

# 'TOUCH OF STYLE' A NEW SHOWROOM IN WINDHOEK FOR ANNETTE CONRADIE



Photo: Alan Hendry



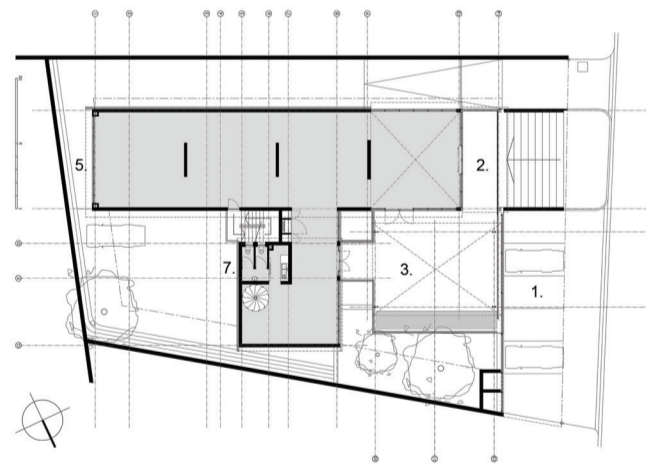
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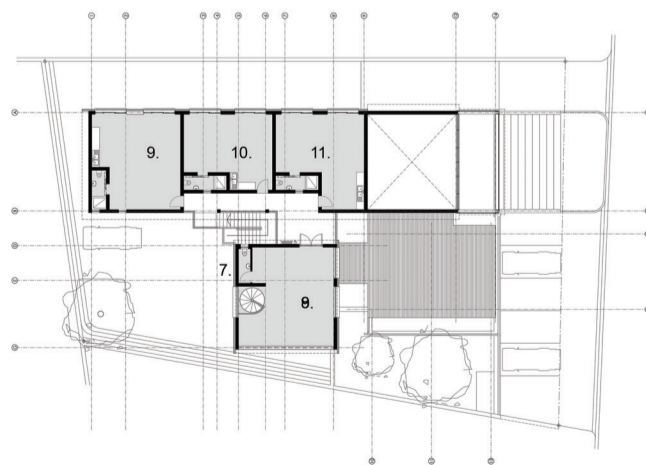
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Above: Ground Floor Plan



Above: First Floor Plan

Key:  
 1. Parking 2. Entrance 3. Outdoor Stoep 4. Entrance 5. Exhibition Space  
 6. Kitchen 7. WC 8. Office 9. Flat 1 10. Flat 2 11. Flat 3

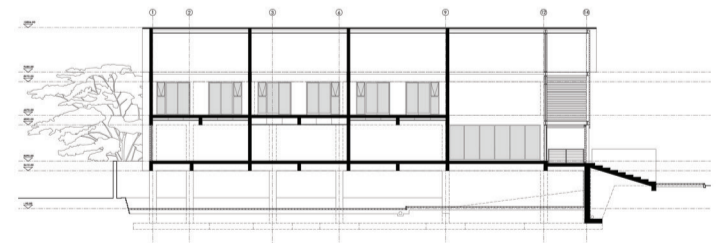
Nestled within the inner city renewal of the Feld Street area of Windhoek, this new development response was to produce a simple design, which was structurally legible, adhering to its functional requirement, and incorporating the physical site in its context.

The intent was not to compete but to complete, exploiting the boundaries of interactive, simplified spaces and scale, brought through by innovative design, material usage and construction. A fresh new layer to its surrounding, exploring an 'industrial look' showroom emphasizing the inner as well as the exterior products & services on sale.

With the development orientated predominantly facing west the challenge was to create a well thought out front façade, incorporating an inviting arrival space for the user but not turning a blind eye to the renowned hot afternoon sun while retaining good security.

As you enter you are greeted in an atrium space with a play of sweeping horizontal and vertical elements, filtering light and graceful décor. A macro space with smaller micro intended functions all intertwined. A clear response between exterior and interior functions & products defined by mass walling, glass and interior design. Cars are removed from the front and placed underneath the building along with storage, with the first floor accommodating a residential component.

Inner finishes were kept minimalistic and functional, with the external emphasizing the 'industrial look' and attention given on maintenance in using face brick and vertical cladding. A simple design with a 'touch of style'.



Above: Section



Above: West Elevation

