

AEROVILLE, future city centre designed by Philippe Chiambaretta/PCA

Philippe Chiambaretta/PCA juggles with the idea of a new type of 'village' that accommodates all social activities under one roof. The reverse of an airport, where everybody comes together only to travel at different corners of the earth, Aeroville would act as a magnet bringing people from different areas to share services and activities providing an opportunity for the revival of social life. Today's attempt for a constructed situation.



AEROVILLE by Philippe Chiambaretta/PCA. Imagery by deValence / PCA Philippe Chiambaretta Architecte

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'Hybrid between an airplane terminal and a shopping mall, Aeroville was designed by the architect as a new programmatic concept spread over a one-storey surface of 110.000 sqm. This urban piece is not inclined to be a cathedral for mass consumption. Instead, it is meant to revive social life, services and mixed activities, at the heart of a 2 million people area running from the north of Paris to Compiègne. The Aeroville program invents the city centre of the CDG airport area through a building, shaped as a shopping mall inspired by travel imagination and harbouring nearly 200 shops plus numerous services for travellers, airport staff and neighbouring citizens.

Given the rapid development of the airport area within the framework of the 'Grand Paris', Aeroville is synonym of imminent gathering and connectivity. As such, this program is a time maker of a constantly moving world.

Not only is it both a global and local project, but it also provides increased entertainment in a very crowded region as shown for example by the 12 multiplex rooms which will be installed in collaboration with French film director and producer Luc Besson. The new dynamic in historical city centres throughout the world is mainly the consequence of the mall scheme decline, and results, as in Tokyo, in the construction of spectacular flagship showrooms and shops, symbols of global merchandise traffic.

Aeroville defies this illusion and asserts itself via these luxurious flagships whose names and logos, designed by the French graphic designers de Valence, appear as simple letters: A, E, R, O ...original monogram symbols of dream brands.

The streets in the building, opened to the sky, invite everybody to daydream with their eyes guided by the aeroplanes take offs...

The laying of the first stone took place Friday October 7 2011; its delivery is planned for 2013.'

ARCHITECT: Philippe Chiambaretta Architecte/ PCA, Paris, France. CLIENT: Unibail Rodamco and Aéroports de Paris. LOCATION: Roissy-en-France, Le Tremblay-en-France, France. DESCRIPTION: shopping and leisure area. STATUS: under construction. AREA: 110,000 sqm. INTERIOR DESIGNER: Saguez & Partners. FACADES GRAPHIC DESIGNER: deValence. FACADES: Van Santen. STRUCTURE: Terrel. BET FLUIDS: Barbanel. SUSTAINABLE DEVELOPEMENT: Green Affair. DATE: delivery fall 2013. No part of this web site may be reproduced or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without prior permission of Morfae and the copyright owner.