

SOUTH AFRICAN

HOME

INFORMED • INNOVATIVE • INSPIRED

OWNER

WELCOME HOME

FEBRUARY 2021

CASUAL ELEGANCE

WIN
PRIZES
WORTH OVER
R56 000

CLEAN AND
GREEN KITCHENS

WATER-WISE
BATHROOMS

STYLISH
FURNITURE

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ECO-FRIENDLY BUILDING MATERIALS



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Face TO FACE

Lerato Mphahlele takes a glimpse into the lives of décor and design professionals



JOHANN KOCH
DIRECTOR OF JK DESIGNS

Johann Koch envisioned JK Designs while still at school. "After completing my studies in 2011, I started working for a reputable Pretoria-based architectural firm. After hours I actively grew my private portfolio and in 2014 I launched

JK Designs. In 2015 I was joined by my good friend, co-director and business partner Dwayne Olivier. Together we're growing and perfecting our vision."

What's the one question you typically ask your clients before embarking on a project?

JK Designs prioritises the emotion in a design that creates a home. So one of my first questions is to ask what the home is going to mean to them and how the design can create the most peaceful and stress-free environment for them to live their best lives.

What do you admire about architecture in South Africa?

South African architecture is far more cutting-edge than most people realise or give credit for. We are spoilt with incredible modern design that most first-world countries would envy. So I admire firstly the clients for often pushing the design requirements, and then respect the architects who are able to successfully achieve such design.



Which one of your projects are you most proud of and why?

A project that jumps to mind would be a home that we did in the Ridge Estate in Pretoria East, mainly because whenever I got to see the client we would be inundated with gratitude for creating a home environment for their family to enjoy and spend quality time together. That for me is very special and rewarding.

What sets JK Designs' products apart?

Firstly, our focus on emotive design. We want to forge the design around the personalities and characters of the family living in those spaces. That, for me, is how you create the perfect home.

Secondly, we give unlimited design changes, unlimited 3Ds, and unlimited videos. I don't know of another firm that offers such a service. This gives the clients complete peace of mind of not feeling pressured into accepting a design and being unsure of finding the perfect solution that works for them.

Thirdly, our full turnkey solution. We can assist the client from the first point of finding the ideal stand, designing the home and the full interior design, construction and financial management, to finally assisting in finding the perfect furniture and artwork to complete the entire picture. Thus we become the one-stop shop.



Describe JK Designs' design style in three words.

Emotive, inclusive and daring.

What inspires you?

The look on a client's face the first time we show them a video of their home design. We drop our blackout curtains, switch off the lights and create a movie environment in our boardroom.

The clients are completely immersed while watching the video with beautiful music filling every corner of the room. You can see how their entire body just gets enveloped into the digital world that is portraying their future home.

The moment after the video, when the lights come back on and reality sets back in, we are mostly greeted with a look of disbelief and sometimes even tears. That moment is very special and inspires me to push every design to get that moment of true joy.

What's your favourite space in your home?

The patio. I love the connection between the outdoors and indoors. Where the fresh breeze blows and you get to enjoy nature while still in the comfort of your home. And of course the smell of a braai right next to you helps.



Please share with us one thing that people don't know about you.

I love gardening, but unfortunately everything I plant dies. My green thumb is more like a ghostly brown.

What advice would you give to your younger self?

Start sooner! I love what I do and I just wish I could have been doing it for longer. 🙏