



After the success of **FERRERO INTERNATIONAL's** headquarters and the opening of a **REGUS** in the **IMPULSE** building (next to the railway station), **BESIX RED Luxembourg** will start construction of its new office project **ICÔNE**, in Belval Luxembourg on **May 15th 2020**.

Designed in collaboration with the internationally renowned architect Foster + Partners and its Luxembourg peer Beiler François Fritsch, this 17,300 sqm office building, fosters the spirit of exchange and co-creation, and redefines tertiary real estate.

Its atrium and various common areas (interior/exterior terraces, elevator landings, stairwells), conceived as informal meeting areas, contribute to the Sociability of the concept, as well as the additional 1,500 sqm of shops and restaurants.

Developed as a collaborative building, focused on the user and their well-being, ICÔNE is part of the **New Ways of Working (NWoW)**. The organization of work where the **human factor, flexibility and digitalization** are fundamental.

It is from this reflection that this innovative project was born a year ago. «By relying on the **agility of its surfaces** - in other words either in sometimes parsimonious, or at complete capacity - this new generation building has aroused the interest of several end users. The spaces have been designed to live and evolve according to the needs of the companies occupying them», explains Geoffroy BERTRAND, BESIX RED Country Director-Luxembourg.

In line with its client-centric approach, ICÔNE results from the developer's and the architects' intention to **bring a more human and collective dimension to the workspace**. «The design of ICÔNE has been thought from the inside out, by first designing areas for informal exchanges, which recreate links and reconnect people», conveys Gabriel UZGEN, CEO BESIX RED. «We then enclosed them in a transparent architecture that facilitates interaction and emphasizes light and the circulation of occupants. A design and interior layout that today even more meets the needs of post-COVID-19 tertiary users,» adds the CEO.

What were only trends yesterday have accelerated to become the norm. «If the COVID-19 pandemic is not the only driver of the transformation of the use of tertiary spaces, it will certainly be its accelerator. More than ever, the office will become a **place of collaboration and exchange**, and not just a place of individual production,» shares Gabriel UZGEN.

Generalized by the current context, homeworking has proven to be a valued complement to organization's work norms that must be significantly considered by companies. This situation has also demonstrated the need to rethink offices in order to offer diversified spaces according to the tasks to be accomplished. «The role of the office building is to create communication, to allow the diffusion of corporate culture. As such, it will become a **real management tool** that should be used in a collaborative manner to complement the home, which is perceived as an individual space allowing isolation for tasks that require more concentration,» asserts the CEO.

In addition to its social function and **optimal digital connectivity** (via wifi and power supply points also located in the atrium, the heart of the building), ICÔNE responds in every way to the new uses required by companies, thanks to the integration of various user services: intelligent lifts, virtual

reception, digital applications, intelligent energy management, sensors allowing the retrieval of data such as temperature, air quality, sound level, or the presence or absence of people in a given space...

«**The user experience** has undeniably become the key element of our developments, whether in the tertiary, residential or commercial sectors we are active in. In this approach, new technologies and the Internet of Things aim to contribute to the comfort, safety and well-being of our users. But they must also bring this agility to our developments designed to evolve over time, while focusing on the environmental aspect», declares Gabriel UZGEN, adding that the building will be developed with a **BREEAM «Excellent»** environmental certification and, depending on the needs of the occupant, will be part of the WELL Building Standard® certification process, which guarantees respect for the comfort of future users.

The construction works have been entrusted to the general contractor BESIX and its Luxembourg subsidiary LUX TP and should take 30 months for completion.

Website : www.iconeoffices.lu
VIDEO : [here](#)