

Discovery lets your ideas take flight in 3D

To match its 5-Star - Green Star rating by the Green Building Council South Africa, Discovery's global headquarters in Sandton Central houses a striking 3D artwork that has people talking.



“Idea Lab (on behalf of Discovery) approached us to help them create a striking internal communications piece that speaks to the theme of ‘letting your ideas take flight’” says Colin Law of Afro Asia Management. “Having previously worked with Juandres Vera, world-famous for his incredible 3D street art, we jumped at the opportunity to be a part of the opening of one of South Africa’s new business landmarks.”

Born in Mexico in 1980, Vera is known for using exquisite combinations of color shades and brush techniques in creation of his 3D effects, making use of building walls and floors as his canvas.

“Discovery is all about innovation, new approaches and challenges to original thinking,” says Law. “This is also why, in addition to Juandres, we partnered up with [Solethu Brand Engineers](#) to recreate this artwork on high quality PVC – giving the piece longevity to impact on Discovery employees and visitors for months to come.”

Solethu Brand Engineers (SBE) was also responsible for printing all of Kurt Wenner’s 3D art work at his [Incredible Illusions exhibition](#) at the Watershed in Cape Town earlier in the year.

“For us it’s all about helping to create memorable work,” says Robyn Fischer, SBE managing director. “Whether it’s 3D art, building wraps, internal or other forms of brand work, our job is to use the best technologies and materials to turn dreams into reality. It’s a matter of personal pride for us and, of course, our teams just love pushing boundaries.”

Green building

Some of the green features of Discovery’s new homebase include energy optimisation through the advanced design features of its envelope and building services.

The building is wrapped around a series of sunlit atria that plug into a central concourse. The design of the atria and skylights result in an abundance of natural light without compromising occupants' comfort and energy performance. Grey and rainwater systems, efficient sanitary fittings, efficient irrigation system and water-wise landscaping contribute to the building's optimal water performance..

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