

JOIA MÉRIDIA, A LARGE-SCALE URBAN OPERATION AT THE HEART OF NICE ÉCOVALLÉE

Benefiting from its strategic location and its tremendous potential for urban transformation, Joia Méridia is destined to become the focal point of NICE ÉCOVALLÉE's urban technopole as a friendly, comfortable and innovative neighborhood

On 20th December 2017, EPA NICE ÉCOVALLÉE awarded the contract Destination Méridia. Pitch Promotion - Eiffage Immobilier team was selected as the winner by a jury of internationally renowned urban planners and architects on December 20, 2017. Coordinated by Lambert Lénack, this international and multidisciplinary team is composed of architects Sou Fujimoto (Japan), Cino Zucchi (Italy), Laisné Roussel, Roland Carta, Chartier Dalix, Anouck Matecki and landscape architect Alain Faragou.

Pitch Promotion-Eiffage Immobilier's project focuses predominantly on housing and local shops, as part of their vision to rethink and revisit the city of Nice in the 21st century and reinforce its Riviera identity and soul, echoing the historic city. For Christian Estrosi, Mayor of Nice, President of the Métropole Nice Côte d'Azur, Deputy Chairman of the Provence-Alpes-Côte d'Azur Region and Chairman of the Board of EPA NICE ÉCOVALLÉE, "This new district will be a lively and active urban area, unlike the usual suburban neighborhoods. Joia Meridia meets our criteria of thoughtful urban planning, state-of-the-art architecture and landscape and will fully encourage quality of life echoing our traditional Mediterranean city. ". According to Olivier Sassi, CEO of EPA NICE ÉCOVALLÉE, "Joia Méridia embodies EPA's ambition to develop in accordance with predominant criteria of sustainability, innovation, landscaping and high architectural quality. This district is a renewed invitation to a Riviera lifestyle ".

The winning team's mission will be to build this new neighborhood over a six-year period with EPA NICE ÉCOVALLÉE, that meets the challenges of environmental and social innovation and urban activity. A place of architectural reference but also and above all a new place to live, this mixed district, endowed with a high quality of use will be exemplary in terms of environmental impact. It is part of the EcoCity and smart grid approach, developed by the Métropole Nice Côte d'Azur and EPA NICE ÉCOVALLÉE on the Meridia joint development zone and the territory of NICE ÉCOVALLÉE.

AN INTENSE AND INNOVATIVE PROGRAMMATION

On approximately 73,500 m² FA, Joia Méridia will offer 51,300 m² of accommodation, which is the equivalent of 800 mixed housing units combining free, controlled and social rentals, 7,900 m² of hotels and parahotel, 6,100 m² of retail space, 2,850 m² of offices and services, more than 5,000 m² for the Cité du bien-être and 1,220 private and public parking spaces.

Joia Meridia has the ambition of a mixed programming and projected in the future, while respecting the current needs. A hotel, shared and dynamic workplaces, hybrid buildings, flexible housing, are the soul of these innovative buildings.

In accordance with the philosophy of WELL Community Standard certification, a part of the surface area of the housing is devoted to the development of a sports hub. Likewise, the Maison de la Santé is an innovative concept that will contribute to the animation of the district and contribute to the well-being of the inhabitants.

INTERNATIONAL ARCHITECTURE, ROOTED IN THE AZUREAN IDENTITY

The team made up of world-renowned signatures - or Fujimoto, Cino Zucchi-, major French agencies - Lambert Lénack, Laisné Roussel, Chartier Dalix - and well-known Mediterranean figures - Anouk Matecki, Carta Associés, Alain Faragou - combined international scope and local roots to propose a contemporary Riviera architecture, echoing the historic city. For Christian Terrassoux, Chairman and CEO of Pitch Promotion: "We wanted this neighborhood to be both a destination and an art de vivre. With Joia Méridia, we are part of Nice's ambition to be a metropolis open to the world."

JOIA MÉRIDIA: THE CENTRALITY OF NICE MÉRIDIA, THE URBAN TECHNOPOLE OF NICE ECOVALLÉE

Joia Méridia is located in the heart of the 24 hectares of the Nice Méridia joint development zone. At only 15 minutes by tramway (by the future line 3) from Place Masséna, between the Grand Arena -the new international business district- and the Allianz Riviera stadium, the urban technopole designed by architect Christian Devillers is one of the driving forces behind NICE ÉCOVALLÉE's innovation and economic development.

WINNING TEAM

Led by Pitch Promotion and Eiffage Immobilier and coordinated by Lambert-Lénack, the winning team is composed of architects Sou Fujimoto (Japan), Cino Zucchi (Italy), Laisné Roussel, Chartier Dalix, Anouk Matecki, Carta Associés and landscape architect Alain Faragou.

Pitch Promotion is the team leader with Eiffage Immobilier managing 30% of the project. The total investment planned for the operation is approximately 275 million euro.

THE COORDINATING ARCHITECTS: Lambert Lénack

Adrien Lambert and Etienne Lénack founded their architecture and urban planning agency in 2012. Today, the agency counts about twenty architects and works on a wide variety of projects and scales. Their urban projects include the University and Urban Project of Villetaneuse, urban developments such as the Massy-Galvani site or public space developments such as the Porte de Vincennes. Their public infrastructure projects include cultural or university programs, for example rehabilitating La Géode or Paris-La Sorbonne University. Finally, Lambert Lénack is currently working on a thousand social housing units or in accession. The agency received the Young Urban Planners Award in 2014, from the Ministry of Housing and Territorial Equality , for its innovative approach.

THE SEVEN ARCHITECTS

Sou Fujimoto was born in 1971 in Hokkaido, Japan. In 2000, he founded the agency that bears his name. He made his name by winning the Architectural Review Award for three consecutive years (2005-2007) in the Young Architects category and the Top Prize in 2006. In 2008, he won the Japan Institute of Architects Award and the highest recognition at the World Architecture Festival in the Private House section. In 2009, Wallpaper magazine selected him for the Design Award. In 2012, it is exhibited in the Japanese pavilion of the Venice Biennale of Architecture. He signed major projects in France, with Manal Rachdi OXO Architects, Mille Arbres, winning building in the Réinventer Paris competition and, with Laisné Roussel and Manal Rachdi OXO Architects, the Arbre Blanc in Montpellier and the Bâtiment d' Enseignements Mutualisés (BEM) in Paris-Saclay.

Cino Zucchi is an urban design practitioner and theorist, born in Milan, Italy, in 1955. Professor at the Milan Polytechnic School, member of the international research team ARE_Living on housing innovation, he is a regular organizer of the Milan Triennale and his work has been presented several times at the Venice Architecture Biennale. He is particularly well known for his residential projects in the former Junghans industrial districts of Venice and Nuovo Portello in Milan, as well as for the extension of the National Automobile Museum in Turin.

Laisné Roussel is an architecture agency created in 2003 in Paris by associates Nicolas Laisné (born in 1977) and Dimitri Roussel (born in 1985) who have brought together a multicultural and multidisciplinary team that works on a wide variety of scales and programs. Occasionally, the agency partners with other architects, such as Sou Fujimoto with whom it collaborates on the BEM of Paris-Saclay or the Arbre Blanc in Montpellier. Pitch Promotion, the agency designed Anis, an office building with terraces in Nice, setting a new standard for bioclimatic offices.

An architect from Marseille, born in 1951, **Roland Carta** is a major player in the architectural transformation of his city. He is responsible for the rehabilitation of several new cultural spaces, including the Silo, Mucem, Fort Saint-Jean and the Museum of History. -He manages the agency he founded in 1980, based on his architect father's model.; he is very active member of the Académie d' architecture and vice-chairman on the board of directors of the Mutuelle des architectes français.

Founded in 2008 by Frédéric Chartier (born in 1975) and Pascale Dalix (born in 1972), the **Chartier Dalix** agency delivered some fifteen buildings and was awarded numerous prizes, including the First Work of the Moniteur in 2009, the Young European Architects "40 under 40" in 2012 and the "Le Soufaché" prize that the Académie d' Architecture awarded for the entirety of its work. Chartier Dalix was a prize-winner at the international competition Réinventer-Paris in 2016 for the Ternes-Villiers site and again in 2017 with the New AOM for the "Demain Montparnasse" operation.

Born in 1972, the architect **Anouk Matecki** moved to Nice in 2001 and opened an office in Paris in 2007. She also works on interior design, renovation and ~~even~~ scenography for the Georges Pompidou centre. She received the "Collective Housing" prize at ArchiCOTE, a contemporary architecture competition for her Vence project.

Born in 1952 in Oran, Algeria, **Alain Faragou** created his landscape architect agency in Nice in 1978. Alain Faragou invented and created more than 100 exceptional gardens, mainly on the shores of the Mediterranean. In Nice Méridia, Alain Faragou designed the Dark Valley, located in the heart of the Pléiade et Odyssée residence designed by the Ateliers Jean Nouvel.