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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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