

175 HAUSSMANN

THINKING HAUSSMANNIAN ARCHITECTURE
AT THE DAWN OF THE 21ST CENTURY



Thanks to PCA-STREAM's project, the complex at 173–175 Haussmann recovers an urban legibility that measuring up to its exceptional location a stone's throw away from Place de l'Étoile, magnified by a majestic entrance at the bow of the building.

Finally brought together in a coherent manner, via an overhaul of distribution, the new complex offers floors that are flexible, open, bright and pleasant, fitted out by RF Studio with a view to addressing the challenges of tomorrow's workspaces. They are supplemented with outstanding common areas designed by PCA-STREAM, including a triple-height atrium serving as a new village square for employees, but also a livable landscaped terrace.

A hybrid glass roof crowns the unique contemporary elevation and creates a new beacon in the Parisian cityscape, offering a new identity to 175 Haussmann, between heritage and modernity, reflecting the values upheld by the lessee, Lazard, for whom these spaces have been finely tuned.

KEY FIGURES

11 980	m ² in total
7 210	m ² in office space
675	m ² in outside space
300	m ² in planted areas
800	m ² in reception area and spaces of conviviality
445	m ² in catering and leisure spaces
400	employees

MILESTONES

1863	175 Haussmann is built
1920	173 Haussmann is built
1990	No. 173 and No. 175 are restructured and brought together
2015	Invesco Real Estate purchases the complex from Allianz Real Estate and it then serves as the headquarters of La Française
Juin 2017	Construction works start
Sept. 2020	Project delivery



FOR AN ARCHITECTURE OF USES

PCA STREAM and RF Studio, which have developed several joint projects and worked in concert on 175 Haussmann, share a vision of architecture and design as being geared towards uses and discarding any surfeit formalism.

PCA STREAM IS APPLYING FIFTEEN YEARS OF FINDINGS ON THE CHANGING WORLD OF WORK AND WORKSPACES ON 175 HAUSSMANN

Directed by its founder Philippe Chiambaretta since 2001, the architectural firm PCA-STREAM puts the exploration of contemporary changes at the core of its design process.

Going beyond the usual dichotomies between doing and thinking, its specificity lies in the alliance between a theoretical and prospective vision developed by the STREAM research laboratory and the large-scale architectural constructions of PCA. It is made up of a team of 90 employees with varied backgrounds: architects, urban planners, engineers, designers, artists, researchers, publishers, and so on.

The studio is structured around three hubs: cross-cutting, multidisciplinary research (the STREAM Lab), design (from urban planning to interior architecture), and execution (the teams of which directly work on the building sites). The transfer of knowledge and the permanent dialogue between these different communities of practice enhances the studio's approach of doing and thinking. STREAM is at the core of research cycles that extend over a decade or so, which is the time separating fundamental research from concrete application in the form of the actual construction of a project applying its principles. These cycles overlap and mutually feed each other. Over the course of the past fifteen years, PCA has applied STREAM's research on workplace transformation to over 520,000 m² of the iconic headquarters and offices of leading firms such as Facebook, BlaBlaCar, Chanel, Total, Gide, Lazard, and many more. An additional 497,000 m² are already programmed over the next two years alone.

RF STUDIO

Founded in 2010 par Ramy Fischler, RF Studio is a design studio in the broadest sense, involved in homes, workspaces, catering, leisure, hospitality, as well as technological innovations. Among its signature projects, recent or upcoming, are the restaurant of the National Gallery in London, the Brasserie de la Tour Eiffel, Novotel's new identity, Lazard France's offices, Twitter's headquarter, and Deloitte University. Bringing together two dozen professionals, architects and interior designers, RF studio has structured itself over the years to accompany its clients from the preliminary design phases of a project to delivery. The diversity and complementarity of the fields dealt with in parallel provide the studio with expertise in managing the ecosystems and new uses that are transforming our lifestyles.

In 2017, RF Studio created the Bureau des Usages [the "Bureau of Uses"], a R&D unit that is constantly striving to help consolidate shared intelligence benefiting all the projects of the studio. Specialized in the end-user approach, it assists clients in the programmatic phases, upstream of the design phase, to consolidate the intersecting needs of future users, optimize the use of spaces according to temporalities and audiences, or implement innovative and ecological services. Projects conducted by BU include BNP's BivwAkl innovation centre, Murmure, the "Design ça tourne" installation for Maison et Objet, as well as the emLyon business school campus.



HISTORY & DIAGNOSIS

A PALIMPSEST COMPLEX

Located in the CBD, only a stone's throw from Place de l'Étoile, 173–175 Haussmann stands in the prestigious historic surroundings of the 8th arrondissement, positioned at the bow of the street block at the junction between Boulevard Haussmann and Rue du Faubourg Saint-Honoré. It is a hybrid structure, made up of two different buildings—No. 175, which is classical Haussmannian building from 1863, initially residential, and No. 173, which dates back from the early 1920s, presents Art Déco notes and has always been intended for office use. Restructuring work undertaken in the early 1990s brought together the two buildings for the sake of a commercial development but this was done quite brutally, maximizing surfaces but with little coherence. In this respect, 173–175 Haussmann forms a palimpsest complex typical of the changes of the Parisian urban stock, especially in this part of the west of the French capital. The new restructuring project undertaken by PCA STREAM represents an opportunity to restore its coherence and cachet, to symbolically reinvent the Haussmannian style at the very place of birth of Eugène Haussmann.

AN INEFFECTUAL OFFICE COMPLEX

The project required a thorough diagnosis before embarking on complete reprogramming. The complex was struggling with outdated workspace design, decoration and technology, and displayed a number of architectural and usage shortcomings, including a problem of connection between buildings, with differences in levels and an unclear circulation core. The access sequence, of low quality, was via a basement overlooking a dimly lit patio with a dated design, whereas today we favoured a real experience starting immediately from the entrance to the offices. The challenge was thus to create a fluid and pleasant articulation by rethinking circulation flows. From the outside, the complex presented an unsightly blind gable in the corner due to the height differences between No. 175 and No. 173, but also a problem of access and addressing, with a side entrance, via No. 173, that was confidential and poorly identified.

In view of the scale of the work to be carried out, the project also faced the need to create new quality surfaces in order to both enhance the property and address changes in working practices. PCA STREAM thus planned for an in-depth transformation in two stages: a general restructuring, followed by an adaptation for the lessee, Lazard Bank, with PCA STREAM designing the common spaces and RF Studio the staff offices.



ARCHITECTURAL STRATEGY

In line with its research-action approach, which emphasizes analysis and collective intelligence over the architect's gesture, PCA STREAM conceived the transformation of 175 Haussmann following an approach devoid of any surfeit formalism, providing answers to the diagnosis of the complex and to the strategic vision imagined for its redeployment.

RESTORING LEGIBILITY AND COHERENCE

The primary objective was to restore a high level of visibility and legibility to the building from the street. By freeing up the ground floor of No. 175, the accesses could be shifted to the tip of the building in the form of a majestic, well-aligned entrance. The entrance is then magnified by providing ample clear height with a large chandelier, producing an ample and spectacular volume. The restructuring brought the inside up to date, adapting it to contemporary standards while also restoring coherence to the whole. Circulations were clarified by putting to use a new battery of elevators, a core and redesigned floors, fully erasing the border between the two buildings.

ACTING AS A BEACON

Driven by the ambition of providing a beacon in the urban landscape, PCA-STREAM relied on the idea of raising the construction to give a new image and a new impetus to the complex, while also optimizing its surfaces. The first of the additional floors was built in stone, in order to respect the balance of the masses, followed by two floors under a glass roof, of a more contemporary spirit, giving the whole a unique aesthetic. The glass roof reinvents the identity of 175 Haussmann by contributing a very contemporary feature to be integrated into the historical and heritage context of the district. This iconic landmark illustrates the new symbolic role of the head office, which must embody the image and values of the company. A place to see and to see from, the singular spaces under this glass roof, midway between interior and exterior, also become a tool for community-building.

ADDRESSING THE OFFICE'S NEW STRATEGIC ROLE

175 Haussmann had to respond to the changes in the way we work, which has become a key issue to consider for companies designing or reimagining their headquarters. In only ten years, office buildings have gone from being conceived of as cost centers and run by facility managers to becoming strategic management tools steered by senior management. They are now an embodiment of corporate identity

and are expected to generate pride and a sense of belonging among employees, but also to attract new talent. Through their comfort, their layout, and the quality of their spatial design, they become a community space, promoting new agile and collaborative working methods. The number, size and quality of common spaces allow them to promote the informal circulation of knowledge, serendipity, and ultimately creativity. Finally, they must respond with an ambitious design to environmental concerns and aspirations for biophilia, which are increasingly important among employees.





WELL-BEING AT THE HEART OF THE PROJECT

The restructuring of 175 Haussmann is emblematic of a desire to enrich the user experience and to adapt to new uses. The paradigm shift is to conceive the building with the end user in mind rather than simply following a financial rationale pushing for the optimizing of generic surfaces.

EMBODYING OCCUPATIONAL WELL-BEING

175 Haussmann embodies the realization that well-being must come first in order to attract top talent as well as to improve creativity and efficiency. The project thus pays particular attention to the design of service spaces, in the spirit of hotel lobbies, but also to furniture, which refers to aesthetic codes that are more domestic than purely tertiary. The design is simple and sober with a view to making the office floors as open and fluid as possible. Fully modular, they aim for maximum flexibility to adapt to changing uses and combine comfort and efficiency. They are also very bright, thanks to a white and glazed facade on the patio featuring an innovative kaleidoscope system that allows the light to be reflected and be transmitted to the very bottom of the widened patio.

Before starting to work on the identity and quality of the materials and colors, RF Studio analyzed the layout of every single office, in order to serve end-user needs and align with capacity constraints, but also to ensure that all employees would be satisfied with the quality of their individual and collective spaces. This process was meticulously carried out to ensure that employees have a high quality of work on a daily basis and to give them the opportunity to experience a continuous dialogue with all the teams they work with. The layout of the corridors, doors and partitions, the materials used and the organization of the different workspaces minimize the impression of working in a partitioned building. On the contrary, this place conveys a feeling of freedom of movement and that of the widest possible access.

FOSTERING HORIZONTALITY AND EXCHANGE

The two original buildings were poorly coupled, which is why the restructuring imagined by PCA-STREAM champions horizontality, both physically and symbolically. Designing a new circulation core has brought about fluids and open floors offering a non-hierarchical horizontal distribution of teams. The same care has been given to all workspaces, regardless of the position of their users. The office floors are completed by a high ratio of common spaces that foster interaction and informal collaboration.

While there are cafeterias on every floor of 175 Haussmann, as well as a large as well as a large convivial space, this spirit is made particularly manifest in the exceptional atrium for teams and clients. Widening the central courtyard has created a bright, convivial common space that becomes a village square for the Lazard community. Housed under a large, triple-height glass roof, it is the place where employees meet, exchange ideas, or conduct informal work sequences.

CREATING A DIALOGUE BETWEEN 'INSIDE' AND 'OUTSIDE'

PCA STREAM wanted to create a dialogue between 'inside' and 'outside', poles apart from the self-contained and autarchic conventional office buildings. This is implemented through the glass scales of the very unique space as well as by a reconquest of the terraces, the technical features that had invaded this space being redistributed in a way that makes it possible to result in a livable landscaped terrace. Access to shared landscaped outdoor spaces represent a major asset as the presence of plants has a direct impact on human well-being. Employees will be able to work there or to relax while enjoying exceptional panoramic views of Paris. Informal and inspiring spaces that offer a wealth of uses and allow flexible work, in tune with the seasons, bringing a sensory dimension of biophilia to the complex.

175 Haussmann also reconnects to the environment of its neighbourhood through the presence of a restaurant that is accessible from outside the building, thus meeting the need for ventilation. Within a large, double-height volume, it is reserved for Lazard teams at lunchtime, but is open to the public outside of these hours. This desire to hybridize the company restaurant encourages the emergence of a variety of uses.



LAZARD



AN AMBITIOUS ENVIRONMENTAL APPROACH

At both the urban and the architectural scale, PCA STREAM pursues a metabolic approach of the city and the urban stock, considered as living entities that are connected to their ecosystem. In the context of a major rehabilitation of the old building, involving numerous technical and heritage constraints, the project develops first-class ambitions in terms of the environment and the landscape.

A STATE-OF-THE-ART LOW-ENERGY DESIGN

Beyond the work to make the building thermally inert, the central and hyper-connected geographical position of 175 Haussmann has a strong impact on uses and mobility in particular, which improves the carbon impact of the complex as much, if not more, than the architecture itself. The presence of a large bicycle parking facility further encourages users to adopt soft mobilities. Furthermore, the windows are designed so that they can all be opened and allow for natural ventilation, for reasons of comfort, energy consumption (by limiting air conditioning), but also for health reasons. The passive energy protection systems are also supplemented by the installation of a renewable energy production system using photovoltaic glass that is incorporated on the southwestern side of the glass roof.

AN INNOVATIVE LANDSCAPE AND PRODUCTIVE SYSTEM

The restructuring of 175 Haussmann was designed to foster a reconnection of the building and its users to nature. The planted surfaces form a coherent and connected whole, from the sixth floor to the inaccessible roofs. They combine a quest for aesthetic quality with the search for a positive environmental impact and a new and dynamic urban landscape offer. The green roof terrace uses an innovative vertical urban permaculture technique developed in collaboration with the start-up company Sous les Fraises. The urban substrate-based agriculture system is thus complemented by the use of a hydrobiological membrane as a vertical greening tool, a system that is both ornamental and productive.

SUSTAINING BIODIVERSITY

In order to enhance the overall biodiversity of the district through the project, a broad range of plants varieties from the region is put to use, tended following organic principles, proscribing the use of pesticides or herbicides.

In addition, the agronomic properties of the hydrobiological membrane used for vertical gardens improve with time and use, supporting a complete

ecosystem fed by organic matter, where micro-organisms and plants live symbiotically.

EXEMPLARY WATER MANAGEMENT

As part of 175 Haussmann's overall environmental approach, particular care is given to water resources. The landscaping system allows for an economical and optimized management of the water resource, in particular through the integration of a grey water treatment system using the phyto-purification potential of plants. Additionally, the building's grey water is recovered and undergoes successive treatments in a series of tanks containing algae and aquatic plants that are capable of absorbing inorganic substances. The water thus recycled is used for the irrigation and watering of the vegetation on the terrace. Furthermore, a rainwater recovery tank harvests water for toilet flushing.





A 21ST CENTURY BUILDING FOR A FORWARD-LOOKING COMPANY

An institution of French business and economic life for the past 170 years, Lazard has built itself on values of excellence that continue driving Lazard's teams. 175 Haussmann also had to reflect the excellence that is their daily requirement, down to the smallest detail. The result of close collaboration between Lazard, PCA-STREAM, and RF Studio, the interior design of 175 Haussmann symbolically embodies the strong values that the investment bank holds fast, in particular the idea of an open company with offices that allow for greater collegiality, communication, conviviality, and inclusion.

RECEIVING IN CONFIDENTIALITY

One of the main challenges of the 175 Haussmann project was to fully understand the issues and needs of an investment bank such as Lazard, with its duality between confidentiality and openness. The aim was to adapt to new work practices and managerial challenges while preserving what makes Lazard unique: confidentiality.

PCA-STREAM and RF Studio's interior architecture teams worked with Lazard to tailor the client spaces to its specific requirements and needs. Visitor experiences are designed to make sure they do not cross paths, with private lounges equipped with elegant and discreet screening systems (Japanese panels shield them from the street, and metal mesh is fitted on the windows overlooking the patio), client dining rooms with walls lined with custom fabric, and meeting rooms with partitions combining the elegance of walnut cladding with the clarity of fluted glass. In-depth work on acoustics, materials and lighting has made it possible to create protected spaces that are at the same time bright, warm and comfortable. 175 Haussmann thus embodies Lazard's ambition to remain as close as possible to the needs and expectations of its customers. It was designed in order for them to perceive it as a home offering multiple spaces for interacting, sharing, and inventing.

EMBODYING A FRENCH ART DE VIVRE

The 175 Haussmann embodies a certain French art de vivre, a Parisian elegance, free from ostentation, both timeless and forward-looking. This approach is developed in three sequences: a highly visual hall with a majestic light dome, followed by cosy private lounges (fitted with carpets depicting city maps that are a nod to Lazard's international presence), and a spectacular atrium for conviviality, interactions, and events. The

details of the materials are naturally elegant: light oak, natural blue stones from Hainaut and Botticino, leather, solid brass. The exceptional rooftop reception area will allow Lazard to share this art of living with its customers and select partners.

RF Studio made special efforts in thinking about the quality of reception and how to symbolize what it means to be welcomed at Lazard. This reception is the assurance of a form of confidentiality and preserving information, but it cannot only be that, otherwise these premises would be extremely austere. The space is therefore meant to be warm and contemporary, with great attention paid to light, the quality of reception furniture, seating, tables, right down to the way visitors are welcomed for lunch. Everything has been thought out in a holistic way to provide a comprehensive experience, so that clients feel they have been received in the best possible way with a signature "Lazard" touch. This place should evoke banking in general, but above all Lazard, an large, established firm that both traditional and forward-looking. 175 Haussmann thus consecrates Lazard as the bank of the twenty-first century, where one is welcomed as it should be in the twenty-first century.



LAZARD



A SYMBOL FOR A FORWARD-LOOKING APPROACH

Lazard Paris' choice of 175 Haussmann as its new headquarters reflects a deliberately contemporary approach, embodying both its timeless values and its commitment to the future. The building perfectly embodies this harmonious combination, both in its heritage component and in its contemporary extensions. As in Lazard's own work, this new headquarters spatially embodies the tension between the need for confidentiality, discretion and excellence, but also the desire to promote conviviality and encourage new, more collaborative ways of working. At once classic and modern, elegant and pleasant to live in, it will become a source of appeal for the company, a showcase where it can face a new stage in its history with confidence and ambition.

175 Haussmann gives both clients and employees the impression that they are at home, in a place where they are invited to build the economic and business life of tomorrow. A relocation, which is a symbolic transfer from one place to another, is always the right time to reconsider one's approach to values. This shift will be felt very gradually in everyday life. Beyond its aesthetics, the success of a project is measured by the fact that employees and clients begin to realize how lucky they are to be able to appreciate a place like this on a daily basis.

"Lazard Frères' relocation marks a new chapter in our history. The new head office is a testament to our strong and lasting roots in Paris, and more broadly in the heart of Europe. Resolutely modern, contributing to the challenges of sustainable development and promoting openness, this building will enable us to better welcome our clients and offer to our best talents a more collegial, friendly and inclusive way of working. We have designed our new home with the same concern for excellence that drives us every day in our missions with our clients."

Jean-Louis Girodole,
CEO of Lazard Frères

"The 175 Haussmann project builds a bridge between the nineteenth, twentieth and twenty-first centuries. It merges a Haussmanian building and an Art Deco building, awkwardly joined up by a restructuring conducted in the 1990s, bringing them into the twenty-first century by meeting the challenges of our time, those of the new ways of living and working in the city. It asserts a bold architectural identity without being ostentatious, with the new urban beacon of its raised elevation and its majestic entrance in the bow of the building. Its luminous and flexible workspaces have generous access to green roof-top exteriors, vectors of biodiversity, and are complemented by first-rate convivial spaces as in a hotel, to foster interactions and creativity."

Philippe Chiambaretta,
Architect and founder of PCA-STREAM

"The 175 H project brings two main challenges for a design studio like ours. The first was to fully understand the issues and needs of an investment bank like Lazard, with its duality between confidentiality and openness. The second was the transformation of habits. We had to anticipate the fact that the teams would change their working patterns when changing place. We therefore minimized the impression of working or receiving in a closed, compartmentalized building as much as possible, and instead sought to create a place that gives a feeling of freedom of movement and a feeling of being at home."

Ramy Fischler,
Designer and founder of RF Studio



FACTSHEET

PROGRAMME

Restructuring of an office building

LOCATION

173-175 boulevard Haussmann, Paris 8

SURFACE AREA

11 979 m²

PROJECT TEAM

Project Management: CNP Assurances, Lazard Frères

Assistant to the Contracting Authority: JLL, Colliers

Executive Project Management: SCO

Structural Engineering Consultancy: Kephren

Façade Engineering Consultancy: VS-A

Thermal and Fluids Consultancy: CCI

Fire Safety: CSD Face

Environment: Green Affair

Economist: DAL, SCB

Acoustics: META acoustique

Landscape design: Sous Les Fraises

Safety Coordination: Qualiconsult

Lighting design: Ph.A - Concepteurs lumière et design, LOOOM

Geometer: Legrand

COMPANIES FOR PCA-STREAM AREAS

General Contractor: Dumez Île-de-France

Strip-Out: LMPR

Structural Work: Dumez Île-de-France

Electricity: Santerne

HVAC/Plumbing: TOP, Barcolair

Waterproofing: Hitec, Soprema

Exterior Joinery: Garcia Faura, Faure

Glass Roof: Coveris

Façade Renovation: Coba

Drywall and Plasterwork: Bangui, Hitec

Ceilings: Suevos, Sofrastyl

DELIVERY

September 2020

LABELS

NF Bâtiments Tertiaires Rénovation; HQE Bureaux – 2015 Standards, 'Exceptional' Rating; BREEAM International Refurbishment Fit Out 2015 'Excellent' Rating; Label BBC EFFINERGIE RÉNOVATION

Raised floors: Denco

Joinery: TMB, Novidis, MEN

Paving & Tiling: EDM, SDSR

Flexible Floor Coating: Bangui, SDSR

Painting: Bangui, Kelly Decor, Signature murale

Security: CASOE

Locksmithing: Schaffner, Atole

FF&E: Silvera

Elevators: Schindler, Alma

Green Spaces: Sous Les Fraises, Le Prieure

SUPPLIERS FOR PCA-STREAM AREAS

Decorative Coating: Signature murale

Leather: Christophe Fey

Rugs, Carpeting: Tai Ping

Light Fixtures: Ambiance lumière, Flos, Louss/Firalux, Vibia, Ladies&Gentleman

Fabric: Kvadrat, Sahco, Biobject, Maile Métal Design

Tiling: Mosa

Furniture: Stellar Works, Vitra, Muuto, Lema, Fritz Hansen, Alki, Hay, Andreau World

COMPANIES FOR RF STUDIO AREAS

Removable Partitions: Clestra (intermediate floors), Unifor (decorated areas)

Joinery: Duriez (intermediate floors), James 1840 (decorated areas)

Radiant Ceilings: Barcol-air

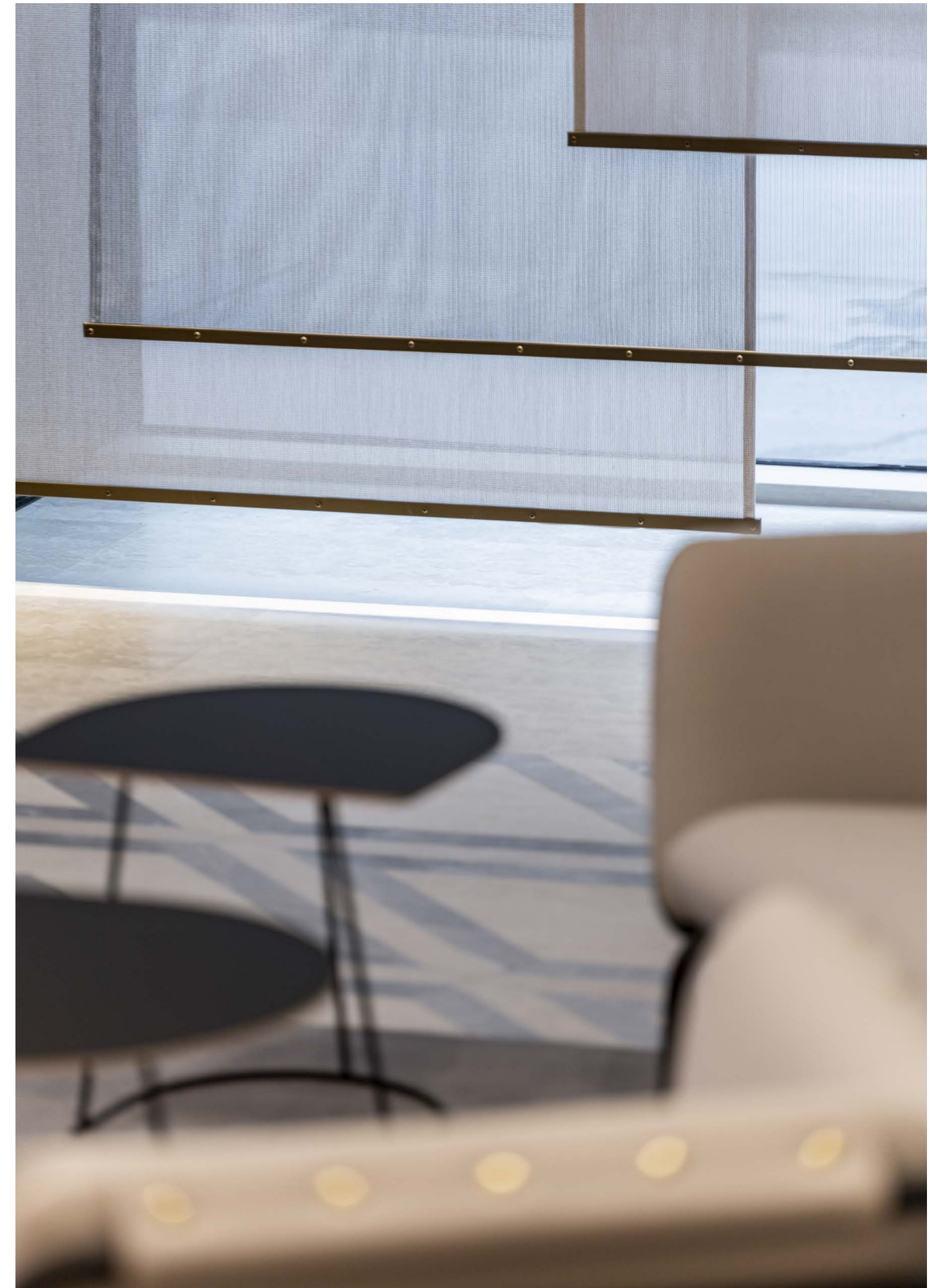
Kitchen Equipment: MRG



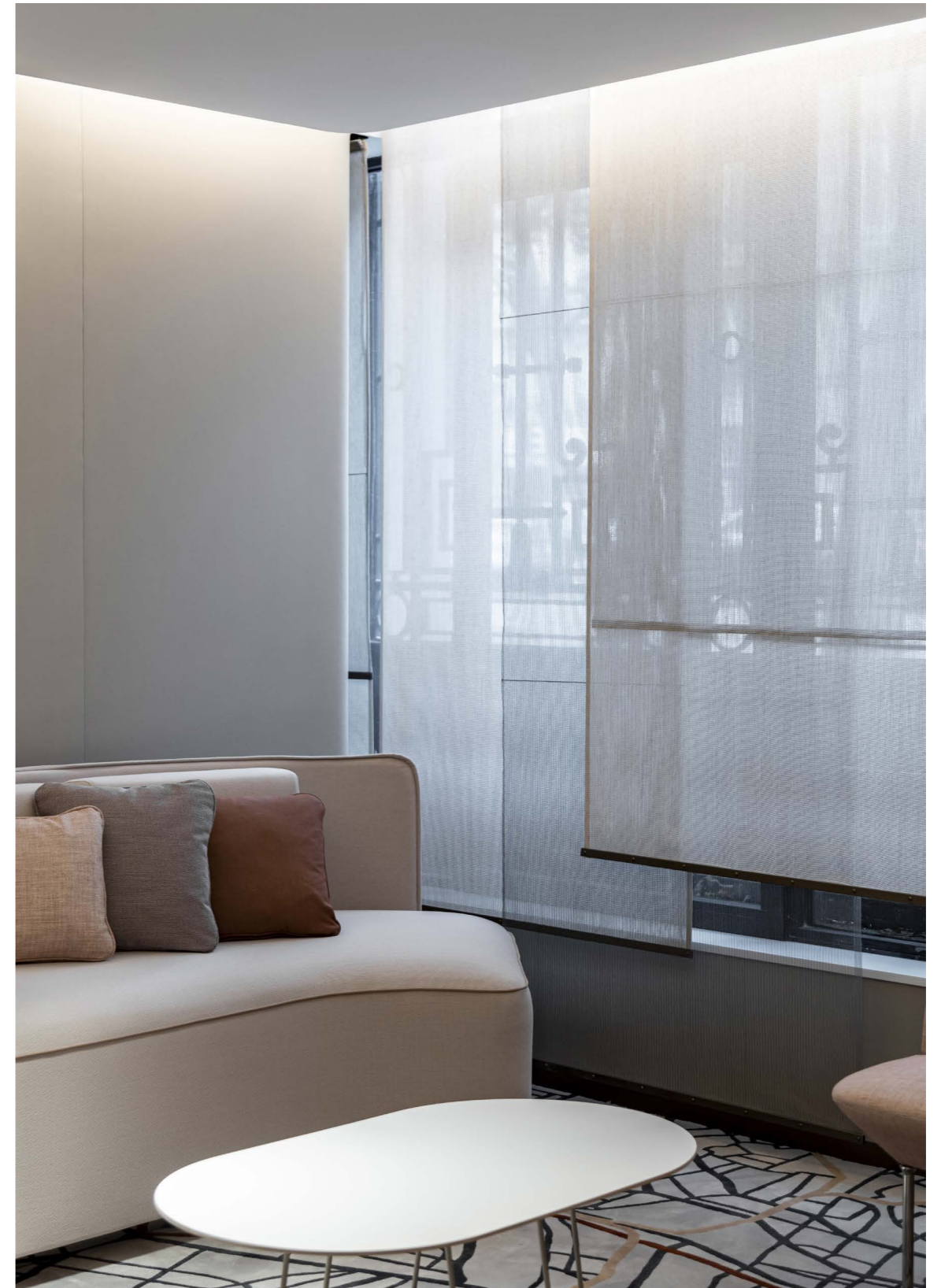
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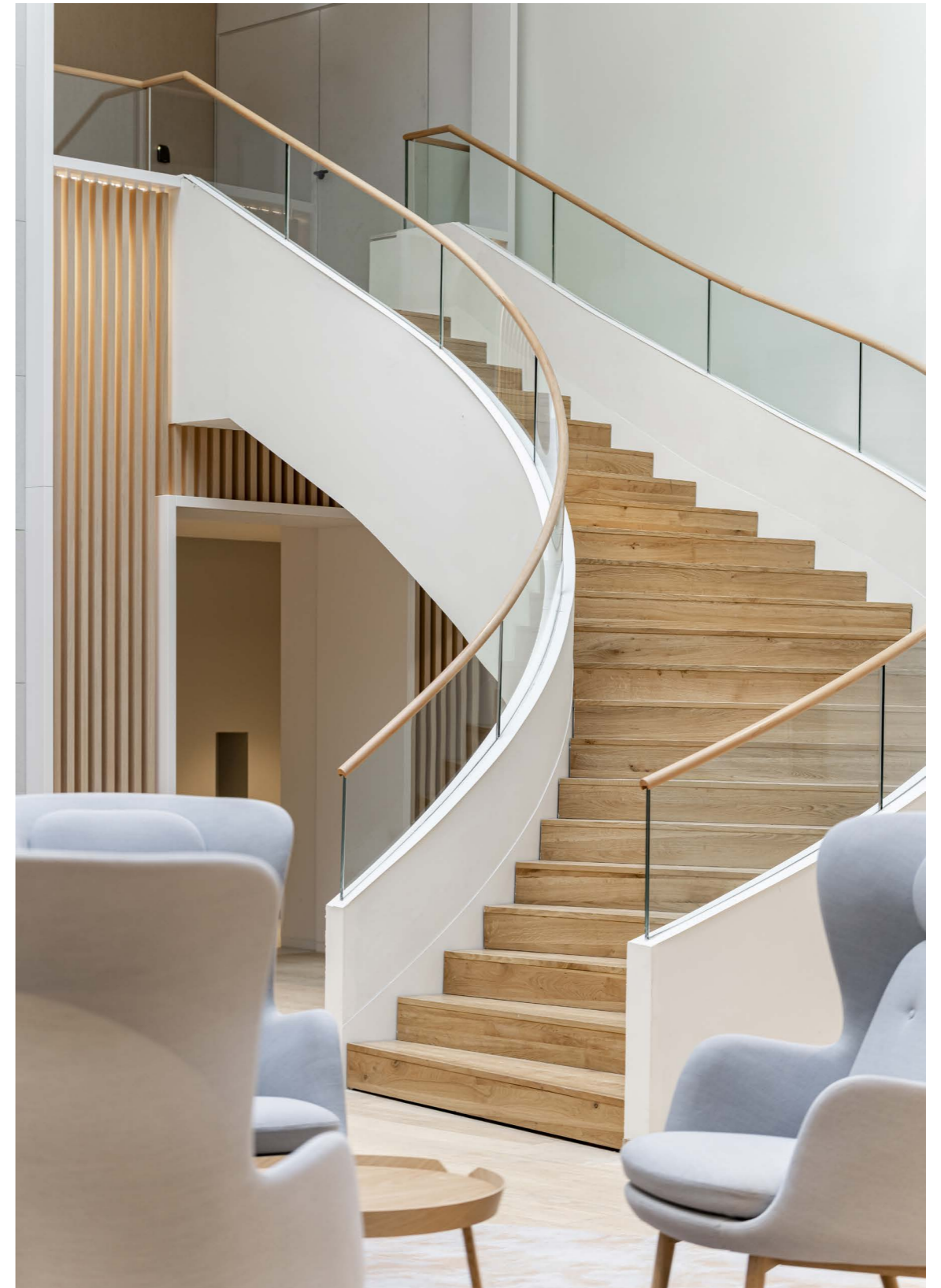
LAZARD





















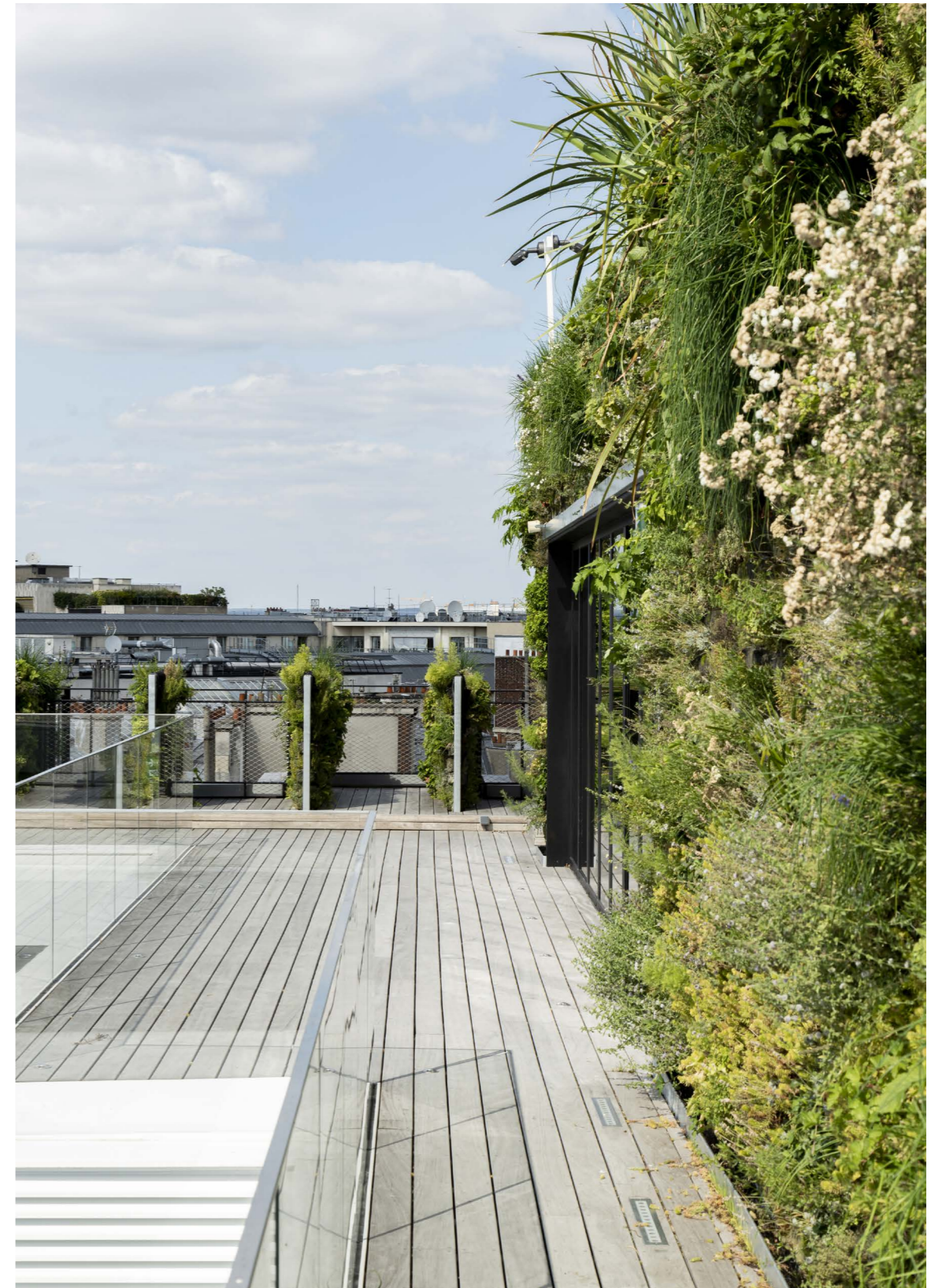






















CONTACTS

PCA-STREAM

Pauline Rieuf
Head of Communication
tél. +33 (0)1 44 93 90 00
prieuf@pca-stream.com

EVIDENCE

Grégoire Silly
tél. +33 (0)6 99 10 78 99
gregoire.silly@evidenceparis.fr

LAZARD

Coralie Savin
Head of Communication
tél. +33 6 86 89 57 48
coralie.savin@lazard.com

PUBLICIS

Louis Branger
tél. +33 1 44 82 45 25
louis.branger@publicisconsultants.com

RF STUDIO

Simon Naouri
tél. +33 6 99 81 12 60
snaouri@rfstudio.fr

PHOTOGRAPHS

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