

Singita

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A vibrant new iteration of Singita's intimate Mara River Tented Camp



Long coveted by those who cherish a small and intimate tented experience in one of the continent's most spectacular wilderness settings, the location of Singita Mara River Tented Camp (MRTC) on a dramatic riverbend in the northernmost tip of the Serengeti has been amplified with its new look, revealed on 1 June.

Featuring beautiful and eye-catching designs inspired by the vibrant colours and patterns of local Maasai geometrics, Mara's new iteration is a cultural celebration that sets the tone for a stay that is warm, welcoming, and entirely true to this destination. Bold yet relaxed and unfussy, locally made furniture and accessories add comfort, an element of surprise, and a light-hearted spirit that perfectly mirrors Mara's character.

As the culmination of a significant rethink of the camp's six tented suites and main guest area, Mara's new look pays homage to the colourful shapes of the Kura tribe in particular – as well as intricate beadwork and patterns in saturated tones of blood red, ochre (yellow) and indigo blue on furniture, art and accessories.



Mara's new grounding palette of olive green and earthy browns emphasises the camp's immersion in nature – and creates a feeling of it almost being hidden in the wilderness by providing a visual foundation for the surrounding riverbeds and canopies of trees.

Mindfully designed and decorated to cater for every modern need and whim, the simple design of the Mara's nomadic-style tents features utilitarian, lightweight and modular elements as well as clean, curved lines on tables, chairs and vanities. As a result, each tented suite is a sanctuary that is luxurious, functional, fresh – and fits seamlessly into its natural surrounds.



“New-look Mara was created for travellers who are longing for rare adventures, and the romance of tented luxury. The design concept leans on local culture, interpreting a characterful take on Maasai geometrics. We’ve created a calm, contextual yet bold and uncluttered utilitarian interior with pops of character, colour and surprise,” says Georgie Davidson, Group Head of Creative Direction.

In the main lodge area, a brand-new pool sala invites al fresco dining, while a signature bar-deli offers fresh and healthy snacks for guests to help themselves whenever they want. And in step with the lodge’s new look, Mara’s food journey is a fresh take on new African flavours. With culturally relevant food, the emphasis is on dishes that not only contain locally sourced, seasonal ingredients, but gives guests a taste of East African culinary traditions too. There is a focus on refreshing and light food – as well as everything from mezze boards poolside, fireside snacks, and tapas.



As the epitome of sustainable tourism, Mara operates entirely off the grid and relies on a custom-designed solar system for its power. LED lights throughout result in a lower load. More indigenous trees have been planted around camp to create more shade and negate the need for air conditioners. Appliances, such as the bar-deli fridges, and the energy-efficient fans in tents (instead of air conditioning) are all AAA rated. Local art has been introduced throughout, including an oversized, beaded piece by Sidai, which took four months to complete. Only local construction workers and artisans from the area were used on the project.

Perfectly suited for making the most of the many Wholeness experiences that are seamlessly woven into every Singita stay, guests at Mara are able to enjoy everything from wellness treatments, gym-in-a-bag, yoga or meditation on their private decks – to long and leisurely soaks in their bathtubs, which overlook the inimitable Mara River.

Comprising 98,000 acres of remote and untouched wilderness in Tanzania's Serengeti, MRTC affords guests exclusive access to some of the world's most prized and private game-viewing opportunities – including one of the famed crossing routes of the annual Great Migration. Children 10 years and older are welcome at the camp.

Note to Editors:

Singita

Singita is a conservation and ecotourism brand that has been helping to preserve Africa's wildlife and wilderness for the past 30 years, offering guests exceptional safari experiences at 15 luxury, award-winning lodges, and camps across four countries. In partnership with non-profit Funds & Trusts who implement strategic conservation projects in each region, Singita's 100-year purpose is to preserve and protect large parts of African wilderness for future generations. www.singita.com

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