



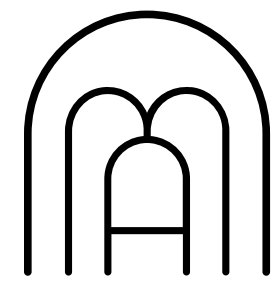
OU MEUL - WINDMEUL KELDER

CASE STUDY

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ARCH ON MAIN



This is us

At the heart of Arch on Main Architects is an awesome father-daughter team. We're passionate about good design and making our client's dreams a reality.

Introduction

Overview

Project:

- Ou Meul
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Location:

- Windmeul Kelder

Team:

- Arch on Main Architects
- Frame engineers
- PDK Civil & construction
- Best Africa
- Ou Meul Bakery
- Windmeul Kelder
- Erasmus & co

Introduction

The Ou Meul – Windmeul Kelder project brought together two strong local brands to create a unique farmstall and restaurant experience just outside Paarl along the R44. Arch on Main Architects partnered with a dedicated team of engineers, contractors, and specialists to deliver a building that captures the charm of the agricultural setting while meeting modern functional needs. The design balances tradition and innovation — reflecting the Ou Meul Bakery identity while integrating seamlessly into the character of Windmeul Kelder.

The need

The client's vision was clear: expand Windmeul Kelder's offering by introducing a recognizable and much-loved brand, Ou Meul Bakery, to their farm. They wanted a destination that would not only serve as a farmstall and restaurant but also attract visitors traveling along the busy R44. The goal was to create a modern, welcoming space that celebrated its agricultural setting while reflecting the high standards of both brands.

The Challenges

- Site limitations – The chosen location required careful positioning to maximize views while managing solar and wind exposure.
- Design identity – The building needed to reflect the Ou Meul brand but also remain in harmony with the existing wine farm environment.
- Functionality – A compact footprint had to accommodate seating, kitchen facilities, display areas, storage, and ablutions without feeling cramped.
- Climate – Designing for hot summers and cold winters meant energy-efficient and durable materials were essential.



During

To summarize

- The process required close collaboration between architects, engineers, contractors, and the client.
- Weekly consultations ensured the design stayed aligned with both functional requirements and brand identity.
- Design adjustments were made to refine the gable structures and optimize natural light, while construction teams worked within tight timeframes to deliver the project efficiently.
- The partnership across disciplines allowed obstacles to be resolved proactively and creatively.

The Solution

The solution was a barn-style steel portal frame structure with light-colored cladding, carefully chosen to reflect the local farm vernacular while remaining practical and cost-effective. Expansive glass façades framed the northern views, allowing the landscape to become part of the dining experience. The interiors combined clean lines with exposed steel trusses, creating a sense of openness despite the modest floor area. Functional spaces — from the coffee bar and display counters to the kitchen and service areas — were laid out for seamless operation. Every design decision balanced aesthetic appeal with long-term durability and comfort for patrons.



The end result

To Summarize

- Barn-style design with expansive glass gables framing vineyard views, blending modern function with farm vernacular
- Durable steel portal frame and light-colored cladding, oriented North-West for optimal solar and wind performance
- Flexible layout with indoor/outdoor seating, coffee bar, kitchen, storage, and service areas

The product

Through careful planning and execution, the team delivered a building that is both functional and visually striking.

Set within the scenic landscape of Windmeul Kelder, the design draws inspiration from traditional farm architecture with its barn-style form and lean-to stoep.

The two framed gables are filled with an expansive glass façade to frame the view to beautiful farm setting. The steel portal frame structure with light-colored cladding not only blends with the surrounding farm buildings but also enhances thermal performance in the Cape summers.

The building is positioned with the solar and wind impact and is directed North West.

The building consists of interior and exterior seating, front of house coffee bar and pastries display, back of house kitchen, store room and walk in fridge, cloak rooms for patrons and staff areas and ablutions.





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To conclude

The completed building has transformed the site into a vibrant destination that seamlessly blends with its surroundings. It offers visitors a light-filled, welcoming space to enjoy farm-to-table dining while experiencing the unique character of Windmeul Kelder.



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