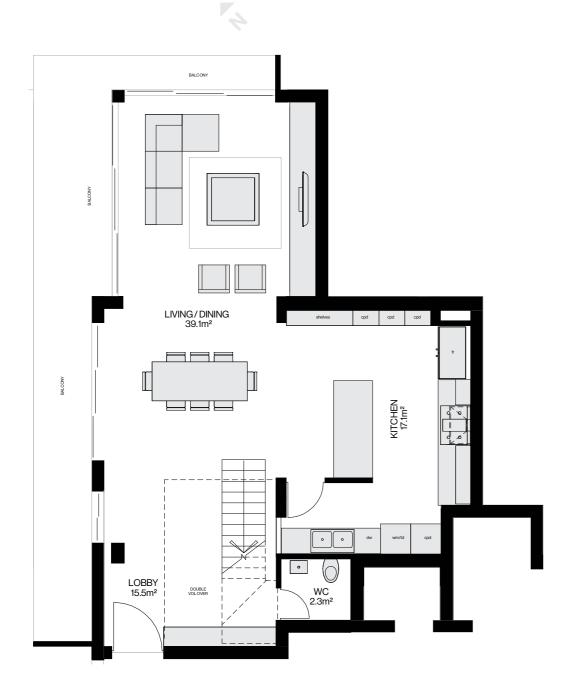
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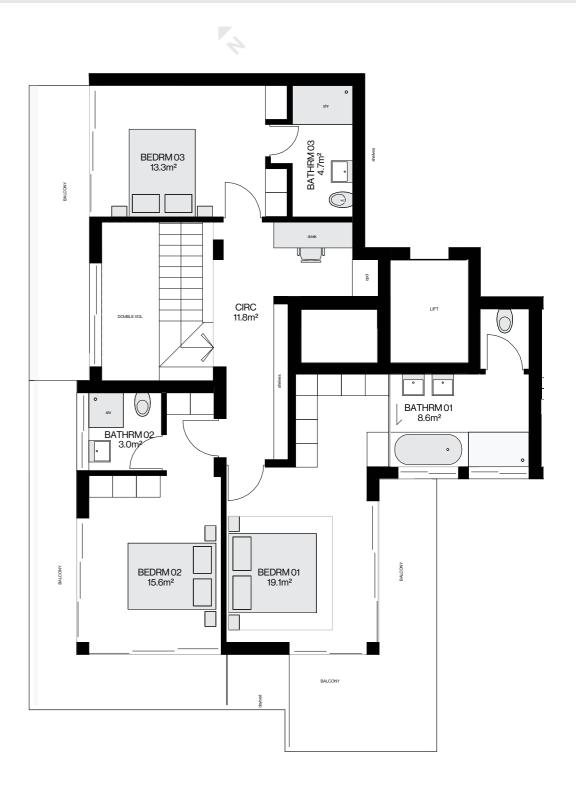




Penthouse Fifth Floor Three Bed Three.5 bath 178 Interior 59 Exterior 237 Total Two Parking



Floor One Guest Toilet 89 Interior 21 Exterior Floor Two Three Bed Three Bath 89 Interior 38 Exterior



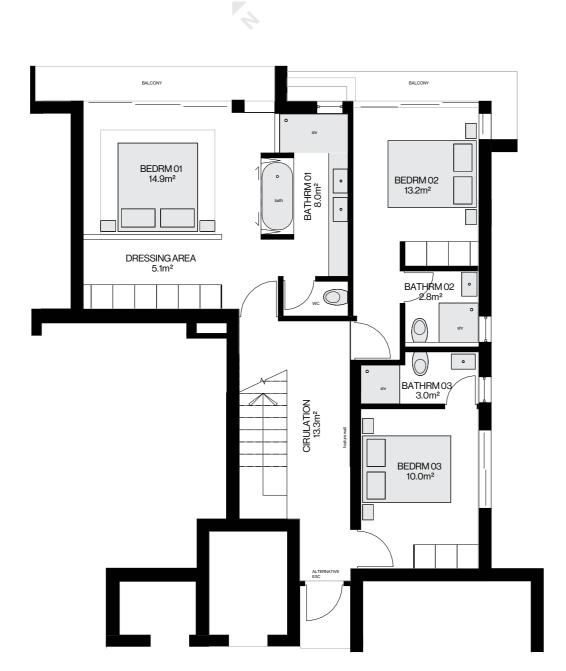
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Penthouse Fifth Floor Three Bed Three.5 bath 171 Interior 42 Exterior 213 Total Two Parking







Floor One Guest Toilet 89 Interior 21 Exterior Floor Two Three Bed Three Bath 89 Interior 38 Exterior

GET DOWN TO YOUR LOCAL AND ORDER YOUR USUAL

Sea Point is a truly unique character in the cosmo-politan ensemble of Cape Town. A place steeped in history and forged by the rich counterpoints of an array of cultures, it is its own entity, basking in the sunshine of a second youth.

Rejuvenated, refreshed and at peace, Sea Point pulses with its own urban energy, a neighbourhood waiting to be discovered.

Your apartment gives way to the life just outside your front door. Your garden is the greenbelt stretching along the seaboard all the way to the Mouille Point Lighthouse.

by simply stepping outside.







STEPS TO BOOTLEGGER COFFEE COMPANY

Residents of Sea Point can finally get their morning caffeine fix, Gin 'n Tonic cupcakes or famous DIY breakfasts at this new trendy and laid-back spot. If you're not a morning person, they offer a drool-worthy tapas menu for lunch and dinner, and for all those thirsty night crawlers there's a liquor license until 2am. You have 20 hours in the day to visit them, so bottoms up!

Other than the location, what was it about Sea Point that lured you in?

It has the highest density (other than Hillbrow) and the income bracket is the highest. It's kind of silly not to open a place here at the moment because it has really come alive. It's great that there are coffee shops opening up as well because it boosts business and foot traffic. The more restaurants there are, the more it becomes a destination spot for the area.

Do you think the MyCiti bus station right outside your door has affected your business at all?

In the most positive way, definitely! As we all know parking in Sea Point is dreadful so it really helps us.

What different faces do you see every day?

Someone pulled me aside the other day and told me to quickly look around at my restaurant. He pointed out to me that there were kids, hipsters, two old tannies, guys playing bridge and bankers doing a deal all in the same space. So many regulars too, you get your guys who

walk in and the waitresses have already put their orders through. We have people who come throughout the day - a man named Arthur drinks 15 flat whites and greets everyone. People know each other in our restaurant.

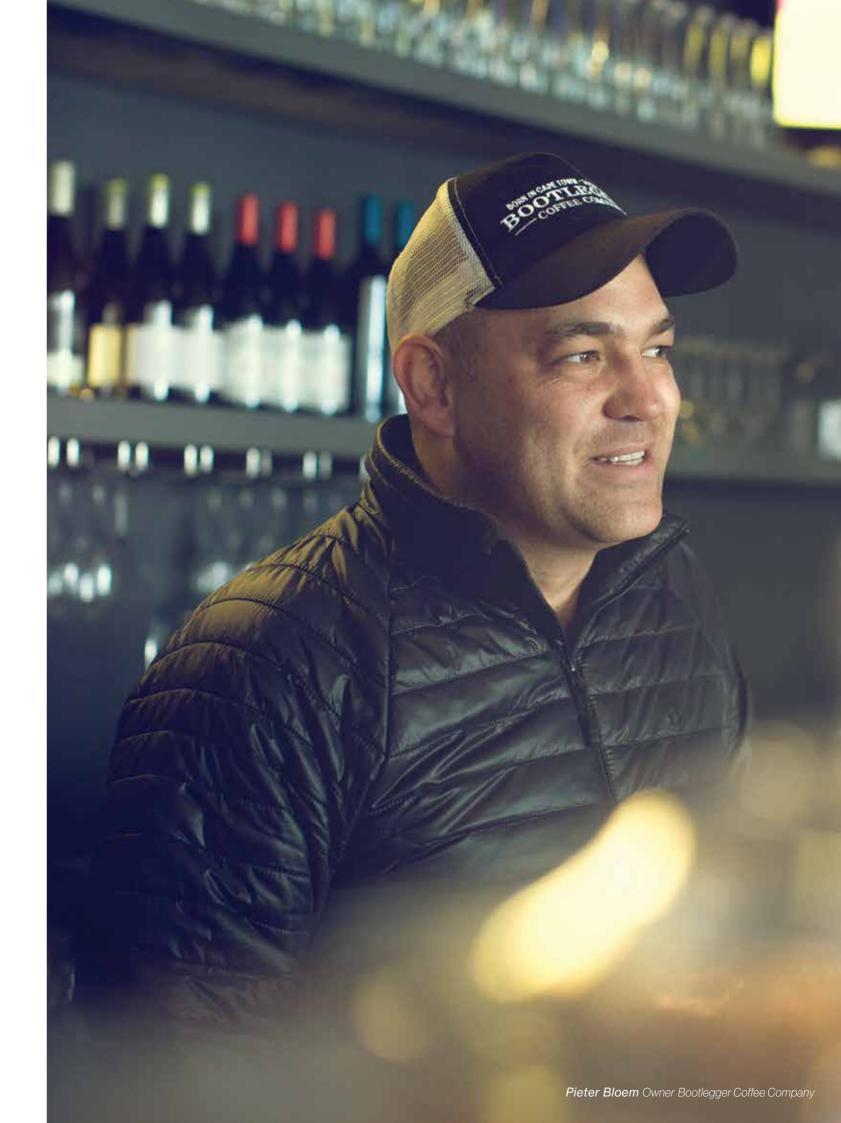
At the end of the day, the crowd is important because Bootlegger is all about the feeling and no one ever feels excluded. We don't try too hard to be anything here, we cater for a varied crowd and I think our prices are very competitive too!

What do you think the Sea Point residents want out of their local coffee shop?

We listen to what the people say and we are always approachable. People want healthy food here; the fitness fanatics around this area are incredible. Four or five gyms surround us as it stands, and consistency is important for our regulars. You have to be on top of your game. Sometimes you miss a beat, but we never stop trying to do our best.

How has Sea Point changed since Bootlegger joined the scene?

We've been open since December 2013 and there's so much more movement, you see developers walking around and pointing at buildings with plans under their arms. People see that you can gamble here with development and ideas. You can certainly put your chips down for Sea Point.



STEPS TO LA PERLA

45 years ago La Perla Restaurant opened its doors on Sea Point's beautiful beachfront and instantly became a significant Cape Town landmark. The restaurant has a life of its own, as current owner Baylon Sandri, son of founder Emiliano Sandri, explains to us. La Perla is all about the atmosphere, the style and consistently good food – a typical Italian seaside restaurant brought to the shorefront of Cape Town.

How has La Perla developed over the years?

My father was very involved when they bought this building, both in the design and the concept. I remember when I was young the neighborhood was far more quaint, and then it turned into something similar to Voortrekker Road. Now it's coming back and I think the momentum is really shifting. When my father opened here you had queues midday down the street, and in the 90's we would seat 600-700 people in a day.

When did you jump on board?

My father opened in town in 1957 and when the lease was up, moved to Sea Point in 1969. My brother and I took over in 1996. This restaurant has a life of its own, and it wouldn't make sense for us to give it up.

There's definitely a sense of nostalgia here...

We often have three generations under one roof. For example, on a Sunday you'll have the grandmother having lunch at the one table and the kids at another and the nice thing is they seem to feel totally comfortable. They all enjoy being in the same place because it is neutral; there are all ages and all types.

Tell us a little bit more about the regulars that visit La Perla?

My father had a huge crowd of people that were part of the original "crew" and they would sit until 3am here. I think there was a family feeling, I grew up knowing all these people and I still see them. There are regulars who don't come for 10 years and then they come back again and it feels like they never left!

Do you notice a big difference between the winter and summer months?

There's definitely an improvement in the winters now, there is a different atmosphere and it doesn't go totally dead anymore. People don't have that seasonal defective disorder as badly anymore! There's also a huge influx of people moving into Cape Town and I've noticed it's becoming faster-paced here, traffic is earlier and it's not a village anymore. In general, it's a combination of tourism and the fact that it's a very well run city.

As a longstanding business owner, are you hopeful about Sea Point?

Sea Point has turned around! It must retain a little character and still feel like a coastal village. I feel like a tourist sometimes. Cape Town is such a cosmopolitan place where people are confident to be creative. You'll find that Sea Point will become the place where these individuals will find they can open their own brands. There's something happening here and I'm so happy it's happening in Sea Point.



STEPS TO THE PROMENADE

According to Sea Point's most beloved doggy daycare owner, Cathy Lewthwaite, there is definitely such a thing as 'dog politics'. When man's best friend is mentioned, her face lights up; "I have such a passion for dogs, it keeps me going and it drives me, no matter who they are or what they are."

Let's get to know the Queen of this Dogtown shall we?

What was your earliest memory with animals?

My mom always had a passion for dogs and I think that's where it started. I grew up with a Labrador cross Alsatian - this little puppy called King, a little black number. I always loved the labbies, because I knew them and I didn't know a lot of breeds in those days.

So, what was the precise moment when you thought to yourself - I should start a doggy daycare?

It's quite a story, because I am actually a microbiologist! I never even dreamed I would be working with dogs, not in a million years. I've always been a creative person so while working at the University, I ran a studio in Natal. When we decided to leave Durban for Cape Town I continued the work I'd been doing, baking and icing cakes. That's when I found an ad on Gumtree that read "Love Dogs?" and that's how it started. I thought I knew dogs until I started running a doggy daycare. It's insane!

What makes Sea Point ideal for someone who runs a doggy daycare?

There is a need for it here, because there are so many people who live in apartments who work all day and don't want to leave their dogs alone. The idea of leaving a dog alone all day is just horrible, and that can lead to all sorts of behavioural problems. It's definitely better for them to socialise.

Do you hold Sea Point's record for the most dogs walked at once?

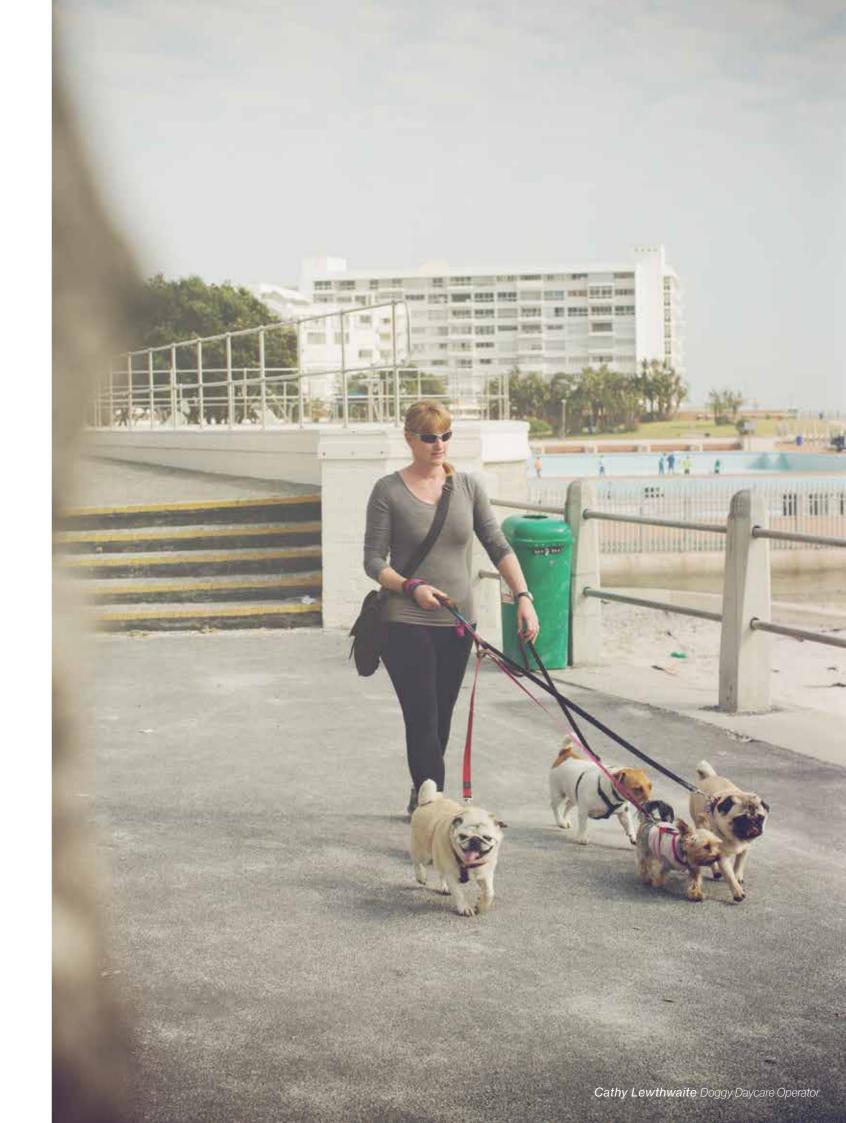
You know, I've walked eight before I knew better! I walk about six at a time, because there are so many factors involved. When you put a dog on a leash and they come into contact with other dogs it creates a different dynamic, it's a pack thing and there's dog politics believe it or not. A French bulldog doesn't speak to a French poodle.

There are so many places to take dogs in Sea Point, where do you like to go?

For the puppies and the young dogs I like to vary their routes, because they like to smell different things – I call it "checking their emails". St Johns park is safe and I can let them off the leash, High Level Road park and Rochester Avenue are all within walking distance for me. Golden retrievers I take to the promenade.

When you're walking all the dogs do people approach you on the promenade?

All the time and the first thing they ask is; "Are they all yours?"



STEPS TO CORE FITNESS PILATES

Whichever aspect of health and wellness you require, from fitness to food to beauty, Sea Point boasts a large variety of studios, spas and health cafés. For Robyn Borowsky, owner of Core Fit Pilates studio, strengthening the community of health lovers around her is vital for the area.

What is it about exercising away from a gym environment that you find appealing for you and your clientele?

What better way to exercise than with Lion's Head and the smell of sea air in the background, instead of the smell, lighting and atmosphere of a gym? This allows for a more holistic environment where everything is personalised. Here you are greeted by name, bodies are taken care of and friendships are made. It is very important to me that my clients feel part of something and in this city with its insane beauty.

Tell me a little bit about the Pilates community in Sea Point?

Sea Point has a huge Pilates and Yoga community and I think people are becoming more educated about exercise in general, especially about the need to build one's core strength and flexibility. Sea Point offers so many spaces that do this kind of work. There are different types of Pilates studios all along Main Road each specializing in something different from rehab to relaxation. I focus on the workout part of Pilates and teach how to use it as a technique with other forms of exercise.

Do you find the Health and Wellness culture an integral part of living in Sea Point?

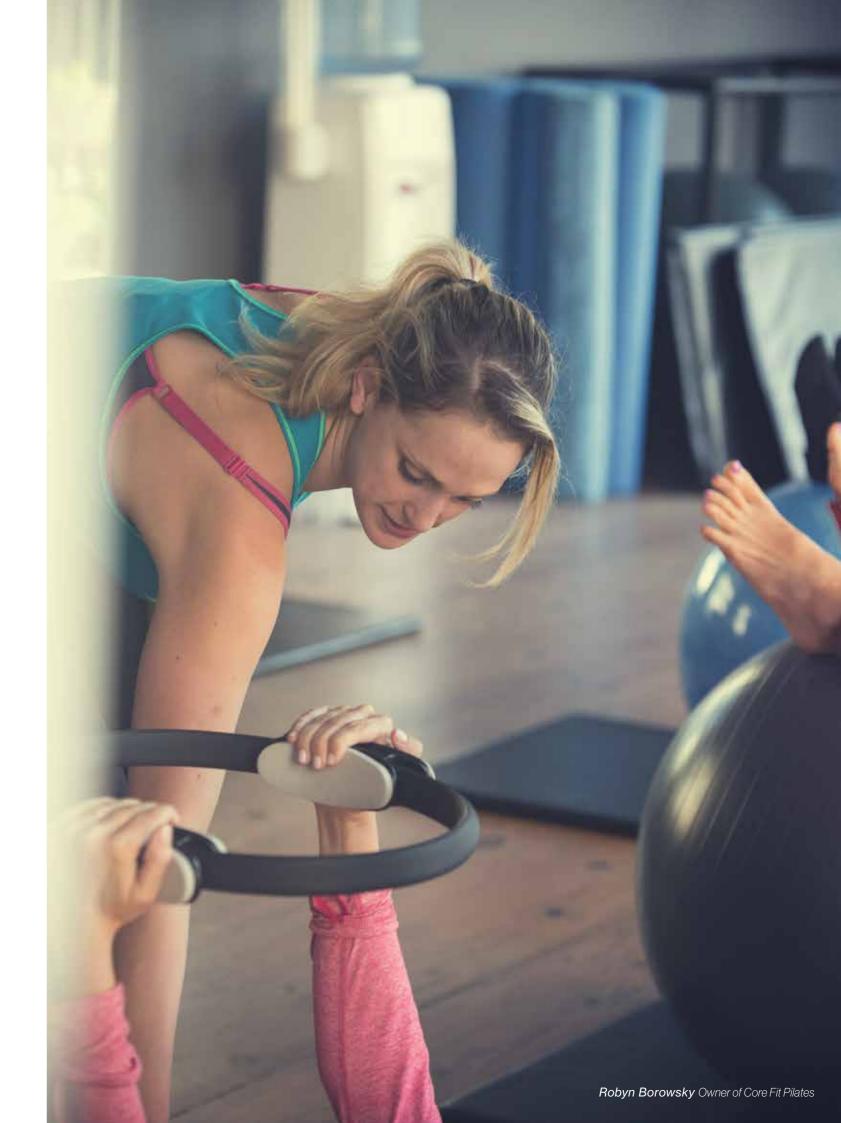
I like to consider Sea Point as the hub of health and wellness in Cape Town. Whatever aspect of wellness you need, from fitness to food to beauty, Sea Point will have dozens of studios, spas and health cafés. You are never more than a few steps away from a pilates, yoga or boxing studio, private gym or the best running track in the world...our promenade. Almost every restaurant offers health smoothies and salads and for the relaxing and beauty side of things, every corner seems to have a salon.

When it comes to exercise, anything can go wrong - do you have any funny stories you'd like to share with us?

Core Fit Pilates is a place that always finds a way to laugh through any situation and find positivity in it, whether it's being hit in the face by a Theraband and referring to it as "free botox", or whether falafel recipes are discussed by the biggest mix of people that Sea Point is known to have. Who knew our clients from Mowbray could educate our Grannies from Fresnaye about chicken soup making?!

How much of your clientele lives in Sea Point?

About 90% of my client base lives along the Atlantic Seaboard. Capetonians love convenience and that's what I offer.



STEPS TO THE SEA POINT MEDICAL CENTRE

Meet Dr Marc Sher, who joined The Dental Practice at the Medical Centre on Kloof Road in 2010. He brings a fresh and youthful approach to the practice and understands the concept of creating an environment that isn't as clinical as the idea of dentistry is so often mistaken for. An avid surfer, Dive Master and golfer – the Doc shares what it is that makes Sea Point a beautiful place to live and work.

What made you choose to be part of a surgery in Sea Point?

I got headhunted by The Dental Practice in 2010. They started the practice in the late 70's and wanted to bring someone a little younger in, so it was a perfect merger.

Describe your predominant clientele?

Obviously it's according to the area I've worked in, for example I worked in Plumstead for a year and a half before I moved to Sea Point where I was exposed to a different clientele who aren't looking for high-end dentistry or cosmetic dentistry and want the basic things done. Whereas here, you have the upper income bracket who tend to be slightly more demanding! The aesthetic side of dentistry appeals to this market and it's so great for me to be able to offer a variety of services to different clients.

As a doctor you will naturally be involved during the different stages of a person's life as they grow older - do you see lots of families?

I've got kids that I've been seeing for four years already and you watch them grow up and then you see the parents and the grandparents and the whole family come, it's really incredible. People are very loyal once they are comfortable with you.

The concept of a dentist – akin to the boogeyman – is a scary mythological creature, and I would think the environment where you operate from has a huge impact on the nature of your business.

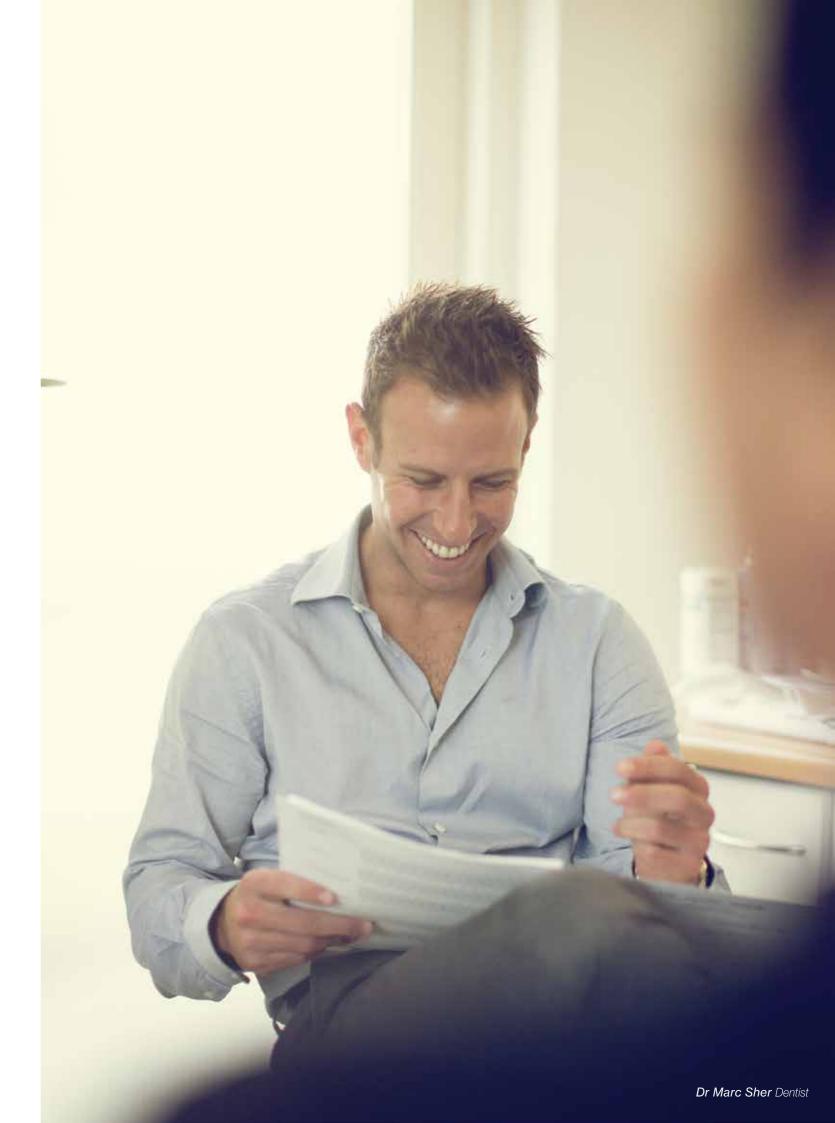
Any medical/clinical environment is scary for a child so you want to make it as comforting as possible. I have a TV on the roof with Cartoon Network playing for the kiddies and a drawer full of toys. If there's an adult in the chair, I accommodate them and put on Sport/News channels.

How has the seaside environment affected your work ethic and your lifestyle?

I love this area. I'll come to the St. Johns Piazza for a coffee and bump into people I know and I love that interaction. When I run on the promenade I see my patients. There is such a strong sense of community here. I wouldn't want to live anywhere else, I want to live and work in the same area. I mean, I don't know what traffic is! It takes me 5 minutes to get to work.

Lastly, can you share with us Dr Sher's 'Essential Tips for Maintaining a Healthy Set of Teeth and Gums?'

Floss! Floss! It's a no brainer. Avoid anything acidic, as it will cause your enamel to decalcify and monitor your lifestyle and your habits - these can seriously affect your teeth. Remember diet plays a huge role. Lastly, visit your dentist twice a year.



TAKE A SUNDAY WALK NOT A SUNDAY DRIVE

1: BOOTLEGGER COFFEE COMPANY

Your very own expertly brewed, freshly roasted coffee in your own backyard. We love the smell of coffee in the morning.

2: SEA POINT MEDICAL CENTRE

Every medical convenience for those skipped heartbeats when the sea air takes your breath away.

3: HOT DOG YOGA STUDIO

Three beautiful glass-encased yoga and pilates studios with only the serene gaze of The Mountain to watch you work out.

4: SIGNAL HILL LOOK-OUT

A worth while reason to open your garage door and take a Sunday drive on any day of the week. You will be able to see your new home from there.

5: SEA POINT PROMENADE

Flanked by well-manicured lawns and the roaring Atlantic, a place perfect for picnics, informal soccer games or to stretch your cosmopolitan legs.

6: WINCHESTER MANSIONS

Over- looking the swell of the Atlantic and set against the backdrop of the mountain, a bistro bar away from your home bar.

7: LA PERLA

This restaurant established in 1957 should be a cultural heritage site. Exquisite views, incredible food and lunches that easily turn into sundowners and beyond.

8: SEA POINT SWIMMING POOL

Regarded by many as the most breathtaking swimming pool in the world. Walk 145 steps and prove it to yourself

9: THE POINT CENTRE

For that extra bit of convenience around the corner. From freshly baked bread to the latest sports shoe, find everything you need on the run here.

10: QUEENS & SAUNDERS BEACHES

Says no TV, no internet, no hustle and bustle of the everday working scenario. It says sit back, relax & listen to the swell sounds of the sea.

11: MY CITI BUS

The convenience of a Metropolis' transport system right on the doorstep of your bustling coastal community.

12: VONDI'S PET SHOP

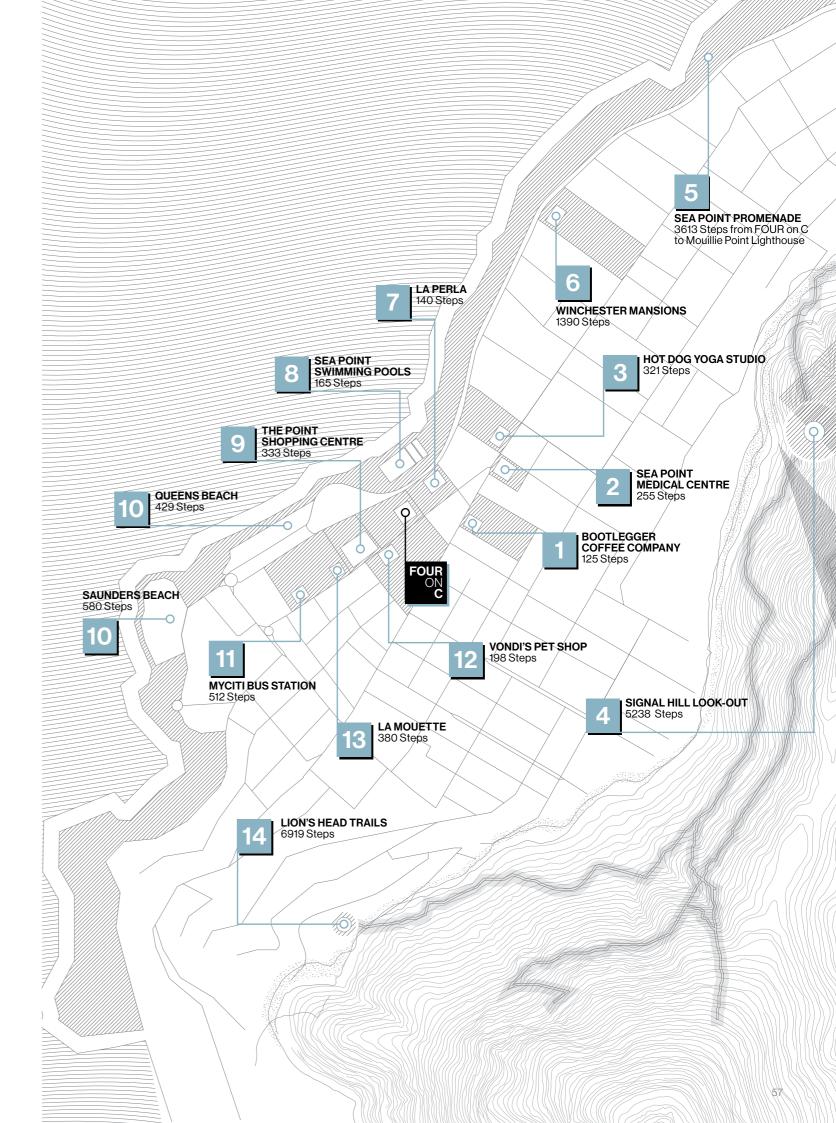
The boutique pet store for your fussy furry friend's very particular tastes. Discernment must run in the family.

13: LA MOUETTE

Situated on Regent Road and known to the neighbours as the "Mayor's Lady" offers one of the finest food and dining experiences.

14: LION'S HEAD TRAILS

A lovely feature dominating the skyline of your backyard. Perfect for a much needed post-work walk. Do it alone or take a neighbour along.





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