With more and more space in our cities being taken over by private companies, how can we design the "corporate urban space" of the future? How can we reconcile - and create a win-win situation between - corporation and society?

The very nature of urban space is changing. Over the last decades, a growing privatization of the public realm has changed the nature of our cities. The backdrop to this seems to be post-industrial change, as the power of the global economy has shifted from nation states to global companies. As a result, more and more of what was once public realm now lies in the hands of corporations rather than the people.

It is from this context the Novo Nordisk Nature Park springs. The aim of the SLA designers for this project was clear from the beginning: With more and more space in our cities being taken over by private companies, how can we design the "corporate urban space" of the future; a private space which, while obviously providing the company with a return of investment, also provides unique value to the public realm? In short: How can we reconcile - and create a win-win situation between - corporation and society?

Green values. With their new headquarters, Novo Nordisk has created the first "private-public corporate park of the future" - a green urban space for the employees as well as the public.

Insuline cure. The Danish healthcare giant Novo Nordisk profits from helping people suffering from diabetes, but also explicitly aims to find the cure for the disease.

Environmentally responsible corporate urbanization. SLA won the assignment to create the urban spaces for the new headquarters by proposing that Novo Nordisk should rethink the whole approach to post-industrial private-public spaces and become the advocate for a new, socially and environmentally responsible corporate urbanization.