



# The Pulse Lounge

Boogertman + Partners designed the lounge in the centre court at the 2025 RMB Latitudes Art Fair, which took place at Shepstone Gardens in Johannesburg from 23 to 25 May 2025.

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The Boogertman + Partners (B+P) team – which included input from architects, an interior designer and a graphic designer – designed the lounge as a temporary pavilion within the centre court at the 2025 RMB Latitudes Art Fair to offer visitors and exhibitors a welcoming sanctuary amid the energy of the fair in which they could find a moment of stillness to interact and connect. Boogertman + Partners director Bob van Bebber says, “It was an opportunity to demonstrate how thoughtful design can elevate the experience of art.”

The installation, dubbed The Pulse Lounge, was created in close collaboration with some of South Africa’s leading suppliers and manufacturers, including X-Furniture, Fabric Bank, Belgotex, Regent Lighting, Loulou D, and WOMAG (World of Marble and Granite). Drawing on extensive experience in shaping the flow of people through a wide range of environments – from sports stadiums, retail centres and airports, to more intimate interior settings – the B+P team conceptualised the lounge as a destination within a destination.

Visible from multiple vantage points across the centre court, the energetic, colourful tones of the lounge – inspired by the fair’s visual identity – and its diaphanous drapes established a striking visual presence. The carpeted floors – created in collaboration with Belgotex – and sheer fabric panels (produced with Fabric Bank) gently defined the space without enclosing it, offering inviting glimpses of the interior.

“The layering of materials and transparency naturally drew people in,” says Elzanne Pieterse-Fanner, architect and team leader at B+P. “At the same time, once you were inside, it still felt open and connected.”



Organic curves, overlapping forms and intuitive paths encouraged a natural flow of movement into and through the space with choreographed moments of pause between high-energy and calm areas. The interior was arranged around three softly defined pods, developed in collaboration with X-Furniture, who also supplied purpose-designed seating that can be reconfigured to accommodate different group sizes and types of interaction.

“Each pod had its own mood, shaped by colour, scale and lighting,” says Julia du Plessis, associate and interior design lead at B+P. “The two outer pods embraced the energy and movement around the lounge entrances and prioritised standing space with high-top tables for casual networking and easy movement, while the central pod offered a lower, more intimate seating area.”

Regent Lighting Solutions designed the lighting scheme to gently shift in tone and intensity, enhancing the ambience within each pod.

Sculptural botanical installations by Johannesburg-based floral designer Loulou D enriched the experience, echoing the tones and textures of each pod and providing striking focal points.

Custom textile designs were developed in-house by B+P’s graphic design team and produced in collaboration with Fabric Bank.

“We created a visual language of organic shapes and forms that reflected the fluidity and inclusivity of the lounge itself,” says Gia Ventouris, graphic designer at B+P who led the pattern design. “By abstracting and

overlapping elements from our own and RMB Latitudes’ branding, and isolating visually arresting intersections, we transformed words into form.”

Sustainability was central: all elements were designed for future re-use. “We believe good design connects people to place and creates unique experiences,” says van Bebber. “It’s wonderful to have the opportunity to harness the power of architecture and design to enhance the appreciation of African artistic expression.”

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**Suppliers** X-Furniture | Fabric Bank | Belgotex | Regent Lighting Solutions | Loulou D | WOMAG (World of Marble and Granite)



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