

PART 1 2 3

FRESH STARTS LOMBARD ODIER

Lombard Odier has helped its clients make a mark in cities around the world since 1796. Free from market pressures, the Swiss private bank has the ability to continually rethink and innovate while providing its clients with long-term financial stability and growth. It is precisely this passion for rethinking things that has inspired these urban projects in Hong Kong, The Hague and London. Lombard Odier is keen on preserving and creating green spaces in cities around the world in order to leave behind a positive legacy for generations to come. Rooftop Republic, UrbanFarmers and architect Luke Greysmith show how it's done.

CASE STUDY 01 ROOFTOP REPUBLIC HONG KONG

"We wanted to reconnect urban-dwellers with the origin of food," says Singapore-born Michelle Hong, who founded urban-farming enterprise Rooftop Republic with Andrew Tsui and Pol Fàbrega in 2015. Besides reaping the benefits of being able to access fresh herbs and seasonal vegetables, clients get the unique opportunity to experience farming in the heart of Hong Kong. "Our chef and staff are very excited about planting and picking herbs on site to make in-house pesto and have learned a great deal about basic farming," says Jonathan Wallace, manager at the nearby East Hotel. From building a rooftop farm for the Nan Fung Group to the 38-storey Bank of America



Tower, the team has managed to sway schools and NGOs to spare their rooftops for growing produce and hosting workshops. "We are building a support network between small businesses, remote areas and the CBD to share farming knowledge, as well as reliable resources in the form of local produce," says Hong, whose mission is to advocate for urban green living. rooftoprepublic.com



CASE STUDY 02 DE SCHILDE THE HAGUE

De Schilde in The Hague was once home to regional telecommunications company Philips; then it fell into disuse. Rather than tearing it down, a Swiss company by the name of UrbanFarmers transformed the empty 1950s office block into the so-called Times Square of Urban Agriculture. De Schilde's sixth floor is now home to a colony of fish, while fresh lettuce and tomatoes thrive on its rooftop. The idea is to serve 900 families, as well as restaurants and a cooking school, with 500 tilapia a week and 50 tonnes of vegetables a year, proving the extent to which urban green spaces can revitalise a city. urbanfarmers.nl



CASE STUDY 03 DERBYSHIRE STREET POCKET PARK LONDON

For all of London's sprawling parks there are many concrete corners around the city that could use some sprucing up. One was Derbyshire Street, tucked in the bustling east-London neighbourhood of Bethnal Green next to Oxford House, a 125-year-old arts centre whose CEO John Ryan sought to transform the gloomy patch of concrete into a verdant pocket park for the community to enjoy. In 2014 architect Luke Greysmith spread a flowerbed down the street (decked with flora planted by residents and irrigated by downflow pipes from Oxford House)



atop a newly laid permeable pavement to avoid irksome puddles. Not forgetting the birds and the bees, sheltered bike racks are roofed with a stretch of grass for the critters to enjoy and the space is set to welcome an outdoor café run by Oxford House next year. "It shows how we can rethink small spaces that have been overlooked for years, many of which are not fulfilling their potential," says Greysmith.



Q&A MAXIMILIAN MARTIN GLOBAL HEAD OF PHILANTHROPY LOMBARD ODIER GROUP

Over the past 15 years Maximilian Martin has been creating infrastructure for business and capital markets with a special focus on philanthropy, which is often needed to get innovation off the ground.

Q: As a Swiss private bank that has survived 40 financial crises since its establishment in 1796, how do you stay ahead of the curve?

A: Lombard Odier's 220-year history has been built upon a philosophy of constant re-evaluation of an ever-changing world. This is the attitude that the house has lived by for centuries, using imagination and innovation to provide fresh perspectives to guide its clients. It's this ability and desire to constantly rethink that brings our clients stability. Learning from history while seeking to grasp what's going on in a world where developments such as artificial intelligence and miniaturisation are transforming everything from mobility to healthcare diagnostics is essential to making sense of the present and offering good advice.

Q: How would you describe Lombard Odier's philanthropic philosophy?

A: Constant rethinking is core to our way of thinking. As an independent wealth and asset manager it is our challenge to stay one step ahead. We are in a desirable position to be able to confront conventional thinking and, where necessary, provide clients and investors with an alternative, imaginative and innovative approach. It is part of Lombard Odier's DNA to take an active interest in the community and sustainability issues, so that our children inherit a better planet and a better society.

Q: What can you offer your clients that differentiates Lombard Odier from other institutions?

A: Among wealthy individuals around the world a spectacular development of interest in philanthropy is underway. There are many reasons: deep-seated worries about the environmental and social trajectory of the planet; the perceived inability of established institutions to meet social needs on a big scale; scepticism about the future of capital markets; and the desire to pass on family values to the next generations in a world characterised by so much change. At Lombard Odier our advisory process translates philanthropic aspirations into a sound action plan.