

PROJECTS



OGILVY HEAD OFFICE The District, Woodstock

Client

Ogilvy Cape Town

Property Developers

Gateway Property Developers and Berman Bros in a consortium

Architects

dhk Architects

Quantity Surveyors

Davis Langdon

Consulting Engineers:

Structural & Civil

Sutherland Associates

Electrical

Solution Station

Interior Architects

Inhouse Brand Architects

Town Planners

Tommy Brummer

Land Surveyors

Ken Hodge Land Surveyors

Main Contractor

Berman Bros Construction

Photography

Fiona Barclay Smith

Courtesy of Ogilvy Cape Town

WEST ELEVATION



NORTH ELEVATION



Ogilvy Head Office

Ogilvy Cape Town recently moved into their new innovative and custom built offices in the District, a creative precinct in Woodstock

Located on the periphery of the urban development, the site has huge potential in terms of the eastern expansion of Cape Town City into the Woodstock area. This interstitial site is pivotal for linking the inner city redevelopment to the more industrialised Woodstock area to form an iconic gateway.

Woodstock is a varied and diverse area in Cape Town, predominantly industrial, yet with room for the more creative orientated businesses. By linking the District to Buchanan Square the site becomes a catalyst for the development of the area.

ARCHITECT'S REPORT

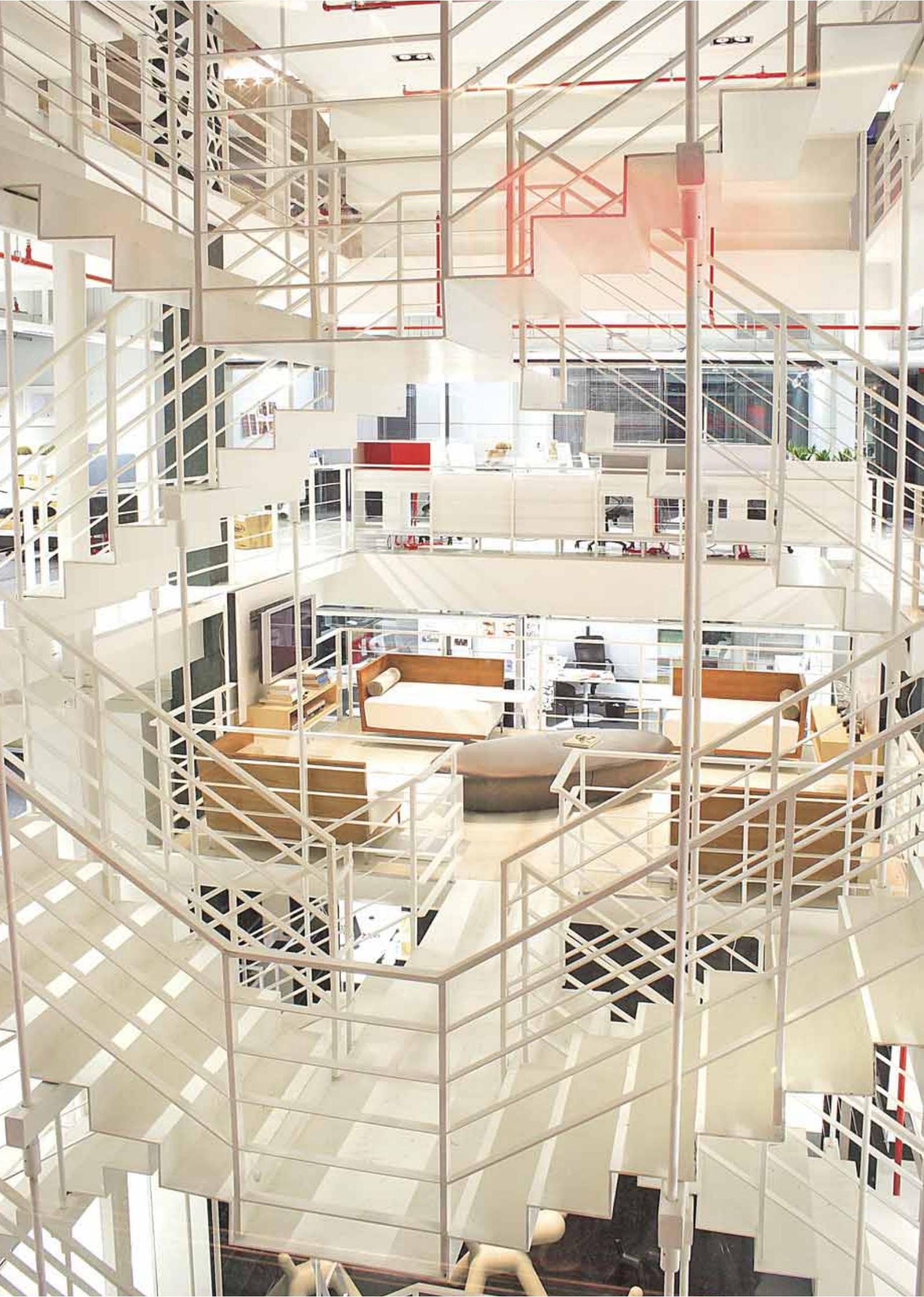
Brief

The brief was to create a design orientated mixed use development, incorporating the existing Russell House building on the corner of the site. The original intention was to have a residential component as well as making it a place where people could live and work. Through these discussions, the intention for the site was to entice creative companies and thereby making it a Design Centre for Cape Town. The District eventually became a precinct of 4 office buildings embracing a central retail courtyard.



Agily





By the creation of a dialogue between the courtyard and the buildings facing it, interactive activities and the sharing of ideas, an interactive design orientated centre would evolve.

The Design Centre idea took off and evolved and eventually resulted in a collaborative effort between the tenant, client and architects – the whole group was involved in authorship of the plans.

Within the idea of the creative businesses located in 'vibey' Woodstock, the client approached Ogilvy to offer them new office space. Ogilvy had been looking at relocating previously, but had not found anything satisfying. A creative working relationship between Ogilvy and the architects was established. The agency was looking for a timeless African building and after tossing around many different treatment ideas, the architects held an internal competition, a long creative process which resulted in a range of interesting, contemporary solutions.

Design

Ogilvy Head Office is the refurbished original Russell House, with its tectonic conditions originating from an existing structure. A solid punctured base elevates the offices from the street level and serves as a platform for a steel and glass structure

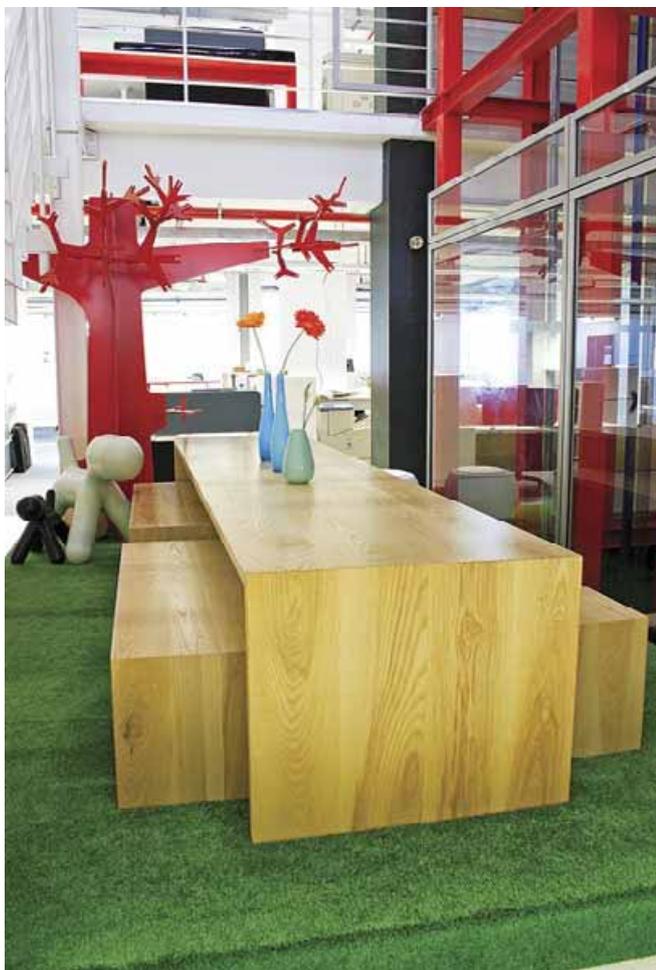
which responds to the views of the mountain, city and harbour. The building is tied onto the red "Ogilvy Tower", an existing emergency staircase which anchors the building in its environment. This "tower" also becomes the focal point for the rest of the development. The smaller windows to the north and east are a reminder of the old office building and, in turn, are reminiscent of the more industrialised Woodstock.

The tenants were quite happy with the "glazed box" as it gives them visibility opportunities to project to the public, look into themselves, open up their business and expose themselves. This reflected the tenant's African renaissance approach; it reflects their progress, stimulates development and it puts them on the map.

The architecture, textures and colours of Ogilvy Head Office respond to the environment and define the brand of Ogilvy in the city. Ogilvy Head Office plays a fundamental role in the process of the regeneration of Woodstock as it works as a catalyst to the redevelopment in Woodstock.

There was a successful relationship with Heritage Western Cape. Keeping in line with its environment, the District development picks up the scale of the street and the immediate surrounding buildings. It steps down to meet the more historical part

The two large features are the multi-directional staircase and the two mid level lounges suspended in the atrium space



In a bold move the lift shaft was painted red to represent movement, energy and connectivity



of the street. The side facing the city is more contemporary and the side facing Sir Lowry Road contains more brickwork and thus reflecting what happens in Woodstock.

PROPERTY DEVELOPER'S COMMENT

Woodstock and District Six are set to become the city's creative hub as Ogilvy, one of South Africa's largest advertising agencies, moves into The District - a new creative precinct by development consor-

tium Berman Bros and Gateway Property Developments, making a major contribution to the growth of the entire area.

Known as the Bohemian home for artists and performers until its ruin under the previous régime, District Six and Woodstock, once beset by absentee landlords and petty crime, have already begun clawing their way back to glory.

"Be the change you seek in others" says Ogilvy MD, Mike Abel, quoting Gandhi to





The mid level lounges were created for informal meeting and relaxing spaces, without being hidden away from view

explain their commitment - R70 million over a 10-year lease - to The District. "We all believe The District will impact Woodstock in the same way as The Victoria Junction Hotel did Green Point," he says.

Gateway Property Developments successfully developed apartment blocks in Green Point's Somerset Road and the Atlantic Seaboard which catapulted property values in that area. "Development eradicates the environment in which

crime and grime grows", says Gateway Property Development's, Adam Marcus, adding that with the dumbbell effect of The District on one end and The Palm's Lifestyle Centre on the other, the area in between will also regenerate.

Woodstock forms part of the government's Urban Development Zone, which offers tax incentives to attract capital to the area. "Derelict buildings and crime seem to go hand-in-hand. We've noted the



Historical awards, certificates, quotes and even well worn and loved couches were used to maintain a sense of the familiar



successful impact buildings such as The Palms Lifestyle Centre have had on the area and we have every reason to believe that the District will continue the regeneration of this historic precinct”, says Marcus.

“The District is made up of four different buildings around a central courtyard giving individual users separate identities within a holistically planned creative community. There is 2,600m² of retail space focused around an interactive courtyard environment which will have cafés much like *The Cape Quarter* in De Waterkant. 14,500m² of A-grade office space will be available of which Ogilvy has taken 4,000m²,” says Gateway Property Developments director, Bradley Marsden, who pitched the idea to Ogilvy’s Abel when he heard they were looking to relocate.

“With Ogilvy’s spirit and cutting-edge interiors anchoring the office component, we see other office users also coming from the creative/design orientated industries.”

According to Marsden, the impact of The District is more significant than only signalling the rejuvenation of Woodstock.

“It also means that A-grade office space will now be available on the periphery of the city, offering less traffic congestion and amazing views of the city, mountain and over the harbour at 20% less than the equivalent cost of newly built A-grade space.”

Co-developer, Paul Berman of Berman Bros, says they have also seen potential in areas and pioneered renewal citing their numerous projects in Sea Point that contributed to the increased property values.

Ogilvy’s Mike Abel: “The reason we went with The District is because ad agencies, like artists around the world, tend to be catalysts of the velvet revolution contributing to the gentrification of an area. We wanted to use the power of the Ogilvy brand to support urban redevelopment. Our pioneering ethos has made us the city’s biggest agency, acknowledged by both *The Financial Mail* and *The Sunday Times* for our contribution to brands. We’re engineering the area’s growth by taking the initiative and creating the space,” he says.

Aiden Hart, a director of Inhouse who handled Ogilvy’s interior design, says their





Transparency in the workplace was stressed in terms of visual connectivity and ease of movement between floors



interior represents a shift in the agency environment. "The interior is a lot fresher and less constrained than a corporate office while, at the same time, befitting a business of Ogilvy's stature. We've reduced the amount of red - Ogilvy's signature colour - but used it for impact, by painting the steel that contains the lift shaft in the heart of the space red like the blood pumping through the building. "We've taken advantage of the location's great city, Table Mountain and harbour views by using a lot of glass."

Abel says he's excited about the floating meeting spaces which are joined by Hogwart's-style staircases in the void between the floors connecting the building's five levels and allowing the agency to live its integrated promise.

INTERIOR ARCHITECT'S REPORT

Inhouse provided a full turn-key solution for Ogilvy which included the design, detail, supply and installation of the space, as well as space planning and department layout.





Informal meeting spaces were created, allowing staff to communicate regularly in a less intimidating, relaxed environment

Ogilvy required an international finish that reflected its creativity and allowed for communication between departments. Transparency in the workplace was stressed in terms of visual connectivity and ease of movement between floors. 'Modern', 'clean lines', 'I-pod' and 'fresh' were all words used to define the brief and to assist Inhouse in achieving another critical requirement of "making the work the hero". Boardrooms and office spaces were designed as a pure space allowing for their

work to be viewed proudly and communicated strongly. Informal meeting spaces were created, allowing staff to communicate regularly in a less intimidating, relaxed environment.

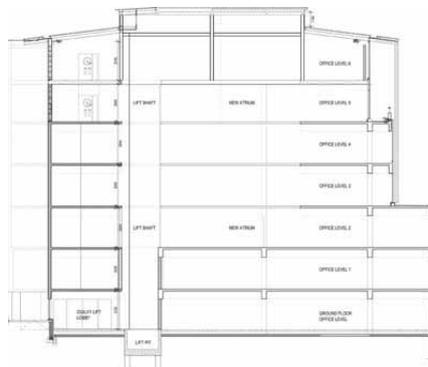
Ogilvy are proud of their company history and although they are excited to be moving forward into a new space, it was again important to bring in a sense of history. In doing so, we removed the old and familiar "pencil" reception desk and re-clad the existing desk in high polished



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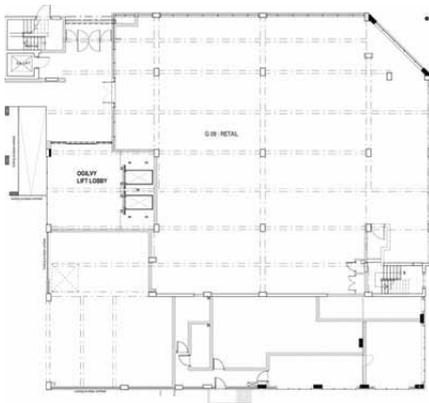
SOUTH ELEVATION



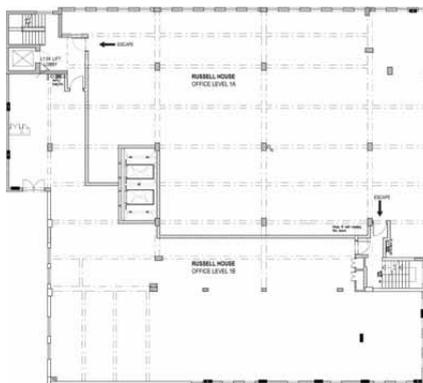
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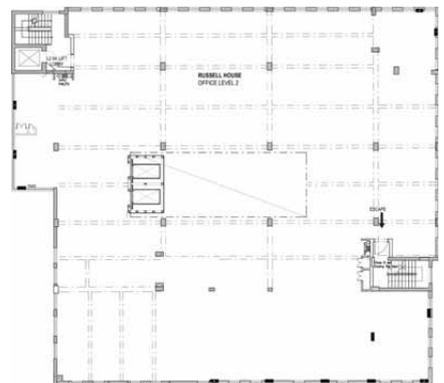
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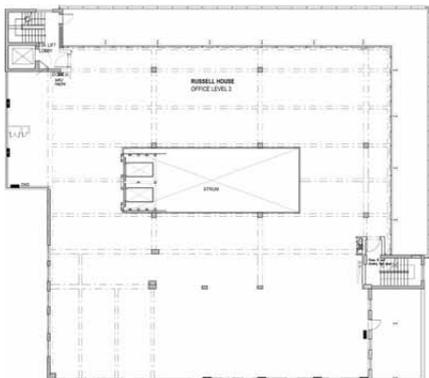
GROUND FLOOR



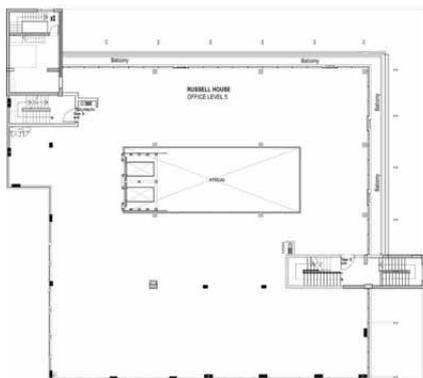
FIRST FLOOR



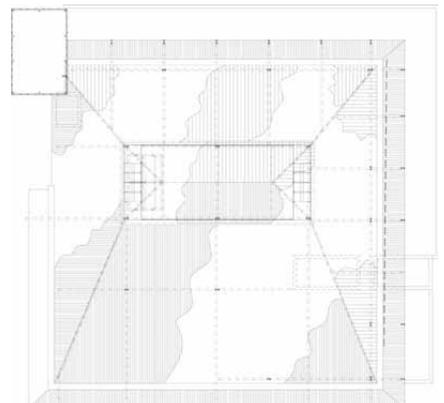
SECOND FLOOR



THIRD FLOOR



FIFTH FLOOR



ROOF PLAN



stainless steel. Historical awards, certificates, quotes and even well worn and loved couches were used to maintain a sense of the familiar. It was important to Inhouse to achieve all of the above and so we set about designing a clean, translucent space by using high gloss white epoxy flooring, glass office fronts with sliding glass doors and a colour palette of whites and greys.

This basic palette was then added to with an architecturally impressive staircase linking all the floors together and making use of the large atrium space to achieve the brief of connectivity. Standing in one area in the building, you are now able to see straight through to the mountain views on the other side of the office space. The corporate colours of the Ogilvy brand, namely the Ogilvy red, was used in accent areas to highlight spaces with shots of colour. In a bold move, the lift shaft was painted red to represent movement, energy

and connectivity by likening the lift shaft to the vein of the building.

There are many special features and constant 'surprises' in the space. The two large features are the multi-directional staircase and the two mid level lounges suspended in the atrium space. The mid level lounges were created for informal meeting and relaxing spaces, without being hidden away from view; again, designing to achieve a brief of connecting staff and keeping the business translucent and honest.

This project was done on an extremely tight programme. They successfully fitted out 3,800m² of office space in an 8 week programme. This in itself was a huge challenge; added to which was the reality that the lifts to the building were the last programmed item to be installed by the landlord. This meant that every single item in the building was carried up between two and six flights of stairs.



OGILVY HEAD OFFICE

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Property Developers

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Quantity Surveyors

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Architects

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