The insertion grows from the physical site and the socio-economic context and can be considered highly contextual. It acknowledges space as a political phenomenon and is strongly influenced by the territorial aspects and power-relations of the new mode of spatial regulation currently emerging in Hillbrow.

The Centre provides a high degree of flexibility, with unprogrammed and semi-programmed spaces offering choice; facilitating rather than prescribing activity, anticipating the unintended and informal to, in turn, be shaped by these factors. It accommodates both the programme and hierarchy of the formal, and the network of the informal, which is allowed to capitalise on formal activity. The network threads its way in and out of the hierarchy, claiming edges and interstitial spaces with localised interventions which leave urban form in a continual state of flux.

Structure facilitates both programmed and unprogrammed activity; while technology is appropriate and detailing honest. The multi-layered composition and richness in material quality lends a measure of luxury to the otherwise humble construction. It is a building to be physically experienced and engaged with, not looked at.

The human element remains at the centre of the project, which aims only to provide a background for human activity. Without human inhabitation, the architecture is rendered essentially meaningless.