

Google SA unveils new HQ

Google South Africa unveiled its new headquarters in Bryanston, Johannesburg by taking guests through a "Taste Tour of Africa."

With each area of the web giant's offices showcasing different dishes from across the continent, guests were invited to taste and explore the dishes using Google tools such as Google Translate and Google Maps.

For instance, part of South Africa's wide culinary tradition was represented with snoek bunny chows and the dessert trio of mini malva pudding with rooibos custard, mini milk tart and koeksisters. Each dish was labelled with their traditional names and a URL, linking to online content such as instructional YouTube videos on how to make the dishes.



To the home-grown South African crowd, the foods needed no translation. But with names like Akara from Nigeria, and Wali wa Nazi from Kenya, guests were able to test some of the new functionality of Google's Translate app. The Google Maps app was used to help guests learn more about the country of origin.

"When you say 'Google,' and 'food,' it may seem like an odd pairing," Google South Africa communications manager Mich Atagana says. "But when you consider just how integral the internet has become to the amateur cook's adventures in the kitchen, it becomes a little clearer."

"Yes, YouTube can teach you to make traditional Western dishes like beef bourguignon, but there's a wealth of content

from Africa sharing how to make a tasty Kenyan dish or a popular Nigerian snack. Whether it's in cooking or any of the interests people have, Africans are very much a part of the vibrant community of YouTube creators. Quite simply, you can explore some of Africa's culinary wonderland, using your phone to find recipes, and see how easy these dishes are to make," Atagana says.



Atagana also says that an event looking at the tastes of the continent very much fits in with the ethos of Google's new offices.

"Just as we were celebrating the rich food traditions of Africa, our new HQ is meant to be a celebration of African design and ingenuity. Key to Google's operations in Africa is being both a business and skills growth engine for the continent, which is what we envisioned our offices to represent," Atagana concludes.

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