

Sage Waterfall Gateway West fit out with South African flair

The new Sage head office fit-out in the Gateway West building in Waterfall, Midrand has been carried out successfully by interior architecture company Paragon Interface, including space planning, interior design, and service coordination.



“We conceptualised all of our designs based on how we understood Sage as a global client, but developed a uniquely South African flavour for this organisation,” Paragon associate Dale Friedman comments.

The team also comprised Paragon Interface director Claire D’Adorante and interior designer Jessica Self. The client was Sage Global Real Estate team, based in France, that together with local Sage representatives collaborated towards this successful project outcome.

The timeframe from concept development to final completion was a year, from end 2017 to end 2018. The size of the fit-out itself was 5,500m², consisting of three floors. The design incorporated different features within each meeting room.



Wayfinding and design differentiation

This created excitement throughout the floorplates, and to get the staff to move around the building, sharing different spaces within the fit-out. The colours also varied per floor to assist with wayfinding and design differentiation.

“As Sage has global space-planning guidelines for all of its projects, this made the planning process very streamlined,” D’Adorante highlights. The fit-out accommodates 550 desks, based on a desk-sharing philosophy, all in an open-plan environment.



The success of the project, and the well-being of all the employees, is linked largely to the types and number of support spaces included within the fit-out, ranging from private phone booths to formal meeting rooms that enable Sage staff to work according to their daily needs. The fit-out also accommodates a meeting suite, cafeteria, coffee pause areas, agile spaces, and a data centre.

The bold use of colour and texture played an important role in the overall design. A custom-designed iconographic signage system was developed specifically for Sage that aligns workplace functions with the applicable workspaces.

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