

The Novartis Pavilion in Basel – A place of dialogue and knowledge transfer; innovative, spectacular, sustainable

The essence of modern understatement: the new Novartis Pavilion conceals an environmentally-friendly wooden building under shiny lozenge-shaped photovoltaic cells. Its round shape applies the idea of a communicative «circle of learning» near the main entrance to the Novartis Campus. As of autumn 2022 it will be open during working hours to all those interested. In the publication *Novartis Campus – Pavillon* (Christoph Merian Verlag) the new building, designed by Michele De Lucchi, is presented by way of short essays and numerous colour illustrations and construction plans.

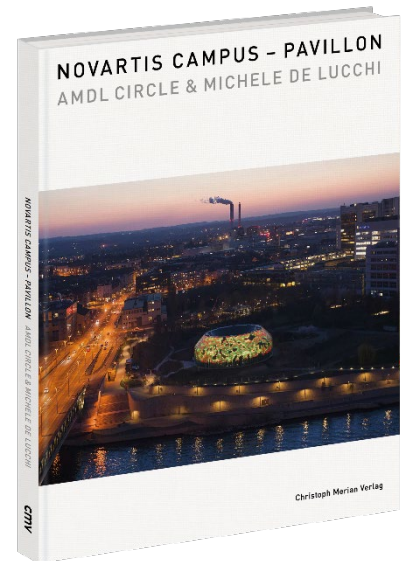
Like a friendly UFO – slightly eccentric but still ‘down to earth’ – the new campus in the park at the Dreirosenbrücke invites people to engage with the complex and often invisible work of the pharmaceutical industry, as well as with the 250-year history of the company. Here you can playfully expand your own knowledge of health and medicine. The spectacular building itself and the opening of the campus both stand for the broad-mindedness, creativity and collaboration which Novartis strives to achieve.

The design, the conception, the facilities and the location of the two-storey ring-shaped building incorporate the company’s in-house aim of opening out into society and into the city, and of entering into dialogue with a broad public. This approach is reflected in the modular ground plan, the audio-visual location tracking in the exhibition “Wonders of Medicine” and the zero energy façade, which can be used for media and artistic purposes. The pavilion’s interactive exhibition format, its seminar and discussion room along with its café make up a high-tech forum in a low-tech construction designed to save resources.

This eighteenth volume in the *Novartis Campus* series ties in with the architectural guides to the other projects that have already been realised on the campus. The essays deal with the architecture and genesis of the building as well as with the innovative exhibition format and the spectacular art and media façade. In keeping with the great importance attached to sustainability in the building’s construction, the book was also produced with ecological criteria in mind.

With essays by AMDL Circle, Sabine Himmelsbach, Jenny Keller, Andreas Kofler, Vittorio M. Lampugnani, Hortensia von Roda, and with an inventory by Christian W. Blaser.

Photographs by Julien Lanoo



Andreas Kofler (ed.)
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Should you have any questions please contact:
Andrea Bikle
Presse- und Öffentlichkeitsarbeit
Christoph Merian Verlag
St. Alban-Vorstadt 12
4052 Basel
Tel. +41 61 226 33 50
a.bikle@merianverlag.ch

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