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Bubble-like showroom

Paragon Architects South Africa (PASA) was tasked by developer, Eris Property, to design an aesthetically-appealing corporate head office and showroom that fits in with the industrial environment of Isando in Johannesburg for Barloworld Equipment.

The building also had to facilitate a productive but agile working environ-

ment, taking into account efficiency with regard to water use, energy consumption, and waste management. Another important criterion was that the look and feel had to reflect Barloworld Equipment's corporate identity and culture, Pasa Project Architectural Technologist David Cloete highlights.

A feature of the project was its prime

location adjacent to the busy R24 highway, where it was vital to maximise the available frontage. Apart from housing offices for Cat Rental and Used Equipment, the design had to showcase the brand via internal and external areas.

The head office consists of two elongated, north-facing buildings: a two-storey north building, and a three-storey south building, linked by an

enclosed, glazed bridge. The office structures sit lightly on a landscaped podium, which floats above a semi-basement parking level.

The showroom is a bubble-like structure dedicated to large earthmoving equipment. The building is split into two specialty areas, namely equipment defined by a 'tyre' or 'track' category, open and enclosed showroom area. The space also includes two floors of office space to the rear.

*Paragon
David Cloete
E-mail: (011) 482-3781
www.paragon.co.za.*



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