

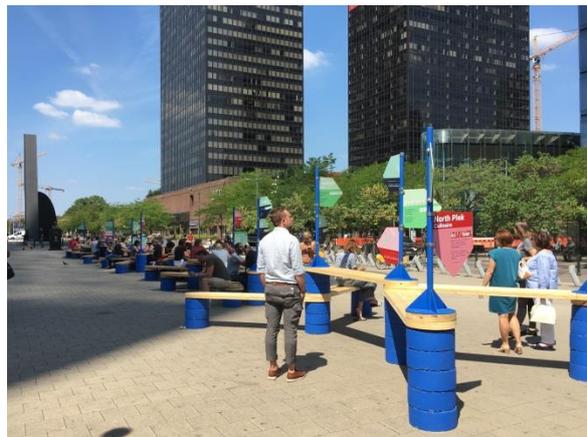


Do You North?

Up4North

Press release

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Press release Brussels, 24 July 2018

launch Do You North //

Did you know that the North district in Brussels has a park conceived after the model of the High Lane in New York? Did you know that the WTC tower hosts an exposition on architecture but that you can also take your lunch on the terrace of the socle? The neighborhood is changing and leaving behind, step by step, its corporate, monofunctional image. "Do You North" wants to inform the users of the North district on the ongoing activities and dynamics in the area. An innovative urban furniture on Bolivar square in front of the railway station welcomes users in a surprising way and informs them about the highlights in the area. "Do You North" is an initiative of Up4North, Labnorth and design agency Vraiment Vraiment and is part of a long term strategy to rethink the North district into a future-proof, mixed-use district.

How to transform a neighbourhood which was conceived for business into a human, hybrid and mixed used district through an inclusive governance structure? The non-profit association Up4North, created end 2016 by the major real estate owners of the area, took up this challenge. A number of experiments were conceived to visualize from the very start the way the district should evolve, ranging from the creation of a think tank, called „Lab North" up to a temporary occupation project in the WTC 1 tower called „Platform North". The association aims to bring these positive dynamics to the public space, by highlighting forgotten, unexpected public spaces as well as reactivated spaces by means of urban installations.

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One of these interventions is the urban garden on the terrace of the WTC towers: a convivial place where plants and vegetables are cultivated by different local associations. At the same time it is a place where people can meet and relax during their lunch-break.

“North Plek” is the name of a new, innovative furniture installed on the terrace but also in front of the railway station on Square Bolivar. The furniture is conceived by design agency Vraiment Vraiment, one of the partners of LabNorth. North Plek has the potential to become a meeting place or a place where events can be held. The furniture will travel around the district in order to be tested in different public spaces.

The results from these location tests will eventually be used as input for the future design of the public space in the district.

And with the arrival of the architecture Biennale in the WTC tower, the North district hosts a large cultural event consisting of an exposition and a series of lectures and debates on the North district and urban transitions in general.

“Do You North” will also highlight some remarkable or forgotten public spaces of the area such as the Parc de la Senne, which is an ideal place to escape from the hectics in the business district.

In September, the neighborhood can also get to know the individuals and associations that have moved into the WTC tower with the temporary occupation project „Platform North”. Around 30 organizations are now installed in the WTC I tower, all from different backgrounds, with different scales and projects, but all with the ambition to contribute to the reactivation of the North District. Each of them is preparing a project which will have a positive impact for the North District, and will benefit to different current and future users, be they inhabitants, employees of big and small companies and institutions around, students in the neighborhood schools, etc. In a market atmosphere, the new neighbors and their projects will be presented to the users of the North district.

Up4North is at the same time co-creating the long term future of the district. With the partners of LabNorth and public authorities, an inclusive governance structure is being defined, which can guide the transformation process of the district.

Up4North was initiated in 2016 by AG Real Estate and Befimmo. It is a shared initiative of nine companies present in the North District: AG Real Estate, Allianz Benelux, AXA Belgium, Banimmo, Befimmo, Belfius Insurance, Immobel, Triuva Belgium and Engie.

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