



**The Consortium Les Lumières Pleyel, represented by Sogelym Dixence, has won the call for proposal for the Pleyel Crossing in Saint-Denis in connection with the « Invent the Grand Paris Metropolis » competition**

*Saint-Denis, France, October 20<sup>th</sup> 2017* – The Group Les Lumières Pleyel, represented by Sogelym Dixence, has won the call for proposal for the Pleyel Crossing in Saint-Denis in connection with the “Invent the Grand Paris Metropolis” competition.

Les Lumières Pleyel is composed of a multidisciplinary team brought together by several properties operators: Europequipements, Crédit Agricole Immobilier, Engie Avenue, NFU (Urban New Functions), and the Group Arcade, as well as the group representative Sogelym Dixence. The operators have brought together more than a total of 50 partners (including architects, real estate operators, investors, cultural stakeholders, innovative start-ups, research offices and builders).

Les Lumières Pleyel are situated in the Pleyel suburb, along the railways North-Europe and extends to both sides of the Grand Paris Express train station in Saint-Denis Pleyel (core junction between the Grand Paris Express lines 14, 15, 16, 17, the subway 13 and the Ile-de-France train lines D and H, which are planned for 2023).

The project is a mixed-use program composed of more than 176.000 squares meters of offices, accommodations, hotels, student residences, stores, cultural and sports facilities which are expected to be finalized between 2023 and 2028. The site includes a bridging building which crosses the rail lines and is planned to become the entrance door to Grand Paris. Moreover, the project will become a strong architectural symbol at the scale of the Metropolis. The area will be complemented by a park of 7.000 square meters.

This new district emerges halfway between the Stade de France and the docks of Saint-Ouen, very close to the future Olympic Village which is foreseen for the Paris 2024 Olympic Games.

Les Lumières Pleyel want to pave the way for a new manner of co-building cities. They are eager to invent a new urban model for Saint-Denis and the Grand Paris Metropolis and are guided by a set of overarching ambitions:

- To invent a new quality of life and city
- To create a new urban image for the Grand Paris Metropolis

- To offer an open architecture which is rich in natural light and connects territories.
- To encourage public spaces and new motility
- To organize a virtuous and airy urban density
- To compose the first neutral carbon and reversible area in Ile-de-France
- To encourage sharing across the Territory of Culture and Creation.

*“The jury of « Invent the Grand Paris Metropolis » choose an ambitious proposal which provides an outstanding new urban image to the territory, both on an architectural, a social and a cultural plan ». This is the reward of an intense collaboration between the companies that we have gathered, a team which is warmly committed to this project and this dynamic territory”,* Founding Chairman of Sogelym Dixence, Jean-Claude Condamin, shares enthusiastically surrounded by his operating partners, Euroequipments’ President, Olivier Pelat, Engie Avenue President, Sylvie Dao, Credit Agricole Real Estate Managing Director, Marc Oppenheim, and NFU/HABX President, Benjamin Delaux.

### **The architectural project**

The architectural team, led by main architect and landscape architect Snøhetta, is composed of Baumschlager Eberle Architekten agency, the agency behind the bridge structure of Les Lumières Pleyel, as well as other architectural firms such as Chaix & Morel and Associates, Atelier 2/3/4, Mars Architectes, Maud Caubet Architectes and Moreau Kusunoki.

*“We are very proud to be a part of this strong, international team of architects contributing to such an important development project for the Parisian region. Together, we have developed a creative and cross-disciplinary proposal which favors diversity and innovation, and we are very much looking forward to a good collaboration with Sogelym Dixence going forward”,* says architect and founder of Snøhetta Kjetil Trædal Thorsen.

Les Lumières Pleyel aim to develop an urban landscape with a strong identity. The skyline is shaped and designed in a manner which imitates the smooth wave-like movement spreading across the entire area. The movement extends from North to South, with the Pleyel Tower as its starting point, crossing the station designed by Kengo Kuma, and running through built and landscaped slopes and bumps.

Les Lumières Pleyel is centrally located between the rail lines and serves two major objectives: on the one hand to act as a urban crossroad and on the other to develop an area where the city’s density and nature co-create a unique experience.

An emblematic feature of the project Les Lumières Pleyel are the suspended gardens, located halfway up the buildings. The gardens form a “green wave”, a line, which represents a particularly striking innovation and architectural signature. Identity-driven and inspiring, the line is one of the key elements which has inspired the design of the Lumières Pleyel architects. Visible from several metropolitan horizons, the new skyline invites the population of Ile-de-France to bring energy to this new area, which is both mineral and vegetal, both hybrid and virtuous, to create an unprecedented urban space.

### **Cultural innovation**

Les Lumières Pleyel offers a new contemporary, innovative and versatile scene to the Territory of Culture and Creation Grand Paris. The hybridization and modularity of the cultural facilities – which are designed for users, reaches a level of suitability which is unprecedented within this district.

To successfully create an effervescent city space, which is both creative and contributive, Les Lumières Pleyel propose an original and never before seen concept of urban planning by spreading different activity programs throughout the entire area. The idea is to keep the ground floors of the buildings free from private property in order to offer these spaces to the public.

This cultural ambition requires a strong collaboration and the work has been led by Manifesto and its top partners: Approches !, CENT-QUATRE-Paris and its incubator 104factory, National School of Advanced Studies Louis-Lumière, L'Ecran, Glaz'art, Lamyne M., Mains d'oeuvre, La Main, FACE/Monte Laster, Mugo, Sport Dans La Ville, Wow !Labs, Cooperative Indigo, Etoile Cinemas, Les 3 Saisons de la Plaine, IEPC, Pôle S, IRI, Human Science House Paris Nord, Labex Arts-H2H, etc ... in total, more than 50 artistic and cultural players have been involved, as well as representatives from academia and institutions.

An *ad hoc* structure will be created, Les Lumières Pleyel Company, which will become a true cultural operator with support from an international scientific committee, a steering committee and a dedicated endowment fund. The initiative aims for a sharing of resources, and encourages collaborative projects and the exchange of knowledge and skills.

### **A comfortable and resilient Carbon Zero city**

Designing carbon neutral areas requires focus along two major axes:

**Digital:** The right equipment and technologies will be integrated into a multi-energy smart grid developed by Engie from the very beginning of the project. Inhabitants and users will monitor their energy consumption and manage their wastes to reach environmental objectives previously set, then contributing to the energy revolution: decentralization, decarbonation, digitalization. An 100% electric urban logistic space will be developed by SOGARIS, which will partly be shared with a RATP bus central in an innovative way.

**Landscaped:** Planning of green spaces and the powerful presence of nature in the central park will prevent the urban “*heat island*” effect and allow a monitoring of storm water run-offs.

### **A city built with its future inhabitants**

Thanks to HABX and its digital technology, Les Lumières Pleyel will give access to personalized new accommodations by allowing inhabitants to live in harmony with their needs and expectations. This collaborative production is nowadays commonly called “*crowd building*”.

### About Sogelym Dixence

Independent and family-owned company, created in 1974 by Jean-Claude Condamin, Sogelym Dixence became one of the most important national player in the real estate sector through large-scale properties operations, in Lyon and over years, on the entire territory. To date, the Group is present in Paris, Lyon, Grenoble and Geneva, with 109 collaborators, having developed more than 1 500 000 squares meters.

Sogelym Dixence is constantly seeking excellency and innovation, which are core in its activity heart. All of its achievements integrate a high level of environmental design and performance, also following the evolution of human and technologic working modes.

Besides, fidelity, sustainable confidence, reactivity and quality exigence , are, to the Group and its team, essential values, strongly reflecting “the Sogelym Dixence Spirit”

For further information: [www.sogelym-dixence.fr](http://www.sogelym-dixence.fr)

Press correspondent:

Publicis Consultants

Thérèse Vu

[Theresa.vu@mslfrance.com](mailto:Theresa.vu@mslfrance.com)

Tél : 01 44 82 46 13 – 06 60 38 86 38



Download the 3 pictures kit of the project: <https://we.tl/eQaPUEPqV>

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See the video of Les Lumières Pleyel and embed it on your website: [https://youtu.be/ZoIh0Fk\\_xeo](https://youtu.be/ZoIh0Fk_xeo)

### **Consortium members list:**

**Proxy :** SOGELYM DIXENCE HOLDING

#### **Real Estate Operators:**

- EUROPEQUIPEMENTS
- CREDIT AGRICOLE IMMOBILIER
- ENGIE Avenue
- NFU
- Groupe ARCADE

#### **Architects:**

- Architecte principal et paysagiste : SNØHETTA
- Architecte Bâtiment Pont : BAUMSCHLAGER EBERLE ARCHITEKTEN
- CHAIX & MOREL et ASSOCIES
- ATELIERS 2/3/4/
- MARS ARCHITECTES
- MAUD CAUBET ARCHITECTES
- MOREAU KUSUNOKI

#### **Investors:**

- Un pool d'investisseurs piloté par AVIVA INVESTORS (AIREF)
- La Française REIM
- ENGIE
- SOGARIS
- RATP
- EUROPEQUIPEMENTS / NFU (Hôtel et résidence étudiante)

#### **Cultural Engineering:**

MANIFESTO

#### **Cultural/Stores/Sports/Social Innovation/Contributive approach partners:**

- Approches !
- Le CENTQUATRE-PARIS et son incubateur 104factory
- LAMYNE M
- LE GLAZ'ART
- ETOILE CINEMAS
- L'ECRAN
- Institut de Recherche et d'Innovation du Centre Pompidou (IRI)
- Maison des Sciences de l'Homme Paris Nord
- Les 3 Saisons de la Plaine
- Le pôleS
- Mains d'œuvres
- WoW ! LABS
- Coopérative Indigo
- Ecole nationale supérieure Louis-Lumière
- Labex Arts – H2H
- Wellness training
- IEPC Crèche Solidaire
- SPORT DANS LA VILLE

- FACE/Monte Laster
- La Main 9.3

#### **Digital/Biodiversity/Mobility Innovations:**

- HABX.fr
- ARBONIS
- BASLE
- QARNOT / SUEZ / TRYON
- CESCO/ Museum National d'Histoire Naturelle / Observatoire départemental de la biodiversité Urbaine.
- Cityscoot / Delaplace.pro / ZENPARK / Communauto/ Green On / Smoove / Wayzup
- ENGIE Lab Crigen

#### **BET/CONSULTANCY:**

- MUGO
- ARTELIA/ARCOBA
- TRACTEBEL
- TERRELL
- AE75
- BERIM
- LAMOUREUX ACOUSTIC
- CSD-FACES
- SNAIK
- CONVERGENCE CVL

#### **BUILDERS :**

- VINCI CONSTRUCTION France
- ENGIE

#### **COMMUNICATION :**

- PUBLICIS INFRACOM