

Guide – circuit

Important information

/!\ Applies to all circuits

Each circuit consists of two exemplary projects. Each project takes 1h15 to visit. There is a 45-minute gap between each project, corresponding to the time taken to travel by public transport.

Please note that the organisers do not provide transport tickets or cards. Please have your tickets ready in advance, as there will be no time to purchase them at ticket offices or ticket booths during the circuit.

Please bring your identity card with you.

Each tour will be attended by:

- Representatives of Construction21 and the HQE-GBC Alliance, organisers of the visits
- Representatives of the organisations involved in the projects

Circuit 2 – Renovated Offices

- European Space Agency < [learn more](#) about the project >
- Pleyel Tower < [learn more](#) about the project >

Contacts on site:

- Paul Capgras, Construction21 +33 6 89 16 90 60
- Anne-Sophie Tardy, Construction21 +33 6 10 56 31 57
- Juliette Rocca, Alliance HQE-GBC +33 6 62 77 87 02

Meeting point European Space Agency

Address: 8-10 rue Mario Nikis, 75015 Paris ([map](#))

Time: 9:00-10:30



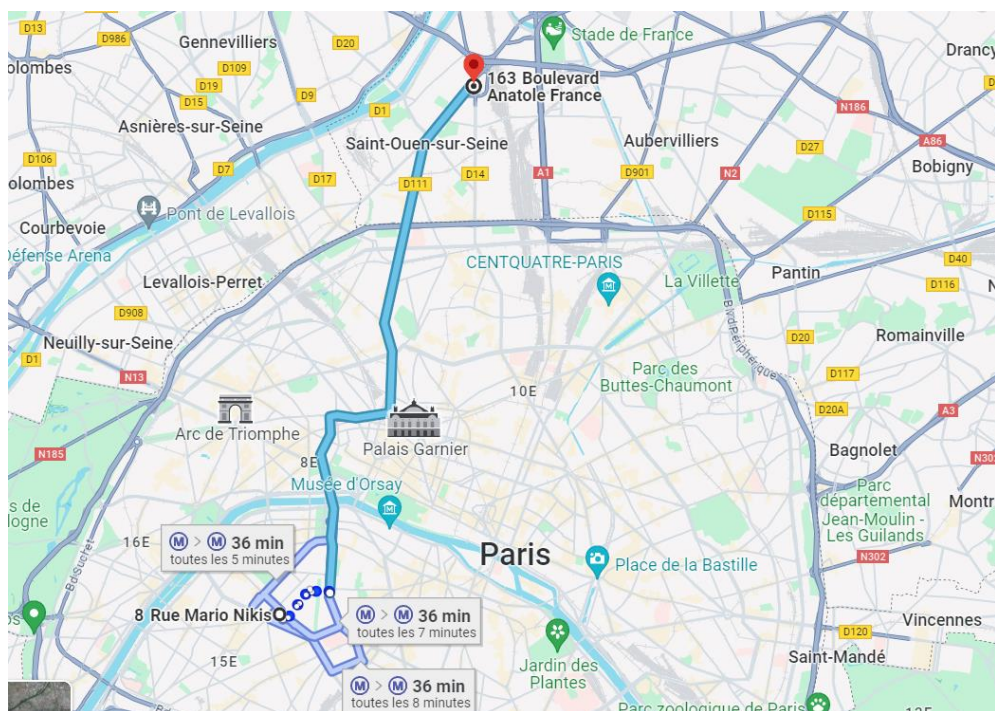
The European Space Agency will be the first project visited.

It's important that you arrive on time as the visit will begin at 9am strictly. After this time, the organisers won't be able to welcome you properly.

NB: Traffic can be difficult in Paris. Be prepared: anticipate any transport or crowd-related problems that could cause you to be late.

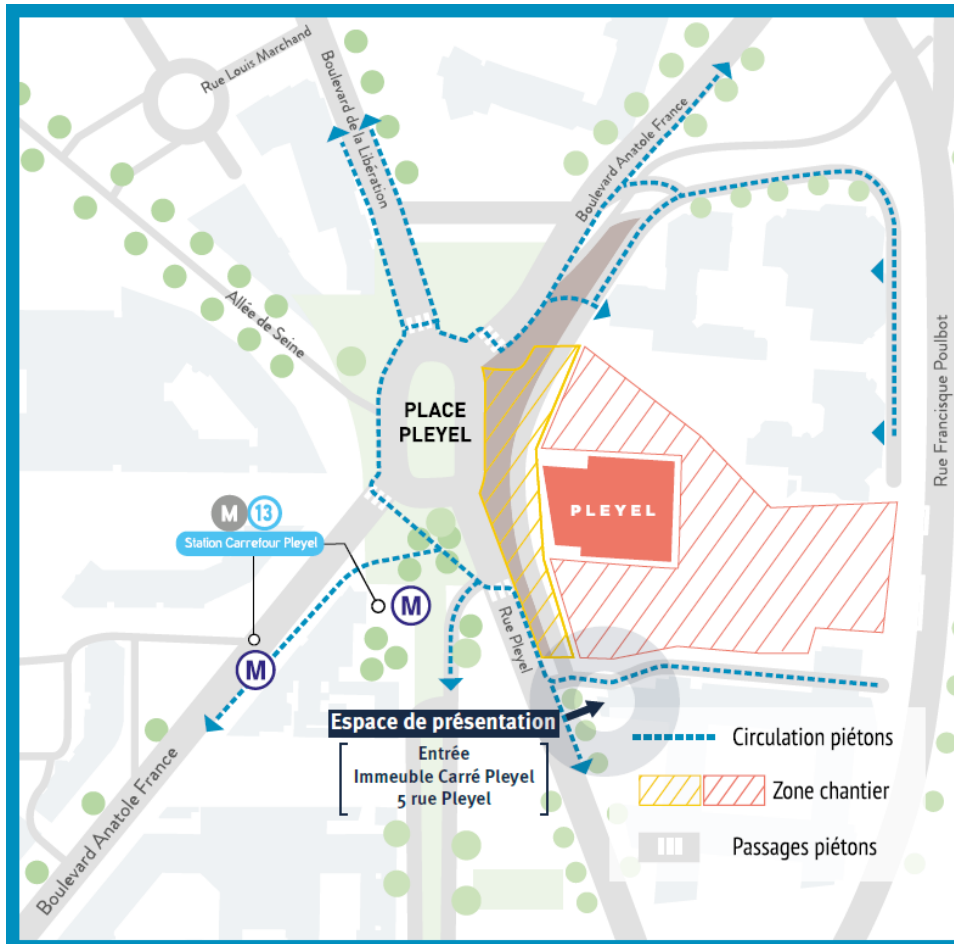
From the Space Agency to the Pleyel Tower

[See the itinerary](#)



Meeting point Tour Pleyel

Address: Entrée Bâtiment Carré Pleyel, 5 rue Pleyel, 93200 Saint-Denis ([map](#))



Time: 11:00-12:30

About the projects

European Space Agency, a building embodying the cutting edge of high technology, open to the city



Credit: DR ESA

A testament to architectural innovation and cosmic aspirations, the European Space Agency (ESA) demonstrates the synthesis of visionary design and meticulous planning. A dynamic link in European space collaboration, this architectural masterpiece integrates seamlessly into the city's urban fabric, forging a harmonious link between the terrestrial and celestial realms. World-renowned architectural firm Atelier du Pont collaborated with the European Space Agency and visionary developer Sogelym

Dixence to create a space that pays homage to the limitless horizons of space exploration.

The challenges of the new ESA Headquarters:

- Representatives of Member States and participants, EU, organizations
- Political heart of ESA welcoming the Council and delegations
- Facilitating interactions at the highest level with its partners, industry, public, media
- Innovative, dynamic and modern workspaces adapted to new working methods: mobile and agile
- Sustainable building: reduction of the environmental and societal impact of its activities
- Improved occupant well-being
- Showcase of ESA and its activities

3 environmental and well-being certifications NF HQE BT Excellent, Breeam Very Good, Well Gold

Participants

- Laurent Jauniaux (ESA): Project Manager for the new ESA Headquarters
- José Macia (ESA): Deputy Project Manager
- Arnaud Audas (ESA): Technology Directorate (ESA in the Netherlands)
- Anne-Cecile Comar (AdP): Architect dplg - Associate co-founder
- Cécile Azoulay (AdP): Communication & Development
- Lionel Aras (Sogelym): Project Director
- Mr Runge, Technology Director

The metamorphosis of the Tour Pleyel, a project combining innovation, heritage and environmental commitment



Crédit photo : Tour Pleyel

The Pleyel Tower metamorphosis project, located in Seine-Saint-Denis, illustrates a remarkable fusion of architectural innovation, respect for historical heritage and sustainable commitment. At the dawn of the Paris 2024 Olympic Games, this ambitious transformation will see the former office tower become a 4-star hotel with nearly 700 rooms, and a breathtaking view of Paris from the highest swimming pool in France, located more than 130 meters high.

The importance of the future hotel tower is reinforced by its central role in the development of a mixed complex of 85,000 m² in total in a rapidly changing neighborhood in Saint-Denis. The complex designed by architect Sretchko Markovic of 163 Ateliers will also include a conference center, shops, restaurants, as well as offices distributed in two new buildings, Music-Hall and Maestro, which pay homage to the musical past of the site.

SMB, a Breton metal construction company, plays a crucial role in this monumental project. His intervention on the Pleyel Tower, notably the addition of three additional levels and the creation of a 250-ton metal cap, is a technical feat. This stylized structure allows the installation of glass

walls for the rooftop, offering an exceptional view of the capital. In addition, the construction of the Maestro Tower, a true architectural and technical feat, underlines SMB's expertise and capacity for innovation. Unprecedented in France, the design based on a steel supporting exoskeleton required high precision in its manufacturing and assembly.

Essential to know

- Tour Pleyel delivered in 1973, 100% tertiary originally.
- Located on the former grounds of the Pleyel piano factory.
- Tower converted into a 4-star hotel with 700 rooms
- New constructions for tertiary and service purposes:
- Office building, 7 levels, U-shaped around the historic tower
- 25-story tower with load-bearing metal structure at the rear of the historic tower

Stakeholders

- Contracting authority: Pleyel Investissement (filiale de la société d'assurance vie AFI.ESCA - Groupe Burrus)
- Assistant to the contracting authority: Financière des Quatre Rives
- Project management: Pangéa Design et Ingénierie
- Architect: Sretchko Markovic – 163 Ateliers
- Structural Engineering Consultancy: Equilibre
- Metal Construction Company: SMB
- Future operator of the hotel and conference centre: H-Hotels (the first establishment of the German brand in France)

Participants:

- M. Boris LITTY, CEO of FINANCIERE DES QUATRES RIVES
- M. Sretchko MARKOVIC, President of 163 ATELIERS
- M. Cédric BOLONDELON, CEO of SMB