

**Novartis International AG**

Motto: Novae artes [new skills]
 Founded: 1996 [1970 Ciba-Geigy and Sandoz]
 Number of employees: >100,000
 Ratio male / female employees: 57% / 43% [CH]
 Number of divisions: 4
 Largest division: Pharmaceuticals
 Revenue: 27,000 m EUR [2006]
 Profits: 5,100 m EUR [2006]

Novartis Campus, Basel

Motto: Campus of Knowledge and Innovation
 Founded: 2001 redevelopment [1886]
 Campus area: 207,000 sqm
 Floor space: 350,000 sqm planned
 Number of employees: ~5,000 + 10,000 planned
 Number of companies: Novartis + ~50 support and IT
 Investments: >1,220 m EUR [1999–2011]

Location: The Novartis Campus is situated just north of the city of Basel, in the district of St. Johann, directly on the Rhine and close to the German and French borders. Today the corporate headquarters comprises a lively conglomerate of office, research and factory buildings interspersed with railway tracks and warehouses. In close proximity to a regional train station and well served by the city's transportation network, the Basel-Mulhouse-Freiburg airport facilitates connections across the continent; Zurich's International Airport is just one hour's drive away.



Development: Over the next few years, Novartis aims to rebuild its existing production site as an ultra-modern research, development and management centre in order to attract and retain world-class scientists and managers. This Campus of Knowledge and Innovation is also to become an example and a mirror of the innovative accomplishments of Novartis, including the company's pioneering endeavours to bring industry and society together. The master plan by Vittorio Magnago Lampugnani is organised as a long-term, flexible project that will be implemented in phases. An internationally acclaimed team of experts and consultants has been engaged to oversee landscape architecture, art, lighting, and graphic design. The transformation of the area is part of a larger conversion of the St. Johann harbour, the so-called 'Campus Plus'. This project capitalises on issues relating to the city's development with the upgrading of the Novartis area. One outcome has been the creation of a new pedestrian and cycle route along the Rhine, leading from the city centre to the border. The project as a whole is also seen in the context of the city's other existing and proposed cultural institutions including the possible annexation of additional space for university use at the Dreirosen bridgehead.



Novartis Campus in Basel

Programme: The existing branches and departments will be expanded into a high-performance workplace with the best possible conditions for communication, exchange and collaboration. According to Magnago Lampugnani, the ideal place for people to come together is the city. Thus he envisions a 'veritable urban quarter' with all of the elements we appreciate in a city: avenues, alleys, squares, parks, cafés, restaurants and shops, and even a bell tower on the main piazza – only residential buildings are missing. With this 'city-within-a-city' concept, a pleasant environment is aspired to, with small plots and standard building heights of twenty-two metres for new office and laboratory buildings. The main street will be turned into an avenue framed by trees and arcades housing all sorts of urban amenities and as such will form the social backbone of the whole area, connecting the campus to the large public park extending to the surrounding residential districts and the banks of the Rhine.

Morphology: The new campus is organised as a clear grid structure echoing both the original factory complex and the Celtic settlement that existed on this site about 2,200 years ago. This structure not only promotes orientation and efficiency but also identifies with the history of the site. The area is to be developed according to these principles, with buildings that do not dominate individually but



relate to one another – in the same way that the people who work there communicate with each other. Above all, the various squares and parks will invite co-workers and visitors to linger and enjoy the beautiful setting. The campus will provide a balanced mixture of built spaces for working and open spaces for recreation and relaxation, with buildings designed by high-profile architects, committed to the city and mindful of the carefully orchestrated master plan.

The City of Basel: With about 166,000 inhabitants, Basel is the third-largest city in Switzerland. Due to the excellent transport connections to the border triangle, the city has long been recognised as an important centre of trade and culture. Crucial to the development of the city was the construction of the first bridge over the Rhine and the Church Council in 1431–48, which led to book printing, the foundation of the oldest Swiss university in 1460, and the beginning of the trade centre. The city's internationally renowned pharmaceutical and chemical companies are rooted in the silk ribbon factories that emerged during industrialisation. With the expansion of the Novartis headquarters and the Campus Plus project, Basel wants to further strengthen its leading position in life sciences and increase its attractiveness as a business location.

Forum with Headquarters Building, Fabrikstrasse 4 by SANAA (2006), **Forum 3** by Roger Diener, **Helmut Federle and Gerold Wiederin** (2005), and **Fabrikstrasse 6** by Peter Märkli (2006).