

Inside a New Kind of Café at PUMA's Global Headquarters

A Space Designed to Welcome Everyone, from Anywhere

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Located in Herzogenaurach, Germany, PUMA's global headquarters is a vibrant, international workplace. Employees work primarily from the main campus, while just next door, shoppers move through the PUMA concept store. Workplace and retail sit side by side, and until recently there was no shared space designed to serve both.

Back in 2024, PUMA recognized a growing necessity and opportunity for an additional place for employees to connect and recharge. But rather than creating another internal-only space, PUMA chose a more ambitious path. What if one space could serve everyone – employees, customers, and the public at large?

To realize their vision, PUMA partnered with Steelcase to create a café space that could bring anyone together and make them all feel welcome.

BRINGING A NEW KIND OF CAFÉ TO LIFE

From the initial planning to opening, the project moved quickly. A six-month timeline was made possible through close collaboration and ongoing dialogue between PUMA and Steelcase, ensuring the space reflected shared priorities from the start.

“The goal was to create a community space for PUMA employees, but also for customers visiting the store and for the public. We wanted a place where people could connect in a more relaxed, yet still professional, environment.”

MAXIMILIAN BREMER | Senior Manager of Event Operations at PUMA

Working closely with PUMA, Steelcase shaped the space using community-based design, a research-led approach to creating workplaces that's inspired by urban planning principles. The project began by examining how different people might use the cafe, revealing the need for a space that could support different activities throughout the day, often happening simultaneously.

A SPACE THAT FEELS LIKE PUMA

Opened in November 2024, the café interior is intentionally varied. Just as thriving urban environments offer a mix of destinations and neighborhoods, the PUMA Café is similarly layered and thoughtfully designed to support a wide range of activities and preferences.

Open areas create a lively atmosphere that supports casual conversations and spontaneous encounters and can easily transform into gathering spaces for events. Protected alcoves and partially enclosed seating offer a more intimate experience, supporting relaxed conversations or focused work while maintaining a connection to the larger space. Fully enclosed rooms are integrated directly into the café, enabling private phone calls and professional meetings.

Bright, warm colors, large windows, plants, and a carefully selected mix of furnishings create an atmosphere that feels open and energizing. Imagery from iconic sports moments and curated footwear selections immerse visitors in PUMA's world.

“Our café reflects how we work as a brand - innovative, open, and welcoming. Everyone is invited in.”

MAXIMILIAN BREMER | Senior Manager of Event Operations at PUMA

A DAY AT THE PUMA CAFÉ

On an average day, the PUMA Café is shared by PUMA employees, store customers, and people from the surrounding neighborhoods.

Employees use the café for professional meetings, focused work, coffee breaks, and lunch with colleagues. Customers stop in for a quick bite or a moment to relax after shopping. Members of the local community come to have breakfast, work remotely, or meet others in an informal setting.

“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

As the day progresses, the space continues to evolve. In the evenings and on weekends, the café becomes a place for social gatherings, after-work events, and community activities. The space is open on Saturdays, and once a month it transforms into a lively social setting with music, food, and drinks that invites the wider community onto the PUMA campus.

Thoughtful details help make the café accessible and welcoming, including free water and Wi-Fi. Daily specials and seasonal offerings sourced from local and regional suppliers further strengthen its connection to the surrounding community.

“It’s an inspiring space, with so many options depending on what you need to do. I’ve used it myself for work while on the road.”

CHRISTIAN STÖBEL | Strategic Account Manager, at Steelcase

HUMAN-CENTERED SPACE DESIGNED TO BE SHARED

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 to anyone and created to support different peoples’ needs, PUMA has created a unique hub that reflects how their brand connects with the world around it.