## 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

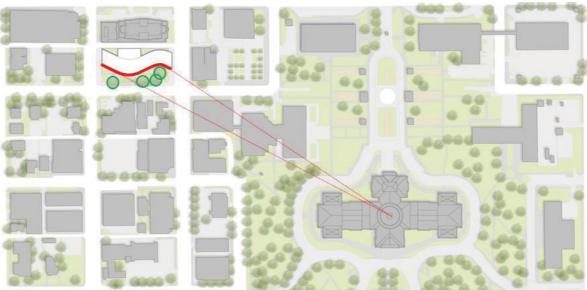
**Gross area** 280,000 ft<sup>2</sup> / 26,000 m<sup>2</sup>

**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.







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 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.

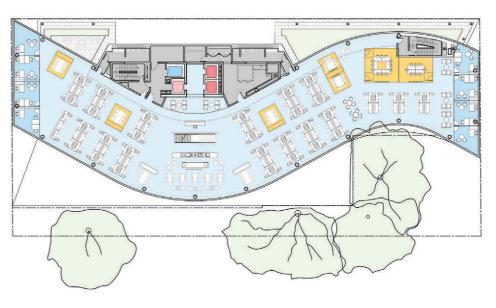






The curvilinear shape became the basis for a dynamic spatial environment—a cutting-edge workplace that serves the creative energy of SXSW by fostering collaboration and lively exchange.

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.





