



From Idea to Impact



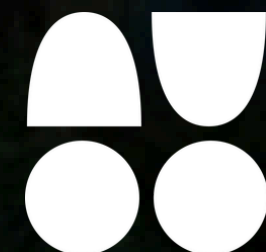
@hubostudio



www.hubostudio.com



@hubostudio9829



We work with children to design world leading schools

Hubo Studio is an award-winning educational architecture firm deeply invested in shaping the future of learning through innovative design. With expertise in learning philosophies such as Reggio Emilia, our team is passionate about creating spaces that enhance educational experiences and foster meaningful engagement. Since our founding in 2017 by Asher Marcus, we have approached each project with a research-driven mindset, ensuring that our designs are informed by the latest educational theories and best practices. Our work extends across both local and international platforms, and we are committed to designing learning environments that empower learners, educators, and communities.

Atlanta
Johnnesburg
Cape Town
Lesotho

New Jersey
Manchester
Zimbabwe
Surrey



We are a global office designing the best schools in the world, all around the world



We Are Hubo
a dream team

est 2017 | Johannesburg









“Having sat through five days of intensive lectures, multiple school visits and exhibitions I now realise that I have absorbed the Reggio Emilia philosophy and it’s now a part of me and how I think”



Brief from Leadership



Workshop with Teachers and
Key Stakeholders



Workshop with the Children



Design Retreat Workshop
with the Hubo Team





OSMOSIS







“We want to feel the hug of nature”

-The Kids

“We have to find a way absorb the abortive of costs”

- Political Leadership

“We want to create the perfect membrane”

- Hubo

“We want to create a mini City (Reggio)”

- Hubo

“To capture the feeling of wonder”

- The teachers

“We want to experience an African Piazza”

- Everyone

Can this building be the perfect membrane?

- Hubo







The Prompt:

Can we create an African Piazza.

Can we imagine this space to capture a feeling of wonder

Can we feel nature's embrace?

Oh... While we are at it, can we halve the building's footprint?

(It was 4500sqm- we need to get it to 2600sqm)

...and will this create the sense of community?





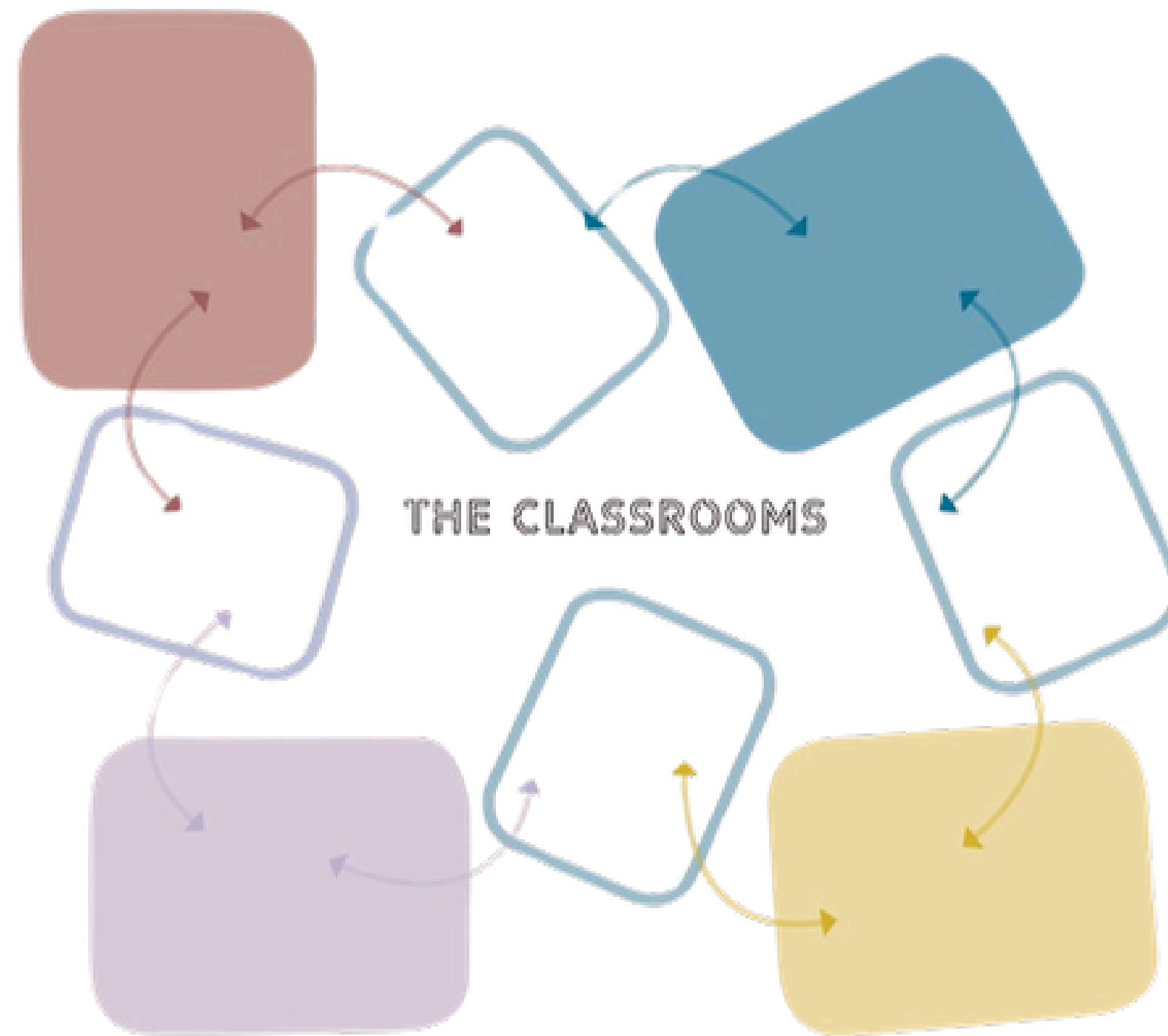


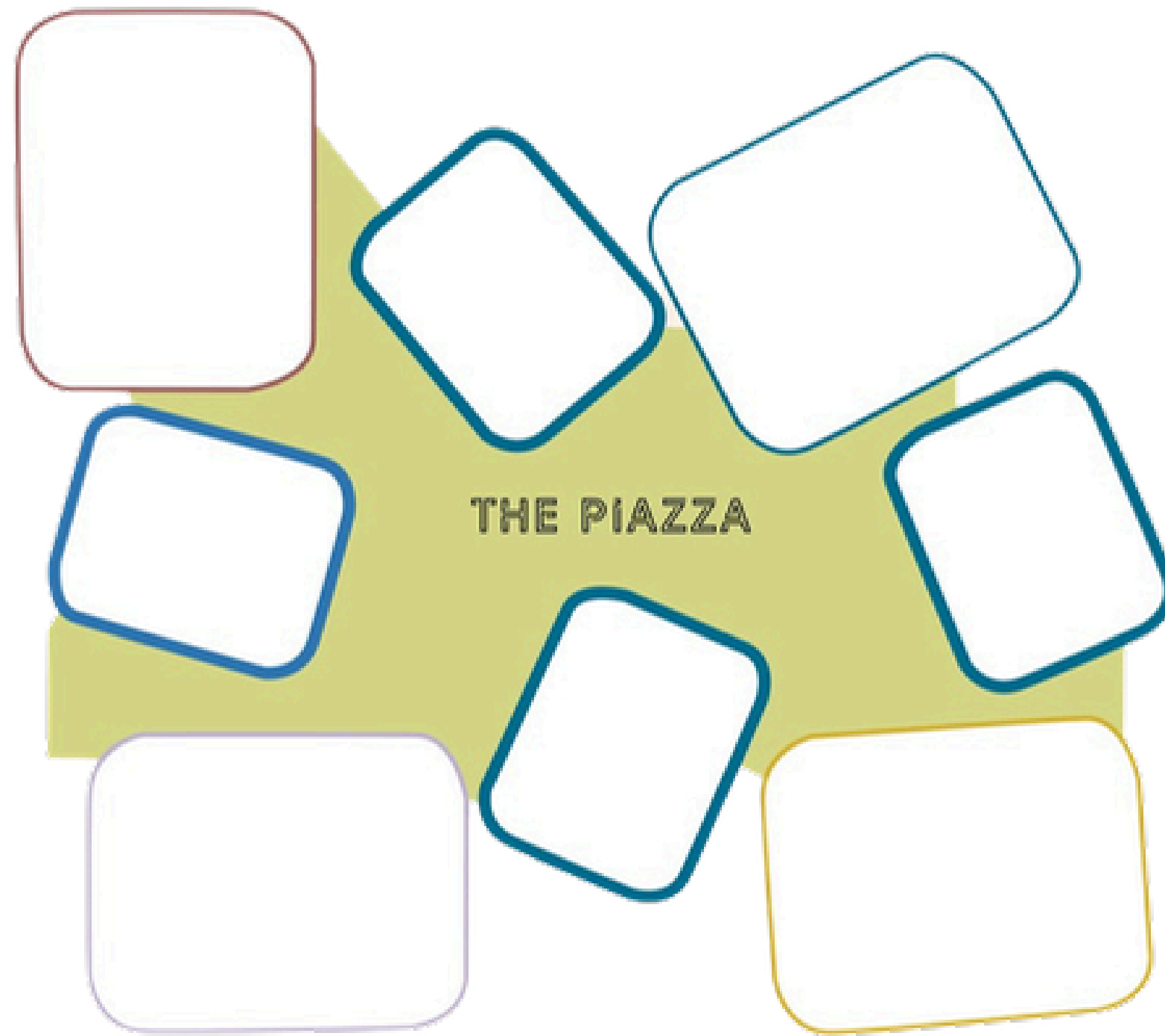


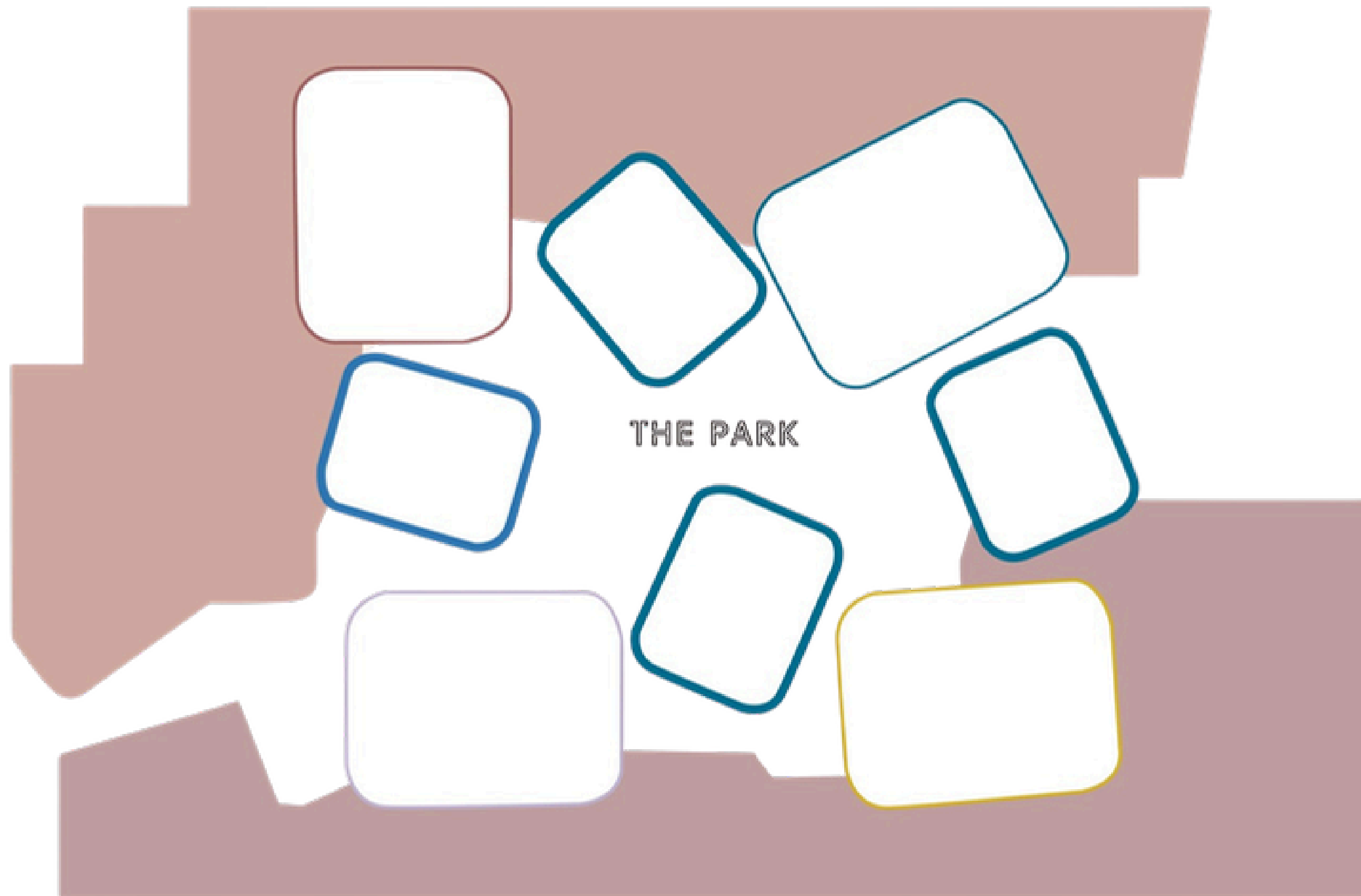


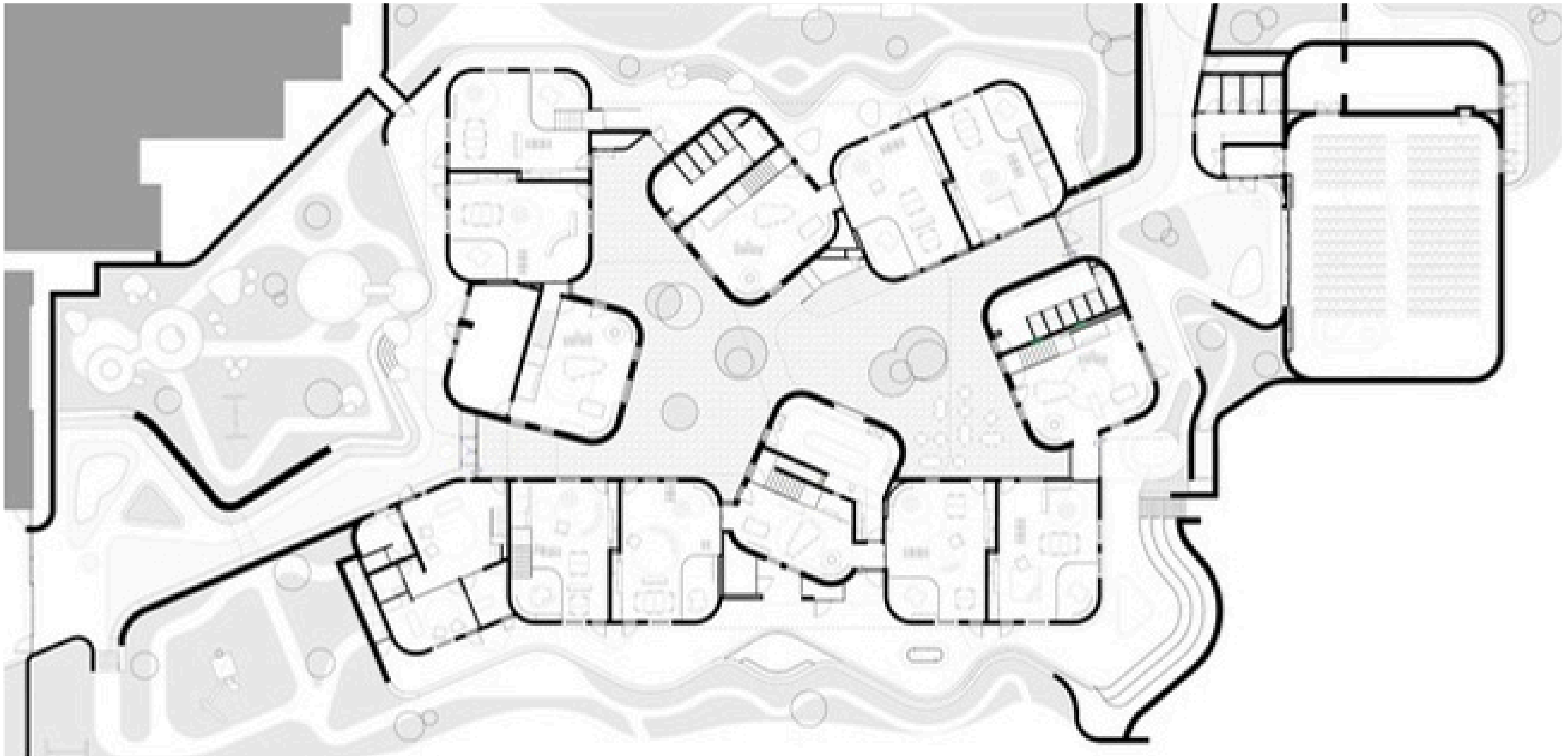




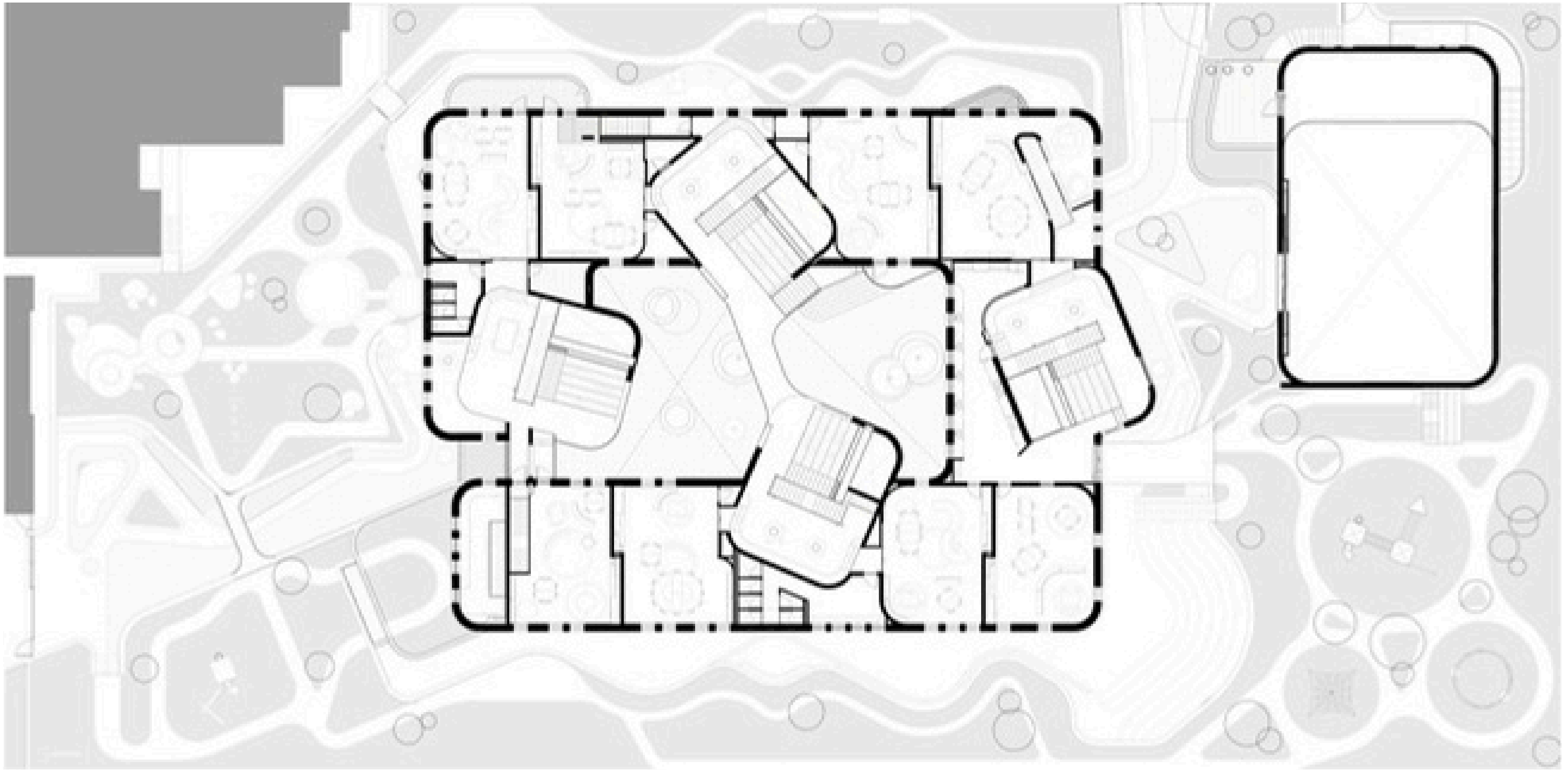








Ground Floor Plan



First Floor Plan



Ground Floor Plan



First Floor Plan

“The collaborative design process with the construction team, leadership, and teachers continued throughout the entire process”















The Piazza













The Ateliers

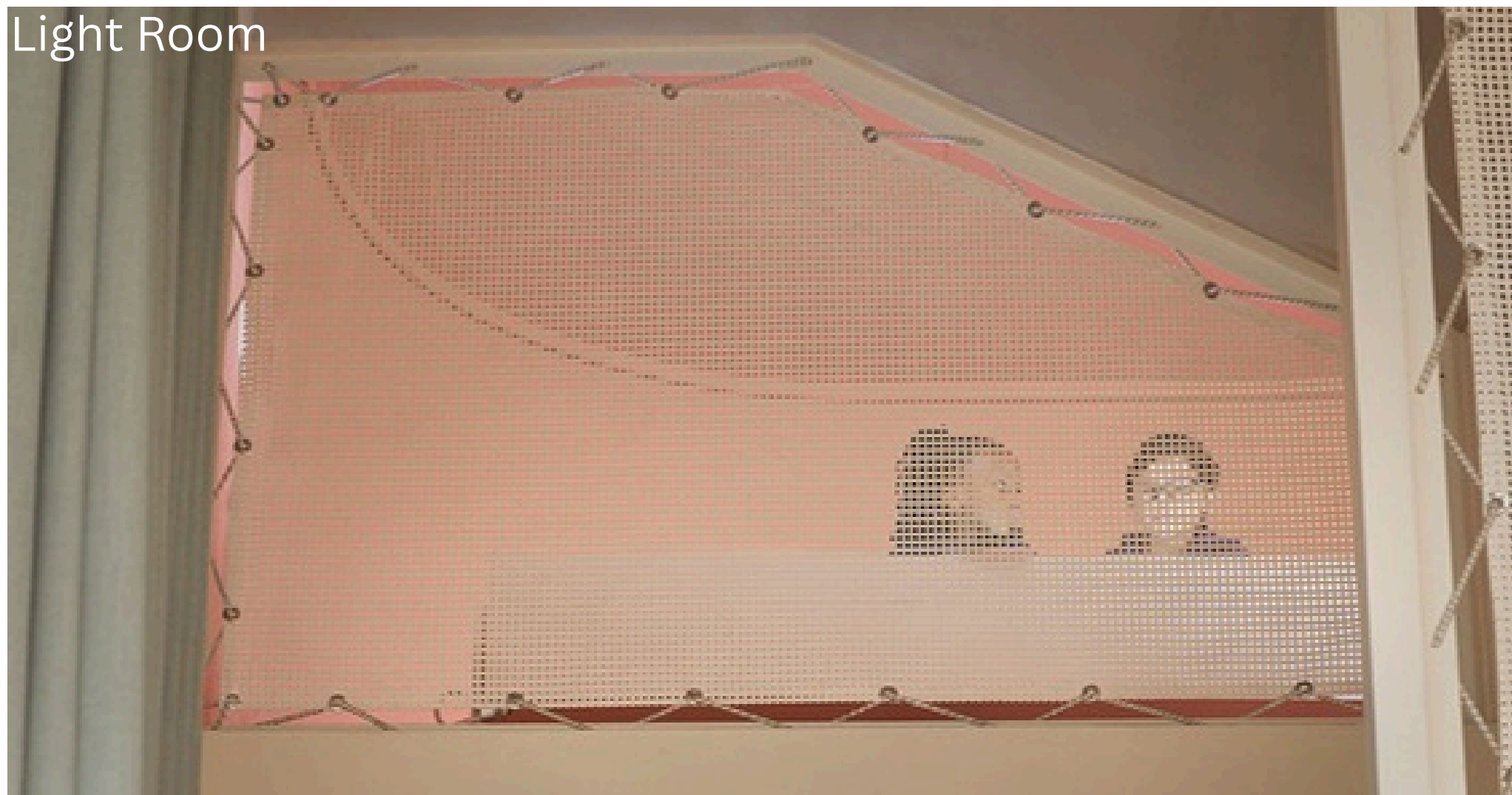


Story Telling



Studio

Light Room



















The Classrooms

First Floor



Outside



Ground Floor







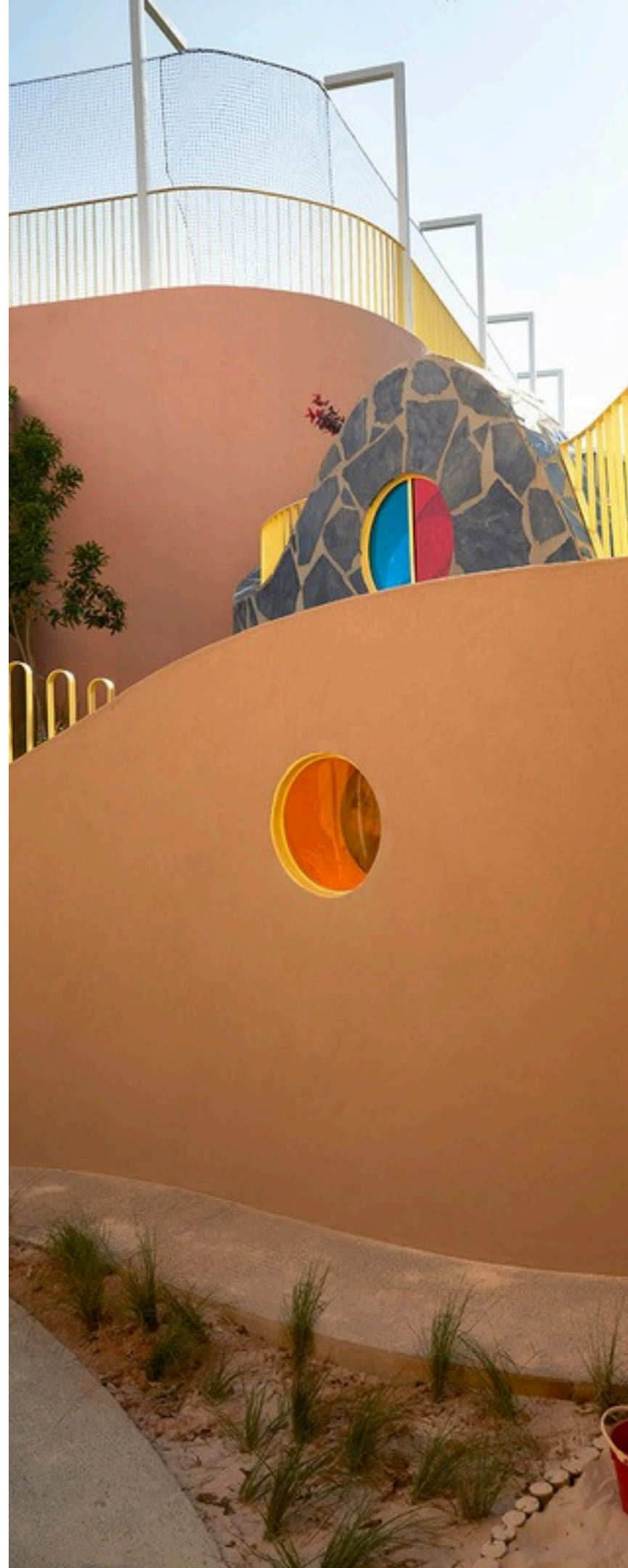
Cowboy kick
Saw playing
Wild West muddy holes







The Park















The Mosaic

















Coming soon

Mbombela 2026

Brief from Leadership

1. Current Reality

- The existing school is currently operating at ~90 students
- There is an existing building on site

Instruction:

The design team must critically evaluate the existing structure:

- Option A: Retain and transform
- Option B: Partially retain and adapt
- Option C: Demolish and rebuild

No assumptions. The decision must be strategic, not sentimental.

2. Two Schools. One Campus. Clear Independence.

The campus will accommodate:

- International School: Target 500 students
- South African College: Target 1,000 students

Non-negotiable principle:

- The two schools must be operationally independent
 - Separate identities
 - Separate academic structures
 - Ability to function fully on their own

However:

- Facilities should be shared where it makes sense, including:
 - Sports
 - Performing arts
 - Innovation / specialist spaces
 - Dining (where appropriate)

Goal:

Efficiency without dilution of identity.





Selbourne Rd

Selbourne Rd

Condon St

Linda's Box

Elite Soccer SA

B2 Selbourne Rd
Recently viewed

S Q Africa Technologies

The Promo Group

Condon St

Workshop Feedback

Workshop Insights (The “Vibe & Tribe”)

A campus that feels:

Warm • Inclusive • Vibrant • Safe • Inspiring • Full of life.

With space for:

Movement, creativity, belonging, and joy.



Vote for us



Best Small Firm



Best Kindergarten



Best Educational Interior



Hubo Studio has been shortlisted for three global architecture awards. But this is not just ours- it's ours as a nation. When you vote, you're not just supporting a studio- you're showing the world what we, together, can create. Let's put South African design on the global map- vote now and be part of the Big We.

3 quick steps:

Scan the QR code → Sign up → Vote Hubo