

THE  
DESIGN  
MILL

# TALYA CHERTKOW

DESIGNER - FOUNDER

With a mind built for boundless creation and explicit curation, my creative brain does not come equipped with a kill switch.

An ever-spinning wheel of concept generation and inventive flow, inspiration courses like blood through my veins.

My creative passion manifests itself in my life in many ways, primarily through my work at TDM; where I create multitudes of living spaces – always deeply seeped in narrative. I thrive on creating highly detailed spaces that resonate. Spaces that house a deep tonal thrum.

The spaces I design, align. They speak to my clients in deep and clear whisper, spaces of knowing, spaces of understanding.

In my down time, my creativity moonlights as an artist. I paint massive oversized portraits, which I delicately embellish with beads and embroidery – or, you can find me seated at a workbench, hammering away at precious metals like silver and gold, designing, making and curating one-of-a kind jewellery.

Fundamentally, at my core – I am a dreamer. I live to harness the dreamworld and manifest its reality. I share magic with those around me; creating divine and spectacular experiences, spaces and things.



## THE DESIGN MILL

Is an interior-architecture, design and lifestyle studio based in Johannesburg, South Africa. Specialising in turnkey design, creation and curation of luxurious interiors- we ensure that every space which we design is thickly seeped in mood, atmosphere and imagination.

Our belief is that every design should host and communicate narrative, align with the client brief, all whilst being cultivated and creatively directed by a highly skilled team of designers.

We specialise in design, holistic branding, and the facilitation of user experience within the hospitality, residential, lifestyle and corporate design sectors of the industry.

Our mission is simple: develop timeless interior design experiences that are unique, distinctive, compelling and of superb quality and individuality



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“CORPORATE SELECTION”

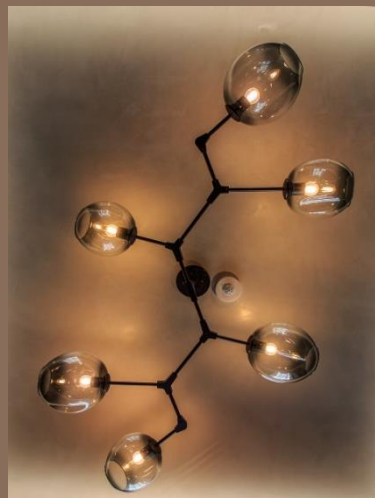


# DIS-CHEM HEAD OFFICE

PROJECT: DIS-CHEM HEAD OFFICE MIDRAND  
LOCATION: JOHANNESBURG  
SIZE: +/- 5000M<sup>2</sup>  
INTERIOR DESIGN: THE DESIGN MILL  
KEY ROLES: FULL INTERIOR DESIGN + DELIVERY

Dis-Chem is one of our long-term clients, with whom we have engaged in multi-phased projects since 2018.

Overall, this work entails independently renovating and reoptimizing existing spaces, as well as collaborating with a team of contractors, architects and engineers to build new components within and around the existing head office building. The interior design role involved project co-ordination, conceptualising, space planning, team allocating, overseeing and coordinating construction, as well as furnishing and decorating.



# ON POINT PR

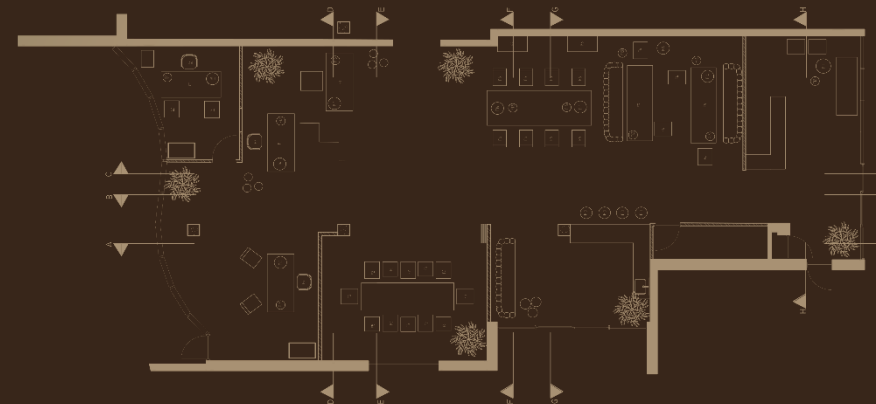
PROJECT: ON POINT PR HEAD OFFICE HOUGHTON  
LOCATION: JOHANNESBURG  
SIZE: +/- 300<sup>2</sup>  
INTERIOR DESIGN: THE DEISGN MILL  
KEY ROLES: FULL INTERIOR DESIGN + DELIVERY



Our very first project as The Design Mill was the design and development of the corporate offices for On Point PR.

Our concept was to create a flexible workspace and interior where client and employee alike, can find comfort, focus and evocations of fantasy. A PR company can be perceived as a bridge connecting what 'is' and what 'will be' for a client.

Practically, the space was to be configurable as a workspace and an event space.





# THE REEF HOTEL

PROJECT: THE REEF HOTEL  
LOCATION: JOHANNESBURG  
SIZE: 370M<sup>2</sup>  
INTERIOR DESIGN: THE DESIGN MILL  
KEY ROLES: CONCEPT DESIGN  
FURNITURE DESIGN  
WORKING DRAWINGS  
3D RENDERS



There was need for a business centre and networking lounge within the Reef hotel. The intention for the design was to play on the historical running narrative which underpins the reef hotel, the south African goldrush of the 1800's, and translate the story into a design aesthetic.

The practical intention was to create a luxurious task arena for business travellers to host meetings, engage in work activity as well as utilise designated work zones of varying privacy gradient.









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**“RESIDENTIAL SELECTION”**

# HOUSE R

PROJECT: HOUSE R OAKLANDS  
LOCATION: JOHANNESBURG  
SIZE: +/- 450  
INTERIOR DESIGN: THE DEISGN MILL  
KEY ROLES: FULL INTERIOR DESIGN + DELIVERY

One of the things we pride ourselves on as designers is our ability to find our way into the minds' eye of our residential clients, and create spaces tailored specifically to their unique vision.

The brief of this project, was to create an ultramodern design which would be used for a potential remodel or a new build.





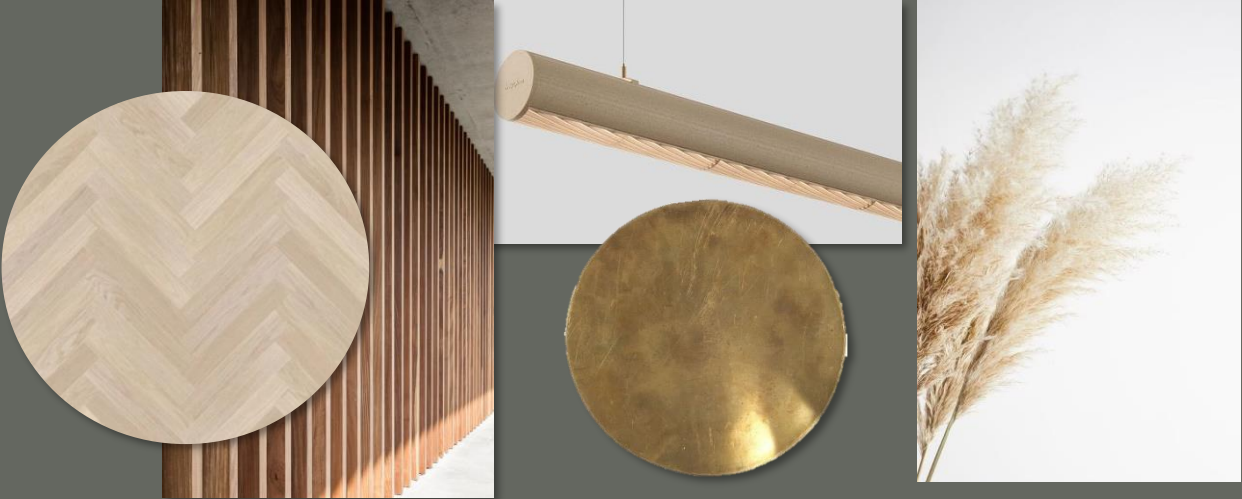


# HOUSE R

PROJECT: HOUSE R OAKLANDS  
LOCATION: JOHANNESBURG  
SIZE: +/- 450  
INTERIOR DESIGN: THE DEISGN MILL  
KEY ROLES: FULL INTERIOR DESIGN + DELIVERY

One of the things we pride ourselves on as designers is our ability to find our way into the minds' eye of our residential clients, and create spaces tailored specifically to their unique vision.

The brief of this project, was to create an ultramodern design which would be used for a potential remodel or a new build.







# HOUSE FLAKS

PROJECT: HOUSE F ST ANDREWS  
LOCATION: JOHANNESBURG  
SIZE: +/- 300<sup>2</sup>  
INTERIOR DESIGN: THE DESIGN MILL  
KEY ROLES: FULL INTERIOR DESIGN + DELIVERY



An eclectic homescape, with a soft mid-century overtones, bohemian accents and bold colour-blocking of muted tones.

The intention was to create a timeless and layered space where the client could kick off their shoes and collapse onto the sofa, yet also act as a soft and sophisticated backdrop to an elegant dinner party with friends.







# HOUSE MAYERS



PROJECT: HOUSE M – LINKSFIELD  
LOCATION: JOHANNESBURG  
SIZE: +/- 550  
INTERIOR DESIGN: THE DESIGN MILL  
KEY ROLES: FULL INTERIOR DESIGN + DELIVERY

We were appointed by the client to do a fitout and design for various rooms within a heritage home built in the 1920's in Johannesburg.



# HOUSE MAYERS

PROJECT: HOUSE M – LINKSFIELD  
LOCATION: JOHANNESBURG  
SIZE: +/- 550  
INTERIOR DESIGN: THE DESIGN MILL  
KEY ROLES: FULL INTERIOR DESIGN + DELIVERY

We were appointed by the client to do a fitout and design for various rooms within a heritage home built in the 1920's in Johannesburg.







# BAUHAUS BOUTIQUE

PROJECT: BAUHAUS BOUTIQUE  
LOCATION: JOHANNESBURG  
SIZE: +/- 300  
INTERIOR DESIGN: THE DEISGN MILL  
KEY ROLES: FULL INTERIOR DESIGN + DELIVERY

The client gave us a brief which entailed a full furniture fitout of this 2 bedroom apartment. We were to work within the existing parameters of the apartment, and were able to only make slight changes to hardfix finishes, replacing the flooring within the bedrooms and bathrooms only.

We were to design and manufacture a range of bespoke custom furnishings for this house, and curate the clients' growing South African art collection.









# HOUSE B

PROJECT: HOUSE B – WATERFALL  
LOCATION: JOHANNESBURG  
SIZE: +/- 450  
INTERIOR DESIGN: THE DESIGN MILL  
KEY ROLES: FULL INTERIOR DESIGN, +  
DELIVERY



This project involved taking a newly built spec house and steeping it with new personality, warmth and individuality. Old furniture was repurposed, and new pieces were added, as well as built in wall panelling and detailing.



# HOUSE ROSEN

PROJECT: HOUSE R – ORCHARDS  
LOCATION: JOHANNESBURG  
SIZE: +/- 400  
INTERIOR DESIGN: THE DESIGN MILL  
KEY ROLES: FULL INTERIOR DESIGN + DELIVERY



This project involved taking a newly built spec house and steeping it with new personality, warmth and individuality. Old furniture was repurposed, and new pieces were added, as well as built in wall panelling and detailing









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“COMMERICAL SELECTION”

# SUMMA SUNDAE

PROJECT: SUMMA SUNDAE PARK CORNER  
 LOCATION: JOHANNESBURG  
 SIZE: +/- 120  
 INTERIOR DESIGN: THE DEISGN MILL  
 KEY ROLES: FULL INTERIOR DESIGN, BRANDING +  
 DELIVERY

A fun, 'micro ice cream bar' situated on Jan Smuts avenue – the idea behind the design was to create a bold and bright interior which synthesizes Korean street style and night life with a 1950's American diner.

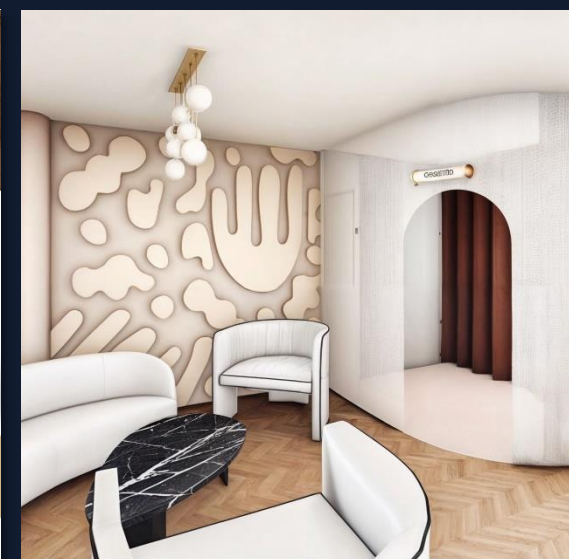
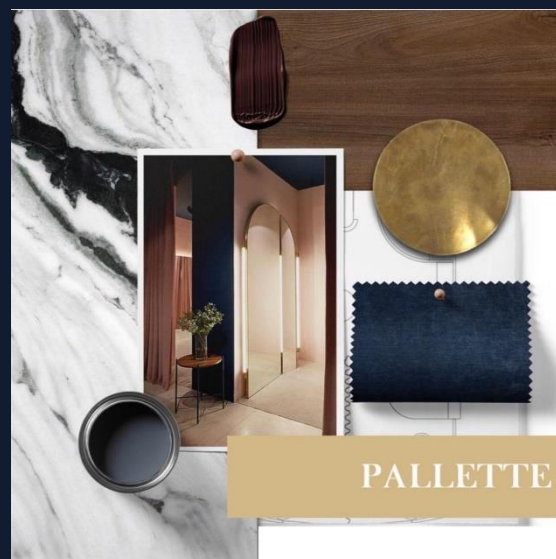
Open till late, this store was designed to service late night patrons sauntering in for a cheeky dessert after a night of partying at any of the adjacent bars and restaurants





# RUE DE LUXE

PROJECT: RUE DE LUXE  
LOCATION: JOHANNESBURG  
SIZE: +/- 120  
INTERIOR DESIGN: THE DESIGN MILL  
KEY ROLES: FULL INTERIOR DESIGN,+  
DELIVERY



We were approached by a client who wanted to open a high-end designer consignment and personal shopping experience with a physical boutique store in the My Citi Mall in Morningside.

The intended experience was that their clients could book private shopping consultation slots, order designer goods from a catalogue, which would then be imported from the UK, all while sipping champagne and fitting clothes from their previous appointment.

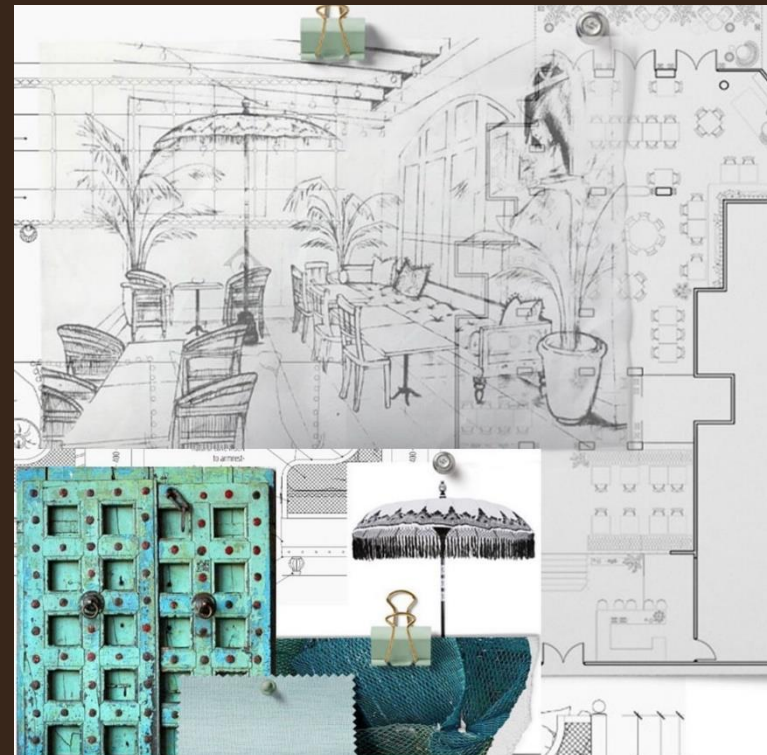


# THAVA INDIAN RESTAURANT

PROJECT: ON POINT PR HEAD OFFICE HOUGHTON  
LOCATION: JOHANNESBURG  
SIZE: +/- 300<sup>2</sup>  
INTERIOR DESIGN: THE DESIGN MILL  
KEY ROLES: REFURBISHMENT AND  
INTERIOR FITOUT – FULL  
TURNKEY PROJECT

For this project, we presented an extensive design for Thava Indian restaurant, whereby the final space was to be thickly seeped in the narrative of the owners heritage and origins in Kerala, India.

The client loved our designs, however, unfortunately the funds that has been set aside for the work were urgently needed to set up a function venue upstairs and the large majority of the project was put on hold.





# KAYLEE'S

PROJECT: KAYLEE'S VEGAN RESTAURANT  
LOCATION: JOHANNESBURG  
SIZE: +/- 300<sup>2</sup>  
INTERIOR DESIGN: THE DESIGN MILL  
KEY ROLES: FULL INTERIOR DESIGN + DELIVERY



The client brief was to provide a design and implementation for a self-service style vegan café. The client requested a trendy, feminine aesthetic which lays in contrast to the multi-coloured industrial comic warehouse in which the café is situated.



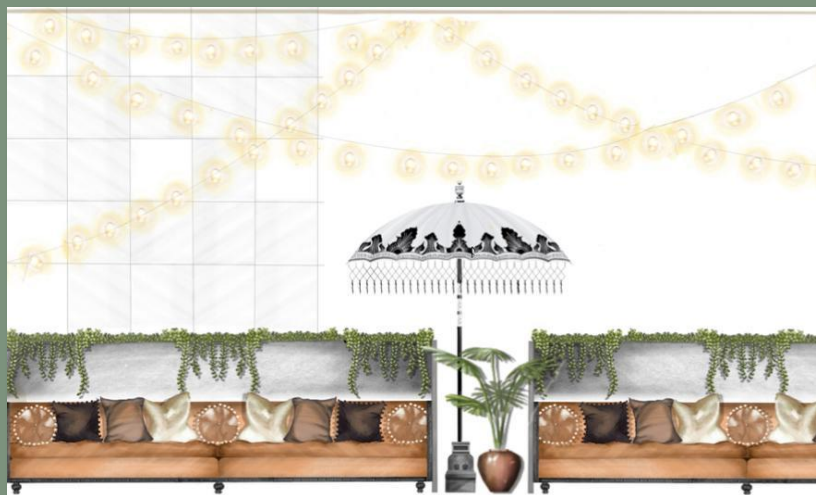
# THE TASTING ROOM

PROJECT: PHIC TASTING ROOM  
LOCATION: JOHANNESBURG  
SIZE: +/- 200  
INTERIOR DESIGN: THE DESIGN MILL  
KEY ROLES: FULL INTERIOR DESIGN AND DELIVERY



Paul's homemade ice cream asked us to design a tasting room within a vacant area on their office premises. The idea was to create a fun and flexible space that can be used as a backdrop to host their themed events and 'Ice Cream Sundays'

There was a second component to the project, 'the courtyard' which was an outdoor area and bar that would double as a lunch area for office employees during the week.



# SYMI - MAPUTO

PROJECT: SYMI SPA  
LOCATION: MAPUTO MOZAMBIQUE  
SIZE: +/- 250 SQM  
INTERIOR DESIGN: THE DESIGN MILL  
KEY ROLES: FULL INTERIOR DESIGN



The client brief was to design a luxury salon where clients can go to for the day and escape the hustle and bustle of everyday life, indulge in treatments and relax.

The client wanted to combine our vision of earthy organic materials, with her vision of glitz and glamour by adding in blingy brass accents and scalloped tiles to the space.



# THE REEF HOTEL

PROJECT:	THE REEF HOTEL - RESTAURANT
LOCATION:	JOHANNESBURG
SIZE:	370M <sup>2</sup>
INTERIOR DESIGN:	THE DESIGN MILL
KEY ROLES:	CONCEPT DESIGN FURNITURE DESIGN WORKING DRAWINGS 3D RENDERS

The Rose Quartz dining room was a proposal for the introduction of a fine dining experience at the Reef Hotel.

This space speaks to the “gold boss” culture of the 1880’s, addressing the colonial influence and exoticism of cultures.

The introduction of iconic contemporary South African reference, such as the Shwe Shwe embossing onto the wall, is symbolic of the newly the shared wealth, resource and equalizing opportunity among South Africans today.



# PUSHPA

PROJECT: PUSHPA – MORNINGSIDE  
LOCATION: JOHANNESBURG  
SIZE: 90M2  
INTERIOR DESIGN: THE DESIGN MILL  
KEY ROLES: FULL INTERIOR DESIGN, BRANDING + DELIVERY



The client brief was to design a luxury retail space for a floral + gifting boutique within the My Citi mall in Morningside.

The design intention was to create a destination space, whos' spectacle would draw in our clients' high end target market.

Little niche spaces were created for 'social media moments' whereby the space would begin to market itself through resharing on social media.

The design intention was to create a truly unique design experience within the south African context.

