

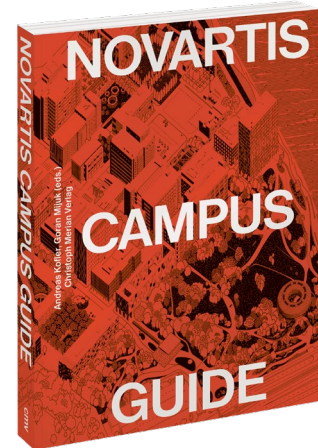
The Novartis Campus in Basel – Architecture, Art and Innovative Work Environments

The campus of the Novartis pharmaceutical corporation, based in the north of Basel, is a veritable highlight for fans of architecture: a place of knowledge, innovation and discourse. The publication entitled *Novartis Campus Guide* (Christoph Merian Verlag) shows for the first time in total how innovative work environments have been attained by means of outstanding architecture and art. Based on the master plan by Italian architect Vittorio Magnago Lampugnani, an ensemble of buildings has emerged at the Novartis headquarters that is now being purposely opened up to the outside world. The designs by internationally famous architects such as Tadao Ando, Frank O. Gehry and Alvaro Siza, as well as by artists like Jenny Holzer and Sigmar Polke, also incorporate concepts by occupational psychologists, designers, landscape planners and engineers.

Just how ideally these concepts have been implemented, in terms of construction and of art, is evidenced in this compact guidebook, initially in visual form, i.e., large-format colour photographs of the buildings and the terrain. In the introduction to the guidebook, Vittorio Magnago Lampugnani, head of the project and eminent authority on urban planning, outlines the objectives and the plans. The thematically arranged articles are preceded by a review of the history of the corporation and of the development of the site. These articles elucidate the conditions and phases in the configuration of inside and outside areas, the intentional juxtaposition of old and new, as well as the incorporation of works of art. Photographs of room interiors allow readers an exclusive view of the ultra-modern, not publicly accessible laboratory and office sectors, complemented by the latest plans and illustrations.

The “Campus of Knowledge” that has emerged on the closed corporation grounds over the course of the years has been open to the public since 2022. The 20 hectare areal has since proven to be a magnet both for people interested in architecture and for an international public who, along with the employees, enliven the roads, parks, cafés and restaurants during normal working hours. With this compact guidebook in hand, visitors can now explore and appreciate for the first time both the campus itself and the unique way in which modern working environments have been created here thanks to world class architecture.

The *Novartis Campus Guide* is available in a German, English and French edition.



Andreas Kofler, Goran Mijuk (eds.)

Novartis Campus Guide

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