



P R I X V E R S A I L L E S
A R C H I T E C T U R E C O M M E R C I A L E

19 June 2015 | UNESCO Headquarters

P R E S S K I T

CONTENTS

- 3 Introduction
- 4 Press release - 22 June 2015
- 5 Press release - 16 June 2015

AWARD OF THE PRIX VERSAILLES FOR COMMERCIAL ARCHITECTURE

- 6 Inaugural message from Irina Bokova
- 7 Members of the Jury
- 8 2015 Award Winners
- 9 Presentation of the winner of the 2015 Prix Versailles for Commercial Architecture
- 13 Presentation of the winner of the special prize for an Interior
- 19 Presentation of the winner of the special prize for an Exterior
- 22 Presentation of the winner of the special prize for Services

- 25 Official poster

Introduction

Culture and commercial architecture: two domains that are often depicted as contradictory. Indeed, commerce is associated with utilitarian functionalism, immediacy, playing it safe, and an impoverished style. Whilst culture is associated with beauty, creativity and a disinterested ideal.

Naturally, this opposition is not systematic, and there are many high quality examples of their coexistence. However, such examples remain a rarity. The end goal of the Prix Versailles is to alter this state of affairs by merging these opposites together.



Photo credit: Guillaume Ombreux

Jérôme Goudain

This perceived contradiction is emblematic of a stage in the modern era that is on the brink of becoming outdated. The new period into which we are entering demands quality in all things: culture needs to break out of its ivory tower, without overlooking commercial aspects. Conversely, commerce must progressively adopt the goals of environmentalism, quality, creativity and innovation. Where we saw disjunction before, today's era calls for conjunction.

The Prix will recognize the most remarkable structures, in terms of both interior and exterior architecture, as well as the services on offer for their consumers. Because the Prix is associated with Versailles, we want that world renowned symbol of beauty and elegance to serve not as a model but as a beacon or impetus for quality commercial architecture, today and tomorrow.

Paris, 22 June 2015

Press release

Prix Versailles for Commercial Architecture: four winners recognized for their service to creativity and sustainable cities

At the inaugural event for the Prix Versailles for Commercial Architecture, held the evening of 19 June 2015 at UNESCO's headquarters, the Chairman of the Judges Panel, François de Mazières, announced the winners for the 2015 edition.

After the first call for submissions, whose scope was intentionally limited to structures located in France, the Judges Panel, made up of internationally renowned figures, decided to discern award to four particularly remarkable recent openings:

The 2015 Prix Versailles was awarded to the **Marseille Bourse Galeries Lafayette** project (Marseille, France), represented by **Éric Costa**, President of Citynove, and by **Alain Moatti**, Architect.

The Prix Versailles for an Interior was awarded to the **Haras Strasbourg** project (Strasbourg, France), represented by **Maxime Muller**, Director of Operations for Brasserie Les Haras.

The Prix Versailles for an Exterior was awarded to the **Rue de Charonne Boutique Repetto** project (Paris, France), represented by **Jean-Marc Gaucher**, Chief Executive Officer of Repetto.

The Prix Versailles for Services was awarded to the **Boutique Réunion des Musées Nationaux** project at the **Musée des Confluences** (Lyon, France), represented by **Valérie Vesque-Jeancard**, Deputy Managing Director of Réunion des Musées Nationaux - Grand Palais, and by **Julien Kolmont de Rogier**, Architect.

In recognizing collective architecture that relates to both an economic activity and people's everyday lives, the Prix Versailles encourages sustainable development in cities, development that is ecological and social, but also cultural.

Irina Bokova, Director-General of UNESCO, underscores this point: "The Prix Versailles for Commercial Architecture is one of the ways to shine light on the intersection between creation, art and economics".

"Investing in culture means promoting a form of universal sustainable development, and drawing on inexhaustible resources - for development, personal fulfilment and, in the end, growth - from our cultural environment."

The intention is for the Prix Versailles to be the vehicle for this message from UNESCO. Next year, it will be expanded to include structures from around the world.

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Paris, 16 June 2015

Press release

Inauguration of the Prix Versailles for Commercial Architecture

The Prix Versailles for Commercial Architecture will be inaugurated on 19 June 2015, at the headquarters of the United Nations Educational, Scientific and Cultural Organization (UNESCO), in the presence of **Irina Bokova**, Director-General of UNESCO, and other guests.

Each year, it will single out shops and commercial spaces that are remarkable for their integration with the landscape, their exterior architecture, their interior design, and the services they offer to consumers.

The notion of “commercial spaces” should be understood in the broadest possible sense, including hotels and restaurants.

The Prix, which will be extended worldwide beginning next year, aims to serve as a reference for commercial spaces. Its communications have been multilingual from the outset (in Arabic, English, French, Japanese, Mandarin and Russian).

The Judges Panel, chaired by **François de Mazières**, Mayor of Versailles and the first President of the Cité de l'Architecture et du Patrimoine, is composed of internationally renowned figures, such as the architects **Paul Andreu** and **Thom Mayne** (2005 Pritzker Laureate), philosopher **Gilles Lipovetsky**, and three star chef **Anne-Sophie Pic**.

The aim of this initiative, organized by Diversum and its founder **Jérôme Gouadain**, is to create momentum and show how the companies of today can use their real estate policies to help make the city, and the everyday lives of the people who live and work there, more sustainable and more enjoyable.

It reflects the vital issue of enriching the cultural dimension everywhere to make this lever into a true vector for economic growth through job creation.

On 19 June, find out which four structures in France took the 2015 Prix Versailles.

Diversum:

Created in 2006, Diversum is a hub for forward-looking thought that seeks to unite cultural intelligence and economic efficiency so that they can interact from a perspective of cultural diversity and sustainable development.

In 2011, this approach coalesced into the concept of the purple economy. It aims to rethink the economy in the light of the potentialities afforded by culture.

Diversum brings independent figures together and acts in cooperation with many institutional partners, namely including UNESCO, the OECD, the European Commission, the European Parliament, MEDEF Employers Union and the French Government.

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AWARD OF THE PRIX VERSAILLES FOR COMMERCIAL ARCHITECTURE

“Ladies and Gentlemen,

Since the beginning, UNESCO has endeavoured to promote culture, heritage and creativity as forces for peace, dialogue and development.

UNESCO supports artists, enthusiasts and culture professionals, with the conviction that investing in creativity can transform societies, making them more meaningful, more inclusive and more humane.

UNESCO promotes a broad vision of culture that encompasses not only architectural heritage, but also the traditions, identities, customs and events through which a society can be present for itself, reinforce its cohesion, and spread its wings.

It was thanks to UNESCO that the dual nature of cultural goods and services was established on a global scale, in the Convention on the Protection and Promotion of the Diversity of Cultural Expressions, which was adopted just 10 short years ago, in 2005.

Cultural goods and services have both an economic value and a cultural value.

They are a source of jobs and income, and represent a force for development and poverty reduction.

They are also a bearer of identity, of shared landmarks, and are not mere goods like any other.

I am persuaded that this combination is the key to sustainable development, to a form of development that makes sense and that is fully adopted by the peoples of the world.

It is precisely the links between culture and economics that we must explore and analyse in greater depth, collecting reliable data, producing knowledge and building new indentations at the boundary between those worlds that have all too often ignored one another.

The Prix Versailles for Commercial Architecture is one of the ways to shine light on the intersection between creation, art and economics.

And I would like to salute Diversum’s hard work and its efforts to develop this “purple economy” that places value on the cultural potential of goods and services in order to better incorporate a cultural dimension into the economy.

We need initiatives like this one to help gain a new perspective on the creative industries and on the cultural sector’s developmental potential.

Our actions must converge on this objective: investing in culture means promoting a form of universal sustainable development, and drawing on inexhaustible resources - for development, personal fulfilment and, in the end, growth - from our cultural environment.

This is also a message that the Member States of UNESCO plan to incorporate into the United Nations’ post-2015 sustainable development agenda, which will give direction to development programmes and actions over the next 15 years.

Congratulations to all the winners.

Thank you for your support.”

Irina Bokova

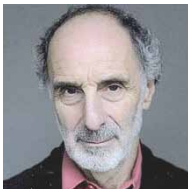
Director-General of the United Nations Educational, Scientific and Cultural Organization

Prix Versailles Judges Panel



FRANÇOIS DE MAZIÈRES

Mayor of Versailles (France)
Chairman of the Prix Versailles for Commercial Architecture Jury



PAUL ANDREU

Architect and Writer (France)



GILLES LIPOVETSKY

Philosopher (France)



THOM MAYNE

Architect (United States of America)
2005 Pritzker Laureate



ANNE-SOPHIE PIC

Chef (France)



MINJA YANG

Professor at the University of Leuven, Belgium (Japan)

AWARDS 2015

Winner of the 2015 Prix Versailles for Commercial Architecture

Galleries Lafayette Marseille Bourse

(Citynove / Moatti-Rivière)

28, rue Bir-Hakeim

13001 Marseille (France)

Winner of the special prize for an Interior

Les Haras Strasbourg

(IRCAD / Jouin Manku)

23, rue des Glacières

67000 Strasbourg (France)

Winner of the special prize for an Exterior

Repetto

20, rue de Charonne

75011 Paris (France)

Winner of the special prize for Services

Boutique Réunion des musées nationaux - Musée des Confluences

(Rmn-GP - Julien Kolmont de Rogier)

86, quai Perrache

69002 Lyon (France)





PRIX VERSAILLES
ARCHITECTURE COMMERCIALE
2015

Galleries Lafayette Marseille Bourse (Marseille, France)



Photo credit: Frédérique Félix-Faure

Galleries Lafayette Marseille Bourse (Marseille, France)

The new façade of the Marseille Bourse Galleries Lafayette, created by Moatti and Rivière, is a feat of architectural prowess, wrapping the Galleries Lafayette in a spectacular transparent glass ribbon.

Sculptural, feminine architecture

The “veils” contain an exterior architectural lighting system. A row of LEDs lines the edges of each of the three veils, underscoring the movements of the wave in a continuous, illuminated array.

Their design beautifies the building’s corners and the department store’s entrances, adding a touch of fluidity to the public’s wanderings and creating an urban space that is protected from both rain and sun.

The glass-walled façade plays a twofold ecological role: it lets natural light enter and provides a filter to guarantee an optimal temperature inside the building.

The Galleries at the Bourse shopping centre reveals an architectural ambition: its wavy veiling simultaneously serves as protection from the sun, signage designating the entrances and, looking as it does like large sails, here in Marseille it also symbolizes the Mediterranean.



Photo credit: Frédérique Félix-Faure



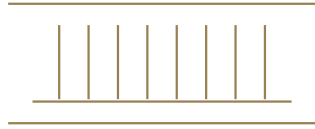
Photo credit: François Moura



Photo credit: François Moura



Photo credit: François Moura



PRIX VERSAILLES
ARCHITECTURE COMMERCIALE
Intérieur

Les Haras Strasbourg (Strasbourg, France)



Les Haras Strasbourg (Strasbourg)

The Haras Strasbourg renovation project was initiated and run by IRCAD (Research Institute against Digestive Cancer). It combines architectural creativity with technological innovation.

An interior renovation characterized by authenticity and modernity

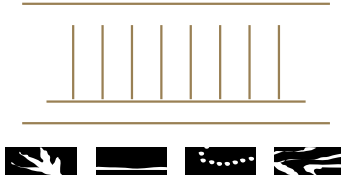
Patrick Jouin and **Sanjit Manku** have transcribed their vision of this historical stud farm in a spirit that is noble and rough at the same time. They intentionally selected only a small number of materials. Rough lumber, natural leather and blackened or brushed metal transpose the first life of this building, an emblem of the City of Strasbourg, into a resolutely refined and contemporary site.











PRIX VERSAILLES
ARCHITECTURE COMMERCIALE
Extérieur

Repetto (Paris, France)



Repetto (Paris, France)

The Repetto shop on Rue de Charonne in Paris is a celebration of classical dance. It is located in a symbolic district on the Right Bank, a few blocks from the Opéra Bastille.

A showcase for magic and dreams

The façade was treated according to the old classic code for Parisian boutiques: wood mouldings and glass shop signs engraved with gold leaf lettering.

The ebonized wooden arch contrasts with a brightly lit interior to set the scene for the shop's products. The windows offer up the spectacle of a ballet opening out into the city.





PRIX VERSAILLES
ARCHITECTURE COMMERCIALE
Services

Boutique Réunion des musées nationaux – Musée des Confluences (Lyon, France)



Boutique Réunion des musées nationaux – Musée des Confluences (Lyon, France)

With its 254 m² single storey gift shop at the entrance to the museum, the **RMN - Grand Palais** is a part of the Musée des Confluences project.

The museum shop was laid out by **Julien Kolmont de Rogier**, echoing the glass and metal architecture of the building designed by the Austrian firm Coop Himmelb(l)au.

Architecture serving the public and serving the museum

The materials and colours lie somewhere between crystal and cloud (whites, greys and zincs), alternating between matte and glossy to breathe life into the space. Displays with variable geometry create an immersive arrangement that is perfectly in tune with the site.

In this way, the gift shop's staging of its carefully selected books and objects is an extension of the museum's concept of a dialogue between exact sciences and social sciences that throws light on the human adventure.

In this, the museum shop offers a real service of cultural accessibility to the general public.





PRIX VERSAILLES ARCHITECTURE COMMERCIALE

LE PRIX DES MAGASINS
ET ESPACES COMMERCIAUX REMARQUABLES

PARIS, SIÈGE DE L'UNESCO

19 JUIN 2015