

Singita

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A New Season – Serengeti House invites Softness in

The source of inspiration for the recent redesign of Serengeti House, completed in April 2025, was quite simply the Serengeti itself. The scale and colours of its setting in Singita Grumeti (Tanzania) – the region’s softness and sense of movement – cued much of the direction the redesign took.



Singita periodically updates its spaces to ensure they reflect its gradual evolution. But the character of these places always remains intact, and the updates simply enhance the spirit of what was already there. “We nudge our properties softly into a new chapter,” says Georgie Pennington, Group Creative Director.

While gentle in feeling, the redesign entailed some architectural changes to open up the sense of arrival and connect you immediately to the view. An enhanced kitchen forms the heart of the home, and a rebuilt wellness area suspended serenely above the plains offers peace. With hardly anything synthetic used in the redesign, it’s a homage to natural textures and materials – linen, cane, grass, clay, and timber. “Biomimicry, as always, plays a huge role – our design team has held this as a guiding principle from our inception,” says Georgie.

The interiors lean even more on nature, its drama and scale, of the sky and the space. But despite this, it’s approachable. “I think anyone walking in will feel welcome – not simply because the spaces are comfortable, but because it feels like a continuation of the setting,” says Georgie.



The harmonious use of colour and texture, and the symbiosis between the interiors and the setting, evoke a feeling of serenity. “We really wanted this to feel like a home, inviting and unassuming. Not demanding attention,” she says.

With four suites, this property is uniquely intimate and yet has a boundless sense of space – two of the suites are cottages set apart from the main lodge, and a tennis court, generous decks, long swimming pool, and new wellness space all contribute to the sense of softness and expansiveness.

One of the intentions for Serengeti House – aside from being a sanctuary and an exclusive-use home – was for it to serve as a space to celebrate African artists. The design team curated and populated the walls with beautiful pieces made in Africa to honour its creativity and skill.

Woven murals by Womancraft, large-scale canvas and beadwork hangings inspired by aerial village views by Sidai Designs, and textural pieces by Chris Soal bring the walls to life. Lights designed in collaboration with Arkivio, timber joinery by Umdabu, and intricate woven cushions by Swaziland-based Coral Stephens give the spaces depth, and installations inspired by the moon phases made of recycled plastic by Tanzanian studio Dunia Design and clay sculptures by Jack Fillery elevate them further.

Tucked away in the pristine wilderness of the northern Serengeti, guests can make the space – and their time here – their own, and experience the region’s many wonders up close, including the Great Migration.

Activities at Serengeti House range from exclusive daily game drives and guided walking safaris to tailor-made community visits in the concession to learn about the work being done by the Grumeti Fund – Singita’s non-profit conservation partner in Tanzania.



Children of all ages are welcome at Serengeti House, and Singita Grumeti's private landing strip is close by, meaning guests can access the villa with ease.

Rates from USD 19 505,00 per night (for up to eight guests).

Ends

Note to Editors:

About Singita

Singita is a conservation and ecotourism brand driven by a 100-year purpose to facilitate the protection and preservation of Africa's wilderness for future generations, in partnership with various non-profit national and regional funds and trusts. Over the last 30 years, Singita's light-on-the-earth luxury safari experiences and award-winning lodges – spanning South Africa, Zimbabwe, Tanzania, and Rwanda – have brought people closer to nature, elevating the experience of being there. www.singita.com

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