

# Konnex Redevelopment as Industrial Innovation District Activator in the 2nd Tier City of Baden, Switzerland

By: Barbara Leonard, Chief Strategy Officer, Michelgroup

Published on November 16, 2021



©Stadt Baden

## Introduction

Investing in the Right Place at the Right Time is the key to success for every Development Project!

We are currently experiencing a significant trend for the regeneration of Industrial Districts. Former industrial sites are being transformed into Re-imagined Urban Areas. Our changing work and living lifestyles create opportunities for Industrial Innovation Districts to become real Urban Neighborhoods and align with the idea of “the 15-minutes city”.

The redevelopment of Konnex in the Industrial District of Baden timing couldn't be better and has the opportunity to be Baden North's Industrial Innovation District Activator.

**Press Contact:**  
Barbara Leonard, Chief Strategy Officer  
Tel. +41 (0)44 250 74 69  
barbara.leonard@michelgroup.eu

**MICHELGROUP GmbH**  
Binzstrasse 23  
8045 Zürich, Switzerland  
Pfarrer-Weiss Weg 18  
89077 Ulm, Germany

**Website:**  
[www.michelgroup.eu](http://www.michelgroup.eu)

## **Konnex Redevelopment as Industrial Innovation District Activator in the 2<sup>nd</sup> Tier City of Baden, Switzerland**

### **Konnex in Baden North**

#### ***“Industrial Innovation District Activator”***

In the 19<sup>th</sup> Century, Baden North originated with the innovation pioneer BBC Brown Boveri & Cie. BBC developed its Industrial Campus and grew significantly throughout the 20<sup>th</sup> century.

In the late 20<sup>th</sup> Century, BBC and ASEA merged to form ABB. ABB demonstrated the company’s industrial transformation with the new engineering building Konnex, which had been designed by Theo Hotz. The Building won multiple awards including the Constructec-Preis: European Prize for Industrial Architecture and has been an Architectural Icon in the heart of ABB Areal in the Baden North District. In recent years, GE has been the sole tenant of the building.

Now in the 21<sup>st</sup> Century, the redevelopment of the Konnex building coincides with Baden’s plans for Baden North District. The City has big plans for the expansion of business in Baden North and Dättwil Districts with a focus on Hightech Energy, ICT, Healthcare, and Medical Technology). They see the repositioning of Konnex has the opportunity to be a “Game Changer” in the revitalization of Baden North.

Following GE’s move out of Konnex, the process of renovation/refurbishment of the 42,500 square meter Konnex building began in Spring 2021. Konnex will be transformed from a single-tenant use building into a multi-tenant building. This new forward-thinking “City-in-a-City” Concept will reposition Konnex for the Urban Business and Community Lifestyle.

As it takes its place as the District Activator for Baden North, Konnex “City-in-a-City” Concept supports the new Lifestyle Trends of Work-Life Balance by bringing a synergistic ecosystem with the right mix of tenants exploring a range of services and amenities. Already tenants are in the process of signing on ranging from Medical Service Agency, Coworking, Serviced Apartments, and Education.

The “City-in-a-City” Concept fits in well with the City of Baden’s plans in complementing the Baden North District with more public use. Already there are many projects currently under development in and close to the Areal surrounding Konnex. In addition to the new Thermal & Wellnessbad “Fortyseven” by Mario Botta, the Areale Braerei H. Müller is expanding, and the Buds Residential Tower is being constructed. The Areal plans for Mixed-Use Community is already underway.

**Press Contact:**  
Barbara Leonard, Chief Strategy Officer  
Tel. +41 (0)44 250 74 69  
barbara.leonard@michelgroup.eu

**MICHELGROUP GmbH**  
Binzstrasse 23  
8045 Zürich, Switzerland  
Pfarrer-Weiss Weg 18  
89077 Ulm, Germany

**Website:**  
[www.michelgroup.eu](http://www.michelgroup.eu)

## **Konnex Redevelopment as Industrial Innovation District Activator in the 2<sup>nd</sup> Tier City of Baden, Switzerland**

### **Baden**

#### ***“An Important 2<sup>nd</sup> Tier City”***

2<sup>nd</sup> Tier Cities are rising in popularity, especially among Millennials. There is a boom of people and businesses moving to 2<sup>nd</sup> Tiers because of their unique offering. Out of the big city bustle, but still enough density and bustle to be interesting. Easy access to the 1<sup>st</sup> Tier Cities, but quieter and closer to Nature. Baden is one of the most well-known and successful 2<sup>nd</sup> Tier Cities located in the largest and most important economic area in Switzerland. One of the big advantages are the city's close connections to City of Zurich as well as Zurich's International Airport.

Baden understands today's Lifestyle Trends very well. Actually, these Trends align perfectly with the city's history and they have now come full-circle to what is highly sought-after and valued in today's world. The city already has a rich heritage of stunning Natural Landscapes combined with a modern Urban Life and Industrial Innovation. Baden lies the middle of the beautiful, picturesque Limmat Valley. More than 50% of the city is comprised of Forestry with the Limmat River weaves through the city. The natural Baths, once enjoyed by the Romans and revived in the 19<sup>th</sup> century for tourism, are now being renovated into an iconic modern destination (designed by Mario Botta).

Baden exudes Nature and Wellbeing in abundance while offering an advantageous place for businesses to thrive. In 2020, Baden has been awarded the Wakker Prize for sustainable upgrading & high quality design of public spaces. With its commitment to Energy Efficiency planning, the city is already well-known for its excellent infrastructure and transportation connections. Companies, moving into and expanding in Switzerland, are capitalizing on Baden's unique offer. Hitachi, a Japanese firm, has collaborated with the city in how to best provide their employees with Work-Life Balance and Mind-Body Wellbeing ensuring they benefit from Baden's "healing Forests" and thermal baths. The city is working with these incoming innovative companies to help them strengthen their offer to attract and retain the best talent possible.

Global Trends that are shaping the lifestyles and expectations of people and businesses as well as how cities are changing to meet these needs. In the competitive job market, the best talent is attracted to the best companies, healthiest environments, broadest cultural scene and highest quality lifestyles.

**Press Contact:**  
Barbara Leonard, Chief Strategy Officer  
Tel. +41 (0)44 250 74 69  
barbara.leonard@michelgroup.eu

**MICHELGROUP GmbH**  
Binzstrasse 23  
8045 Zürich, Switzerland  
Pfarrer-Weiss Weg 18  
89077 Ulm, Germany

**Website:**  
[www.michelgroup.eu](http://www.michelgroup.eu)