

## THE CROWN PENTHOUSE

Architecture at the Summit

Positioned above the residential levels, the penthouse crown serves as the architectural climax of the tower.

The crown:

- Occupies the highest level of the development
- Enjoys panoramic city views
- Sits within the sculptural façade screening
- Creates an exclusive luxury living experience
- Defines the skyline silhouette of the building

The sweeping roofline and elevated screening establish a prestigious architectural identity visible from across Braamfontein and the greater Johannesburg skyline.

## FACADE & MATERIALITY

The façade is defined by a sculptural polycarbonate veil that wraps the tower, creating a distinctive architectural identity while enhancing environmental performance. A refined palette of glazing, black brick, textured screening, and integrated landscape elements establishes a contemporary expression that balances transparency, permanence, and elegance within the urban fabric of Braamfontein.

# THE VEIL

## 84 JORRISEN STREET DEVELOPMENTS

The Veil reimagines an existing tower as a vibrant mixed-use destination, combining retail, wellness, dining, residential living, and public space within a landmark architectural form. Defined by its flowing polycarbonate veil and crown penthouse, the development introduces a new identity to the Braamfontein skyline while creating a dynamic urban hub centered around community, culture, and contemporary city living.



## VIRGIN ACTIVE

Wellness as Urban Infrastructure

Virgin Active forms a major component of the development's mixed-use strategy.

Benefits include:

- Daily activation of the precinct
- Increased foot traffic throughout the day
- Wellness-focused programming
- Synergy with residential living

The gym occupies a highly visible location, making health and wellness an integral part of the precinct's identity.



## RETAIL FRONTAGE

A Destination Rather Than a Podium

The retail experience is designed as a curated urban marketplace.

Unlike traditional shopping podiums, the retail component opens itself toward public life through:

- Transparent glazing
- Landscaped edges
- Outdoor seating opportunities
- Pedestrian-friendly circulation
- Direct interaction with public gathering spaces

The architecture blurs the boundary between building and city





## THE AMPHITHEATRE

The Heart of the Development

At the center of the precinct lies a sculptural amphitheatre that serves as the project's social anchor. This space transforms a conventional entrance court into a dynamic civic destination.

Functions ,Informal gathering  
Public performances, Outdoor dining spill-out  
Community events, Daily social interaction  
Architectural Features,Terraced seating  
Integrated landscaping  
Central feature tree  
Natural surveillance  
Direct visual connection to retail spaces

The amphitheatre embodies the project's belief that architecture should create opportunities for people to meet, interact, and belong.

## AFRICAN CUISINE ROOFTOP RESTAURANT

Celebrating Culture Through Place

Situated above the public realm and overlooking the amphitheatre, the African Cuisine Rooftop Restaurant becomes a destination venue.

Features include:

- Panoramic city views
- Elevated dining experience
- Outdoor terraces
- Indigenous landscaping
- Cultural celebration through food

The restaurant strengthens the development's identity by creating a uniquely African hospitality experience within a contemporary urban setting





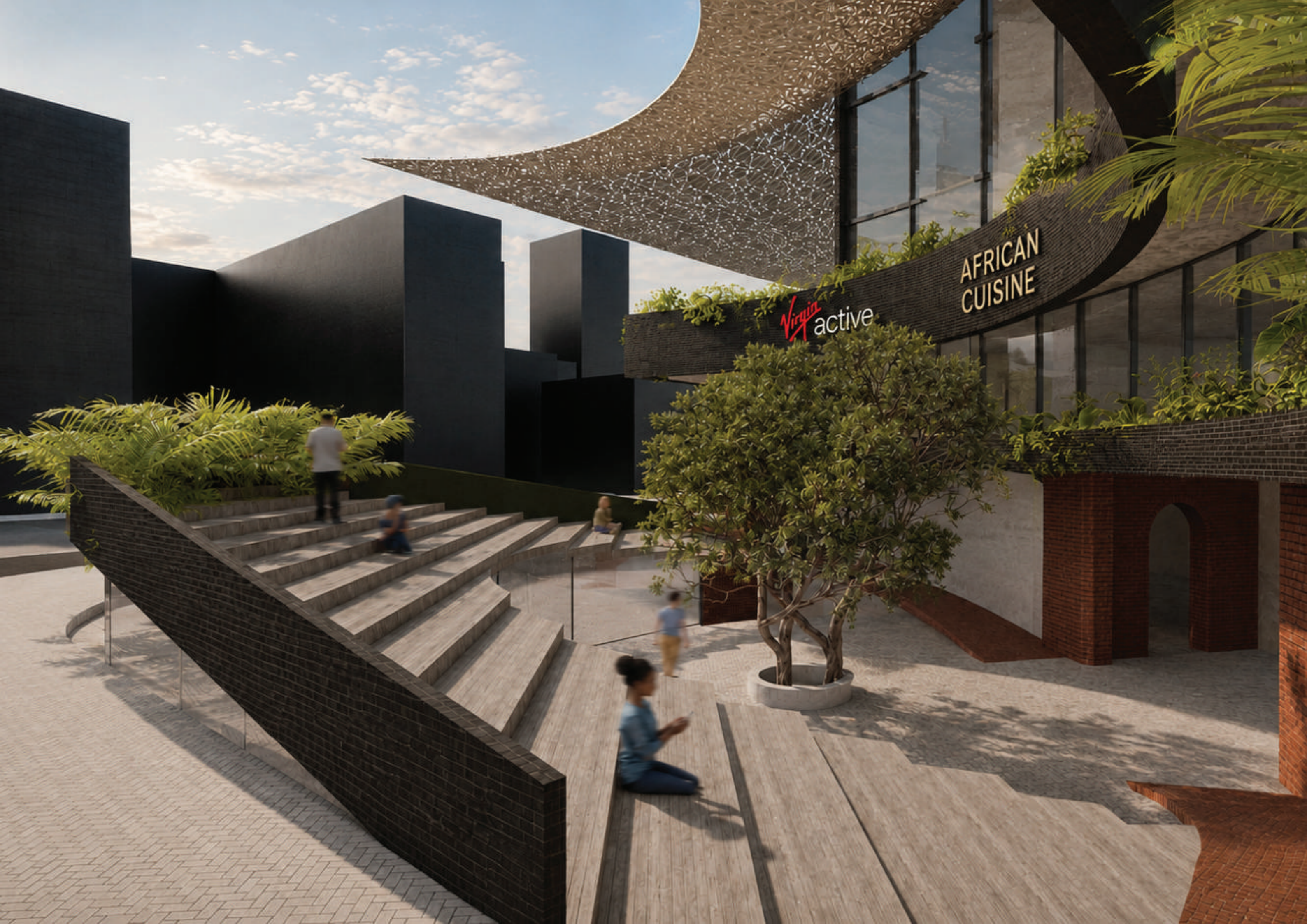
STARBUCKS

Integrated within the amphitheatre precinct, Starbucks activates the public realm by creating a welcoming social destination where work, leisure, and community interaction seamlessly converge.



■ AMPHITHEATRE STAIRCASE

More than a circulation element, the sculpted staircase functions as an urban amphitheatre, providing informal seating, gathering space, and a dynamic connection between the retail, landscape, and public realms.



AFRICAN  
CUISINE

Virgin  
active