

PICNIC - Mobile and autonomous architectures

by Raphaël Brochard / 2021-03-15 14:45:52 / France / 3153 / FR



Year of commitment : 2020

Green energies : Energy storage, Offshore wind power , Photovoltaic solar, Energy Efficiency

Digital services : Smart metering

Circular economy and waste management : Eco-Design, Preservation of natural heritage, Optimization of ressources, Bio-based materials, Mechanical recycling

Biodiversity & Ecosystems : / Urban ecosystem /



120 000 €

Builder

PICNIC Architecture - creator of local experiences.

GENERAL INFORMATION

PICNIC are innovative modular architectures: connected, mobile and autonomous in renewable energies. Our creations save time, money and energy. PICNIC solutions are phigital, eco-designed, prefabricated by us with love in Île-de-France and are ideal for turnkey services dedicated to pop-up stores, services, entertainment and for Smart City installations. PICNIC offers a light ephemeral architecture, with instant deployment, customizable, and of course, autonomous in renewable energy.

Progress Status

Delivered

Data Reliability

Self-declared

Sustainable Development

Attractiveness :

"How can we provide advertisers and the public with an innovative offer with structures that are simple to use, easy and quick to deploy, economical, while responding to today's ecological and social issues?"

Following our various professional experiences and feedback from the field, we were able to observe that there is an existing need at the building level: an architectural solution for non-media promotion outside the current low-quality offers and in lack of innovation. Converted and prefabricated containers were not originally designed for the needs of operators or the public. This results in a large number of problems: high costs, restrictive logistics, waste of time, electrical connections, a global environmental impact and visual, noise and atmospheric pollution.

Well Being :

At PICNIC, our mission is to reinvent the proximity experience.

Our mission is to captivate flows in order to improve the visibility and the commercial performance of our customers. To do this, we offer innovative modular architectures: connected, mobile and autonomous in renewable energies.

Our solutions are phygital, eco-designed and prefabricated by us with love in Île-de-France and are ideal for turnkey services dedicated to pop-up stores, services, entertainment and Smart City installations.

Our vision is to make modular architecture as simple as a PICNIC. We have developed the "PICNIC system" and we are the first company to offer this offer.

Ephemeral exterior architectures integrating mobility on a road chassis and clean energy autonomy (photovoltaic panels, wind turbines) allow operators to limit resources (time, money and energy) and the overall environmental impact.

Your service, activity or business becomes autonomous in all places, at all times and without any electrical connection. Goodbye visual, noise and atmospheric pollution!

Social Cohesion :

To avoid being dependent on the electricity network, having environmental impacts, additional costs with significant delays, PICNIC invents entirely French mobile solutions.

First in France in the creation of kiosks that can be tracked by a light vehicle, ideal for turnkey services dedicated to commerce, services, entertainment and urban development.

Real estate promoters, communication agencies, direct advertisers and public entities can, at a lower cost, deploy their relations with the public (as for this example of service with Icade), instantly and independently for their service, community or political campaign and increase their notoriety. Urban development raising awareness among local populations. Solutions to get you closer to the customer: with a PICNIC system approach.

Preservation / Environmental Improvement :

The innovative character of the PICNIC solution lies in the autonomy in renewable energy and in the integrated mobility on road chassis. Today we are the only French company to offer this type of architecture, allowing a turnkey installation while limiting atmospheric, visual and hearing pollution. An analysis of the life cycle of PICNIC Kiosks was carried out by ENSAM, our solution is on average 8 times less polluting than the solution of transformed containers, which are often cited as being the reference product in terms of modular architecture.

The particularity of this sales area: 30 m² of photovoltaic solar panels for a maximum power of 6000 W and its 600 W wind turbine make it possible to meet the energy needs of the sales office. Its batteries can thus store 20,000 W. No need for an electrical connection! This retail space can therefore be set up anywhere, be transported to another new housing site.

Resilience :

To face the natural risk, PICNIC is differentiated by integrated mobility, no assembly / disassembly of architectures and energy autonomy.

From the sourcing of raw materials to their transformation to the assembly of off-site modular structures. Integrated mobility thanks to road chassis allows simplified logistics for freedom of operation and location. Thus, the problems are limited after having undergone a disturbance. For example during a natural disaster we can anticipate risks such as a flood and move the kiosk to shelter it.

Responsible use of resources :

Manufacturer of vehicles approved by the DRIEE, PICNIC develops and manufactures road chassis making its kiosks easily towable (car with license B): no need for heavy goods transporters or cranes! In addition, this chassis incorporates a high-performance energy plant (photovoltaic panels and soon wind turbines and fuel cells), making our Kiosks completely autonomous in all places, at all times and without any electrical connection. PICNIC develops complete projects, from the sketch to their entire realization and layout.

Also, PICNIC is distinguished by a positioning of differentiation in technical terms, a French high-quality and eco-responsibility.

Testimony / Feedback

*One of the leaders in real estate development **ICADE** wanted to set up a new point of sale and customer reception in Villepinte. The idea being to position oneself, for one year, in a space thanks to a mobile architecture which would also be autonomous in renewable energies. Off-site offices with maximum openness to the outside.*

PICNIC offered him to design an original and innovative architecture in his image.

- Facilitate the administrative procedures for authorization of establishment
- Thanks to integrated mobility and autonomy
- Guarantee of the building's energy performance thanks to our remote monitoring and monthly activity report
- Quality of welcome for their customers and staff
- Immersive experience within the sales bubble
- Batteries to store the energy necessary for meet the needs of the sales bubble
- A personalized solution in the image of ICADE
- Exit classic sales bubble formats
- Transportable to be used on other projects
- Turnkey delivery

Governance

PICNIC

Holder Type : Private Company

PICNIC Architecture - creator of local experiences.

Builder Type : Other

Manager / Dealer Type : Private

Our mission, captivate flows in order to improve visibility and commercial performance! Innovative modular architectures: connected, mobile and autonomous in renewable energies.

The development of our activity requires various talents. The team is currently made up of 10 people, including the three co-founders, two engineers, a business developer, a business developer assistant, a person in charge of customer relations and two communication / marketing profiles, which allow us to carry out our projects in the best possible way. We overcome difficulties thanks to our young and dynamic team, where everyone shares the vision and values of PICNIC. We plan to further expand our team to reach a workforce of 12 by 2021.

Business Model :

We offer a provision / rental of equipment in stock available immediately.

We occasionally carry out the sale of "second-hand" products and manufacture to order new, according to the ranges (PICNIC Kiosks S, M, L and XL)

Sustainable Solutions

PICNIC 2XL

Description :

PICNIC has designed two custom-made XL modules in mechanically welded steel of 2 x15m2 which can be interlocked using an innovative junction system to form one. A 30m2 architecture (2XL range), equipped with double glazed bay windows, larch cladding, totally autonomous in renewable energies thanks to 30m² of photovoltaic panels for a maximum power of 6000W and its 600W wind turbine on the roof. The batteries of this architecture can store 20,000W and thus meet energy needs.

Finally, these offices meeting ERP and PMR standards are functional, comfortable and fully equipped: reversible heat pump, digital totem, sanitary, technical room, etc.

The interior layout creates a real workspace for the staff and offers all the comfort of a classic agency sales office. Thus, this bubble allows you to offer a quality and innovative customer reception experience.

- Infrastructure

<https://www.picnic.paris/post/la-premi%C3%A8re-bulle-de-vente-immobili%C3%A8re-autonome-en-france>

Company (es) Website :

Photo credit

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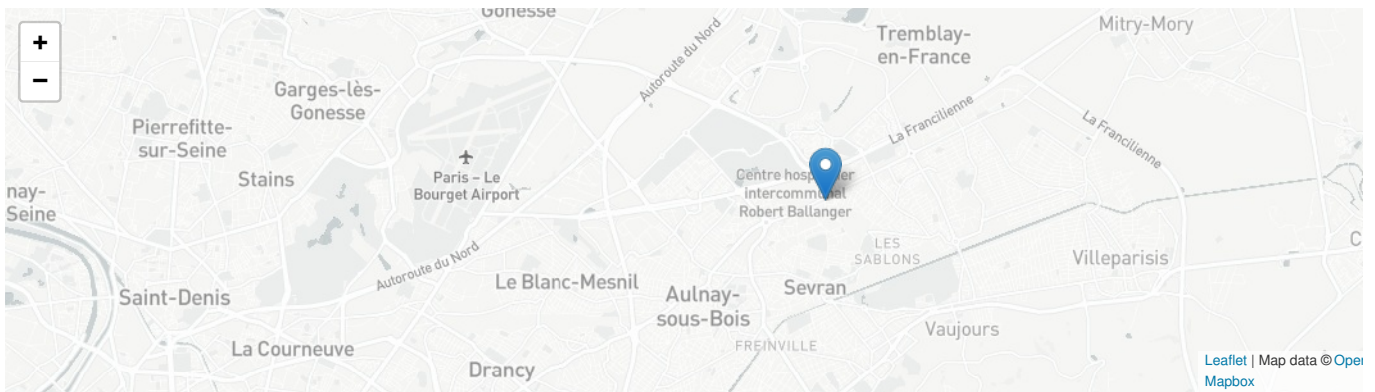
Contest

Reasons for participating in the competition(s)

The strong points of the architectures are:

- An eco-responsible and locally sourced raw material (eco-labeled wood, European eco-label varnish, recycled and recyclable steel) to participate in the local and circular economy.
- An autonomous architecture in renewable energies equipped with photovoltaic panels and wind turbines.

- Control of the ecological impact at each stage of production thanks to control of the value chain, ecodesign and manufacturing carried out in Île-de-France.
- Simplified logistics make it possible to reduce visual, sound and atmospheric pollution that can cause conventional structures such as prefabricated modular or transformed container (no craning or dismantling of installations, the PICNIC Kiosk is "turnkey").
- The short cycle model allows us to reduce environmental impacts at all stages, from design to delivery.
- Proximity to our customers is essential. To allow us to be as close as possible to you and to be responsive, we link the territory with partners based throughout France.
- The creation of direct and indirect jobs on French territory.
- A VTE label (Volontariat Territorial en Entreprise) by the BPI.
- Organization of professional reintegration projects in partnership with Pôle Emploi. The human relationship is at the heart of our mission to reinvent the experience of proximity.
- The PICNIC is also a social kiosk, used by associations and public entities with a view to carrying out awareness and public utility campaigns.



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