

## ArchiLAB: ATENOR laboratory

La Hulpe, 18 May 2020

During 2019, the climate emergency became a day-to-day part of everybody's lives, and a concern for everyone bearing political and economic responsibilities, due to its clear presence and its growing mediatisation. Melding in with this development are other deep changes, notably the arrival on the labour market of Generation Y, the "millennials", whose behaviour and expectations are in stark contrast to those of previous generations. Also, there is the undoubted onward march of the "proptechs", centring on the widespread use of smartphones.

The combination and scale of these changes are leading to such a point that the historically traditional real estate sector is being forced to review its bases and its approach. Of course, these changes are materialising in the big cities. Having been a key real estate developer for more than 10 years, ATENOR is taking a conscientious and responsible approach to these developments.

ATENOR has set up a think tank. ArchiLAB is a laboratory of ideas and observations through which ATENOR captures and follows trends in contemporary architecture, innovative and sustainable technologies, responses to the changes in society. To enhance ArchiLAB vision, experts of different backgrounds are invited once a month to share their expertise, lead the discussions and present their view of current and future trends, in relation to one of the three aforementioned topics.

In a market that is becoming increasingly competitive and demanding, the real estate sector, and the real estate development sector in particular, can no longer obey its instincts of the past. We need to gain some perspective in order to innovate and instigate new responses in order to guarantee the primary and most honourable mission of development, this being the adaptation of the (urban) fabric to the changes in the economic, social, environmental and technological framework in which mankind is evolving. This managerial commitment enables ATENOR to enhance its transversal skills, open up new perspectives and thus confirm its unique position and its expertise as a European urban developer.

ATENOR presence in a number of different political, economic and geographical contexts enables the company to develop a pragmatic and transposable expertise and thus ensure the resilience of its projects and actions, which are based on Europe diversity. Actually, this "think tank" is first and foremost a "do tank". As urban developer, ATENOR mission is to put the reality of urban life into practice, through the design and development of its projects, which are the product of its thinking and of the trends and developments observed and shared by all the city stakeholders.

Recent permit applications have thus been included in the initial results of ArchiLAB's work. This is the case of the De Molens project in Deinze (designed by the architect Reiulf Ramstad Arkitekter, URA, B2AI and by the landscapers Arne Deruyter), Com'Unity in Bezons (designed by SOM&SRA- Architects), WellBe in Lisbon (designed by the architects S+A and A2M) and University Business Center I in Warsaw (designed by the architects from the studio Grupa 5).



De Molens



Com'Unity



WellBe



University Business Center I

ArchiLAB is the concrete expression of one of the key pillars of the way ATENOR conceives and exercises its mission as an urban real estate developer at European scale. ArchiLAB also promotes the resilience of our business as observed since the onset of the Covid-19 crisis.

ATENOR is an urban real estate development company with European expertise listed on the Euronext Brussels market. Through our urban planning and architectural approach, we aim to provide appropriate responses to the new requirements being imposed by developments in urban and professional life. Within this framework, ATENOR is investing in large-scale property projects which meet strict criteria in terms of location, economic efficiency and respect for the environment. [Reuters ATE0.BR](#) - [Bloomberg : ATEB BB](#)

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