

PURE, an urban regeneration project in Lille Métropole

With the sustainable office project PURE in Lille, BESIX RED consolidates its position on the French real estate market. After the achievement of ‘Perspective’ in 2012, the real estate developer further pursues its geographical diversification in strategic and dynamic European cities. Designed by the renowned architect Coldefy and the local landscape architect LAND, PURE will feature 8,000 m² of modern offices embracing a concept rooted in the well-being of users.

Project details

PURE

Category
New development

Project type
Offices

Location
La Madeleine, Lille
Metropolitan Area (France)

Total area
8,000 m² and 1,000 m² garden

Developer
BESIX RED

Architect
Coldefy

Landscape architect
LAND

Expected certifications
BREEAM Excellent and WELL reference



An attractive localisation with excellent connectivity

Characterised by a strong demand, particularly in large cities such as Paris and Lille, the French real estate market offers many opportunities. With a growing population and consequently a high and ever-increasing demand for sustainable and qualitative buildings, the real estate market of Lille, capital of the Hauts-de-France region in Northern France, and its metropolis offer a positive economic outlook. Lille ranked first as France’s most attractive city for businesses, in the 2022 ranking from the business magazine Challenges. The city also reached the highest score for its attractiveness to families and commitment to sustainability.

“Lille’s strong and diversified economy offers a stable foundation for the pursuit of our geographical diversification”, explains Stéphan Leturgez, Country Director France at BESIX RED. “The fact that Lille is well-connected with other major cities in Europe and offers easy accessibility, makes it attractive for both businesses and residents. For several years, the city has been undergoing significant urban renewal, to which we want to contribute with PURE”, he continues.

PURE is located on Avenue de la République in La Madeleine, at the entrance of Lille. This area is known as the ‘Grands Boulevards’, and famous for its accessibility, its strong functional mix, and its immediate proximity to the main European cities. PURE benefits from excellent connectivity: it is a ten-minute walk from Eurail, as well as from Lille Europe International station and has the ‘Romarin’ tram stop and public bicycle hire at its doorstep.

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Country Director France at BESIX RED

A pure architecture and well-thought-out landscaping

Designed by Coldefy architects, PURE features a sleek and refined architecture, with a strong landscaping component. The 8,000 m² offices are filled with light and greenery and foster a spirit of collaboration and co-creation, while the building’s layout addresses the need for flexible and healthy working environments.

The building is arranged as two wings enclosing the central atrium, which is wrapped in a glass façade. The light-filled atrium is the heart of the building and a place where people can relax and interact. Each level features meeting cubes with views on the atrium of the building. As an extension to the workplace, several terraces will provide tenants with a large open-air space filled with plants and outdoor seating.

PURE offices are modular and can accommodate one single or multiple companies. Alongside classic offices, PURE features flex offices providing versatility and adaptability to the changing needs of businesses. The project bathes in natural light and benefits from high-quality finishes, which ensures a comfortable and aesthetically pleasant working environment. Finally, PURE is surrounded by lush greenery, including a 1,000 m² garden in its internal courtyard. The landscaping aspect of the project is entrusted to LAND.

Sustainability and well-being at core

Designed with well-being at heart, PURE is conceived as a fossil-free and smart building. It is designed to achieve BREEAM ‘Excellent’ and WELL-certifications. The offices are equipped with energy-efficient technologies such as solar panels and heat pumps, resulting in lower energy consumption compared to average.

Gabriel Uzgen, CEO BESIX RED says: “BESIX RED places sustainable development and performance at the centre of its strategy and values. Since 2021, BREEAM Excellent has been the minimum score we consider for all our office developments. Mobility and transport connections are an integral part of the ESG due diligence for new acquisitions. Central and well-connected locations are core criteria of our selected development opportunities. Users’ well-being is also in our roots. WELL-labelling of office operations starts in the design phase where we target at least a Gold score. PURE has it all.”

With the building permit obtained in September 2022, PURE’s delivery is expected for Q3 2025.