

CHIESI GARDENS

Raising impactful ideas
to foster innovation



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Chiesi Group presents “Chiesi Gardens”, the urban regeneration project signed by studios 51N4E (Brussels, Belgium) and TEN (Zurich, Switzerland / Belgrade, Serbia) that will transform the historic Chiesi industrial site on Via Palermo in the heart of Parma into an innovative and welcoming place where work, sustainability and community will come together.

A distinctive place that aspires to become a model of gentle, open and inclusive architecture and a best practice model in terms of its participatory and shared process aimed at building a harmonious relationship between content and container.

chiesigardens.com

Chiesi Group has launched a new urban/architectural redevelopment project that will transform the historic Chiesi industrial site in Via Palermo and the surrounding area in the San Leonardo district in the heart of Parma into a distinctive place **scheduled to open in 2028**.

Designed by the Belgian studio **51N4E** and the Swiss-Serbian firm **TEN**, the project is called the “**Chiesi Gardens**” and will allow corporate functions and public spaces to converge within the site: offices, a hub dedicated to innovation and education, services, social areas and large green spaces that will be open to the San Leonardo neighbourhood, the entire city of Parma and external and international communities associated with the worlds of research and innovation.

Chiesi Gardens aims to be an open and attractive place that draws people in.

Purchased by **Giacomo Chiesi** and inaugurated in **October 1955** to house the **first industrial-scale production plant**, the Chiesi site in Via Palermo is the place where the history of Chiesi Group — now an international biopharmaceutical company with more than 7,500 employees and 31 commercial affiliates worldwide — began to take shape.

Seventy years after its inauguration, the site is ready to change its layout to respond first and foremost to new business needs by endowing Chiesi with an **innovative business playground** that will bring together **The Impulse Hub**, a place dedicated to open innovation and the development of future skills, and the offices of the **Chiesi Italia** commercial branch designed in line with the most modern principles of inclusion and well-being, as well as to provide the city of Parma and external communities with a **cultural hub** and a welcoming, inclusive, and safe place for gathering and meeting.

Introduction

Chiesi has been developing innovative medicines and services to improve the quality of life of people for more than 90 years. The Group's mission has always focused on the unmet needs of patients.

Striving to pursue goals of **common benefit beyond simple profit**, Chiesi adopted the legal status of a Benefit Corporation in 2018, making a legally binding commitment **to create shared value for society as a whole**. Today, Chiesi is Benefit Corporation in Italy, the United States, France and Colombia. In 2019 came the B Corp certification. An indispensable part of this journey has been the adoption of an **ecosystem perspective** enabling the company to anticipate and adapt to sustainability challenges posed by the complexity of our times.

In line with its ambition to generate shared value, the **redevelopment of the Via Palermo site in Parma** represents an opportunity to expand the physical and operational limits of its corporate boundaries to a future that will be increasingly oriented around participation and collaboration. A **driver of urban regeneration** that can reveal the interconnection between people's health and that of the planet, as well as a **landmark of innovation** for developing new skills in the field of care and in multiple other contexts.

Chiesi and Parma

The urban regeneration project of the historic Chiesi industrial site on Via Palermo once again demonstrates the **unbreakable bond between the company and the area where it was founded in 1935 and grew to become the international biopharmaceutical group it is today.**

Located in the San Leonardo district in the heart of the city of Parma, the Chiesi site in Via Palermo covers an area of approximately 10,000 square meters. Following the construction of the first building in the mid-1950s, the total size – initially 6,000 sqm – has been in the throes of constant expansion in order to satisfy the company's industrial development needs. Since the second half of the 1980's, the functions housed there have been gradually relocated to other Chiesi premises in Parma, leaving behind a heavily built-up area that lacks a distinctive identity.

In this context, according to **Andrea Chiesi**, Head of Special Projects of Chiesi Group and promoter of the regeneration project, *"the urban regeneration intervention of the Chiesi Via Palermo site is intended as an **act of care** to Parma and more specifically to the San Leonardo neighbourhood, which has hosted us and been our home for seventy years. Over time, this neighbourhood has lost its original industrial character and become a residential area. There is significant housing density, a lack of gathering spaces, and an abundance of large commercial areas. Former industrial spaces are unfortunately in a state of neglect. As a Group, we therefore decided to 'stay' and redesign our site, keeping our roots firmly in place but looking to the future. The start of construction in 2025 also coincides with a symbolic year for us, the company's 90th anniversary."*

Chiesi Gardens the project / program by 51N4E and TEN

Entrusted to **51N4E** and **TEN**, **Chiesi Gardens** will transform the entire area of the San Leonardo neighbourhood in the heart of Parma into a distinctive place **scheduled to open in 2028**.

Designed as an **open system where dialogue between Chiesi, communities and external ecosystems can flourish** to support research and corporate development, as well as to benefit the local area, Chiesi Gardens represents a vision of gentle architecture in which business spaces will coexist with public spaces. It will be a coherent and functional system intended for the development of impactful projects, designed to stimulate and facilitate the **cultural transition** towards the concept of '**openness**'; a place where **urban nature** will design new accessible pathways for the entire area, guiding the important **transition from closed spatial organisation to an open and inclusive platform**.

Reduced built volumes, reuse, sustainable mobility, circular materials, urban greenery as a means of demineralisation and combating phenomena such as heat islands are just some of the components of the regeneration project that envisages the **regeneration of 60% of existing buildings** while pursuing the highest standards of quality, adaptability and energy efficiency.

This **adaptive architecture model** is also reflected in the interior spaces: flexible workplaces, **coworking areas**, and **public/private shared spaces**, as well as a wide range of services including multi-use rooms and the co-existence of a corporate canteen and a public bistro. The cultural offer will include a schedule of events and activities to enliven the site 7 days a week.

This transformation therefore aims to go beyond the site itself to interact with the neighbourhood, external communities, both local and international, and establish an **example of a best practice to replicate at other corporate sites and from which other companies can learn**.

In line with the principles required by Chiesi and with the process initiated in 2017/18, the Chiesi Gardens proposed by **51N4E** and **TEN** are a **response to the idea of regeneration as a permanent way of expressing and anticipating possible scenarios of continuous evolution**.

Vision and Ambitions

The project's vision and ambition are encapsulated in 6 key concepts:

Innovation culture

For the timeliness of the project that encapsulates — right from the start — the demands of innovation culture. Experimentation, transformation, openness, creativity, exchange of knowledge and plurality of thought.

Places beyond architecture

For the appeal of the project that imagines places beyond architecture. Spaces where to cultivate relationships and new habits. Places where things happen and ideas take shape.

New and open system of relationships

Chiesi Gardens as an impulse to change. From closed to open for a new system of relationships: co-living, co-management, collaboration between private and public actors, internal and external communities, and local and global networks.

Places designed around people, for people

Designed to foster the enhancement of human and intellectual capital, both within and beyond the company. Spaces to recognize and nurture talent, as well as to train and attract new skills.

Flexible spaces for futures scenarios

Places stimulated by a 'regenerative idea' based on flexibility and adaptability. Innovation is reflected in how spaces are designed, anticipating possible future scenarios of continuous evolution.

Circular approach

The value of sustainability — from a construction, environmental and social standpoint — determines a gentle approach to design. Reuse, reconversion and transformation are foundational elements of the company's design vocabulary.

Towards Chiesi Gardens. The role of the open and shared process in building the content / container relationship.

Regenerate, rethink spaces in use and time. Expand the physical and operational limits of one's company boundaries. Innovate and transform with the intention of creating value for both the company and the community. Invest in the development and training of future skills.

These are the concepts and intentions anticipating virtuous models that have been at the center of the debate on the urban regeneration of Chiesi Group's site in Via Palermo since the very beginning in 2017. This **open and shared process** started with data analysis aimed at understanding the needs and expectations of stakeholder groups followed by strategic and project orientation studies and insights defining the company's DNA and heritage. There was also an international call for ideas aimed at mapping possible suggestions and ideas that could define the guidelines of the regeneration project, exhibitions, meetings and round tables to strengthen and promote debate.

From the outset, this **ongoing process** aimed to become the concrete example of a **new methodology** in which ideas, people, the local area, with its socio-economic context, and the environment come together in formulating – on the basis of an ecosystem logic – an **osmotic and dynamic “regenerative” idea**.

Thus, in the words of Andrea Chiesi:

“The first steps of the project to regenerate our Via Palermo site were taken in 2017/18 by activating a bottom-up rather than top-down process. The goal? To receive external input to understand the role of our company space over time, exploring different scenarios to leave an impact in and on the city and the company's stakeholders. To do this, we have involved a growing number of people, figures within the company, and professionals from different fields to invent and define new ways of dealing with an urban space that is a corporate venue but is also open to communities, as part of a project that goes beyond simple building rehabilitation and opens up to possible new construction and settlement approaches. This methodology allows us to expand our horizons and further consolidate our expertise.”



The architecture team

Chiesi Gardens is a regenerative project by 51N4E and TEN, two Europe-based architectural practices specialized in design and research to create new and meaningful experiences. Deploying a collaborative approach they design adaptive spaces that evolve over time.

51N4E — Brussels, Belgium

51N4E is an architecture studio based in Brussels, Belgium, the aim of which is to empower people to be both autonomous and connected. It does this by organizing the supportive processes needed for a collaborative design culture. 51N4E combines the internal professionals with a growing network of external partners in the belief that confrontation can drive new and unexpected proposals and helps turn ideas into concrete actions.

51n4e.com

TEN — Zurich, Switzerland / Belgrade, Serbia

TEN is an architecture and research association working on the principle that value is an outcome of design effort. Its engagement on public themes of interest and design of the built environment is shaped by its common charter and open collaborative approach. TEN acts like a record label, providing new formats for interdependent work groups. It seeks to conceive, explore and produce ideas that both reiterate and expand upon emerging practices in the built environment. It focuses on producing new realities of creating prototypes, innovative buildings and urban proposals, and operates with a wide range of collaborators, colleagues, institutional partners and private clients. TEN is currently concentrating on developing models for affordable buildings.

ten.studio

Chiesi Group

Chiesi is a research-oriented international biopharmaceutical group that develops and markets innovative therapeutic solutions in respiratory health, rare diseases, and specialty care. The company's mission is to improve people's quality of life and act responsibly towards both the community and the environment.

By changing its legal status to a Benefit Corporation in Italy, the US, France and Colombia, Chiesi's commitment to creating shared value for society as a whole is legally binding and central to company-wide decision-making. As a certified B Corp since 2019, Chiesi is part of a global community of businesses that meet high standards of social and environmental impact. The company aims to reach Net-Zero greenhouse gases (GHG) emissions by 2035.

With 90 years of experience, Chiesi is headquartered in Parma (Italy), with 31 affiliates worldwide, and counts more than 7,500 employees. The Group's research and development centre in Parma works alongside 6 other important R&D hubs in France, the US, Canada, China, the UK, and Sweden.

Insights

[Download the presentation Chiesi Gardens](#)

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