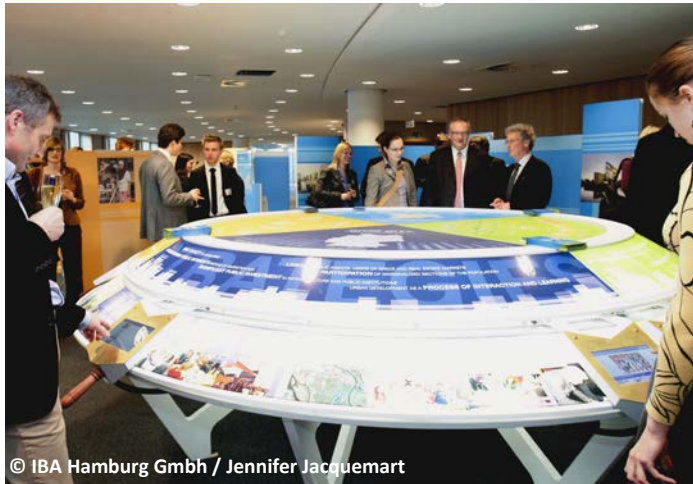


Dialogue around the cities of the 21st century

Marne-la-Vallée hosts the Hafencity – IBA Hamburg exhibition
At the Cité Descartes – From June 3rd to June 24th 2015



© IBA Hamburg GmbH / Jennifer Jacquemart

EPAMARNE, the Marne-la-Vallée/Val Maubuée Urban Community, the Champs-sur-Marne municipality, the University of Paris-Est, the UPEM, Seine-et-Marne Développement and Descartes Développement are pleased to host the last round of the International Exhibition of Architecture and Urban planning entitled "Re-building the City: a Journey into the City of Tomorrow", presenting the two major urban projects of Hafencity and IBA Hamburg that are setting new standards in shaping entire neighbourhoods.

On June 3^d, the conference "Building Sustainable 21st century European Cities : A German Approach", open to the general public and professionals, will mark the opening of this exhibition.

Debates, workshops and exchanging ideas will be at the heart of this event, designed to stimulate a dialogue between urban projects and lay the foundations for tomorrow's towns and cities.

The high notes of the day at the Cité Descartes on June 3rd 2015

- 1:00 p.m. – 2:00 p.m.: Opening Ceremony of the Traveling Exhibition
"Re-building the City: a Journey into the City of Tomorrow"
- 2:00 p.m. – 4:00 p.m.: Opening conference

"Building Sustainable 21st century European Cities: a German approach"

Exchange of views between **Professor Jürgen BRUNS-BERENTELG**, Chairman and Managing Director of Hafencity Hamburg GmbH, **Uli HELLWEG**, Managing Director of IBA Hamburg GmbH, **Nicolas FERRAND**, Managing Director of EPAMARNE/EPAFRANCE, and the public
Presentations and discussions, led by **Sylvain ALLEMAND**

To attend the day on June 3^d, please register on <http://goo.gl/forms/930qlao24a>

These events will be held at the **University of Paris-Est Marne-la-Vallée (UPEM)** – in the Hall of the Bois-de-l'Étang building

Stimulating dialogue on common sustainable urban development issues

The aim of EPAMARNE and its partners around this rare exhibition is to stimulate a **dialogue between Hamburg's and Marne-la-Vallée's urban projects**. Indeed, the **emulation generated by Cité Descartes and the Grand Paris sustainable city cluster**, providing a reference in the areas of eco-mobility, energy efficiency and even new urban landscape criteria, will respond to **the Hamburg trend-setting experiences**, where weaving ambition and realism lay at the root of the conception of the 21st century city. These discussions and the participatory philosophy of this event will contribute to the design of the city of tomorrow.

The IBA: a tool crafted in Germany for the implementation of complex, large-scale urban projects

The IBA, *Internationale Bauausstellung*, which literally means **International building exhibition**, is actually a **tool for defining the guidelines and for implementing** complex, large-scale urban projects. IBA Hamburg is actually "one in three": a tool, a major urban project and a travelling exhibition. Through the travelling exhibition, the major urban project has joined forces with **the largest European inner city waterfront development, the Hafencity Hamburg project**.

The guidelines shaping those two major urban projects revolve around **4 major destinations** represented on the "**symbolic compass**", as showcased in the exhibition:

- **A Growing City** – *from sprawl to density;*
- **An Open City** – *from patchwork to a pattern;*
- **A Smart City** – *from utilisation to effectiveness;*
- **A Civic City** – *from commoditisation to a new governance.*

We hope that shedding light on the **4 major destinations highlighted in the exhibition and the real-life operations and projects that feed them** will help shape the response to the current challenges in urban evolution faced by many other European neighbourhoods.

About Marne-la-Vallée's public development authorities, EPAMARNE/EPAFRANCE

With its 40 years of recognised urban and economic development, Marne-la-Vallée now has 320,000 residents, 19,500 businesses and provides 140,000 jobs. Each year, this dynamic area, located a few minutes from the centre of Paris, accommodates 4,500 new residents and creates more than 2,000 jobs.

As the results of a novel partnership between the State and local authorities, the public development authorities (PDA) are responsible for promoting, implementing and supporting this area's development. Their ambition: to create a sustainable, attractive city. They participate substantially in the production of housing in Ile-de-France and support public and private actors to promote the area's economic development and value creation.

Press contacts:

EPAMARNE

Mathilde Charpentier - Director of Communications and Public Relations

Tel. : 01 64 62 45 84 - Fax: 01 64 62 45 80 - E-mail : m.charpentier@epa-marnelavallee.fr

www.epa-marnelavallee.fr

About Hafencity Hamburg GmbH

www.hafencity.com

About IBA Hamburg GmbH

www.iba-hamburg.de

About the Marne-la-Vallée/Val Maubuée Urban Community

www.valmaubuee.fr

About Champs-sur-Marne

www.ville-champssurmarne.fr

About the UPEM

www.u-pem.fr

About the University of Paris-Est

www.univ-paris-est.fr

About Seine-et-Marne Développement

www.seine-et-marne-invest.com

About Descartes Développement

www.descartesdeveloppement.fr/agence