

Pernod Ricard University

by Coline BLAISON / 2017-09-28 19:04:03 / France / 8879 / FR

Urban renewal



Address 1 - street : 78120 CLAIREFONTAINES EN YVELINES, France

Number of jobs : 27 emplois

Starting year of the project : 2011

Delivery year of the project : 2017



180 ha



38 000 000 €

Proposed by :



ID CARD

In order to provide its employees with a training tool that meets the Group's ambitions, Pernod Ricard has chosen to renovate and expand its training site.

After two years of joint work by Cyril Durand-Behar Architectes, GSE (real estate developer), and Egis (Assistance to the contracting authority) the Domaine de La Voisine has been hosting since September 4, 2017, a large part of the 15,000 hours of training. provided each year by Pernod Ricard University, the entity in

charge of developing the Group's talents.

Located on a 170-hectare estate acquired in 1954 by Paul Ricard, co-founder with Jean Hémard of the Pernod Ricard Group, the Domaine de La Voisinea has been redesigned to reconcile tradition and contemporary spirit with a touch of abundant nature. The aim of the project is to modernize the company's training center in order to accommodate a larger number of employees and third-party companies in training courses and seminars, with the possibility of letting them on site. The Estate has been designed around "moments" of work, détente and conviviality. It is organized in 4 poles:

- the creation of a "Learning Center" where training and meetings are held, including a 350-seat auditorium, a 60-seat amphitheater, and 500m² of various meeting rooms,
- A "accommodation" pole with its 60 eco-designed rooms,
- Rehabilitation and expansion of the reception and relaxation area, including sports facilities,
- The rehabilitation of the historic castle and its annexes where have places apéritifs, dinners and evenings.

From an environmental point of view, the site is classified in the heart of the Natural Park of the Upper Chevreuse Valley. The issues of preservation of wildlife, flora, water and the environment in general with a reflection on the use of energy mobilize different institutional actors to achieve a shared project and respecting the environment.

Programme

- Others

Project progress

- Operational phase

Prescriptions and zoning

- Natural protection area

Key points

- Governance
- Quality of life
- Economic development
- Biodiversity

Approaches used

- Others

Data reliability

3rd part certified

TERRITORY

Type of territory

The area of 180 hectares is located in the municipality of Clairefontaine in Yvelines in the inter-municipal Rambouillet Territories. Clairefontaine is a town of 822 inhabitants and an area of 17 km², it is located in the Regional Natural Park of the Upper Chevreuse Valley.

Located about twenty kilometers south-west of Paris, the Haute Vallée de Chevreuse remains one of the main regions of Ile-de-France predominantly rural.

The park is characterized by an alternation of plateaus where culture is practiced, and valleys where flow Yvette, Rémarde, Mauldre and their tributaries. This region has an important historical heritage: castles, churches, mansions and feudal fortifications.

An integral part of the large forest area of the Rambouillet Forest, which constitutes 40% of its territory, 90% of the area is occupied by forests, natural areas or farms.

Many trails, including hiking trails, crisscross the Park and can walk to discover the sites. In particular, the path Jean Racine connects Chevreuse to the abbey of Port-Royal des Champs.

The castle of the Madeleine, medieval fortress built on the heights of the village of Chevreuse, houses the Maison du Parc where can be obtained all the useful information for the visit of the park. This space, of modern architecture, has been integrated inside the castle.

Climate zone

[Cfb] Marine Mild Winter, warm summer, no dry season.

KEY FIGURES

Neighbourhood paved surfaces

Neighbourhood paved surfaces : 8 694 m²

Built surface on natural or agricultural spaces

Built surface on natural or agricultural spaces : 0,73 ha

Green areas, roofs included

Green areas, roofs included : 41 306 m²

Office floor area

Office floor area : 2 729 m²

Housing floor area

Housing floor area : 1 433 m²

Refurbished floor area

Refurbished floor area : 0,90 ha

Number of residential units

Number of residential units : 61

GOVERNANCE

Project holder

Name : Pernod Ricard

Type : Private company

General description :

Pernod Ricard, a French company specializing in the manufacture and distribution of wines and spirits, is above all 18,500 men and women who make the Group's success on a daily basis in more than 87 countries. Its 40-year international development strategy has led to more than 90% of its turnover abroad today, and it is based on a strong cultural model, in which Corporate Social Responsibility is Company (CSR) plays a key role.

<https://www.pernod-ricard.com/fr/medias/communiqués-de-presse/pernod-ricard-university-ouvre-son-premier-campus-sur-le-domaine-de-la/>

Project management

Description :

Pilotage organization: The client is Pernod Ricard and the property developer is GSE. Pernod Ricard wished to surround itself with the assistance to the project owner EGIS Conseil Bâtiment to accompany it on the project. Every month a steering committee was organized with all stakeholders. Public stakeholders, such as the city, community or natural park were regularly invited to this committee, first to collect their expectations and then to inform them of the progress of the project.

Presentation of the project team:

Owner and assistants

- o Client: Pernod Ricard
- o User: Pernod Ricard University
- o Assistant Project Manager Assistant Project Manager Environment and Programmer: EGIS Conseil Buildings
- o Catering and hospitality consulting: Châteauform 'Groupement Promoteur Immobilier

between the different buildings of the project.

- The requirements of the HQE Development approach helped to ensure and formalize the monitoring and results of the consultation
- The HQE Development approach helped to stake stakeholder consultation and make their presence more frequent on steering committees.

Contributions of continuous evaluation:

Ongoing evaluation has established progress points and improved the visibility of stakeholders (internal and external) on the progress of the certification process.

Success points:

On environmental performance:

- The energy performance of the Chai (Learning Center building) improved during the project with a gain on the Cep from 11% in the design phase (4) to 27% in the final phase (6).
- The design and construction of green spaces has been a major challenge since the start of the project. The result obtained at the end of the operation meets the initial objectives.
- Site-level water management that uses natural structures and considers the natural flow of water.

On governance:

The public stakeholders of the project, thanks in particular to the consultation that has taken place, are today very satisfied with the result.

Encountered difficulties :

Indicators :

Some indicators such as that on the share of materials from production sites certified ISO 14001 proved to be a difficult indicator to apply, monitor and formalize because even suppliers claiming ISO 14001 are not necessarily on the whole of their activity and places of production. For future projects this indicator is not to be retained, it will be necessary to choose another indicator for example the recycled part contained in the materials or the percentage of biosourced materials.

The governance :

Some stakeholder feedback from the consultation stages did not necessarily fit into the project's rhythm. However the teams did their best to meet their expectations.

- Urban project governance

<http://www.certivea.fr/offres/certification-hqe-amenagement>

Company :

Company :

QUALITY OF LIFE

Quality of life / density

Domaine de la Voisine is an exceptional park of about 180ha, in the heart of the great forest of Rambouillet and the Regional Natural Park of the Upper Chevreuse Valley. This site is undoubtedly marked by a strong patrimonial and landscape value peculiar to this typology of great historical domain, and is also of undeniable ecological interest.

The location of the various groups of buildings (Castle and outbuildings, Prieuré, Learning Center and Bungalow accommodation) is established in a green setting marked by the presence of afforestation and water. Thus the wooded massif forms an omnipresent framework, sometimes declined in various types of wet and marshy wood, sometimes in more sparse afforestation opening on natural meadow or heathland spaces and allowing to perceive a more transparent edge towards the central inhabited space. : the park. The latter accommodates the circulation spaces such as the two tree-lined avenues and the various mineral courts around the built-up complexes.

The general atmosphere of the site is mostly like "French-style" gardens in front of the castle with its generous open spaces, bucolic and turned to spaces of nature "mastered" (course of a river, ponds, meadows and pastures). pastures, forest paths). Water, on the other hand, is a very perceptible element creating an animation over the seasons and especially in winter by the resurgences emanating from the meadows.

The respect and the valorization of these big components are primordial and must include the project of future development in a dynamic where the nature and the human find a true balance (to blossom without doing harm). The project has improved the existing fleet through the following actions:

- Give an identity to each entrance (Route de Rochefort and Route de St-Arnould), and restore the nobility of the paths of the park,
- Choose a floor covering adapted to the sequences crossed (edges in old pavers on 3 rows, paving stones on the reception part, Marie-Antoinette covering near the castle, wooden decking to mark the pedestrian circulation),
- Work and showcase the local plant species accompanying the tracks (climb the cedar crowns, prune the tall majestic trees, choose species and specific tree shapes depending on the spaces, display the parking lot and its valleys to integrate them) the best),
- Limit as much as possible the presence of the car
 - An evolving reception car park (36 fixed places and 44 places on earth-stone mixture of which 4 places with electric terminals), is positioned in the north so as to articulate itself as close to the living spaces. The castle thus becomes an independent entity, space of representation and prestige more away.
 - Around the castle, the mineral space is reworked in a more orthogonal and generous form, bringing the necessary perspective to the appreciation of

its architecture. Parking is subtly integrated in the fringes of this new landscape "framework" that does not interfere with the noble and patrimonial aspect of these surroundings.

- Highlight the pedestrian paths on the whole site:
 - From the car park, numerous pedestrian walkways connect the "useful" spaces (reception, accommodation, training center) and the recreational areas dedicated to the promenade (continuity towards the wood and the castle),
 - Access to the new buildings (training center and accommodation) is done on footbridges, covered in particular between reception and accommodation (central washed concrete path and verge of timber decking) so as to respect and enhance the spaces. natural meadows that are crossed.

Net density

0.34

Culture and heritage

The site has several buildings recognizable by their historical character, the Priory (and the orangery nearby) and the Castle. The project allowed to valorize this existing inheritance.

The prayer:

History:

The Domaine de la Voisine is located around a place known historically as the priory of "Saint-Germain des Agiots". As such, it is fully included in the registered site of the valley of the Rabette, protected by the decree of 5 September 1989. However, no element of the site is classified as historical monuments.

The valorization of the priory and orangery through the project:

The reception and relaxation center is located in the area currently known as the "priory area". It is first of all the place of reception of the participants, with its office of reception, its waiting zones, its relax bar, etc. installed in the priory, existing building. It also houses relaxing activities including indoor swimming pool, sauna, gym, rest rooms and outdoor, a tennis court, a sports ground, a bowling alley, etc. The structures of the priory and the orangery, existing buildings becoming the reception and the fitness room are preserved.

The castle :

History:

This neo-Louis XIII style castle was built on the site of a former hunting lodge where Francis I spent the night, shortly before his death on March 31, 1547 in Rambouillet.

After the revolution, the lands of the priory and seigneurie are united to form a single domain. The construction of the present castle dates largely from the early nineteenth century, but older elements remain, some dating back to the late fourteenth century. The layout of most of the park and gardens also dates back to that time. It was then a pleasure house attached to an important hunting area. In the aftermath of the Second World War, the Ricard Company bought this property to make it a place for seminars, training and vacations for employees. Apart from some recent developments by the Ricard Society, the park of La Voisine is a composition of the nineteenth century that takes full advantage of the site it occupied.

The valuation of the castle through the project:

The Château, formerly a hunting lodge, is the historic site and conviviality center representing the essence of the Pernod Ricard Group's core values.

The aim of the renovation was to respect the codes of the traditional castle or the mansion by integrating those of the modernity desired by the group. This is the place where we share aperitifs in the broad sense of the term, dinners and evenings. Still in a spirit of modernization, the rear circular addition was demolished to make way for the construction of a new wing at the rear of the west pinion perfectly symmetrical with the existing wing at the rear of the pinion East. These developments have given more room to the reception rooms and have solved the problem of sizing the existing kitchen, and especially to reconstruct historically the rear square yard of this entity. The castle has been restructured as follows:

- Optimization of the spaces of the ground floor
- Deletion of the first floor rooms, to create a double volume on the entrance room, with open spaces on this double height from the first floor.
- Removing newly created extensions on the backyard (kitchen) to restore importance to the elements of the past and bring a more contemporary extension avoiding the pastiche of the past.

SOLUTIONS

- Promotion of cultural/ historical identity

ECONOMIC DEVELOPMENT

Local development

The project has allowed the maintenance of 6 jobs and provides for the creation of 21 new local jobs for the daily operation of the site.

The Domaine de La Voisine offers visitors to discover its spaces and its environment through:

- Cycling or walking tours in the surrounding area
- Cultural visits around
- Tastings of regional products
- The tasting of the Domaine's products: vegetables or fruit from the kitchen garden, the Domaine's honey will also be proposed in the future thanks to the hives installed on site.

Functional diversity

The site operator promotes short circuits and the sustainability of its purchases:

- Pernod Ricard La Voisine, which runs the site in partnership with Châteauform', uses local producers to supply the site with food products (bread, eggs, cheese, etc.)
- Very few frozen products used, no preserves, only fresh products,
- Local products are privileged
- the soaps and shampoos in the rooms are 100% natural
- coffee is fair

Circular economy

The operator of the site consumes and offers local products to users of the site (see functional mixes), honey is produced on site will be distributed to visitors of the site.

Waste production has been limited in the construction phase and is as much in the operation phase (see waste management).

TRANSPORT

Mobility strategy

Pernod Ricard la Voisine encourages journeys by carpooling and works on the development of this practice with neighboring sites to allow trainees to pool their trips through the carpooling platform set up.

4 charging stations are installed in the parking lot of the site.

On site, electric carts and scooters are available to facilitate travel. Bicycles are also available for trainees wishing to discover the area and the forest of Rambouillet.

SMART CITY

Smart City strategy

DECT, WIFI and TOIP systems have been developed on the site.

RESOURCES

Water management

Water consumption is reduced through the implementation of hydro-efficient equipment.

Soil management

The waterproofing of the site has been reduced to a minimum to allow the natural flow of rainwater. Most of the buildings created are elevated. The Chai and the accommodations are on stilts. About 800 micropiles have been put in place. The development of the site was accompanied by the maintenance and creation of wetlands. Green roofs have been implemented and car parks are permeable.

Waste management

Several actions made it possible to limit the impact of the project on the environment:

- the buildings have been renovated instead of being deconstructed, the quantity of waste has therefore been reduced,

- the accommodations are prefabricated, the falls are avoided,
- for the construction of the walls, the stones present on the spot were reused,
- the cut / fill balance has been optimized to the maximum,
- construction waste was valued at more than 83%,
- the operational waste is sorted and valued:
 - Green waste is put in the forest and degrades naturally
 - Sorting organic kitchen waste
 - Sorting glass, plastic bottles and cartons
 - In the meeting rooms available 2 "types" of bins, classic and a tray for recovering paper
 - Composter being studied for small vegetables and food peels
 - Use of returnable bottles to avoid the production of waste.

BIODIVERSITY

Biodiversity and natural areas

The site presents protected species, crucial for ZNIEFF for the island of France (Flora: 128 species with high heritage value, 10 critical species and 7 protected species, Fauna: 5 protected species and 16 critical species).

In order to ensure the protection of the biodiversity on the site the project owner wished a strong consultation with the Regional Natural Park of the High Valley of Chevreuse and the Technical Direction of the Territory to validate the implantation of the buildings and the choice of local species.

A compensation zone has been created by the contracting authority to promote the development of biodiversity in the area.

An agreement with the NRP is being developed to ensure the proper operation of the site.

ENERGY/CLIMATE

Climate adaptation, resources conservation, GHG emissions

Renewable energies cover part of the energy needs.

- In Chai: 45% of needs are covered by thermofridge pump.
- At the castle: 55% of needs are covered by a biomass boiler.
- At reception: 30% of needs are covered by PAC.
- In accommodation: 70% of needs are covered by PAC.

Depending on the building, the energy savings compared to the RT calculation vary between -20 and -27% compared to a reference building.

Energy sobriety

Depending on the building, the energy savings compared to the RT calculation vary between -20 and 27%.

BUILDINGS

Buildings

The Domaine de La Voisine has been designed around 4 areas:

- The creation of a "Learning Center" (Le Chai) where training and meetings take place, including a 350-seat auditorium, a 60-seat amphitheater, and 500 m² of various meeting rooms
- A "accommodation" center with 60 eco-designed rooms
- Rehabilitation and expansion of the "welcome and relaxation" area including sports facilities

The rehabilitation of the historic castle and its annexes in a pole "conviviality", where are held dinners and parties.

The estate has been completely redesigned to reconcile tradition and contemporary spirit in a teeming nature. This project was conceived thanks to a collaboration with partners of choice who knew how to respect the original characteristics of Domaine de La Voisine. For Cyril Durand-Behar, Architect of the project, this collaboration was experienced as a relationship of trust and conviviality: "There was from the beginning with Pernod Ricard University a community of spirit and a positive energy for the realization of this emblematic campus for the Group. The site is thought of as a walk around spaces corresponding to the different moments of a training day, all designed in wood, concrete, stone, metal and glass. A deliberate and punctuated repetition affirming the originality and the coherence of the project, and which allowed us to express all our domains of competences, as well in architecture, interior design and furniture design! ".

According to Thierry Chambellan, Deputy CEO of GSE: "Attention has been paid to every detail, so every m² has been conceived, designed and built to be unique. It is an atypical creation, warm, and that gives off a very personal atmosphere, it is a bit of "haute couture" with the use of materials and simple materials, not ostentatious ".

Reasons for participating in the competition(s)

For the Pernod Ricard Campus realization, the tradition had to follow a very current spirit within a luxuriant and preserved nature, by blending in a historical site. Its non-ostentatious architecture adopts a principle of directional axes serving the various poles of the program, taking care to avoid any effect of mass or volumetry off scale.

The project extends linearly over 10 ha in the middle of a 180 ha forest. It integrates perfectly the constraints of the natural site in which it is registered, in particular a withdrawal of the edge, a swampy ground and protected species. Indeed, the choice of the initial field - the former training ground of the XV of France - is revealed quickly unthinkable; a precious (and invisible orchid) grows and will have, in mistress of places, the last word. This flower will give the tempo of the project, inviting to occupy its territory but not at any price! The project will deploy well on the site but within the limits imposed by nature, ubiquitous and untouchable following extensive ecological analyzes carried out upstream of the project. For this, "the cellar" and "Hameaux" were built on a plot of concrete pads themselves placed on micro piles thus raising the whole in order to let the water circulate as much as possible. Bridges connect the different poles of the site to contain a time of walking to 3 minutes maximum.

Pernod Ricard is equipped with a powerful and technological work tool. Four major poles, four different architectures, four unifying materials: stone, wood, concrete, metal. A goal: To be good to produce better. The project is part of a HQE and BREEAM approach of Very Good level.

- The reception and relaxation pole

First contacts with the campus, the existing Priory and Orangery are "recycled" in a spirit of calm and serenity. In the respect of their traditional morphologies, the extensions revisit them in contemporary materials. The new roofs use the slopes of the original building, while their brick layout rubs the oversized tiles. The details of masonry marry old and new, the colors play the contrasts between the slate, the copper, the stone, the metal ... A game of perspectives between the interior and exterior spaces generates each time a view framed on the following sequence. Pool side, the roof unfolds like a copper sheet along the entire length of the swimming pool. A bay at the bottom allows swimmers to enjoy the spectacle of the surrounding nature that is offered to them. The garden of the Priory has been reinterpreted while the inner courtyard respects the codes of a village square.

- The training center (learning center)

Alternating mineral and vegetal strata, the CHAI wife with delicacy and discretion the site. By its pure forms, its architecture seems to disappear for a moment: the reflection of the surrounding nature on its mirror-polished facades extends the park while playing with the light and the landscape. The concrete structure is organized in shells held by posts in free plan. Insulation partly based on wood fiber was used to insulate the underside of the building. An air permeability test of the facades was carried out. Very airy, the interior space includes - around a generous hearth - an amphitheater, an auditorium and sub-committee rooms open on the park for meetings in the heart of nature. The home automation provides a permanent link with the outside. The conviviality being at the heart of the project, visitors enjoy in addition to lounge areas, a restaurant, a bar and even a "barrel" tasting of great wines.

Natural light is omnipresent all the way to the heart of the building thanks to the largely glazed curtain walls and the visual breakthroughs generated by the alternation of waves deconstructing the roofs. This not only allows you to feel and visualize the nature wherever you are and therefore limit the energy consumption on certain time slots of the day (from 10 to 16h and even more in summer!)

- The accommodation pole

On the edge of the forest, the HAMEAUX are distinguished by their contemporary architecture in sourced organic wood. Delivered ready-to-plugger by exceptional convoy, the 57 prefabricated modules in the workshop to reduce CSR, the production of waste and reduce the duration of the site to protect the animal species of the site, home to as many rooms. The orientation of each of them was chosen in order to optimize energy expenditure (no air conditioning) and thus achieve the HQE and BREEAM certifications. Turned as much as possible towards the surrounding landscape, the bungalows are cleverly divided into hamlets of light and dark wood - with the appearance of hollow tree trunks - irrigated by a long covered walkway, serving as sap. Resting on stilts, the ensemble levitates above the biotope thus preserved. Each house of about 23 m² has a terrace and an unobstructed view of the surrounding vegetation.

- The conviviality pole

Since the hamlets, the user arrives at CHÂTEAU by a landscaping that restores its nobility to this facade too long denigrated. In this pole reinvested by the light thanks to a creative design, a spectacular bar of 35 m white quartz backlit goes around the room alternating tasting areas, benches and even a library where the bottles of the famous brands of the group are highlighted. On the first floor, the restaurant is totally open on the bar. Three rooms on the last two levels have been renovated with sobriety. In an ecological concern, the place is equipped with a pellet boiler. Two lateral wings housing the vertical circulations release more surfaces to the reception rooms and make them accessible. The cubic and suspended kitchen, treated in mirror polished stainless steel at the back of perforated lacquered steel panels, recreates the rear square courtyard.

- The landscape component

The four poles integrate into the surrounding landscape without denaturing it and respecting the plant and animal species inhabiting the site. Biological corridors have been planned to allow animals to continue to circulate freely and without danger to humans across the estate. Regarding the sanitation network, it is connected to the system of the city of Clairefontaine. The internal network limits the impact of the built parts by playing on existing ditches and valleys to channel all stormwater and runoff. A selection of already well developed plants has been made to avoid loss. The felled trees were reused to make a fence. In the landscaping part, it has been planned crossing ropes. Finally, the car park has been designed in permeable pavement.

- Access to the site: respect for Mother Nature and priority for pedestrians

One of the challenges was to connect in a 180-hectare park and in less than 3 minutes on foot, all the buildings of the site ... Betting successful! The various entities were deliberately positioned near the immediate vicinity of the Castle, to avoid traveling too great distances.

In order to let live and operate the training center and its infrastructure independently, two entries allow access to the site:

- The privileged access is by the RD27, coming from Rochefort. The problems of car parks, deliveries and other transits are managed directly by this main entrance without hindering the pedestrian circulation and the tranquility of the visitors.
- The second entrance, closer to Clairefontaine, opens fully onto the forest and the main water feature of the park, free of traffic.

Cars and other vehicles such as buses park at the landscaped parking lot near the Prieuré. The aim is to give priority to pedestrians in this natural and wooded site, and to respect the listed areas of bio-diversity. Finally, in order to limit the ecological impact, carpooling of visitors is favored.

Building candidate in the category





Grand Prix Ville Durable



Coup de Cœur des Internautes

