

SXSW Center | South by Southwest Headquarters Austin, Texas



Status
opened 2019

Use
corporate headquarters, with co-working spaces

Site
on Lavaca Street in downtown Austin

Gross area
280,000 ft² / 26,000 m²

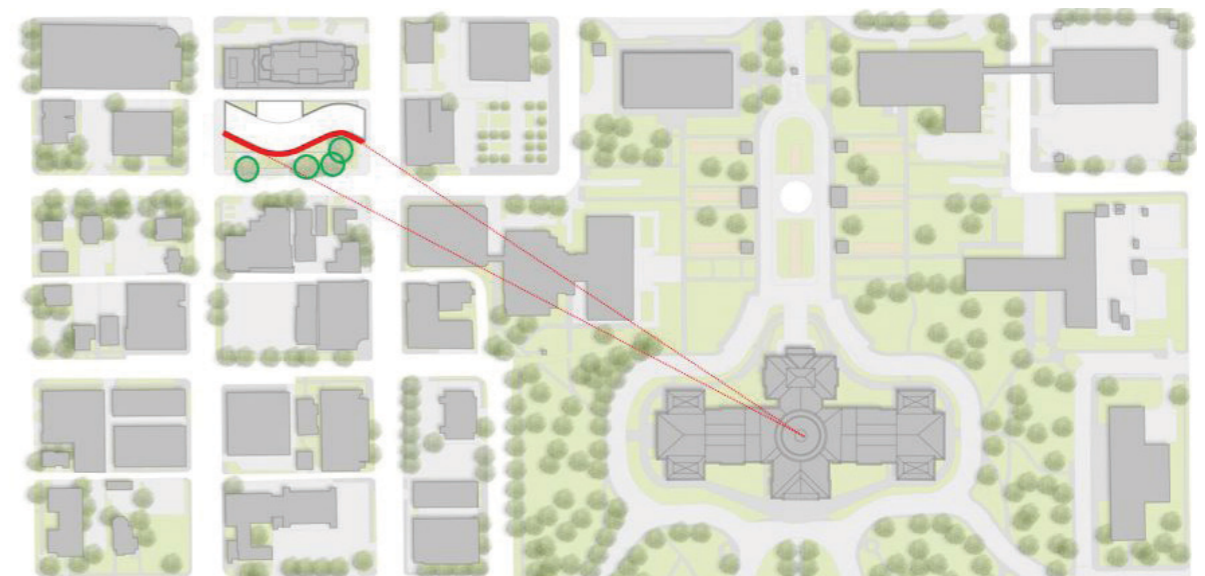
Client
CZ Properties

Services
master planning, architecture, exterior envelope, interior design of public spaces

Sustainability
LEED Gold
Austin Energy Green Building Program: 2-Star Rating

The design of this collaborative workplace represents a new office typology responsive to the needs of the labor force of the digital age.

The S-shaped plan preserves and embraces a grove of heritage live oaks on the southern edge of the site, while giving the building a form that respects the city grid and addresses downtown Austin's most important landmark, the Texas State Capitol.



PEI COBB FREED & PARTNERS



The building's serpentine form embraces the heritage trees, shaping a welcoming public space that forms the main entry plaza. Complete with rain gardens, an outdoor deck, and landscape features, the plaza provides a serene environment for tenants and visitors alike.

Most of the project's five levels of parking are hidden behind the tower curtain wall, allowing the full height of the building to express its dynamic form and the creative spirit of the company that produces the annual SXSW music and film festival.

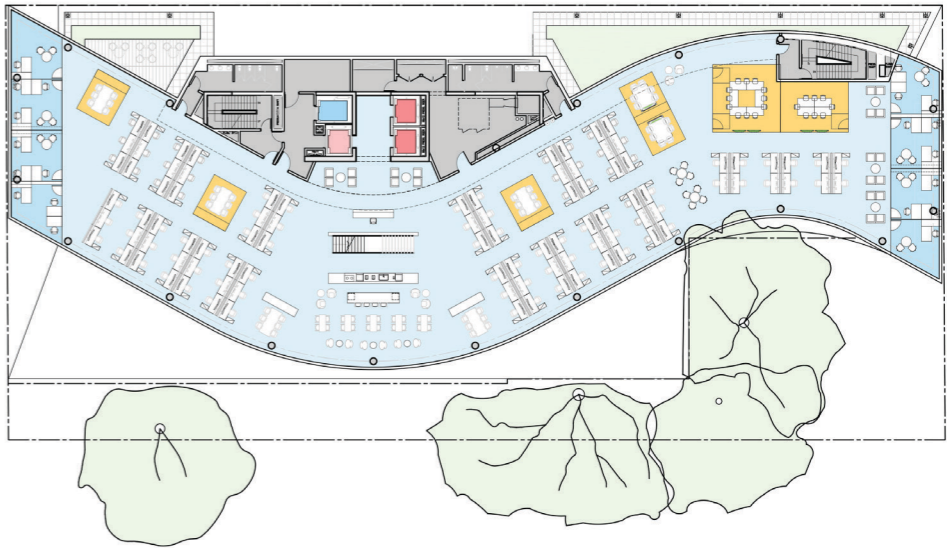
The new headquarters consolidates SXSW's various campuses and promotes creative collaboration between SXSW and its partner organizations, which occupy remaining office levels of the tower.





The curvilinear shape became the basis for a dynamic spatial environment—a cutting-edge workplace that serves the creative energy of SXSW by fostering collaboration and lively exchange.

Workplace and hospitality design are combined to advance a new co-working paradigm, not only in the open collaborative spaces at the base and top of the building but also within each office floor.



Reflecting SXSW's collaborative approach, the lobby and ground floor include both indoor and outdoor co-working spaces as well as retail and support services. The lobby functions as a fluid gathering place for tenants and guests, inviting spontaneous interaction and exchange.

The rooftop deck features a 2,000-square-foot covered patio surrounded by a garden in the sky. Enjoying panoramic views of the Capitol dome and Hill Country beyond, the deck is available to tenants for collaboration and special events.

