

Move to Woodstock symbolic of regeneration



Architect Valerie
Lambrechts of D+K
Architects and Ogilvy COO
Mike Abel

After 22 years in Roeland Street, Ogilvy Cape Town is set to move into innovative and custom-built office space at The District on Sir Lowry Road in Woodstock in December 2006. The Gandhi phrase "Be the change you seek in others" is the rationale behind Ogilvy's R70-million financial commitment and 10-year lease in the new building, according to Ogilvy COO, Mike Abel. "The modern building aims to mirror the agency's ethos of liberation, innovation, and ability to think about things in a new way. Revolutions begin with ideas, and ideas change the course of history," he says.

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