

# r.evolution, think further

TALKS

**MIPIM 2012 / 06-09 MARCH**  
Stand MAR.PR26



LE GRAND  
PARIS

The “Grand Paris” project was an initiative of the President of the Republic of France in 2007, and is currently being driven by the French Administration in conjunction with the regional authorities concerned. The Grand Paris project is for a global development programme for the entire Grand Paris metropolitan area. It embraces multiple prospects, from housing for all, to economic, social and urban development, transport, cultural and sports amenities, architectural quality and sustainable development.

The project, which is being supported by elected officials throughout the Grand Paris region, by architects and urban planners partnering the regional development authorities, has generated huge momentum and has mobilized every part of society, from developers to transport operators, public and private-sector investors, construction companies and architects.

Central to this ambition is the “Grand Paris Express” rail system, a large-scale investment programme to build an orbital light railway system to provide fast, efficient links between airports and TGV stations and which will connect all metropolitan centres of development for the benefit of universal employment and access, and notably those otherwise deprived of mobility. The population of Grand Paris, the young and not so young, workers, students, researchers and teachers, business leaders and merchants who have taken part in the many public discussions on this fundamental project for improving their daily lives, are eagerly awaiting the project’s implementation.

For the first time at MIPIM, the Grand Paris stand will bring together the key players in the project: the Société du Grand Paris and public sector developers: AFTRP, LA DÉFENSE SEINE ARCHE, MARNE-LA-VALLÉE, EPA PLAINE DE FRANCE, EPA SÉNART, ORLY RUNGIS SEINE AMONT, PARIS SACLAY, SEINE AVAL, SOCIÉTÉ DU GRAND PARIS

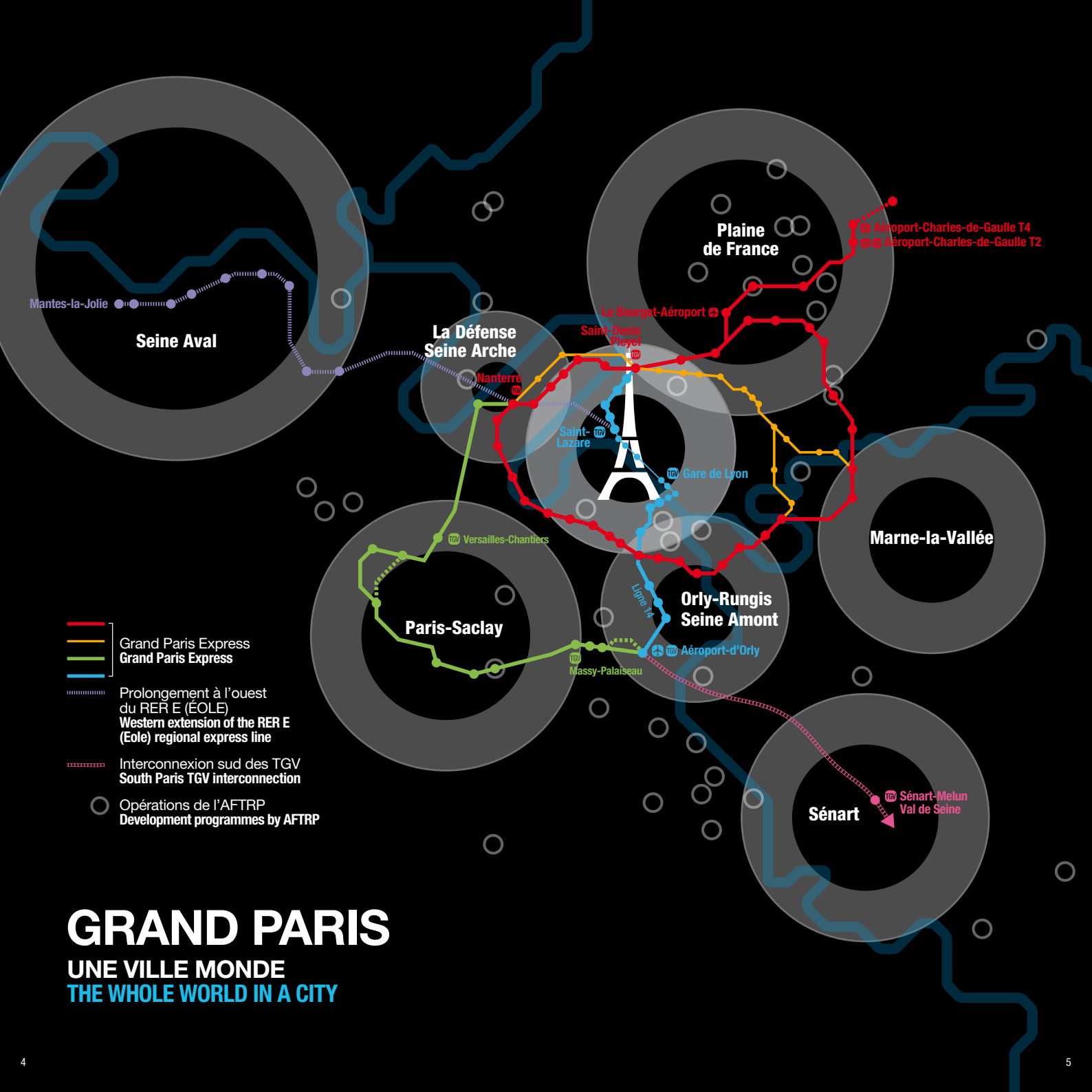
«A CITY BUILT FOR SPEED IS A CITY BUILT FOR SUCCESS»

*Le Corbusier*

AFTRP  
LA DÉFENSE SEINE ARCHE  
MARNE-LA-VALLÉE  
EPA PLAINE DE FRANCE  
EPA SÉNART  
ORLY RUNGIS SEINE AMONT  
PARIS SACLAY  
SEINE AVAL  
SOCIÉTÉ DU GRAND PARIS

**9** partners for  
great meetings

**21**



Mantes-la-Jolie

Seine Aval

La Défense  
Seine Arche

Nanterre

Saint-Denis  
Pleyel

Saint-Lazare

Gare de Lyon

Plaine  
de France

Aéroport-Charles-de-Gaulle T4  
Aéroport-Charles-de-Gaulle T2

Marne-la-Vallée

Paris-Saclay

Versailles-Chantiers

Orly-Rungis  
Seine Amont

Ligne 74

Aéroport-d'Orly

Massy-Palaiseau

Sénart

Sénart-Melun  
Val de Seine

- Grand Paris Express
- Grand Paris Express
- Grand Paris Express

⋯ Prolongement à l'ouest  
du RER E (ÉOLE)  
Western extension of the RER E  
(Eole) regional express line

⋯ Interconnexion sud des TGV  
South Paris TGV interconnection

○ Opérations de l'AFTRP  
Development programmes by AFTRP

# GRAND PARIS

UNE VILLE MONDE  
THE WHOLE WORLD IN A CITY

# CONFÉRENCES ET PRÉSENTATIONS DE PROJET

## TUESDAY 6 MARCH

9:15	
10:00	
10:30	<p><b>LA DÉFENSE SEINE ARCHE</b> Présentation du projet La Défense Seine Arche autour de la maquette du territoire <i>Presentation of the La Défense Seine Arche programme using the scale model of the area</i></p>
11:00	
11:30	
12:30	
15:00	
15:30	<p><b>LA DÉFENSE SEINE ARCHE</b> Présentation du projet La Défense Seine Arche autour de la maquette du territoire <i>Presentation of the La Défense Seine Arche programme using the scale model of the area</i></p>
16:30	
17:30	<p><b>ORLY RUNGIS-SEINE AMONT</b> Thiais Orly Rugby, stade du Grand Paris <i>Thiais Orly Rugby, Grand Paris Stadium</i></p>
18:30	<p><b>MARNE-LA-VALLÉE</b> Marne-la-Vallée - Val d'Europe : un territoire de grands projets à l'échelle métropolitaine. <i>Marne-la-Vallée - Val d'Europe: a magnet for major, metropolitan-scale projects</i></p>

# TALKS AND PROGRAMME PRESENTATIONS

## WEDNESDAY 7 MARCH

9:15	<p><b>MARNE-LA-VALLÉE</b> Marne-la-Vallée, un grand projet d'aménagement et de développement économique <i>A major planning and economic development project for Marne-la-Vallée</i></p>
10:00	<p><b>EQHO</b> Eqho, la renaissance d'un immeuble phare de La Défense <i>Eqho: renaissance of a flagship La Défense building</i></p>
10:30	<p><b>LA DÉFENSE SEINE ARCHE</b> Présentation du projet La Défense Seine Arche autour de la maquette du territoire <i>Presentation of the La Défense Seine Arche programme using the scale model of the area</i></p>
11:00	<p><b>SENART</b> Une nouvelle gare TGV : accélérateur de l'attractivité économique et résidentielle d'un territoire ? <i>Does a new TGV train station boost economic and residential attractiveness?</i></p>
11:30	<p><b>EUROPA CITY</b> Présentation du projet Europa City dans la Plaine de France <i>Presentation : The Europa City programme in Plaine de France</i></p>
12:30	
14:00	<p><b>BOUYGUES CONSTRUCTION</b> Table ronde : « La place de la gare, demain » <i>Round table: "The Station Square of Tomorrow"</i></p>
15:00	<p><b>LA DÉFENSE SEINE ARCHE</b> Présentation du projet La Défense Seine Arche autour de la maquette du territoire <i>Presentation of the La Défense Seine Arche programme using the scale model of the area</i></p>
15:30	<p><b>HERMITAGE</b> Les Tours mixtes : la nouvelle solution écologique <i>Mixed-use high-rises: the new ecological solution</i></p>
16:30	<p><b>VINCI</b> Du Grand Londres au Grand Paris <i>Round table on the expertise proposed by VINCI to public authorities as part of the "Grand Paris" project</i></p>
17:30	<p><b>SOCIÉTÉ DU GRAND PARIS</b> Le Grand Paris Express, un accélérateur de projets urbains <i>"Grand Paris Express" to accelerate urban development projects</i></p>
18:30	

# CONFÉRENCES ET PRÉSENTATIONS DE PROJET

## THURSDAY 8 MARCH

- 10:30 —
- LA DÉFENSE SEINE ARCHE**  
Présentation du projet La Défense Seine Arche  
autour de la maquette du territoire  
*Presentation of the La Défense Seine Arche programme  
using the scale model of the area*
- 11:00 —
- CARPE DIEM**  
Carpe Diem : une tour vertueuse au service de l'utilisateur  
*Carpe Diem: a user-oriented "virtuous" high-rise*
- 12:00 —
- 12:30 —
- AFTRP**  
Présentation du projet Aérolians Paris  
*Presentation of the Aérolians Paris project*
- 13:00 —
- 14:45 —
- LA DÉFENSE SEINE ARCHE**  
Lancement de la phase 2 de Cœur de quartier  
*Launch of Phase Two of the Cœur de Quartier programme*
- 15:30 —
- SOCIÉTÉ DU GRAND PARIS**  
Les gares du Grand Paris, créatrices de valeur  
*The stations of the Grand Paris project as value creators*
- 16:30 —
- PLAINE DE FRANCE - GRAND ROISSY**  
Grand Roissy : de la place aéroportuaire à la ville de demain  
*Grand Roissy: From the airport to the city of the future*
- 17:30 —

# TALKS AND PROGRAMME PRESENTATIONS

## FRIDAY 9 MARCH

- 10:30 —
- LA DÉFENSE SEINE ARCHE**  
Présentation du projet La Défense Seine Arche  
autour de la maquette du territoire  
*Presentation of the La Défense Seine Arche programme  
using the scale model of the area*
- 11:00 —

**10:30 > 11:00**

## LA DÉFENSE SEINE ARCHE

Présentation du projet La Défense Seine Arche  
autour de la maquette du territoire

Presentation of the La Défense Seine Arche programme  
using the scale model of the area

**Philippe Chaix**, Managing Director, EPADESA

**15:00 > 15:30**

## LA DÉFENSE SEINE ARCHE

Présentation du projet La Défense Seine Arche  
autour de la maquette du territoire

Presentation of the La Défense Seine Arche programme  
using the scale model of the area

**Philippe Chaix**, Managing Director, EPADESA

**16:30 > 17:30**

## ORLY RUNGIS-SEINE AMONT

Thiais Orly Rugby, stade du Grand Paris

Thiais Orly Rugby, Grand Paris Stadium

**Christian Favier**, President of Val-de-Marne County

**Richard Dell'Agnola**, Member of Parliament and Mayor of Thiais

**Laurent Garnier**, Vice-President of Val-de-Marne County Council in charge  
of Town Planning, and Chairman of the Orly Rungis-Seine Amont public  
development agency

**Christine Janodet**, Mayor of Orly

**Jacques Touchefeu**, Director-General of the Orly Rungis-Seine Amont public  
development agency

**Yanick Le Meur**, Deputy Director-General of the Orly Rungis-Seine Amont  
public development agency

**Etienne Guyot**, Chairman of the Executive Board, Société du Grand Paris

**Pierre Graff**, Chairman of ADP

**Joël Gayssot**, Secretary General of Thiais-Orly Rugby Business Club

**Christian de Portzamparc**, architect and urban planner

**17:30 > 18:30**

## MARNE-LA-VALLÉE

Marne-la-Vallée - Val d'Europe :

un territoire de grands projets à l'échelle métropolitaine.

Marne-la-Vallée - Val d'Europe: a magnet

for major, metropolitan-scale projects

**Vincent Pourquery de Boisserin**, Managing Director, Epamarne / Epafrance

**Lydie Larue**, Urban Development Manager, Euro Disney

ÉTABLISSEMENT  
PUBLIC  
D'AMÉNAGEMENT

**ORLY  
RUNGIS**

**SEINE  
AMONT**



Atelier Elizabeth et Christian de Portzamparc / Anographics,  
Kim Olivier Trévisan et Abderrahim Nouaiti

# ORLY RUNGIS SEINE AMONT

## Thiais Orly Rugby, Greater Paris Stadium

### SPEAKERS:

Christian FAVIER, President of Val-de-Marne County Council  
 Richard DELL'AGNOLA, Member of Parliament and Mayor of Thiais  
 Laurent GARNIER, Vice-President of Val-de-Marne County Council in charge of Town Planning, and Chairman of the Orly Rungis-Seine Amont public development agency  
 Christine JANODET, Mayor of Orly  
 Jacques TOUCHEFEU, Director-General of the Orly Rungis-Seine Amont public development agency  
 Yanick LE MEUR, Deputy Director-General of the Orly Rungis-Seine Amont public development agency  
 Etienne GUYOT, Chairman of the Executive Board, Société du Grand Paris  
 Pierre GRAFF, Chairman of ADP  
 Joël GAYSSOT, Secretary General of Thiais-Orly Rugby Business Club  
 Christian DE PORTZAMPARC, architect and urban planner

Persuaded by Thiais Orly Rugby's candidacy, the French Rugby Federation has short-listed the project. The winning site for the Federation's future Grand Paris home stadium will be selected in June 2012.

Ideally located on the outskirts of Paris the site is close to:

- Orly airport, serving 25 million passengers annually
- the world's biggest wholesale fresh produce market at Rungis
- and the Belle-Épine shopping centre which caters to 20 million shoppers a year.

The site will also benefit from outstanding access, served by air, TGV train station, Line 14 of the Paris metro, the RER C regional rail express line, and a tram route.

The Thiais Orly Rugby project, set in the heart of a fast-growing economic area and part of a vast 160-hectare urban development plan comprising retail space, offices and housing, offers the guaranteed access, profitability and user-friendliness expected by the French Rugby Federation.



MARNE LA VALLÉE

EPAMARNE / EPAFRANCE

# MARNE-LA-VALLÉE

## Marne-la-Vallée - Val d'Europe: a magnet for major, metropolitan-scale projects

### SPEAKERS:

Vincent POURQUERY DE BOISSERIN, Managing Director, Epamarne / Epafrance  
 Lydie LARUE, Urban Development Manager, Euro Disney

Over the past four decades, Marne-la-Vallée has stood out for its original balance between town and country, housing and jobs. This explains the now acknowledged metropolitan vocation of this urban centre that forms part of the Grand Paris project.

Located to the east of the new town, the population of Val d'Europe grew from 5,000 and a few dozen farm jobs in 1989, to 28,000 and 25,000 jobs 2010. This district of Marne-la-Vallée is today an attractive centre, largely thanks to the agreement signed 1987 between public and private-sector stakeholders, a partnership recently renewed with the signing of Amendment No.8 to the agreement, which sets out a common economic development and planning strategy for the area out to 2030.

The Park neighbourhood in Serris, in the Val d'Europe municipality



Epamarne / Photographie : Eric Woronoff

09:15 > 10:00

## MARNE-LA-VALLÉE

Marne-la-Vallée, un grand projet d'aménagement et de développement économique

A major planning and economic development project for Marne-la-Vallée

**Vincent Pourquery de Boisserin**, Managing Director, Epamarne / Epafrance  
**Philippe Guervin**, Associate Director, Compagnie de Phalsbourg  
**Mike Sinegal**, Vice-President, Costco  
**Gianni Ranaulo**, Architect

10:00 > 10:30

## EQHO

Eqho, la renaissance d'un immeuble phare de La Défense

Eqho: renaissance of a flagship La Défense building

**Serge Grzybowski**, CEO, Icade

10:30 > 11:00

## LA DÉFENSE SEINE ARCHE

Présentation du projet La Défense Seine Arche autour de la maquette du territoire

Presentation of the La Défense Seine Arche programme using the scale model of the area

**Philippe Chaix**, Managing Director, EPADESA

11:00 > 11:30

## SENART

Une nouvelle gare TGV : accélérateur de l'attractivité économique et résidentielle d'un territoire ?

Does a new TGV train station boost economic and residential attractiveness?

**Michel Bisson**, Chairman of the EPA Sénart Board of Trustees, Mayor of Lieusaint  
**Bruno Depresle**, Managing Director, EPA Sénart  
**Jean-Marc Delion**, Deputy CEO, Réseau Ferré de France  
**Christian Terrassoux**, Chairman of Pitch Promotion Group  
**Pierre Vitte**, Chairman of the Regional Planning Authority – Ile de France Regional Chamber of Commerce

11:30 > 12:30

## EUROPA CITY

Présentation du projet Europa City dans la Plaine de France

Presentation : The Europa City programme in Plaine de France

**Hervé Dupont**, Managing Director, EPA Plaine de France  
**Christophe Dalstein**, Executive VP, Europa City

And the architects :

**Manuelle Gautrand** (Manuelle Gautrand architectural practice)  
**Denis Valode** (Valode & Pistre architectural practice)  
**Andreas Klok Pedersen** (BIG / Bjarke Ingels Group architectural practice)  
**Kjetil Thorsen and Robert Greenwood** (Snøhetta architectural practice)

14:00 > 15:00

## BOUYGUES CONSTRUCTION

Table ronde : « La Place de la Gare, demain »

Round table: "The Station Square of Tomorrow"

**Roland Castro**, Architect Urbanist, and a member of the Scientific Committee of AIGP, the International Grand Paris Design Group  
**Alain Bourdin**, Professor at the Institut Français d'Urbanisme, researcher, will be setting out their ideas on "The Station Square of Tomorrow"

15:00 > 15:30

## LA DÉFENSE SEINE ARCHE

Présentation du projet La Défense Seine Arche autour de la maquette du territoire

Presentation of the La Défense Seine Arche programme using the scale model of the area

**Philippe Chaix**, Managing Director, EPADESA

15:30 > 16:30

## HERMITAGE

Les Tours mixtes : la nouvelle solution écologique

Mixed-use high-rises: the new ecological solution

**M. Emin Iskenderov**, Chairman and CEO, Hermitage Group  
**Agence Foster+Partners**, Architects

16:30 > 17:30

## VINCI

Du Grand Londres au Grand Paris

Round table on the expertise proposed by VINCI to public authorities as part of the "Grand Paris" project

**Jez Haskins**, Project Director, VINCI PLC  
**Olivier de La Roussière**, CEO, VINCI Immobilier  
**José-Michaël Chenu**, Deputy CEO, VINCI Construction France

17:30 > 18:30

## SOCIÉTÉ DU GRAND PARIS

Le Grand Paris Express, un accélérateur de projets urbains  
Grand Paris Express, to accelerate urban development projects

Opening address by **Maurice Leroy**, French Minister of Urban Affairs, in charge of Grand Paris project

**Daniel Canepa**, Prefect of the Ile-de-France Region  
**Etienne Guyot**, Chairman of the Executive Board, Société du Grand Paris  
**And elected representatives of Ile-de-France**

# MARNE-LA-VALLÉE

**A major planning and economic development project for Marne-la-Vallée: The example of new retail formats to drive urban ambitions in Bussy Saint-Georges**

**SPEAKERS:**

Vincent POURQUERY DE BOISSERIN, Managing Director, Epamarne / Epafrance

Philippe GUERVIN, Associate Director, Compagnie de Phalsbourg

Mike SINEGAL, Vice-President, Costco

Gianni RANAULO, Architect

With 22 million visitors each year, Marne-la-Vallée is a major Greater Paris retail centre. In response to the need to stay ahead of the curve, the local planning and development authority, EPAMARNE is turning to new retail formats with in-built functional mixed-use, and making them central to its development projects.

The ongoing development programmes in Bussy Saint-Georges are an illustration of these innovative, ambitious, and future-oriented development plans.

View from the roof of Costco



Gianni Ramallo Design



Foncière-développeur



ICADE

## EQHO

**Eqho: renaissance of a flagship La Défense building**

**SPEAKER:**

Serge GRZYBOWSKI, CEO, Icade

What does being a major player in the real estate sector at La Défense entail?

It means constant renewal, taking up new challenges, and surpassing oneself to meet market expectations. It also means taking the long view when it comes to the evolving work space we want to offer tomorrow's businesses. The restructuring of Eqho tells us a certain story of La Défense as we know it today, and another story of La Défense as we have imagined it for the future: a new urban locus for fulfilling living and working. It is but a short step from the original idea to the realization of this vision, which Icade, in light of all its integrated expertise and skills, sees as one of its finest challenges to date.

It is a project on a par with our ambitions, a new definition of the office of the future:

**Eqho (system)**

*"A vertical, 40-storey campus where 95% of the offices receive natural daylight, plus optimal quality services, restaurants, fitness centres, and auditorium, etc."*

**Eqho (nomy)**

*"A self-sufficient showcase whose colour and location mean a tenfold increase in visibility, suspended between a typically Parisian urban aspect and an openness to international markets, with a capacity of up to 5,000 employees."*

**Eqho (logy)**

*"A Super structure which guarantees control of energy consumption, with dual HQE Rénovation & Exploitation and BREEAM – Very Good certification."*





# SÉNART

**Une nouvelle gare TGV : accélérateur de l'attractivité économique et résidentielle d'un territoire ?**

## INTERVENANTS :

Michel BISSON, Président du conseil d'administration de l'EPA Sénart, maire de Lieusaint

Bruno DEPRESLE, directeur général de l'EPA Sénart

Jean-Marc DELION, directeur général délégué de Réseau Ferré de France

Christian TERRASSOUX, président du groupe Pitch Promotion

Pierre VITTE, président de la Commission Aménagement du Territoire – C.R.C.I d'Ile-de-France

Un tissu local dynamique, des réserves foncières importantes, un bassin de vie en pleine croissance, un maillage d'infrastructures de transport performant, constituent-ils des conditions suffisantes pour assurer le succès de la gare TGV de Sénart ? La perspective d'implantation de celle-ci est-elle de nature à accélérer ou à infléchir le développement du territoire ? Quelle stratégie pour accompagner ces changements ? Quelles répercussions pour le développement du sud francilien et notamment du bassin de vie Evry–Corbeil–Sénart–Melun ?



\*A l'issue du Débat Public sur l'interconnexion-sud des TGV en Ile-de-France, RFF a conclu à l'opportunité de créer 2 nouvelles gares : Orly et Sénart.

## EUROPA CITY



# EUROPA CITY

**Presentation : The Europa City programme in Plaine de France**

## SPEAKERS :

Hervé DUPONT, Managing Director, EPA Plaine de France  
Christophe DALSTEIN, Executive VP, Europa City

And the architects :

Manuelle GAUTRAND (Manuelle Gautrand architectural practice)

Denis VALODE (Valode & Pistre architectural practice)

Andreas KLOK PEDERSEN (BIG/Bjarke Ingels Group architectural practice)

Kjetil THORSEN and Robert GREENWOOD (Snøhetta architectural practice)

Europa City, the first European creative hub, is led by Immochan, the real estate branch of Groupe Auchan.

This totally new and unique equipment will gather different offers such as cultural areas, entertaining activities, stores but also a large range of hotels and restaurants. Europa City will become one of the main pillar of the economic development of the Grand Roissy territory, within Gonesse Triangle, between Paris and the International Airport of Roissy. This initiative should create around 11,500 jobs, mainly for the inhabitants of the territory.



# BOUYGUES CONSTRUCTION

## Round table “The Station Square of Tomorrow”

### SPEAKERS:

Roland CASTRO, Architect Urbanist, and a member of the Scientific Committee of AIGP, the International Grand Paris Design Group  
Alain BOURDIN, Professor at the Institut Français d'Urbanisme, researcher, will be setting out their ideas on “The Station Square of Tomorrow”

A discussion on the urban concept developed by a team of construction experts and Bouygues Construction staff comprising, architect-urbanists, sociologists, geographers and economists.

How does one knit together the founding global, long-term ambition of the Grand Paris project with the imperative of injecting new life into local economies and improving the everyday quality of life of people living in the Greater Paris area?

What kind of organisation, what development, service offer, and technological and energy innovations are needed to support changing usage patterns and drive sustainable development in the immediate vicinity of train stations?

The station square, Clichy-Montfermeil (Paris Region)



Roland Castro, architect



Place de la Gare  
GRAND PARIS



Groupe Hermitage / Foster+Partners



## HERMITAGE PLAZA

### Mixed-use high-rises: the new ecological solution

### SPEAKERS:

M. Emin ISKENDEROV, Chairman and CEO, Hermitage Group  
Agence FOSTER+PARTNERS, Architects

Hermitage Plaza represents a formidable opportunity to create a new mixed-use community (offices, housing, retail, leisure, sports and cultural activities, etc.) bordering the River Seine at the entrance to the La Défense business district.

From the initial premise of mixed-use high-rises, which optimizes the use of space and energy recovery, to the design detailing on the building's façade, no stone has been left unturned to offer an exemplary project in terms of sustainable development, aimed at the «Excellent» award under BREEAM certification, a first for a Mixed-Use High-Rise building.



Photothèque VINCI

Gavin Soneil

## VINCI

**Round table on the expertise proposed by VINCI to public authorities as part of the “Grand Paris” project.**

### SPEAKERS:

Jez HASKINS, Project Director, VINCI PLC  
 Olivier DE LA ROUSSE, CEO, VINCI Immobilier  
 José-Michaël CHENU, Deputy CEO, VINCI Construction France

- Greater London and Grand Paris: the infrastructure challenge: VINCI PLC participated in the works initiated by Crossrail to build new lines for the London underground. One of the company's executives will present his vision of the infrastructure challenges raised by projects to modernise and extend transport networks in Paris and London.
- Semi-public companies and private operators: a partnership approach to the Grand Paris project: based on the operations recently carried out by VINCI Construction in two Paris suburbs, Rosny sous Bois and Massy, José-Michaël CHENU, chief executive officer of VINCI Construction France, will present the conditions for successful partnerships between semi-public companies and private operators.
- Grand Paris: new momentum for urban development: the momentum of the Grand Paris project will re-design the Greater Paris area, promoting the growth of new districts. Olivier de la ROUSSE, chairman and chief executive officer of VINCI Immobilier, will present the services offered by his company to public authorities within the framework of their development.



## SOCIÉTÉ DU GRAND PARIS

**“Grand Paris Express” to accelerate urban development projects**

Opening address by Maurice LEROY, French Minister of Urban Affairs, in charge of Grand Paris project

### SPEAKERS:

Daniel CANEPA, Prefect of the Ile-de-France Region and of elected Greater Paris officials  
 Etienne GUYOT, Chairman of the Executive Board, Société du Grand Paris  
 And elected representatives of Ile-de-France

With 200km of new lines and 72 stations, the “Grand Paris Express” rail system is an ambitious transport project that will serve all départements in the Grand Paris area.

The new transport network is central to a sustainable, global development strategy for the French capital and its surrounding region. It meets the need to reconcile day-to-day quality of life, international competitiveness, economic momentum, and environmental demands.

The advent of this high-capacity metro system and its new stations will leverage the dynamics already at work in the areas covered by the projects, which will be full-blown “centres of excellence” identified as “growth drivers”.

An overview of the projects and energies at work in the areas concerned, with elected officials from Grand Paris, the Prefect of the Ile-de-France Region, and Société du Grand Paris.

10:30 > 11:00

## LA DÉFENSE SEINE ARCHE

Présentation du projet La Défense Seine Arche autour de la maquette du territoire

Presentation of the La Défense Seine Arche programme using the scale model of the area

**Philippe Chaix**, Managing Director, EPADESA

11:00 > 12:00

## CARPE DIEM

Carpe Diem, une tour vertueuse au service de l'utilisateur

Carpe Diem: a user-oriented "virtuous" high-rise

**Joëlle Chauvin**, Managing Director - Aviva Investors Real Estate France  
**Thierry Laroue-Pont**, Chief Executive Officer - BNP Paribas Real Estate Advisory France

12:30 > 13:00

## AFTRP

Présentation du projet Aérolians Paris

Presentation of the Aérolians Paris project

**François Asensi**, Chairman of the Terres de France urban district  
**François Delarue**, CEO, AFTRP

14:45 > 15:30

## LA DÉFENSE SEINE ARCHE

Lancement de la phase 2 de Cœur de quartier

Launch of Phase Two of the Cœur de Quartier programme

**Philippe Chaix**, Managing Director, EPADESA  
**Raphaël Catonnet**, Deputy Managing Director in charge of Development, EPADESA  
**Marie Jorio**, Sector Operations Manager, EPADESA

15:30 > 16:30

## SOCIÉTÉ DU GRAND PARIS

Les gares du Grand Paris, créatrices de valeur

The stations of the Grand Paris project as value creators

**Sophie Boissard**, General Manager, Gares & Connexions  
**Philippe Chaix**, Managing Director, EPADESA  
**Etienne Guyot**, Chairman of the Executive Board, Société du Grand Paris  
**Bertrand Lemoine**, General Manager of AIGP, the International Grand Paris Design Workshop  
**Jean-Pierre Nourrisson**, Managing Director, Sadev 94  
**Guillaume Pasquier**, Deputy Managing Director, Paris-Saclay Public Corporation  
**Vincent Pourquery de Boisserin**, Managing Director, Epamarne / Epafrance

16:30 > 17:30

## PLAINE DE FRANCE - GRAND ROISSY

Grand Roissy : de la place aéroportuaire à la ville de demain

Grand Roissy: From the airport to the city of the future

**Hervé Dupont**, Managing Director, EPA Plaine de France  
**Patrick Renaud**, Chairman of the Roissy Porte de France metropolitan area, Chairman of the Association of Elected Officials, Grand Roissy  
**Elisabeth Le Masson**, ADP North Sustainable Development Manager  
**Philippe Méjean**, Vice-president, DTZ Consulting



Robert A.M. Stern Architects &amp; SPA Architects

## CARPE DIEM

**Carpe Diem:  
a user-oriented “virtuous” high-rise**

### SPEAKERS:

Joëlle CHAUVIN, Managing Director - Aviva Investors Real Estate France

Thierry LAROUÉ-PONT, Chief Executive Officer - BNP Paribas Real Estate Advisory France

Carpe Diem, the first demolition / reconstruction project under the renewal programme for the La Défense business district in Paris, will also be the first high-rise to meet dual HQE and LEED Gold environmental certification requirements. The new-generation high-rise will offer 44,000 sq.m. of useable surface area on 38 floors.

Carpe Diem, which will provide work space for 3,000 employees, will deliver genuine comfort to users thanks to natural daylight floor plates, 3-metre ground clearance, and common areas also benefiting from natural daylight. A winter garden at the base of the building and a suspended garden will also contribute to integrating greenery into a mineral environment.

Carpe Diem is also a full-fledged response to the new environmental challenges, notably through its innovative architectural design and ground-breaking, high-performance facilities.



aftrp  
la ville en perspective

## AFTRP



### AéroliansPARIS

#### SPEAKERS:

François ASENSI, Chairman of the Terres de France urban district  
François DELARUE, CEO, AFTRP

For the past 50 years, Agence Foncière et Technique de la Région Parisienne (AFTRP) has been a key player in development in and around Greater Paris. It combines the expertise portfolio of an urban developer in its four business lines: design and set-up, land and property engineering, planning, public buildings.

#### AéroliansPARIS

AéroliansPARIS is a development project initiated by AFTRP on a 200-hectares site adjacent to the southern perimeter of Roissy-Charles de Gaulle airport. On the site, which will be served by a station on the “Grand Paris Express” light railway, there are plans for the creation of a multi-functional international business park offering 550,000 sq.m. NIA of offices, activities and high value-added logistics, together with an extension of the Paris Nord/Villepinte Exhibition Grounds involving the creation of additional exhibition space in a *Cité des Expositions*.



Architecte : Luc WEIZMANN, TGT &amp; associés et Ateliers AFA



/ de la Seine à la Seine / établissement public d'aménagement  
**La Défense Seine Arche**

# LA DÉFENSE SEINE ARCHE

**Launch of Phase Two of the Cœur de Quartier programme: 70,000 sq.m. of housing, office space and retail provision**

## SPEAKERS:

Philippe CHAIX, Managing Director, EPADESA  
 Raphaël CATONNET, Deputy Managing Director in charge of Development, EPADESA  
 Marie JORIO, Sector Operations Manager, EPADESA

At the heart of a fast-changing neighbourhood, largely driven by the development of the University of Paris Ouest Nanterre La Défense and the urban renewal programme for the Provinces Françaises housing estate managed by the Nanterre Municipality, EPADESA, the La Défense Seine Arche Public Development Authority, is planning to build a mixed-use, 120,000 sq.m. complex in two phases of 47,000 sq.m. and 73,000 sq.m. adjacent to the new Nanterre Université train station, which is being transformed into a multi-modal transport hub.

Phase Two, for which consultations will be initiated from the second half of 2012, will be organized around a long shopping street irrigated by the new Nanterre Université station, scheduled for handover in 2015. This second phase involves the construction of 10,000 sq.m. of street-level retail provision, 28,000 sq.m. of office space, and 35,000 sq.m. of housing in construction campaigns running from 2014 to 2017.

The Nanterre Cœur de Quartier programme has already entered the operational phase with the signing of a purchase agreement with the Altaréa-Eiffage-Cogedim consortium for an initial programme of 16,000 sq.m. of family and student accommodation, a 3,000 sq.m. residential hotel, 23,000 sq.m. of offices and 5,000 sq.m. of street-level retail provision. Work will begin in 2012.

With this technically challenging programme from the planning and environmental angles, sited at the intersection of two RER regional express lines, EPADESA intends to make this long-abused site into an exemplary project for the urban redevelopment programmes of the future.

Société  
du Grand  
Paris

# SOCIÉTÉ DU GRAND PARIS

**“The stations of the Grand Paris project as value creators”**

## SPEAKERS:

Sophie BOISSARD, General Manager, Gares & Connexions  
 Philippe CHAIX, Managing Director, Epadesa  
 Etienne GUYOT, Chairman of the Executive Board, Société du Grand Paris  
 Bertrand LEMOINE, General Manager of AIGP, the International Grand Paris Design Workshop  
 Jean-Pierre NOURRISSON, Managing Director, Sadev 94  
 Guillaume PASQUIER, Deputy Managing Director, Paris-Saclay Public Corporation  
 Vincent POURQUERY DE BOISSERIN, Managing Director, Epamarne / Epafrance

The stations of the Grand Paris project constitute a full-fledged strategic objective, on a par with the route network itself. They will help to fashion the metropolitan area's progress to becoming not only more interconnected, more sustainable, and more intense, but also more human. The stations, which are public transport facilities, will also be social spaces offering retail provision and merchant and non-merchant services, creating new central consumer venues. They will balance the development of the urban centre and will undermine the rationale of the “hyper-centre” concept around which Paris has developed.

Most of the sites for the future station offer development potential – sometimes limited, sometimes considerable. From the station forecourt to the station neighbourhood, there is no shortage of projects and development opportunities. This conference presents an overview of the existing situation by development professionals and Grand Paris project specialists.



# PLAINE DE FRANCE GRAND ROISSY

**Plaine de France – Grand Roissy**  
**“From the airport to the city of the future”**

**SPEAKERS:**

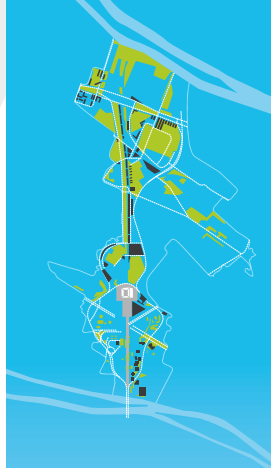
- Hervé DUPONT, Managing Director, EPA Plaine de France
- Patrick RENAUD, Chairman of the Roissy Porte de France metropolitan area, Chairman of the Association of Elected Officials, Grand Roissy
- Elisabeth LE MASSON, ADP North Sustainable Development Manager
- Philippe MÉJEAN, Vice-president, DTZ Consulting

In this era of globalization and time-poverty, airports are strategically important platforms. In addition to logistics and air freight facilities, which need to be located in close proximity to airports, many business need to optimize their international contacts, their visibility, and their accessibility.

Between Le Bourget and Paris-Charles-de-Gaulle airports, less than 20km from central Paris, close to a European-scale exhibition venue, and a future exhibitions and conferences centre, Plaine de France – Grand Roissy is a 2000-hectare site offering the scope for a major development in the framework of a full-fledged urban development programme featuring a business district, business parks, services, leisure, cultural and retail provision.



Plaine de France - Roissy



*/ de la Seine à la Seine / établissement public d'aménagement*  
**La Défense Seine Arche**

# LA DÉFENSE SEINE ARCHE

**Presentation of the La Défense Seine Arche programme using the scale model of the area.**

**SPEAKER:**

- Philippe CHAIX, Managing Director, EPADESA

Made to 1:1000 scale and covering an area of over 20 sq.m., the model of the La Défense Seine Arche programme shows the area and the future projects which extend between the two arms of the River Seine.

**TUESDAY 6 MARCH**

**10:30 > 11:00**

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**15:00 > 15:30**

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**WEDNESDAY 7 MARCH**

**10:30 > 11:00**

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**15:00 > 15:30**

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**THURSDAY 8 MARCH**

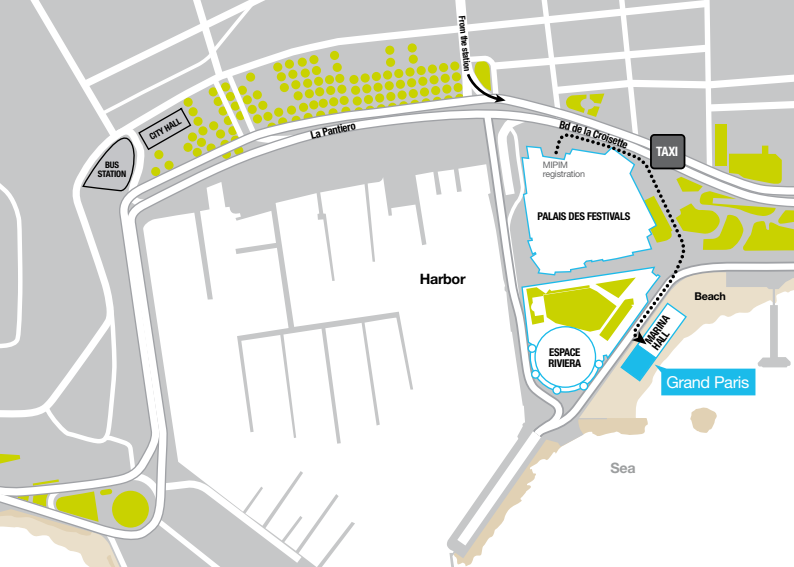
**10:30 > 11:00**

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**FRIDAY 9 MARCH**

**10:30 > 11:00**

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# GRAND PARIS RÉGION MARINA HALL STAND MAR.PR26

This programme does not give bearer access to the exhibition.

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# LE GRAND PARIS



Établissement public d'aménagement  
La Défense Seine Arche

PARIS-SACLAY

MARNE LA VALLÉE  
Établissement public d'aménagement

Seine Aval  
Département de l'Île-de-France



Établissement  
Public  
d'Aménagement  
ORLY RUNGIS  
SEINE  
AMONT

