

PRESS RELEASE  
APRIL 2020

Bien Urbain  
ATELIER D'ARCHITECTURE

**Paris | France**  
**Renovation of the temporary  
exhibition spaces Rohan 1 & 2  
of the Musée des Arts  
Décoratifs (MAD)**

**2018 – 2020**

Situated in the very centre of the Musée des Arts Décoratifs in Paris, the exhibition rooms devoted primarily to fashion are in the Rohan Wing of the Louvre running along the Jardin des Tuileries and the Rue de Rivoli.

This wing was renovated in the 90's, with an additional floor being added and with all of its windows blocked, such that its architectural structure was not immediately visible.

The preservation of an architectural heritage, including its sometime changing perception, was a major concern. The building was stripped down to its original structure. The walls, floors and ceilings were left in their original state, simply stabilised with a sealant

to eliminate further diffusion of dust. The project is minimalist: no linings, no coverings, no false ceilings, nothing superfluous.

Our mission was undertaken with discernment and we have brought a majestic building back to life.

A geometrically free standing stair case links the two levels in one unifying movement.

Modular showcases are installed between each buttress such that the layout can be changed on demand; the museum can therefore open towards the exterior (Rue de Rivoli/Jardins des Tuileries) as to the interior. Each showcase is connected to a technical support network along two parallel paths which

delimit the display zone and the public zone. Each showcase runs autonomously and offers a wide range of configurations.

We have developed a « display engine » which allows future exhibition scenographers to plan their displays without constraints, according to their needs.

The Musée des Arts Décoratifs re-opens these « fashion galleries » with a major exhibition devoted to the famous American fashion magazine Harper's Bazaar with a display designed by the Studio Adrien Gardère.

**Client**

Musée des Arts Décoratifs (MAD)

**Team**

Bien Urbain – atelier d'architecture  
Studio Adrien Gardère  
Betom Ingénierie  
ACL

**Surface area**

1 280m<sup>2</sup> SU

**Cost**

2 140 100€ HT

**Statut**

Completed february 2020

**Photographer**

BU + Luc Boegly



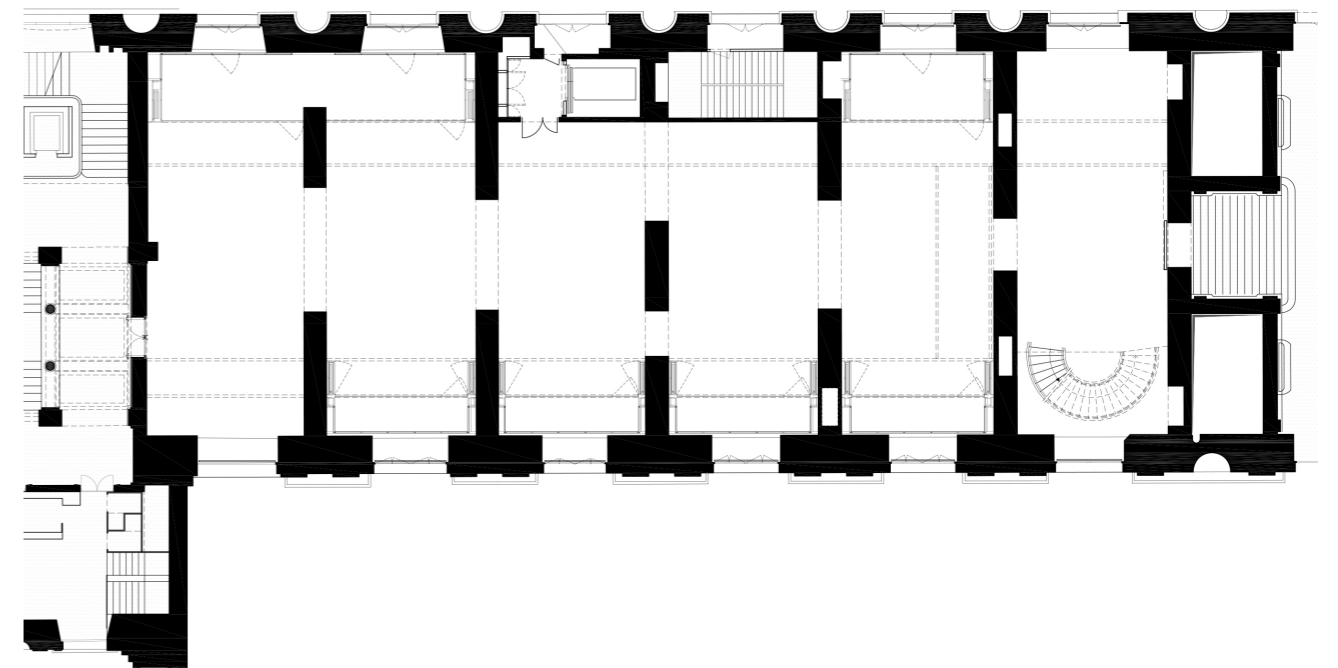


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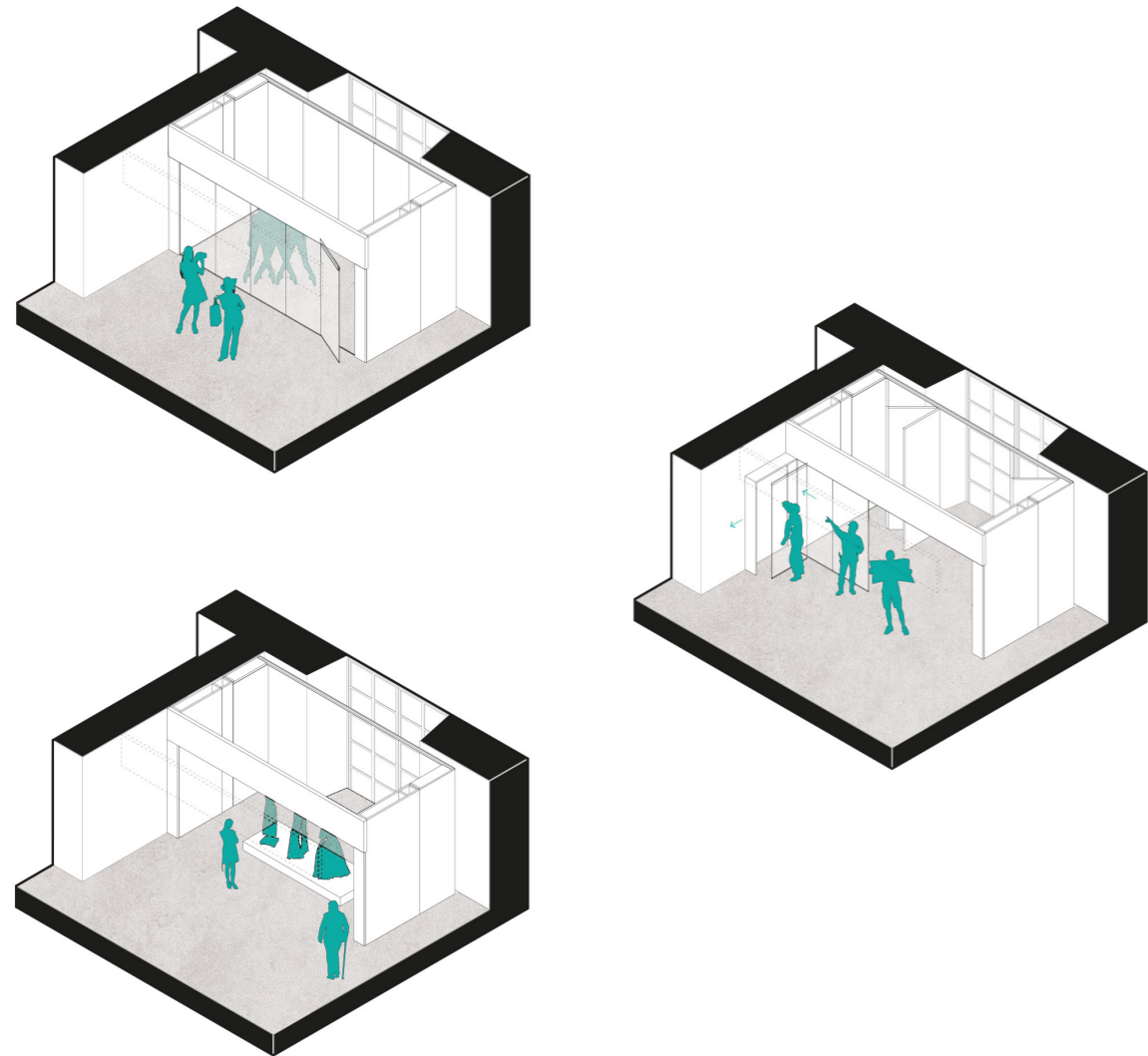
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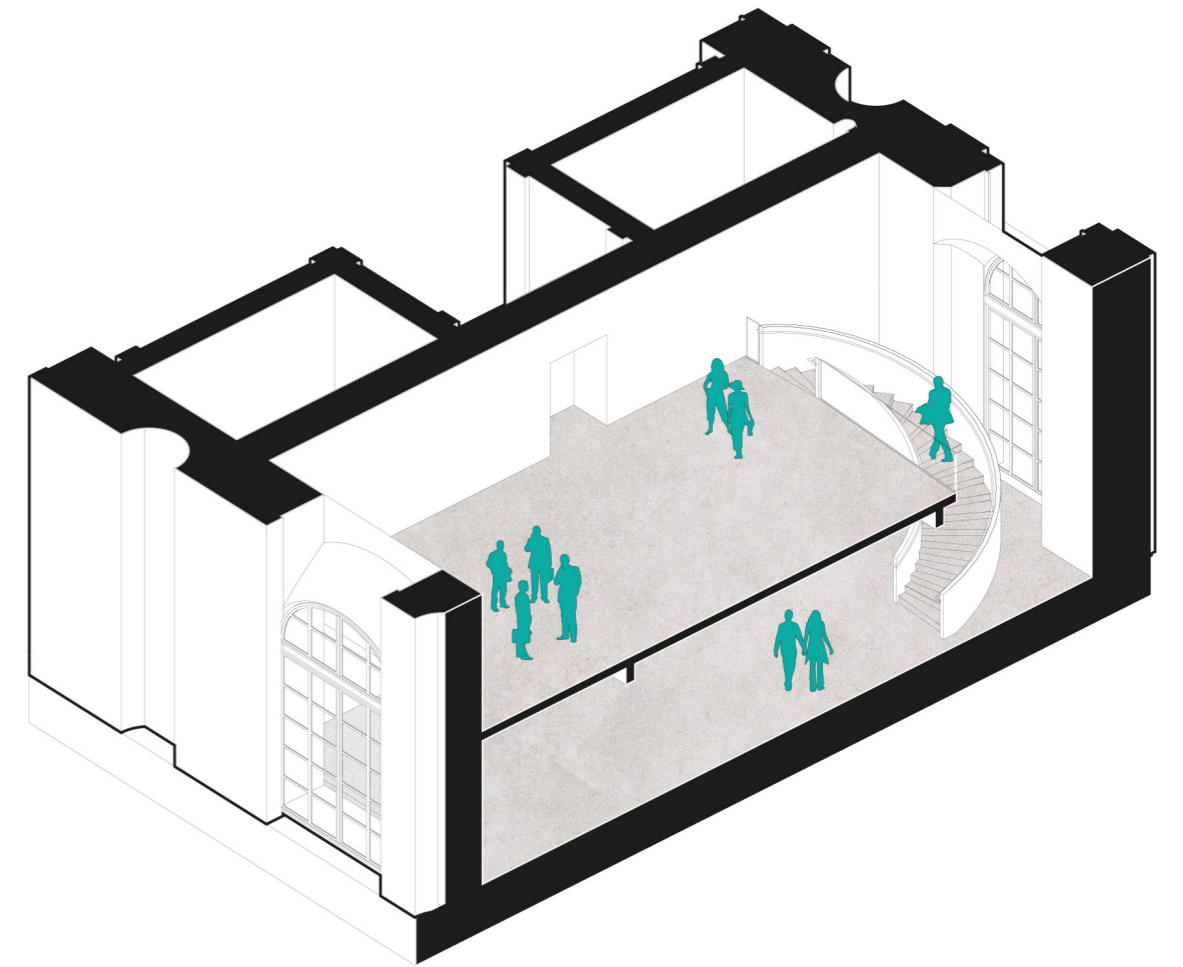
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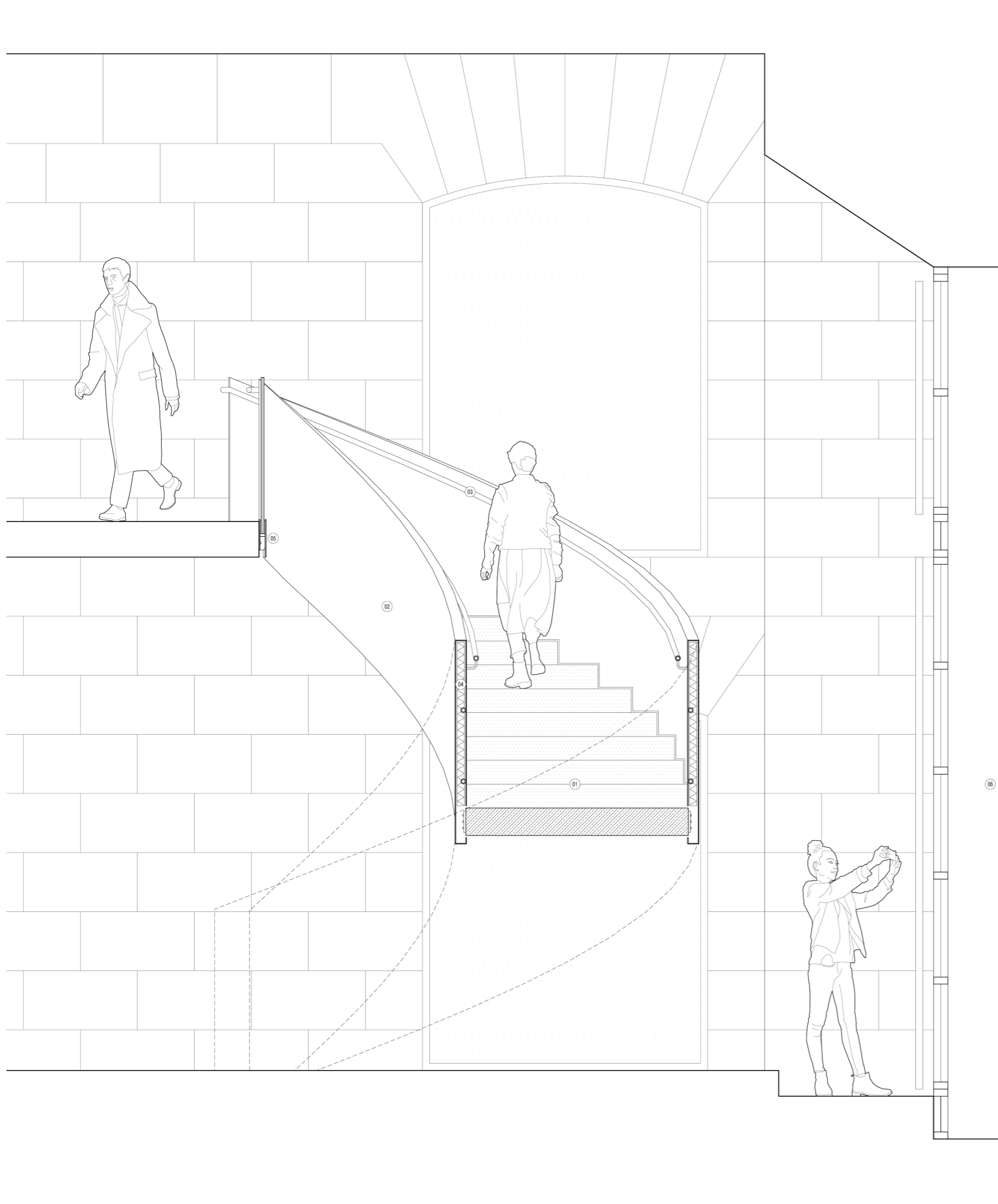




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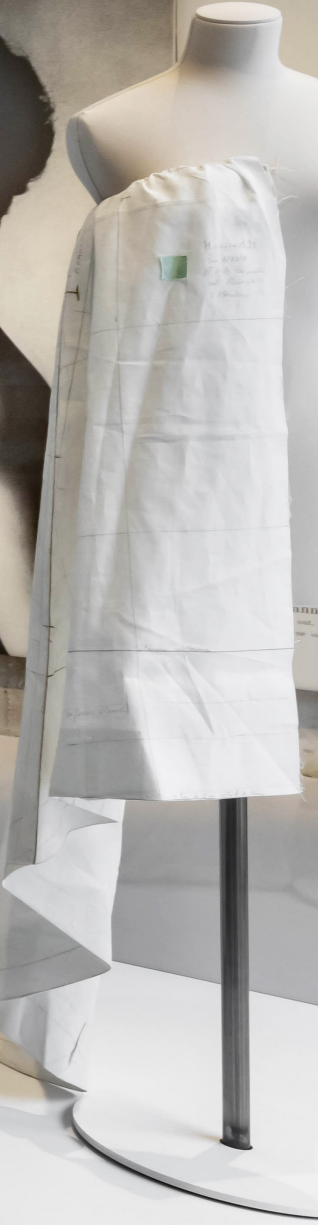


- 1 Marche, contre-marche & paillasse béton lasuré
- 2 Garde-corps acier thermolaqué
- 3 Main-courante tubulaire débillardée
- 4 Isolant acoustique ouate de cellulose
- 5 Garde-corps vitré fixé en nez de plancher
- 6 Jardin du Louvre





Avedon - Balenciaga





BOSS

BOSS











Small informational text labels on the white display platform.

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Initiated in 2013 during the European 12 competition it won at the Rouen St-Sever site, the team formed a company in January 2016 around Nicolas Cèbe and Jérôme Stablon; It was reinforced in 2019 with the arrival of Guillaume Cantardjian.

Bien Urbain is responsible for the design and monitoring of the work, right up to the reception, of new projects as well as renovation. We support project owners on programs of public facilities, shops, activities and housing as well as on town planning missions. The agency can also intervene upstream, in the context of Assistance to the Contracting Authority, when it comes to enhancing a heritage, consolidating a program or the feasibility of a project.

Bien Urbain relies on a network of partners with complementary skills, gathered in multidisciplinary teams and adapted to the specific challenges of each project and mission which are itself entrusted.

Our agency is based in Paris, and strives to develop passionate, exciting practices in ever more varied fields.

In 2020, we are winners of the Albums des Jeunes Architectes & Paysagistes | AJAP, awarded by the Ministry of Culture.

Bien Urbain  
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**Nicolas Cèbe**  
architect  
co-founder

Born in 1981, Nicolas graduated DPLG from ENSAV & T in Marne-la-Vallée in 2005 and worked for ten years, as project manager, in Associated Lion Workshops. Responsible for the design, management and development of major projects, he intervenes in all operational phases, from assistance to reception operations.

**Jérôme Stablon**  
architect urbanplanner  
co-founder

Born in 1987, Jérôme is a graduate of ENSA Toulouse, of the DSA of urban architect in Marne-la-Vallée, and held the position of project manager for five years with Associated Lion Workshops. Engaged in urban and architectural projects of various scales, he is also committed to a more forward-looking approach to urban planning and is, in particular, co-author of the book S(t) imulation Pavillonnaire (édition Archibooks).

**Guillaume Cantardjian**  
architect  
associate

Born in 1985, Guillaume is an HMONP architect, a graduate of the City & Territories School of Marne-la-Vallée, he is involved in new equipment and housing projects as well as in rehabilitation. He benefits from solid experience acquired in Parisian architectural agencies including Ateliers Lion associés, Patrick Berger architect and Kalaycyian & Djalili architects.

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