

EXHIBITION

CHAMPS  
ÉLYSÉES

HISTORY  
& PERSPECTIVES

FROM FEBRUARY 14 TO MAY 10, 2020  
PAVILLON DE L'ARSENAL

#EXPOCHAMPELYSEES

PRESS RELEASE

# CHAMPS-ÉLYSÉES, HISTORY & PERSPECTIVES

Press release

## CHAMPS-ÉLYSÉES HISTORY & PERSPECTIVES

Exhibition produced by the Pavillon de l’Arsenal  
with the Comité Champs-Élysées

Based on the study headed by  
Philippe Chiambaretta — PCA-STREAM

Free entrance exhibition  
From February 14 to May 10, 2020  
Pavillon de l’Arsenal 21, bld Morland 75004

On the Champs-Élysées, Paris fashioned itself according to a perspective of infinite progress. Three centuries after it was first built, cars, noise, pollution, tourism, a globalized commercial offering, and neglected gardens have warped the usage of this avenue and diminished its appropriation by Parisians. The exhibition *Champs-Élysées, History & Perspectives* presents the study conducted at the behest of the Comité Champs-Élysées by Philippe Chiambaretta in collaboration with some fifty researchers, historians, scientists, engineers, artists, and economic and cultural actors from France and abroad. It traces the development of “the most beautiful avenue in the world,” analyzes its current usages, and proposes a vision of its potential evolutions in response to the challenges this area of the city faces in the present day. It invites viewers to participate in the space’s metamorphosis.

The exhibition uses drawings, films, never-before seen photographs, engravings, and maps created specifically for this occasion to retrace the history of this avenue conceived by Le Nôtre in 1664, baptized as the Champs-Élysées in 1709, and redeveloped by Jacques-Ignace Hittorff and Adolphe Alphand in the 19<sup>th</sup> century. It also examines its current state and the problems associated with its contemporary ambitions, as well as its abandoned gardens. Today, two thirds of the pedestrians walking along the Champs-Élysées are tourists, 85% of whom come from abroad. If we subtract the people who work in the neighborhood and those who are simply passing through (i.e., who spend less than 15 minutes in the area), Parisians represent a mere 5% of the avenue’s users.

In a growing awareness of the need to change such spaces in response to the environmental crisis, demographic accelerations, and growth in inequality that our world faces, the exhibition and its accompanying catalogue examine the avenue’s potential for the sake of interpreting its local scale in light of the major urban challenges the city faces today as a whole. Reducing the number and intensity of heat islands, rendering the ground more permeable, increasing the amount of green space, facilitating soft mobility, restoring the space’s heritage and gardens, inventing new kinds of financings and partnerships, designing and programming in a participatory, inclusive manner, building by consuming less—all these initiatives seek to help inhabitants reappropriate their Champs-Élysées.

To encourage every visitor to participate in this debate over the space’s metamorphosis, the exhibition was conceived as a collective, participatory adventure. At the initiative of the avenue’s economic and cultural actors, the diagnosis and perspectives become an occasion for discussion, debate, and interaction using the platform Make.org. At the same time, educational workshops seek to inform young people and even children, urban walks provide on-site immersion, and conferences will bring together experts and actors to discuss the social, urban, and architectural issues inherent to this singular space.





Aerial view of the Champs-Élysées, 2020



# THE CHAMPS-ÉLYSÉES, AN URBAN PALIMPSEST

Alexandre Labasse,  
President of the Pavillon de l’Arsenal

On its own initiative, the Comité Champs-Élysées has launched a new study under the direction of Philippe Chiambaretta: *Champs-Élysées, History & Perspectives*. Its underlying assumption is that urban modernity originated with the Axe majeur, the major historical artery that crosses Paris from east to west, and developed there over the next three centuries in the form of an “infinite perspective”. Current practices and contemporary conditions however now undermine the appropriation of public space in the Champs-Élysées neighborhood, threatening its future. The agency PCA-STREAM and the Comité Champs-Élysées challenge the promise of an unbounded urban growth, bringing together a pool of fifty researchers, historians, scientists, engineers, artists, as well as economic and cultural operators, from both France and abroad, to further explore the issue. Visualization tools are employed to help simulate the potential of the iconic avenue and we invite everyone to join in and take part in its makeover.

Road traffic, high noise levels and lack of diversity in its cultural and retail offering—the diagnosis is all too familiar. These are the very same conclusions drawn in 1989 by the team headed by Pierre Yves Ligen, which was tasked with the first “rescue” plan for the Champs-Élysées<sup>1</sup>. The ambition to restore the prestige of the avenue follows that of the initial royal vision, designed by André Le Nôtre’s, as well as Jacques Ignace Hittorff and Adolphe Alphand’s developments in the late 19<sup>th</sup> century. The beginning point of the avenue’s perspective, from the Grand Louvre to the Grande Arche<sup>2</sup> and extending towards the western reaches of Paris, currently requires repair and radical transformation. In May 1992, the Pavillon de l’Arsenal showcased the visions of five individuals taking part in a request for proposals<sup>3</sup> that were committed to this vision. It invited applicants to remove the parking areas in the access alleys, which had been permitted since 1939, to improve the aesthetic harmony of elements such as street furniture and the terraces, to give more space to pedestrian uses, and to restore the double row of trees that had formerly lined the avenue. The winning architect and city planner, Bernard Huet, conceived a project with a “repetitive system expressing great simplicity...that reinforces the unity and continuity of the major compositions<sup>4</sup>.” Completed in 1994, his transformation was praised by critics, one even claiming that “the Champs-Élysées [was] back to its former glory<sup>5</sup>.” Twenty-five years later, the issue is more about carbon than form. The new climate reality requires cities to address global environmental challenges and to accommodate and encourage the

changing practices of concerned city dwellers who wish to now walk and cycle. The Champs-Élysées, a metaphor of the metropolis and the world at large, must also be transformed. The avenue faces a great number of challenges that are both generic and unique at the same time, such as: containing or decreasing the number and intensity of urban heat islands; increasing ground surface permeability; improving soft mobility; enhancing the status of existing heritage buildings; renewing the funding and partnership approaches; implementing inclusive design; enabling all users to take ownership of the gardens; constructing buildings without having to use any additional resources; developing the city without increasing the debt burden. As early as 1972, demonstrators<sup>6</sup> marched on the Champs-Élysées to demand the elimination of car traffic and a bicycle for every Parisian. While since 2016, the avenue has been closed to cars one Sunday each month, pedestrians and cyclists continue to echo these demands, thereby also attesting to the remarkable foresight of the avenue, where the urban practices of the future have continuously been invented since its very beginnings.

In its current form, the Champs-Élysées demonstrates an incoherent and disjointed attachment of the City of Paris to the prospect of unlimited progress. Functions are partitioned while spaces are concurrently earmarked for specialized uses. The bipolar configuration of the avenue, which is made obvious by any online mapping service, leads to people deserting some areas while others end up being overcrowded. The upper stretch of the avenue is a universal destination: the section between the Marcel-Dassault roundabout and Place de l’Étoile, highlighted in light orange, attracts increasing numbers of visitors, while the gardens leading to Place de la Concorde and their grayed-out surroundings, are all-but-forgotten. As the beginning of a new era is drawing close, the *Champs-Élysées, History & Perspectives* study re-examines the integrity of the avenue on a metropolitan scale, as well as in terms of its everyday uses in order to bring together the world we live in and the world that gives us life.

1. Apur, Paris Projet, n° 30-31: Espaces publics, 1993.  
2. Redevelopment of the Carrusel gardens and the Tuileries gardens, restoration of the Arc de Triomphe, development of the Porte Maillot, covering of the avenue de Neuilly, extension of line 1 of the metro.  
3. Invited teams: Alexandre Chemetoff, Bernard Huet, Alain Marguerit, André Schuch partnered with Christophe Lukaszewicz and Serge Botello, Vincent Worms.  
4. Apur, Paris Projet, n° 30-31: Espaces publics, 1993.  
5. Joël Cossardeaux, «Les Champs-Élysées retrouvent leurs grands airs», Les Échos, September 26, 1994.  
6. «Manifestation écologiste», TV journal, ORTF (Office de radio et de télévision française), April 22, 1972.

# THE PARISIANS' PROJECT

Jean-Noël Reinhardt  
President of the Comité Champs-Élysées

This exhibition is an invitation to the public of Paris to participate in the envisioned reinvention of an iconic avenue and neighborhood. Everything about our process is based on collaboration, engagement and experimentation, which we consider integral to the success of this project.

The Comité Champs-Élysées is a non-profit organization that brings together all the major economic and cultural stakeholders of the avenue. Founded in 1916, its mission remains unchanged since its beginnings: to further the influence and prestige of the Champs-Élysées. It is for this reason that we have taken up an issue that falls beyond our remit, that of the reorganization of a once outstanding public space that has gradually become inhospitable and unloved.

Five years ago, we came to a simple realization—that the Champs-Élysées was stalling and losing its identity. We set to work, ultimately holding two seminars, producing a study and a book, as well as this exhibition. Following Jean-Paul Viguier’s initial contribution in 2014, Philippe Chiambaretta and his studio PCA-STREAM’s remarkable subsequent analysis and proposals enabled us to figure out why the Champs-Élysées was no longer seen as an embodiment of modernity and progress, as it was a few decades ago.

Re-enchanting the avenue remains possible however and Philippe Chiambaretta offers a way to achieve this.

We want to offer this opportunity to the people of Paris, who have shunned their avenue, and specifically, to all those who aspire to represent them. So far, we have met most of the candidates for the mayoral elections and it is now up to them to create the political will to turn the Champs-Élysées into a shining example of a modern, sustainable and smart city in the twenty-first century.

The issue of funding is key when it comes to such a large project. By calling on its members, our organization has funded the initial part of the process, i.e., the studies. The project itself remains to be funded, which is a much more ambitious task. This matter falls within the public powers remit but, given our experimental process, consideration should be given to novel forms of public-private partnership through existing French legal forms (such as a GIE or SEMOP), or by transposing the

concept of a business improvement district (BID) from Britain or Germany into French law.

We have but one wish: for us to pass on this contribution, with our ideas and ambitions fully addressed. It would be a sign that the baton has been handed over and that an ambitious project for the Champs-Élysées avenue and neighborhood would materialize during the next mayoral mandate. As a result, visible changes in the ecosystem of the neighborhood would be noticeable in time for the 2024 Olympics, though the full deployment of such a large project would obviously demand a greater time frame.

Many thanks to the Pavillon de l’Arsenal, the co-organizer of the exhibition, for allowing us to present our work to the population of Paris.

This is indeed a project truly of and for the people of Paris.





View of the Champs-Élysées, 2030 vision



# THE FIELD OF POSSIBILITIES

Philippe Chiambaretta  
Architect & founder of PCA-STREAM

The study we are presenting, *Champs-Élysées, History & Perspectives*, follows a preliminary study conducted on the Comité Champs-Élysées' initiative in June 2018: *Re-Enchanting the Champs-Élysées*. From September 2018 to April 2019, we investigated the history of the iconic avenue, coming across some incredible secrets that fully convinced us of the importance of transforming it. Our vision, which was presented at the Petit Palais on April 10, 2019, has since been examined in further detail and we are honored to have the Pavillon de l'Arsenal exhibit our work. The support of key players involved in thinking about the city of the future have made this possible and I want to take this opportunity to thank them. Regardless, a vision is not a project; it disregards many constraints and does not offer a rigorous design. But as a counterpoint to the historical narrative that this unique place gives us, a vision offers prospects that connect the specific, local context of the Champs-Élysées with the broader issues of our contemporary urban global condition.

The Champs-Élysées has embodied the great episodes in French history these past three-hundred and fifty years, leading it great symbolic value and a universal reach. When Le Nôtre extended the horizontal axis of the Tuileries Garden beyond the city walls, across the fields and the orchards, he realized the vision of his contemporary René Descartes, who, in his epoch-making *Discourse on Method* (1637), invited us "render ourselves the lords and possessors of nature." This original philosophical dimension lastingly associates the Champs-Élysées with the advent of modern times. One could even consider it a "zero milestone" of Western modernity.

Long the haunt of Parisian promeneurs and flâneurs strolling and wandering along the avenue, the Champs-Élysées became the place where urban innovations were experimented under the Second Empire, as well as the setting for the World's Fairs celebrating the advances in science and technology (at the Palais de l'Industrie in 1855, and in the Grand and Petit Palais in 1900). The first motor shows and cinemas would draw the entire city to the Champs-Élysées. The avenue was built as a monumental statement of power, celebrating the mighty kings,

emperors and presidents who never ceased to make their mark on the Champs-Élysées, as do private companies, which later started hiring renowned architects to leave their own trace. Throughout the twentieth century, the neighborhood became the central business district of the rapidly-expanding French capital. All these superlatives fueled the legend of "the most beautiful avenue in the world." However, after having embodied French elegance and the intellectual avant-garde up to the late 1960s, whilst keeping its popularity intact, the Champs-Élysées gradually lost its appeal among Parisians. The falling out is now unarguable: currently, 68% of the 100,000 pedestrians visiting the avenue on a given day are tourists, and only 5% are Parisians. The avenue now concentrates all the nuisances related to what used to be considered "progress": dense traffic, overtourism, mass consumption, impervious surfaces). Within just fifty years, the Champs-Élysées has become one of the planet's "hyperplaces" as defined by Michel Lussault, a hyperbole epitomizing the essence of the tensions of contemporary urban global condition. The gardens on the other hand are a paradoxical place: located in the shadows of the strong lights and extreme density of the upper section of the avenue, they have become a 24-hectare "hyper-void" in the very heart of Paris, surrounded and ripped apart by car traffic, and all-but-unknown to Parisians. Global warming, the environmental crisis, and the loss of biodiversity are the result of human activity over the last three centuries and are now universal concerns, as is increased inequality that follow suit. The great demographic acceleration and massive urbanization that humankind has been experiencing since the 1950s has propelled us into a new era, that of the Anthropocene. We have upset the balance of the very nature that we intended to control and it is now within the urban fabric, which concentrates 80% of carbon emissions on 2% of the Earth's surface, that the environmental revolution must take place. The avenue and its various districts bring together the local and global scales, its historical depth and an ecosystemic dimension. This is one of the places that must be tackled and adapted to the new climate reality in order to fully embrace and address the Anthropocene. The 2024 Summer Olympics and Paralympics are to be held in Paris. The City of Paris made

environmental stewardship a major part of its bid to host the global sports event and set out to become a “laboratory of innovation” leading the way to a reinvention of the city. The Olympics offer a unique opportunity to kickstart the ambitious transformation of the Champs-Élysées and make it a showcase of what a sustainable, desirable and inclusive city will look like in 2030. It will be sustainable, with a carbon footprint cut by half and restored natural ecosystems; inclusive, accommodating a broad segment of the public, including youth, families and minorities, with a diverse make-up that is at the very essence of cities and what makes them appealing; desirable, finally, as urban nuisances must be reduced. Working on the re-enchantment of an area means asking the big question of how we should fit in the world and relearning to hear voices that have been silenced.

The concept of metabolic city, which was laid out in two cross-disciplinary publications by our STREAM lab (*Inhabiting the Anthropocene*, PCA Éditions, 2014, and *The Paradoxes of the Living*, PCA Éditions, 2017), served as a conceptual support to the development of our vision. This notion invites us to consider the city as a complex and living ecosystem of interrelations. Modern Western philosophy has lost its knowledge of the corporeal and complex aspects of the living world as a result of fragmenting it and trying to reduce it to an object that can be figured out and controlled. The same process happened with the modern functionalist city, which was decomposed into independent urban strata. The challenge we face in order to be able to inhabit the world of tomorrow is to manage to apply complex thought to make sense of the living world, which we can only do by stitching back all forms of knowledge together. Similarly, in order to re-enchant our cities, we have to weave back together the urban strata and reform the collusions between its various scales, thus translating Edgar Morin’s concept of holographic complexity into reality.

The study’s operational framework is defined by five urban layers: nature, infrastructure, mobilities, uses, buildings—and the interactions within them. From there, interventions on urban metabolism can be defined in relation to the objectives that we wish to assign to the transformation of the city: making it more sustainable, appealing and inclusive. These three ‘macro-level’ objectives consist of sub-goals that can be measured using quantitative and qualitative indicators. The notion of inclusiveness for example can be considered in terms of social classes, age groups, or disabilities, and be evaluated

by means of indicators measuring prices, mixed use diversity, and accessibility for the disabled, etc. Given our diagnosis and objectives, we are focusing resources on four priority areas. The first is to support the mobility transition in order to massively reduce the significant issues associated with individual car transport. On the basis of our simulations, the ongoing decrease in inner city car traffic would justify reducing the number of car lanes by half, with absolutely no impact on traffic congestion, by 2024. This would free up space both above ground and in parking lots, making it possible to imagine new services and uses. Noise and air pollution could be almost completely eliminated thanks to the application of suitable road surfacing and the transition towards electric and soft mobility by 2030. Pedestrianizing Place de la Concorde and removing the tunnel feeder road on Cours-la-Reine would restore the original promenade between the Champs-Élysées Gardens, the Tuileries, and the Seine. Finally, removing all vehicles within and along the gardens on Cours-la-Reine would help the twenty-four-hectare stretch recover its lost calm and allure.

The aim is also to carry out a philosophical and scientific revolution in our understanding of the living world, which must be rethought in terms of the continuity of humankind within the ecosystem. Nature is indeed becoming an active component of the infrastructures of cities and there is a need to increase the benefits provided by urban trees, reducing impervious surfaces to help create cool island effects, increasing planted areas, future-proofing urban tree species selection and the restoration of ecological corridors, etc. Finally, we suggest working on reinventing urban uses. The avenue can only be re-encharmed if some of the experiences on offer are not subject to economic imperatives. Even as the high real estate pressure on the upper part of the avenue seems to be leading quite inevitably to landowners renting out the ground floors to global brands, effective dialogue between public authorities and private parties could foster more inclusive and varied programming in the upper floors of the buildings and throughout the neighborhood. Rooftops could be made open to the public, social and solidarity-based approaches could be accommodated further away from the avenue, the food and cultural offerings could be cross-fertilized, enriched and expanded, etc.

But it is above all, through innovative, creative and non-retail programming, focusing on the pre-existing synergies and engagement of talents and institutions, that we believe the re-enchantment of

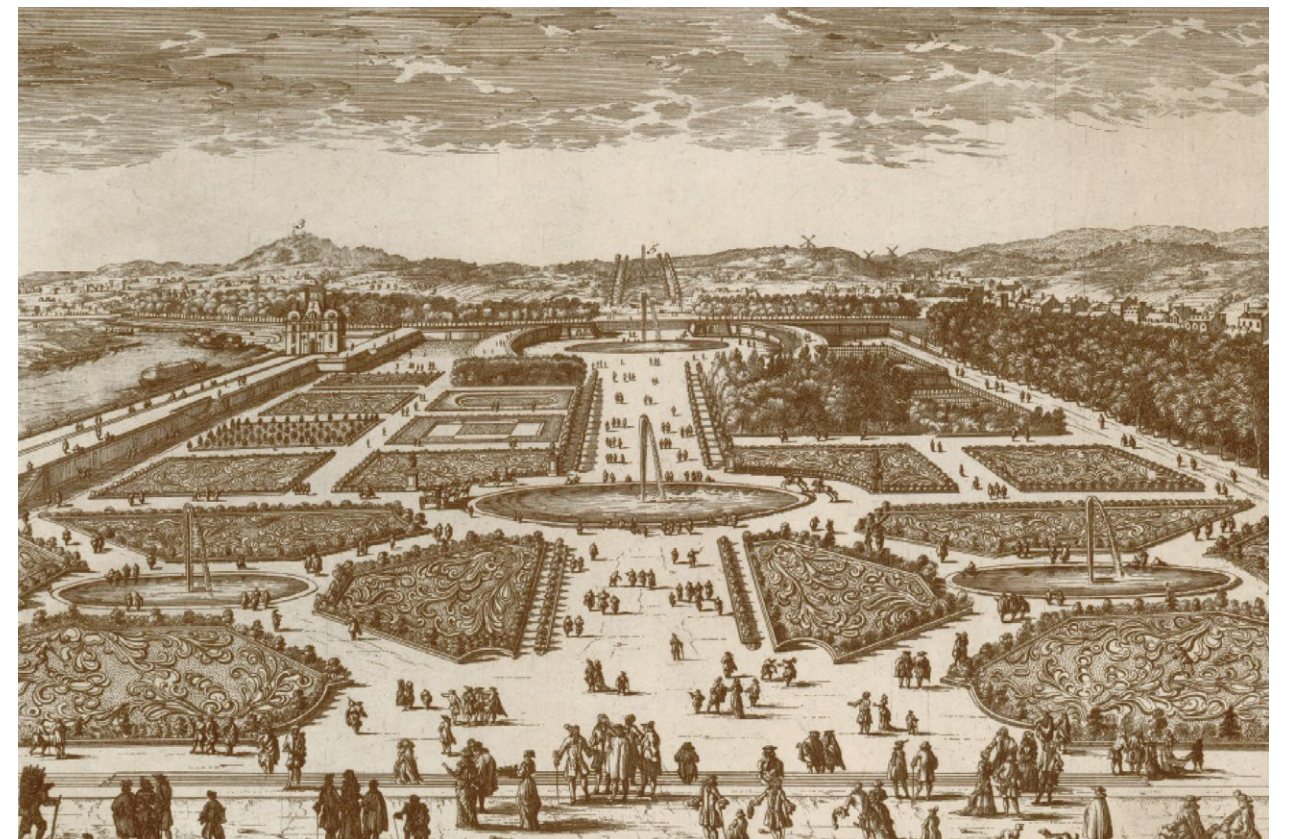
the Champs-Élysées Gardens will occur. This shift will involve cultural offerings: the joint programming of events, sustainable and quality popular catering options, amenities to accommodate families and children, outdoor sports and wellness facilities and so on.

Drawing up this vision is an opportunity to bring together the perspectives of a very large number of public and private stakeholders, experts and decision-makers, to identify common ground and establish a common agenda. We will start by providing a platform to Parisians by means of an online consultation portal where users will share their expectations with us, helping to consolidate our vision in a spirit of co-construction. A dialogue between public authorities and private key players must then be established to develop innovative co-production methods. Our ambition is for this project and the accompanying implementation plan to be developed by the deadline of the Olympics and beyond. The transformation of the Champs-Élysées over the next decade could reconcile Parisians with this part of their city, while making a significant contribution to the global effort towards understanding and managing urban systems.

## THE AVENUE OF MODERN TIMES

Modern thought emerged in seventeenth-century Europe with Descartes, Bacon, and Galileo, emphasizing rationality. The “geometrization” of the world spread to French formal garden design, which feature a central perspective. The enclosed garden, which illustrated the finite space of the Ancients, gave way to open views over long distances, designed following new rules and using mathematical and optical tools. In this respect, the Champs-Élysées can thus be viewed as one of the ‘zero milestones’ of Western modernity. Le Nôtre’s visionary intent was pursued until the end of the nineteenth century through the work of Jacques Ignace Hittorff, followed by Eugène Haussmann’s great renovation of Paris. Under his direction, Adolphe Alphand’s services invented the modern garden on the Champs-Élysées, halfway between the classic form and the picturesque. Reflecting

a vision of domesticated nature, the avenue became a showcase of progress, a trait that has lasted over time, hosting the Palais de l’Industrie, World Fairs, the Grand and Petit Palais, as well as large auto shows. Since its creation, the avenue has celebrated the power of the sovereign or head of state, and each government has sought to associate its name with the prestige of the site, as have large private industrial and commercial companies of the twentieth century, by developing an iconic architecture. This symbolic aspect is the reason why the Champs-Élysées have become the place synonymous with national celebrations and major popular events.



The Tuileries Garden designed by André Le Nôtre, and the perspective on the Champs-Élysées, A. Meyer, 1697.  
©BnF



# HISTORICAL PHOTOS



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1. Erection of the Luxor Obelisk on the Place de la Concorde, by Apollinaire Lebas, engineer, engraving by Théodore Jung, 1836 © Musée Carnavalet / Roger-Viollet
2. Victor Hugo's state funeral and catafalque under the Arc de Triomphe, May 31, 1885 © Roger-Viollet
3. The gate of the 1900 World's Fair, Place de la Concorde, René Binet, architect © Léopold Mercier / Roger-Viollet
4. The Champs-Élysées Gardens, Agence Rol, 1926-1927 © BnF
5. Victory parade on the Arc de Triomphe roundabout, July 14, 1919 © Neurdein / Roger-Viollet
6. Café terrace, Avenue des Champs-Élysées, circa 1972 © BHVP

7. Jean Seberg and Jean-Paul Belmondo in *Breathless* by Jean-Luc Godard, 1960 © Raymond Cauchetier, coll. La Cinémathèque Française

8. November 24, 2018, Yellow Vests' Act II © INA

9. Celebration following France victory at the World's Cup, July 12, 1998 © Pool Devil / Duclos / Gamma-Rapho





# PARISIANS FALLING OUT OF LOVE

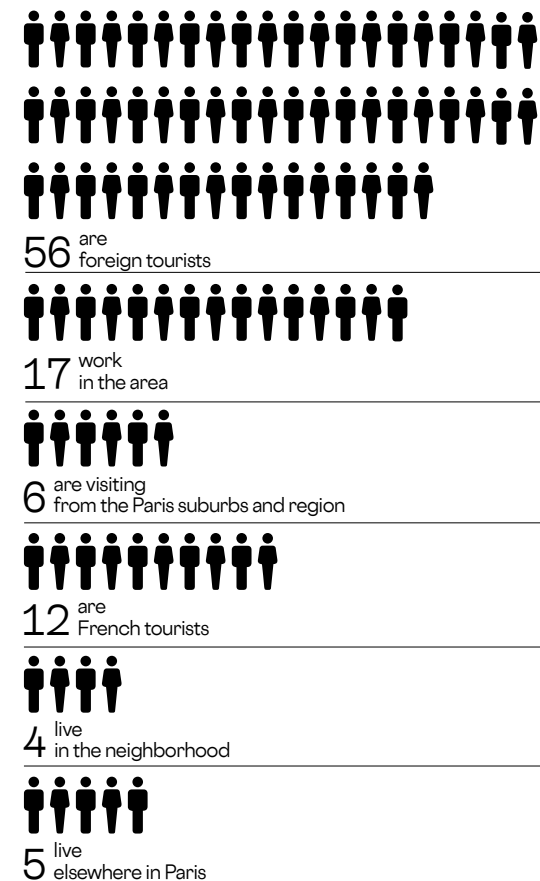
The period of civil unrest of May 1968 marked a turning point for the youth and the avant-garde who then migrated towards the Latin Quarter. The RER suburban express train, which reached the avenue in 1977, followed by the strong growth of international tourism in the 1980s, disrupted the uses associated with the avenue. International brands became present everywhere, with retail taking over the cinemas that had once ensured the Champs-Élysées' popularity. The district attracted an increasing number of offices and the avenue was losing its charm. In order to try to reverse the trend, the City of Paris entrusted the architect Bernard Huet with a vast development project (1992-1994) which created more space for pedestrians, reduced parking, and added more trees. Though these improvements were commended, but they were not nearly enough to halt the progressive desertion by Parisians. In 2014, the Comité Champs-Élysées

invited the architect and city planner Jean-Paul Viguier to share ideas to rejuvenate the area. In 2018, he joined Philippe Chiambaretta and the PCA-STREAM studio to move forward with the analysis, leading to the *Re-Enchanting the Champs-Élysées* study. Analyzing the flows of visitors in 2019 confirms the ambivalence of Parisians: two thirds of the daily footfall of 100,000 pedestrians strolling along the Champs-Élysées avenue are tourists (68%), an overwhelming majority of which are foreigners (more than 85%). Parisian promeneurs only represent 5% of pedestrians. The 'falling out of love' expressed by 17% of residents from the Greater Paris region, 29% of Parisians, and a staggering 39% of residents of the innermost districts, stems from the common issues of modern city planning: overtourism, high traffic, noise, and air pollution.

## MEASURING DISENCHANTMENT

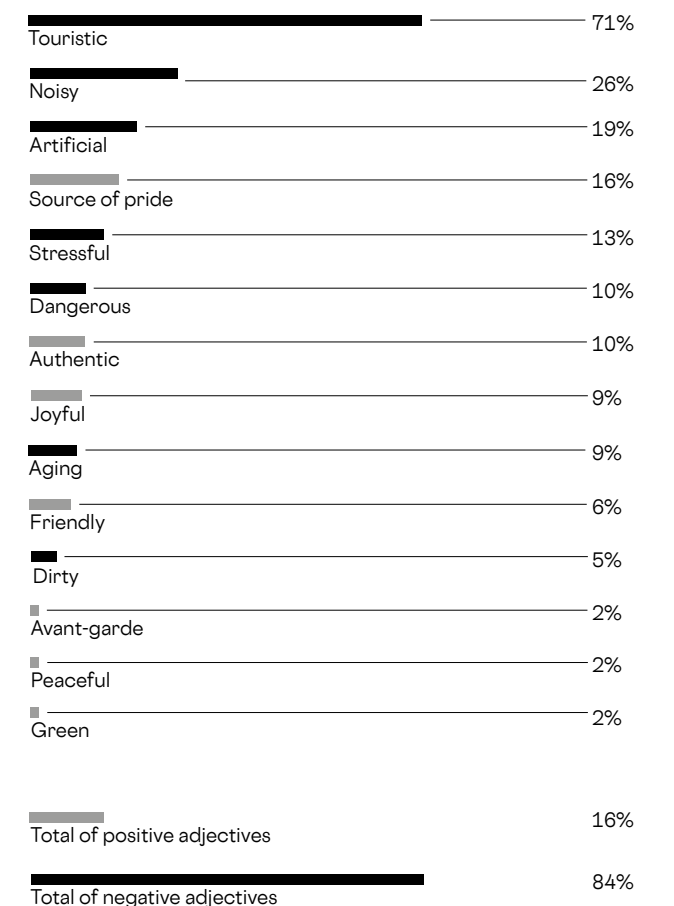
### Analysis of average visits on the avenue

Sources : Distribution of pedestrians made by MyTraffic. Average over the last 15 months (7 a.m. — 12 a.m.) On average, out of 100 pedestrians:



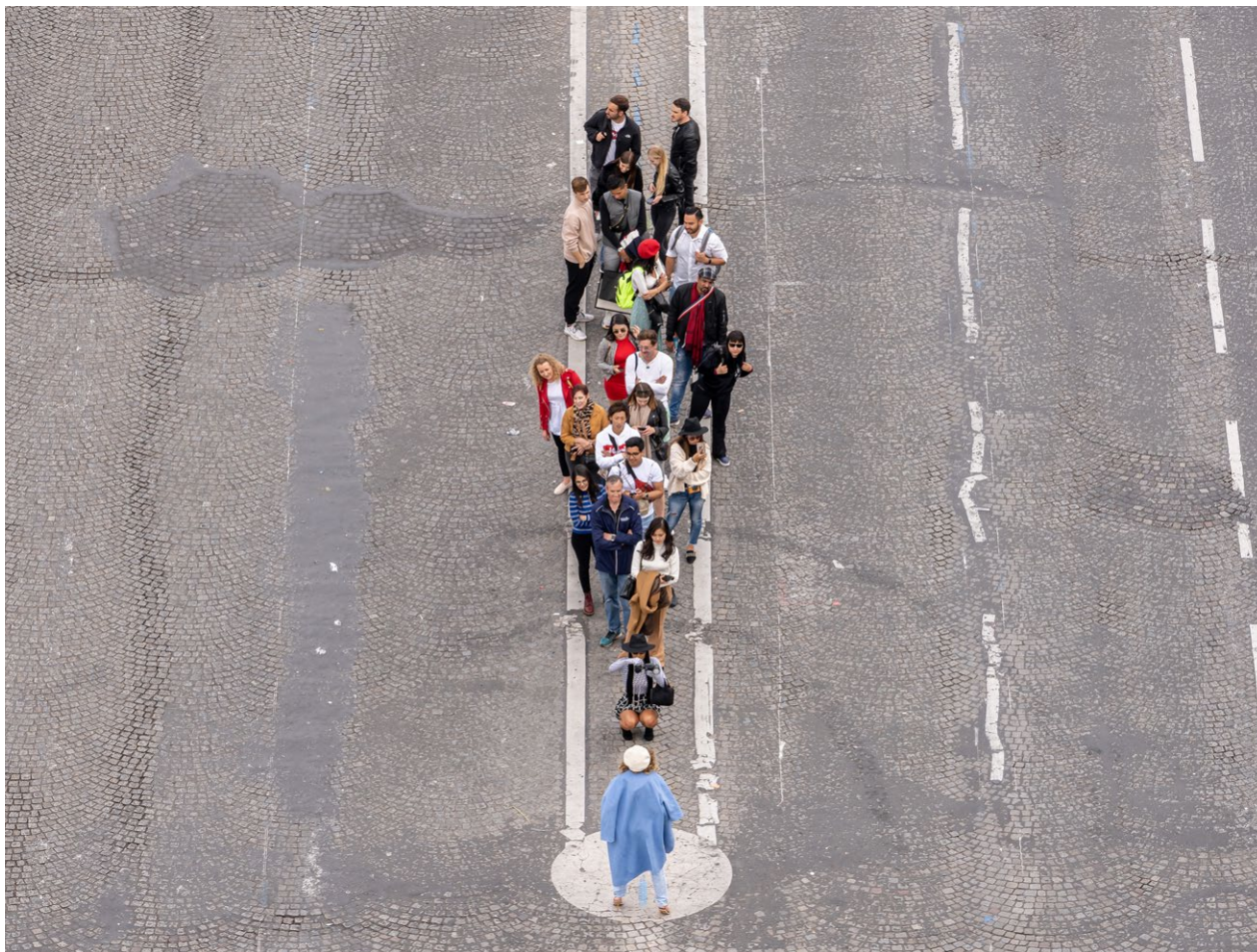
### How people see the Champs-Élysées

Sources: Survey conducted by Ifop with Paris region inhabitants for the Comité Champs-Élysées, February 2019



\*Main adjectives mentioned (2 adjectives per person)





## A GLOBAL “HYPERPLACE”

The Champs-Élysées have lost their original meaning, which was to embrace the promenade experience and celebrations. After 50 years, the major changes incurred by the avenue since the 70s in the wake of the globalized economic model, have turned it into one of the world’s “hyperplaces” as described by geographer Michel Lussault: a territory where the tensions of contemporary globalization are released, whether social, economic, political, or environmental. The Champs-Élysées have been a

showcase for the automobile industry for a century, but now that the negative impact of individual’s cars in terms of noise, pollution and stress levels are increasingly understood and chastised, the avenue must reinvent itself in favor of eco-friendly mobility. The excesses of global mass tourism have also hit the Champs-Élysées particularly hard due to its international reputation as the most beautiful avenue in the world.



Air pollution in the Champs-Élysées area

On the Champs-Élysées, nitrogen dioxide levels can reach 80 micro g/m<sup>3</sup>, a value twice above the limit set by the World Health Organization (40 micro g/m<sup>3</sup>).



Traffic noise in the Champs-Élysées area

Throughout Paris, 0.2% of the population is exposed to noise levels above 75 dB (A) and 11% to levels between 68 and 75 dB (A). The Champs-Élysées is one of the rare avenues impacted by high noise pollution, as well as the riverbanks leading to the Porte de Bercy.



Road traffic

The avenue welcomes an average of 64,000 vehicles per day, making it one of the most popular urban axes in the city (excluding the beltway and the riverbank motorways).





## A “HYPERVOID”

Contrasting with the extreme density of the upper stretch of the avenue, the Champs-Élysées Gardens are a hypervoid, virtually deserted throughout the year. These gardens, once so popular, are an unsuspected treasure crying out to be re-imagined and brought back to their previous splendor. Though all kinds of festivities and revelries took place there for centuries, the gardens have been gradually fragmented by traffic flows and administratively divided into a plethora of independent concessions

(theaters, exhibition venues, restaurants, kiosks, underground parking lots, etc.) making it almost impossible to achieve a cohesive vision. The coordination of this excessive number of stakeholders is a major challenge at a time when the coherence of landscape and the popular appeal of the gardens must be restored. This neglected territory is in the perfect position to win back the hearts of Parisians by providing a wonderful twenty-four-hectare ‘green lung’, in the very heart of Paris.

### Analysis of average garden attendance

The 24-hectare gardens draw in 40 times less people than nearby parks, such as Parc Monceau, which is located less than 1.5-km away.  
Source: MyTraffic study.





## OUR VISION FOR 2030

Our vision proposes to draw on the symbolic power of the Champs-Élysées to bring on-board the best talent in the country, from both the public and private sectors, and to turn the avenue into a urban demonstrator of a sustainable, desirable and inclusive city. To do so, the hyperplace must be subdued and the hypervoid must be re-invigorated, acting on the five urban strata of our model of urban metabolism: nature, infrastructures, mobilities, uses and buildings. Our action plan focuses on four operational priorities:

### DECREASE THE MOBILITIES' NUISANCE

Car traffic in Paris has experienced an average drop of 3% per year since 2002 and this is expected to increase as a result of changes in uses and technologies. Simulations show that traffic on the Avenue des Champs-Élysées could already be handled efficiently with a single two-lane, two-way road, thus freeing up considerable space for the pedestrian promenade and new mobility. Installing low-noise road surfacing and the electrification of the vehicle fleet will result in a dramatic reduction in noise pollution, fine particles air pollution, and CO<sub>2</sub> emissions by 2030. Transforming underground car parks will further reduce the nuisances linked to logistics by providing new options to increase the sustainability of last-mile logistics, while pedestrianization of the center of Place de la Concorde will restore the connection between the Tuileries Garden and the Champs-Élysées Gardens. Finally, the pedestrianization of Avenue Winston-Churchill and the Alexandre III bridge will connect them directly to Esplanade des Invalides, freeing up a contiguous green space of 78 hectares in the heart of Paris.

### INVENT NEW USES

The Champs-Élysées gardens offer an ideal environment to welcome new urban uses around four themes: sustainable and inclusive catering in kiosks run by talented chefs; the programming of cultural and scientific events coordinated between all the gardens throughout the year by the institutional stakeholders involved in the area as well as new partners; outdoor sports and wellness amenities; a free offer of innovative enrichment playground structures. Located far from the intense upper stretch of the avenue, in the expanse of the Tuileries Garden and connecting with the Champs-Élysées Port, the Champs-Élysées Gardens are to be reinvented through the use of temporary and reversible installations, designed and built sympathetic to the heritage value of the site.

### RETHINKING NATURE AS AN ECOSYSTEM

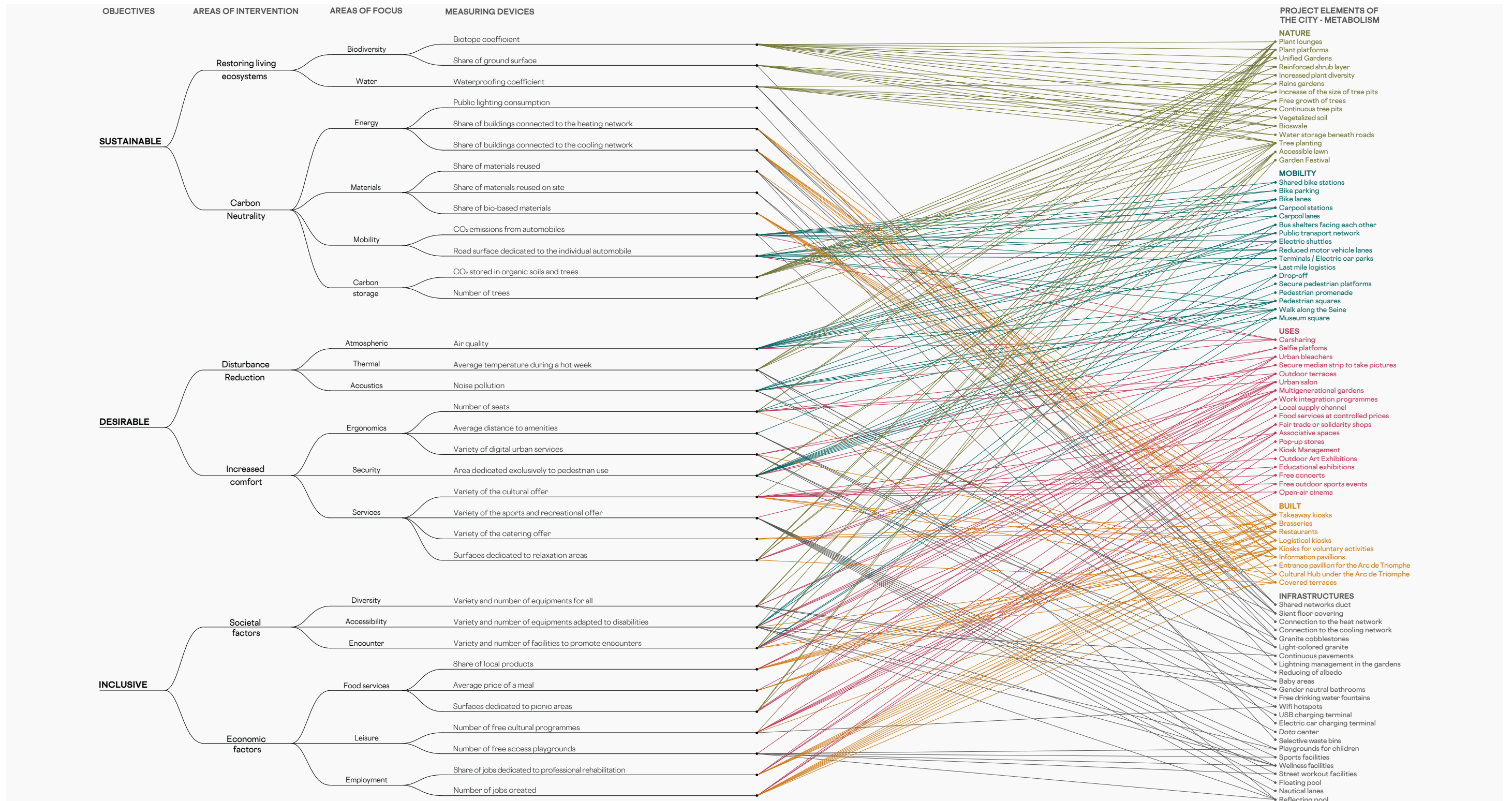
Nature can partially replace costly and polluting infrastructure. For instance, recovering soil permeability wherever possible, creating planted 'lounges', bioswales, and buffer strips to increase water infiltration and the construction of retention basins where the former ditches of Place de la Concorde lied will filter pollutants and harvest rainwater. The trees of the avenue are no longer trimmed geometrically and their leaves and roots systems are uncontrolled. The planted lounges have both canopy and shrubby strata, while the gardens are enriched with new plantations of various sizes. The re-designed living ecosystem of the Champs-Élysées thus acts as an air purifier, absorbing CO<sub>2</sub>, minimizing dust, increasing rainwater infiltration, cooling the air via evapotranspiration, increasing the amount of shade and restoring wildlife habitat to increase urban biodiversity.

### DATA AS A TOOL

The ability to collect, store, and analyze data, while at the same time ensuring that individual rights are respected, appears as a major technological turning point in contemporary urban planning. By considering that the digital infrastructure of the vision is in fact a tool that helps regulate the urban metabolism, a systemic approach to the geographical area and the set of actions resulting from it can be taken. It is a tool that is understood as going beyond the classic "silo approach" of the city as a layering of independent urban strata. The sensors and data collection will allow for the precise monitoring and representation of all types of flows, ranging from transportation and food to storm water and information - ultimately enabling fine-tuned regulation, generating savings and improved convenience and environmental benefits throughout the urban ecosystem.

# FROM THE CHAMPS-ÉLYSÉES TO THE METABOLIC CITY

The approach offers a visual representation of the various actions that are considered part of the vision on urban strata. Drafting and implementing these proposals involves the following elements of the city: buildings, infrastructure, nature, uses, and mobilities. The objective here is to visualize the complexity of the urban metabolism and to express the interconnections that appear between project actions and their effects. This highlights the need to think in terms of relationships and re-constructed bonds between layers, instead of the conventional approach of breaking the city down along functional lines.





# THE PLACE DE L'ÉTOILE, FROM ROUND-ABOUT TO CITY SQUARE

The Place de l'Étoile abandons its status as a polluted and noisy roundabout that is entirely dedicated to car traffic. Several improvements, benefiting in particular from the reduction in road traffic and arranged concentrically, are being considered. Putting to use the additional space taken from the roadway, the central island. The area around the Arc de Triomphe is returned to its function as a public space and surrounded with

a green belt shielding pedestrians. At the junction of the avenues, the twelve current plazas are transformed into gardens with kiosks. Underground tunnels connecting to existing pedestrian, car and metro ones will enable easy access to the center of the square, encouraging the emergence of a new cultural establishment alongside the Arc de Triomphe, which will thus be returned to its position as a monument fully integrated within the city.

## NATURE

Creation of a new partially permeable floor covering

Vegetation of the forecourt

Vegetation of islands to create tree-lined headlands

Creation of a plant crown around the Arc de Triomphe

Modification of the trees trimming

## USE

Creation of a new extended floor covering

Increase of the pedestrian area

Creation of catering and cultural mediation kiosks

Creation of selfie platforms

Creation of an underground cultural program and a forecourt at the bottom of the Arc de Triomphe

## MOBILITY

Creation of a new silent floor covering

Elimination of all temporary parking areas

Reduction of car lanes (from 11 to 7)

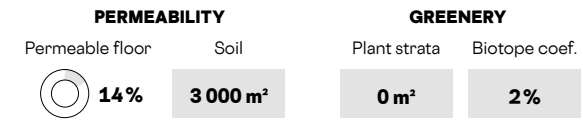
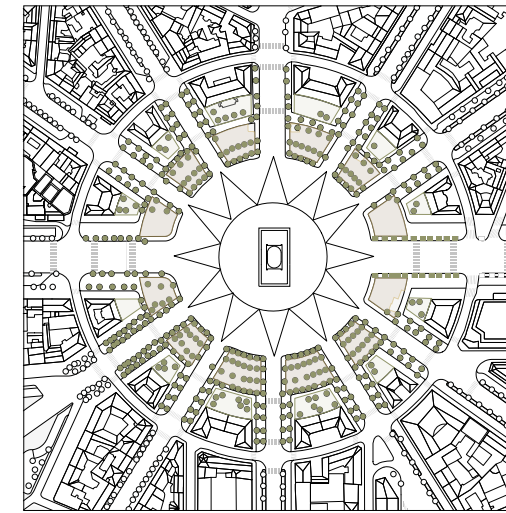
Improvement of the bus network

Creation of a two-way bike lane on the outskirts

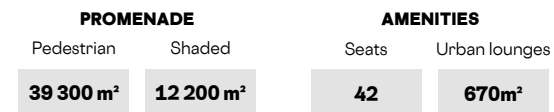
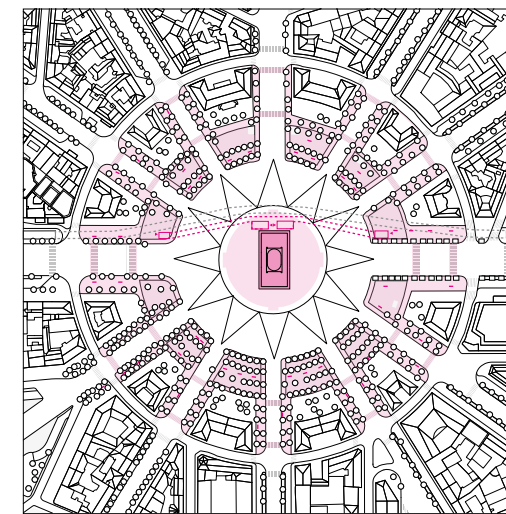


## NATURE

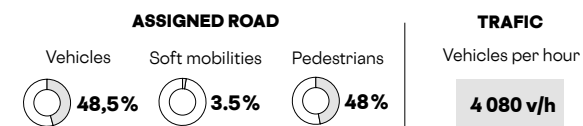
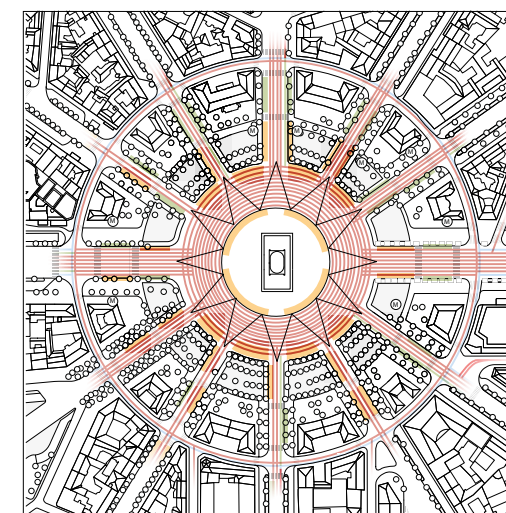
### 2020 SITUATION



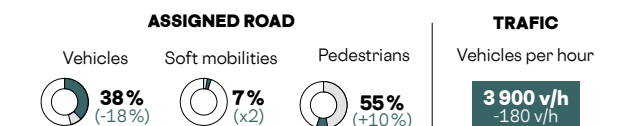
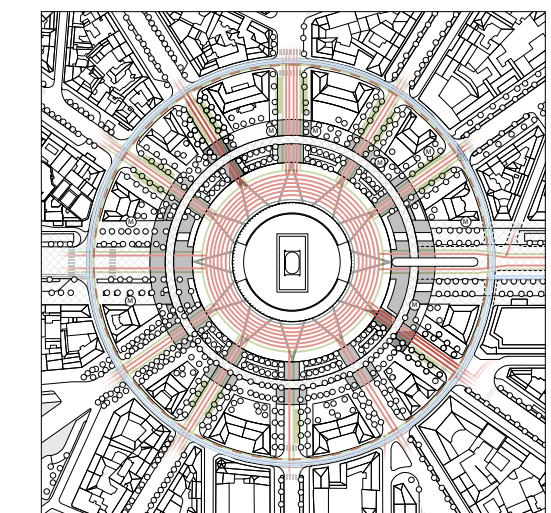
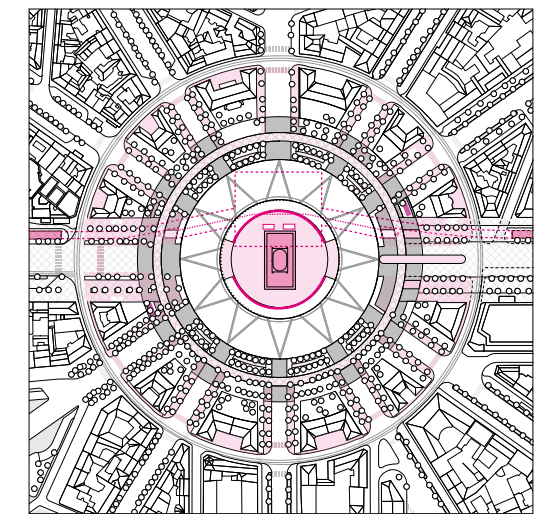
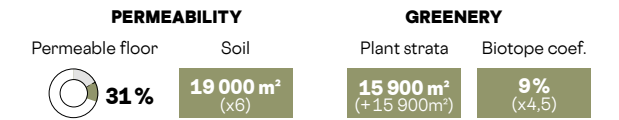
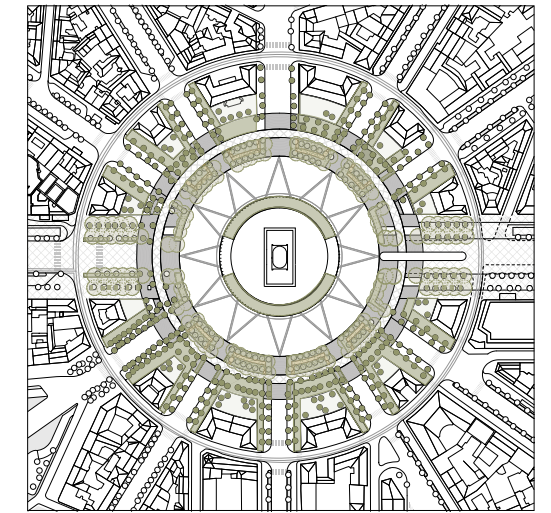
## USE



## MOBILITY



### 2030 VISION









# THE UPPER STRETCH OF THE AVENUE

One hundred thousand visitors roam the avenue every day, though mostly confined to its upper section. The historic promenade has disappeared, having been deserted by Parisians. A chaotic medley of signs and advertising panels as well as the occupation of sidewalks by café and restaurant terraces blur the legibility of the whole and break the harmony of perspective. How can this hyperplace be returned to the city? First by intervening on the ground level, unifying and magnifying it, and also making more effective use of the space to generate less heat and noise. Also, by reducing the area dedicated to car traffic in favor of a planted landscape and the improvement of air quality. This approach is in line with the principles of sustainability, notably through the

reuse of materials and resources: the light-colored granite cobblestones with their strong albedo will be retained, amounting to 25% of the surface of the avenue, while the rest is recycled, saving 20% on resources and waste, and also 20% on CO<sub>2</sub> emissions. The use of virtuous, depolluting materials or even materials with clear and reflective pigments will also help contribute to these requirements. Beyond the unification of the roadways, it is also important to restore the visual harmony of the avenue by adopting common standards for sober commercial signage and creating planted lounges throughout the promenade under the archways formed by the canopy of trees—from Rond-Point Marcel-Dassault to Place de l'Étoile.

## NATURE

- Creation of a new partially permeable floor covering
- Increase in the size of tree pits
- Creation of new vegetalized soil
- Creation of buried water tanks
- Modification of the trees trimming

## USE

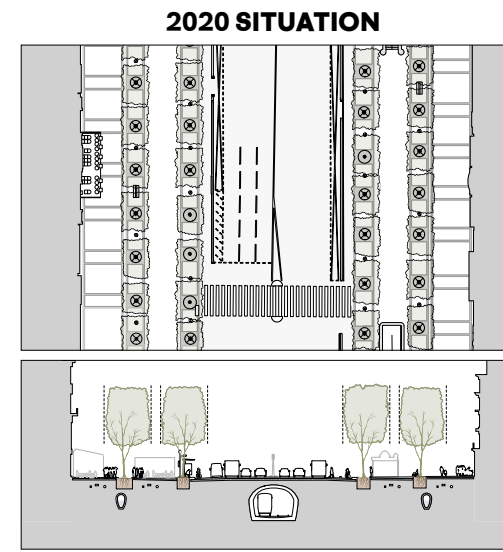
- Creation of a new extended floor covering
- Increase of the surface dedicated to pedestrians
- Creation of plant lounges
- Creation of seats for walkers
- Installation of drinking water fountains
- Creation of ephemeral terraces

## MOBILITY

- Creation of a new silent floor covering
- Reduction to 2 lanes, one of which is reserved for carpooling
- Creation of a two-way bike lane on the shaded side
- Creation of a new pedestrian promenade
- Widening of pedestrian crossings

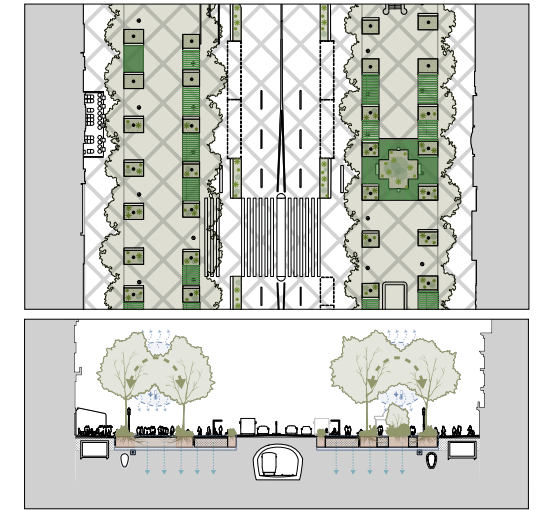


## NATURE



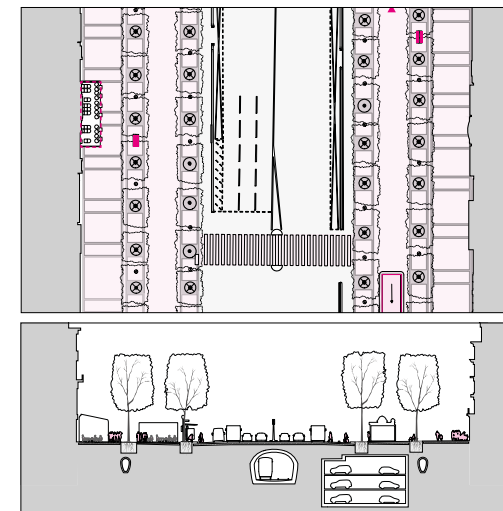
PERMEABILITY		GREENERY	
Permeable floor	Soil	Plant strata	Biotope coef.
7%	800 m <sup>2</sup>	0 m <sup>2</sup>	5%

## 2030 VISION

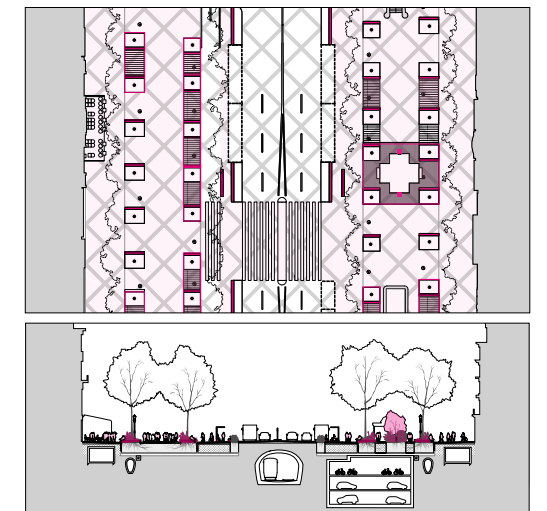


PERMEABILITY		GREENERY	
Permeable floor	Soil	Plant strata	Biotope coef.
37%	6 300 m <sup>2</sup> (x8)	7 100 m <sup>2</sup> (+7 100m <sup>2</sup> )	13% (x2.5)

## USE

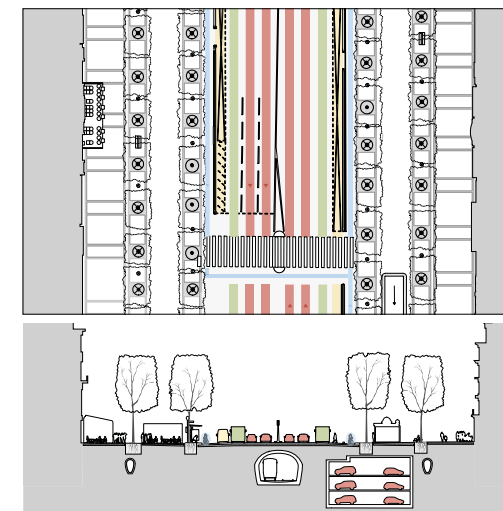


PROMENADE		AMENITIES	
Pedestrian	Shaded	Seats	Urban lounges
50 200 m <sup>2</sup>	12 800 m <sup>2</sup>	55	880m <sup>2</sup>

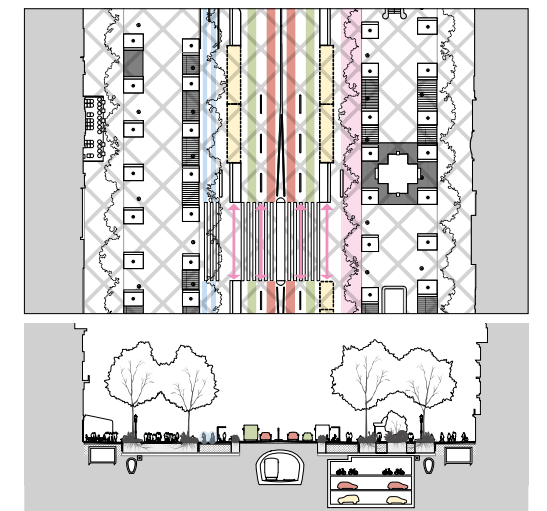


PROMENADE		AMENITIES	
Pedestrian	Shaded	Seats	Urban lounges
58 700 m <sup>2</sup> (+1.7%)	30 800 m <sup>2</sup> (+140%)	540 (x10)	9 300m <sup>2</sup> (x11)

## MOBILITY



ASSIGNED ROAD		TRAFFIC	
Vehicles	Pedestrians	Vehicles per hour	Noise (dB)
39%	56%	1 790 v/h	74 dB



ASSIGNED ROAD		TRAFFIC	
Vehicles	Pedestrians	Vehicles per hour	Noise (dB)
29% (-37%)	65% (+17%)	1 180 v/h (-610v/h)	68 dB (-6 dB)







# THE LOWER STRETCH OF THE AVENUE

How can what is one of the largest green spaces in Paris be reclaimed? Once lively with games, shows, refreshment stands and promeneurs, this garden has an uncertain identity and is today slashed through by the lower section of the Avenue des Champs-Élysées. Flanked by two strips of asphalt and, further down, by a wide alley of stabilized soil that is muddy when it rains, this stretch of the avenue must be transformed. To reverse the distancing from the gardens, the lower avenue will be subject to the same interventions: the ground

level will be unified on the upper avenue and an intermediate promenade will be created on both sides of the lower avenue. A large number of catering kiosks will bring life to this promenade. To ensure that they seamlessly blend with the landscape, they can be assembled according to various changeable patterns. New neighborhood services for sport or children's games also form part of our solutions to reach out to a broader audience and make this section of the avenue vibrant again.

## NATURE

Creation of a new partially permeable floor covering

Increase in the size of tree pits

Creation of new vegetalized soil

Creation of buried water tanks

Modification of the trees trimming

## USE

Creation of an extended floor covering

Creation of a real pedestrian promenade

Creation of sustainable and reversible catering kiosks

Creation of plant lounges

Creation of numerous seats for pedestrians

## MOBILITY

Creation of a new silent floor covering

Reduction to 2 lanes of vehicles, one of which is reserved for shared vehicles

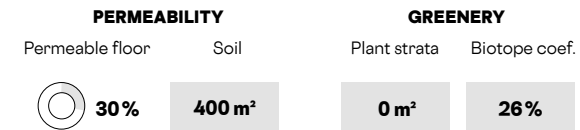
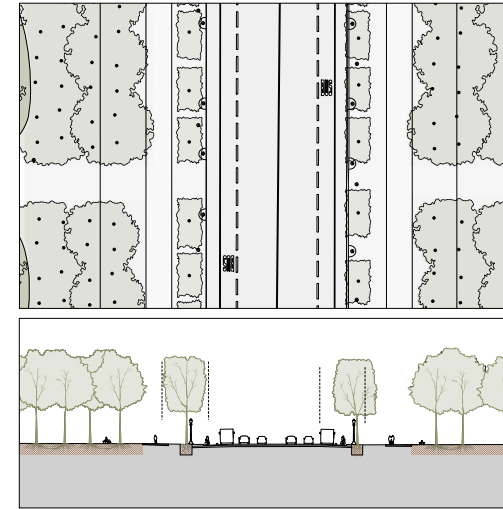
Creation of a two-way bike lane on each side of the avenue

Creation of proper bus stops

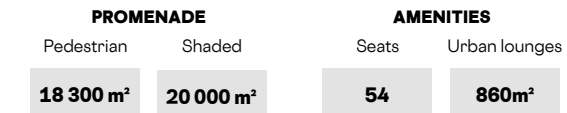
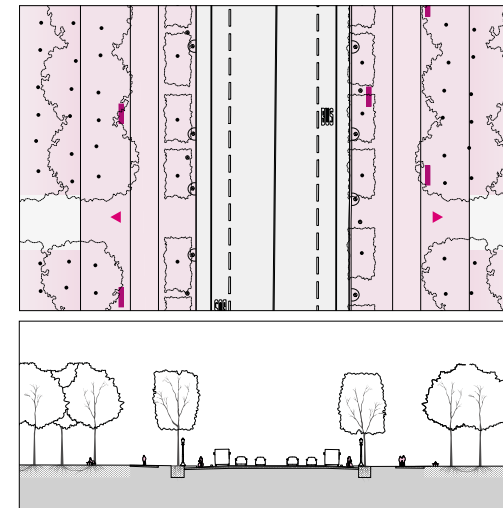


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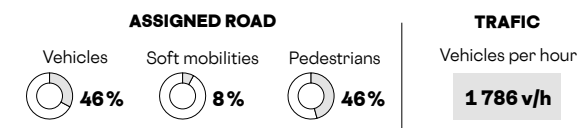
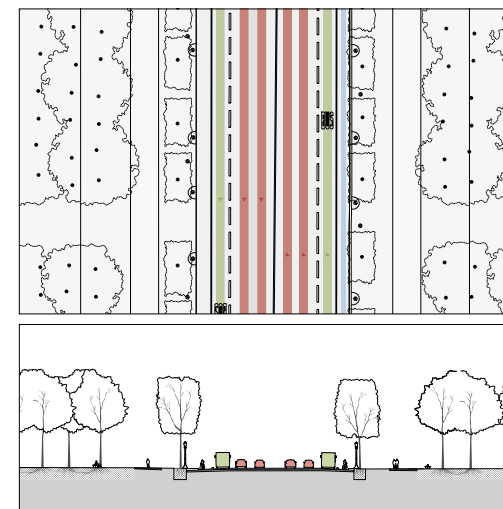
NATURE



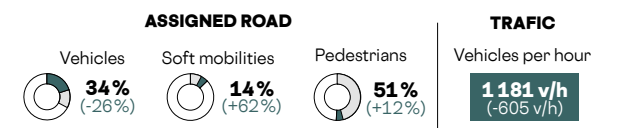
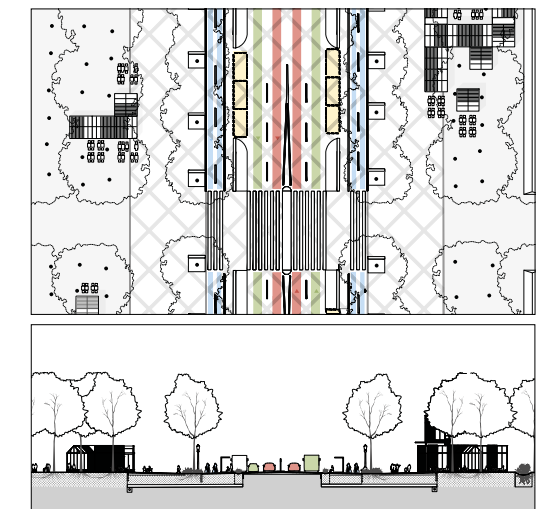
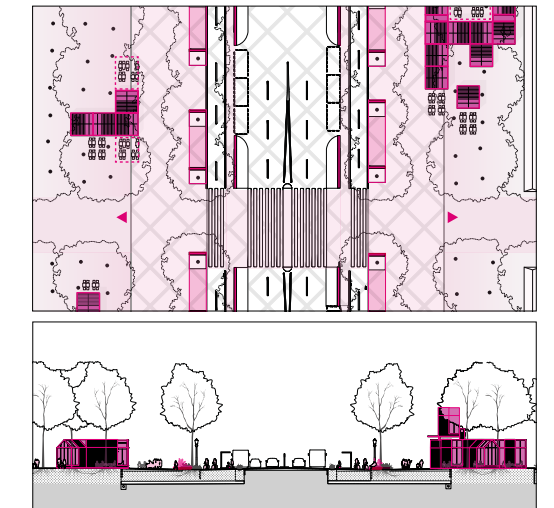
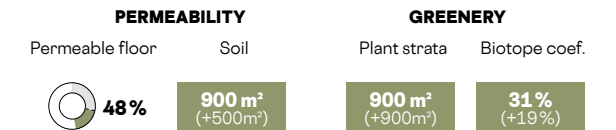
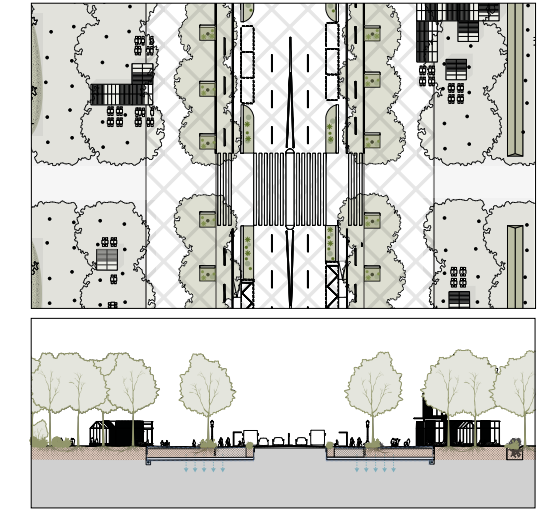
USE



MOBILITY



## 2030 VISION









# THE CHAMPS-ÉLYSÉES GARDENS

Midway between being a green space and a city square, the Champs-Élysées Gardens are struggling to find their true identity. There has been a farraginous accumulation of managers and concession holders acting on behalf of institutions and private companies, leading to a proliferation of access roads, delivery areas and car parks within the gardens themselves. The gardens are fragmented, breaking their natural character and depriving them of their original purpose as a promenade for walking, games, and sports. The transformation of the gardens aims to reconnect them with their history and leverage their resilience

to restore overall coherence. The diversity of the garden's ecosystem could be improved by means of an ambitious landscaping project, pursuing Adolphe Alphand's work into the twenty-first century by reemploying his picturesque lines of islands of vegetation. With this in mind, enclosed gardens with a broad green belt would make it possible to install new programs, playgrounds for children, lawns that are open to the public, sports grounds, pool fountains, and so on. Eliminating some of the access roads would provide more space to establish urban logistics spaces and a large cultural offering that would make the gardens more legible and appealing.

## NATURE

## USE

## MOBILITY

Creation of a new partially permeable floor covering

Creation of a new continuous floor covering

Creation of a new silent floor covering

Creation of edges along the Alphand tracks

Creation of continuous pedestrian walks

Increase in the area dedicated to pedestrians

Creation of clearings

Creation of "beyond-the-walls" cultural paths

Covering of the Cours-la-Reine tunnel

Vegetation of the cover of the Cours-la-Reine tunnel

Playgrounds for children

Creation of two High Service bus lanes

Vegetation of the banks of the Seine

Creation of outdoor sport and health trails

Creation of new bike lanes

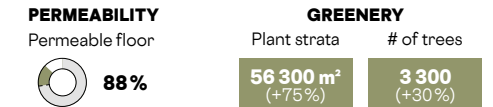
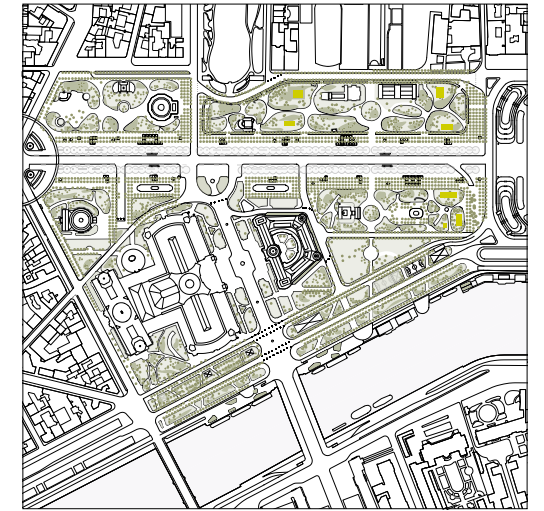
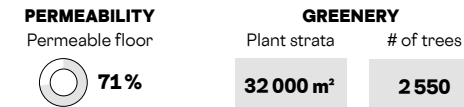
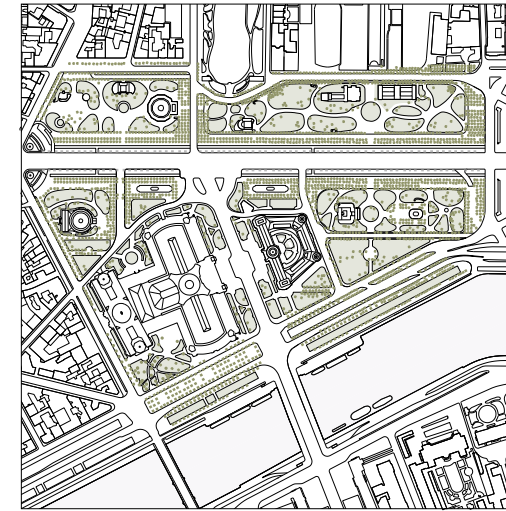
Reactivation of the "English Vacheries" and other historical kiosks



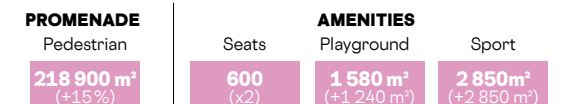
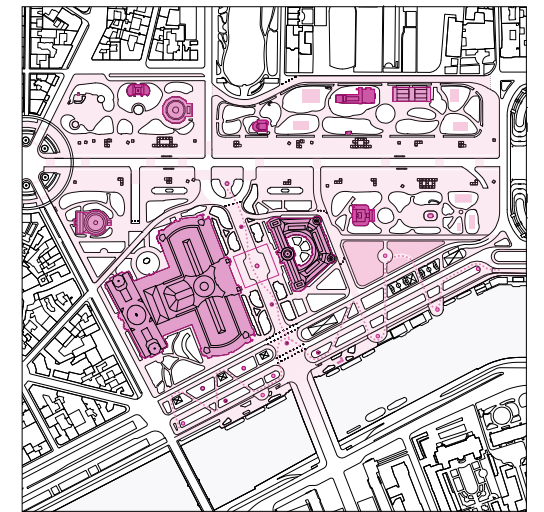
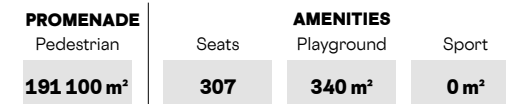
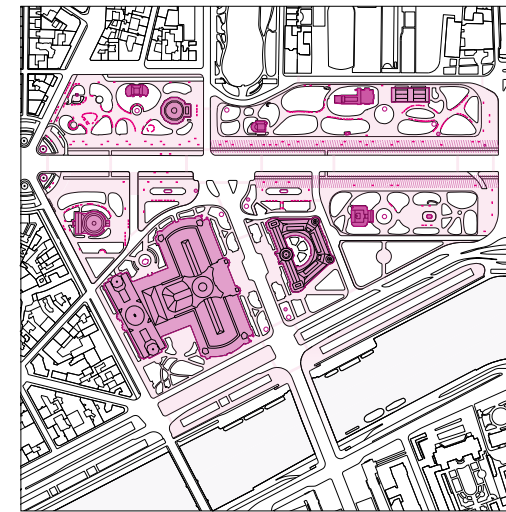
## 2020 SITUATION

## 2030 VISION

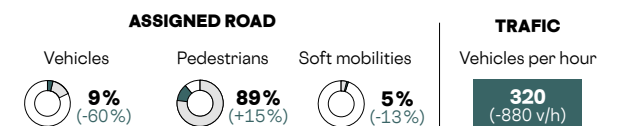
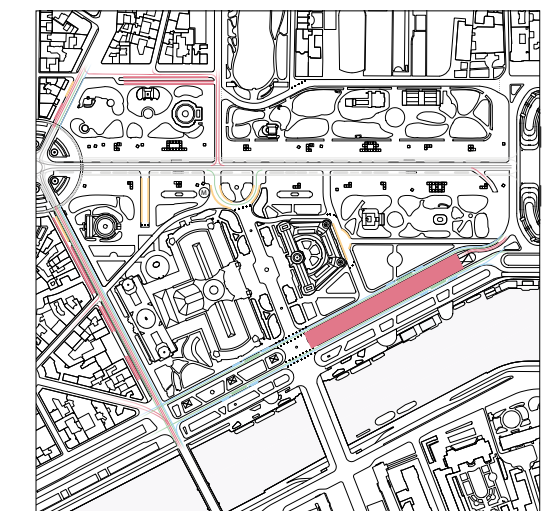
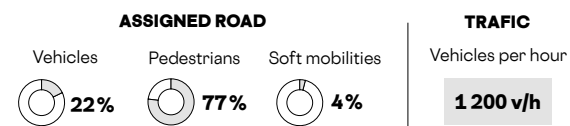
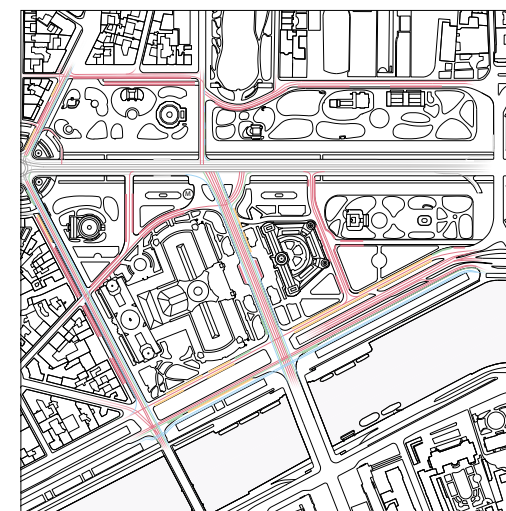
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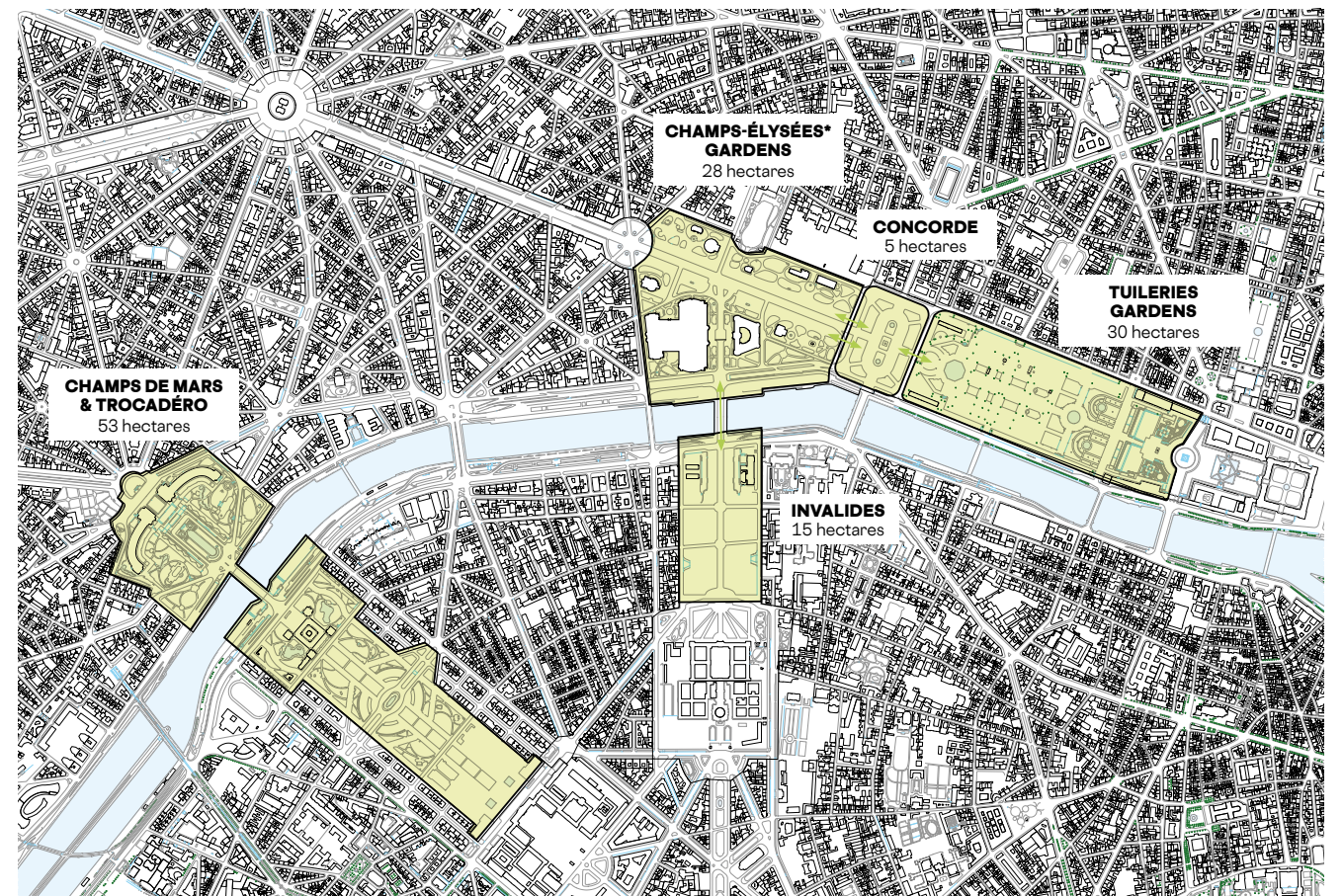
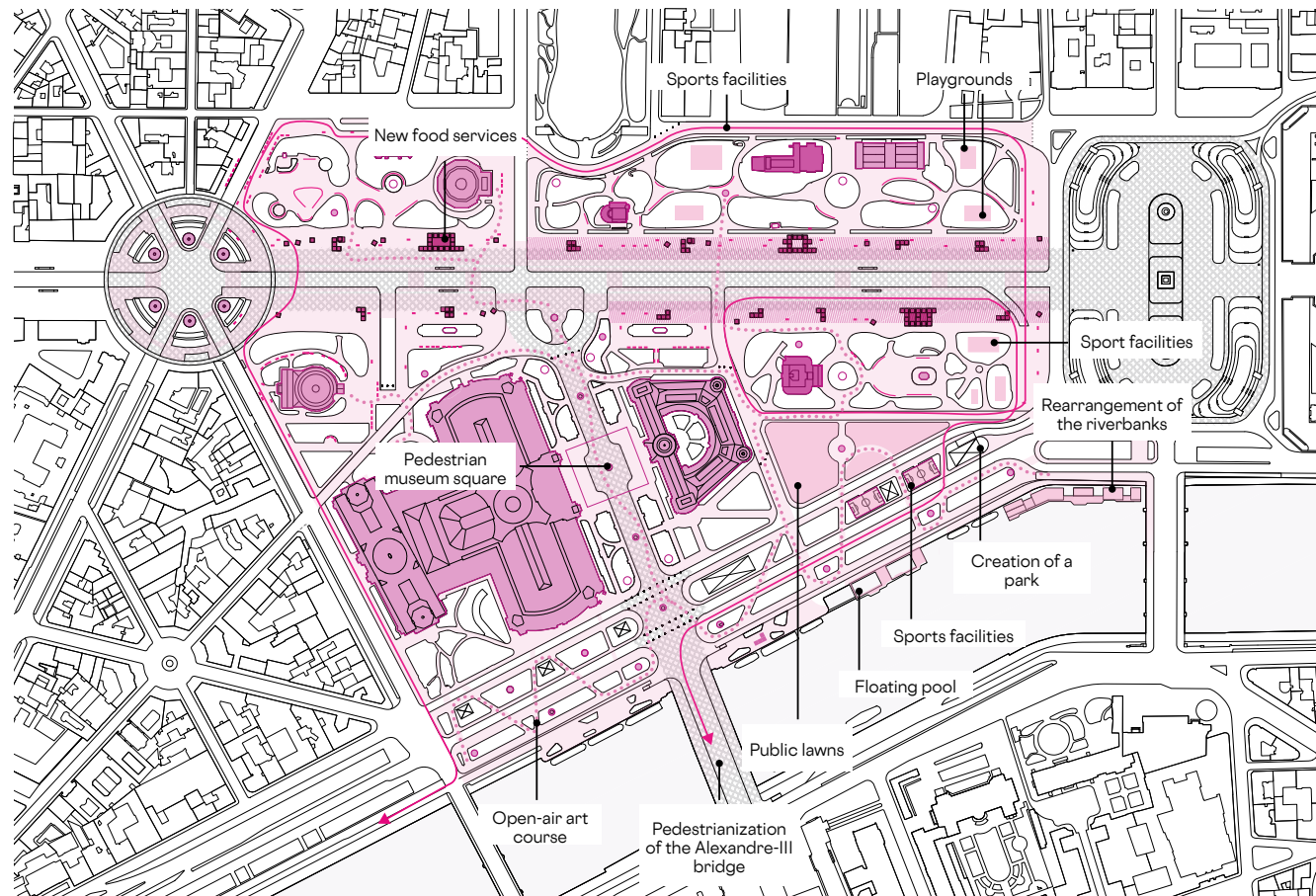
### USE



### MOBILITY







\* Excluding built areas, including future developments made on Cours-la-Reine



# PLACE DE LA CONCORDE

For the City of Paris, reconfiguring Place de la Concorde is a priority in order to recreate its bond with the Tuileries forecourt and garden. Improvements to the crossing of the largest square in Paris (8.6 hectares) have already started with the creation of a second pedestrian crosswalk on the south side, along with two bike lanes. The study offers to go further by reducing traffic and restoring a large space for pedestrians in a historical continuity of Ange-Jacques Gabriel and Jacques Ignace Hittorff's designs. The intersection of the two great thoroughfares

of Louvre-Étoile and Madeleine-Assemblée nationale is reverting to its original condition. The initial intent of Place de la Concorde as a large gathering space is maintained, in particular the possibility of hosting the Bastille Day parade there. Finally, increased vegetation, improved permeability, additional open ground areas, and the creation of gardens forming palimpsests of the moats of the nineteenth century, will help the Place de la Concorde fit within the continuum of the Tuileries Garden.

## NATURE

Creation of a new partially permeable floor covering

Creation of new vegetalized soil

Creation of rain gardens

Creation of grassed joints and fountains

Plantation of 364 trees

## USE

Creation of a new continuous floor covering

Creation of the largest event space in Paris

Creation of terraced gardens suitable for picnics

Creation of reflecting pool to cool the area

Creation of many shaded seats

## MOBILITY

Creation of a new silent floor covering

Pedestrianization of the entire central space

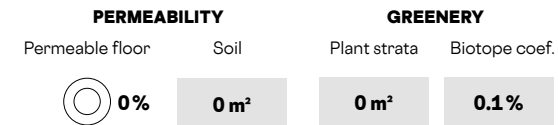
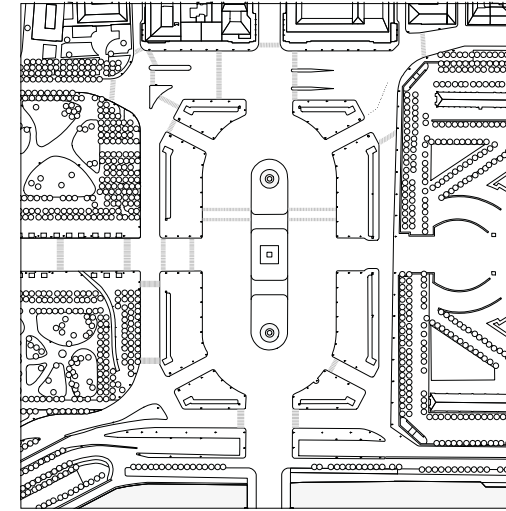
Car flow moved to the outskirts of the square

Creation of a two-way bike lane on the outskirts

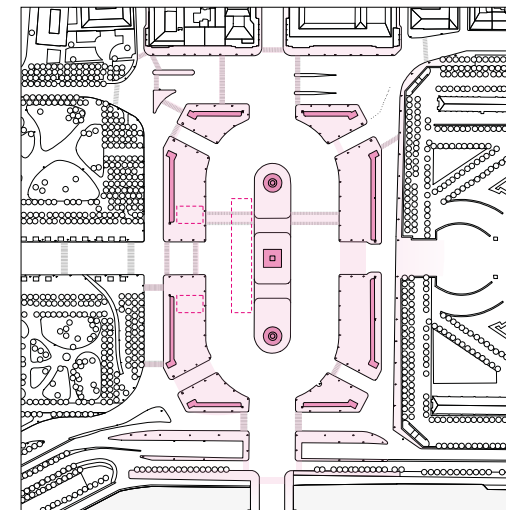


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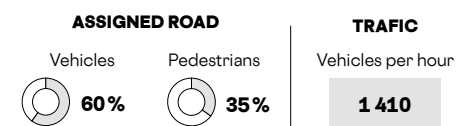
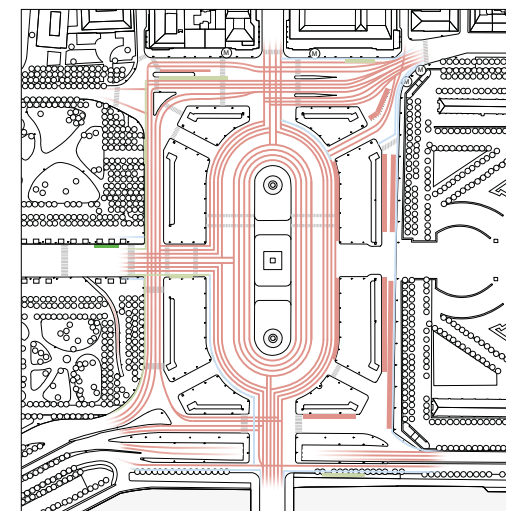
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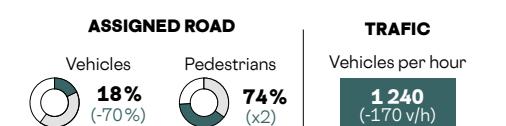
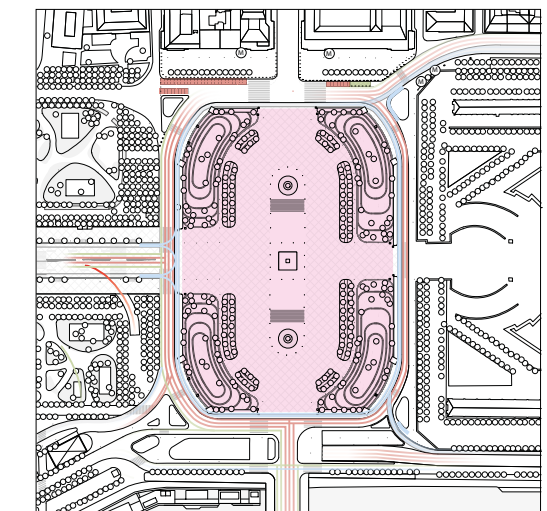
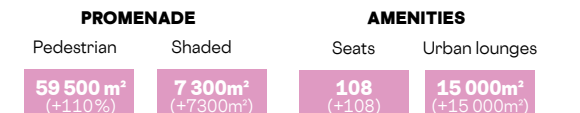
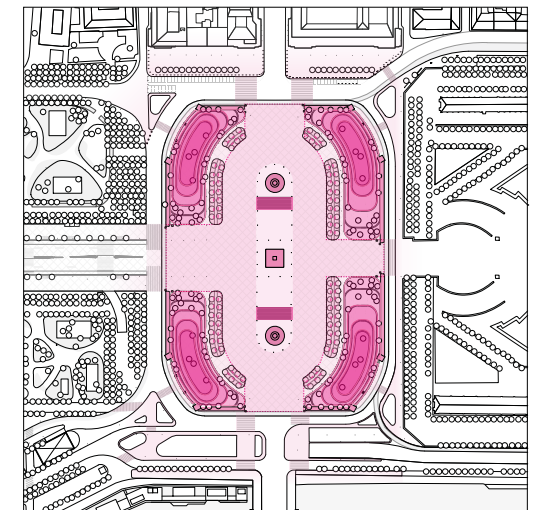
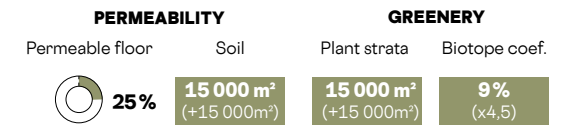
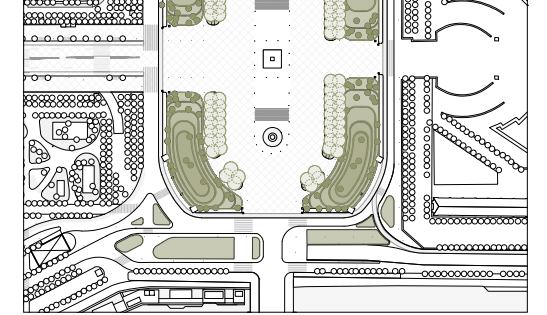
### USE



### MOBILITY



## 2030 VISION









# MEASURING PERFORMANCE THROUGH INDICATORS

Sustainability, desirability, inclusiveness: the three objectives of the study are linked to a number of concrete actions across the five urban strata. By relying on a set of tools that is capable of measuring and quantifying each intervention in its particular field, it is possible to assess its impact on the neighborhood and the ability to achieve the defined objectives.

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## Sustainable

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### Restoring living ecosystems

#### **Biodiversity**

- Biotope coefficient: +87%
- Ground surface: +49%
- Area of shrub layer: +197%

#### **Water**

- Permeable floor area: +53%
- Waterproofing coefficient: -11%
- Volume of rainwater absorbed or evaporated per year: +150%
- Volume of rainwater going in the sewers: -24%

### Carbon neutrality

#### **Energy**

- Number of buildings connected to the heating network on the top of the avenue: +555%
- Number of buildings connected to the cooling network on the top of the avenue: +628%

#### **Materials**

- Share of materials reused on site: 25% of the avenue's lining materials
- Share of bio-based materials: 75% of bio-based materials in the construction of kiosks

#### **Mobility**

- Total CO<sub>2</sub> emissions from cars during evening peak hours: -48%
- Car flow, calculated during evening peak hours: -24% by 2024
- Road surface dedicated to the individual automobile: -52%
- Road surfaces dedicated to shared mobility: +12%
- Road surfaces dedicated to soft mobility (cycle paths and bicycle rental stations): +67%
- Share of parking spaces dedicated to cars: -60%

### Carbone capture & storage

- Trees: +26%
- CO<sub>2</sub> stored per year for all the trees in the sector (gardens included): +26%
- CO<sub>2</sub> stored in organic soils on the avenue and squares (gardens excluded): +1,133%

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## Desirable

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### Disturbance reduction

#### **Atmospheric**

- Concentration of fine particles on the avenue (gardens and squares excluded): -33%
- Total CO<sub>2</sub>/km emission in rush hour in the evening: -48%

#### **Thermal**

- Temperature in plant lounges on a hot day (32°C): -13%

#### **Acoustic**

- Average noise level during the day on the high avenue: -8% in LAeq.
- Acoustic pressure (sensation of sound volume) on the high avenue: -300%

### Increased comfort

#### **Ergonomics**

- Number of seats: +240%
- Shaded areas on the avenue and the squares: +145%
- Area reserved for pedestrians: +23%

#### **Security**

- Road surface dedicated to passenger drop-off and pick-up stations (gardens excluded): +133%
- Pedestrian crossing area: +143%

#### **Services**

- Museum area: +22%.  
Based on the creation of an underground cultural space, under the Arc de Triomphe
- Area of covered and outdoor sports equipment: +60%.
- Amount of diners in the gardens and on the lower part of the avenue: +280%.
- Amount of drinking water points: +710%
- Amount of public toilets: +300%
- Share of car parks transformed into logistics platforms: 40%
- Share of car parks transformed into data centers: 20%

---

## Inclusive

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### Societal factors

#### **Diversity**

- Area dedicated to multigenerational educational playgrounds: +365%
- Out of 15 sanitary facilities created (75% of the total sanitary facilities), all are equipped with baby areas and for all genders
- 100% of the street-workout equipment created is for all genders

#### **Accessibility**

- Ground floor surface area: +15%
- Walking area accessible to wheelchairs in the gardens: +29%
- Share of street-workout equipment adapted to visitors with disability: 50%

#### **Encounter**

- Amount of benches: +237%
- Area of public space dedicated to relaxation (lawns, plant lounges, urban salons): +586%

### Economic factors

#### **Food service**

- Average price of a meal in the gardens and on the lower avenue: -77%
- Average price of food menus in kiosks: 12€ on average
- Number of food kiosks: +333%
- Area of public space dedicated to picnics: +338%

#### **Leisure**

- Amount of wifi hotspots: +533%
- Free sports equipment in the gardens: 71%
- Free educational spaces (education and awareness) in the gardens: 15%
- Free cultural spaces in the gardens: 15%

#### **Employment**

- Creation of 152 jobs in 26 kiosks
- Share of jobs created in kiosks dedicated to professional rehabilitation: 10%

**SUSTAINABLE**

**Restoration of living ecosystems**

- Biodiversity
  - Increase of the biotope coefficient
  - Increase of the ground surface
  - Increase of the area of shrub layer
- Water
  - Reduction of the waterproofing coefficient
  - Increase of the volume of rainwater absorbed or evaporated on the avenue and the squares
  - Reduction of the volume of rainwater going in the sewers on the avenue and the squares
- Energy
  - Increase of number of buildings connected to the heating network on the top of the avenue
  - Increase of number of buildings connected to the cooling network on the top of the avenue

**Carbon Neutrality**

- Materials
  - Share of materials reused on site
  - Share of bio-based materials in the construction of kiosks
- Mobility
  - Reduction of CO<sub>2</sub> emissions from automobiles
  - Reduction of the car flow
  - Reduction of the road surface dedicated to the individual automobile
  - Increase of the road surfaces dedicated to shared mobility
  - Increase of the road surfaces dedicated to soft mobility (cycle paths and bicycle rental stations)
  - Reduction of the share of parking spaces dedicated to cars
- Carbon storage
  - Increase of the number of trees
  - Increase of the CO<sub>2</sub> stored per year for all the trees in the sector
  - Increase of the CO<sub>2</sub> stored in organic soils on the avenue and squares

**DESIRABLE**

**Disturbance Reduction**

- Atmospheric
  - Reduction of the fine-particle concentration on the avenue
- Thermal
  - Reduction of the temperature in plant lounges on a hot day (32°C)
- Acoustics
  - Increase of underground road surfaces
  - Reduction of noise pollution on the avenue

**Increased comfort**

- Ergonomics
  - Increase of the number of seats
  - Increase of the shaded areas
- Security
  - Increase of the area reserved for pedestrians
  - Increase of the drop off and pick up zones
  - Increase of the Pedestrian crossing area
- Services
  - Increase of the museum area
  - Increase of the area of covered and outdoor sports equipment
  - Increase of the number of diners in the gardens and on the lower avenue
  - Increase of the amount of drinking water points
  - Increase of the amount of public toilets
  - Increase of the share of car parks transformed into logistics platforms
  - Increase of the share of car parks transformed into data centers

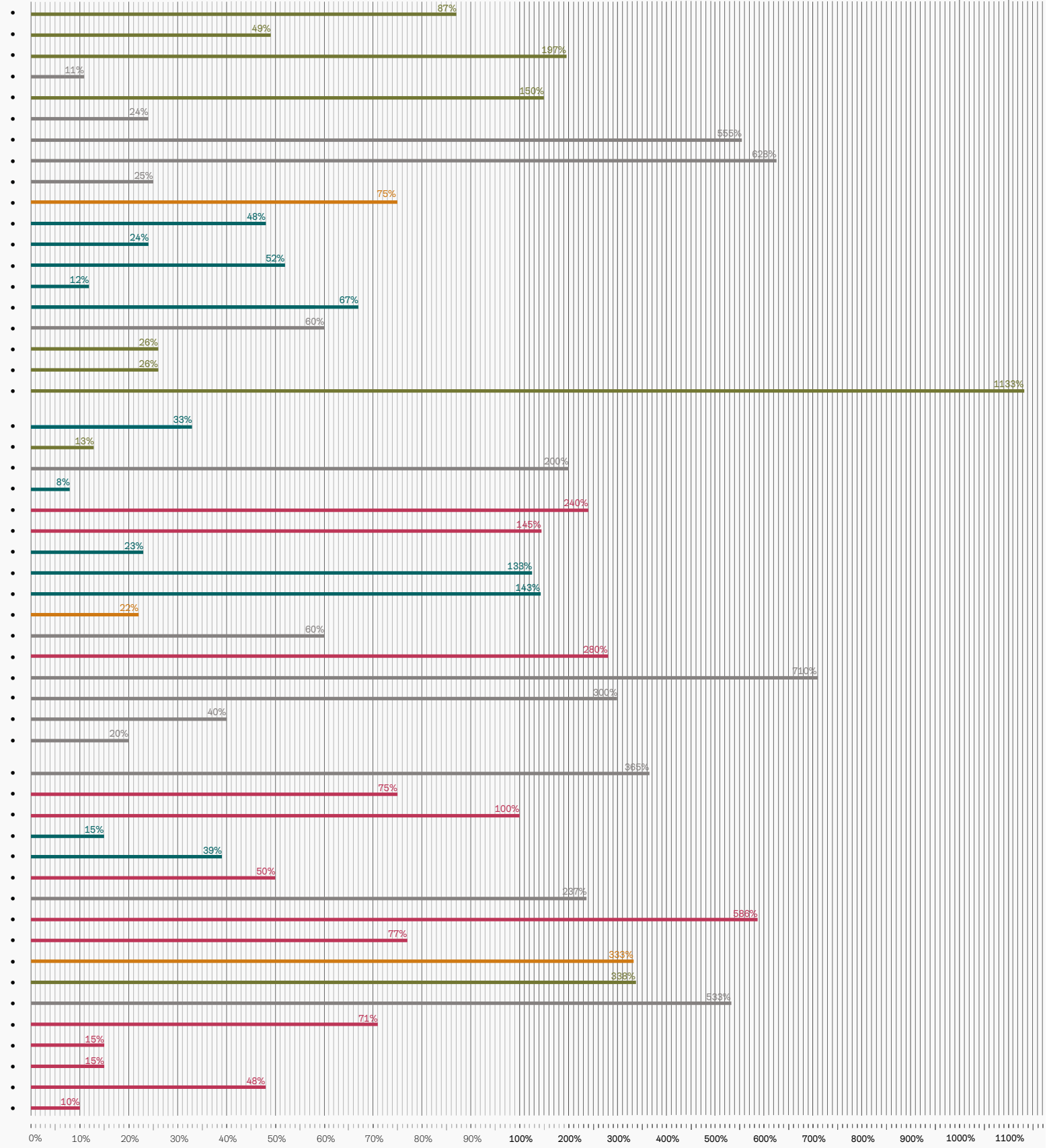
**INCLUSIVE**

**Societal factors**

- Diversity
  - Increase of the area dedicated to multigenerational playgrounds in the gardens
  - Increase of the share of gender neutral bathrooms with baby areas
  - Increase of the share of street-workout equipment for all genders
- Accessibility
  - Increase of the ground floor surface area
  - Increase of the share of walking area accessible to wheelchairs in the gardens
  - Increase of the share of street-workout equipment adapted to visitors with disability
- Encounter
  - Increase of the amount of benches
  - Increase of the area of public space dedicated to relaxation (lawns, plant salons, urban salons)

**Economic factors**

- Food services
  - Reduction of the average price of a meal in the gardens and on the lower avenue
  - Increase of the number of food kiosks
  - Increase of the area of public space dedicated to picnics
- Leisure
  - Increase of the amount of wifi hotspots
  - Share of free sports equipment in the gardens
  - Share of educational spaces in the gardens
  - Share of free cultural spaces in the gardens
- Employment
  - Increase in the number of jobs in gardens
  - Share of jobs created in kiosks dedicated to professional rehabilitation





## CONCLUSION

### A VISION FOR 2030

The history and current diagnosis of the Champs-Élysées highlights the unique symbolic link that connects its fate to Western urban development: the deterioration of the avenue's conditions since the 1970s reflects the global destabilization of ecosystems. Our vision to re-enchant the avenue by 2030 invites us to bring together the research and resources of all public and private stakeholders in order to make this urban space a laboratory of excellence for more sustainable, desirable, and inclusive cities.

### WHAT WOULD THE CONSEQUENCES OF THIS VISION BE?

The conceptual framework of the study accounts for the complexity of urban metabolism and generates principles of action with measurable effects. The use of indicators makes it possible to materially evaluate the impact of these interventions while keeping our three objectives in mind: sustainability, desirability, and inclusiveness. A baseline assessment prepared with our partners shows promising results which must be expanded upon and updated as we continue building our approach.

### HOW CAN THIS VISION BE SHARED?

The urban transformations which will be necessary to address today's planetary challenges can no longer be simply decreed in a from the 'top-down' manner anymore: everybody must be able to take them up. The Champs-Élysées offers the possibility to conduct a unique experiment of responsible co-design. Indeed, it is a place that is shared in the national consciousness to such an extent that makes it possible for all of us to take part in creating the city's future.

### HOW TO FUND THIS VISION?

The funding of the ecological transition of cities cannot be borne only by states and public authorities. Such undertakings must increasingly look to forms of partnerships in which the private sector is involved and contributes its fair share in the mitigation of externalities that have been all but disregarded to this date. Sharing the costs of the creation of common spaces is already happening in other European capitals. The Champs-Élysées, being a French national symbol, could similarly take a bold and innovative approach in the modalities and financing of our living environment, re-assuming its position as an inspiration to new models of urban living.

# “CHAMPS-ÉLYSÉES, HISTORY & PERSPECTIVES” THE BOOK

A STUDY CONDUCTED BY  
PHILIPPE CHIAMBARETTA — PCA-STREAM

Road traffic, noise pollution, air pollution, a globalized retail offer, the partitioning of spaces and uses—“the most beautiful avenue in the world” has been constrained. Its squares and gardens, deserted by Parisians, must now begin their transformation and allow everyone to reclaim this exceptional heritage. Beyond urban issues, the challenges of the new climate situation must govern this transformation. There are many challenges: reducing the number and intensity of heat islands, making soils more permeable; free, unify and increase green spaces; favor soft mobility; improve the existing heritage; build without consuming more materials; continue to grow without increasing environmental debt, invent new types of funding and partnerships...

The Champs-Élysées—History & Perspectives study, carried out by the PCA-STREAM agency on the initiative of the Comité Champs-Élysées, commits to reinterpreting the symbolic and urban construction of this territory. Through a diagnosis of its local and contemporary issues, it offers a new vision based on the collaborative work of a large pool of international experts - researchers, historians, economic and cultural players, scientists, artists ... The expectations and calculations demonstrate the feasibility of this transformation and in anticipation, the possible evolution of public and tourist spaces in tomorrow's cities.

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WITH CONTRIBUTIONS  
IN ORDER OF APPEARANCE:

Allen S. Weiss, writer, artist, researcher, distinguished teacher in performance studies and cinema studies at New York University

Chiara Santini, HDR doctor in history, paleographer-archivist, lecturer and researcher at the École nationale supérieure de paysage de Versailles

Bertrand Lemoine, engineer, architect and historian; honorary director of research at the CNRS and president of the French Academy of Architecture

Jean-Louis Cohen, architect, architectural historian, professor at the Collège de France and New York University

Philippe Simon, architect and member of the Paris U collective, consultant architect for the French government, lecturer at ENSA Paris Val de Seine and associate researcher at the ACS UMR AUSSER laboratory

François Armanet, journalist; editor-in-chief at L’Obs, film director, and novelist

Mathieu Flonneau, historian; specialist in urban history, mobilities, and the automobile, and lecturer at Paris 1 Panthéon-Sorbonne University and Sciences Po.

Valérie Charolles, philosopher; researcher in philosophy at the Institut Mines-Télécom Business School, associate researcher at the Interdisciplinary Institute of Contemporary Anthropology

Michel Lussault, geographer, professor of urban studies at the ENS Lyon, and director of the École urbaine de Lyon

Coloco, the landscape workshop founded by Pablo Georgieff, Miguel Georgieff, and Nicolas Bonnenfant

Véronique Mure, botanist and tropical agronomy engineer

Franck Boutté, engineer and architect

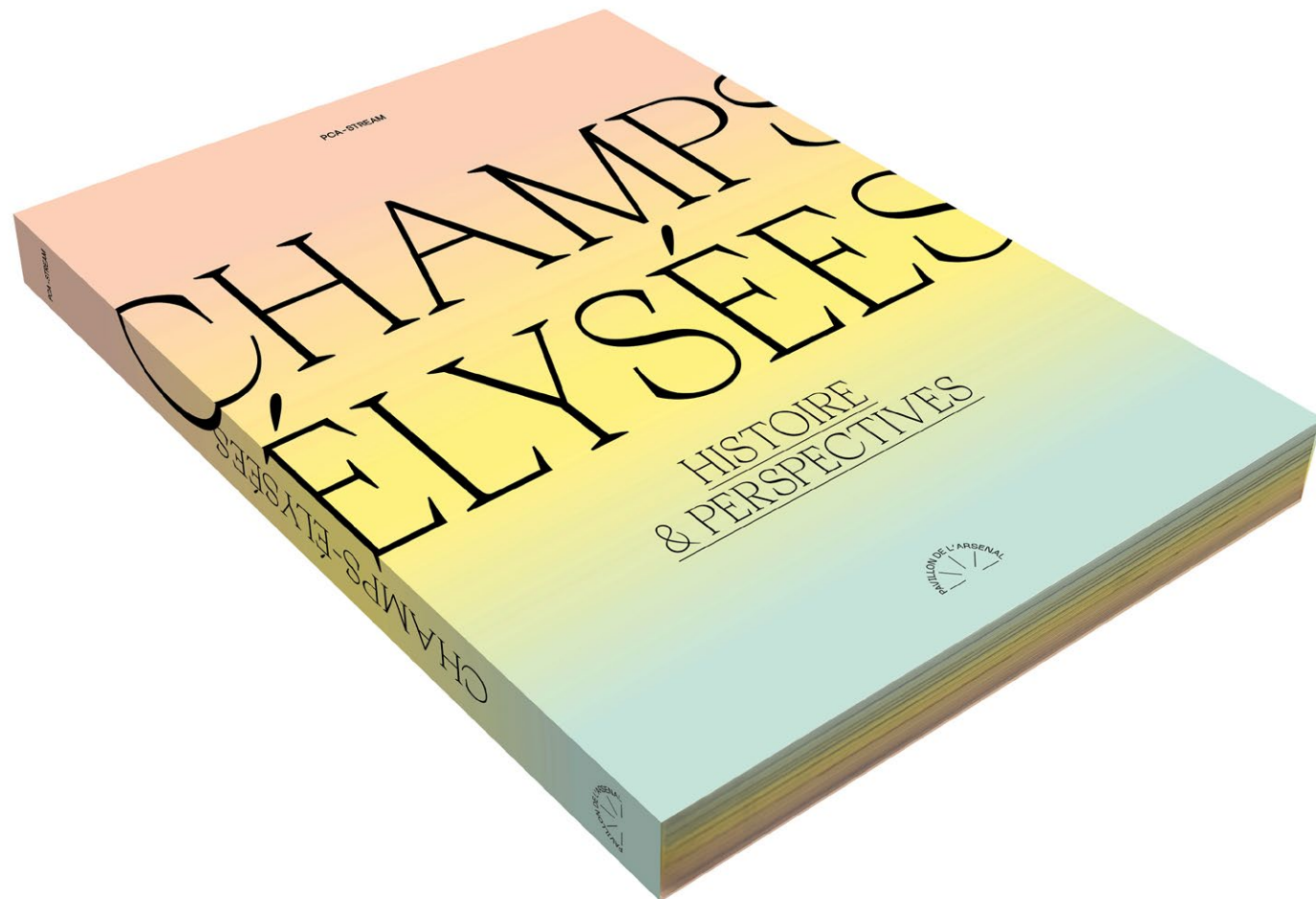
François Gemenne, researcher in geopolitics at the University of Liège, lecturer at Sciences Po and the Université Libre de Bruxelles

Paul W. Nakazawa and Elizabeth Christoforetti, professors in Practice of Architecture in the Architecture department at the Harvard Graduate School of Design

Michel Bénard, engineer, CEO, and founder of Infra Services

Rebecca Lamarche-Vadel, art historian, exhibition curator, and artistic director of the Lafayette Anticipations Foundation

MIT City Science: Arnaud Grignard, Nicolas Ayoub; associate researchers.  
Luis Alonso, Ariel Noyman, Markus Elkatsha. Kent Larson, director









# A COLLECTIVE & FEDERATIVE ADVENTURE

## Steering committee

Comité Champs-Élysées  
Jean-Noël Reinhardt  
Citynove  
Éric Costa  
Dassault Immobilier  
Laurent Dassault, Sandrine Fougeirol du Boullay  
Gecina  
Julien Landfried, Franck Morin  
Groupama Immobilier  
Éric Donnet, Nathalie Lechantre, Laëtitia George

Marc-Antoine Jamet

## Contributing experts

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### — Nature

Airparif  
Fabrice Joly, Lionel Guiseppin  
Atelier de cartographie de Sciences Po  
Thomas Ansart, Benoît Martin, Patrice Mitrano, Antoine Rio  
Botanique, Jardins, Paysage  
Véronique Mûre  
Bruitparif  
Carbone 4  
Laurent Morel, Julie Daunay  
Coloco  
Miguel Georgieff, Pablo Georgieff, Francesca Borrelli, Paul Farou, Sarah Mandagaran, Kevin Michels  
Domaine de Chaumont-sur-Loire  
Chantal Colleu-Dumond  
ENSP-Versailles  
Chiara Santini  
Franck Boutté Consultants  
Franck Boutté, Florence Capoulade  
Gerphau  
Xavier Bonnaud, Chris Younès  
Infra Services  
Michel Bénard  
Land Act  
Eric Manfrino, Benjamin Thébaud, Mathilde Foucault  
Les Jardins de Gally  
Pierre Darmet  
MNHM  
Philippe Clergeau, Jean-Philippe Siblet  
New York University  
Allen S. Weiss  
Takahé Conseil  
Jean-Marc Bouillon  
Université de Liège  
François Gemenne

### — Mobilities

Aimsun  
Aurore Rémy, Jean-Noël Diltoer, Moussa Ravel  
Blablacar  
Frédéric Mazzella  
Indigo Group  
Jean-Charles Piro, Serge Clément, Sébastien Fraisse, Albert Feuga, Jean-Baptiste Galiez  
Institut Mines-Télécom Business School  
Valérie Charolles  
Gama Platform  
Tri Nguyen-Huu, Patrick Taillandier, Alexis Drogoul  
MIT Media Lab  
Kent Larson, Arnaud Grignard, Nicolas Ayoub, Luis Alonso, Ariel Noyman, Markus Elkatsha, Maggie Church  
Mytraffic  
Hassine Achour, Edouard Epaud  
New Cities Fondation  
Greg Lindsay  
Paris 1 Panthéon Université  
Mathieu Flonneau

Eric Debarle

### — Uses

À Toutes Vapeurs  
Robert Petit  
Centre des monuments nationaux  
Philippe Bélaval  
Chaire ETI, Paris I Panthéon Sorbonne  
Carlos Moreno  
FIAC  
Jennifer Flay, Blanche de Lestrangne  
IFOP  
Fabienne Gomant,  
Lafayette Anticipations  
Rebecca Lamarche-Vadel  
Mandarin Oriental  
Thierry Marx  
MOCO  
Nicolas Bourriaud  
Musée Picasso  
Laurent Le Bon  
McKinsey France  
Yannick Richard, Sébastien Léger  
MK2  
Nathanaël Karmitz  
Noctis  
Julien Hausmann  
PARIS 2024  
Thierry Reboul  
Pavillon Ledoyen  
Yannick Alléno  
Petit Palais  
Christophe Léribaldi

RMN-Grand Palais  
Chris Dercon, Christophe Chauffour, Juliette Armand, Patrice Januel, Nathalie Vimeux  
Science Po  
Dominique Boullier  
Théâtre du Rond-Point  
Jean-Michel Ribes  
Universcience  
Bruno Maquart, Michèle Antoine, Antonio Gomes Da Costa, Anne-Claire Amprou,

François Armanet  
Antoine d'Argentré  
Michel Roth

### — Construction

APUR  
Dominique Alba  
Collège de France  
Jean-Louis Cohen  
FaberNovel  
Stéphane Distinguin, Caroline Pandraud-Durand  
École urbaine de Lyon  
Michel Lussault  
Emerige  
Laurent Dumas  
Gide Loyrette Nouel  
Frédéric Nouel  
Harvard  
Paul Nakazawa, Elizabeth Christoforetti, Stefano Andréani  
HBS - Research  
Blaise Heurteux, Joëla Le Marechal  
Jones Day  
Philippe Delelis

SCI-Arc  
Hernan Diaz Alonzo, David Ruy, Andres Sevtsuk  
Smart Buildings Alliance  
Alain Kergoat, Marc Daumas  
Sogaris  
Sonia Samadi, Juliette Berthon

Serge Brentrup  
Pascal Payen-Appenzeller  
Philippe Simon

### — Infrastructures

Arep  
Raphaël Ménard  
Artelia Group  
Nicolas Oudin, Christina Helou  
Avel acoustique  
Jean-Paul Lamoureux, Raphaël René-Bazin  
Climespace  
Jean-Charles Bourlier, Vincent Dardet, Christophe Ladaurade  
Engie solutions  
Carole Le Gall, Olivier Turc, David Fleiz, Sylvain Gollin, Arnaud de Frémicourt, José Perreira, Hélène Verbockhaven  
JCDecaux  
Albert Asseraf, Jean-Dominique Hietin  
Eau de Paris  
Benjamin Gestin  
RATP  
Patricia Delon, Bérénice Ory  
SXD  
Matthieu Ferrua, Mourad Bencheikh, Caroline Tarby  
Tractebel  
Alicia Barizia, Zenevieve Besara

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# CHAMPS-ÉLYSÉES HISTORY & PERSPECTIVES

Exhibition produced by the Pavillon de l'Arsenal  
with the Comité Champs-Élysées  
Based on the study headed by  
Philippe Chiambaretta, PCA-STREAM  
February 2020

## PAVILLON DE L'ARSENAL

Alexandre Labasse,  
Architect, General Manager

Marianne Carrega,  
Architect, Deputy General Manager

Julien Pansu,  
Architect, Media, Audience, Development and  
Communication Director, with Léa Mabilie and  
Estelle Petit, Communication Managers,  
assisted by Faustine Monceau

Jean-Sébastien Lebreton, Architect, Exhibition  
Manager, with Valentine Machet, Fernande  
Njonkou Njanjo and Sophie Civita, Architect,  
Production Managers

Léa Baudat, Archivist,  
with Lucie Prohin

Production and set-up

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Printing: Projecta  
Art prints: Picto  
Framing: Atelier Cédric Desrez  
Transferts: Couleur et communication  
Silkscreen printing : Sacré bonus  
Fresco: Philippe Serond with Camille Gehanno  
Video editing: Année Zéro  
Motion designer: Jérôme Delesne  
3D Director: Thierry Tuttin  
Media production: Magnum  
Photos: Salem Mostefaoui  
Works transportation: Chenu  
Frame transportation: TDRH  
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and Sébastien Marseille, Public Works &  
Architecture Département, Paris/STGCAI  
Filmed interviews: a.p.r.e.s production, Gilles  
Coudert, Alexandre Neveu, Damien Faure  
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## COMITÉ CHAMPS-ÉLYSÉES

Jean-Noël Reinhardt,  
President

Edouard Lefebvre,  
General delegate

Morgan Truchot Barret,  
Marketing Director

## STEERING COMMITTEE

Jean-Noël Reinhardt, Comité Champs-Élysées  
Éric Costa, Citynove  
Éric Donnet, Groupama Immobilier  
Laurent Dassault, Dassault Immobilier  
Sandrine Fougeirol du Boullay, Dassault Immobilier  
Laëtitia George, Groupama Immobilier  
Marc-Antoine Jamet  
Julien Landfried, Gecina  
Nathalie Lechantre, Groupama Immobilier  
Franck Morin, Gecina

with

Albert Asseraf, JCDecaux  
Sébastien Aupetit, Hines  
Guillaume Bachelay, JCDecaux  
Jean-Claude Bassien, Nexity Solutions Entreprise  
Dimitri Boulte, SFL  
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François Desgardin, Nexity Solutions Entreprise  
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Aude Grant, SFL  
Jean-Dominique Hiétin, JCDecaux Paris  
Jérôme Klein, Icade  
Carole Le Gall, Engie  
Noémie Lifchitz, Nexity Solutions Entreprise  
Ludovic Mouly, Engie  
Xavier Musseau, Hines  
Johanna Mrejen, Icade  
José Pereira, Engie  
Jean-Charles Pirot, Indigo  
Angélique de Rougé, Stratégie and Corp  
Jonathan Saül, Nest34  
Olivier Turc, Engie

## PCA-STREAM

Philippe Chiambaretta,  
Architect, Founder PCA-STREAM

Guillaume Mangeot,  
Architect, Agency Director

Alexandre Born,  
Development director

Pauline Rieuf,  
Communication Director,  
with Tiphaine Riva, Communication Manager,  
assisted by Émilie Costa

François Collet,  
Editor, Editorial Director

Yan Roche, Salomé Rigal, François Glory,  
Architects, Study Coordinators

Jasmine Léonardon,  
Urban designer, Historical Researcher

Tommaso Di Castri, Marine Fayollas, Dorian  
Martinez, Geoffrey Perez,  
Architects

Rayan Bentabak, Tom Dematteis, Étienne Lombard,  
Louise Tanant,  
Assistants

Laila Nady,  
Interior Design Director,  
with Suzie Petit-Jean, Interior Designer

Vincent Desmet,  
Visualisation Director,  
with Matthias Balloux, Corentin Chapelle, Jaemyung  
Jang, Heba Menaa, Valentin Vence, Perspectives

Sébastien Truchot,  
Architect, set design manager

Alban Danguy des Déserts,  
Model maker



## COMITÉ CHAMPS-ÉLYSÉES

The Comité Champs-Élysées is a non-profit organization whose roots can be traced back to 1916. It retains the ambition defined by its founders, Gaston-Louis and Georges Vuitton: to further the influence of the avenue in France and throughout the world.

Reflecting and proposing solutions

The role of the Committee is to spur on decision-makers by conducting forward-thinking work and through the careful study of the modernization of retail, leisure, urban uses, and evolving lifestyles.

Sensationalizing the avenue

Along the lines of the growing international success of the Christmas lights on the Champs-Élysées, the Committee has taken a proactive role in holding image-making events. In particular, over the last three years, it has co-produced a fashion show open to the public (Le Défilé L'Oréal Paris) and two open-air film events ("Un dimanche au cinéma" in 2018 and 2019).

Serving its members and visitors

The Committee works tirelessly at the service of its 180 members—brand stores, property companies, museums, theaters and cinemas, as well as reception venues. The Committee is heavily involved in regulatory issues and legal matters of concern to its members, the avenue and the neighborhood.

Acting as an ambassador for the avenue

The Committee speaks on the behalf of the Champs-Élysées in the media and acts as its representative in dealings with twin avenues and foreign authorities.

The Comité Champs-Élysées has been chaired by Jean-Noël Reinhardt since 2007.

## PAVILLON DE L'ARSENAL

For the past thirty years, the Pavillon de l'Arsenal has been showcasing the city in the making. Housed in a large nineteenth-century cast-iron hall in the heart of historic Paris, it is the living space of all urban disciplines. Mindful to the making of the metropolis, a pioneer in emerging architectures and a territory of learning and emotions, the Pavillon is free and accessible to all. Through the production of exhibitions and documentaries, publication of books and digital content and the holding of discussions, the Pavillon de l'Arsenal is a distinguished voice for those who think and design the city. Through the dynamic presentation of the formation of the French capital, its singular and considerate programming celebrates the creativity and the diversity of positions to allow visitors to understand and share the challenges of past and future constructions. Europe's foremost center for architecture and city planning, the Pavillon de l'Arsenal invites everyone to live the unique experience of the transformation of the city, as it is being invented today and dreamed of tomorrow.

## PHILIPPE CHIAMBARETTA

After studying science and economics at the École des Ponts et Chaussées in Paris and MIT in Boston, and working as a strategic consultant at Booz Allen Hamilton, Philippe Chiambaretta directed the international activities of Ricardo Bofill's Taller de Arquitectura in Paris for nine years. In 2000, immediately after graduating from the École Nationale Supérieure d'Architecture Paris Belleville, he created PCA-STREAM, an architecture research and creation agency characterized by the synergy between thinking and doing. Focusing on innovation, the city of tomorrow and new uses, the agency brings together a multidisciplinary team of ninety employees from various backgrounds (architects, urban planners, designers, engineers, researchers, editors, etc.) capable of understanding and responding to the increasingly complex challenges of our contemporary world.

## PCA-STREAM

Driven by the encounter of research and action, the PCA-STREAM studio is organized around two poles: PCA, the architecture and urban planning agency, in charge of large-scale projects, and STREAM, a program of cross-disciplinary research that informs the studio's architecture practice. Its work is the subject of publications, conferences, talks and exhibitions, but also of a web broadcast in open access. The STREAM book-magazine examines major contemporary issues through contributions from different disciplinary fields and creative organizations to understand, in a cross-cutting and collective way, the issues that will become the fabric of tomorrow's architecture and urban planning. PCA-STREAM offers a scientific approach, both sensitive and analytical, to the urban phenomenon in its systemic complexity. Bringing together researchers and creators around the aim of more sustainable, desirable and inclusive cities. The STREAM LAB ensures continuity between theoretical research and operational projects.



## A PARTICIPATIVE & INTERACTIVE EVENT

In order to invite everyone to participate in the debate and this transformation, the event is designed as a collective and participatory adventure. Conducted at the behest of the economic and cultural stakeholders of the Avenue des Champs-Élysées, the diagnosis and future prospects serve as a basis for discussion, sharing and debate via the Make.org platform. Additionally, educational workshops will be held to help raise awareness among young people and primary school students, as well as urban walks offering in situ immersion and conferences that bring together experts and stakeholders around the various social, urban and architectural challenges of this unique territory.

Full program on  
[pavillon-arsenal.com](http://pavillon-arsenal.com)

## ONLINE PARTICIPATIVE PLATFORM MAKE.ORG

SURVEY AVAILABLE FROM MID-FEBRUARY  
TO MID-APRIL 2020, ONLINE AND AT THE  
PAVILLON DE L'ARSENAL

Parisians and residents of neighboring municipalities are invited to share their ideas for the future of the Champs-Élysées through consultation on a dedicated platform which will remain open for two months - from mid-February to mid-April. During this period, participants can make proposals for the future of the Champs-Élysées and vote for those of other participants. At the end of the two months period, and after a double algorithmic and human analysis conducted by Make.org, all of this material will be shared publicly on the Make.org web site and through a dedicated channel. Participants making the best proposals may then be asked to come and present their ideas or to participate in workshops. As embodied in its ethics policy, Make.org is a democratic, civic, and European platform, and is neutral, independent, transparent (with open source code) and has a mindful personal data protection policy. Its ambition is ensured by a strong foundation of good governance and is formally reviewed four times a year by an independent ethics committee.



This QR Code provides access to the consultation.

## EXPERIMENTATION CITYSCOPE CHAMPS-ÉLYSÉES

AN INTERACTIVE SIMULATION PLATFORM  
PRESENTED IN THE EXHIBITION

CityScope is a collaborative venture between the PCA-STREAM studio and the City Science research group of the MIT Media Lab. The interface forms an experimental nexus between the diagnosis of existing conditions and the proposals imagined by the PCA-STREAM team for the future of the Champs-Élysées. It illustrates various possible interventions around new mobility, the strengthening of the role of nature in the city, and the creation of new dynamic and modular uses in the city. CityScope is a tangible platform for understanding complex processes by visualizing the impact of different urban intervention scenarios and providing a dynamic and iterative decision support tool. Through the use of simulations, the impact of different scenarios can be evaluated in a data-driven AI-enhanced process. The conceptual visualization, the aesthetics of which reflects the need for a scientific approach, is currently generated in part on the basis of synthetic data, though future iterations will make use of real-world data and analytics.

MIT City Science:  
Project manager: Arnaud Grignard  
Research assistant: Nicolas Ayoub  
Research fellows: Luis Alonso, Ariel Noyman, Markus Elkatsha, Maggie Church  
Head of Studies: Kent Larson  
Gama Platform team: Tri Nguyen-Huu (IRD), Patrick Taillandier (INRA), Alexis Drogoul (IRD)

## YOUTH EDUCATIONAL WORKSHOPS

INTERACTIVE, ARTIST-DRAWN VISITS OF  
THE EXHIBITION ON WEEKENDS

Conceived by the architects of Plus + Mieux Création as a large-scale game of "exquisite corpse" drawings, the workshop begins with a guided tour of the exhibition through art: at each stage (history, diagnosis, future vision). Those attending will discover the strengths and characteristics of the Champs-Élysées (visual, nature, building, mobility, events and uses) and draw their own interpretation. The different proposals make up a collective and idealized representation of this emblematic place and the children then imagine new activities in the different parts of the area (Place de la Concorde, gardens, the upper part of the avenue, Place de l'Étoile) giving their voice to imaginary characters placed in this collective picture. Together, they answer various questions: how to live in the gardens? Which modes of transportation to develop? What type of vegetation and for what purpose? Or which space for which type of event?

Saturday, February 29  
Saturday, March 7  
Saturday, March 14  
Saturday, March 21  
Saturday, March 28  
Saturday, April 4  
Saturday, April 18  
Saturday, April 25  
Saturday, May 9

Information and registration on  
[pavillon-arsenal.com](http://pavillon-arsenal.com)

YOUTH  
EDUCATIONAL  
WORKSHOP FOR  
ELEMENTARY-  
SCHOOLERS

FROM MARCH 3 TO MAY 9, 2020  
TUESDAYS TO FRIDAYS AT 9:30 A.M.  
FREE REGISTRATION

Designed for Parisian and metropolitan schools, these educational workshops offer a discovery of the Champs-Élysées history and its current events. The children will then be invited to take part in this consultation on possible developments, to imagine new uses and to create a collective fresco that reflects their vision and desires for the future of the Champs-Élysées.

Free registration for schools and recreation centers on pavillon-arsenal.com

CONVERSATION  
CONFERENCE &  
DISCUSSION

TUESDAY, MARCH 31, 2020, 7 P.M.

The conferences with Philippe Chiambaretta and his guests will provide an opportunity to discuss and question potential ideas around the avenue, in order to allow its inhabitants to have a significant contribution regarding its future.

Program in progress  
More information on pavillon-arsenal.com

AFTERWORK

WEDNESDAY, MARCH 19\*, 7 P.M. — 10 P.M.

Discussion with Philippe Chiambaretta and the PCA-STREAM agency about the exhibition: *Champs-Élysées, History & Perspectives*.

Free late-night visit until 10 p.m.  
\*date to be confirmed

BEYOND THE WALLS  
URBAN  
WALKS

FROM FEBRUARY 29 TO APRIL 25, 2020  
SATURDAYS, 10 A.M.

As part of the exhibition, the Pavillon de l'Arsenal offers, with the architects of the "Guiding architects" association, a series of walks to (re) discover on site, its history and current uses, with forward-looking ideas to reinvigorate this unique area.

Saturday, February 29, 10 a.m.  
Saturday, March 7, 10 a.m.  
Saturday, March 14, 10 a.m.  
Saturday, March 21, 10 a.m.  
Saturday, March 28, 10 a.m.  
Saturday, April 4, 10 a.m.  
Saturday, April 18, 10 a.m.  
Saturday, April 25, 10 a.m.

Information and registration  
pavillon-arsenal.com

CULTURAL OUTREACH  
GUIDED TOURS  
OF THE EXHIBITION

GUIDED TOURS WITH PHILIPPE  
CHIAMBARETTA, GUEST CURATOR

SATURDAY FEBRUARY 29, MARCH 28,  
& APRIL 25

Free guided tours of the exhibition by its guest curator, Philippe Chiambaretta and the PCA-STREAM agency.

GUIDED TOURS WITH MEDIATORS

SATURDAYS AND SUNDAYS AT 5 P.M.

Free guided tours of the exhibition by Arsenal Pavilion mediators (Écoles Nationales Supérieures d'Architecture students).

GUIDED TOURS FOR GROUPS

EVERY SATURDAY AT 11 A.M.  
(RESERVATIONS ONLY)

Guided tours for groups every morning between 11 a.m. and noon.

Reservation required  
contact: infopa@pavillon-arsenal.com



# CONTACTS

## **PAVILLON DE L'ARSENAL**

Julien Pansu  
Digital, Audience Development and Communication Director  
+33 (0)1 42 76 31 95  
julienpansu@pavillon-arsenal.com

Estelle Petit  
Communication Manager  
+33 (0)1 42 76 26 53  
estellepetit@pavillon-arsenal.com

www.pavillon-arsenal.com  
f t i pavillonarsenal

## **PCA-STREAM**

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

Tiphaine Riva  
Communication Manager  
+33 (0)1 44 93 90 00  
triva@PCA-STREAM.com

com@pca-stream.com  
www.pca-stream.com  
f t i v pcastream

## **COMITÉ CHAMPS-ÉLYSÉES**

Edouard Lefebvre  
Managing Director  
+33 (0)6 19 57 51 52  
edouard.lefebvre@comitechampselysees.com

www.comite-champs-elysees.com  
f t AvenueChampsElysees

## **MEDIA: ÉVIDENCE**

Hugues Le Romancer  
+33 (0)6 07 41 26 78  
hugues.le-romancer@evidenceparis.fr

www.evidenceparis.fr  
f CabinetEvidence

## **Credits:**

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