

PROJECT

Boogertman + Partners

Red Bull South Africa unveils a reimagined Cape Town headquarters

Boogertman + Partners completes the redesign of Red Bull South Africa's Cape Town headquarters, blending global brand identity with local culture, sport, and landscape.

When Red Bull South Africa discovered it was outgrowing its national headquarters in the Waterfront South Wing building in Cape Town, the company had the opportunity to take over the floor above its existing two-floor office and incorporate it into its current workspace.

Red Bull would thus occupy the entire building across three levels, opening up new opportunities for an office redesign. It had been nearly 15 years since the office's last upgrade, so the energy drink brand's Cape Town headquarters was due for a refresh.

Red Bull awarded the contract for the fit-out to turnkey project managers Exéc Innovative Solutions, and Boogertman + Partners was appointed as the project

architect after being invited (along with several others) to present a creative concept to the client.

The building features Table Mountain as its backdrop and offers views of the harbour, city bowl, and distant Hottentots-Holland peaks. As a global brand with strong ties to extreme sports, music, gaming, and youth culture, Red Bull is recognised for engaging with local communities and "giving wings" to local adventurers, athletes, and cultural innovators.

The office is designed to forge strong connections with many of the city's sporting and cultural landmarks and hotspots, which inspired the design concept and created a renewed opportunity to reassert the brand's presence in its location meaningfully.



A workplace shaped by energy, movement and place

Boogertman + Partners drew design inspiration not only from the office's natural and urban environment – including the city's diverse topographies and natural features, from Table Mountain to the beach and the ocean – but also from the activities supported by Red Bull.

The fluid movement typical of many local sports, and the natural forces such as wind and waves that enable it, inspired organic, flowing lines that shape the overall look and feel of the design.

The character of the space is also shaped by Red Bull's energetic and adventurous spirit, thoughtfully balanced with the need for efficiency and professionalism.



Through its close connection with many South African sporting heroes, Red Bull has built a large collection of sporting memorabilia – including the kit worn by legends such as Dakar Rally-winning driver Geniel de Villiers, surfer Jordy Smith, Grand Prix motorcycle racer Brad Binder, Springbok Rugby captain Siya Kolisi, and others – which is now displayed around the office.

Some of Red Bull's signature events in and around the city include the famous Red Bull Flugtag at Cape Town Harbour (Red Bull's iconic DIY flying-machine challenge), the Bo-Kaap Box Cart Race, kite-surfing in Muizenberg, surfing at Llandudno Beach, trail running on Lion's Head, and acrobatic flying.

These activities guided the selection of themes for each of the three levels of the building, based on the corresponding layers of Cape Town's geography (ground, horizon, sky) and the activities associated with them.

A transformative gesture at the centre of this conceptual design involved creating a new triple-volume atrium by cutting through three existing floors, resulting in a striking central space filled with natural light. A sweeping staircase installed by the V&A Waterfront connects all three levels.

Dramatically suspended against a feature wall in this void is one of the office's most striking features: a vertically mounted Red Bull Formula 1 racing car once driven by four-time world champion Max Verstappen – an icon of performance and brand legacy.

This thematic approach across all three levels – vertically connected by the shared atrium – integrates landscape, sport, and culture into a cohesive spatial story. The new atrium welcomes natural light and creates a sense of movement at the heart of the building.

At the same time, material choices and spatial hierarchies express a deliberate balance between professionalism, performance, and the brand's free-spirited ethos.

A blend of communal and specialised zones fosters creative, collaborative, and focused work that supports Red Bull's professional culture.

Grounded in Cape Town

The ground floor takes inspiration from Cape Town Harbour, the Bo-Kaap, Llandudno, and related sports such as box-cart racing, surfing, and Flugtag.

The reception area forms a welcoming arrival point with a striking 'Athlete's Wall' showcasing photographs of South African Red Bull athletes and local sporting milestones. The sculptural timber reception counter introduces a material palette inspired by the city's coastline and geology, with muted tones and neutral finishes creating a warm and tactile arrival experience.

Across all levels, organic shapes, warm natural materials, and carefully tuned lighting establish a cohesive spatial language that fluctuates between energetic and calming as needed.

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The ground floor features meeting rooms and training areas, informal lounges, open discussion zones, and collaborative pods. These spaces feature greenery, comfortable seating, and playful brand artefacts, including an iconic Red Bull-branded motorcycle and sidecar, as well as a striking motorcycle display.

Local cultural elements are highlighted through Afrocentric patterns and textures in “The Kraal” meeting area.

Parts of an iconic Red Bull-branded Mini – including the bonnet and doors – have been mounted on the wall of one of the meeting rooms, illustrating the brand’s local, playful and performance-oriented character.

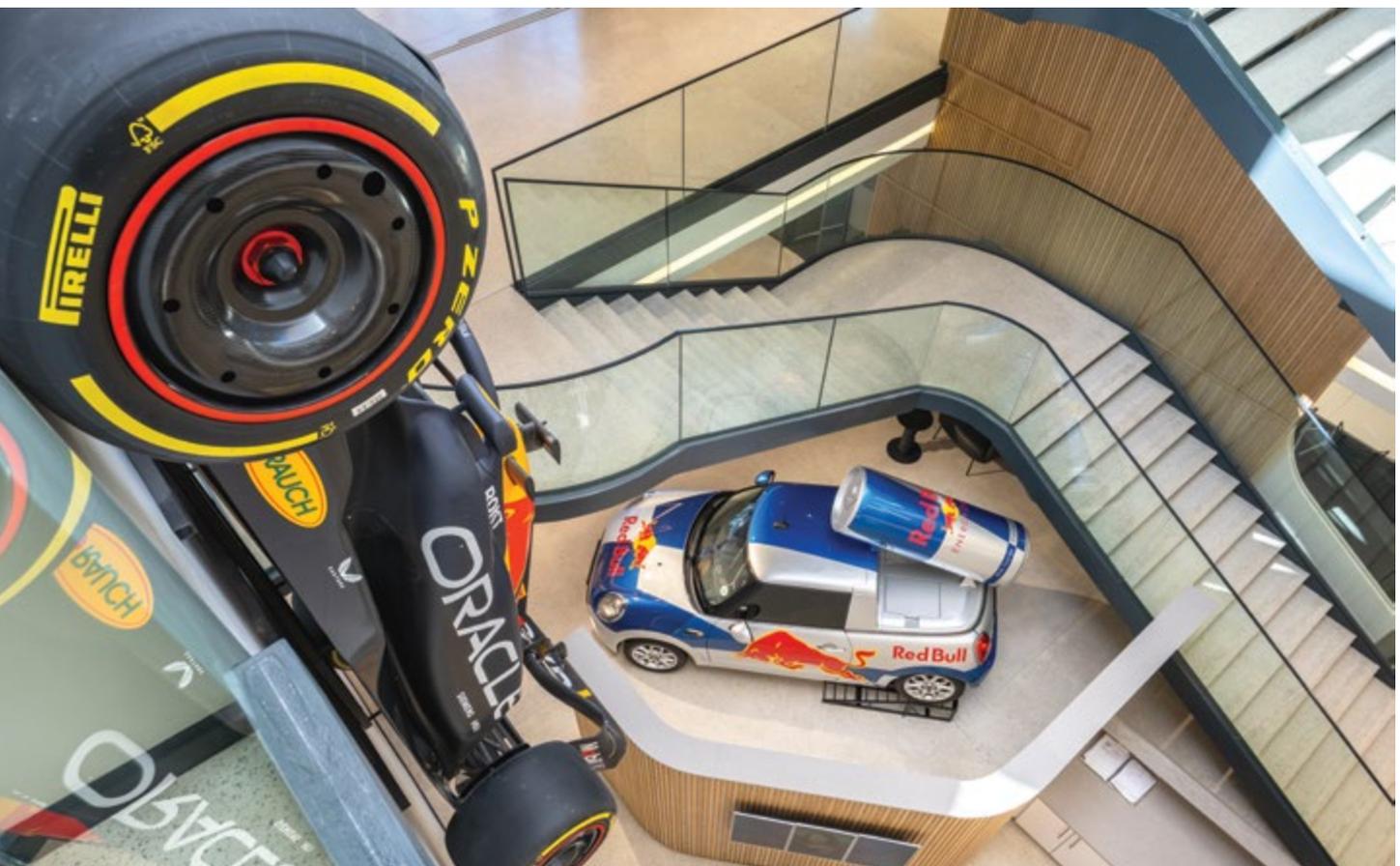
A social and collaborative horizon

The middle floor highlights the horizon and Cape Town’s aerial and coastal energy, referencing Blouberg’s kite-surfing culture and the excitement of Red Bull’s King of the Air, the world’s leading big-air kiteboarding competition.

This level serves as the social hub of the office during and after working hours. The Flight Deck, a versatile bar, stage, and event space, hosts everything from town hall meetings

to DJ sets and sports broadcasts. A racing simulator reflects the brand’s motorsport heritage, while curated memorabilia enriches the circulation areas.

Oak timber slats, natural flooring, and earthy tones reflect the regional fynbos and winelands landscapes, providing warmth and acoustic comfort. Operational teams – finance, operations, and Future Sub-Saharan Africa – are co-located here, benefiting from the energy and connectivity of the central hub.

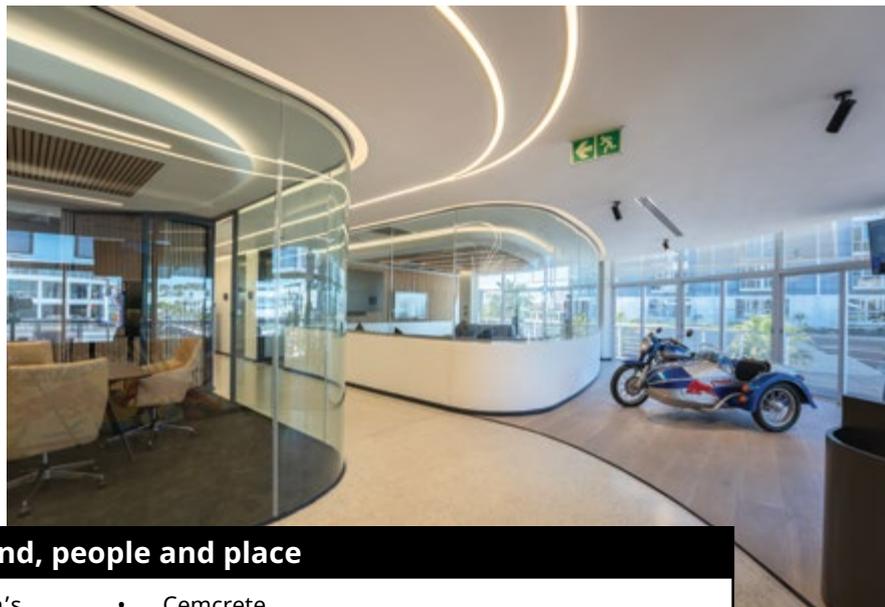




A calm, elevated workspace

The top floor signifies the sky, inspired by the altitude of the trail-running culture linked to Lion's Head and aerial sports like aerobatic flying. The design transitions into a more refined, serene visual language: reflective surfaces evoke water and light, while matte textures offer a calm contrast.

This level accommodates the on-sales, off-sales, and marketing teams, providing adaptable workspaces that promote both focus and interaction. The colour palette is elegant and restrained, creating a sense of elevation while maintaining harmony with the floors below.



A headquarters that reconnects brand, people and place

By anchoring the workplace interior in Cape Town's physical and cultural landscape – and celebrating South African athletes and achievements – the transformed national office reflects and promotes Red Bull's global philosophy of "giving wings" to people and ideas.

The outcome is not only a revitalised workplace but also a three-dimensional expression of a brand committed to performance yet unafraid to play.

A few notable team members and suppliers are listed below:

- Exec Innovative Solutions
- Redwood Industries
- Structural – LH Consulting
- Brammer Plumbing
- Bornman Electrical
- Regent Lighting

- Cemcrete
- Tiletoria
- WoodUpp
- OWA – Acoustic Ceilings
- Belgotex
- Geberit
- Electrical and Lighting
 - Diversified Security Engineering
 - Bornman Electrical
- Alumen Glass and Aluminium
- Revolution Shopfitters – Joinery (Countertops - Atlas Quartz)
- HVAC and Fire
 - Intelekt Consulting Engineers
 - Coastal Air
 - Apex Engineering – Recessed / concealed Fire curtains
- Ergoform – Office Furniture
- Franke – Zip HydroTaps and Command Centres ■

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MDS Architecture and Boogertman + Partners

Westown Square – a pioneering approach to retail architecture

In the lush landscape of Shongweni, near Hillcrest outside Durban, an exciting new retail development is poised to transform the way we perceive shopping environments.

Westown Square, which opened to the public on 27 March 2025, is a retail lifestyle destination and a carefully designed urban ecosystem that challenges traditional retail design paradigms.

MDS Architecture designed the project in a joint venture with Boogertman + Partners, Durban. “The project stands as a testament to progressive architectural thinking that prioritises human experience and community connection,” explains Donald McGillivray, partner at MDS Architecture.

Geoffrey Richards, associate at Boogertman + Partners, states, “Westown Square was designed to reflect the unique character of its surroundings, offering an architectural expression that naturally develops from the local culture and context.”



A central part of a bigger development

Westown Square and The Barn form part of the approved development rights for about 520 000m² of bulk floor area within Westown's Urban Centre. This retail hub will be supported by several interconnected precincts and experiences, including residential apartments, a business park, commercial activities, and a private hospital to be developed over the next 10–15 years.

Fundamentum Property Group developed Westown. This catalytic investment, along with over R1 billion in roads and other infrastructure currently being constructed by the eThekweni Municipality in partnership with Fundamentum, has not only enabled Westown to commence but will also attract a further R14 billion in investment across the Westown development over the next decade.

The project started in 2016 with the purchase of land from Tongaat Hulett, similar in size to the Umhlanga Ridge new town centre on the North Coast.

Breaking the mould of typical malls

The design primarily aims to create an open, permeable, and accessible space that encourages connection and interaction. This approach is immediately clear in the significant shift away from

traditional, multi-level shopping centres that have dominated retail environments for decades. Westown Square adopts what McGillivray describes as a high-street design approach, where the boundaries between shopping, socialising, and outdoor experiences blend seamlessly. The 48 000m² retail centre features densely planted walkways, pergola-covered seating areas, and a mindful celebration of the surrounding Shongweni green belt. The central focus of the design is a town square inspired by traditional farm buildings surrounding a courtyard. Alongside the 'high street' interface, various side streets and lanes lead into the square, creating a lively gathering space. "The somewhat irregular layout reflects the organic development of town centres with varied forms and spaces," says Richards.



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MDS Architecture and Boogertman + Partners



The architectural language of Westtown Square is closely linked to its surroundings. Timber and steel structures are softened by extensive landscaping, creating a contemporary yet natural aesthetic that reflects the region's natural beauty. Large entrance trees, green screening, and carefully positioned planter boxes transform what could have been a sterile commercial environment into a lively, vibrant space.

At the centre of Westtown Square is The Barn, an iconic structure that acts as the spatial focal point and 'cultural anchor' of the development.

Designed like a traditional barn but built with modern architectural precision, this space offers a permanent home for local traders, highlighting the development's dedication to community and local economic empowerment.

The exterior design concept for The Barn takes inspiration from an old farmhouse overlooking a central courtyard. The Barn opens onto The Town Square with folding sliding doors connecting the custom fast-food outlets, local artisanal kiosks, and live music.

The upper level of The Barn houses bespoke restaurants and a split-level brewery that overlooks The Town Square.

"The interior architectural vision for The Barn was conceived by Sculpt Spaces Architects. It revolves around the experience of wandering through a high-street market, where shoppers can browse what's available, pick up something fresh from a local vendor, or sit and enjoy a coffee or drink while watching local musicians perform," explains McGillivray.



Designing for experience

The architectural approach goes beyond just aesthetics. The team has designed a space that emphasises movement, socialising, and lifestyle integration.

"We've crafted an urban experience that responds to contemporary lifestyle needs," says Richards. This philosophy is particularly evident in the development's open-air layout, which reflects a post-pandemic trend among shoppers for spaces that feel spacious, connected to nature, and encourage social interaction.

Walkways are intentionally broad, seating areas are wisely positioned, and the entire development resembles a meticulously curated urban landscape rather than a typical retail space.

"The interplay between the town square, village green and children's play areas encourages pedestrian movement, activating the 'village' and its streets and creating a dynamic environment in which visitors can connect to the spaces around them," says Richards.

The development incorporates renewable energy, such as solar power and rainwater harvesting, along with walking and cycling trails that link the retail space to the surrounding environment. The landscaping actively supports the restoration of former sugarcane land into an indigenous green belt.

Fundamentum Property Group, the developers behind Westown, worked closely with local communities and traditional leaders to ensure the development respects and enhances the existing social fabric. The architectural design plays a key role in this process, creating spaces that feel both familiar and aspirational.



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A new model for urban development

Despite its sophisticated design, Westown Square remains deeply rooted in its local context. The architectural team carefully studied the characteristics of the Shongweni area, incorporating design elements that reflect the region's natural beauty and cultural heritage. "References include the rolling hills, sugar cane fields, and, as we mentioned before, traditional farmstead buildings," says Richards.

The outcome is a retail environment that combines a globally inspired design elegance with a distinctly local character. Retailers like Pick n Pay and Checkers Hyper have adapted their store layouts to fit the architectural vision, creating a unified and harmonious space.

There is a diverse mix of retail tenants at Westown Square, including Checkers Hyper, Pick n Pay, Panda, Total Ninja, Edgars, Mr Price, Foschini, Total Sports, Sportscene, Exact, Milady's, Studio 88, Ackermans, Pep, Incredible Connection, Dischem, and Clicks.

This is complemented by a large bespoke food and beverage selection, featuring Kalamata, Joops, Joitas, Tigers Milk, Robsons Brewery, Elephant & Co, as well as Mugg & Bean, Milky Lane, and Wimpy.

Westown Square exceeds a typical retail development and can serve as a model for future urban spaces emphasising human experience, environmental sustainability, and community bonds.

By challenging traditional retail design concepts, the design team has created a space that feels less like a shopping centre and more like a lively, dynamic urban neighbourhood.

"This is about creating a destination," McGillivray concludes, "not just a place to shop, but a place to experience, to connect, and to belong."



Professional team

Client: Fundamentum Property Group

Project manager: Orion Project Management

Architects: MDS Architecture and Boogertman + Partners

Quantity surveyors: MLC Group

Civil & structural engineers: LS Consulting

Mechanical engineers: Graeme Page Consulting Engineers

Electrical engineers: RWP KZN Consulting Engineers

Fire engineers: Lotter Consulting

Wet services engineers: Vertex Engineering Consultants

Landscape architects: Uys & White

Main contractor: Stefanutti Stocks

