NEVO, an innovative concept for a living residential tower block presented at the MIPIM exhibition by BNP Paribas Real Estate

"NEVO" (the contraction of Natural Evolution) is a project that was launched at the end of 2010 by BNP Paribas Immobilier Résidentiel in partnership with Brenac & Gonzalez. The aim? To demonstrate wider thinking on the concept of high-rise property.

The NEVO tower has not been designed with a particular site in mind. It is presented as a scalable system, a model that can be adapted to any context and any type of urban configuration (the prototype shown is located alongside the Seine).

"Preservation of rural territory is closely linked to the density and height of buildings in urban areas. In order to rise to this new challenge, the construction of a new type of tower block combining verticality and landscape, nature and architecture, is needed. To escape from the poor image of 1960s and 1970s tower blocks once and for all, there is a clear need to introduce high quality, exceptional and unique projects, like the NEVO tower, to the market", says Pierre Sorel, Managing Director of BNP Paribas Immobilier Résidentiel. Each apartment takes the form of a villa, with outside space, lush gardens, greenhouses, etc. The tower becomes part of the landscape.

This 228-home tower block will meet the EEB (Energy Efficient Building) requirements with a primary energy consumption of just 65 kWh/m²/year per home. However, the environmental performance of a building does not only take into account energy consumption but also the generation of benefits and diversity. Inhabitants' wellbeing, usability and the appropriation of a space are also values of sustainability. "Thanks to this project, the perception of tower blocks could change favourably from the urban policy of the 1960s", concluded Pierre Sorel.

BNP Paribas Real Estate will present a living residential tower block project on its stand at the MIPIM on 7 March 2012 at 5pm (Espace Riviera R31/35). The event will be attended by Pierre Sorel, Managing Director of BNP Paribas Immobilier Résidentiel, Xavier Gonzalez, Architect and co-founder of Brenac & Gonzalez, and François Grelet, Project Manager at the IMOGIS consultancy firm.

About BNP Paribas Real Estate
BNP Paribas Real Estate is a leading international real estate provider, 1st in Continental Europe in terms of results according to the Property Week annual ranking 2011 (and the 2nd player in Europe.). It offers to its clients a comprehensive range of services that span the entire real estate lifecycle: property development, transaction, consulting, valuation, property management and investment management.
BNP Paribas Real Estate has local expertise on a global scale through its presence in 29 countries (15 wholly owned subsidiaries and 15 alliances) across Europe, India and Middle East with 3,400 employees in about 150 offices. BNP Paribas Real Estate is a subsidiary of BNP Paribas.

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