20 YEARS OF CARA SAVEN WALLPAPER

Celebrating its 20th year, Cara Saven Wallpaper has evolved from a South African wallpaper studio into a luxury design house trusted to transform some of the country's most exceptional residential and hospitality interiors.

The luxury of seamlessness
There is another detail that has become something of a Cara Saven signature: the absence of joins.

The company's premium seamless wallcoverings allow expansive walls and large-scale artworks to be installed as a continuous visual statement. For designers working at the highest end of the market, that uninterrupted finish can fundamentally change how a space feels.

In the world of luxury interiors, the difference is rarely found in what is immediately obvious. It lies in the details: the exact scale of a motif, the richness of a texture, the precision of an installation and, increasingly, the provenance and environmental credentials of the materials themselves.

For two decades, these details have been the territory of **Cara Wallpaper**. Founded in 2006, the South African design house has built its reputation on a deceptively simple philosophy: a wallcovering should be designed for the space it inhabits, rather than the space being expected to accommodate the design. It is an approach that has made Cara Saven Wallpaper a natural partner for luxury residential interiors, leading designers, architects and some of the hospitality industry's most recognisable names.

Bespoke, by definition
At the heart of the Cara Saven offering is true customisation. Rather than simply selecting a pattern and repeating it across a wall, designs can be reworked in scale and colour and tailored to the exact dimensions and architecture of a space. Where a project calls for something entirely original, the studio can develop a bespoke design from the ground up. The result is closer to commissioning an artwork than choosing conventional wallpaper. This is particularly powerful in luxury hospitality, where an interior must do more than look beautiful. It needs to tell a story, establish a sense of place and create an experience guests remember.

Cara Saven Wallpaper's portfolio reflects precisely this calibre of work. The company has been involved in projects including **The Winchester Hotel in Cape Town; the Thebe Magugu project at Mount Nelson, A Belmond Hotel; South Africa's first InterContinental hotel at Cape Town's V&A Waterfront; the Victoria Falls Hotel; and the Taj Cape Town**, among others.

Its reach extends well beyond South Africa, with projects completed in destinations as far afield as **Papua New Guinea**. These are spaces in which design is not an afterthought. It is part of the identity of the property.

Now Cara Saven is bringing the same thinking to one of interiors' most enduring materials: grasscloth. Traditionally supplied in narrow rolls, *grasscloth* is loved precisely because of its natural variation and texture – but its characteristic vertical joins are not always desirable, particularly across expansive luxury interiors.
Cara Saven Wallpaper has introduced its **first collection of seamless *grasscloth* textures**, offering the warmth and tactile character associated with *grasscloth* in a format that allows designers to create a far more continuous visual surface. It is a seemingly simple innovation with significant implications for high-end residential and hospitality design: texture, scale and continuity no longer need to be competing considerations.

Luxury with a conscience
Material beauty is only one part of the contemporary luxury conversation. As architects, developers and hospitality groups place increasing emphasis on environmental performance and responsible specification, Cara Saven has invested in ensuring its wallcoverings can meet those expectations too.

Its certified wallcovering range has achieved **Global GreenTag certification**, giving specifiers an independently assessed option for projects in which sustainability credentials matter. It is a particularly important development in a category where designers have historically had to balance visual ambition with increasingly stringent environmental requirements.

Combined with high-quality printing, bespoke design capability and professional installation teams operating throughout South Africa, this gives Cara Saven an unusually complete offering: the creative idea, the material, the production and the final execution.

For a luxury project, that continuity matters. The most beautiful design in the world is only as successful as its installation.

...APPETITE FOR COLOUR, PATTERN AND HIGH DESIGN

When artists take over the walls
Cara Saven's fascination with art has also produced one of the company's most distinctive collections. During the Covid era, the company created **CS&Co**, an artist-led wallpaper collection that brings the work of selected artists into interiors at architectural scale.

Rather than simply reproducing an artwork, the Cara Saven design team adapts each piece to the dimensions and shape of the individual wall. A painting can therefore become an immersive environment – without losing the character and hand of the artist who created it.

The collection reflects a wider shift in luxury interiors: away from decoration for decoration's sake and towards spaces that feel personal, collected and culturally connected. For homeowners, designers and hoteliers, it offers another way to commission a room with the individuality normally associated with original art.

From walls to tables
And the Cara Saven world no longer stops at the wall. In 2023, the company expanded into lifestyle with the launch of **Cara Saven Decor**, bringing the same appetite for colour, pattern and high design to the table.

The collection includes expressive tablecloths, runners, napkins and other pieces designed to turn entertaining into another opportunity for visual storytelling. Artist collaborations further connect the decor business with the creative universe established through CS&Co.

It feels less like diversification than a natural progression. After all, the philosophy is the same: everyday surfaces need not be ordinary.

Twenty years – and still looking forward
Perhaps that is the most compelling aspect of Cara Saven Wallpaper as it celebrates its 20th year. Longevity in luxury is valuable, but longevity without evolution is not.

Over two decades, Cara Saven has moved from wallpaper into bespoke architectural surfaces; from pattern into art; from traditional wallcoverings into seamless technology and new textured finishes; and from walls into a broader world of interiors and entertaining. Yet the central idea has remained remarkably consistent.

Don't simply decorate a space. Create something specifically for it.
In an era in which luxury is increasingly defined by individuality rather than excess, that philosophy feels particularly relevant. A beautiful wall may transform a room. A wall designed for no other room in the world transforms the experience of being in it.

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