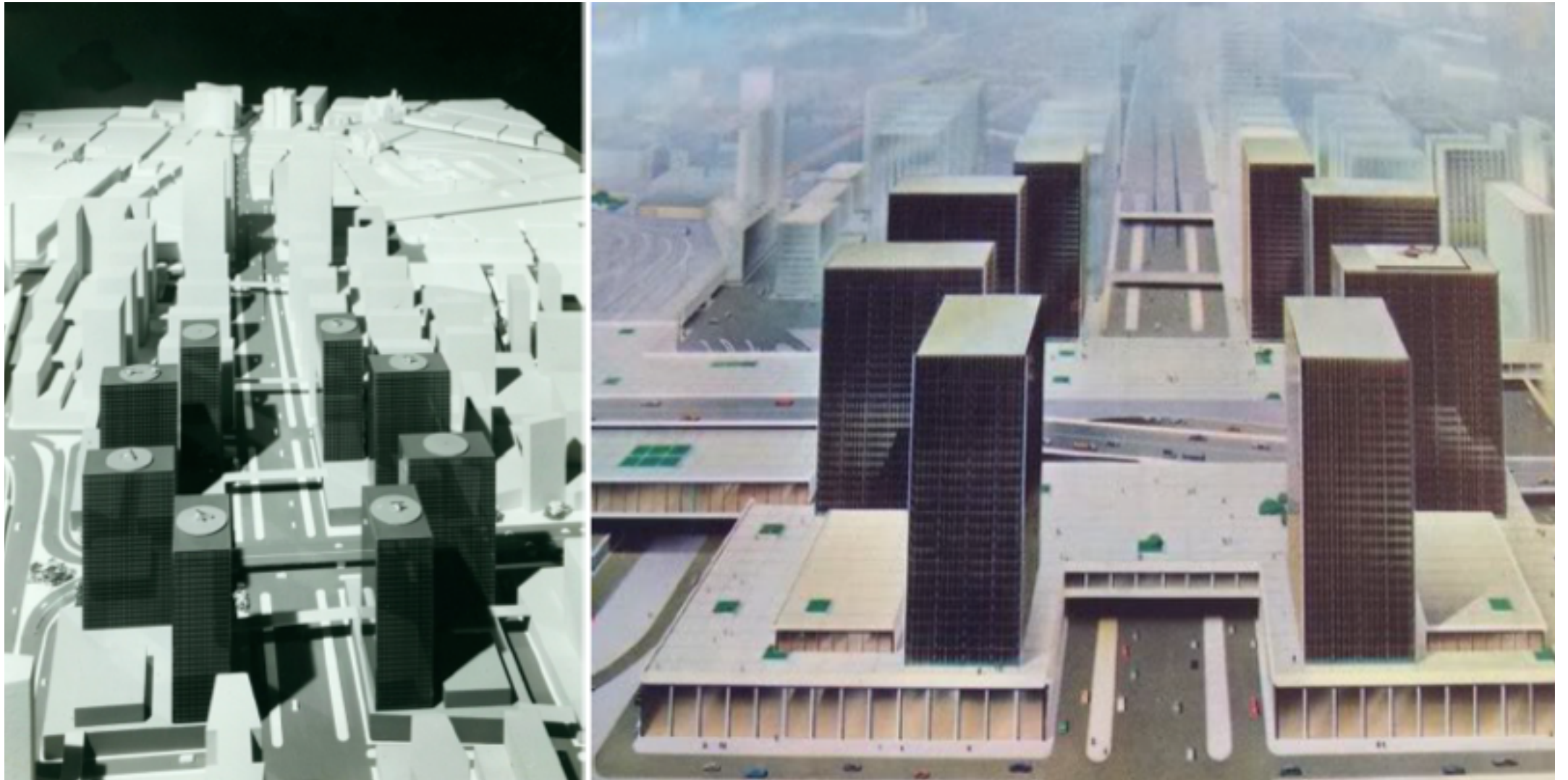


## Manhattan plan - 1967



>an utopian modernist masterplan

>attract large multinationals to an international business district

> *several multi-story office towers would come to articulate the crossroad of 2 highways*



## North district in 1973



> *the highways never got build & the arrival of international corporations lingered on*

> *During the 90s, as the economy picked up again, the idea for a business district in the North District revived and office buildings were built, mostly for large administrations*



## North district today



*> The North district today is perceived as a mono functional business district occupied by large administrations. It has a reputation of being turned on the inside rather than being a vibrant area on a human scale.*

# Drivers

## #potential #strengths

The North district has major assets given its strategic location, the presence of a multimodal transport hub, the large boulevards, the high-rise building and the architectural look (skyline), the presence of importance occupants etc.



### **Big Technology Companies**

The presence of innovative technology companies offers a potential to attract range of new, smaller players to the district.



# Drivers

## #potential #strengths

The North district has major assets given its strategic location, the presence of a multimodal transport hub, the large boulevards, the high-rise building and the architectural look (skyline), the presence of importance occupants etc.



### Strategic Location

The North district is located close to the city center, next to the Canal and with a fast connection to the airport. It is structured around large boulevards (Albert II- Bolivar - Progrès)

# Drivers

## #potential #strengths

The North district has major assets given its strategic location, the presence of a multimodal transport hub, the large boulevards, the high-rise building and the architectural look (skyline), the presence of importance occupants etc.



### Multimodal Transport Hub Gateway

Brussels North is a multi-modal pole in the Brussels Region. The renewed station (and the adjacent CCN building) can become a regeneration catalyst to the surrounding area, a hotspot for new services, a landmark gateway to Brussels, a recognizable place with adapted human public spaces.

# Drivers

## #potential #strengths

The North district has major assets given its strategic location, the presence of a multimodal transport hub, the large boulevards, the high-rise building and the architectural look (skyline), the presence of importance occupants etc.



### Architectural Look

The high-rise boom is responsible for the current skyline of Brussels North and offers beautiful views and nice perspectives.



# Drivers

#quality #services #weaknesses

The district offers very few qualitative spaces for lunch, leisure or for informal meetings. The service offer both for employees, residents or tourists is too limited.





# Drivers

## #challenges

Up4North wants to reflect and provide solutions to certain challenges that the area is facing:



### Vacancy Rate

The 20 biggest occupants in the district represent 80% of the used surface area. If one or two of them move, this substantially affects the whole district

# Drivers

## #challenges

Up4North wants to reflect and provide solutions to certain challenges that the area is facing:



Window of Opportunity,  
//Mixity  
//Activation of ground  
floors

With buildings that become available and new projects in the pipeline, the period from 2017 tot 2020 can be called “a window of opportunity” for re-organisation and optimisation of the offices in order to offer a qualitative contribution to the redevelopment of the North district.



# Creation of an association.



The association Up4North is composed of major real estate property owners such as AG Real Estate, Befimmo, Allianz Benelux, AXA Belgium, Banimmo, Belfius Insurance, Immobel, Triuva Belgium and Engie



# Co-creation

#coalition #open #hearing #dialogue #influence

Up4North wants to collaborate with all stakeholders in the area by working on a continuous improvement of the public and private area by imagining a shared vision while at the same time implementing and testing initiatives.

## Long term



## Short term



participatory  
workshops



temporary  
occupation



events, social fabric





## Long term: co-creation

LabNorth is a partnership between **Up4North**, design agency **Vraiment Vraiment**, architecture agency **51N4E** and **Architecture Workroom Brussels**. They join forces for a agile reflection on the North district and they re-imagine how the district can gain back an inclusive place in the city.



- > definition of transformation principles
- > coalitions in the field:
  - private partners
  - inhabitants
  - socio-cultural stakeholders
  - employees
  - ...



# Short term: experiment

A dynamic of temporary occupation that has led to more urbanity and new coalitions



participatory  
workshops



temporary  
occupation



events, social fabric





# Short term: experiment

A dynamic of temporary occupation that has led to more urbanity and new coalitions



## Dynamic hotspot



Around 1000 shared sqm usable by people from the outside  
as an entrance in the dynamic, for workshops, conferences, talks, meetings...with an average of 5 events per month.

### WHO ?

The Flemish Community

Métropole Lille Europe

OVAM

Maître architecte

KUleuven formation post-universitaire

St-Louis

Cabinet Ministre Gatz (workshop innovative partnerships in cultural sector)

BRIK

ULB Horta

MAD

...



## Dynamic hotspot



Around 2500 sqm for events (without the socle + 23rd floor + terrace)

as a valorisation of the empty spaces and an entrance for the neighborhood via diners, parties, concerts, exhibitions...with an average of two large events per month.

### WHO ?

Académie Royale des Beaux-Arts

Zinneke

Fondation du Roi Baudouin

ULB Horta

Sabam for Culture / Boterhammen in het park

MuziekPublique: morning concert

District walks: classical music on Sunday

PopPot, mobile restaurant

...



## Dynamic hotspot





## Testing ground: urban garden & agriculture



Food harvest  
at least 5 kilos per week



Friendly meeting point  
for the neighborhood



Green spot  
for nice breaks in the district



Atypical spot  
for events and parties



Prototype place  
for urban agriculture research



Sustainable area  
to preserve nature



# WHAT DOES LAB NORTH STAND FOR?



## LOCALLY EMBEDDED

Link with the neighborhood,  
events with local added value,  
network organisation



## DIVERSE WORKING

Shared Services, Ecosystem of  
plants and people



## KNOWLEDGE HUB

Thinking about the city,  
Academic collaboration, Urban  
start-ups, sharing of expertise



## DYNAMIC HOT SPOT

Public character, informal and  
formal events, cross-over  
projects



## TESTING GROUND

An educational neighborhood?  
A new live and work  
neighborhood



## INNOVATION NETWORK

Businesses sharing resources  
Working on energy, mobility,  
development

# WHAT DOES LAB NORTH STAND FOR?

**250 people** heading to Platform North daily

**1000 people** reached with every social media post

**8000 m<sup>2</sup>** used as co-working space

**33 organisation** from diverse sectors

**10 requests** for space each month

**1000 m<sup>2</sup> common space** for meetings and interaction

**5 workshops** for institutions each month

**2 large events** each month

**2 tours** in Platform North each week

**16 local events** organised by Platform North participants

**1 partnership** with Perspective and BmA