

Unveiling ICÔNE: where vision meets reality

With its inauguration in Belval in January 2023 and keys handed over to Société Générale Luxembourg as tenant and AG Real Estate as acquirer in the first quarter of 2023, ICÔNE stands as a testament to visionary design and operational excellence.

Developed by BESIX RED and envisioned by renowned architects Foster + Partners and local partner Beiler François Fritsch, ICÔNE is not just an office building; it's a distinctive 18,830 m² workspace meticulously crafted to redefine the traditional office experience. With a design philosophy that permeates from the interior outwards, ICÔNE is a reflection of the changing dynamics of work, seamlessly integrating the New Way of Working and stringent environmental standards, earning it the BREEAM Excellent rating. This iconic development is now home to Société Générale Luxembourg, leasing its entirety, and is proudly owned by investor AG Real Estate.

Project details

ICÔNE

Location

Belval, Grand Duchy of Luxembourg

Area

18,830 m² of Gross Leasable Area (17,373 m² of office space and 1,457 m² of retail & restaurant space, plus 680 m² of archives and 237 parking spaces)

Client-occupant

Société Générale Luxembourg

Acquirer

AG Real Estate

Contractors

BESIX GROUP (BESIX and LUX TP)

Architects

Foster + Partners and Beiler François Fritsch

Certification

BREEAM 'Excellent' Building

Delivery

23 February 2023

ICÔNE: redefining the office experience

In a significant achievement, ICÔNE, BESIX RED's pioneering and sustainable project, was delivered to Société Générale on February 23, 2023, following nearly three years of construction. Covering 18,830 m², this distinctive building is not just a conventional office space. It embodies forward-thinking, innovative concepts, prioritising the well-being of its occupants. Conceived in 2018 prior to the disruptions of COVID-19, with a focus on the evolving nature of workspaces, the design anticipated a shift in work dynamics. The outcome is an architecturally innovative and sustainable space that offers a distinctive and future-ready work experience.

"In witnessing ICÔNE come to life, we celebrated a significant milestone in the recognition of our expertise and commitment in the Luxembourg market. It underscores the competitive position of BESIX RED Luxembourg, showcasing our capacity to deliver ambitious, attractive, and strategically located developments," says Geoffroy Bertrand, Country Director BESIX RED Luxembourg.

Forward thinking architecture and sustainable approach

ICÔNE's architectural brilliance, a collaborative work by Foster + Partners and Beiler François Fritsch, redefines the Belval skyline. Its distinctive wings envelop a central atrium, a vibrant hub promoting creativity and connectivity. The structurally glazed and environmentally conscious façade features green loggias, showcasing the flawless integration of nature and infrastructure. More than a mere building, ICÔNE stands as a 'smart building,' proactively anticipating and adapting to evolving needs of occupants and prioritising their well-being. Awarded the prestigious BREEAM Excellent rating, ICÔNE pioneers sustainability through energy efficiency, eco-friendly materials, and a harmonious fusion of nature into the urban fabric and industrial heritage of Belval. The inclusion of openable windows, a sedum green roof, and carefully designed green spaces attests to ICÔNE's commitment to a unique work experience.



Success with investors, occupants, and international recognition

ICÔNE's success is evident in its ability to attract prestigious tenants and international investors before completion. Société Générale Luxembourg committed to the entire building with a 15-year lease in 2021, showcasing ICÔNE's appeal and alignment with modern workspace trends. AG Insurance, represented by AG Real Estate, also recognised the building's potential, leading to the acquisition of 100 % of the shares of B-9 S.A., the company owning ICÔNE, in early 2022. This transaction reflects the confidence of renowned investors in ICÔNE's economic viability, solidifying its standing as a sought-after and financially robust asset.

Gabriel Uzgen, CEO BESIX RED, comments: "When reality surpasses the design of a project, a developer might claim that a project has been successful. If, on top of that, all ESG-elements have been pushed to their greatest extremes and correspond to the current needs of the real estate market, it's a double success. The fact that ICÔNE meets the expectations

of a well-established investor like AG Real Estate and is in line with the demands of a tenant like Société Générale Luxembourg demonstrates that ICÔNE is a reference in terms of post-covid work experience".

"By joining forces with a renowned architect like Foster + Partners and leveraging on the in-house multidisciplinary expertise of BESIX for the construction of ICÔNE, we were able to turn our vision into reality", he concludes.

ICÔNE's success has been recognised with prestigious awards, including the 'Best Office Building' at the LuxReal & Paperjam+Delano Business Club Real Estate Awards 2023. The development also received a 5-star award as the 'Best Office Development Luxembourg' in the 2023-2024 European Property Awards.

ICÔNE is not just a building; it's an enduring legacy of innovation, sustainability, and success.