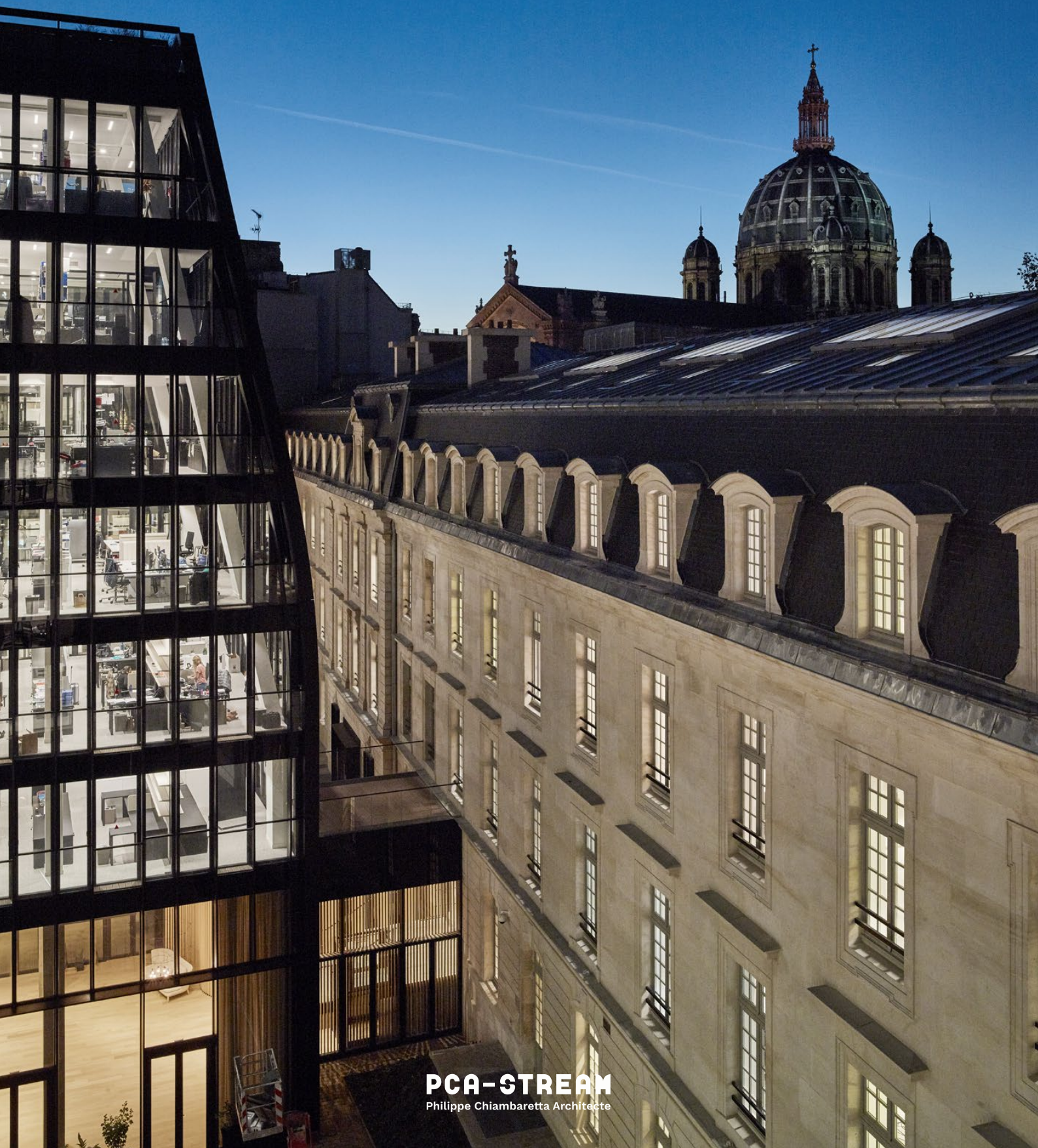


LABORDE

THE TRANSFORMATION OF ROYAL BARRACKS INTO
THE 21ST-CENTURY OFFICES OF A BUSINESS LAW FIRM





PCA-STREAM AND GIDE UNVEIL “LABORDE” FORMER ROYAL BARRACKS TRANSFORMED INTO THE 21ST-CENTURY OFFICES OF A BUSINESS LAW FIRM

The creation of the new headquarters of Gide, the top French international business law firm, is one of the most important redevelopments in Paris in recent years. Situated on Place Saint-Augustin, the headquarters embody the “metabolic” reconstruction of Paris within itself, as well as the creation of new corporate spaces for fostering collective intelligence.

AN ARCHITECTURAL DIALOGUE BETWEEN TWO BUILDINGS, TWO ERAS AND TWO FUNCTIONS

The historic wing, which flanks the street, has seen its classical elegance and former grandeur as eighteenth-century buildings restored. This wing is now dedicated to welcoming the firm’s clients. On the courtyard side, stands a stunning office building, entirely rebuilt, with immense glazed surfaces supported by frames. Between the two, acting as a link between heritage and modernity, there is a monumental pavilion designed as a place to exchange ideas and hold events.

HORIZONTALITY AND TRANSPARENCY AS CATALYSTS FOR COLLECTIVE INTELLIGENCE

Based on 15 years of research into the workplace topic, PCA-STREAM’s project is centred on the creation of a horizontal structure. The intention is to make a physical break from traditional vertical organizational structures. This is achieved thanks to vast open-plan floors, fluid circulation systems, glass offices and common areas (café, library, terraces), all set out around a veritable village square... As a result, Gide’s 600 lawyers and other members of staff meet and interact more frequently, information circulates, and synergies are reinforced.

RECONNECTING WITH THE SKY AND NATURE

The new Gide headquarters boasts close to 4500m² of outdoor areas, more than half of which is comprised of green spaces. This includes the garden, the planted terraces, the rooftop bar complete with its own kitchen garden intended for onsite consumption, and the external walkways on each floor. Thanks to modern tools and connectivity, these are mixed-use spaces for inspiration, exchange and even production. These spaces also provide comfort, biodiversity, heat insulation and environmental excellence.

KEY FIGURES

18 879	m ² in total
1603	m ² of meeting and reception spaces for Gide
2755	m ² of outdoor areas: the courtyard, balconies and terraces
1022	m ² of green spaces
550	m ² of kitchen garden intended for the consumption of the building’s occupants
600	of Gide’s lawyers and other members of staff have moved in and 50 of the top French international law firm’s 1000 workstations have been set up
47	million euros excluding tax of construction costs

KEY STAGES

1763	Construction of the Pépinière Barracks - or «Pologne Barracks» - to accommodate the French Guards, the regiment responsible for the protection of the king of France.
1861	Napoleon III decides to carry out expansion work on the Pépinière barracks to increase its capacity.
1925 – 1948	In the interwar period, the barracks lose their monumental entrance onto Place Saint Augustin. The entrance is demolished and replaced by the Cercle National des Armées. After the Liberation, a narrow high-rise barrack building is constructed at the back of the courtyard to meet the accommodation and office needs of the French army.
2015	The Ministry of Defence sells the building and PCA-STREAM is selected to redevelop it.
Juil. 2016	Beginning of 25 months of construction work
Oct. 2018	Project delivery

A LONG GONE PRESTIGIOUS MILITARY PAST

The Péripière barracks were built at the end of the eighteenth century for the French Guards, the elite regiment responsible for the protection of the King of France. Opening onto the Place Saint-Augustin, its U-shaped layout around a large courtyard facilitated military inspections. It was extensively remodeled during the Second Empire to accommodate up to 1500 men, then partially demolished and rebuilt in 1925 when the Cercle National des Armées (the National Officers Club) was constructed on the location of the barracks' monumental entrance.

In the post-war years, in order to meet the growing needs of the French army, the rear wing was demolished and replaced by a building that combined offices and barracks.

This very narrow, high-rise building, situated in an oversized courtyard, was resolutely functional and of little architectural interest. In contrast, the building flanking the street remained very Parisian, classical and even military in its precision and austerity. In 2015, the French government parted with the property and PCA-STREAM began to develop its new project.





ARCHITECTURAL APPROACH

REBUILDING PARIS WITHIN ITSELF

PCA-STREAM embodies transformative architecture, a “metabolic” vision of the city, the heritage of which is in constant evolution. PCA-STREAM’s approach is based on an in-depth building diagnosis, the identification of historically relevant elements (in this case, the urban alignment and the classical arrangement of the street-facing façade). The whole is then re-imagined to adapt it to new contemporary functions. Launched in 2015, the project borrows the concept of reconstructive surgery on a large injured body: despite the amputation of its largest pavilion on Place Saint-Augustin, the classical wing flanking the street has been carefully restored to revive the barracks’ former grandeur.

A DIALOGUE BETWEEN THE INTERIOR AND THE EXTERIOR

From the outside, the building thus retains its classical Parisian elegance... but once the visitor passes through this heritage building the surprise,

as is known to happen in so many Parisian courtyards, is total. The sheer scale of the new building’s glass surfaces is striking. They form a shining, contemporary mirror opposite the eighteenth-century wing. The huge supporting frames take inspiration from the steel T beams typically used in the glass façades of Parisian courtyards. Now 12 metres wide – the minimum for modern service sector use –, the building is broader than before.

CREATING A HUB

In the centre of the courtyard, a brand new pavilion has been added: the “NoPa”. The pavilion’s volumetric aspects pay homage to its vanished predecessor. It connects the historic and modern buildings via a spectacular double-height hallway, while also providing harmony to the layout. Two courtyards of better proportions are thus created: one mineral and intended as a service entrance – emergency services, deliveries – the other vegetal and intended for the occupants, organized around an exquisite garden.

PCA-STREAM APPLIES THE FINDINGS OF 15 YEARS OF RESEARCH

ONE OF THE WORLD’S FEW ARCHITECTURE STUDIOS EQUIPPED WITH AN APPLIED RESEARCH LAB

After training at Ponts et Chaussées and MIT and gaining experience in finance and strategic consulting, Philippe Chiambaretta directed Ricardo Bofill’s studio and even made a foray into painting before becoming an architect at the age of 36. PCA-STREAM, which he founded in 2000, is home to architects, art historians, urban planners, landscape architects, engineers and more. PCA-STREAM offers an equally multidisciplinary approach to architecture, the only approach capable of addressing major contemporary issues.

PCA-STREAM thus functions in a dual manner. Its research arm (STREAM), which has its own budget, involves 150 researchers worldwide working on three-year protocols. Fed by this research, the production arm maintains a constant dialogue that enriches the studio’s work. Over 15 years, PCA has applied the research done by STREAM to more

than 180 000m² of emblematic headquarters and offices for businesses that are leaders in their fields, including Facebook, BlaBlaCar, Chanel, Total, Gide, Lazard.

OFFICE SPACES AS STRATEGIC HERITAGE

Evolution in the workplace and the concept of a productive city rapidly became major themes for Philippe Chiambaretta and the research lab STREAM. In the space of ten years, office buildings have changed from cost centres managed by administrators to strategic management tools piloted by executives. These office buildings:

- embody the company’s identity, generating pride and a sense of belonging
- promote increased creativity by fostering the informal circulation of knowledge as well as serendipity
- are distinctive, collaborative, community spaces
- support new ways of working (digital nomadism, agility, etc.)
- play a major role in attracting and retaining talent.

THE FOUR PILLARS OF THE LABORDE PROJECT

1- CREATING A SENSE OF COMMUNITY

REBUILDING HORIZONTALITY TO FOSTER EXCHANGE AND COLLABORATION

The tall, narrow barracks embodied the vertical hierarchy of the military. PCA-STREAM has turned this around to promote new, horizontal ways of working and managing. Circulation systems have been designed to allow fluid flow along the length of the building. The floors at the back of the courtyard have been widened to 12 metres. The lift cores are grouped together in one place so that members of staff encounter every day.

The proportion of common areas has been greatly increased, with the creation of spaces designed for informal encounters: kitchens and convivial spaces on each floor; a contemporary restaurant with large tables, which during the day transforms into an informal space for work and collaboration; a vast library with alcoves, where both groups and individuals can come together within the same place. And a central building, the "NoPa", designed as a hub for resources, discussion and representation. A terrace crowns the pavilion, providing a venue for events.

A UNION BETWEEN TRANSPARENCY AND CONFIDENTIALITY

Made entirely of glass surrounding the courtyards, the structure allows its occupants to see one another, even from the opposite sides of the building. The whole space has been conceived to promote encounters, interactions and knowledge sharing. This represents a genuine paradigm shift for the legal profession, which is based on discretion and confidentiality.

The new staff offices remain individual (or are shared by two or three people), but the partitions are transparent, and some even have writable walls. The acoustics have been designed to guarantee that conversations are not overheard. Most of the offices benefit from a dual internal access points, outdoor balconies and terraces.







THE FOUR PILLARS OF THE LABORDE PROJECT 2 – MAXIMIZING PHYSICAL WELL-BEING

LIGHT

Thanks to the floor-to-ceiling windows of the façade, each office benefits from optimal natural light.

OUTDOOR SPACES

There is also excellent provision of outdoor spaces. Besides the central garden, the offices offer access to the balconies on every floor. The quiet of the courtyards, the planted terraces or two rooftop provide spectacular panoramic views of Montmartre, the Parisian rooftops and Saint-Augustin church. Circulation is given prominence with staircases on the façades, transforming them into true living spaces: they provide access to the terraces, foster encounters and encourage physical exercise. A multitude of informal and inspiring spaces, allowing people to work flexibly and in harmony with the seasons.

COMFORT

Particular attention has been paid to design and furniture, particularly in the shared spaces, to achieve a very high level of comfort for both staff and clients. The work spaces' interior design has been entrusted to Archimage.

SERVICES

Besides the double-height lounge, the restaurant, the working café and the library, which together constitute a real living space, a onsite concierge service and 24-hour gym are provided.





THE FOUR PILLARS OF THE LABORDE PROJECT

3 – EMBODYING THE FRENCH ARTS OF LIVING

Resulting from the close collaboration between Gide and PCA-STREAM, the interior architecture is founded upon the major values embodied by the law firm: excellence, innovation and the French art of living.

The project therefore uses materials that are noble without being ostentatious: Charmot, blue Buxy limestone and marble, with antique brass for the metalwork. Like a red thread, the sycamore bracket provides the project with rhythm.

The common areas reuse the aesthetic codes of the home and the hospitality industry, with the addition of elegant curtains and the tailor-made choices of decorative objects and hanging lights. The new central “NoPa” pavilion opens onto a double-height hallway with a cosy design. The restaurant, the working café and the library constitute welcoming coworking spaces. On every floor, the terraces and contemporary lounges form convivial islands between offices.

An essential component of the project for Gide, the spaces dedicated to welcoming clients are located in the historic and most noble wing, flanking the street. The wing includes approximately twenty meeting rooms, elegant, comfortable and equipped with the latest technology, as well as small salons, open but discreet, mingling with digital artwork.







THE FOUR PILLARS OF THE LABORDE PROJECT

4 – RECONNECTING THE CITY TO NATURE

STREAM has dedicated five years of research, two publications and dozens of conferences to the subject: office buildings –and the city as a whole– must be regarded as metabolic organisms: alive, co-designed, evolving, and connected to their ecosystems.

GREEN SPACES AS A COMPONENT OF ARCHITECTURAL DESIGN

Modern building design is driven by the desire for a new relationship with nature in urban areas, a relationship that is both simpler and more active. The creation of green spaces is no longer decorative. It now includes the garden, the roofs and the terraces, creating porosity with the neighbouring Augustins park. It provides comfort, biodiversity and heat insulation.

URBAN AGRICULTURE FOR ONSITE CONSUMPTION

Freed of technical structures, the rooftop becomes productive. Various aromatic plants grow there, requiring little watering and maintenance. They are cared for and harvested by Topager, gardener-agronomists specialized in urban agriculture. Though the amount of food produced, intended for onsite consumption, remains modest, it significantly improves urban biodiversity and optimizes rainwater management.

A LIVELY COURTYARD

The central courtyard is luxuriously planted, like an invitation to come and sit down to have lunch, to talk and to work. The landscape project creates the impression that nature is erupting from the floor through the wooden platform. It was created by La Superstructure, which was selected in collaboration with the Chaumont Garden Festival. This approach is inherent to the culture of the studio, which regularly invites other creators, artists and designers to take part in their projects.

RESPECT FOR THE ENVIRONMENT

The entire project uses the available technology to offer exceptional environmental performance, approved by numerous certification labels, while contributing to overall comfort levels. This involves the careful choice of A+ materials (the top class of low-VOC materials), the collection of rainwater for sanitary facilities and watering systems, the use of certified wood from sustainably managed forests, as well as the installation of high performance equipment to reduce the building's energy consumption.







WHEN THE TOP FRENCH INTERNATIONAL LAW FIRM ANTICIPATES THE TRANSFORMATIONS THAT WILL TAKE PLACE IN THE DECADES TO COME

A 100-YEAR HISTORY, MANY YEARS OF RESEARCH AND A THREE-YEAR PROJECT

Founded in 1920, Gide is the top international law firm with its origins in France. Historically located on the banks of the Seine, the firm spent several years searching for the ideal location capable of embodying its values, culture and a modern vision of the legal profession until they became aware of the Laborde project, one of the most important property redevelopments in central Paris in recent years, and of PCA-STREAM's vision of workspaces.

COLLECTIVE PERFORMANCE, CREATIVITY AND WELL-BEING

For Gide, this new address expresses the firm's ambition to provide a reception area of exceptional quality to its clients, and a next-generation workspace fostering collective performance, creativity and the well-being of its teams. At last united within a single location, and grouped on each floor according to broad specializations, the staff members see and meet each other more frequently, generating synergies essential to a major multi-practice commercial law firm.

A LINK BETWEEN HERITAGE AND MODERNITY

Between the renovated eighteenth-century former barracks intended for welcoming clients, and the contemporary glass and metal building, the monumental pavilion represents the link between tradition and modernity, a concept that is inherent to the firm's culture.

"Laborde's dual identity, combining heritage and modernity, is perfectly suited to a profession based on the structural and historical foundations of law, but entitled to evolve continuously alongside the society it regulates."

Philippe Chiambaretta
Architect and Founder, PCA-STREAM

"The firm's move to Rue de Laborde represents a new page in our history and goes hand in hand with our ambition and our growth dynamic. More than just a new address, this is a true company project based on our collective imagination and in keeping with our values of excellence and innovation."

Xavier de Kergommeaux, Senior Partner,
and Stéphane Puel, Managing Partner, Gide



TECHNICAL INFORMATION

PROGRAMME

Restoration and extension of former military barracks into an office complex

LOCATION

15 rue de Laborde, 75008 Paris

SURFACE AREA

18 879 m²

BUDGET

47 760 000 €

DELIVERY

October 2018

CERTIFICATION

BREEAM Very Good, HQE Renovation Excellent, HQE New Excellent, High Energy Performance Certification

PROJECT TEAM

Contracting Authority: ACM

Assistant to the Contracting Authority: ARC

Contract Supervisor: Artelia

Structure: Kephren

Façades: VS-A

Environmentr: Green Affair

Plumbing/HVAC: Barbanel

Acoustics: A&C

Technical Inspection: Qualiconsult

Economist: Delporte

Health and Safety: LM3C

Fire Safety: CSD Faces

Landscaping: Topager, La Superstructure

External Lighting: LUMIERE STUDIO

Office Design: ARCHIMAGE

General Contractor: Eiffage

Façades: GOYER

Locksmithing: AGM

Air Conditioning: LEFORT

Electrician: FIBOR

Landscaping: Topager, Les Jardins de l'Orangerie







GIDE
GIDE LOYRETTE NOUËL

















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