

Press Release – 28 April 2026

## Kennedy Park is reinventing Kirchberg

On 27 April, the Municipal Council of the City of Luxembourg approved the new PAP for the Kennedy Park site led by BPI Real Estate, marking a new milestone for one of **Kirchberg's most iconic locations**.

Spanning more than 3 hectares, the former historic headquarters of BGL BNP Paribas is set to be completely transformed. Kennedy Park will reimagine the site as an **open, mixed-use** and **sustainable district**, designed to welcome new uses and reshape everyday life in Kirchberg by 2028.



**Eight new buildings** will combine housing (apartments, co-living and hospitality), offices, leisure, retail and services, along with a 1.6-hectare park open to the public.

After delivery, Kennedy Park will welcome around **830 residents** and more than **4,000 employees**, contributing to the transformation of a historically tertiary site into a district active beyond office hours, seven days a week.

Two international economic players have already chosen Kennedy Park to establish their future headquarters: **KPMG Luxembourg** and **Linklaters**. Linklaters will take possession of its new 5,500 sqm headquarters in the 3<sup>rd</sup> quarter of 2028, KPMG Luxembourg will install its 1,800 employees in a 31,000 sqm building in the 4<sup>th</sup> quarter of 2028.

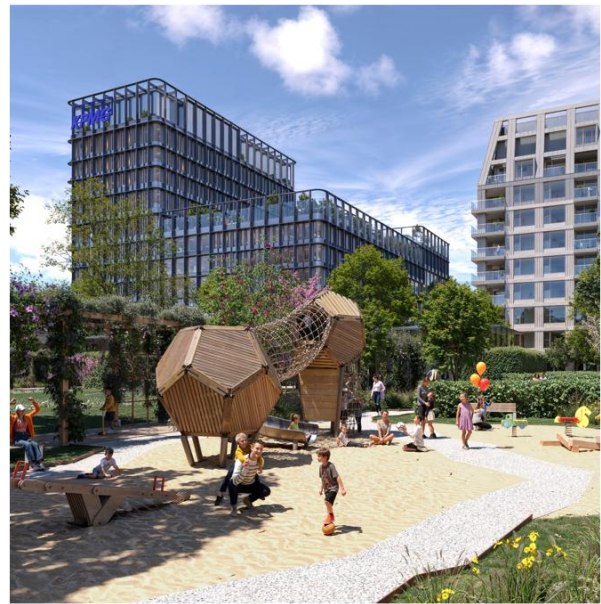
Only two office buildings remain available within the development: Ginkgo (8,200 sqm) on avenue J.F. Kennedy and Oak (11,000 sqm) on rue Edward Steichen, in the best-connected business district of Luxembourg City.

« As a testament to the project's **commercial success**, advanced discussions are currently underway with leading players in the leisure and hospitality sectors, as well as regarding the sale of the co-living and apartment buildings » says Sébastien Labis, Country Director at BPI Real Estate Luxembourg.

## A mix of uses structured by public space

**“A place to live, work & connect”**: Kennedy Park is conceived as a coherent urban ecosystem, where public spaces set the rhythm. The existing garden will be transformed into a park open to all, a place to breathe and connect, leading to the new central Piazza that will be the heart of the site. Green pathways will enhance permeability between the axes of the *Hôpitaux Robert Schuman* on Rue Steichen and Boulevard Kennedy.

The office buildings, designed with timber structures, are named after trees, while the residential buildings take their names from flowers. A simple and effective way to connect architecture, nature and uses, extending the site's green identity.



## An architectural signature shaped by a European design competition

To guarantee an architectural, urban and landscape quality matching the ambitions of the project, BPI Real Estate organised in the second half of 2024 a private and remunerated consultation: 17 candidate teams, 5 finalists, then 2 teams selected according to criteria of **general interest**, **urban planning** and **sustainability**. Each team consisted of **an international firm** and **a local Luxembourg firm**.

- The advisory jury, chaired by Mathias Fritsch from the firm BFF... architecture urbanisme, was composed of representatives from: Service Appui aux Développeurs at the Ministry of Housing



and Spatial Planning, Direction de l'Aménagement Communal et du Développement Urbain at the Ministry of Home Affairs, City of Luxembourg, Fonds d'Urbanisation et d'Aménagement du Kirchberg, Alfred PETER Paysagiste Urbaniste, BGL BNP Paribas, KPMG Luxembourg and BPI Real Estate.

- The duo Schmidt Hammer Lassen Architects (Denmark) and Assar Architects (Luxembourg) designs four buildings: the Orchid coliving on avenue J.F. Kennedy, the Iris apartment residence, the Lotus hotel and the Oak office building on the Edward Steichen axis.
- The team A2M (Belgium) and Moreno Architecture & Associés (Luxembourg) is in charge of the three office buildings along avenue JFK, including the future headquarters of KPMG Luxembourg and Linklaters, as well as the Ginkgo building. It also designs the central Piazza and the pavilion giving access to a brand-new leisure centre, unique in Luxembourg, as well as to retail and services.
- The landscape concept is developed by Landskab (Denmark), with the support of Green Surf (Belgium) for implementation.

## A sustainable, sober and circular development

Kennedy Park is fully **"future-ready"**, with environmental criteria guiding every decision.

As part of a low-impact approach, **48,800 m<sup>2</sup> of existing infrastructure**—representing **more than 60% of the site**—will be retained and reused, including in particular the underground parking facilities. Construction materials have been carefully inventoried and sorted with a view to **reuse, recycling or recovery**. By way of example, **more than 12,000 m<sup>2</sup> of raised floor panels** are being placed back on the market.

The project incorporates the best practices of the CFE Group, both in terms of real estate development and construction techniques. The office buildings rely on optimized hybrid timber structures and high-performance construction solutions, making it possible to achieve **a reduction of around 30% in embodied carbon** compared to a standard office building.

Beyond their distinctive and differentiating architectural character, the façades are designed to strike the right balance between optimal natural light intake and the avoidance of summer overheating. The district also integrates cooling islands, rooftop gardens and planted terraces with rainwater retention, photovoltaic production and heat pumps, in order to achieve AAA energy performance. Structural optimisation and the delivery of the timber buildings are overseen by **Wood Shappers**, the company's integrated engineering office.

Aligned with the European taxonomy (**NZEB improved by 10%**), Kennedy Park is targeting **BREEAM®**, **DGNB**, **WELL Building Standard®** and **LCBI®** (Low Carbon Building Initiative) certifications for its office buildings, **at the highest level of certification**.

## An adjusted schedule and a local impact

The BGL BNP Paribas teams left the Kronos building for seKoia in September 2025. Deconstruction works will continue until September 2026 with the Luxembourg-based general contractor CLE, a subsidiary of the same Group as BPI Real Estate, while construction works are scheduled to begin in summer 2026.

Kennedy Park will provide employment for nearly 1,000 people (architects, engineers, site management and workers) over three years and represents a construction budget of more than 200 million euros.

## **A structuring project for the future of Kirchberg**

« By transforming an emblematic site into an open, mixed and sustainable place, Kennedy Park initiates a new stage for Kirchberg: that of a plateau where people live and connect, and which functions as a fully-fledged urban district. » concludes Arnaud Regout, Chief Investment Officer – BPI Real Estate.

More information on the website [www.kennedypark.lu](http://www.kennedypark.lu)  
[Discover Kennedy Park in video](#)

### **About BPI Real Estate**

BPI Real Estate is the real estate division of the multidisciplinary group CFE. With a wealth of expertise acquired over the past 35 years, BPI Real Estate's ambition is to challenge the status quo and bring about positive change in real estate development in order to deploy innovative, inclusive and eco-responsible urban planning aimed at increasing the well-being of future generations. BPI Real Estate develops this know-how in the residential, office, retail, services and special products sectors.

For more information, visit <https://bpi-realestate.com>

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