15 March 2019 - Singita Faru Faru Lodge boasts a new effortlessly chic look, inspired by its magnificent setting along a riverside slope in the Serengeti. A contemporary take on geometric African décor and sophisticated design set the tone for this well-loved safari retreat located within Singita’s 350,000-acre private concession in Tanzania.

Its contemporary look and feel and close-up views of a busy waterhole alongside the Grumeti River invite continuous connections with nature, while vast outdoor decks, an interactive kitchen and multiple airy enclaves for dining and drinks add personality to every culinary moment. Unlimited natural light and the rich, layered colours of the landscape flow into the
living spaces and suites and are captured in a pale-on-pale palette of bone, ivory and nude, offset by hues of winter grasses and pink river clay.

Catering for every creature comfort with intuitive ease, the relaxed luxury of Faru Faru’s vast bedroom suites is subtly emphasised with cool, clean aesthetics and oversized windows that open up to welcome the restorative natural surrounds inside. Private outdoor showers allow guests to further immerse themselves in the scenery.

Inspiring a profound sense of wellbeing, the natural light and striking colours of the Serengeti’s grass plains, skyline and treetops seamlessly flow into Singita Faru Faru Lodge’s living spaces and nine suites. Here, enclaves of serene simplicity and soft, earthy colours meet vivid waterhole views and edgy, interactive food experiences.

Expansive main living areas, with a new enclosed dining space and lounge create shady places of retreat. The lodge lends itself to wellness experiences such as rejuvenating massages in the spa, a secluded gym or restorative yoga in the privacy of your suite overlooking the Grumeti River. A signature ‘bar-deli-and café-style bar at the heart of the lodge hum with a subtle sparkle that spills over to the scenic pool areas and firepit, making for magical evenings under starlit skies, as well as spectacular sunrises.

Faru Faru’s modern approach is less about the space itself and more about how one lives in it, using natural textures to create stylish, yet cozy layers throughout – exuding warmth and a contemporary approach to laid-back luxury. The work of local artisans — from handcrafted furniture to unique fittings and bespoke objects — are displayed in all suites and provides the perfect balance to this subtle design philosophy, while the magnificent surrounding landscapes consistently connect guests with nature.

Singita Faru Faru Lodge is set in the western corridor of Tanzania, where guests have exclusive access to 350,000 acres of the Serengeti Mara ecosystem – the renowned migratory route traversed by millions of wildebeest every year – and protected by the dedicated conservation team at the Grumeti Fund. Since its inception in 2002, the Grumeti Fund has invested funding as well as the commitment and expertise of its team into supporting community projects with
Singita. Together, the two have spearheaded projects like the Anti-Poaching Canine Unit, Elephant Collaring Experience and the newly established Serengeti Girls Run. In this partnership, Singita and the Grumeti Fund apply the best of tourism and conservation to create programs that benefit the local communities, wildlife and land of the Serengeti.

**Note to Editors:**

**Singita**

Singita is a conservation brand that has been preserving African wilderness for the past 25 years, offering guests an exceptional safari experience with 14 luxury, award-winning lodges and camps across five regions. 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 pristine land and wildlife populations, and help create economic independence within local communities surrounding the reserves.

Reservations can be made through the address below:

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