



PUMA: Case Study

Inside PUMA's New Global Headquarters Café: A space intentionally varied.

In spring 2024, PUMA recognised a growing need for an additional place for employees to connect and recharge. By examining how different people might use the cafe PUMA, collaborating with Steelcase, uncovered a more ambitious path; to create a community space for PUMA employees, but also for customers visiting the store. The goal was to create a space where 'workplace' and retail sit side by side.

By purposefully pulling on community-based design and urban planning principles, PUMA created a space which is cleverly layered, and that balances a wide range of activities and preferences. This resulted in a space that is intentionally "multiuser", rather than merely multiuse.

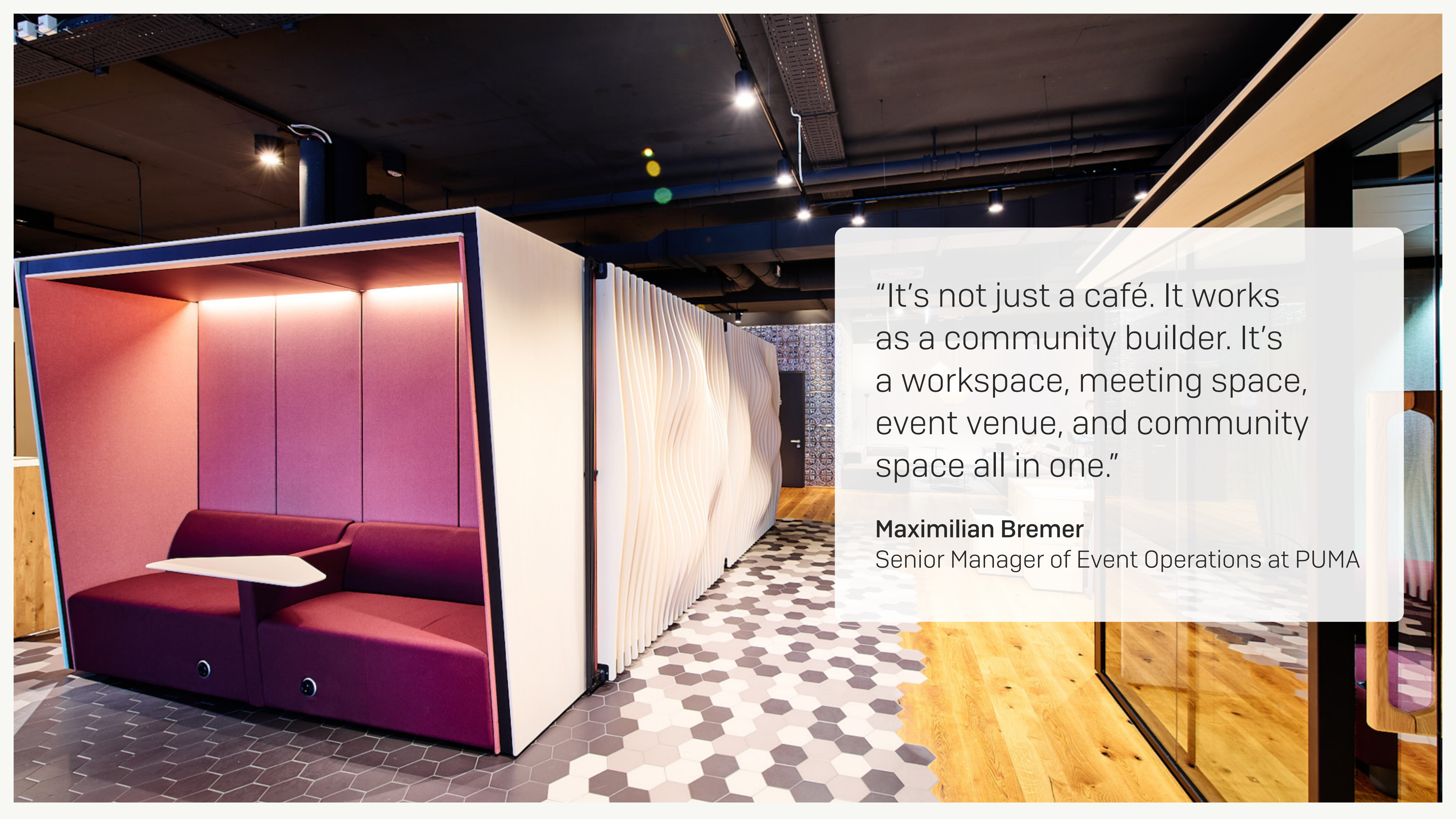
Location: Herzogenaurach, Germany
Designer: Steelcase
Project Management: Steelcase



Orangebox's Campers & Dens played a vital role in providing these 'multiuser' spaces. Its modular system creates neighbourhoods and happenstance destinations. Fully enclosed pods integrated directly into the space, enabling private phone calls and professional meetings.

The peripheral, open areas in-between the pods supported casual conversations and spontaneous encounters. Further, with Cabins and Awnings, PUMA was able to create protected alcoves and partially enclosed seating. These solutions offer users a more intimate base for relaxed conversations or focused work while maintaining a connection to the larger space.





“It’s not just a café. It works as a community builder. It’s a workspace, meeting space, event venue, and community space all in one.”

Maximilian Bremer

Senior Manager of Event Operations at PUMA

Employees, customers, and members of the public share the PUMA Café naturally, all using it in ways that support their individual needs while remaining part of a larger ecosystem. By designing a space open for anyone and their individual needs, PUMA has created a unique hub that reflects how their brand connects with the world around it.



