

# GRAND PARIS

DÉVELOPPEMENT

**SPECIAL EDITION**

**mipim**

13-16 March 2018 | CANNES

**INVEST NOW !**

**WHO'S WHO?  
PRESENTATION OF  
GRAND PARIS MAKERS**

**THE 20 ESSENTIAL  
SITES TO INVEST  
BY 2024**

**CO-PUBLISHED WITH**



**Greater Paris  
Investment Agency**

# G | C | I

GENERALE CONTINENTALE  
INVESTISSEMENTS

## A REAL VISION FOR THE GRAND PARIS



CityLife  
Nanterre



New Berkeley  
Paris La Défense



CityScope  
Montreuil



Greenelle  
Paris



Balthazar  
Saint-Denis

63 avenue des Champs-Élysées - 75008 Paris - France  
Tél. : +33 (0)1 56 68 48 00 - [www.gci-site.com](http://www.gci-site.com)



Greater Paris  
Investment Agency

## CHRISTIAN NIBOUREL

PRESIDENT OF GREATER PARIS INVESTMENT AGENCY  
PRESIDENT OF ACCENTURE FRANCE AND BENELUX



Greater Paris is one of the most important development projects of our times and in the History of France. Still, saying so is not fair, since Greater Paris is no longer a project on paper but a reality in the making. As of now, tunnel boring machines are at work, cranes unfold, networks expand, buildings rise, shaping the face of a metropolitan

area which is already rooted in people's minds and will soon transform the landscape.

The making of Greater Paris is a powerful magnet to attract investors, manufacturers and constructors. The impetus has been given and is, for a number of reasons, unstoppable. French Prime Minister Edouard Philippe's recent decision to safeguard the entire transport project sends a strong signal for the achievement of this ambitious scheme.

For 25 years, Greater Paris Investment Agency has been actively involved in the Greater Paris project, bolstering its influence worldwide. Established by the Chamber of Commerce and Industry of Paris region, our association gathers a hundred major companies, public bodies and professional federations within Greater Paris. With our members and partners, we are fully committed to strengthening the assets of France's Capital Region in welcoming international investors, delegations and events.

The Greater Paris project also represents a fantastic showcase of French savoir-faire by businesses involved in this global project and which support the ambition of achieving a model for sustainable, inclusive and innovative metropolitan areas.

*“For 25 years, Greater Paris Investment Agency has been actively involved in the Greater Paris project, bolstering its influence worldwide.”*

As such, Greater Paris leans on the Grand Paris Express metropolitan transport network to develop synergies between territorial clusters and to enhance its position as a global city, prepared to address the challenges of the 21st century.

The scope of the works to come compels us to rethink the way we build cities. Greater Paris represents a growth accelerator for Paris region and an unprecedented opportunity to make our companies more competitive and innovative, as well as attractive to investors, entrepreneurs and visitors from all over the world.

We are used to meeting our partners, who are willing to get involved in the Greater Paris project, to develop the potentials of our territories and sustain firms' innovations. In this regard, international roadshows are privileged moments to promote our strengths to targeted investors.

Paris region's assets are indeed manifold: high-quality infrastructures, skilled workforce, excellence in research and development, quality of life... But they shall not prevent us from seeking to improve upon them, in order to maintain Greater Paris' ranking in the global competition of world cities.

In that respect, both public and private stakeholders share a common language of attractiveness, whose powerful message is up to the ambition and talents of Greater Paris.

# À CLAMART (92) VIVEZ L'EXCEPTIONNEL AU BORD D'UN LAC



## HABITER OU INVESTIR DANS LA RÉSIDENCE "RIVE GAUCHE"

Appartements neufs, du studio au 6 pièces avec des vues lac\*, situés au pied du T6 qui rejoint la L 13 en 10 min\*\* dans le nouveau quartier "Clamart Panorama" avec un lac de 2,2 ha à vos pieds, des espaces verts, des circulations piétonnes et tout le confort du quotidien (crèche, école, gymnase...)

[logement.bnpparibas.fr](http://logement.bnpparibas.fr)

(service 0,06 €/min + prix d'appel)  
**0 810 508 508**



**BNP PARIBAS  
IMMOBILIER**

L'immobilier  
d'un monde  
qui change



## RONAN VASPART

MIPIM DIRECTOR



For 29 years, MIPIM has been acting as the annual real estate event gathering professionals of the world real estate industry. MIPIM is a genuine market place promoting dialogue between property players from all sectors. It contributes in creating new concepts and ideas, and enables to discover the international emerging trends.

It plays an essential role to develop international exchanges and foster investment projects. MIPIM is also a key platform for cities around the world, as well as for their public and private partners, to discuss the great topics of urban planning.

Along with other French and international stands, we have been very happy to host for many years in the exhibition area a pavilion dedicated to Greater Paris, associating public and private stakeholders to showcase the territory's many assets towards international investors. Greater Paris doesn't lack assets, particularly with the 2024 olympic and paralympic Games but also with a very vibrant office property market and several competitions like Inventons la Métropole du Grand Paris or Réinventer Paris, putting innovation and architecture in the spotlight.

MIPIM continues to be a trend-setter by celebrating a topic likely to fuel the debate within the property market community. "Mapping World Urbanity" central theme – urbanity being defined as living in the city – naturally carries on from our discussion on the "New Deal", in the spotlight in 2017. This chosen theme will enable us challenge the property market professionals on the city of tomorrow by giving a word to young American writer and lecturer Adora Zvitak, 20 years old, engaged in the cause of young people. She will urge real estate players to pay attention to the expectations of the younger generation.

According to the United Nations, the world population should reach 8.5 billion by 2030 and 9.7 billion by

*“The key to successful property development is finding the right balance between international investment strategies and local opportunities.”*

2050. The global demographic challenge we are facing calls for new urban models. Besides, the expansion of urban interconnected areas is drawing the world's new map, helping to reposition cities –rather than countries- as economic powers.

The key to successful property development is finding the right balance between international investment strategies and local opportunities. From demography and sovereignty to connectivity and sustainability... cities are taking on a new dimension at MIPIM.

New opportunities for property professionals lie at the very heart of MIPIM. With this in mind, over the past number of years, we have been re-grouping dedicated segments of the property market at MIPIM, starting with hotel and tourism, the MIPIM Innovation Forum and more recently, the logistics pavilion, but also the very exclusive RE-Invest Summit dedicated to institutional investors. This year we are further expanding this concept with three new appointments: Africa Forum, a half-day of conferences dedicated to the African continent, a closed door Regulation & Legal Forum, where lawyers, solicitors and jurists will discuss how the European framework and national legislations impact the real estate industry, and finally PropTech Lab gathering professionals of the tech and property market to discuss the tech boom in our sector.

My team and myself will be happy to welcome you in Cannes on March 13th.



**3** Editorial

3 Christian NIBOUREL  
5 Ronan VASPART  
10 Michel CADOT

**12** Greater Paris Map

**13** Transport and Mobility

13 Forum - Société du Grand Paris  
18 Major Interview - Valérie PECRESSE  
22 Saint-Denis Pleyel  
24 Centr'Halles

**28** International reach

28 Major Interview - Anne HIDALGO  
32 Forum - Didier KLING  
38 Olympic and paralympic village | Universeine & Ecoquartier  
44 Marne Europe  
46 Terrains Montcelleux  
48 Fort de Romainville  
52 Tour des Jardins - La Défense  
54 International Trade Center

**58** Innovation and funding

58 Major Interview - Patrick OLLIER  
62 Forum - Marianne LOURADOUR  
66 Cité Descartes  
68 Antonypôle  
70 Parc Icade  
72 Plug & Live  
75 Pont de Rungis

**76** Territorial planning

76 Major Interview - Thierry LAJOIE  
80 Pôle Gare des Ardoines  
82 Triangle de Gonesse  
84 Tour Hekla - La Défense  
88 Les Groues - La Défense  
90 Mantes Innovaparc  
92 Campus de Cachan  
94 Quartier Mix'it



**GRAND PARIS DÉVELOPPEMENT**  
Special Edition | March 2018

**EDITORS**  
AMN ÉDITIONS ET PRESSE  
contact@grandparisdeveloppement.com

**GREATER PARIS INVESTMENT AGENCY**  
contact@gp-investment-agency.com  
ALEXANDRE MISSOFFE  
BORIS TKATCHENKO  
TRISTAN BOURSICO

**PUBLISHING DIRECTOR**  
DAVID BELLAÏCHE  
dbellaiche@grandparisdeveloppement.com

**JOURNALISTS**  
LOUIS DELAFON  
MAGALI SENNANE  
HÉLÈNE IMATTE  
LENNY CHARLES

**TRANSLATION**  
HÉLÈNE IMATTE  
ÉLÉONORE TOUPART

**HEAD OF PARTNERSHIPS**  
AURÉLIE JOURNET  
ajournet@grandparisdeveloppement.com

**ART DIRECTOR**  
MARINE KRIEF (GRAF&CO)

**ADVERTISING**  
AMN ÉDITIONS ET PRESSE  
contact@grandparisdeveloppement.com

**PRINTER**  
CHEVILLON IMPRIMEUR  
26 BOULEVARD KENNEDY | 89100 SENS

DÉPÔT LÉGAL : MARS 2018  
Photo de couverture : Tour Hekla - La Défense



Special Edition - by AMN ÉDITIONS ET PRESSE  
SAS au capital de 7 500 €  
The head office : 5 avenue du Général de Gaulle  
94160 Saint-Mandé  
RCS Paris 83077615900014



**ICADE**  
L'immobilier de tous vos futurs

## #OPEN FOR ICADE: LE BUREAU DE DEMAIN NOUS NE CHANGEONS PAS SEULEMENT D'ADRESSE

Icade installe son siège à Issy-les-Moulineaux, dans Open.  
Travailler, partager l'espace et vivre ensemble autrement : ce sont **les ambitions d'Open**.

Open est flexible, digital, innovant : c'est la vitrine  
de **nos expertises en immobilier d'entreprise**.

Open a été conçu pour **le bien-être et l'efficacité** de nos collaborateurs.  
Open a été pensé pour **un management plus direct et plus performant**.

Nos clients pourront utiliser Open pour y préparer et concevoir leurs futurs bureaux.

Retrouvez Icade au Mipim 2018  
du 13 au 16 mars



Espace Icade Seaview Village (R9.T)

Pour aller plus loin  
[www.icable.fr](http://www.icable.fr)

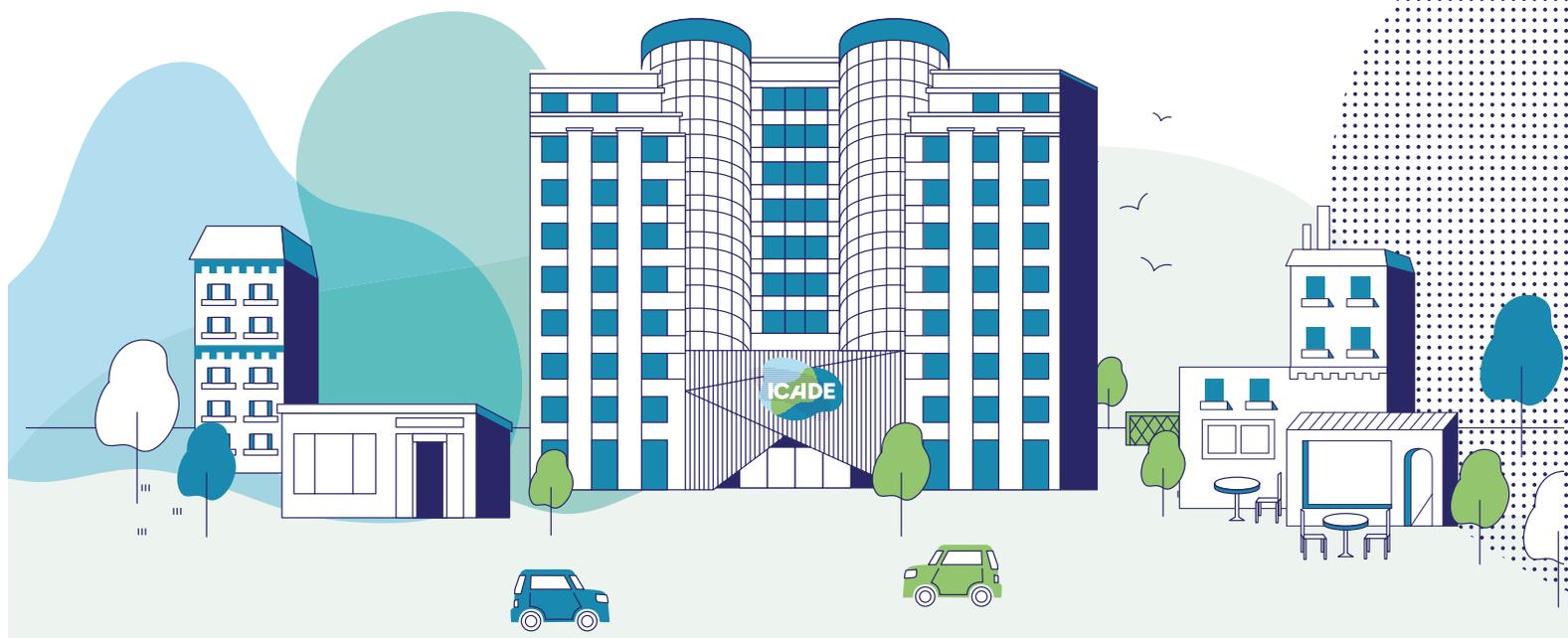
Twitter@Icade\_Officiel



Icade



IcadeOfficiel





**Paris Region Enterprises is the agency in charge of promoting the Paris Region to attract international companies and support them in setting up by providing a full range of tailored services, including a dedicated business advisor who enables international companies to:**

- **Assess their target markets and understand the business regulations**
- **Meet with key players and establish relationships with potential clients and partners**
- **Benefit from public support programs**
- **Launch their businesses by choosing the best legal structure, setting up their offices, recruiting staff and opening bank accounts**
- **Guide them through the various steps of relocating to and setting up in the Paris Region.**

#### **“PARIS REGION MARKET ACCESS” PACK**

You are considering expanding in Europe and France?

You need to test the market and identify partners to develop your business?

Benefit from the «PARIS REGION MARKET ACCESS» pack, that includes:

- The discovery of your market and its outlook for expansion
- The presentation of the business environment in France
- The identification of potential partners and direct contact with keymarket players

#### **“WELCOME TO PARIS REGION” PACK**

To launch your activity, you need:

- to hire talents?
- to facilitate the relocation of your staff and their families?

Benefit from the “WELCOME TO PARIS REGION” pack, that includes:

- Impatriation procedures. We advise you and provide assistance for visa procedures, work permits and taxation for impatriates.
- Installation procedures. We help you and your international staff in supporting your search for residence, open a bank account, register for social security, deal with administrative procedures and school registration for the children and much more.
- Recruitment procedures. We advise you in the definition of profiles and the pre-selection of candidates. We support you in choosing the type of employment contracts, collective agreements and drafting the 1st contract.

#### **“PARIS REGION LAUNCH” PACK**

You decided to create your subsidiary in Paris Region. We offer you the “PARIS REGION LAUNCH” pack at every stage of your setting up in the Paris Region:

- Opening an account
- Creating a company
- Setting up your offices: from flexible solutions to buying or renting premises
- Support in your back offices operations (accounting, recruitment, etc...).



COME AND VISIT US AT THE MIPIM 2018

13-16 MARCH • CANNES • CROISSETTE C12

# THINKING OF EXPANDING TO EUROPE? CHOOSE THE RIGHT REGION

On the podium  
of global cities

#1 innovation  
hub in Europe

A region full of talent  
at competitive rates

A region  
in reinvention

An excellent  
quality of life

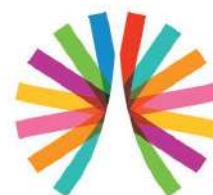


**PARIS REGION**

Your gateway to a renewed Europe

Design: Studio Anney © Jean-Lionel Dias - Julie Bouanges / Picturabank

[www.investparisregion.eu](http://www.investparisregion.eu)  
Tel: + 33 (0) 175 625 840  
Follow us on twitter: @ParisRegion



**PARIS  
REGION**



# MICHEL CADOT

PREFECT OF ÎLE-DE-FRANCE REGION,  
PREFECT OF PARIS

## Greater Paris opens a new chapter of the 21<sup>st</sup> century

The Greater Paris project announced in 2007 is a reality today. The strategic issue for this “major project of the century” aims to improve the living conditions of the Île-de-France inhabitants but also to improve the competitiveness of the territories building the Capital Region.

During a decade, tangible progress has been made: laws organising the project’s implementation have followed (Grand Paris law of 2010, MAPTAM laws, Notre, law linked to the Paris position and to metropolitan planning), institutes enabling its implementation phase have been created, like Société du Grand Paris (SGP) for transport, or restructured, like Grand Paris Aménagement, Etablissement public foncier d’Île-de-France, public institute Paris-La Défense etc.

Thanks to the engagement of the State, of private and public stakeholders, Paris metropolis – 5th metropolis in the world – now fully enters the 21st century.

In this way, improving and developing the transport network in the Paris area is a major priority to reinforce Greater Paris’ attractiveness. The confirmation given by the government to fully enable by 2030 the building of Grand Paris Express (GPE), an automated urban metro network serving suburbs, is excellent news. In addition to



*“Improving and developing the transport network in the Paris area is a major priority to reinforce Greater Paris’ attractiveness.”*

opening up some territories, badly served today by the existing network, GPE enables to structure the Paris area thanks to a cross-planning between real estate projects

and the development of clusters for economic attractiveness.

Furthermore, Charles-de-Gaulle Express project (CDG Express) also falls within this logic because the commuting time between Paris and Charles-de-Gaulle airport will soon be reduced to 20 minutes, against almost twice this time today, the service operating from 5.00 to midnight all year round.

The successful competition “Inventons la métropole du Grand Paris” (Inventing Greater Paris metropolis) concerning 225 hectares of land demonstrates the dynamics and creativity within the Paris area. Architects, urban planners, developers, investors, start-ups, organisations and citizen communities have rallied around 51 sites of Île-de-France and made them revive. In the medium-term, a third of the sites will be connected to Grand Paris Express.

The cluster of La Défense, representing economic and financial influence of Paris, will soon be hosting an incubator dedicated to FinTech. Supported by the State’s services, it will strengthen the attractiveness of Île-de-France in terms of innovation and responsible finance. The 20 M€ call for projects, equally co-funded by the State and by the Île-de-France Region as part of the “Plan investissement d’avenir” (Plan to invest in the future, editor’s note), supports the emergence of innovative projects on the territory, while funding SMEs and mid-caps in Île-de-France.

However, La Défense is not the only neighbourhood to be fully renovated. Innovative land tools will be set up soon to enable the smooth transition of mixed and unstructured urban fabric located around station areas. They will blend in with a recovery plan dedicated to intermediary housing more specifically targeting the dense area, where urban intensity will be reinforced to deliver a quality of life and facilities matching the needs of young active households.

Thanks to a sizable construction process, with more than 100,000 permitted accommodations in 2017 and more than 80,000 under construction, Greater Paris constantly strives to be a welcoming capital city.

Cultural and sport vitality also plays an important role in the planning of

## MAJOR INTERVIEW



*Therefore, thanks to the projects carried out by the State in Île-de-France, Greater Paris opens a new chapter of its history and will benefit from a reinforced metropolitan momentum.*

the Paris area. Iconic projects like “Cité Médicis” in Clichy-Montfermeil express the State’s involvement as an initiating, incubating and developing strength. These pioneering projects focused on living culture are directly linked to neighbourhoods undergoing renovation and illustrate how to embody the overtaking of a peripheral border.

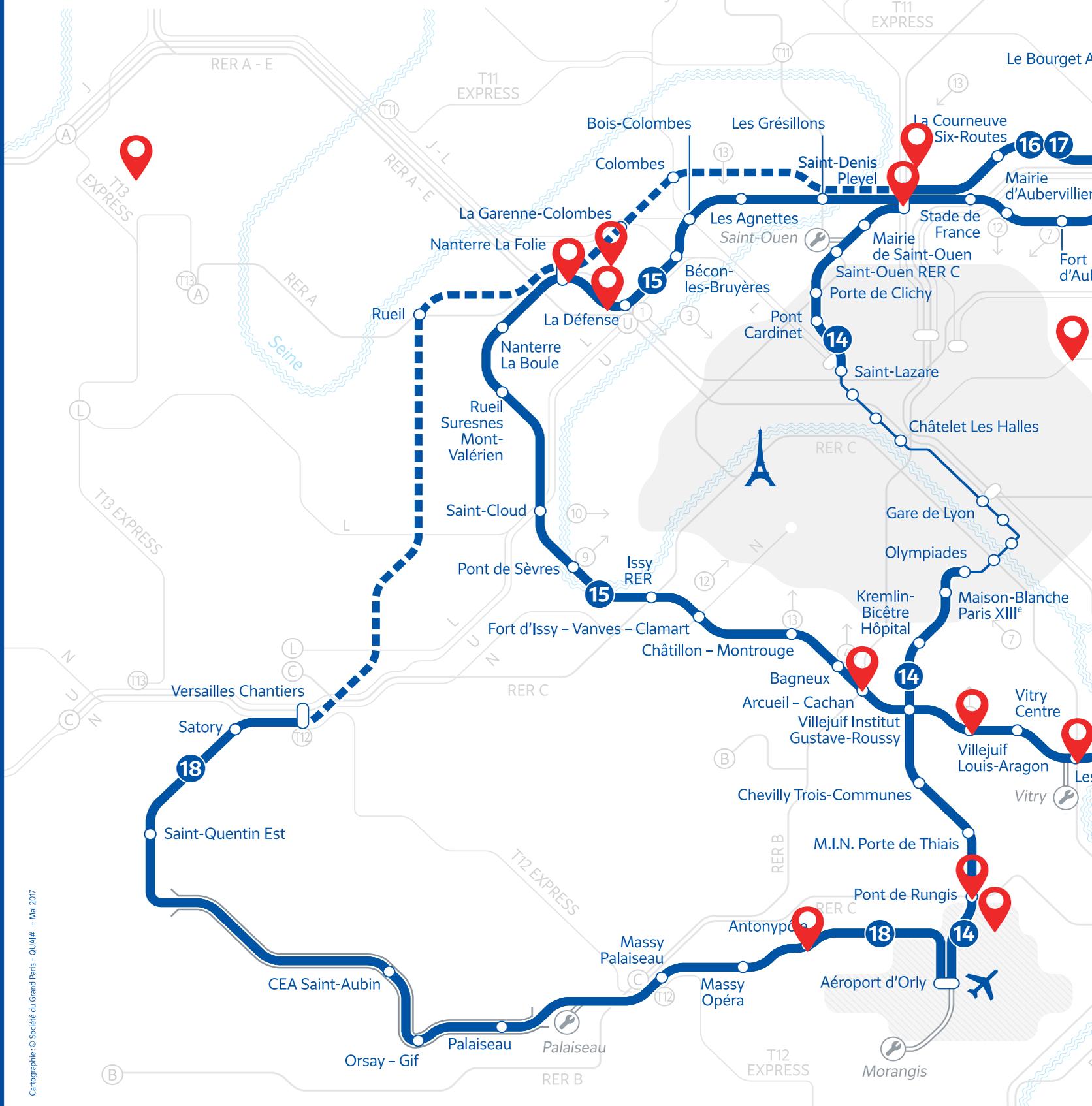
The same happens with the Olympic and Paralympic Games: by hosting them, the Paris area will seize the opportunity to exploit its assets, to increase or rethink its transformation. Seine-Saint-Denis, which will host several competition sites as well as the Athlete’s and Media Village, is a specific example: it shows that hosting the Olympics is a way for the population to work around a territory’s heritage. Organising the Olympics will not only boost the building of housings and of needed equipment, but will also enable to secure and hasten the process of some major infrastructure projects.

Therefore, thanks to the projects carried out by the State in Île-de-France, Greater Paris opens a new chapter of its history and will benefit from a reinforced metropolitan momentum.



PRÉFET  
DE LA RÉGION  
D'ÎLE-DE-FRANCE

# Grand Paris express





LE NOUVEAU MÉTRO, RÉALISÉ PAR





# SOCIÉTÉ DU GRAND PARIS

© Société du Grand Paris / Florence Joubert

## A NEW METRO FOR GREATER PARIS

### ACCELERATING OPPORTUNITIES

Construction works of Grand Paris Express increase in power. They're announcing a deep transformation of the metropolis.

On February 3rd, a few kilometres at the South-East end of Paris, the construction site of Champigny Plateau opened its doors to the public and gathered more than 4.000 people willing to share a spectacular moment: the cutting wheel's lifting of first Grand Paris Express tunnel boring machine and its transfer down the well, where it's being docked at the factory-train's shield.

#### AN OUTSTANDING PROJECT

In a few weeks, Steffie-Orbival boring machine will begin to dig. With the latter begins the underground history of the new metro. For now, all stations on line 15 South have entered their civil works phase. No doubt, the titanic construction of the century is there. The figures are quite breathtaking, the project being so



outstanding. To build the 200 km metro around Paris with 90% underground, 43 million tons of soil will have to be excavated. The equivalent of 8 Gizeh pyramids! The new metro construction will involve 15.000 jobs every year and more than twenty boring machines in total for the first time in Europe. These 100-metre-long all-terrain devices will move along 12 metres a day and each one will require 5.000 kW power. All this at the very heart of one of the world densest cities.

### A STRENGTHENED TIME-TABLE

On February 22nd, French State has determined a new call sheet. After several weeks of concertation, the government has confirmed the network building in its entirety, along with all its 68 stations by 2030. Less than a year after the declaration of public utility concerning the whole network, the new metro is strengthened through a commissioning timetable considering technical risk and constraints handled by public works and engineering companies: Grand Paris Express building will multiply by 4 the amount of works usually observed in this sector. This is a huge challenge on human and technical scale.

### ON THE ROAD TO THE OLYMPICS

This new timetable also takes another event into consideration: in 2024, Paris will host the Olympic and Paralympic Games. The Olympic torch will enlighten the opening ceremony held on August 2nd at the Stade de France. A few metres away, the Olympic village will be the competition's focal point, right next to Saint-Denis Pleyel new station. Designed by Japanese architect Kengo Kuma, it will become the busiest one within Grand Paris Express, expecting 250.000 passengers every day! All eyes will be on Seine-Saint-Denis, a territory at a crossroads of various dynamics.

*“The new metro construction will involve 15.000 jobs every year and more than twenty boring machines in total for the first time in Europe.”*

### A NEW METROPOLITAN LANDSCAPE

Athletes will not be the only ones to benefit from this change: Pleyel neighbourhood is part of the future strategic areas going to form a new centrality for Greater Paris metropolis. One thing private investors have also taken into account. On about 4 hectares, a project of urban transformation more than just planning is going to emerge. As part of Inventons la métropole du Grand Paris, the greatest competition for urban planning in Europe, it is an iconic showcase to display a reshaped city and a new looming metropolitan landscape. As an example amongst others, it depicts the deep transformation linked with the construction of the new metro. Grand Paris Express fully contributes to accelerate urban, social and economic transition, as well as it unveils investment opportunities.

### STATIONS : THE NEW LIGHTHOUSES FOR URBAN CHANGE

Stations themselves participate in this urban change, carrying property projects driven by private operators, overhanging or in the immediate vicinity of the station. In Créteil l'Échat, a 22,000 sqm project plans to build 150 accommodations with ownership accession scheme, whereas 125 accommodations are planned overhanging the “Six Routes”- Courneuve station. In total, 600,000 sqm projects and thousands of housing are linked to Grand Paris Express stations. Definitely opportunities to join the new metro adventure and to participate in the future building of Greater Paris.





“  
Indeed, our reviews  
show that it's  
interesting to favour  
neighbourhoods  
around interconnected  
stations, linking a site  
to Paris' centre and  
its surrounding area.

concentrating several forms of employment, housing (social, rent free, individual ownership etc.) and also shopping facilities. At last, we want to be part of wide-ranging urban planning projects. We will consider areas involving urban transformation on a long-term basis. This occurs on the Ardoines site in Vitry-sur-Seine for instance, where we are members of the call for projects' Inventons la Métropole du Grand Paris winning team. The city is undergoing a full transformation with a high development potential, supported by a genuine local politics to reach that goal. Therefore, because we position ourselves as of now on this site, we participate in creating value on a long-term basis.

***Then, does Greater Paris offer huge development opportunities for La Française ?***

Absolutely. Besides, new iconic and almost identity-driven activity centres will emerge from Greater Paris on a regional scale. This happens with Plateau de Saclay and its campus for Science, or even with the Seine-Saint-Denis territory, at the very heart of the 2024 Olympic Games. During the call for projects Inventons la Métropole du Grand Paris, we took up position on the Pont de Rungis ground, concerning the cities of Thiais and Orly. There, the property potential is outstanding. This area gathers the three decisive factors above, while located nearby Orly airport and Rungis market. Furthermore, our project plans to develop the largest e-sport centre in Ile-de-France. It will be a pleasant and attractive location for those who will live and work there but also for all the Ile-de-France inhabitants henceforth wanting to explore the area. All these features participate in the territory's economic development, while legitimizing a particular feeling of belonging. For us, it's a significant criterion.

***Concerning your investment in Greater Paris: what could be inhibiting development today?***

Today for a stakeholder like us, the only obstacle could be the uncertainty towards the Grand Paris Express metro. Greater Paris represents a high investment potential. We have seen it with Inventons la Métropole du Grand Paris, where private stakeholders have committed to investing up to 7,5 billion euros. This will create jobs, activity

and housings, only through this one call for projects! However, the success of these programmes is depending on the existence of the new metro, acting like a steering column. And it implies to be built in due course and follow the initially expected pattern. Concerning Greater Paris, we have entered a phase in which private investment is ready to take over on public investment. This is an exciting time and we resolutely hope for the best!



© Les Lumières Pleyel M1 - Moreau Kusunoki

“Investing in the road network also means investing in new mobility and intermodality.”

# VALÉRIE PÉCRESSE

PRESIDENT OF PARIS REGION  
AND ÎLE-DE-FRANCE MOBILITÉS

*New face of the Paris Region*

**Prime Minister Edouard Philippe announced in late January that Grand Paris Express would be realised “in its entirety”. How do you feel about this announcement?**

**VALÉRIE PÉCRESE :** It's very good news for the Region and its attractiveness because this new network will strengthen the connections between the suburbs that were missing in the Paris area. The delays behind schedule and budgetary slippage had made us worry about a part of the route being reconsidered. This project, essential for the living and job conditions of millions of inhabitants in the Paris area, will enable to unload the existing lines and help reduce pollution in the Paris area.

Apart from Grand Paris Express, the existing network also has to be renovated. SNCF Réseau finally reaches 800 M€ investments per year to refurbish the network in the Paris area to replace the tracks and ballast, change the electrical system. It's crucial to ensure reliability, robustness and security within transports in the Paris area. Today, too many incidents are due to the poor condition of the infrastructure. While associating these regeneration works with the network development and the expansion of RER E to Mantes-la-Jolie and the new tramway lines (Tram 9 and 10, Tram 12 and 13 express) with the Grand Paris Express works, the Paris area will be the Region where investment is at its highest level in Europe. We are committed to undergoing 10 years of significant works, generating nuisance and risks concerning the existing network's operation. To handle this feature, I also asked the Prime Minister to create a compensation fund for passengers in case of hazards due to constructions. This is necessary and will largely condition these works' social acceptability in the name of a service quality ought to passengers.

**Will these new transport lines redefine the Île-de-France Region's appearance?**

**V.P. :** Obviously. It creates suburb-to-suburb mobility, without having to go through Paris. The Paris area inhabitants won't be forced to transit through Paris during their daily travels. New territories and new development clusters will emerge. For instance, Seine-

Saint-Denis will fully take advantage from the boom generated by the 2024 Olympic Games, coupled with the expansion of line 14 in the North end and the construction of lines 16 and 17, provided that they are delivered in due course. Line 18 is also decisive for the future of France. Without it, Saclay Campus, which will gather 20% of French research in the long run, won't be able to evolve. Finally, the construction works have begun on line 15 which is essential for the development of the capital's South end. This line will relieve several overloaded operating lines like RER A, B, C, D and E or metro line 13.

**Do you think the future of Ile-de-France relies on the public transport development?**

**V.P. :** Since my election 2 years ago, I have started a transport revolution to help Paris area inhabitants travel in better conditions, in a more convenient and safer way, more accessible, eco-friendly, connected through new facilities on hand etc. Travelling must not be seen as an endured time but as a useful time. Passengers must win time for themselves. We are being politically proactive by investing 24 billion euros in transports by 2025 to drastically replace the rolling stock, to rethink intermodality, to enhance accessibility, to innovate with self-sufficient vehicles and to develop new facilities. This goes from everyday life details like shopping facilities within the stations, to all the possibilities enabled by digital technology: open data passenger information, free WiFi, smart Navigo etc.

Brexit means that we are deploying this energy and imagination by staying focused on the transport revolution to make Paris Region a better and attractive place, like a role model in Europe and in the world.

**In addition to Grand Paris Express, how do the Region and Île-de-France Mobilités want to enrich the territorial network in terms of transport? And what about the road network?**

**V.P. :** Unlike previous majority, investing in the road infrastructure is not a taboo subject for us. We have set up an anti-traffic jam plan of 250 M€ to change the road network and make it more adapted for

*Travelling must not be seen as an endured time but as a useful time. Passengers must win time for themselves.*

tomorrow's mobility. Today, traffic jam costs Paris area up to billions. Tomorrow, by using the road network in a better way, by encouraging car sharing, by developing freight to help the last kilometre delivery, by financing smart and positive-energy roads, we will significantly improve mobility for all inhabitants of Paris Region. Each car carries 1,1 passenger. With 1,8 passenger per car, we eliminate the traffic jam in Île-de-France. We must keep in mind that we are on the verge of a road revolution that will change our habits, thanks to self-sufficient vehicles, environmental friendly because they're electric. The road is not the polluting one, it's indeed the car driving on it.

For Île-de-France Region and Île-de-France Mobilités, public transport must adapt themselves by drastically reinforcing the clean bus offer. We have acquired a thousand electric buses, the biggest order of clean buses in Europe. These new supplies will enable us to drive further, more frequently and for a longer period.

Finally, investing in the road network also means investing in new mobility and intermodality. Today, moving in Île-de-France sometimes means that you begin your journey by bike, you drop it at the station to continue your travel by train, before finishing it by bus... The stations, the roads and bicycle paths must be arranged accordingly. It's the reason why we are investing 3 billion euros to renovate the Paris Region stations and supply them with parking areas for cars or bikes. We also spend about 100 M€ to increase cycling.

In conclusion on the topics of mobility and attractiveness, I want Île-de-France to be the first Smart Region in Europe. Teleworking is also a solution for the future, to assist our networks.





# BNP PARIBAS REAL ESTATE

## INTERVIEW WITH CAROLE DE MATHAREL

DEPUTY DIRECTOR-GENERAL,  
MAJOR PROJECT DEVELOPMENT.

BNP Paribas Real Estate stands among the winners of the competition « Inventons la métropole du Grand Paris », as the client of the housing complex 17&CO located within Paris at Porte de Saint Ouen. Conceived by Harel and Le Bihan Architects, 17&CO embodies an urban and creative convergence between Paris and Porte de Saint-Ouen. It will be a destination, accommodation and work venue as well as a place of entertainment which will stimulates the social link between its users and the inhabitants of the area. The site is easily accessible by public transportation with the line 13 of the metro, buses lines n°81, 341 and 518, and the PC line which will be replaced, by the end of this year, by the Tramway line T3. The delivery date of the building is expected for 2023.



**Could you present 17&CO project? Why would you consider it innovating?**

**CAROLE DE MATHAREL** : It is a mixt project of approximately 17 900 square meters in R+7, composed of 8 000 square meters of offices among which 1 000 square meters of circular economy incubators. The building additionally includes a hotel of 100 rooms and 4 000 square meter for co-living space and youth hostel. The distinctive feature of this build-

ing lays in its 1 200 square meters of retail spaces comprised of mini flea markets, food-courts and fab-labs: areas essentially intended for makers – craftsperson and manufacturers – who are part of the current trend of the flea markets in Saint-Ouen.

A karaoke space will be located on the ring road side and will also be conceived as an identifiable signal from the urban boulevard. The site will also comprise a mobility pole in infrastructure with 500 parking spots.

**How do you attend to turn Porte de Saint-Ouen into a destination place?**

**C. D. M.** : Porte de Saint-Ouen will become a destination place thanks to the convergence the 17&CO building will allow between Paris and Saint-Ouen via Porte de Saint-Ouen. It will gather the most innovative stakeholders of the makers' community as well as the inhabitants of the area. It will introduce a flow around this community to which the karaoke will

“  
*we have a lot of offices and residential projects. We operate in several municipalities. By example, we are very active in Ile-de-France and Paris.*”

participate. By means of the proximity between the 17&CO building and the Saint-Ouen flea market located just on the other side of the ring road, several partnerships will be created.

People who are going to the flea market often don't realise that they are in Saint-Ouen and not in Paris. A lot of them consider it to be the Paris flea market which can totally be located on the other side of the ring road.

Our idea is to bring together local talents and business of the future with recreation areas alongside local productions comprising manufacturing and incubation.



**How did you come up with the idea of the Karaoke?**

**C. D. M. :** It is true that karaoke is not really entrenched in our culture but there is a growing tendency in the western countries and there was a will of creating a signal and an animation on the ring road. The karaoke will be visible from this major traffic lane. Our initial wish was to find an iconic way of enliven and make visible the building from the ring road. In that perspective, we managed to conceive a rather emblematic architecture with a lightening revealing the festive feature of the venue. This is how the karaoke idea came up. There is a high demand in Paris and we have a very active partner who already opened three of them in the capital city.

**The project places great emphasis on diversity. Is it an important guiding principle for BNP PARIBAS REAL ESTATE? Will it be more and more present in the future constructions?**

**C. D. M. :** Absolutely. It is a growing demand among the users which we integrate in our projects gathering housing, co-living, accommodation, hostels or hotel trade, offices, co-working, etc. This functional and social diversity de-

mand leads us to view the city and conceive the building in a vertical as well as in an horizontal way.

**More generally, what ambitions does BNP PARIBAS REAL ESTATE carries regarding the Métropole du Grand Paris (Greater Paris)?**

**C. D. M. :** We aim to be a major actor of the Greater Paris. During the last competition “Inventons la Métropole du Grand Paris” we proposed three of the most emblematic site projects of the city. Besides the Porte de Saint Ouen project, there was also Nanterre la Boule and Pleyel-Saint-Denis projects which reached the finals. We have also been awarded the site of Ternes Villiers following the competition “Réinventer Paris”, with a program assembling 11 000 square meters of offices, 100 housings and 1 000 square meters of shops. We actually wish to stand as a partner of the metropolis and bring our field expertise to urban problematic, and our vision of the development of tomorrow’s city, a sustainable city. It is a strong ambition and we will continue to support this innovating approach which, I think, will enable to create the city of tomorrow.

*“We aim to be a major actor of the Greater Paris. During the last competition “Inventons la Métropole du Grand Paris” we proposed three of the most emblematic site projects of the city.”*

**Beside the metropolis territory, other projects?**

**C. D. M. :** Yes, we have a lot of offices and residential projects. We operate in several municipalities. By example, we are very active in Ile-de-France and Paris. We became a significant actor in the real estate development whether offices, housings or hotel trade. There are currently 137 600 square meters of offices and 4 178 housings in construction in Ile-de-France and in the region of Provence Alpes Cote d’Azur. In the future, we also aim to develop major international projects in big European metropolis. We already have projects in Frankfurt and Lisbon.



# LES LUMIÈRES PLEYEL

SECTEUR PLEYEL - SAINT-DENIS

## *An exceptional visibility in the heart of Greater Paris*

**A**s one of the most emblematic sites of Greater Paris, around the biggest station of the future Grand Paris Express (and its 250,000 expected daily travellers), extended by a bridge-building crossing the railway tracks, a brand new neighbourhood is emerging in the immediate vicinity of the future Olympic Village.

Accompanied by several architects led by Snohetta Agency, Sogelym Dixence Holding (winner of the call for tender *Inventons la Métropole*) offers a comprehensive tertiary program of 176,000 sqm, including housing, offices, hotels and student residences. The project « Les Lumières Pleyel » also combines sport facilities, utilities for creation and culture. The project intends to make out of Pleyel simultaneously

a gateway to Greater Paris and a strong architectural icon, a true urban signal within the Metropolis area. A 7,000 sqm park in open ground complements the architectural complex.

Positioned at one of the entry points of the metropolis' dense area, this almost 4 ha (40,000 sqm) wide site enjoys an exceptional visibility from the railway tracks and from the overhanging A86 highway. It will become a citywide major hub, thanks to Saint-Denis Pleyel station, a unique transit node between 3 existing lines and 4 of the 5 new metro lines of the Grand Paris Express. The inhabited bridge project will endow the site with an exceptional accessibility, hence enabling to cross the railway network which represents today a large urban divide.

Halfway between the Stade de France and the Saint-Ouen docks, the site is located in the heart of the Plaine Saint-Denis and the olympic and paralympic Village (dedicated to the 2024 Olympic and Paralympic Games). An array of equipment and technologies, gathered in a smart grid developed by ENGIE, will be integrated to the project. Residents and users will be able to manage their energy use and their waste, to achieve targeted environmental goals and therefore contribute to the energy revolution.

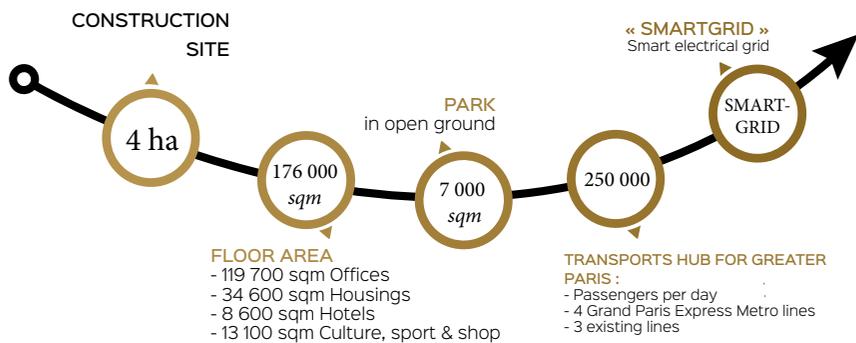
Finally, thanks to the innovative technology developed by HABX, Les Lumières Pleyel will allow future inhabitants to customize their new homes and find a living space meeting their expectations.



© Sogelym Dixence Snøhetta - Baumschlager Eberle Architekten - Chaix & Morel et Associés - Ateliers 2/3/4/ - Mars architectes - Maud Caubet Architectes Moreau Kusunoki

# OVERVIEW

Housing customization thanks to HabX



## PROJECT LEADING MEMBERS

- REPRESENTATIVE : Sogelym Dixence Holding [jerome.durand@sogelym-dixence.fr](mailto:jerome.durand@sogelym-dixence.fr)
- ARCHITECTS : Snøhetta Oslo AS ; Ateliers 2/3/4 ; Baumschlager Eberle ; Chaix & Morel ; Moreau Kusunoki ; Maud Caubet ; Mars Architectes
- PROPERTY DEVELOPERS : Sogelym Dixence Holding ; La Française ; Engie Avenue ; NFU ; La porte de Montmartre ; Groupe Arcade ; Crédit Agricole Immobilier ; FMET - Demeter ; Sogaris

## COMMUTING TIMES BY GRAND PARIS EXPRESS

- **Saint-Denis Pleyel** → **Paris CDG Airport**  
→ 21 min Line 17 (Today 46 min)
- **Saint-Denis Pleyel** → **La Défense**  
→ 13 min Line 15 Ouest (Today 27 min)

# CENTR'HALLES

CLICHY-MONTFERMEIL - QUARTIER DU PLATEAU



© Groupe Pichet

## *A multi-sites project at the very heart of a fast-changing district*

Carried out by Pichet Group, the “Centr’Halles” project initiates a dialogue between the future station on Grand Paris Express line 16 designed by the architects Miralles Tagliabue EMBT and Bordas + Peiro. It’s a mixed program of 18,339 sqm, integrating the market hall and a gardening site. Its key components include 1,422 sqm of housings, 3 281 sqm of shopping facilities and urban farming.

The central sector of Clichy-Montfermeil Plateau is a multi-sites project, at the very heart of a fast-changing neighbourhood on an unprecedented scale. The construction of tramway line T4, of the Grand Paris Express station and the setting up of the Atelier Medicis will grant this neighbourhood with a new reach on a metropolitan scale.

A first batch will host 156 housings with ownership accession scheme. Urban farming activities will take

place on rooftops, split into a production area and a space open to the public. A second batch will host 79 housings with ownership accession scheme and an active ground floor, composed by a caretaker service and ultra-flexible activity spaces to cater for companies of different sizes.

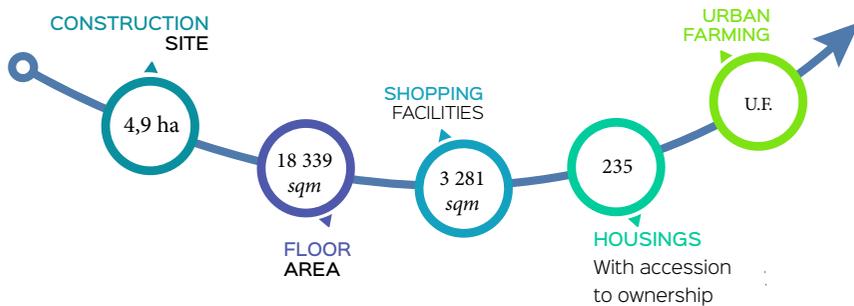
These parcels represent a total of 50,000 sqm land area located around the future metro station, flanked by the Bondy forest in the North end and extended by the landscaped path overlooking the Dhuis aqueduct.

In the south end, Centr’Halles extends to a central square where local shops and equipment furnish the building’s ground floors.

The project members also plan to set up an “ecological and temporary farm” in partnership with La Sauge association. In this way, the project will involve local inhabitants and raise awareness about urban farming.



# OVERVIEW



## COMMUTING TIMES BY GRAND PARIS EXPRESS

Clichy-Montfermeil ————— Paris CDG Airport  
→ 23 min Line 16 (Today 30 min)

Clichy-Montfermeil ————— Noisy-Champs  
→ 7 min Line 16 (Today 48 min)

## PROJECT LEADING MEMBERS

- REPRESENTATIVE :  
Groupe Pichet  
christophe.poussielgue@pichet.com
- ARCHITECTS :  
Miralles Tagllabue EMBT ; Ilimelgo ;  
Land'act
- PROPERTY DEVELOPERS :  
Groupe Pichet



« Maison Edouard François, SNAIK, Le Grand Réservoir » « Lauréat d'Inventons la Métropole du Grand Paris »

# ALTAREA COGEDIM : L'HUMAIN AU CENTRE DES PROJETS

Interview with Olivier BUCAILLE  
Directeur général COGEDIM grands projets



**Can you describe the specific nature of “L’Hospitalité” in Kremlin-Bicêtre and of “Un campus habité” in Cachan? To what extent are these two projects innovative?**

**OLIVIER BUCAILLE :** “L’Hospitalité” project puts the use at the very heart of the innovative process. This largely green inhabited tree will offer scalable “garden-terraces” from 40 to 100 sqm enabling to build an additional room to support the development of families. The flats could be paired or split, the walls will be adapted to the living households and the beam-to-column structure will enable a whole reversibility of uses, in the short and long run. Besides, a unique location has been built with Le Grand Réservoir on the last floors of the building, offering a breathtaking view on Paris. This unconventional location hosts various activities for everyone and follows a meticulous programming and a restaurant/bar area all year long. It provides a reply to

the question of scalability, social links and discussion between residents. Like a new gateway to the city, this architectural piece designed by artist Yann Kersalé becomes the beacon of Kremlin-Bicêtre city by nightfall.

The Cachan Campus project is about “doing campus” in an unprecedented way. After the ENS (Ecole Normale Supérieure) left Cachan, a new chapter of this iconic Campus has opened: with the settling of two new engineering private schools and new inhabitants (330 accommodations), the Campus became a mixed place opening to the city. Developed with architects and urban planners from TVK agency, the main innovation aims to encourage users and inhabitants co-existing harmoniously within the Campus Cachan.

**What are the technical constraints you have to face on the hosting sites? How do you deal with them?**

**O. B. :** L’Hospitalité expands on a compact hold mainly bordered by future line 14 “Kremlin-Bicêtre Hôpital” station, by its esplanade, by the Bicêtre hospital and by the A6B buried motorway. The challenge is to manage promiscuity and within the station’s

building in particular. Its site as well as ours will be managed upstream and will lead an optimal application on flow and interaction management, to coordinate the construction works in the best way.

**Will the environment of the two sites be well integrated in the design and building of the frameworks?**

**O. B. :** L’Hospitalité enters into a dialog on several scales: from Greater Paris to the esplanade of future metro station “Kremlin-Bicêtre Hôpital” on line 14. Settled on a part of Bicêtre hospital ceded by AP-HP, the building raises up into the air from 21 to 50 metres high, garnished with a lush vegetation and overflowing terraces offering stunning views on Greater Paris.

L’Hospitalité offers a view on a vertical garden and escorts pedestrian flows from the station, through shopping facilities on the building’s ground floor spreading to the esplanade and along Séverine street. The building also enables people to enjoy the height and the event location as well as the incredible view from the upper floors.

Concerning the Cachan Campus project, a great challenge was to put an end to the site’s isolation to make it permeable and

connected to the urban surroundings. And also to enable its new positioning as a headend of engineering schools in the South end of Ile-de-France in the long term, thanks to the construction of future Grand Paris Express line 15.

The historical North-South axis has been reinforced and duplicated, enabling to open new East-West crossing, enhancing the site's permeability and serving major elements of new Campus Cachan. The West entrance has been redesigned to become a welcoming interface between city and Campus as well as an activity cluster through rehabilitation of the old building called "la Porterie". In the East end, the clustered new housing enabled to build a Great Clearing. The latter follows the existing labelled wooden area and forms a recreational space to facilitate encounters amongst all Campus users.

**Thanks to housing enabling scalability, you placed usage at the very heart of the innovative process. How did you move towards this trend?**

**O. B. :** For both these projects, we placed the use at the heart of the innovative process mainly to master its sustainability. Therefore, we placed human at the centre of the architectural design process and innovation is going to be driven by social aspiration. For example: we will offer scalable custom spaces called "capable volumes". Purchasers will be able to plan by themselves their future housing's design with a helping interior architect and a patented grid-connection to avoid technical constraints. This area imagined by its inhabitants will evolve and fit their own ideas without any heavy work.

**How will these two sets encourage the social bond between users? What role do you intend to play to achieve this goal?**

**O. B. :** Our Kremlin-Bicêtre project plans several areas to sup-

port social bonding and its development. The residence dedicated to students and researchers owns a shared roof garden for instance: it will be a place of encounters to relax and share around new ways of living and consuming.

Moreover, an unusual space for virtual reality will facilitate dialogue between students and researchers. It will promote an alternate learning around real-life situation and will catalyse interaction amongst professionals working in the same area. Besides, the living place L'Hospitalité and its restaurant, bar, scalable spaces and rooftop (all located in the two top floors) will focus on well-being.

Its innovative programme will be centred on new shapes of conviviality and solidarity. This multifaceted area of a new kind will gather a curious and free audience looking for an eclectic and extensive urban animation.

These new living spaces are the very heart of the project: they have been imagined hand in hand with the architect and the different stakeholders. For this reason, it really matters to us that we build their design and that we bestow upon the project a strong human aspect. Like a showcase for Greater Paris.

About the new Campus: with its shared spaces, its living spaces and areas to foster encounters amongst all users, it will act as a booster. The Porterie building open seven days a week, will be-

“L’Hospitalité” project puts the use at the very heart of the innovative process.

come a major cultural and event area by offering an extensive programme dedicated to Campus' users and inhabitants from the surrounding neighbourhoods.

The Great Clearing will unite all different locations and build a consistent whole by bringing different users together into a common space. Areas dedicated to urban farming will be built to create social links. Social links will also be fostered by innovation dedicated to users, thanks to an innovative parking offer for instance. About 200 parking spots will be shared amongst inhabitants and teachers of Campus Cachan.

Besides, Altarea Cogedim has launched a co-construction approach and shared governance on Campus in order to host the various public spaces and to transform the urban and social landscape through the action of local users.

**What about the planned timetable of the construction works and launch?**

**O. B. :** Currently the projected schedule plans to launch Hospitalité at the same time as the station by 2024. It implies to launch the construction works in 2022. Concerning the Campus, we plan to apply for the building permit on last quarter of 2018, we hope for a start during last quarter of 2019 and for an estimated lot delivery in 2022.



TVK, Le Grand Réservoir » « Lauréat d'Inventons la Métropole du Grand Paris »

# ANNE HIDALGO

MAIRE DE PARIS

With the call for the project « Inventons la Métropole du Grand Paris » (« Let's design the Greater Paris Metropolis »), the Greater Paris Express project and the organisation of the Olympic Games, the Greater Paris finally seems to emerge. Isn't it the right moment for investment? What metropolitan sites would you consider being the more promising?

**ANNE HIDALGO** : It is definitely the right moment to invest! All the international rankings reveal the same fact: never has the economical attractiveness of Paris and the Greater Paris been that strong. We are now ranked at the 3rd global position ahead of all the European and Asian metropolis, and just behind New York and London. It is the result of a collective rallying of the local elected officials, from all sides, who managed to work together around Patrick Ollier towards the Greater Paris Metropolis, from all the stakeholders who created the outstanding energy of this area, the contractors, the officials of research and edu-

“  
*If one sector other than Paris should be considered, I would definitely think of the Seine-Saint-Denis municipality. It is the youngest and most diverse municipality of France. It has an outstanding potential*

cation establishments, associative representatives... The story could have been completely different as the tourist attendance dropped significantly after the 2015 attacks in Paris, which led certain major groups to redirect their investments, a lot of employments were consequently

threatened. With the exceptional resilience of the Parisian and Metropolitan people, we launched a major promotional campaign for Paris and the Greater Paris on an international scale with a clear message: come to Paris, it is the place to be. It has been a winning approach. In 2017 we won the organisation of the 2024 Olympic and Paralympic Games. Also, in December 2017, when it was the time for the tourism year evaluation, we broke the attendance record. All the Metropolis territories are impacted by this dynamic and this renewed attractiveness: they all represent ideal place for investing. If one sector other than Paris should be considered, I would definitely think of the Seine-Saint-Denis municipality. It is the youngest and most diverse municipality of France. It has an outstanding potential, its elected officials are highly committed and it will host most of the sports events and sportive infrastructures in 2024. There is no doubt that it is the place to invest.

**“Réinventer Paris 1 et Paris 2”, “Inventons la Métropole du Grand Paris”, “Réinventer la Seine”, and soon “Reinventing Cities”, all these calls for projects are multiplying in the conurbation. Is it with the ambition of strengthening Paris international visibility? Becoming an unmissable metropolis?**

**A. H. :** The Greater Paris is already a major metropolis, we now intend to prepare its future and ensure the sustainability of its attractiveness and growth. It is with through that perspective that we initiated the first call in for the project “Réinventer Paris” in 2014, a new way of thinking the city with more freedom given to designers and investors. Instead of submitting them tied specifications with elected officials dictating every square meter to convert, we entrusted them with the sites and only general orientations and asked to be surprise. This challenge has been successfully overcome! We have received hundreds of projects from all over the world, with multidisciplinary teams comprising both major groups and small enterprises and even sometimes groups of citizens. Such a multitude of idea in record time has never been seen before! This success allowed us to launch “Réinventer Paris II” and inspired greater scale projects like “Réinventer la Seine” for which we have co-constructed with the cit-

ies of Rouen and Le Havre”, and “Inventons la Métropole du Grand Paris”. The latest call in for projects made possible for us to raise 6 milliard euros of private investment for the Metropolis. This success makes us confident in the future of our territory for the next ten years.

**How the hosting of the Olympic Games shall disrupt the city?**

**A. H. :** Olympic and Paralympic games is the most watch event of the world. It will create a significant spotlight over Paris and the Greater Paris Metropolis and will be a unique opportunity to value the know-how and the innovations of our companies. The economical activity will strongly be strengthened with 10,7 billion of benefits and 240 000 job creations at the scale of the Ile-de-France department. I've proposed that it shall benefit the local business and that 10% of the hours generated by public procurements shall be dedicated to social inclusion. I am currently constituting a comity “Jeux Olympiques et Paralympiques: Priorité emploi” which will federate the private and public stakeholders on these goals. The Games will also improve the living conditions of the inhabitants of Paris and Ile-de-France. Since the start, we designed them in the most useful way we for the inhabitants. The Games will accelerate transport evolutions with new exclusive bus lines, the first Grand Paris Express lines, the creation of bicycle lanes at the Metropolis scale and the development of autonomous electrical vehicle. Sport will therefore be more accessible for the citizens: we plan for every Parisian to be, by 2024, living at less than 5 minutes distance from a sport equipment. The Games will also improve the water quality of the Seine which will host sportive events and where it will then be possible to swim, in Paris but also in adjacent municipalities.

**the fight against global warming as demonstrated by the organisation of COP 21, your presence at the head of CAC40 or, lately, the creation of an investment fund for energy transition. What are the reasons for such a strong commitment of the city of Paris towards environmental exemplarity? What sort of projects promise to support this “green fund”?**

**A. H. :** The impacts of climate disruption are becoming more and more

*We have the duty to adapt our cities in order to protect the population and to take a greater care of the environment.*

obvious in our every day life. In only two years, Paris and the Greater Paris have faced two 10-years flows, snowfalls with a rare degree of intensity and several heat waves... Energy transition is therefore both an emergency and a necessity. We have the duty to adapt our cities in order to protect the population and to take a greater care of the environment. This is the aim of the new climate air energy plan that we are currently elaborating in Paris. It was submitted to a first and unanimous vote at the end of 2017 even if it proposed strong measures like the end of diesel motor by 2024 and of the overall pollutants thermal engines by 2030. It proves that mentalities are evolving and that it is possible to move forward, all together, beyond the usual political disagreements. The Metropolis also benefit from a climate plan designed at its scale. We move forward hand in hand. The international institutions like the UN, the OECD but also the World Economic Forum welcome this strong commitment. Only few days ago, the latest published a video which emphasizes on the asset the climate action of Paris represents for our economical attractiveness. It also welcomes the creation, since 2016, of the vehicle fleet of Rives de Seine which was located until then over the riverbanks. The fact that Davos also clearly supports this initiative should lead those who are stuck in the previous world to think differently. We will continue our efforts with new endowment funds for energy transition. This major first for a French municipality, made possible by the law passed in early 2017 regulating the status of Paris, will allow to raise between 120 and 200 millions of euros to be injected into local economical operators aiming to improve their environmental performances. I think about coach companies, taxi fleets, and many other sectors. Once again, I have no doubt we will be surprised by the creativity of the proposed projects.

## CHAPELLE INTERNATIONAL :

### “PUT THE USERS AT THE VERY HEART OF OUR PROJECTS”

In the context of the call for tender launched by Espaces Ferroviaires (subsidiary of SNCF), Sogeprom, real estate subsidiary of Société Générale, has been awarded and will build the first lot of vacant dwellings from the “Chapelle International” project in the 18th district of Paris. Céline LE BRETON, Executive Director for Housing in Ile-de-France at Sogeprom, Leïla Belhadj, Director of Operations and Rebecca Monge, Programme Director, have answered our questions.



Céline Le Breton, directeur délégué au Logement Ile-de-France chez Sogeprom  
© Ledroit Perrin

#### What is Sogeprom’s core business and philosophy?

Sogeprom takes part to all real estate markets: housing, theme residences, corporate property business and commercial planning. Sogeprom’s philosophy is to put our users at the very heart of our projects. This implies to pool all our resources and our strengths during the development of our operations and innovation, and it constantly forces us to review and challenge our methods.

All our initiated projects and successes arise from a collective work. Of course, every project has a specific and dedicated team, but we assume that experts are not the only ones to “know”, and that everyone can contribute thanks to its skills and know-how.

#### Last October, the foundation stone of the Chapelle International site has been laid. In what consists this real estate project?

Carried out by the City of Paris and Espaces Ferroviaires, subsidiary of SNCF Immobilier

and site planner, Chapelle International unfolds itself around a 400 meters long logistical hotel, enabling to build a neighbourhood preserved from urban flows, made of housings, offices, shopping facilities, public and sports equipment.

The partner architecture and urban planning agency AUC, has conceptualized the urban shapes of this new neighbourhood. Chapelle International is structured around two universes: a “Low” universe on human scale, with various activities and urban facilities, and a “High” universe on urban scale dedicated to residential living and enjoying gorgeous views on the city.

In this context, Sogeprom has been awarded by Espaces Ferroviaires to build 237 accommodations, about 400 sqm of shopping facilities and almost 2,300 sqm of SOHO on the E lot of the project. Therefore, Sogeprom gathers the talents of two prestigious architecture agencies: Brenac & Gonzalez agency and MOA agency.

“Our project firstly aims to take up the challenge of high buildings. This type of construction requires a rather high technical expertise.”

#### What kind of added value has Sogeprom brought to this colossal construction?

We are the subsidiary of a widely known and recognized banking stakeholder. This provides us with a structural and financial reliability and enables us to get involve in these kinds of projects. Yet the particular feature of this neighbourhood is that everything has to be imagined from A to Z. Here we are not talking about an already existing part of a city. It requests boldness and in this particular case, Sogeprom has





been able to bring an added value. Our endless questionings, our capacity to project, the close involvement of all stakeholders as well as the users to bring the project forward: these are our strengths.

We want to support people and help them settle because we know it's never easy to anticipate the future when everything is to be built up. This is a top priority at Sogeprom: putting the user at the very heart of our concerns. Beyond their housing, the purchasers have to appropriate their new neighbourhood and benefit from their new environment.

#### **What kind of accommodation do you offer?**

Firstly, the majority of our housings benefit from unobstructed views and sometimes breathtaking views on Montmartre and the Sacré-Coeur. Then, we have established a policy of attractive prices on family housings. Today we are able to provide 3 Bedroom Flats for less than 7,500 €/sqm and 4 Bedroom Flats for less than 7,300 €/sqm. We also wish to provide our customers with a unique service which enables to facilitate their establishment and to appropriate the location. They will benefit from a digital concierge system, offering services not only for the everyday life but also creating a

social link within the building. Home automation systems will be part of our housings. Our customers will position their switches wherever they want, they will imagine scenarios to configure the electric running of their accommodations and will be able to configure as many electric tools as they wish.

Finally, we have set up a scalability rule on a few housings, enabling the user to adjust the flat to its needs: some T4 can split into a T3 and studio, or some T3 can turn into a T4 thanks to sliding walls.

#### **What has been your biggest challenge?**

Our project firstly aims to take up the challenge of high buildings. This type of construction requires a rather high technical expertise. And then, there is our reputation challenge: the image we want to submit to our customers by keeping up with our deadlines and by offering high-quality housings. But also the reputation of the neighbourhood because it has received bad press in the past. In this way, we have supported our customers and helped them acquire their goods. It has been a true challenge but today, the marketing is going very well, our customers have trusted us and we are convinced that they made the right choice. By the way, 70 % of the programme is currently sold. This is

an extraordinary changing neighbourhood. We are very confident and enthusiastic concerning the project's success story.

#### **Sogeprom has three other projects running in the context of the call for tender "Inventons la Métropole du Grand Paris". Why such an involvement in the future of MGP?**

Firstly, it's always a great pride to be able to support cities and innovative developers in their expansion, especially when they are committed to enhance the living conditions of the inhabitants. Sogeprom wants to be a full stakeholder in the city in all of its aspects. Not only as a developer who builds accommodations. For instance, in Nogent-sur-Marne where we won the project "Rêves 'N' Rives" and its 18-storey tower acting as a 'signal' along the river Marne, we had to think about the way we wanted to develop the banks of the river Marne. We have been considering the project in its entirety. We are really aware that today, the city needs to be built thanks to collective knowledge, with private stakeholders and communities. By adding all these strengths and knowledges, we will be able to build the city of tomorrow with as much ambition as possible.



# **DIDIER KLING**

PRESIDENT, CCI PARIS ÎLE-DE-FRANCE

**Property investment: a key to the economic success of Greater Paris, and vice versa !**

For the 670,000 companies in the Paris area represented by CCI Paris Ile-de-France, Greater Paris is above all a project of economic development based on a new network for public transport. The multiple interconnections with the existing and coming infrastructure ensure a strong and sustainable impact on the whole metropolitan territory.

Therefore, Greater Paris will increase the potential of our already vibrant and attractive region, generating growing need for all property sectors: offices, housing, hotels, commercial spaces, new generation logistics spaces. For international property investors, contributing to these projects means supporting the development of the Paris area companies, which build and use the projects, and it also means developing an asset portfolio on a territory focused on the future. In its daily work on the Paris market, our Chamber operates to attract companies, talents and tourists, who fuel this strong development.

*“Greater Paris will increase the potential of our already vibrant and attractive region, generating growing need for all property sectors...”*

Concerning companies, we already perceive the simultaneous expansion of their requirements and the ability of property stakeholders to meet their needs. Last year in our region, 18 billion Euros have been invested in office property, one third coming from

abroad. And the situation is going to broaden! With its partners of the Choose Paris Region programme, CCI Paris Ile-de-France operates to attract even more companies. In Ile-de-France, besides the observed comeback of a strong growth, the latter reinforces its leadership position on promising sectors. In 2017, 141 international establishments have been registered, amongst which almost 30% in the software sector. Google and Facebook choosing Paris for their European research centres for Artificial Intelligence corroborates the recognized potential of our territory.

The attractiveness towards talents, in addition to those already employed in the wide range of activities, represents the second asset for our region in the long run. In Ile-de-France, already one in five students is a foreigner, the highest rate in Europe ahead of London. We contribute to that by welcoming about 5,000 foreign students every year in our schools. The current situation highlights the academic excellence of the training courses we provide on our territory. It also ensures a sustainable visibility for the Paris market towards the business strategy of these companies employing talents all around the world.

Finally, tourism is also a key attractiveness and growth factor. The Capital Region is the world leader in terms of business and pleasure tourism. Hosting 47 millions tourists a year (including 20 million foreigners), the region positions itself as a “premium” destination on the market of major events: Ryder Cup in 2018, Rugby World Cup in 2023, Olympics in 2024. Besides, through Viparis - subsidiary of CCI Paris Île-de-France and Unibail Rodamco - the Paris market owns the world's most abundant confer-

*The Capital Region is the world leader in terms of business and pleasure tourism. Hosting 47 millions tourists a year.*

ence and fair infrastructure. It enables to host more than 400 fairs and 1.000 conferences every year. At the end of 2017, the inauguration of the Paris Convention Center, greatest convention centre in Europe, reinforced our leading position.

Today, Greater Paris seems well on track: the tunnel boring machines have begun to dig, the construction works are emerging. The companies building Greater Paris, those intending to settle and those waiting for more accommodations for their employees are open towards foreign investors. The contribution driven by territorial communities towards worldwide competitions fostering urban innovation, demonstrates this openness.

In short, property investment is an opportunity for our territory, as well as Île-de-France is “The place to be now” for property stakeholders!





## GENERALE CONTINENTALE INVESTISSEMENTS

### GENERALE CONTINENTALE INVESTISSEMENTS (GCI) :

« WE HAVE ALWAYS BEEN SUPPORTING THE GREAT URBAN PLANNING CHALLENGES »

For over 40 years Generale Continentale Investissements (GCI) has been involved in the investment and development of wide-ranging and large scale commercial property investments in Paris and Ile-de-France. Let to top tenants, GCI buildings are known for their quality as well as the range of services provided.

Interview with the executive team: Paul Raingold, President, Sharon Raingold, Managing Director, Alexander Raingold, Development Director and Raphaël Raingold, Investment Director.



#### Can you introduce GCI ?

**PAUL M. RAINGOLD** : Generale Continentale Investissements was created in 1975 and has become one of the leaders in commercial real estate investment and development in France. The company has become a family led business alongside an international and long-standing team. Together with its renowned partners, GCI has invested in over 1,600,000 sqm. of office space and other commercial properties, principally within Paris and also its surrounding region, including La Défense, Neuilly sur Seine and Nanterre in the West, Issy-les Moulineaux and Montrouge in the South, Bobigny, Montreuil and Marne-la-Vallée in the East and Saint-Denis and the business park at the airport of Roissy Charles de Gaulle in the North. The company has also invested in Lyon and London.

#### What are the great projects carried out by GCI?

**SHARON RAINGOLD** : Amongst our most emblematic projects are the Collines de l'arche [35,000 sqm) in La Defense, where GCI was selected by the French state

to carry out this development. There is also Roissypole Continentale Square [25,000 sqm] where GCI was chosen by Aeroports de Paris Charles de Gaulle and also Crystal park in Neuilly-sur-Seine, [45,000 sqm] which is the headquarters of PwC.

We are and have been present in both mature markets and also very active in developing markets on the Grand Paris map. We were one of the first investors to invest in the La Defense renewal plan with the Berkeley building [22,000 sqm]. We were also amongst the first to invest in Saint Denis, initially with the Stadium building [25,000 sqm] and then with Balthazar [35,000 sqm] currently the headquarters of Orange.

We remain very attentive to future areas so we may identify the sites that will benefit from further urban development. This is key for us as we may identify the sites that will benefit from increased and improved infrastructure, transport, retail and residential, creating are-



GCI has launched CityLife, an ambitious building of offices on La Défense Seine-Arche territory, nearby RER Nanterre Université RER station. Designed by Jean-Paul Viguier, the future building is structured around a wide patio. CityLife's ground floor will host a hub, the authentic heart of the programme offering a unique range of facilities: beauty room, co-working, concierge service etc.



© Photo building New Berkeley. Picture caption: « New Berkeley » building: restructuring of a building (French Labor Code) with 22,000 sqm area of offices, delivery end of 2019. R+8 with many modern and innovative facilities to enhance the well-being of all users. The building is a 5 min walk to the transport hub La Défense, close to 4 Temps and Cnit (shopping malls).

as that become attractive to large tenants. For this reason and so as to advance in a more certain calendar we pay close attention to the political mobilisation on these future areas that are part of the Grand Paris project. As we take the full commercial risk on most of our projects the environment, infrastructure and quality of the building as well as its services all contribute to the attractiveness and success of our assets. Finally being a family business we have the reactivity as well as a long term vision that are essential to take a view and be competitive.

#### How does GCI operate?

**ALEXANDER RAINGOLD** : GCI covers several roles and operates as a one stop shop with roles and functions that cover the whole spectrum. We are investors, developers, and asset managers. Our core business is still investment but in all our operations we also do the full asset management. Therefore, we closely follow, manage and oversee our projects ourselves, by choosing the rental agency representatives or the marketing agencies for instance. In this way, we really are involved. In the same way, during the marketing phase we drive the process and remain involved in all

the different stages of our business plan. We build true relationships with the users and follow the evolutions of their approach and needs for office space.

In Montreuil for example, we had a specific case with the T9 office tower building (43,000 sqm) which was fully repositioned as City-Scope. When we purchased this, only 30% of the tower's capacity was rented and the metro station was 200 metres away. When we took over the asset, we repositioned the tower by changing its image and its name and then, we upgraded the facilities : concierge service, hostess service, modern intercompany restaurant etc. At that time, we had a business plan running for four years to rent the remaining 30,000 sqm of offices. Finally, it was fully let with nine-year leases after only 18 months.

Besides, we really pay attention to the location of all our buildings. It is key for us to have proper public transport like a metro or RER station. We will continue to invest in market areas we believe in but the direct vicinity of public transport is a key element.

We create value : if we see an opportunity, we will consider it. And to that extent, Paul Raingold has been truly visionary, especially in the East of Paris.

**What is your strategy and how is it**

#### going to match with the projects within Greater Paris?

**RAPHAËL RAINGOLD** : We want to be positioned upstream of the developing sectors. We take the opportunity to look at the location's potential to make the most of it. For us, a successful operation is an operation attracting users of high quality who intend to stay in our assets for a long time. We have always been proud to note that the tenants occupy our buildings during many years, even after they are sold.

We invest in long-term assets demonstrating our strategy to position ourselves on high quality properties. Where value is to be created, we take action : whether it is to bring the assets up to environmental standards or to add the needed services to attract new users. As a result: 100% of our buildings have always been let. Today, Greater Paris is becoming a really attractive area to many investors but we know how to position ourselves in competitive sectors by adding value wherever needed, in order to be competitive.

Consequently, during these past 40 years, we have been able to attract many prestigious and trustful investors.



## NICOLAS FERRAND :

« « THE OLYMPIC GAMES ARE A TRUE ACCELERATOR OF TERRITORIAL DEVELOPMENT”»

Created to supervise the delivery to sites of the infrastructure projects for the 2024 Olympics and Paralympics Games in Paris, Société de Livraison des Ouvrages Olympiques (Solideo) intends to be part of a sustainable innovation process favouring the overall metropolitan territories.

### Encounter with Nicolas Ferrand, Director General of Solideo.



You have just been appointed Director General of Solideo, could you present us the structure?

Solideo is a public industrial and commercial undertaking (EPIC) created in December 27, 2017 and which principal shareholder is the French government, presided by the Mayor of Paris, Anne Hidalgo. Two structures have been created following the organisation of the Olympic and Paralympic Games of 2024.

COJO (“Comité d’Organisation des Jeux Olympiques”) is in charge of the event organisation, and Solideo which task is to supervise the delivery on sites of the neces-

sary works for the competition. That is to say, ensuring a delivery complying in terms of costs and delays. Solideo also insures perennial works so they can last after the Games.

#### What are Solideo’s tasks?

We have two main tasks. Firstly, we are the client of the media village, the Olympic and Paralympic villages and some other projects. Therefore we perform an equivalent role as an “EPA” (urban management public undertaking). Secondly, we will supervise the delivery of all the equipment which are not under the project management of Solideo. This represents 28 clients being about 40 items to deliver. In that perspective, we centralise the allocated public funds to redistribute to the clients as the work progresses.

Moreover, Solideo can stand in for the client in case of a failure of the latter, the main goal being the on-time com-

pletion in order for all equipment to be delivered by the 4th trimester of 2023.

### How could you describe the supervision process of the different clients you are in charge of?

We will sign different performance agreements with all of the 28 clients. These agreements state the goals with respect to costs, timelines, and ambitions. In fact, we have two main ambitions, social and environmental, more especially on issues relating to employment and inclusion. All these elements will be subject to a vote during the first administrative board of Solideo to be held on March 30, 2017. The results of the vote will then be recorded in the performance agreements.

### How do you intend to ensure the sustainability of Solideo's undertakings?

We want the Olympic and Paralympic Games to ensure territory development beyond the Games time period. In other words, the Games are a true accelerator of territorial development and an experimental lab of the city of tomorrow. Thanks to the Games and their 2024 horizon, all the elected officials federate towards a sole project which represents an outstanding lever for development. Our aim is to reach excellence but

also to ensure the creation of a perennial heritage. It is especially the case regarding the industry of eco-district construction where we will operate in order to create an empowering effect over all the territories. By example, in setting a very ambitious goal for wood construction in the two villages, we can create a ripple effect over the structuring of the French wood industry. Also, with the construction of an aquatic centre effective on environmental issues, we can create the same ripple effect for the future constructions. The Games therefore represent a true experimental lab for a large-scale change and an incubator of economical dynamics.

### What goals are set to ensure local activity and employment?

According to a survey of the Centre de Droit et d'Economie du Sport in Limoges, the direct economic benefits related to the Games are estimated to about 10.7 billions of euros – among which a major part concerns the construction sector – and approximately 240 000 creation of jobs. Opportunities are therefore significant. More over, we will implement a Charter relating to training and employment in order to insert into the markets precise goals in terms of professional training hours and duty to include local SMEs and micro-business.

### The Olympic and Paralympic village in numbers:

It will run over the three municipalities of Saint-Denis, Ile-Saint-Denis and Saint-Ouen  
During the Games: 17 000 athletes' accommodations  
After the Games : 2 200 residential housings, 900 student housings, 100 000 sqm of offices and activities along with 25 000 sqm of shops.

The Media village in number:  
It will run over the municipality of Dugny  
During the Games: 4 000 accommodations for journalists  
After the Games : 1 300 residential housings, one senior resident, a hotel and some economical activities.

### What are the other innovative projects on which you are currently working?

We are working on several legally and methodology innovation. We aim to promote BIM utilisation in order to give project management a new impulse. Also, the Olympic and Paralympic regulation which will be published by the end of March 2018 allows us to implement "double trigger" licenses in order to create reversible equipment like the athletes' accommodation which will be turned into housing facilities or offices. We can therefore file double use licenses which is, for now, an exception closely related to the Olympic and Paralympic games but which could be extended to other projects in the future





## OLYMPIC AND PARALYMPIC VILLAGE SEINE-SAINT-DENIS

*The Paris 2024 Olympic Games are a tremendous development lever intended to urban planning within Greater Paris*

Organising the Olympic and Paralympic Games is a smashing sporting adventure which also provides a great opportunity to enhance public policies.

Laid out on 51 hectares and the 3 cities of Saint-Denis, Saint-Ouen and L'île-Saint-Denis, the Olympic and Paralympic Village is designed like a project fostering remarkable urban renewal on the Paris Seine-Saint-Denis axis. It's a tremendous laboratory for sustainable innovation, with buildings made of bio-sourced materials supplied by heating production systems using sustainable energies. It will also be remarkable in terms of energy and fight against global warming, Paris 2024 having decided to reduce the carbon print by 55% in comparison with the London (2012) and Rio (2016) Olympics, to "meet the 1,5°C needs" stated in the Paris Agreement.

*For the athletes, a maximised experience during the Olympics*

During the Olympics, the Village will be hosting up to 17,000 athletes and officials. Within a 500 metres radius, its compactness makes it functional and ideally fitted to athletes. It is comprised of three main areas: The Olympic Village Plaza, an international area opened towards the river Seine, a residential area around the Cité du cinéma, and an operational area connected to the road networks. The Village will be perfectly served by the future Grand Paris metro Hub (2 RER and 5 metros).

This exceptional site will serve the athlete's performance. Apart from those who will be training on their competition's sites, 100% of the athletes will dispose of a training area located less than 20 minutes away from the Village and 60% will be training within the Village itself. The latter is located in the immediate vicinity of the competition's sites: therefore 85% of the athletes will be hosted less than 30 minutes away from their competition's site.



In addition to the historic site Cité du Cinéma in its heart, the Village holds many recreational areas along the river Seine. 7 hectares of water bodies will supply the athletes with a quiet atmosphere and relaxation areas before and after their events. They will enjoy common facilities within iconic patrimonial buildings: the nave of Cité du Cinéma will host the main restaurant, whereas Halle Maxwell will host the fitness centre, a café, information and facility desks etc. The athletes will also be able to meet in the various green spaces, particularly in the shared roof-garden and also at the very heart of the blocks.

***After the Olympics, the legacy of a genuine neighbourhood***

After the events, the Olympic and Paralympic Village of the Paris 2024 Olympics will be converted into a so-called “éco-cité de la boucle de Seine” with 2,200 family housing, 900 student housing, 2 hotels, 100,000

sqm offices and activities and 25,000 sqm shopping facilities and activities.

It will combine contemporary urban architecture, innovative architecture and impressive landscaping, following high standards of sustainability. The site will fully blend in with its surroundings. The new public areas, the banks of the river Seine and the new infrastructure will be accessible to the neighbourhood's inhabitants and will ensure pleasant living conditions. This sustainable and remarkable urban project will be a commercial and environmental success. Within Greater Paris, it will become a revived territory thanks to its significant new residential neighbourhood and to the many new amenities dedicated to leisure, shopping and education. Located nearby a new metro station and public transport, future residents will benefit from a direct access to Paris centre and to other destinations. This new residential neighbourhood inherited from the Village will match perfectly with the development in the long run of the Île-de-France region.



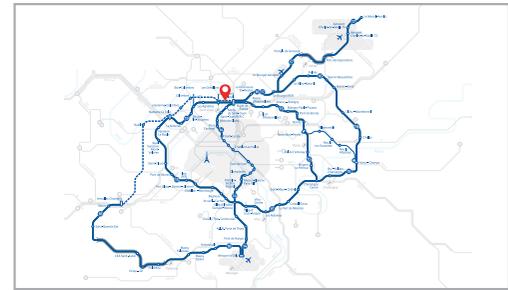
# UNIVERSEINE

*Un quartier durable en bord de Seine*

VINCI Immobilier develops on behalf of SEINE AMPERE the Universeine (93) project, operating the restructuring of an industrial wasteland into a sustainable eco-district, labelled HQE (Haute Qualité Environnementale, High Environmental Quality), located in the very heart of the Pleyel neighbourhood in the North end of Paris.

This changing area will be hosting the Saint-Denis Pleyel station, future greatest hub of Greater Paris public transport (lines 14, 15, 16, 17) and a new urban mixed neighbourhood nearby the station and the future Paris 2024 Olympic and Paralympic Village along the river Seine.

For Universeine, VINCI Immobilier suggests turnkey buildings, innovative and of high architectural quality, harmoniously mixing new and heritage rehabilitation programs witnessing the site's industrial past. These flexible and scalable buildings meet the needs of the new ways of living and working.



**PROJECT LEADING MEMBERS**

- OWNER : Seine Ampere
- DEVELOPER : Vinci Immobilier  
virginie.leroy@vinci-immobilier.com
- ARCHITECT : Chaix & Morel and Associates
- DESIGN OFFICE : Artelia

**COMMUTING TIMES BY GRAND PARIS EXPRESS**

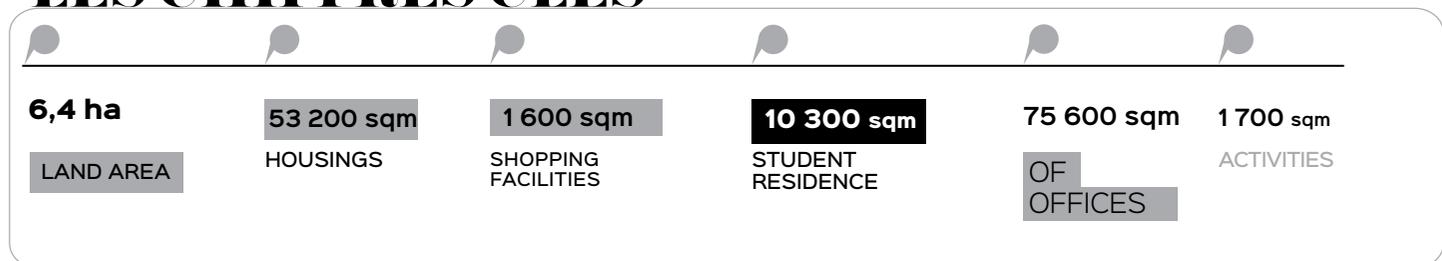
St-Denis Pleyel      Aéroport Paris CDG

→ 21 min Line 17  
(Today 46 min)

St-Denis Pleyel      La Défense

→ 13 min Line 15  
(Today 27 min)

## LES CHIFFRES CLÉS



## ECO-NEIGHBOURHOOD OF ILE SAINT DENIS

*A DNA made of urban ecology*

Built on the site containing the old warehouses of Printemps and Galeries Lafayette vacant since 2004, the river eco-neighbourhood is designed as an integrated urban ecosystem. One of its key features is to be a car-free district, supplied with mobility centres at its gates enabling to share parking spots and implement mobility facilities. The joint development zone created in 2009 is divided into two locations: the first one concerning the Printemps warehouses, the second one concerning those of Galeries Lafayette.

**PROGRAMMATION :**

- 1 000 housings
- 50 000 sqm of commercial spaces
- 7,3 hectares of public area
- 7 600 sqm of public amenities



# EUROPACITY

## THE NEW LEISURE AREA OF GREATER PARIS



Benoît Chang  
Directeur général  
d'EuropaCity

**Could the EuropaCity project have emerged without the Greater Paris project?**

Building a new Capital for France, up to the expectations of the cities attempting to become leaders around

the world: this is the ambition of Greater Paris.

Paris's attractiveness and its rank amongst the competition with London, New York and Tokyo is the State's priority and this is excellent news. Building Paris beyond its borders and its out-of-date certainties is a collective challenge. This has led us to get involved in this adventure. Clearly, without the hopes of Greater Paris and without the Grand Paris Express metro, we would certainly not have done the EuropaCity project in France.

**You too are also committed to surpass your expectations? To what extent?**

Hit by the digital technologies and the new consumer's expectations, Immochan has decided to play the Greater Paris card and to rethink drastically its core business, by conceiving a pioneering project regarding culture, sport, leisure and shopping facilities, covering all the environmental requirements of the 21st century. Should we get disrupted, then we should do it ourselves. This is how EuropaCity has been born: a 3.1 billion Euros investment, the most important ever realised in France for over 20 years. The hybrid concept we're leading tends to reconcile city, shopping facilities, leisure - particularly nightlife and so tourism. We are convinced that France has to meet the needs of the World City competition by developing a new tourism supply, complementing the offer of Paris' museums, patrimony and history. Paris must not look away from its strong assets but has to build qualitative externalities in addition to its offer which is mainly focused on its historic centre. This is a central issue because Paris will not be able to host in its centre all the attracted tourists around the world. By creating a new neighbourhood based on a highly ambitious architecture, only to be found at the very heart of the capital, and by enabling accessibility and offering various activities amongst culture, leisure,

sports and shopping, we create new useful touristic paths intended to the Paris destination.

**Does Greater Paris also strive to share the wealth created by the Metropolis? If EuropaCity is a project on a metropolitan scale, it falls within a territory: the North-East end of Île-de-France, struggling with economic and social trouble. Do you also intend to do a territorial project?**

This project is a unique opportunity for the inhabitants feeling left out of the territory. It's an opportunity to bring leisure forward, dedicated to the inhabitants and to attract tourists to France. Through its ambition and its extraordinary dimension, EuropaCity will take up the challenge to create 10,000 non-transferable jobs in the North-East end of Paris, as well as being an attractive asset for France. You know, since 2015 we have been driving an ambitious consultation with the inhabitants of Gonesse and the surrounding cities. For the most part, they expect a lot from us, and they're right to be demanding. But they also tell us that a great change needs to be carried out by a great project, changing the image of the territory. They tell us that having to hide their address on a CV to look for a job is not acceptable anymore.

In requested areas like the eastern part of Val d'Oise, offering great projects is a requirement. Look at the Stade de France's impact on the Seine-Saint-Denis image. Who can tell Sarcelles, Villiers-le-Bel or Garges-lès-Gonesse don't need such a boom? Besides, we are talking about creating and not transferring jobs like it's been the case in Saint Denis. This is something I value and I have already established a team in charge of employment and education. EuropaCity will be successful if the surrounding inhabitants get access to employment. If the territory is proud of it, contributes to it and benefits from it, then EuropaCity will be successful.

**Investing more than 3 billion Euros in France: is it a challenge today?**

This entirely private investment is also the choice of a French family business, which still believes in its country's ability to innovate, to carry a visionary approach, to be proud of its know-how and its energy. EuropaCity will be a world reference in terms of sustainable city, circular economy and will reinvent changing sectors (hotel business, shopping, culture, sport, leisure). An enough iconic ambition to become the first private "Greater Paris" labelled project. And we are es-

pecially proud of it.

**Many things are written about EuropaCity. Especially in the media, where you are not really available to answer. How are you going through this ?**

EuropaCity of course generates a debate and it's a very good thing. It happens because of its "work in progress" nature of a collaborative platform on a large scale. The project is constantly overturned and reshaped. How different could it be? It has been imagined at a time when neither Facebook, nor Alibaba were the ones they are today. It will launch in a world where Facebook shall be the world leader of advertising, where Alibaba shall be one of the world's leaders in entertainment, where Amazon shall be heading organic stores and book shops and where Abu Dhabi shall be as attractive as Paris thanks to its prestigious museums. EuropaCity doesn't have an existing opponent, it will create an offer dedicated to the future, a friendly and popular location to try living and sharing experiences. Thanks to metro line 17 of Grand Paris Express, it will be easily accessible and free. By the way, I underline that the Triangle de Gonesse station allows to plan a new neighbourhood, under the responsibility of Grand Paris Aménagement.

We are continuously redesigning the contents and the urban aspect of our project. I read many negative reviews on our project and many of them are undue. Injustice and manipulation are hurtful. But I also meet many inhabitants who really know the project and our approach of co-construction. One cannot think about the city of tomorrow without involving its inhabitants. Thanks to the contributing citizens, economic stakeholders, local politicians and associations, we make the project evolve and we improve it. EuropaCity is an innovation in itself and it's inspiring to build it with inhabitants, leisure and culture providers, engineers, architects, land architects, agronomists, urban planners, sociologists, foresight experts etc. Only a few positions enable such great encounters and create so much passion!

**Thanks for this interview, Mister Chang. One last word?**

French historic shareholder has been joined by a Chinese shareholder. By suggesting a Great Project together, they have decided to take up the "choose France" challenge. We take responsibility for that. France has not become a great country by achieving small projects.

Convinced by that, in 2017 we have launched an unprecedented international competition, with renowned architects of great talent. Without a big structuring project, tomorrow Paris will not be attractive to investors as well as to tourists. This is exactly what the President has been deciding concerning the Grand Palais. We deeply strive for a "French comeback" that should be translated into acts.



©EuropaCity-Alliages&Territoires



**Clément Blanchet Architecture -**  
Cirque contemporain | Show theater



**Bjarke Ingels Group -**  
Grande halle | Art exhibition hall



**AAVP Architecture -**  
Hôtel et centre de congrès |  
Hotel & conference center

## EIGHT ARCHITECTURE COMPETITIONS DEDICATED TO ICONIC BUILDINGS

To provide the project with architectural diversity, some parts of its programme have been identified to run for an architecture competition. Imagined in a spirit of openness, it is the most important architecture competition ever organised in France by a private operator. It refers to: The concert hall | The contemporary circus | The cultural centre dedicated to the 7th art | Five hotels offering a various range from 3-star to 5-star and specific hotels directly linked to the water park or the convention centre. In total, 26 architecture agencies have taken part in the competition. Concerning the big exhibition hall, it will be designed by BIG (Bjarke Ingels Group).



**Chabanne Architecte -**  
Hôtel du parc aquatique |  
Water park hotel



**Atelier(s) Alfonso Femia -**  
Hôtel branché abordable |  
Affordable chic hotel



**Atelier COS -**  
Hôtel de luxe | Luxury lifestyle hotel



**Hérault Arnod Architectes -**  
Salle de concert | Music Venue



**UNStudio -**  
Centre culturel dédié au 7ème art |  
Movie cultural center



**Franklin Azzi Architecture -**  
Hôtel design convivial et centre culturel pour enfants |  
Lifestyle Select service hotel & children cultural center

# BALCON SUR PARIS

## MARNE EUROPE - VILLIERS-SUR-MARNE

*First wooden high-rise eco-building in Europe*

Implemented by Compagnie de Phalsbourg, “Balcon sur Paris” intends to build the first European dense project of a high-rise wooden building. Covering almost 127,000 sqm, the program plans to construct 670 housing units, offices, 2 hotels, a multiplex cinema and a congress centre of more than 2,000 seats.

A program of 115,000 sqm has been identified to create a mixed centrality, connecting the residential neighbourhood to the nearby retail spaces. Overlooking the Marne valley, this site offers a strong potential to build a future “metropolitan signal” in the East. First step of an eco-neighbourhood including smart grid, geothermal energy, revegetation, it will be directly linked to the Cité Descartes cluster of excellence dedicated to the sustainable city.

Innovative feature: 60% of the construction will be built with wood, including the high-rise building and its iconic architecture. Designed by talented and renowned architects, the nine blocks will surround a terraced garden, connecting the station to the belvedere.

This 11.2 ha site, located between the A4 highway and the future Grand Paris Express Station Bry-Villiers-Champigny, but also between the Paris-Orly and Paris-Charles de Gaulle airports, will establish an attractive neighbourhood for the Metropolis. Ultra-connected, Balcon sur Paris will become an indispensable living space and a hub for Greater Paris, particularly with the metro line 15 and the intermodal cluster, connecting many existing lines.

### COMMUTING TIMES BY GRAND PARIS EXPRESS

Bry-Villiers-Champigny Noisy Champs

→ 4 min Line 15 Sud  
(Today 37 min)

Bry-Villiers-Champigny Paris-Orly Airport

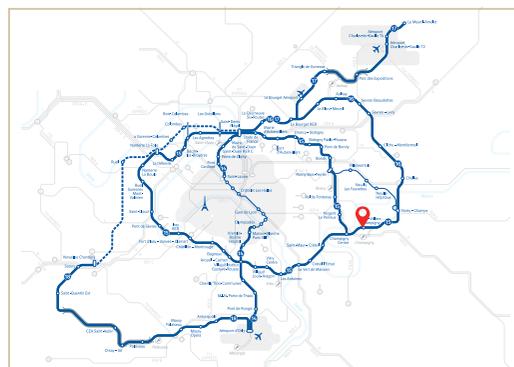
→ 30 min Lines 14/15 Sud  
(Today 1h21)

### PROJECT LEADING MEMBERS

- REPRESENTATIVE :  
Compagnie de Phalsbourg  
mcastro@compagniedephalsbourg.com
- ARCHITECTS :  
Kengo Kuma & Associates ;  
XTU Architects ; Stefano Boeri  
Architetti; Michael Green Archi  
tecture ; OXO ; Koz Architectes;  
James Corner Field Operations ;  
Atelier Paul Aren
- PROPERTY DEVELOPERS :  
Compagnie de Phalsbourg; Co  
deurs et Compagnie (co-investis  
seur) ; Emerige (co-investisseur)

## OVERVIEW

<b>3 643 sqm</b> ACTIVITIES	<b>2</b> Hotels	<b>1</b> Multiplex Cinema	<b>2000</b> Congress centre: 2,000 seats	<b>SMART GRID</b>
--------------------------------	--------------------	---------------------------------	--	-----------------------



<b>11,2 ha</b> CONSTRUCTION SITE	<b>1st</b> First high-rise wooden building in Europe	<b>33 964 sqm</b> OFFICES	<b>10 675 sqm</b> SHOPPING FACILITIES	<b>127 000 sqm</b> FLOOR AREA	<b>670</b> HOUSINGS	<b>60%</b> Wood construction
--	---	------------------------------	---	-------------------------------------	------------------------	------------------------------------





© Linkcity / Jacques Rougerie

# TERRE D'EAUX

## TERRAINS MONTCELEUX - SEVRAN

### *The ambitious design of an outdoor leisure centre*

With the “Terre d’Eaux” project, Linkcity Île-de-France and several architects driven by Jacques Rougerie intend to create an outdoor nautical and cultural leisure centre close to the Sevrans-Beaudottes station on RER line B and future Grand Paris Express line 16. The site is located in a 32.8 ha densely populated area.

“Terre d’Eaux” will expand around a 9 ha nautical park. Inside the 5,327 sqm main building, the project plans to build a swimming pool and an indoor wave dedicated to surfing and curated by the Fédération française de Surf. A dynamic wave, a pond and a water 2,993 sqm body suitable for bathing and nautical activities are completing the program. The centre of the water body will be enhanced by an area dedicated to urban farming.

Les terrains Montceuleux area is in close proximity to RER B stations Sevrans-Beaudottes and Sevrans Livry and will be reinforced by the future Grand

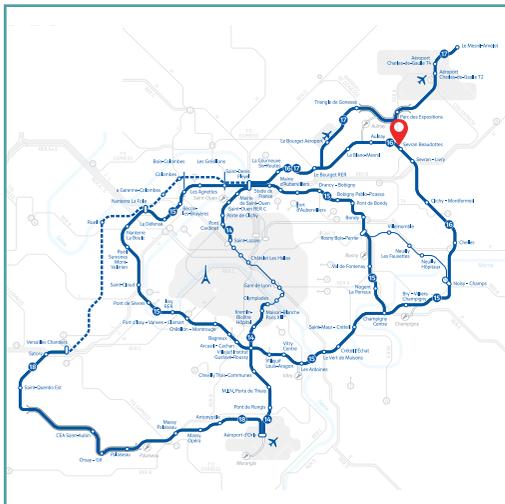
Paris Express line 16.

This part of Sevrans city is characterized by large blocks of collective housings. The project intends to create an innovative urban leisure centre which will blend in with the landscape belt crossing the eastern part of Seine-Saint-Denis département.

The main challenge is to provide the territory with a new image and to promote a mixed neighbourhood full of shops, facilities, craftsmanship, tertiary activities, leisure and a diversified housing offer with high quality of life.

As part of the 120 ha “Sevrans, Terre d’Avenir” project, the terrains Montceuleux (currently run by a farm) will preserve the environment and provide the territory with an authentic green oasis.

By connecting landscaped and natural areas, the site strives for an ambitious outdoor leisure and urban centre. It will gather a high-quality landscape, the presence of water and a wide range of sports on a metropolitan scale.



### COMMUTING TIMES BY GRAND PARIS EXPRESS

Sevrin-Beaudottes Paris CDG Airport

→ 17 min

Sevrin-Beaudottes Noisy-Champs

→ 12 min *Line 16*  
(Today 52 min)

### PROJECT LEADING MEMBERS

- REPRESENTATIVES :  
Linkcity Ile-de-France  
m.metiba@linkcity.com
- ARCHITECT :  
Jacques Rougerie Architectes  
Associés
- PROPERTY DEVELOPERS :  
Linkcity Ile-France ; Crescendo

## OVERVIEW



**32,8 ha**

CONSTRUCTION  
SITE



**60 917 sqm**

AROUND A 9 HA  
NAUTICAL PARK



**743**

HOUSINGS



**480**

BEDS IN YOUTH  
HOSTEL



**4 705 sqm**

SHOPPING  
FACILITIES



# FORT DE ROMAINVILLE

LES LILAS

© CIBEX

## *A heritage site with high potential in tourism*

Cibex, accompanied by several architects, develops an innovative and mixed project, highlighting the potential in craft business, cultural and leisure activities. This locally rooted project associates many actors from the city Les Lilas and its territory. A student residence, artistic production venues, housing with ownership accession scheme and a museum dedicated to the French Resistance will be developed over 27,195 sqm of floor area.

This project opens the Fort to the public (closed at the present time) and reinvents its purposes while preserving a heritage and memorial dimension. The low-carbon goal and active revegetation strongly challenge this program.

The 6.75 ha wide Fort, called “Fort de Romainville”, comprises approximately 3.3 ha of developable land and is a perfect target to become an eco-friendly neighborhood. Thanks to the close presence of the 140 m. high radio-relay tower, this location is one of the key landmarks of East Paris.

Located on a hill, this green oasis offers a high potential for tourist activities. Thanks to its breathtaking view on the capital, the Fort represents an ambitious patrimonial renovation.

The future planning expects the regeneration of the blockhouses, the Fort buildings and the construction of the Solar Hotel - an ecological hotel offering training workshops in this sector.

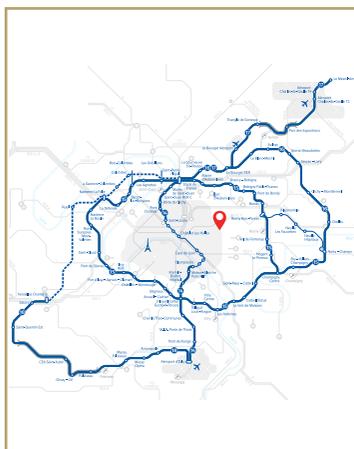
The eco-neighbourhood will also enjoy agricultural supply, chaired by landscape artist Jean-Paul Gannem. For the construction, « Grands Lilas » intends to encourage the reuse of materials coming from artistic events and applied to outdoor spaces.

The site is perfectly linked to the nearby road and highway infrastructure and to the centre of Paris via metro line 11. The connection by public transport service will be improved with the extension of metro line 11, connecting the Fort to Grand Paris Express line 15 and with the construction of a station of the future metro-cable nearby.



## OVERVIEW

<b>6,75 ha</b> CONSTRUCTION SITE	<b>27 195 sqm</b> FLOOR AREA	<b>120</b> Family Housings	<b>156</b> STUDENT RESIDENCE OF 156 BEDS	<b>14</b> Studios, for artists	<b>3 160 sqm</b> Cultural and events area	<b>700</b> Concert hall of 700 seats	<b>3 880 sqm</b> FABLAB AND ARTISTIC TRAINING ACADEMY	<b>13 800 sqm</b> Urban Farming
-------------------------------------	---------------------------------	-------------------------------	---	-----------------------------------	--	---	--	------------------------------------



### COMMUTING TIMES BY GRAND PARIS EXPRESS

Mairie des Lilas Rosny Bois Perrier

→ 9 min *Line 11*  
(Today 35 min)

Mairie des Lilas Paris-Orly Airport

→ 42 min *Line 14*  
(Today 1h01)

### PROJECT LEADING MEMBERS

- REPRESENTATIVE :  
Cibex : lane@shahinda-lane.com
- ARCHITECTS : Shahinda Lane; Gare du Nord Architecture; Studio Muoto; Mootz & Pele Architectes; Association Peeping Tom; Jean-Paul Ganem
- PROPERTY DEVELOPERS :  
Cibex; Vilogia; Mains d'oeuvres



## THREE QUESTIONS TO

**ERIK LINQUIER,**

**Commissioner for France at the Dubaï 2020 World Exposition.**



### **What message does France want to carry during this World Exposition in Dubaï ?**

France will be wanting to convey an original pattern, in which a better connected territory is able to meet the expectations carried out by globalization.

Our country is indeed made up of a networked territory, the latter composed of territories connected with each other by visible infrastructure (energy, road or telecom networks

etc.) but also by invisible and dematerialized infrastructure (social networks communities, cultural, economic, academic networks etc.). The articulation of material and dematerialized infrastructure now represents a tremendous tool to enhance the city and its urban facilities.

### **In which extent will the French pavilion be innovative?**

First of all, the developed areas within the pavilion will offer a global and immersive experience to the visitor, like a “travel” beyond the common exhibition of articles and billboards. The immersive experience must be supported by all the available digital tools: holograms, bio-genomics (interactions between human body and technology), quantum computing solutions etc. We must show and demonstrate the added value of our innovative society.

Besides, the pavilion will be designed as an innovative ecosystem able to host a mini-incubator and provided with areas dedicated to professional events and of course, it will be centred on the demonstration of French know-how. Conferences based on the lively Ted Talks, areas for technology displays and discussions will enliven the Pavilion and enable to create a unique experience.

Finally, the Dubai 2020 organisers have insisted on the necessity to take into account the later life of the exhibition, thanks to a reuse strategy towards the contents and buildings. The site itself will be transformed into an urban business subdivision and it matters for the French Pavilion to be part of this sustainability process. France asserts its determination to own an entirely scalable pavilion, removable and intended to live a second life.

### **What can property professionals bring us?**

Dubai 2020 Expo will be a great opportunity to speak for French values in front of the international community and make the French presence abroad shine, especially in the booming and fast-changing United Arab Emirates.

French pavilion will be the ultimate showcase for all property professionals wanting to expand their scope to the Near and Middle East as well as nearby Asia. Indeed, because the property sectors (offices, housing, shopping facilities, health, sports, logistics, industrial etc.) know how to invent the urban concepts of tomorrow by developing always more innovative solutions, they are at the very heart of the French approach on connected territories. And we definitely need them !

# DUBAÏ'S WORLD EXPOSITION :

## A NEW PATTERN OF FRENCH CONTRIBUTION

**The World Exposition 2020 hosted by Dubaï (UAE) will be held from 20th October 2020 until 10th April 2021 under the theme “Connecting Minds, Creating the Future”, sub-themes being mobility, sustainability and opportunity.**

During his speech at UAE-France Economic Forum last November, Emmanuel Macron stated: *“We are now on the eve of a new era. The World Exposition will be a wonderful opportunity to develop fresh perspectives, to launch new projects. [...] and I think that 2020 will give us the occasion to defend our values in that region, and for example exhibit the way new smart cities can contribute. This project concerns openness, new mobility, new sustainable energies; we want to be part of it and all French major companies want to be here, they want to take part in this ambition, this ambition of today and of the 2020 dream”.*

This great ambition translates into a significant commitment from the State, which entrusted a public company, Compagnie française des expositions – COFREX, to be responsible of the organisation and global management of this French attendance in Dubaï, seeking to make this pattern permanent if it was to be successful on this occasion. A supporting project company enables a genuine co-construction work with several types of interested partners (major groups or cluster of innovative compa-

nies), able to put a focus on their projects and find a special meeting place with partners and customers through this Dubaï Exposition. A world exposition is indeed simultaneously an open event (25 to 30 billion awaited visitors in 2020 in Dubaï) but also a sharing space about innovation, in the spirit of the first world expositions in Europe during the industrial revolution (London in 1851 and Paris in 1855).

From this perspective, the Dubaï exposition in 2020 appears iconic. First world exposition held in the Near and Middle East zone, in addition to the 50th anniversary of UAE's birth, it falls within the wide urban project Dubaï South, aiming at creating a second urban area within the emirate. The exhibition's site, nearby Al Maktoum new airport, holds a symbolic position: a hub between Asia, Near and Middle East as well as Africa. In total, the investment amounts to 7,2 billion euros to build this urban platform intended to host the exhibition.

The pavilion as well as the events organised by France (between 250 and 300 during the lasting six months) will be an opportunity to share a few essential

messages about the French vision on its connected territories: a collective and individual place of well-being ensuring environmental-friendly movement fluidity; a sufficiently incorporated space to provide for resource optimization and end-to-end seamless continuity of services; finally, a protective environment for people and goods, where data control enables to anticipate the risks and to ensure a true territory resilience.

French contribution to Dubaï 2020 foreshadows a new vision about world expositions, in which digitization and globalization need to rebuild a pattern remaining relevant.



# TOUR DES JARDINS DE L'ARCHE

## PARIS - LA DÉFENSE

### A hotel tower in Paris La Défense

Nearby the U Arena, Europe's biggest indoor performance hall and close to the Groues future transport hub, Tour des Jardins de l'Arche provides around 700 rooms and will be delivered by 2022.

The project expects to build a 200-metre-high tower and more than 65,000 sqm dedicated to hotel facilities with a large range of services. This program of great capacity intends to reinforce the attractiveness of Paris La Défense on an international scale, while providing the territory with welcoming facilities for congresses or international conventions. The latter will take place at the U Arena, which is expected to host more than a million visitors every year as well as tournaments of the 2024 Olympic and Paralympic Games.

The tower designed by Jean Mas (Atelier 2/3/4) will dedicate more than 45,500 sqm to accommodations under the banner InterContinental Hotels Group® (IHG®), like Holiday Inn®, Staybridge Suites® and Crowne Plaza®. The program will be completed by offices, a business centre, co-working and fab-lab spaces, a panoramic pool, retail facilities and restaurants.

Tour des Jardins de l'Arche is part of a wider urban project. On a 15 ha area, the neighbourhood activities will benefit from both the roof's recent reopening on top of the Grande Arche, and from the U Arena opening, thus enabling the tower to become a major touristic site on a metropolitan scale, only 10 minutes away from Paris centre.

Designed by the architecture agency Atelier Christian de Portzamparc, U Arena displays an indoor capacity of up to 40,000 spectators, a record-breaker in Europe, scalable to host sporting events as well as performances or concerts.

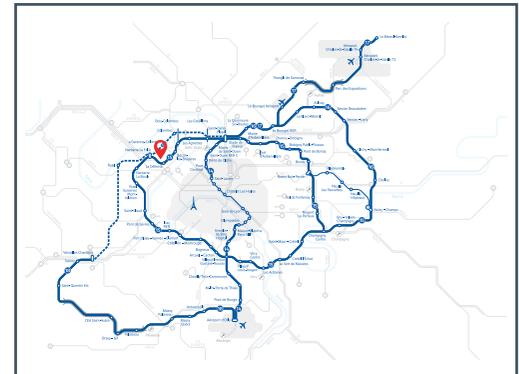
#### PROJECT LEADING MEMBERS

- REPRESENTATIVE :  
Paris La Défense  
alaurent@parisladefense.com
- ARCHITECT :  
Jean Mas (*Ateliers 2/3/4*)

#### COMMUTING TIMES BY GRAND PARIS EXPRESS

La Défense — Paris CDG Airport  
→ 34 min *Line 15/17*  
(Today 53 min)

La Défense — Pont de Sèvres  
→ 13 min *Line 15 Ouest*  
(Today 27 min)



## OVERVIEW



**15 ha**

CONSTRUCTION  
SITE



**65 000 (sqm)**

FLOOR  
AREA



**34 000 (sqm)**

OFFICES



**5 200 (sqm)**

SHOPPING  
FACILITIES



**864**

HOUSINGS  
278 STUDENT  
RESIDENCES



**200 m**

HEIGHT



**700**

HOTEL  
ROOMS



© Paris La Défense – Jean Mas (Ateliers 2B34)



## ITC - INTERNATIONAL TRADE CENTER PARIS

### ROISSY-EN-FRANCE

© Derbessé Delplanque Architectes & Associés

### *A business and convention complex unique in Europe*

In the immediate vicinity of Continental Europe's most central transportation hub, Paris-Charles de Gaulle airport (accessible by air, rail and road), the International Trade Center—ITC Paris develops an integrated convention venue of international dimension.

The congress center will host up to 3,000 participants as well as 120 Meeting rooms for a total of 35 000 *sqm*. 3 Exhibition halls over 49 000 *sqm* and 7 hotels (rated from 3 to 5 stars), totalling 1 843 rooms, complete the program.

Other facilities include a food court (4,000 *sqm*), 25,000 *sqm* of offices and commodities, a parking area with 3 340 slots and an outdoor exhibition space (4,000 *sqm*).

The project is scheduled to bring to the Greater Paris region more than 1,500 European B2B events, which are currently not hosted in France, thanks to two very unique features: the site will be the most central and easy to reach events center in Europe from a logistical perspective, and the only events

“*The project is scheduled to bring to the Greater Paris region more than 1,500 European B2B events, which are currently not hosted in France*”

site that can actually control the price level of close to 2,000 hotel rooms and guarantee these to the event operators.

Besides, International Trade Center Paris develops an ambitious approach to sustainable development, as shown by the LEED Gold certification. Indeed, sustainable energies are to cover 50% of ITC's needs and a smart grid system will control on-site energy consumption.

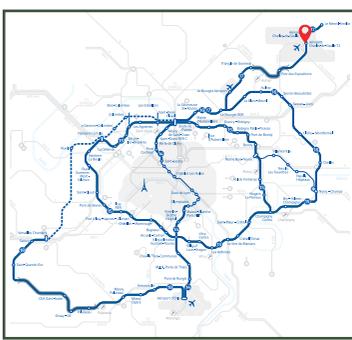
Groundworks are ongoing, and kick-off construction works are scheduled for end 2018 with projected opening to public in 2021.



Derbessé Delplanque Architectes & Associés

## OVERVIEW

<b>13 ha</b>	<b>2 000</b>	<b>1 843</b>	<b>49 000 sqm</b>	<b>35 000 sqm</b>	<b>185 000 sqm</b>
CONSTRUCTION SITE	GENERATED JOBS	ROOMS IN 7 HOTELS 3* TO 5*	3 Exhibition halls	1 Congress center of 3,500 pax and 120 meeting rooms	FLOOR AREA



**COMMUTING TIME**

ITC ————— London  
→ 1 h by TGV

ITC ————— La Défense  
→ 34 min Lines 15/17 (Today 53 min)

**PROJECT LEADING MEMBERS**

- REPRESENTATIVE : Mr Joao de Nagy  
joaodenagy@itc-paris.com
- ARCHITECTS : DDA Architectes Paris
- PROPERTY DEVELOPERS : Roissy Eurocentre SARL

**TODAY**



**ISSY-LES-MOULINEAUX**

**SWAYS, SMART WAYS TO WORK: *The new***

“

*Since 2009, Bouygues Immobilier provides for sustainable renovation solutions for tertiary.*

# TOMORROW



## *New sustainable and connected building !*

Situated next to the future entrance of the **Issy-Val de Seine RER C** railway and **T2** tram station | SWAYS is an independent **4.0** building providing **40,576 m<sup>2</sup>** of office and commercial space for **3,500** professionals | Covering six floors, each with its own terrace | SWAYS' flexible and innovative offices can be adapted to each company's specific way of working | A range of new services on the ground and first floors contribute to users' wellbeing : these include the Halle Gourmande (food hall), the Living Square, a business center and a wellness center. A wide variety of shops around the building will make users' professional and personal lives easier.

**Bouygues  
Immobilier**   
Créateur de mieux vivre

 **PRIMONIAL**  
REIM

[contact@sways-issy.com](mailto:contact@sways-issy.com) | [www.sways-issy.com](http://www.sways-issy.com)



# PATRICK OLLIER

PRESIDENT OF GREATER PARIS METROPOLIS

## Greater Paris: A metropolis betting on international outreach

*With wide-ranging competitions dedicated to innovation and architecture like “Inventons la Métropole du Grand Paris”, or with the 2024 Olympics, Greater Paris doesn’t lack assets. The announced project is a reality today, bringing in the forefront issues concerning better living conditions but also competitiveness of the territories building the metropolis.*

About the first issue of the “Inventons la Métropole du Grand Paris” competition: could you mention the major benefits for inhabitants of the metropolis?

**PATRICK OLLIER** : The 51 winners of this unprecedented call

for projects - the greatest development and urban planning competition in Europe - have been unveiled on October 18th, 2017. This completed a unique phase: after about 200 hours of hearings, 51 sites have been selected after being suggested by mayors of Greater Paris cit-

“ *City centres are the genuine backbone of economic attractiveness within our cities and the metropolis.* ”

ies. The talks about 3 more sites are still ongoing. Truly ambitious

projects demonstrate that the territory as well as its inhabitants have to be taken into account. Developers, investors, renowned architects, start-ups and civil society representatives got widely involved in the contest. I have been pleasantly surprised myself because the market went far beyond our expectations.

Economic, social and environmental benefits are major issues to metropolitan inhabitants. Indeed, the projects totals about 7.2 billion Euros of private and public investments, with two-thirds dedicated to the site's construction works and urban planning.

The strategic partners Caisse des Dépôts et Consignations and Commissariat Général à l'Investissement will supply with 200 and 100 million Euros respectively to help implementing the projects. During the construction works 65,500 people will be hired on a seven years projected lifetime. Once finished, the programme will be hosting more than 50,000 jobs settled in 867,000 sqm highly innovative buildings (environmental-friendly, fostering well-being etc.). Besides, housing also lies at the heart of the competition. As the second area reviewed by the winners, it should affect almost 30,000 inhabitants of the Île-de-France area.

Reversibility, scalability, connected buildings and collaborative network are bullet points suggesting to make Greater Paris a laboratory to experiment housing. Another key figure concerns tourism: 85,000 sqm hotel areas and 2,800 rooms will attract about 200,000 tourists and visitors. In short, many wonderful perspectives to make Greater Paris a sustainable and smart area, focused on its inhabitants above all.

**What about the second phase of the competition?**

**P. O. :** The first step has been successful because of its glo-

balized dimension in an identified area and because all information was gathered around a unique contact, the metropolis itself. In the same vein, we are shortly going to announce a second competition concerning fifty new metropolitan sites.

Like we did for previous edition, we are going to explore all new sites and will be announcing a list of candidates during MIPIM. The nominees will be allowed to compete for the second call for projects "Inventons la Métropole du Grand Paris". Noting that changing areas offering high development potential will have to focus on technical, social or financial innovation.

**Last September, Greater Paris has started a discussion about the "vibrant city centres", to enliven them. Could you clarify the approach and its goals?**

**P. O. :** City centres are the genuine backbone of economic attractiveness within our cities and the metropolis. They are living, sharing, consuming and meeting places. They are vital and essential to all inhabitants and users. Yet we observe that their lifeblood is drained away too often, mainly because of several factors: department stores and e-commerce, accessibility problems, increase of commercial leases etc. Their regeneration is a major issue to ensure our territory's dynamics. This is why Greater Paris has launched the "vibrant city centres" action to bring all private and public stakeholders together on the topic. Thanks to a specific task force of about sixty people, we have led discussions on how to help cities react efficiently. Specific tools dedicated to wilful cities have emerged from the report's conclusion.

Therefore, this programme will enable to support the cities with their pre-emptive rights on leases and commercial land property. Besides, this pact will

“*Greater Paris intends to fully participate in the organisation of the Olympics and work towards the outreach of its territory's reputation.*”

help them search for funding, develop and implement their projects to make the city centres revive.

**How does Greater Paris intend to contribute to the 2024 Olympic Games in terms of equipment, especially concerning the water park of Saint-Denis?**

**P. O. :** Greater Paris intends to fully participate in the organisation of the Olympics and work towards the outreach of its territory's reputation. Concerning the Olympic water park, Greater Paris leads the overall control of the contract development. We will ensure the pool construction and its premises and also provide for its management as a legacy. In the immediate vicinity of the Olympic Village, the aquatic centre will be located right by the Stade de France and both will be connected through a walkway. It will host two pools and diving pits. Thanks to recreational areas still to be imagined, we will ensure the site's profitability after the competition. In this way, inhabitants as well as tourists will go for it and take full advantage of the site.





© projet Babcock, La Courneuve © DPA architecture et Encore Heureux\*

## « THE CITY OF TOMORROW WILL BE VERY GENEROUS REGARDING ITS USAGES »

**Major real estate stakeholder since almost three decades, Emerige specialised in promoting offices and accommodations throughout Paris and its region, Madrid and Barcelona. Cities which inspire the aesthete Group. The company has built a strong reputation especially calling on the major architecture, design and manufacturing players. Encouter with its Founding President, Laurent Dumas.**



© Adrien Daste

**Emerige will celebrate its 30 years in 2019. What is your view of the profession today?**

**LAURENT DUMAS :** It is firstly the demand at the service of a more beautiful city. Our job is an outstanding lever for the territories' transformation and we put every effort in pay-

ing attention to the quality of the constructions we build. We do so not only on the architectural plan but also on the engineering plan, for housing accommodations or places dedicated to services sector. This requires being ambitious in the choice of the architects we entrust our projects with. We are very committed to innovation, constantly taking in consideration cultural and social development. It is the reason why we have significantly developed the role of culture and, especially, the role artistic creation in all of our buildings, creating collaborations between artists and architects. In that perspective we have placed a work of art in all of our projects.

**Why such an artistic vocation?**

**L.D. :** This commitment lays on a personal passion and an undertaking I wanted to inte-

grate to the company. The aim is to allow every user living in our buildings to face artistic creation because we are sure of the power art detains on the creation of bounds and interactions between people reducing disparities and, especially, the access to culture. It is a virtuous system: inhabitants access and open themselves to culture and artists benefit from the opportunity to be exhibited and to live from their creations. This undertaking is part of the Charter "Un immeuble, une oeuvre" created in December 2015 by the former Minister of Culture, Fleur Pellerin. The signatory promoters undertake to order an original piece of artwork for every constructed building. At Emerige, we already have acquired or ordered about 50 art pieces which will be placed in every of our installations in Paris, Pantin, Saint-Ouen, Ivry-sur-Seine, La Courneuve...

“  
It is the reason why we  
have significantly  
developed the role of  
culture and, especially,  
the role artistic creation  
in all of our buildings...”

### Today, what are the major developments in your way of working?

**L.D.** : In ten years, our company has significantly grown as we have gone from 30 to 50 employees. Today we build more than 2000 accommodations per year – when we used to build 200 at the beginning – and the size of our construction sites have greatly increased with an average of 200 000 m<sup>2</sup> for the current tertiary sector projects. To support this significant growth, I wished to engage the Group in a corporate social responsibility approach (CSR). This commitment is mobilize us collectively in order to question our way of doing and to constantly improve ourselves on the environmental and social sectors. Innovation and new usages lie in this approach as they represent the future of real estate. This is best illustrated by our project Morland Mixité Capitale in the 4th district of Paris, a 44 000 m<sup>2</sup> of construction site that we won following the call for projects “Réinventer Paris”. Ten years ago we would have probably conceived a building for offices. Today we realise a construction combining 11 different usages.

### What is the specificity of Morland Mixité Capitale project?

**L.D.** : It is a micro-city inside the city with a food market, nursery, ownership programs, youth hostel, food shops and restaurants. Urban agriculture will also be developed on the roofs over a surface of more than 3000 m<sup>2</sup>. Finally, we’ll create dedicated cultural space, Paris Artlab, which will soon be very innovating in its programme. The specificity of Morland Mixité Cap-

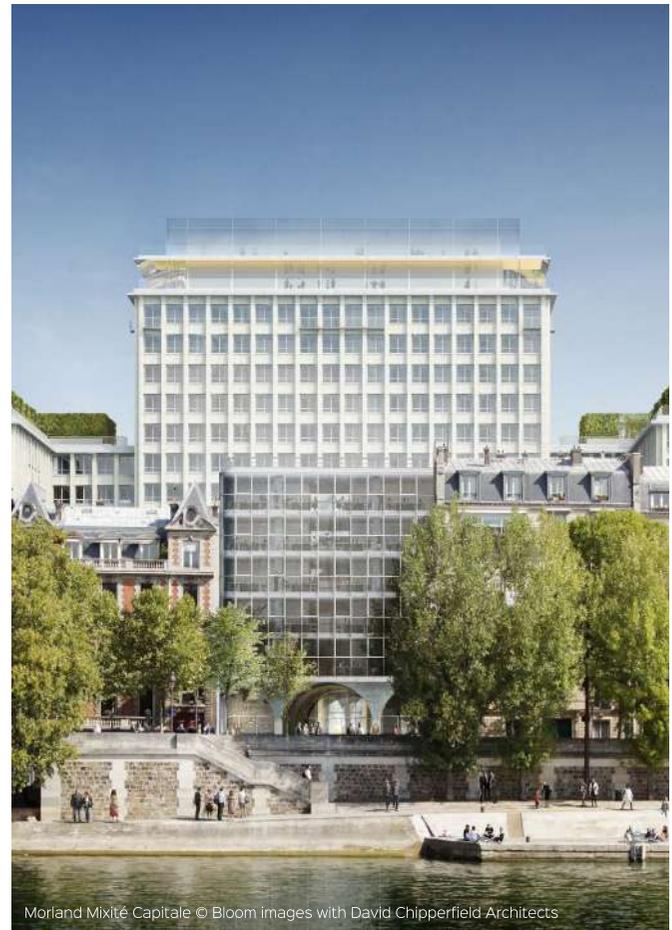
ital lays also in its architectural choices: its realisation has been entrusted with David Chipperfield who took care of the first 14 floors while the upper two floors have been designed by the artist Olafur Eliasson who has fashioned them as a giant work art...

### What are your on-going major projects?

**L.D.** : We have a significant project on the up tip of the Seguin Island in Boulangne-Billancourt, with a strong cultural dominant feature as it will host an art foundation. This outstanding multiplex will comprise the new IMAX laser equipment of Ile-de-France, a hotel with 200 rooms with a piece of art in every each of them, as well as offices and shops. To achieve this ambitious project, we have call on two among the greatest architects: Baumschlager Eberle and the Catalan trio RCR, the Pritzker price winner in 2017. It is also worth mentioning the Docks of Saint Ouen with 14 000 m<sup>2</sup> of housings and 56 000 m<sup>2</sup> of offices and the Babcock wilderness at la Courneuve which is designed for becoming a major cultural pole of the Greater Paris. In a nutshell we’re designing great projects for a Greater Paris.

### What major success should we remember for 2017?

**L.D.** : In December we’ve been awarded the Grand Prix SIMI 2017 for our project “Quai Ouest” in Boulogne Billancourt (92) in the “Renovated office building or particularly innovative refurbishment” (>5000m<sup>2</sup>) category. Quai Ouest is an ambitious façade building proposing a crystal shining architecture. Its restructuring was guided by the will of achieving an excellent level of environmental performance via facade renovation, interior space planning, the choice of maximising the amount of natural light and the provision of several vegetated areas. I am very proud of having rewarded a symbol of Emerige’s expertise which combines environmental performances and architectural audacity.



### What are your development prospects?

**L.D.** : GEmerige operates both in Paris and over the Greater Paris territory. At international level, we have opened 4 years ago an office in Madrid and Barcelona in Spain. Our future expansion will most likely occur in other major European metropolis. Dublin is one of our goal for 2018. Why? Because Ireland, as France and Spain, is a country of owners. The Brexit consequences should have a very positive effect on this country which remains a State with high potential.

### How do you imagine the city of tomorrow?

**L.D.** : I see it beautiful, cultural and generous in its usages both for its inhabitants and those who only pass by. The occupiers and activities’ diversity will represent the beating heart of the city. As a stakeholder of the Greater Paris, winner of the project call “Inventons la Métropole du Grand Paris” with Antonympole and Babcock – two major actors in the territory development, we will participate with passion in dreaming, creating and raising the city of tomorrow.

**EMERIGE**

rêver,  
créer,  
ériger



## MARIANNE LOURADOUR

ILE-DE-FRANCE REGIONAL MANAGER  
CAISSE DES DÉPÔTS & CONSIGNATIONS

Group Caisse des Dépôts supports the acceleration and amplification of many projects within Greater Paris

Greater Paris represents an exceptional territory, fostering leading infrastructure projects concerning transports, planning, research and economic development, on national and international scale.

It is natural that groupe Caisse des Dépôts, which operates and supports the territorial development, is a committed partner with Greater Paris, by acting as a business accelerator and booster for its structuring projects.

Our role is both strategic and operational in all the key areas where Caisse des Dépôts group can provide added value, whether it is for attractiveness,

infrastructure, digital, planning or real estate. Constantly considering the challenges linked to ecological transition and social cohesion.

The commitment of the State, the territories and of the whole public and private stakeholders which contribute to the rise of Greater Paris, has enabled to start major structuring projects and the first operational achievements. I will obviously quote the progress of our work planned on Grand Paris Express and the commissioning of the first tunnel boring machines. But also, as an example, the unprecedented level reached in 2017 for the building of new accommodations in Ile-de-France.

Through its scale, through its stakes, through the shared vision of the territorial communities, of the State and the operators, Greater Paris also constitutes an exceptional breeding ground for innovation dedicated to urban services, sustainable development, building and to the expansion of digital facilities.

Amongst the identified major projects, the achievement of the olympic and paralympic village will reflect an unprecedented opportunity for France to show its implementation skills in terms of designing and building sustainable cities.

Simultaneously, the call for



equity, coming from the Programme d'investissement d'avenir (PIA)\*, together with 100 million euros of equity from Caisse des Dépôts.

These assets will enable the implementation of innovative solutions to help the renewal of our cities and of our uses on all scales, with an ongoing and shared concern to achieve the goals in terms of cohesion and ecological transition.

Following the dynamics and the rhythm of currently under construction Greater Paris, Caisse des Dépôts is a trustworthy partner, strong and deeply committed towards the State services, the territorial communities and all public and private partners working for its attractiveness. They will be committed to challenge the Ile-de-France territory against the international metropolitan areas worldwide.

\* Driven by the State, PIA's management has been confided to twelve operators, among which Caisse des Dépôts group, which therefore manages 13,7 billion euros split into 36 agreements. The PIA establishment implies the engagement of the whole Caisse des Dépôts and of several divisions from Bpifrance.

“  
Our role is both  
strategic and  
operational in  
all the key areas  
where Caisse des  
Dépôts group can  
provide added  
value...”

GROUPE



The People's Home Clichy-la-Garenne

tender “Inventons la Métropole du Grand Paris” has created a laboratory and a demonstrator on a large scale of the ability of public and private stakeholders to rally, in order to foresee the city of tomorrow.

This Europe's largest competition has enabled architects, urban planners, property developers, general contractors and investors to compete with ingenuity and collective intelligence to suggest innovative and sustainable solutions.

From the beginning, Caisse des Dépôts has supported this wide consultation. Firstly, in the engineering field close to the host committee, then as a third-party investor to help the organisations willing to join our competition. Therefore, we have held 100 million euros of





Paris Air 2 Logistique, plateforme logistique à double étage de 63 000 m<sup>2</sup> qui accueillera IKEA France sur le port de Gennevilliers. © Archifactory/GSE/Vallog.

## « HAROPA IS A VERITABLE TOOL AT THE SERVICE OF A SUSTAINABLE TRÈS GRAND PARIS »

**As a result of the alliance between ports of le Havre, Rouen and Paris, HAROPA is the first French harbour system and the fifth on the North-European range with bright future prospects... Encounter with its Deputy Chief Executive Officer, Antoine Berbain.**



**Six years after the creation of HAROPA, how could you describe your activities so far?**

HAROPA alliance was born in 2012 out of the ambition of the three Seine axis ports to form a competitive harbour system at a European level. Six years later, we can give an overall positive appraisal of this merger which has allowed

us to galvanize the activity of the ports in order to raise ourselves at the rank of the major North range ports. 2017 represents a historic year for HADORA in terms of traffic. We have registered a steady maritime traffic growth of 6% with 92,6 millions tonnes handled. For the first time of its history HAROPA handled 3M import and export EVP over a year. Waterway traffic also records solid results with, especially, a 5% growth in Ile-de-France which lays on the traffic construction industry growth related to the Greater Paris project. This shows that HAROPA is a veritable tool at the service of the construction of a sustainable Greater Paris. 2017 also allowed us to continue the development of the real estate and land offer for the construction of new warehouses vital to permanent fixation of import and export logistic chains.

**Why would you say the alliance between the three major maritime and inland ports of le Havre, Rouen and Paris is beneficial?**

There is an undeniable dynamic towards the Seine axis which represents a source of attractiveness. The trust placed by the manufacturers, logisticians warehouse workers and other clients into the three ports owned by HAROPA has been illustrated, in 2017, by the amount of 427 M€ of aggregate private investments. Most of these investments are related to long-term projects reflecting the perennial commitment of HAROPA's client to turn the Seine axis into a major industrial and logistic territory. These developments are supported by the investments of the three ports to offer appropriate infrastructures complying with their urban and natural environment. In 2017, these invest-

ments represented an amount of 86 M€.

In the private as well as in the public sector, 513 M€ of investments have been realised into the port activity of the Seine axis in 2017. For 2018 and concerning the three ports, private investments are kept at more than 372 M€.

**What makes you different from your competitors?**

First, we enjoy a significant geographical advantage. Our offer allows us to serve the first consumer market in France and the second in Europe representing 200 million of people. Also, we offer installations connected with the sea, the inner waterways, enjoying a very good road and rail access which ideally allows the development of "green" logistic

chains. In a context where shipping transport is the leader of goods transportation, most of the major world-cities development arose through capitalising their seafront. The idea of a Greater Paris port therefore appeared as an obvious economical opportunity.

Choosing HAROPA means to choose:

- A rich and diversified real-estate and property offer with 6000 hectares dedicated to shipping, industrial and logistics activities; turnkey warehouses projects supports by top-tier real estate developers (PROLOGIS, PANHARD, VAILOG-SEGRO); land availabilities for new logistics and industrial implantations.
- A shipping transportation offer at the best European standard with more than 700 ports called over the world; all the armament global alliances; a port reachable 24/24 and 7/7; the first North range port for the import and the last for the export.
- An increasing multimodal roads to rail and fluvial offer. 10 waterway terminals for the combined transportation over 5 regions (Normandie, Ile-de-France, Hauts-de-France, Grand Est, Bourgogne Franche-Comté) served by 40 weekly waterway services and 15 European destinations served directly by 60 weekly rail lines.
- A new generation digital offer with the S)One cargo community system to dematerialise information exchange between all the actors of the transport and custom chain; open to importers-exporters, reachable from everywhere, 100% mobile, S)ONE produces increasing productivity and fluidity

results over the whole chain.

**Is the development of logistic real estate one of your main strength?**

Beyond the institutional and territorial reform which led to the creation of the Greater Paris Metropolis, HAROPA is driven by the overall dynamic which surrounds projects related to transportation, urban logistics and general economic development. HAROVA is especially mobilised in the creation of the Grand Paris Express.

In terms of logistics real estate, HAROPA is today one of the most important operator owning and managing 2,7 millions sqm of warehouses.

At the heart of the first French consumer market, HAROPA has land and real estate sites connected to the four freight transport



Port Jérôme sur le port de Rouen où le groupe PANHARD prévoit la construction de 175 000 m<sup>2</sup> d'entrepôts. © Eric Houré

logistics offer: Vailog, developer in logistic real estate has realized the first storey warehouse (R +1) in France on the port of Gennevilliers. At the junction

of the highways A86 and A15, this 62 000 sqm warehouse will shortly host IKEA France and Leroy Merlin. Virtuo is launching the development over of an 18 000 sqm logistic platform over 3,5 ha on the port of Bonneuil-sur-Marne (94) for a total investment amount of 12 M€. This new generation class A building will be launched over 2018 horizon. It will also be granted an environmental certification. Groupe PANHARD has concluded partnership agreements with HAROPA – Le Havre Port on the Logistics Parc of Pont de Normandie-2 (PLPN2) over 40 ha for 135 000 sqm of warehouses. Also noteworthy, the agreement with the municipality of Caux-Vallée de Seine relating to the construction of 175 000 sqm of warehouse in Port-Jérôme. These projects represent 200 M€ of investment. 2018 will be a very dynamic year for the real estate development on the Seine axis: about ten call for projects are going to be launched and will be made available for consultation on line on the website haropasolutions.com.

*“Beyond the institutional and territorial reform which led to the creation of the Greater Paris Metropolis, HAROPA is driven by the overall dynamic which surrounds projects related to transportation, urban logistics and general economic development. HAROVA is especially mobilised in the creation of the Grand Paris Express.”*

modes: shipping, inland waterway navigation, road and rail transportation.

The following developers have chosen HAROPA to promote their

of the highways A86 and A15, this 62 000 sqm warehouse will shortly host IKEA France and Leroy Merlin. Virtuo is launching the development over of an 18 000 sqm logistic platform over 3,5 ha on the port of Bonneuil-sur-Marne (94) for a total investment amount of 12 M€. This new generation class A building will be launched over 2018 horizon. It will also be granted an environmental certification.

**What are your major development axes?**

Led by these great results and the strategic ambition assured by the Government, HAROP will continue its activity in compliance with the expectations of the clients: the development of shipping and rail transportation services with, especially, the creation of a rail shuttle to Switzerland and a new inland waterway connection going from le Havre to Bonneuil-sur-Marne; the reinforcement of the clients' commercial support in all their development project toward the Seine axis; and, finally, innovation, with two main axes to lead the action, namely, the “green port” and the “smart port”. The key issue of 2018 is to provide economical and environmental efficiency using new technologies in the energy sector to limit the atmospheric emission alongside with digital technologies to facilitate data sharing and make the passage of goods more fluid.



Parc Logistique du Pont de Normandie 2 choisi par le groupe PANHARD pour s'implanter sur 40 ha avec 135 000 m<sup>2</sup> d'entrepôts © Michel Bizien / HAROPA - au Port du Havre





# CITÉ DESCARTES

## CHAMPS-SUR-MARNE | NOISY-LE-GRAND

### *The sustainable city's business district*

Cité Descartes has a high concentration of public and private stakeholders from the academic world, all of them committed to building the city of tomorrow. Labelled “Cluster de la Ville Durable” as part of Greater Paris, but also winner of the call for projects I-SITE to develop a research cluster of international importance, Cité Descartes aggregates about 25% of France’s research on urban sustainability. The campus itself is a demonstrator of the smart city by designing innovative buildings and by hosting demonstrators on larger scale, like Démonstrateur Industriel pour la Ville Durable or even Ecocité Ville de Demain.

Anyoji Beltrando, urban architect at Cité Descartes, wishes to “grow what already exists and organise the city through its uses” thanks to the expansion of a new urban program. The latter concerns the 2 areas currently under active development, respectively focused on economic and academic activities, and on housings. Since 2014, Cité Descartes lies amongst priority territories to accelerate the housing production in Paris region. The projects are shaped around the future Grand Paris Express station of Noisy-Champs, future hub of Greater Paris which will host, besides the RER A, the new metro lines 15 and 16 and the extension of metro line 11.

“*Since 2014, Cité Descartes lies amongst priority territories to accelerate the housing production in Paris region*”

The local planning and development authority plans a mix of uses and will build the neighbourhood’s beating heart by implementing 840,000 sqm of housings, offices, business premises, shopping facilities, services and public equipment connecting the campus to the city. As such, Cité Descartes is set to become a major centrality on a metropolitan scale, attractive for its campus as well as for its booming economic vitality.



© Société du Grand Paris - Jean-Marie Duthilleul

**PROJECT LEADING MEMBERS**

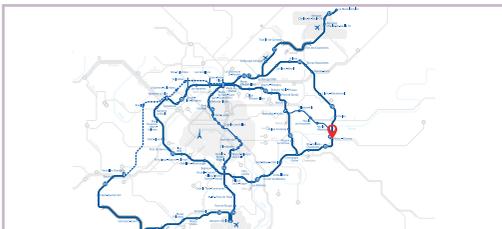
- REPRESENTATIVE : Établissement public d'aménagement de Marne-La-Vallée : [developpement@epa-marnelavallee.fr](mailto:developpement@epa-marnelavallee.fr)
- ARCHITECTS : Urban Architect Anyoji Beltrando, Duthilleul (architecte gare GPE), Devillers et Associés, OLM Paysagistes, Cobe, Patriarche
- PROPERTY DEVELOPERS : Les Nouveaux Constructeurs, ADIM (Vinci), Linkcity, (...)

**COMMUTING TIMES**

Noisy-Champs — Paris Gare de Lyon  
→ 18 min by RER A

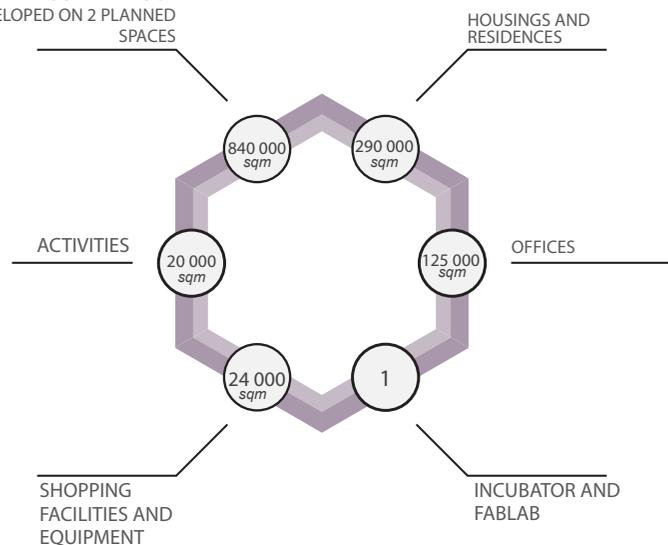
Noisy-Champs — St-Denis Pleyel  
→ 26 min (Today 1h02)

TGV Marne-La-Vallée Chessy — London  
→ 2h15 ( from Brussels 1h15)



**OVERVIEW**

FLOOR AREA TO BE DEVELOPED ON 2 PLANNED SPACES





© Linkcity

# ANTONYPÔLE

## ANTONY

### *Innovative neighbourhood: an economic display for the territory*

Carried by Linkcity around the future Grand Paris Express station on line 18, the project intends to contribute to the innovative and economic life of Antonypôle. The site is split into 2 units: a residential unit in the North, and another unit with a metropolitan reach.

Over more than 40 ha, the ambitious rehabilitation of an industrial area in the South of Antony triggers the development of “Antonypôle”, a new mixed neighbourhood nearby the future station’s piazza.

Regarding the 62,250 sqm: the program intends to build 440 housings, a four-star ho-

tel, shops, a campus dedicated to innovation (offices for major groups, a start-up incubator, showrooms, a fablab etc.), a day nursery and a care home. The project is based on various architectures matching each program and still ensures an overall architectural consistency by using vegetation material.

The project meets environmental criteria and follows the “Société à 2 000 W” goal, which consists into maintaining the per capita energy consumption to 2,000 Watts. This rate especially targets the energy management system (smart grid and low-carbon mix), the innovative mobility

“  
The project is based on various architectures matching each program and still ensures an overall architectural consistency by using vegetation material.”

(shared electric vehicles), the local food supply chain and waste reduction.

The site is well connected to the regional road network. The public transport services will be considerably strengthened by the construction of Grand Paris Express metro line 18 at the very heart of the site.



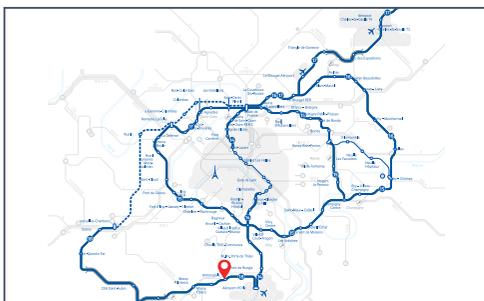
**COMMUTING TIMES - BY GRAND PARIS EXPRESS**

Antonyville Paris Orly Airport  
 → 4 min *Line 18*  
 (Today 32 min)

Antonyville Orsay-Gif (Saclay)  
 → 12 min *Line 18*  
 (Today 52 min)

**PROJECT LEADING MEMBERS**

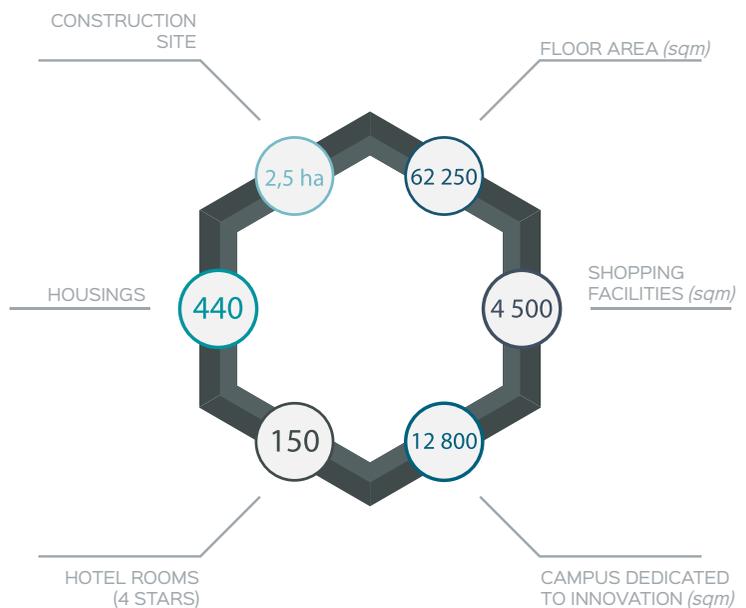
- REPRESENTATIVES :  
 Linkcity Île-de-France  
 c.vaubourgoin@linkcity.com  
 m.metiba@linkcity.com
- ARCHITECTS : AREP; Laisne Roussel;  
 Clément Blanchet Architecture; Coloco
- PROPERTY DEVELOPER : Linkcity Île-de-France;  
 Emerige Residentiel; Cristal-C&G Devim; ACCOR



**OVERVIEW**

**2 000 W**

SOCIETY CONCEPT AND SMART GRID





© Fernando Urquijo / Pont de Rungis

# PARC ICADÉ

## PARIS ORLY-RUNGIS

### *A business community with high development potential*

First activity park in the south of Ile-de-France with 58 hectares of land held by property company Icade, Parc Icade Paris Orly-Rungis builds a business community which hosts the headquarters of major companies and young growing companies.

Major economic cluster of the Grand-Orly Seine Bièvre territory, this tertiary real estate property shows an international attractiveness: currently it holds more than 392,000 sqm of constructed offices and a diversified range of services. The business park benefits from the development dynamics of the Orly-Rungis sector, strategic cluster for the territory. Indeed, the latter plays a key role within the Ile-de-France economic system, thanks to large metropolitan equipment (airport, Marché d'Intérêt National de Rungis) and thanks to logistics

activity, industrial and commercial areas.

The next deliveries include a 4-star hotel from an international brand in 2019 and a brand new building with 15,000 sqm of offices, split in two lots in 2020. The basic idea is to always supply the market with a building in advance, in a diversified property environment, enabling an implementation with large flexibility and modern offices which benefit from the last environmental certifications.

“Coach your growth” programme offers to help the tenants develop their business growth and enables to change an activity park and its traditional offices into a genuine business community: a global talent and business incubator. The programme demonstrates Icade’s commitment to quality towards its parks, simultaneously in terms of

corporate social responsibility, of working conditions and of sharing and learning community.

Parc de Rungis is a pilot for Icade’s deployment of new services: SmartDesk (nomadic office), SmartRoom (flexible meeting areas), sports coaching, concierge service etc. The park is actively directed towards corporate social responsibility and encourages an ecological approach: it aims to strengthen the economic attractiveness by promoting a diversity of uses, a connection to the city and by expanding multimodal connections.

Reachable by the road network and located 5 minutes away from Paris-Orly airport, Parc Icade lies at the heart of a dense and multimodal transportation network: regional train, tramway bus, Icade private shuttle and Grand Paris Express lines 14 and 18 in the medium term.



© Fernando Urquijo

### PROJECT LEADING MEMBERS

- REPRESENTATIVE :  
**Icade :**  
 benoit.barillier@icade.fr  
 charlotte.pajaud-blanchard@icade.fr

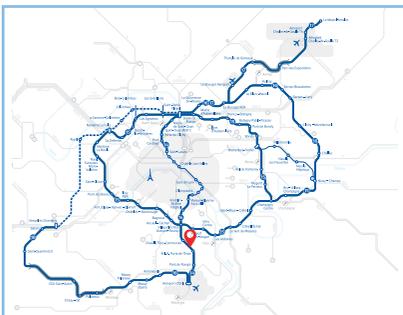
### COMMUTING TIMES BY GRAND PARIS EXPRESS

Pont de Rungis La Défense

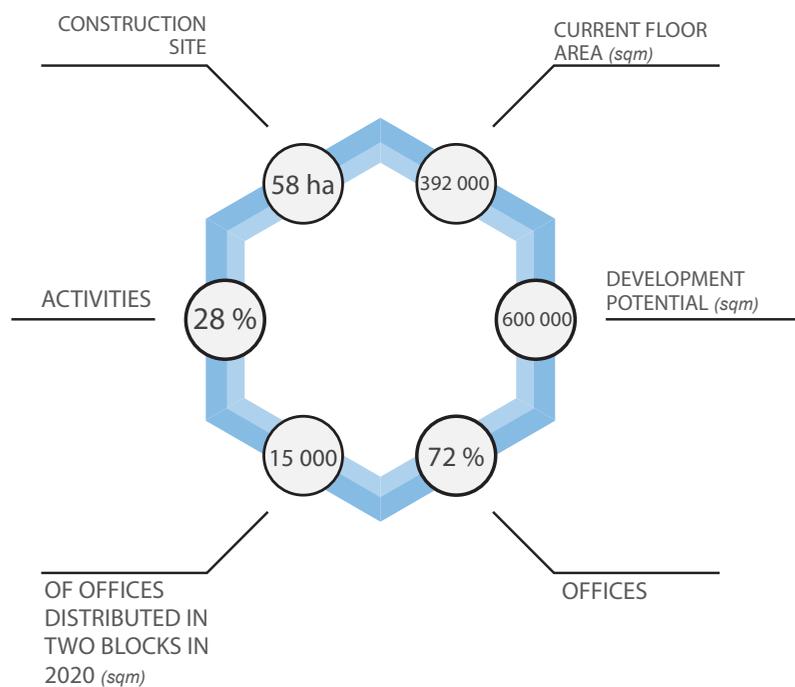
→ 34 min Lines 14/15 Sud  
 (Today 1h03)

Pont de Rungis CEA St-Aubin

→ 21 min Line 18  
 (Today 48 min)



## OVERVIEW



# PLUG & LIVE

## DOMAINE DE CHERIOUX - VITRY-SUR-SEINE

*A green oasis for an innovative and connected campus*

The Domaine de Chérioux is located in Vitry-sur-Seine, halfway between Paris and Paris-Orly airport and the nearby Marché d'Intérêt National de Rungis (Rungis International Market).

The landscaped site of 36 hectares is a park endowed with outstanding vegetation which builds the central part of the departmental green axis connecting the large surrounding parks. With its central lawn bordered with buildings, of which the architecture is typically related to the 1930s, the site is part of a rather suburban housing area. The L'Oréal Research and Innovation lab stands right in front of the park entrance.

As an active part of the metropolitan innovation dynamics,

this green oasis will receive an ambitious project dedicated to economic development and training.

By offering a connected urban campus (wifi, studios for digital content creation etc.), the program puts a clear focus on innovation. Opening itself to the city and its inhabitants, students and companies, the Plug&Live project is provided with all types of training facilities, suitable for sharing services (third places, incubators etc.).

Plug&Live is easily connected to the Metropolis' main axes, like the A86 and A10/A6 highways, two T7 tram stations and the metro station Villejuif-Louis Aragon. This service will be completed by Grand Paris Express metro line 15.

### COMMUTING TIMES BY GRAND PARIS EXPRESS

Villejuif-Louis Aragon  
Paris-Orly Airport

→ 12 min Lines 14/15  
(Today 30 min)

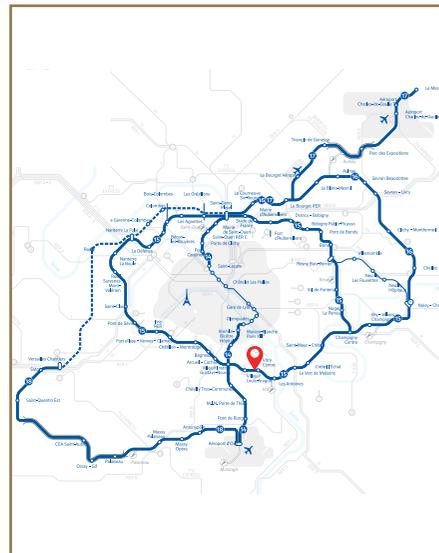
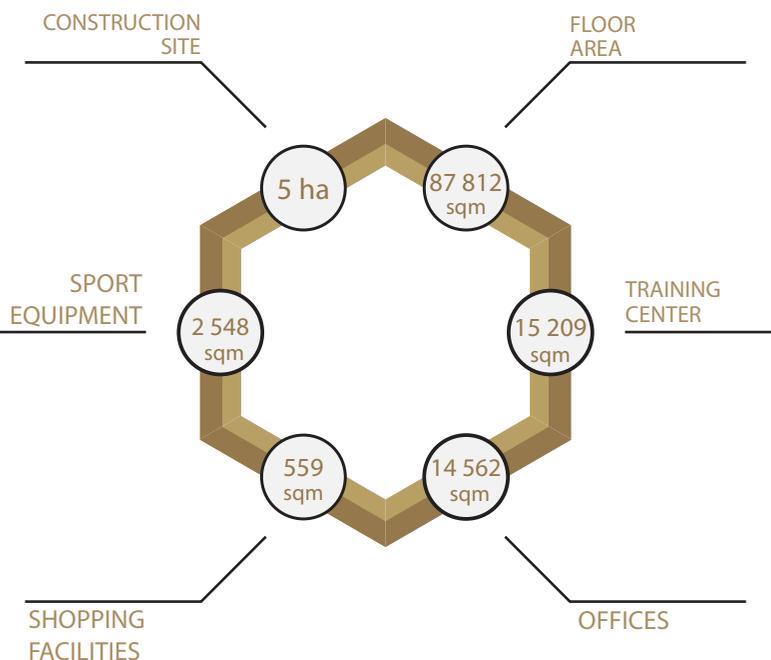
Villejuif-L.A. Issy RER

→ 18 min Line 15 Sud  
(Today 7 min)

### PROJECT LEADING MEMBERS

- REPRESENTATIVES :  
Linkcity Ile-de-France  
c.vaubourgoin@linkcity.com  
m.metiba@linkcity.com
- ARCHITECTS :  
Valero Gadan, Brenac Gonzalez & Associés, Studio Muoto; Sempervirens
- PROPERTY DEVELOPERS :  
Linkcity Île-de-France ;  
Global Open Campus,  
Supdemod, Intencity, Le Grand Réservoir, Eklo; Meridiam

## OVERVIEW





Learning Center Cherioux



# PONT DE RUNGIS

THIAIS ORLY

## *A strategic site with high development potential*

Through two distinct projects, Pont de Rungis will be offering residences and the first space entirely dedicated to e-sports in Paris region. Since Paris has been awarded with the 2024 Olympic and Paralympic Games, the cities of Thiais and Orly seem to be a step ahead in terms of sports and suggested the site called Pont de Rungis to run for the “Inventons la métropole du Grand Paris” call for tenders. The latter is split into three sectors which spread on these two towns. Two award winners have been shortlisted, represented by Linkcity and Vinci Immobilier. The two teams will be respectively in charge of executing the “Parc en Scène” (sectors 1 and 2) and the “Faubourg métropolitain” (sector 3) projects. On the two first sectors, Linkcity and its investor La Française plan to integrate a “digi-

tal stage” on 25,000 sqm, like a future temple of e-sports on metropolitan scale, combining e-sports, virtual reality, an incubator and training areas, a hotel cluster, retail facilities, services, a housing program, 980 housings and 1,680 housings split into 2 sectors as well as student residences and a medical foster care.

The consortium of property developers led by Vinci Immobilier and several architects amongst which François Leclercq agency, carries the “Faubourg Métropolitain” project, which intends to develop 300 housings and 1,200 sqm activities and retail facilities on a third sector. With the help of Plateau Urbain, the consortium plans a temporary occupation of the vacant business premises and intends to sell the housings co-designed with future purchasers and its

partner HabX. Thanks to its size and strategic location, Pont de Rungis is a site with strong metropolitan development potential. It belongs to an economic territory that is particularly active thanks to flows from Orly airport, from Rungis International Market and its logistic platform, and the commercial cluster of Paris region South end.

Pont de Rungis is at a crossroads of mobility with the TGV interconnection, Paris-Orly airport shuttle, regional train, tramway and metro line 14 extended.

Many great projects in close vicinity are currently under development: Cité de la gastronomie in Rungis International Market, the airport extension, the SOGARIS logistic platform modernisation and 4 housing-oriented projects.



**PROJECT LEADING MEMBERS**  
*PARCS EN SCENE*

- REPRESENTATIVE : Linkcity Ile-de-France  
c.vaubourgoin@linkcity.com  
m.metiba@linkcity.com
- ARCHITECTS : Rogers Stirk Harbour + Partners; Tolila + Gilliland; Atelier de Midi ; Tracks; ABF-LAB; AM Environnement ; BASE
- PROPERTY DEVELOPERS : Linkcity, Sogeprom Habitat, Bouygues, Grand Paris Habitat ; La Française; GNC ; lettres d'intention de Foncière Patrimonia, Vastint

**PROJECT LEADING MEMBERS**  
*FAUBOURG METROPOLITAIN*

- REPRESENTATIVE : Vinci Immobilier Résidentiel;  
vincent.tanguy@vinci-immobilier.com
- ARCHITECTS : François Leclercq; Richez et Associés ; Readymake; AILP, les Ateliers Pierre Dubus
- PROPERTY DEVELOPERS : Vinci Immobilier Résidentiel ; Kaufman & Broad ; Demathieu Bard Immobilier; Areal ; Expansiel-Valophis ; Fiminco; Medic global

**COMMUTING TIMES BY GRAND PARIS EXPRESS**

Pont de Rungis La Défense

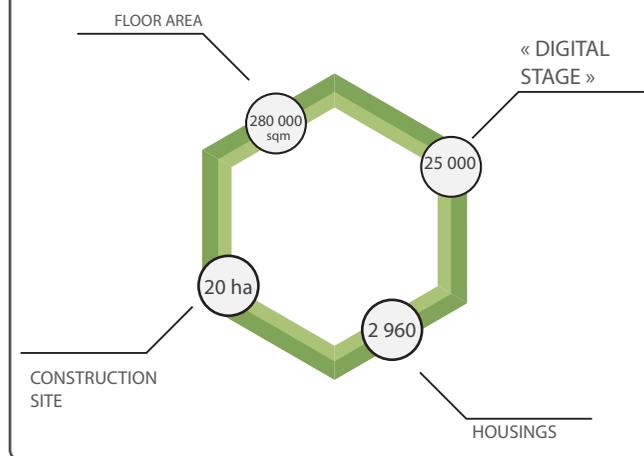
→ 34 min Lines 14/15 Sud  
(Today 1h03 min)

Pont de Rungis CEA St-Aubin

→ 21 min Line 18  
(Today 48 min)



**OVERVIEW**





## THIERRY LAJOIE

EXECUTIVE DIRECTOR OF GRAND PARIS AMÉNAGEMENT

Public institution Grand Paris Aménagement is a major stakeholder dedicated to urban planning in Île-de-France. As a State operator, it launches partnerships with public authorities and private stakeholders, serving multi-polar Greater Paris and developing a more collaborative urban planning. Executive Director Thierry Lajoie is strong advocate of multidimensional cooperative work.

Grand Paris Aménagement is a unique operator in Île-de-France. What are your various skills?

**THIERRY LAJOIE** : First particularity: we unfold three skills, benefiting from each other. Property engineering – we operate and market almost 5,000 hectares in Île-de-France, we also set the legal and technical holding aspects needed by major projects like Campus Condorcet or future Hôpital Nord in Saint-Ouen. Housing, operating urban change programmes amongst the most difficult in Île-de-France and alongside EPFIF, the updating of shading co-ownerships, like in Clichy-sous-Bois for instance. Finally, urban planning by developing majors undertaking of all manner and size. Doing that, we contribute to building multi-polar and multi-functional Greater Paris.

“

*We operate more and more through reinforced partnerships with authorities to build common project societies[...].*

Second particularity: our extensive cooperation with territorial authorities to build our urban planning operations. We act under concession of the authorities at the end of competition procedure like a State public-private partnership. We realise two-thirds of our business through this process. But we also operate on our behalf, in the

State's name and agreed by the authorities. And we operate more and more through reinforced partnerships with authorities to build common project societies, "public-public" like the SPLA-IN created with Grand Paris Sud Seine Essonne Sénart agglomeration, or "public-private" like the SEMAOP project with Aulnay-sous-Bois city. Acting differently enables flexibility to meet the needs of trusting public authorities.

Third particularity: the State strategy, via the cluster of ex-AFTRP and public development authority Plaine de France and Orly Rungis Seine Amont. The new partnerships with authorities, our own growth due to a hundred of active planning operations or the development in the Paris area, make out of Grand Paris Aménagement a strong operator: the first developer in Île-de-France managed by a performant public company driven by shared governance. Our 2017 annual revenue has topped 140 million Euros, with a positive net income of 8 million Euros and an operating income of 12 million Euros. Our operations have created 6,500 housing and 129 hectares of economic activity. Our business portfolio has reached 2,1 billion Euros (3 billion with the SPLA-IN and the EPA ORSA). The dedicated to public interest entrepreneurial performance is a pattern we are promoting.

**To make Greater Paris polycentric, how can we enable project leaders to act in a better and faster way?**

**T.L. :** By being more adaptable, agile and then more cooperative. We must combine strengths, instead of only overlaying them. We cannot act like twenty or thirty years ago. We have to switch from a procedure-based urban planning, where each city stakeholder works alone and in its own time, to a negotiated urban planning dedicated to projects, where all stakeholders work together and at the same time. We have to go from a

vertical way of working to a more horizontal one. In short, from silo to cloud. This applies to the State, the local authorities and to different economic stakeholders. The best urban projects are the joint ones.

These cooperative patterns including inhabitants have a future because they will involve stakeholders upstream, together in action and in expected results. When goals, conditions, risks and project opportunities are shared, they are more relevant and efficient. The ELAN draft legislation submitted by the government goes a step further: it believes that partnership projects could be uniting authorities and the State around major urban planning operations, for instance. To me, enabling a partnership more than a procedure-based pattern and switching from a logic of means to a logic of results seems a fair equation to build the city of tomorrow.

**Especially when the urban-based needs are evolving too. How does this question the developer's job?**

**T.L. :** Living in the city means dwelling, working, moving, breathing, consuming, culture, sharing, walking, leisure etc. These urban assets are the developer's raw materials more than plans and buildings themselves. The uses change fast, especially because of ecological and digital transformation within territories. 10 years ago, we didn't have smartphones and we are already talking about self-contained vehicles and connected roads... But also, value itself lies more and more in the use of an asset or a built environment, less and less in the asset or the built environment itself. Concerning the intangible economic pattern, everything moves quickly within the society, the making and using of a city.

Therefore, when he starts an urban project, the developer designing and building the city in a

*Living in the city means dwelling, working, moving, breathing, consuming, culture, sharing, walking, leisure...*

long run ignores the technology and use that will be running at the time he finishes. Time overcomes space! This is an invitation to the city revolution, supported by upgradability, scalability, reversibility, mutability etc. This leads to invent the city in a more participating way, with inhabitants establishing demand more than enduring supply. This requires more humility from the developer.

So we need innovation and imagination. When our Belgian partner Bopro Sustainable Investments develops a demonstrator for circular economy – Triango project in Gonesse – it falls within a reversible tertiary offer, scalable to enable company implementations. In Les Ardoines, the mixed economic and logistical aspects on a building developed by EPA ORSA with other partner Sogaris, are answering the required mutability. In Fort d'Aubervilliers, the transitional phase of urban planning is already rooted in the neighbourhood. In Parc de Maison Blanche of Neuilly-sur-Marne, we are implementing a range of assistance services in the whole neighbourhood. And thanks to a call for projects backed by the ministry of territorial cohesion and by the Euratlantique et Euroméditerranée public development authorities, we experiment the "innovating permit". In other words, at Grand Paris Aménagement we already think the city of tomorrow will be made differently than the city of today.

**grandparis  
aménagement**

#work



#live

© Agence Architecture Anthony Béchu

Since 2009, Bouygues Immobilier has provided sustainable renovation solutions for office buildings through its Rehagreen offer. As part of this programme and its ongoing development we're excited to announce a new iconic project. SWAYS / « Smart ways to work », is an innovative project in the heart of the business area of Issy-Val-de-Seine with the objective of transforming how buildings are used to increase efficiency, effectiveness and wellness.

## ENCOUNTER WITH ERIC MAZOYER, DEPUTY CEO, BOUYGUES IMMOBILIER



**What tasks Rehagreen has been given?**

**ERIC MAZOYER** : Rehagreen represents Bouygues Immobilier's offer for the sustainable renovation of office buildings. The office market of Ile-de-France is a market of renewal rather than a market of growth due to the presence of millions of obsolete square meters. In a context with rare offers of new and up-to-date offices,

Rehagreen repositions its assets at the top of their market by a change of architectural identity, the anticipation of new regulations, an increase of the environmental performance of the building, the quality improvement of its interiors and the provision of new usages in a world increas-

ingly connected. This creation of value has allowed the return on the market of almost 200 000 m<sup>2</sup> in the Greater Paris over the past years.

**How is this approach fit with the Greater Paris project?**

**E. M.** : Three major issues of the Greater Paris resonate specifically in Rehagreen approach. First, thanks to the dynamic created by the Paris Agreement on Climate, the Greater Paris stands as a model in sustainable urban development favouring the reuse of the what already exists and the intensification of the city's usages instead of choosing a peri-urban sprawl consuming much more resources and energy. Then, the French attractiveness resurgence at the international replaces the Greater Paris at the top of the places for head offices' implementation within, especially, its business areas. These business districts (La Défense, QCA, Southern Seine Boucle or the district Lyon-Bercy-Austerlitz) are major assets for the metropolis: they represent strong central points, very read-

able, favourable for economical development through collaborations facilitated by companies and appreciated by the greater users like the Millennium generation which currently enters the labour market.

Finally, the Greater Paris network will allow bringing together its inhabitants and these business districts. By example, the average travel time to reach these districts for the residents living alongside this network will be reduced by a third.

These three factors are pushing towards a renovation of the existing economical centres of the Greater Paris. With Rehagreen, we aim to propose innovative and suitable solutions in line with the users' expectations.

### Could you tell us more about the development of Sways, Smart ways to work, that you just launched?

**E. M.** : Situated on Camille Desmoulins Street in Issy-les-Moulineaux, the former Forum 52 was one of the future business district of Issy-Val-de-Seine first office buildings. It was designed in 1992 by the architect Anthony Béchu and acquired last year by Bouygues Immobilier and Primonial REIM to be transformed in an iconic building of the area reflecting our capability to return an asset on the new market and to create value in the neighbourhood. Sways Projects is expected for delivery at the beginning of 2021.

Consequently, we have asked Anthony Béchu to join us in this project, 25 years after the original one, to go beyond a simple renovation of the building. Together we are going to create a truly smart, convivial, flexible and connected building.

### How is this project really innovative?

**E. M.** : Sways has been designed to support the assets through their new digital practice alongside with their new ways of working, collaborating, dining and relaxing. Located at the heart of Issy-Val-de-Seine business district and at the foot of public transportation with



*Laurent Fléchet, Chairman of the management board of Primonial REIM*

*"This project reflects the innovative approach which stands in the DNA of Primonial REIM and which is best illustrated by the pioneering investment solutions for our clients and our capability of creating value over our property assets."*

*With our partner Bouygues Immobilier, we have the ambition to turn Sways into an exemplary building exceeding the best standards of the market in terms of environmental performances as well as usages or connectivity. A smart building which will, I am sure, set a precedent."*

a brand new station exit, this smart building combining usages intensity and wellness offers a new vision of working interiors. It will represent a real ecosystem, a living space where everything will be done to facilitate the everyday life of the building's users but also of the district to which it will be open.

Throughout its storeys, 35 000m<sup>2</sup> of plateaux will offer a wide diversity of spaces to fit with the users' needs throughout the day, an omnipresent 4G/Wi-Fi connexion, library spaces dedicated to the wellness and performance of the users. Thanks to connected items, this "4.0" building, certified WiredScore and Ready2Services and fully cyber secured, will provide for surfaces areas which will be easily reset and



© Agence Architecture Anthony Béchu

partitioned over the time without having to reprogram the equipment. Users will therefore be able to develop their interior design very easily following the progress of working methods over the coming decades: this is also what sustainable building is about!

On the ground floor, we have designed a new style space called the "Living Square". It is a federator and multiple area favouring interactions. It will allow everyone to find their own convenience spaces: café, relaxing area, meeting rooms, auditorium, garden... A food hall will open during the day to host breakfasts or after works. Sways' roof opens over a 1600m<sup>2</sup> of outside terraces and vegetated surfaces to work out in the sun or have some fresh air.

To complete this new centrality of the district we wanted to include 7 shops open towards Camille Desmoulins street, among which a brasserie and a wellness space. Sways will be the illustration of how an office building can actually improve the urban quality of a neighbourhood.

### Why is it important to redesign office spaces that way?

**E. M.** : The Millennium generation is not the only one who want to get away of the open space / closed office / meeting room triptych. For a growing part of the Greater Paris labour forces, every day is divided into diverse space and time needs for which only a smart building can comply with at every moment. It is a question of improving the collaborators' productivity but also to attract talents and to create better-living and better-working spaces.

### According to you, what are the necessary conditions for the development of investments in your sector within the Greater Paris?

**E. M.** : With the possibilities created by the Brexit and the renewed attractiveness of France and its Metropolis of the Greater Paris, the office sector investments will directly benefit from the servicing of business centralities by the Grand Paris Express. But it is also essential for the State, communities, operators and the private sector to work together in achieving this economical development. Besides the major structuring investments, it has to go through and adequate tax, administrative, legal and regulatory strategy which needs to be suitable, readable and stable. Facilitating the certification process and implementing shorter processing delays will allow to amplify this movement created by this rare aligning of the stars.



[contact@sways-issy.com](mailto:contact@sways-issy.com)



# DÉMONSTRATEUR MÉTROPOLITAIN

PÔLE GARE DES ARDOINES | VITRY SUR SEINE

## *A new strategic centre for Greater Paris metropolitan area*

Like a symbolic site showing the redevelopment of industrial wastelands, soon opened up by the Grand Paris Express (line 15 Sud), the project developed by Linkcity Île-de-France will include a mixed program of 139,832 sqm, organized around 97,277 sqm of tertiary space, 8,981 sqm of activities, 21,684 sqm of shops and 10,354 sqm of housing.

The site will welcome a “metropolitan digital demonstrator” in particular, combining events, leisure and entertaining, training, research, prototyping and retail, catering facilities etc.

The tertiary offer will be expandable and divisible to take into consideration the new ways of working and also to meet the needs of any type of user: health

sector, innovation, banking, insurance consulting and risk. 120 hotel rooms and 227 studios for students will also be constructed as part of this program.

The site called “Les Ardoines”, a strategic centre for the Metropolis, lies at the heart of one of the most important development operations in France. On both sides of the railway tracks, the project is built around two urban centralities, bound by a crossing: the multimodal transport node and the Grandes Halles SNCF, which is an iconic building of the industrial architecture. As a future hub of the Grand Paris Express, this showcase site will carry an ambitious program focused on economic development. It is the ideal location to imagine the future of

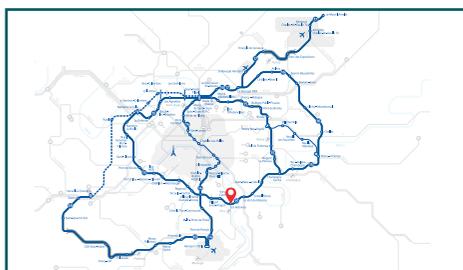
cities in the 21st century: dense and mixed, organized around high quality public spaces and increased mobility.

The eastern half of the Ardoines area is occupied by urban services at a metropolitan scale, like the thermal power plant of Vitry, whereas its western residential half is mostly made up of suburban housing, with a few islands of multiple dwellings.

Given its extraordinary connection, the “ZAC Gare des Ardoines” plans to create in the end a mixed district of more than 650 000 sqm, with two-third of the program intended for offices and one third for housing. To open this area towards the river Seine on the long term, two crossings are planned above the railway tracks and the Seine.



© Linkcity Île-de-France

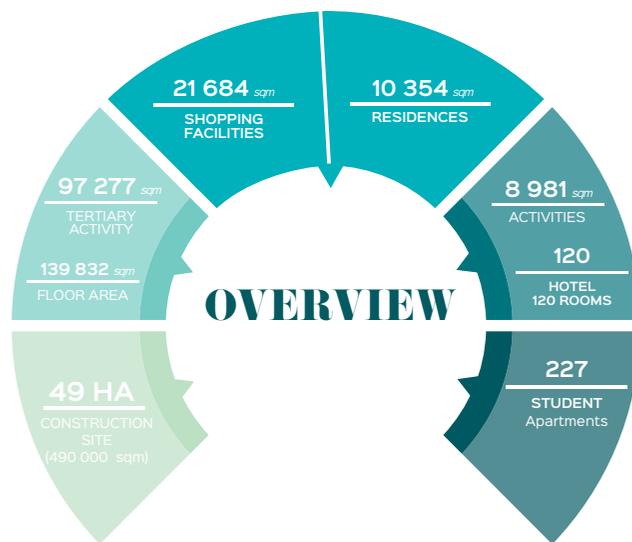


### COMMUTING TIMES BY GRAND PARIS EXPRESS

Les Ardoines	Paris Orly Airport
→ 17 min Lines 14/15 (Today 30 min)	
Les Ardoines	Issy RER
→ 18 min Line 15 Sud (Today 47 min)	

### PROJECT LEADING MEMBERS

- REPRESENTATIVE :  
Linkcity Ile-de-France  
c.vaubourgoin@linkcity.com  
m.metiba@linkcity.com
- ARCHITECTS :  
PCA – Philippe Chia mbaret ;  
Ta Architecture ; Richez Associés
- PROPERTY DEVELOPERS :  
Linkcity Île-de- France ;  
La Française REM ; Affine ;  
Meridiam ; Carrefour





# TRIANGO

## TRIANGLE DE GONESSE

### *A metropolitan urban demonstrator for circular economy*

In the immediate vicinity of the future Grand Paris Express station on line 17, the “Triango” project driven by Bopro Sustainable Investments – BSI, accompanied by several architects, will develop a business park on 167,000 sqm and 10,000 sqm of greenhouse, generating 11,500 jobs and hosting offices, a business centre, technological activities, shopping facilities and temporary housing for professionals.

Thanks to its strategic position within the airport corridor of Paris-Charles de Gaulle and the Bourget, which bestows an exceptional visibility on international scale, the planning of Triangle de Gonesse intends to develop a major project on a metropolitan scale, an urban gateway to the city with a diversi-

fied and competitive offer.

The experimental project of business neighbourhoods, functional and sustainable, provides new opportunities to answer the emerging uses of workplaces and enables to adapt to new mobility and organisational patterns. The buildings are established around an integrated sports park and suggest a pooling of services (sports equipment, co-working etc.) as well as services dedicated to workers (shopping facilities, nursery, health centre etc.).

Triango will act as a role model for circular economy during the lifecycle of all materials. Every component of this 15-ha tertiary resort is chosen for its low environmental footprint and its ability to be reused. Even more innovative, all

buildings will promote positive energy and be carbon-neutral and will also be flexible and entirely removable.

The bioeconomy sector will be favoured to match the 97,500 sqm of offices designed by international agencies RAU, Karres+Brands, Search et Atelier Philéas. The modular spaces are intended for major groups as well as start-ups and incubators dedicated to the green tech sector. The site intends to be a green tech cluster for the territory, open to entrepreneurship and to the residents. This whole human ecosystem will indeed benefit from an area full of life, with 7,100 sqm of shopping facilities and services including a food court, and 1,050 sqm dedicated to sports and culture.



© Société du Grand Paris - Jean-Marie Duthilleul

© Bopro Sustainable Investments

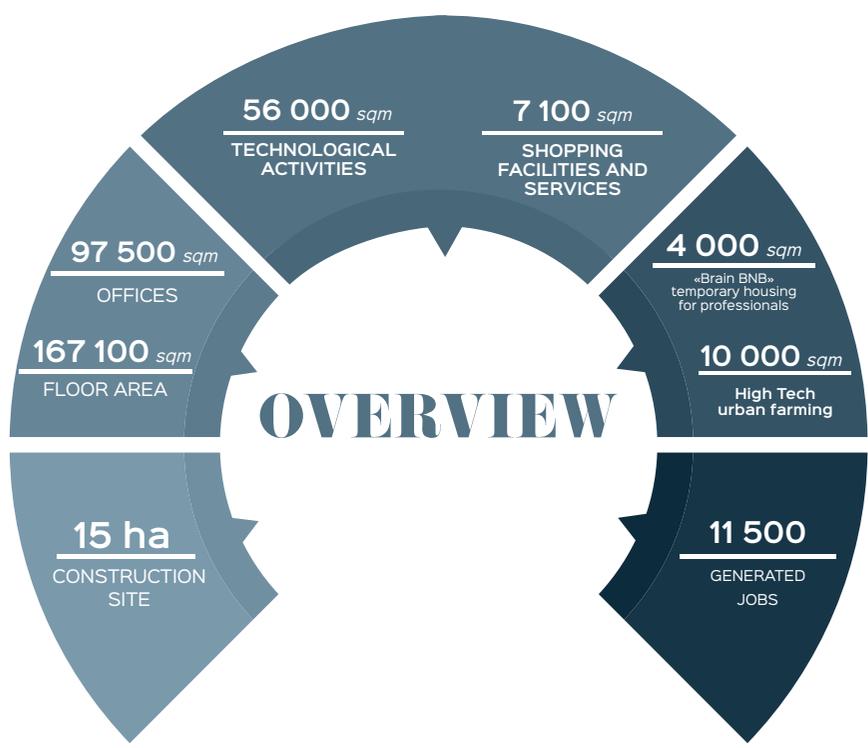
**COMMUTING TIMES BY GRAND PARIS EXPRESS**

Triangle de Gonesse    Paris CDG Airport  
 → 8 min *Line 17*  
 (Today 40 min)

Triangle de Gonesse    St-Denis Pleyel  
 → 13 min *Line 17*  
 (Today 55 min)

**PROJECT LEADING MEMBERS**

- REPRESENTATIVE : Bopro Sustainable Investments - BSI : stefaan.martel@bopro.be
- ARCHITECTS : RAU ; SEARCH ; PHILEAS ; Karres + Brands
- PROPERTY DEVELOPERS : Bopro Sustainable Investments - BSI



# TOUR HEKLA

## PARIS - LA DÉFENSE

*An office tower, a student residence and green areas on 1,3 hectares*

**H**EKLA tower is part of the “Rose de Cherbourg” neighbourhood development and will benefit from a 1.3 ha park as well as a 8,300 sqm planted-walkway on the current boulevard ring.

Designed by the agency Ateliers Jean Nouvel, the tower and its 76,000 sqm area will rebalance the Paris La Défense skyline with a strong architectural gesture, which embodies the ambition of an iconic tertiary program at the heart of the first European business district.

Located 300 metres away from La Défense transport hub, HEKLA tower will blend in with the future public areas belonging to the “Rose de Cherbourg” neighbourhood.

Developed by Paris La Défense, this new neighbourhood will build an authentic living area, thanks to its mixed spaces and the pedestrian aerial greenway inspired by New York City’s High Line. Flexible and innovative, HEKLA will welcome about 5,800 employees and anticipates the new working patterns dedicated to well-being, sharing emotions in a pleasant and open ecosystem. In addition, the tower offers a complete range of facilities including 5 catering areas.

HEKLA tower also embodies an environmental vision with certification schemes at the highest levels: HQE, LEED, BREEAM, completed by Effnergie + and WELL labels, all of them oriented towards the well-being of their users.

Developed under Gecina’s project management and designed in collaboration with Ateliers Jean Nouvel, the nearby Campusea student residence and its more than 400 housings (390 studios, 12 two-room flats and 1 accommodation for the on-site staff) will open by September 2018.

The residence will offer a wide range of housings, from studios to shared flats with many facilities specifically tailored to meet the needs of the students: lounge, cafeteria, laundry, gym etc.

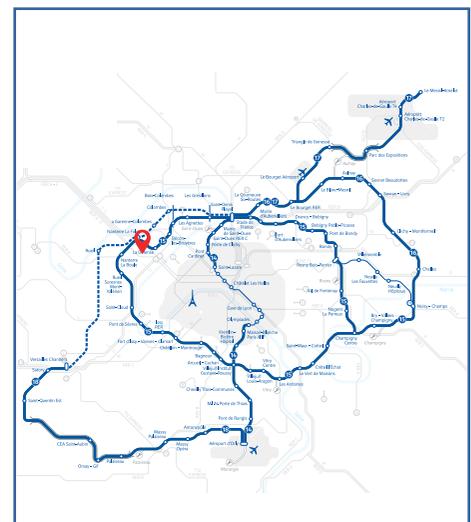
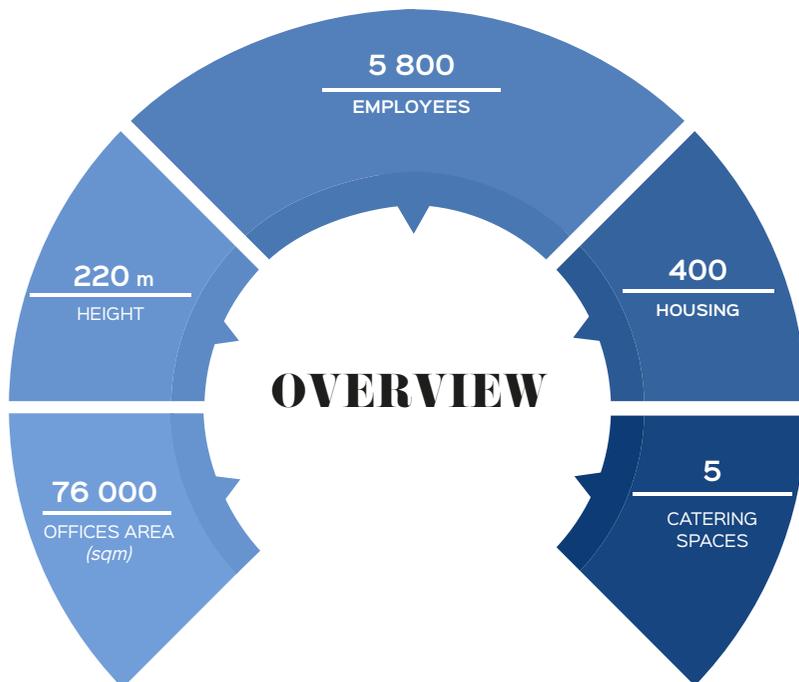
The construction of the almost 10,500 sqm 20-storey building has been delegated to Outarex company and aims to achieve a remarkable environmental profile with high certification.

“The construction of the 10,500 sqm 20-storey [...] aims to achieve a remarkable environmental profile with high certification.”

### PROJECT LEADING MEMBERS

- REPRESENTATIVE : Paris La Défense  
alaurent@parisladefense.com
- PROPERTY DEVELOPER : HEKLA SCI (Hines/AG Real Estate) off-plansale to Amundi Immobilier / Primonial REIM
- ARCHITECT : Ateliers Jean Nouvel

### COMMUTING TIMES BY GRAND PARIS EXPRESS







# IVAN KO

PRÉSIDENT, CHINA REAL ESTATE CHAMBER OF COMMERCE  
HONG KONG AND INTERNATIONAL CHAPTER (CRECCHKI)



It is a great chance for our China Real Estate Chamber of Commerce Hong Kong and International Chapter (CRECCHKI) to bring Belt and Road Initiative to MIPIM Cannes this

year joining our effort with Hong Kong Trade Development Council (HKTDC) by co-hosting a Belt and Road panel. Our delegation to MIPIM Cannes last year was really mind-boggling and that makes us returning by bringing a great message back to the MIPIM participants this year - the Belt and Road Initiative.

MIPIM Cannes has proven time and again to be the most important connecting place for meeting all the important players from around the world and helps set the agenda for the globalized real estate industry.

With the launching of the Belt and Road Initiative by the Chinese government, it is giving another big push on globalization for 66 countries to co-operate and get involved with and in each other. At the forefront of Belt and Road are infrastructure and its related real estate development projects in these 66 countries.

*Due to its regime of One Country Two Systems, Hong Kong stands at the best position to be the global resources hub for Belt and Road linking deal flow, investors, management of investments and projects so on and so forth.*

Obviously, due to its regime of One Country Two Systems, Hong Kong stands at the best position to be the global resources hub for Belt and Road linking deal flow, investors, management of investments and projects so on and so forth.

At the other end, the Greater Paris project represents a fantastic opportunity for the Belt and Road investments. The scale of the Greater Paris project covering tremendous transport infrastructures, housing, construction, development of powerful clusters, and the Olympics coming soon makes the Paris Region definitely one of the most

interesting location in the world for real estate and infrastructure investments within the Belt and Road Initiative.

CRECCHKI and HKTDC are here in MIPIM to establish relationships with active players and to create opportunities along the Belt and Road countries. I am sure our CRECCHKI Vice Chairman, Stanley Chin, and HKTDC Executive Director, Margaret Fong, will be most pleased to explore with you all.

Welcome to the age of globalized co-operations for our infrastructure and real estate industry!



sogaris

# Casse les codes de la logistique urbaine

Nous développons  
des solutions immobilières  
innovantes



© A.26 Architectures

Nous inventons  
la ville durable,  
productive et intelligente



©Samson Lacoste - SYVIL

## Avec vous ?



[www.sogaris.fr](http://www.sogaris.fr)

# LES GROUES

## PARIS LA DÉFENSE

*A new mixed neighbourhood at the gates of Europe's largest business district*

Located at the foot of the Grande Arche de La Défense, Les Groues neighbourhood in Nanterre spreads over 65 ha and hosts today about 300 inhabitants and 200 SME/SMI in an unusual environment partially composed of a railway brownfield. Thanks to the urban planning developed by Paris La Défense, the site will enjoy a neighbourhood accessible to everyone and offering a new range of attractive and innovative housings, novel workplaces, many shops, services and equipment in an environment largely oriented towards nature.

Les Groues planning will deliver a new neighbourhood which will be mixed, remarkable in terms of living conditions, well-equipped and well-served by public transport. This neighbourhood also echoes with La Défense business district located at its gates, and will contribute to regenerate its attractiveness.

Currently isolated, this neighbourhood will tomorrow be fully integrated into the city and will enable to connect Nanterre, Paris La Défense and the university cluster. Les Groues will be fully integrated into the Parisian metropolis, with a station nod hosting the RER E and Grand Paris Express metro line 15.

Around this multimodal transport cluster, a new neighbourhood of 5,000 attractive and various housings and of new economic activity areas will emerge, capable of hosting up to 12,000 inhabitants and 12,000 new jobs. This balance guarantees the human and lively side of this district.

### PROJECT LEADING MEMBERS

- REPRESENTATIVE :  
Paris La Défense  
alaurant@parisladefense.com
- URBAN PLANNER :  
Güller & Güller

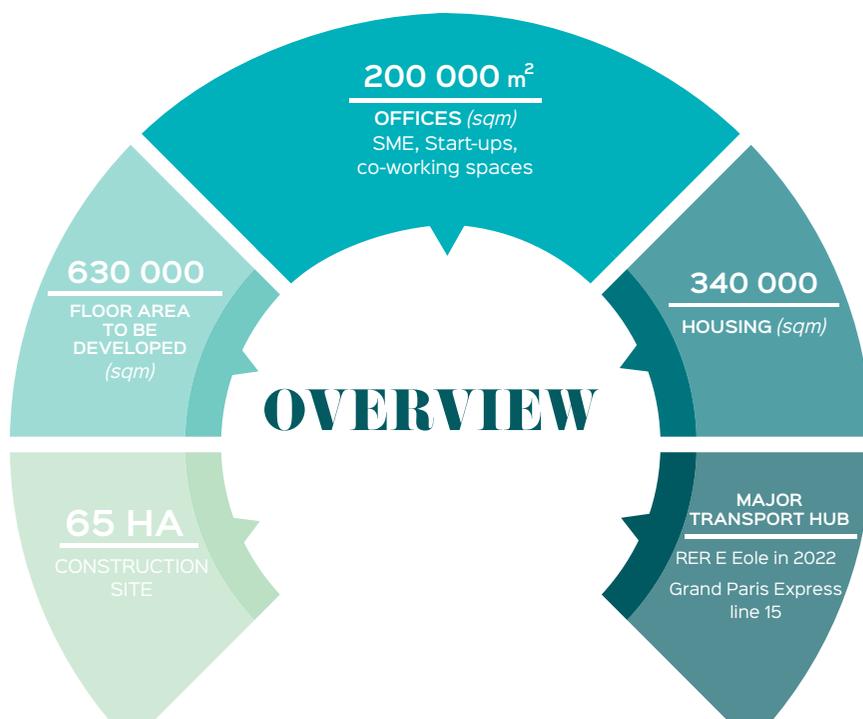
### COMMUTING TIMES BY GRAND PARIS EXPRESS

La Défense — Paris CDG Airport

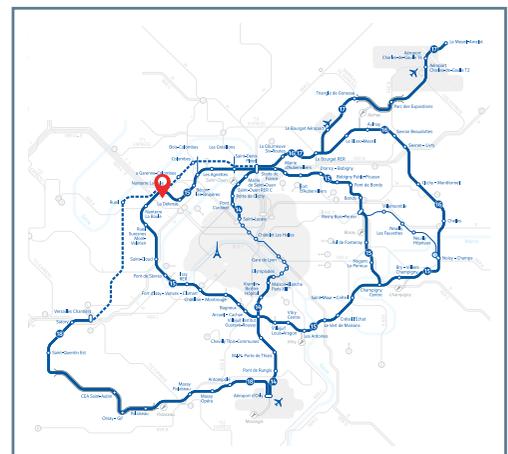
→ 34 min Lines 15/17  
(Today 53 min)

La Défense — Pont de Sèvres

→ 13 min Line 15 Ouest  
(Today 27 min)



*“The site will offer a new range of attractive and innovative housings, novel workplaces, many shops, services and equipment in an environment largely oriented towards nature.”*







© Agence Devillers

# MANTES INNOVAPARC

## MANTES-LA-JOLIE

*An activity area along the Paris-Normandie Seine route*

**A**ctivity area of 58 hectares, Mantes Innovaparc enjoys an exceptional location facing the motorway, in the vicinity of SNCF station and future RER Eole station of Mantes-la-Jolie.

Located in the urban community of Grand Paris Seine & Oise territory, between Paris and Le Havre, Mantes Innovaparc benefits from accessibility to the facing A13 motorway. This activity area takes full advantage of a multimodal supply, being served by the motorway and railway network: non-stop trains to Paris-Saint-Lazare, TGV trains (Le Havre, Lyon, Marseille). In 2024, RER E will enable to connect Man-

tes-la-Jolie station to business district Paris La Défense.

In the very heart of a vibrant dynamic sector thanks to companies like Safran or Sulzer Pompes, this activity area provides a competitive property offer.

Devillers agency and EPAMSA conceived this programme like a genuine neighbourhood blending in with the city, with accommodations and open and green public spaces. Within the qualitative landscaped setting, companies and their employees will enjoy a strategic geographical location near the Buchelay commercial area

and the facilities of new station's neighbourhood Mantes Université (shopping facilities, public equipment, Yvelines Science and Technical Institute of Saint-Quentin-en-Yvelines University).

To make the best use of this property space, Mantes Innovaparc offers divisible macro-batches to pool alternate functions like parking, reception area, alternative water management etc. Through these macro-batches, EPAMSA (public development authority driving the project) will be able to ensure the balanced and contained development of activity areas, allowing architectural and landscape balance to claim its diversity.

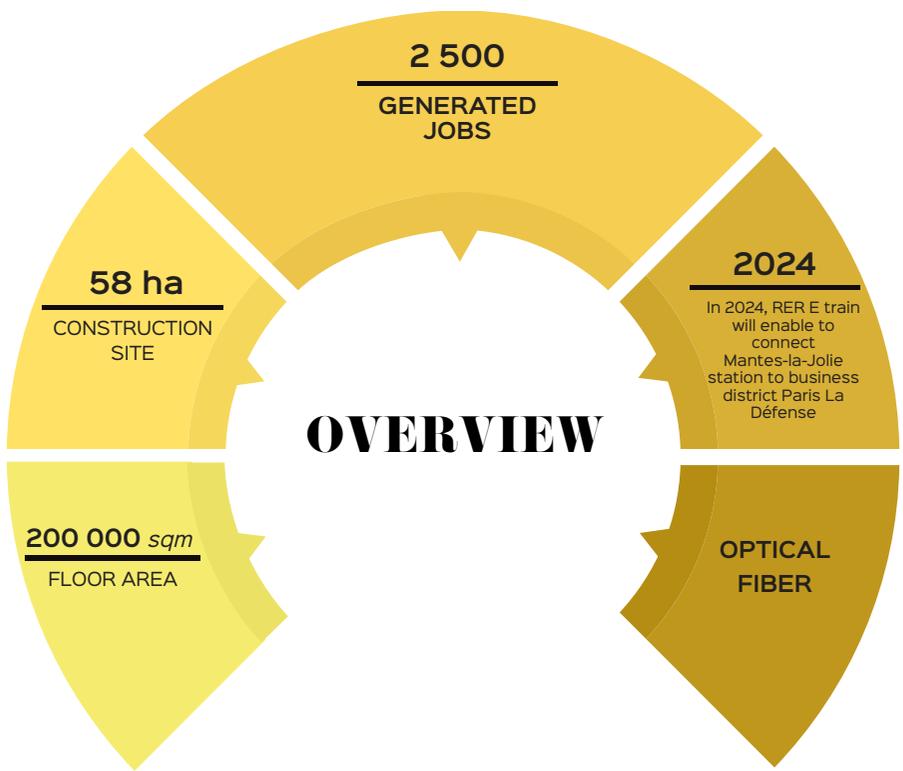
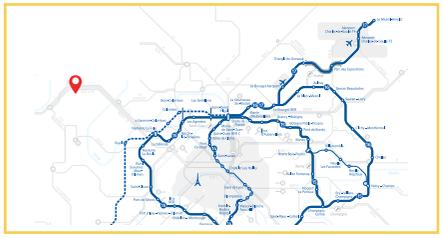


- PROJECT LEADING MEMBERS : EPAMSA, city of Buchelay , urbain community of GPSO, Ile-de-France region, Yvelines department, French state [m.zireb@epamsa.fr](mailto:m.zireb@epamsa.fr)
- CONSTRUCTION MANAGEMENT : Devillers Associés Agency
- LANDSCAPE ARCHITECT : Sémaphores
- ENGINEERING DESIGN OFFICE FOR ROADS AND NETWORKS : Somival

**COMMUTING TIMES**

Mantes-la-Jolie — La Défense  
 → 35 min by RER E (Today 52 min)

Mantes-la-Jolie — Paris St-Lazare  
 → 35 min en non-stop train





# CAMPUS DE CACHAN

CACHAN

## *A cleared area for housing at the very heart of a pole of excellence*

**A**ltarea Cogedim Grands Projets, in association with the architecture agency TVK and the landscaper OLM, will execute on this area of 21,280 sqm a residential property of 330 accommodations. They will be split into two islands, thus enabling to release a green space easily accessible to all, and to open the site to the public.

The ground floor will welcome shopping facilities, services and sports equipment, to make out of this “inhabited campus” a true living space. A closer attention will be paid to the environment and the reuse of building materials and furniture, mainly during the housing construction process. For this to happen, a common inventory platform will be shared

among all operators on the campus.

Only two kilometres away from Paris, the site stands on the ground of the Ecole Normale Supérieure (ENS), which will move out to the Paris Saclay campus in 2018. The city of Cachan intends to shape 11.6 ha into a pole of excellence gathering research, teaching, innovation and activities. Close to the city centre, the site’s best assets are the proximity and high quality of the urban landscapes near Cachan.

Multiple public amenities, leisure and sports facilities will be found less than 500 meters away. The site is directly connected to the heart of Paris within 20 minutes only by regional train (Cachan station nearby).

The site’s accessibility will be strengthened by the Grand Paris Express line 15 and its interconnection to the lines covering the airports and the major university clusters (including Plateau de Saclay and Paris-Sud University).

The site is part of the broader development project called “Campus Sciences and health in Greater Paris”, involving both the State and local authorities of the Vallée Scientifique de la Bièvre. The contract plans the development of innovation clusters and economic hubs and the first projects should start to be implemented in 2018.



© Altarea Cogedim Grands Projets - TVK

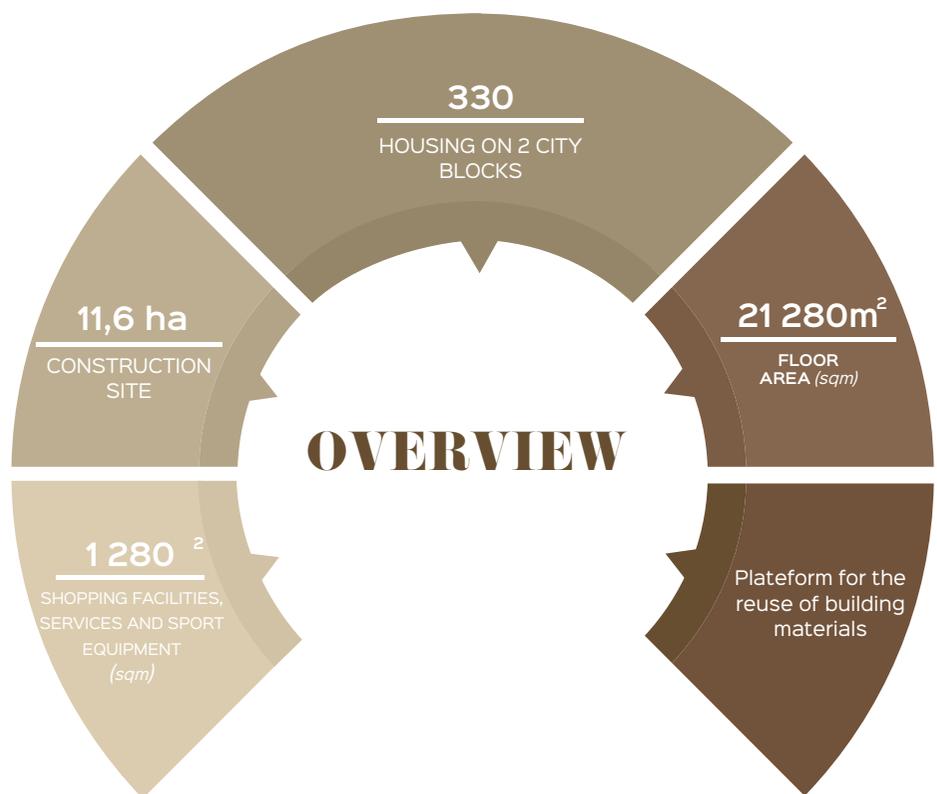
**PROJECT LEADING MEMBERS**

- REPRESENTATIVE : Altarea Cogedim Grands Projets  
athomas@altareacogedim.com
- ARCHITECTS : TVK, OLM
- PROPERTY DEVELOPERS : Altarea Cogedim Grands Projets

**COMMUTING TIMES - BY GRAND PARIS EXPRESS**

Cachan      Paris Orly Airport  
 → 12 min *Line 15*  
 (Today 41 min)

Cachan      Noisy-Champs  
 → 27 min *Line 15 Sud*  
 (Today 46 min)





Mix'it © Bouygues Immobilier

# QUARTIER MIX'IT

## PLAINE OUEST - NOISY LE SEC

### *A fast-changing urban crossroad*

The Mix'it project carried out by Bouygues Immobilier spreads on 18,909 sqm and plans to create a new mixed district of 255 housings, shops, offices, incubator-hotels, housings and workshops for craftsmen.

The site lies at the very heart of the Plaine Ouest neighbourhood, an urban crossroads which area is leading a fundamental change. Well served by public transport services, Mix'it offers the opportunity to design

an innovative program in the sense that habitat and economic activities will co-exist and explore the reversibility of their uses.

In this project, innovation is focused on lifestyle and intends to promote mixity and social diversity (flexible housings, co-working) and shared spaces or services (parking spots, shared mobility, urban farming on rooftops).

A SOHO (Small Office Home Office) housing supply, in as-

sociation with a commercial space dedicated to self-employed workers (craftsmen or liberal professions) will also be constructed. This program allows this former industrial site, along the canal de l'Ourcq, to begin its transformation and become a diversified neighbourhood. The surroundings will enjoy a reinforced accessibility, thanks to the extension of metro line 11 and the construction of three tramway lines in the coming years.





# MAKE OUR PLANET GREEN AGAIN !



IBPC is an unprecedented association for the development of nature in cities. It is composed of constructors, real estate professionals, users, landscapers and gardeners, ecologists, municipalities and public institutions and environmental protection associations. Created at the end of 2013 following the initiative of its 7 founding members – Elan, Bouygues Construction, Bolloré Logistics, CDC Biodiversité, Gecina, LPO and Les Jardins de Gally -, the association has now 46 members among which the City of Paris, Compagnie de Phalsbourg, Altea Cogedim, Crédit Agricole Immobilier, Eiffage and others.

The biodiversity erosion is a non-less significant threat for Humanity than climate change. Considering that, by 2050, 80% of the global population will be urban, biodiversity is major stake insofar as “The more we live connected to nature the more we protect it”.

Demands for more of nature are becoming obvious: 9 over 10 French residents view the green spaces proximity as an essential element

of their life balance. It is even a factor of attractiveness for companies as 83% of young graduates want to work in vegetated offices. The biophilia illustrates this need for nature.

The introduction of the living inside cities, on its every form (flore, fauna, water, soil) provide services in terms of ecology (green and blue belts), environment (reduction of the urban heat island phenomenon, soil permeability, water infiltration, etc.), economy (increase of the real-estate value, life spaces attractiveness), but also culture and social behaviour (concrete ecological education, feeling of local belonging, sharing space, etc.)

To support the clients and add value to their action, IBPC created a label, BiodiverCity Construction, which is an international reference, applied to 50 construction projects and much in the development industry. The Greater Paris, place of birth of that dynamic, offers the first references which are non-less iconic: the musical Seine of Tempo group 55 Amsterdam of Gecina, the head office of Veolia by Icade, Carré Suffren by Foncière des Régions, Campus Sanofi in Gentilly by MACSF, etc.

In 2018, IBPC will launch two other labels: BiodiverCity Life for the operation and the lifetime

of the built islet and BiodiverCity Ready dedicated to districts.

As reminded by State Minister Nicolas Hulot in Octobre 2017, biodiversity is a priority of the environmental action of the French Government. Because climate and biodiversity are closely linked, IBPC internationally calls on MIPIM, for the signature of a Charter and a voluntary action regarding climate:

**#makeourplanetGREENagain !**

Pierre DARMET, Les Jardins de Gally,  
General Secretary of IBPC

## KEY DATAS

- IBPC association, BiodiverCity labels
- 46 members divided among 8 colleges
- 50 labelled project, the same amount in development
- 1 Science Board, presided by Jean-Philippe SIBLET, Director of PATRINAT (AFB, MNHN, CNRS)
- President: Luc MONTEIL, Real-estate Director, Bolloré Logistics
- Website page: [www.cibi-biodivercity.com](http://www.cibi-biodivercity.com)



d'Inventons la Métropole  
du Grand Paris

linkcity  
ILE-DE-FRANCE

# INVESTISSEZ DANS NOS TERRITOIRES D'INNOVATION

**ANTONYPOLE**  
Antony<sup>(92)</sup>



**PÔLE GARE  
DES ARDOINES**  
Vitry-sur-Seine<sup>(94)</sup>



**VITA VITAE  
GENOPOLE**  
Evry<sup>(91)</sup>

**TRIANGLE  
OUEST**  
Pont de Bondy  
Noisy-le-Sec<sup>(93)</sup>



**PARCS  
EN SCÈNE**  
Pont de Rungis  
Thiais – Orly<sup>(94)</sup>

**TERRE  
D'EAUX**  
Terrains Monceaux  
Sevran<sup>(93)</sup>



**PLUG&LIVE**  
Domaine Chérioux  
Vitry-sur-Seine<sup>(94)</sup>



## LINKCITY ILE-DE-FRANCE EST UN PARTENAIRE MAJEUR DANS L'AMÉNAGEMENT DE LA MÉTROPOLE DU GRAND PARIS

“ Bouygues Bâtiment Ile-de-France développe ses projets immobiliers avec les compétences de sa filiale. Avec ces nouveaux projets, c'est 610 600 m<sup>2</sup> à construire pour accompagner les villes dans leur transformation en proposant des projets intelligents et originaux. ”



**NOUS CONTACTER**  
www.linkcity.com • TÉL. 01 30 60 48 59

# GRAND PARIS

DÉVELOPPEMENT

1<sup>ER</sup> MAGAZINE D'INFORMATION DU GRAND PARIS



Grand Paris Développement, le partenaire média du plus grand projet du XXI<sup>ème</sup> siècle depuis 2010

Grand Paris  
Développement plus  
proche de l'actualité  
avec la Gazette



## BULLETIN D'ABONNEMENT

149/an : Magazine bimestriel + La Gazette bimensuelle

À nous retourner accompagné de votre règlement à :

AMN ÉDITIONS & PRESSE : 5 av du Général de Gaulle 94160 Saint-Mandé | Tél. : 01.85.08.84.70

M.  M<sup>me</sup>  M<sup>lle</sup>

Nom : ..... Prénom : .....

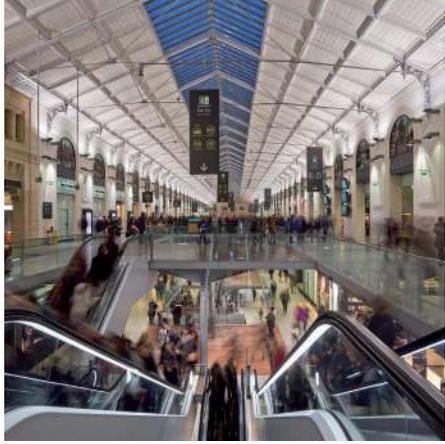
Adresse d'expédition : .....

Code postal : ..... Ville : .....

Tél.: \_\_\_\_/\_\_\_\_/\_\_\_\_; Fax : \_\_\_\_/\_\_\_\_/\_\_\_\_

Email : .....

**SUIVEZ-NOUS**  |  |   
[www.grandparisdeveloppement.com](http://www.grandparisdeveloppement.com)



# Cities for sharing



AREP, agence d'architecture interdisciplinaire et internationale promeut une démarche innovante et responsable de la conception et de la programmation. AREP croit en **la ville comme lieu de rencontres créatrice de valeur** et s'appuie sur 4 savoir-faire : La conception d'espaces et de bâtiments favorisant l'échange et les rencontres, l'expertise de la mobilité et des flux, l'enrichissement de l'identité locale, la création de valeur durable pour les villes et les territoires.



© AREP / photographies D. Boy de la Tour, T. Chapuis, A. Ventura LV Wei / illustrations INUI © Linkcity, Métrochrome-Giampaolo Fondi

ARCHITECTURE DESIGN URBANISME PROGRAMMATION URBAINE INGÉNIERIE BÂTIMENT  
FLUX PROGRAMMATION BÂTIMENT CONDUITE D'OPÉRATION ET EXPERTISE

  
[www.arepgroup.com](http://www.arepgroup.com)

Projet lauréat d'Inventons la Métropole du Grand Paris  
Kremlin-Bicêtre (94) - L'Hospitalité



# 1<sup>ER</sup> DÉVELOPPEUR IMMOBILIER DES TERRITOIRES



À l'écoute des territoires et de leurs besoins, Altarea Cogedim exerce ses métiers en entreprise citoyenne, responsable, engagée. Troisième foncière de commerce et troisième promoteur en France, notre groupe investit, crée, invente pour les territoires, leurs habitants, leurs salariés. Conscients des évolutions et de la digitalisation de la société, nous développons des projets mixtes qui anticipent les nouveaux usages pour des modes de vies plus confortables, connectés et durables. Avec un pipeline projets de plus de 3 millions de mètres carrés dans les principales métropoles de France, Altarea Cogedim s'engage à offrir un cadre de vie renouvelé à plusieurs millions d'habitants et de visiteurs.

[www.altareacogedim.com](http://www.altareacogedim.com) [@altareacogedim](https://twitter.com/altareacogedim)



Campus Cachan - Cachan (94)



Eria, Puteaux (92)



Landscape,  
Paris La Défense (92)



Issy Coeur de Ville,  
Issy-les-Moulineaux (92)

Illustrations non contractuelles destinées à exprimer une intention architecturale d'ensemble et susceptibles d'adaptations. Les illustrations présentées sont une libre interprétation des projets élaborés par l'artiste : les caractéristiques présentées ne sont pas définitives et sont susceptibles d'être modifiées en fonction des contraintes techniques, financières administratives ou réglementaires imposées notamment lors de l'instruction des autorisations à construire. Ces caractéristiques n'entrent donc pas dans le champ contractuel. Crédits illustrations : Jean Paul Viguier et Associés / Maison Edouard François / TVK / Altarea Cogedim.