



PRESS RELEASE

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How to create a Precedent

As Union Investment and YUGENING team up to remodel “Le Président” on Brussels’ Avenue Louise, they will not just be reshaping a building. They will create a precedent for how people and places can thrive in a heavily urbanized context, turning “Le Président” into “The Precedent”.

‘The Precedent’ connect the dots between well-being, ecology and economic viability. It is a place where professionals are nudged towards their most productive, creative and outstanding work by a building that actively and passively supports their physical, emotional and mental health.

How? By consciously incorporating biophilic elements:

Think active green walls, with which ‘The Precedent’ offers its tenants the most breathable and pollutant free air any pair of lungs will breathe anywhere near the Avenue Louise. Think daylight, loads of natural daylight that ‘The Precedent’s’ curtain walls will see to, while its fixtures intelligently provide a natural sense of time. Think CLT construction that bridge the distance between the actual office spaces and the robust trees on ‘The Precedent’s’ front doorstep, almost literally inviting them in.

Think abundant use of natural materials that lower exposure to physical and mental stress, with a green roof and bee-friendly vegetation to top it off.

By stimulating meaningful interaction:

The staircases have been placed and designed in such a way that they invite people to make use of them, frequently, as places to be and meet up. The adjustable rooms’ and spaces’ excellent acoustic properties allow conversations to be as private or as transparent as they need to be. The use of Smart Glazing intelligently manages glare on computer screens and other surfaces. Furthermore ‘The Precedent’s’ near individual radiant heath and cooling panels offer outstanding thermic comfort, allowing people to collaborate anywhere, anytime in perfectly workable light and thermic conditions.

'The Precedent's' approach will offer no less than 30% more m² of usable space than its current 'Le Président' configuration. By adding Cross Laminated Timber structures to the existing concrete skeleton, 'The Precedent' makes optimal use of the actual building line and offset potential, while offering the lowest possible carbon footprint.

The recovery and optimisation of the old concrete structures also shortens construction time by at least 6 months, saving time while reducing the impact on the surrounding district during the remodelling process.

The eco-friendly, maintenance free and bright, solid surface outer shell pours natural light into the back streets far more than any (pollution sensitive) stone would be able to. That way 'The Precedent' literally brightens up its surroundings while being of aesthetic added value to its surrounding streets.

It goes without saying that occupancy detection, energy monitoring and water management - just to name a few - put the tenant in complete control of buildings that respect the people in it and the environment they are part of. As a result, 'The Precedent' complies with passive standards (EPB Brussel 2015), will carry the 'Outstanding' BREEAM-certificate and will be Well Certified ready.

Lead architects:

Project architect: Kelly Lambrechts
Architect: Véronique Orens

High resolution footage available on request. Contact us via our press contact.

UNION INVESTMENT profile

Union Investment stands for forward-looking real estate investment worldwide. Our business model is based on the strong foundation of over 50 years of real estate expertise. By leveraging our comprehensive real estate expertise, we create and add value for our investors throughout all phases of the property life cycle: from research and fund management, real estate acquisition, professional development projects, upgrading of existing holdings, active property management and letting through to the disposal of property Holdings. Union Investment manages 368 properties and €41,4 billion in assets worldwide.

YUGENING Architecture profile

YUGENING is the brand-new name that architectural firm Orens & Van Grimbergen Architecten (Kapellen, Belgium) is taking on – as you are reading this - to mark a significant leap forward in the firm's evolution after over a decade of steady growth. Building on its broad expertise in designing offices, housing and industrial projects, as well as its deep involvement in how architecture can and should evoke health and happiness, YUGENING creates human-centric architecture.

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