







Press release, December 10, 2019

# Planting of the first tree for the Arsenal ecodistrict, in Rueil-Malmaison (Hauts-de-Seine)

Christophe Bacqué, Chairman of Emerige Résidentiel,

Emmanuel Desmaizières, CEO of Icade Promotion,

Jean-Christophe Laurent, Deputy Head of the VINCI Immobilier's Residential Real Estate Division in the Paris region,

and Julien Pemezec, Chairman of the Executive Board of Woodeum,

have planted the first tree in the Arsenal ecodistrict in the presence of Patrick Ollier, Mayor of Rueil-Malmaison, and Fatima Abdelkader, General Director of SPL Rueil Aménagement.





The Carré de l'Arsenal, Petraea and Naturessence residential buildings are part of the regeneration project led by the City of Rueil-Malmaison for the Arsenal neighbourhood. Formerly a major centre for the civil and defence industrial sectors, it will become a 17-hectare ecodistrict. Already fully integrated into the Greater Paris project, it will ultimately be home to about 2,100 residential units and a number of developments: offices, shops and amenities (childcare centre, school, sports complex, etc.).

The residential buildings of the Arsenal ecodistrict will feature abundant green spaces and aim for multiple labels including BBC effinergie, RT2012 -20%, BBCA and the NF Habitat HQE certification with

an Excellent rating. In line with this ecological approach, noble and sustainable materials have been chosen for the façades, which will combine white coatings with a satin finish, metal and grey stamped concrete. On the ground level, natural stones and bricks will bring a note of refinement.

This project is attractively located near the La Défense business district and Line 15 of the future Grand Paris Express.

A number of local shops including a medium-sized food outlet will be situated on the ground floor, forming an integral part of the neighbourhood.

#### Carré de l'Arsenal

Jointly developed by VINCI Immobilier and Emerige, the Carré de l'Arsenal residential project will consist of 374 homes spread across 10 buildings, 440 parking spaces and a childcare centre. Designed by architect Marie-Odile Foucras, this residential building will set itself apart from the rest with its contemporary style and high-end



finishes. It will face the future park running across the Arsenal ecodistrict. On the 6<sup>th</sup> to 9<sup>th</sup> floors, the buildings' façades will be made out of noble materials (stone and wood). Some apartments will feature balconies overlooking the park. On the top floors, duplexes will have expansive terraces offering unimpeded views of Mont-Valérien.

As part of the "A Work of Art for Every Building" charter launched in 2015 by VINCI Immobilier and Emerige, under the aegis of the French Ministry of Culture, the artist Loris Cecchini will create two works of art to be displayed in the gardens at the centre of each block. Lastly, the lobbies were designed by interior designer Anne-Catherine Pierrey and the gardens at the centre of the blocks by landscape architects Architecture et Jardins.



#### **Naturessence**

Undertaken by ICADE, the "Naturessence" project will comprise 191 residential units spread over 7 buildings organised around the centre of the block and a hanging vegetable garden. Designed by the architecture firm Douaire Architectes, the buildings will display a flowing contemporary design and sleek lines. Terraces and balconies feature prominently in the project's design. These exterior spaces, leading out from the apartments, will allow residents to enjoy unique views of the centre of the block and

the park running through the development, which convey a feeling of peace and tranquility.

## **Petraea**

Undertaken by Woodeum, the Petraea project will comprise 175 apartments divided between 2 buildings across from the ecodistrict's future park. Designed by the internationally renowned architect Jean-Michel Wilmotte, Petraea will feature many exterior spaces and large windows allowing a vast amount of light to enter each residential unit. Designed in biosourced solid wood to reduce its carbon footprint, Petraea will provide comfort and well-being thanks to the numerous advantages of using a natural, eco-friendly material such as solid wood. Woodeum—as both a property developer committed to combating climate change and a specialist in low-carbon construction



technologies—stands out for the high environmental and architectural quality of its completed projects.

# **Project fact sheets:**

# Carré de l'Arsenal project:

-Developers: VINCI Immobilier and Emerige

-Architect: Marie-Odile Foucras

-Total floor area: 28,400 sq.m

-374 housing units spread across 10 buildings including:

153 open-market sale units

221 units sold as part of bulk sales

-Number of parking spaces: 440

-Amenities: childcare centre

-Certifications and labels: BBC effinergie, RT2012 -20 % and NF Habitat HQE with an Excellent

rating

-First completions: Q4 2021

# Naturessence project:

-Developer: Icade

-Architect: Douaire Architectes

-Total floor area: 17,059 sq.m

-191 housing units spread across 7 buildings including:

126 open-market sale units

44 intermediate housing rental units

21 social housing rental units

-Amenities: a 3,573-sq.m retail unit and 7 shops

-Certifications and labels: NF Habitat HQE with an Excellent rating, RT2012 -20%

-First completions: Q3 2021

# Petraea project:

-Developer: Woodeum

-Architect: Wilmotte & Associés

-Total floor area: 11,460 sq.m

-175 apartments spread across 2 buildings including:

50 open-market sale units

44 social housing rental units

43 intermediate housing rental units

and 38 open-market rental units

-Certifications and labels: BBCA (low-carbon building), RT2012 -20%, NF Habitat HQE

-First completions: Q1 2021

## **About VINCI Immobilier**

Vinci Immobilier, a subsidiary of the VINCI Group, is one of the key property development players in France. Operating throughout France, VINCI Immobilier is active in the two largest markets, namely residential real estate (homes and serviced residences) and commercial real estate (offices, hotels, retail), catering to investors, including institutional investors, and individuals. VINCI Immobilier also lends its consulting and property management expertise to its customers through its "services" division. Through its multi-product solutions and experience in bringing large-scale complex projects to fruition, VINCI Immobilier assists local authorities in carrying out their urban development projects and thus contributes to the development of urban areas. In conjunction with its subsidiaries OVELIA, STUDENT FACTORY and BIKUBE, VINCI Immobilier operates and manages residences for students and seniors in addition to co-living apartment complexes.

www.vinci-immobilier.com











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#### About EMERIGE

Founded 30 years ago, Emerige helps build tomorrow's Greater Paris by designing ambitious and sustainable real estate developments offering a mix of uses and bringing together creativity and innovation. As the fifth largest developer in the Paris region and the leading player in inner Paris, in 2019 Emerige will complete 1,500 homes out of the 5,300 units currently under construction. It will also put on the market 12 new schemes representing 2,000 homes.

As the first signatory of the "A Work of Art for Every Building" charter, Emerige also encourages the presence of art in the city with the installation of an artwork in each building that the Group undertakes to build or refurbish. Since 2016, more than 60 works of art have been commissioned or acquired.

## **Great projects for Greater Paris**

Emerige was named winner of "Reinventing Paris" (a competition for innovative urban projects launched by the City of Paris) with the "Morland Mixité Capitale" development in the heart of the Marais neighbourhood which will give rise to a multi-purpose building combining more than 11 different uses. The Group also won the "Inventing the Greater Paris Metropolis" competition with the "Babcock" project in La Courneuve, a project dedicated to cultural initiatives, and "Antonypole", which features a mix of homes, shops, offices, a hotel, early childhood and healthcare facilities, as well as a creative centre. Emerige is also developing a 54,000-sq.m project on the upstream end of Seguin Island in Boulogne-Billancourt that includes a cultural and artistic hub, offices and a hotel.

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## **About ICADE**

Building for every future

As an investor and a developer, Icade is an integrated real estate player which designs innovative real estate products and services adapted to new urban lifestyles and habits. By placing corporate social responsibility and innovation at the core of its strategy, Icade is working closely with stakeholders and users in the cities—local authorities and communities, companies and employees, institutions and associations... As an office and healthcare property investor (portfolio value of €11.7bn as of 06/30/19 on a proportionate consolidation basis) and as a property developer (2018 economic revenues of €1,251m), Icade has been able to reinvent the real estate business and foster the emergence of tomorrow's greener, smarter and more responsible cities. Icade is a significant player in the Greater Paris area and major French cities. Icade is listed on Euronext Paris as a French Listed Real Estate Investment Company (SIIC). Its leading shareholder is the Caisse des dépôts Group.

The text of this press release is available on the Icade website: www.icade.fr

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## **About Woodeum**

Woodeum is a committed real estate developer which designs, builds and markets next-generation green buildings combining solid wood structures with a low carbon footprint. Thanks to the use of this biosourced material, Woodeum carries out construction projects while respecting environmental sustainability for more natural, more beautiful and more pleasant cities to live in.

Woodeum stands out for the high-quality of its developments' environmental and architectural features. Selecting leading architects, integrating nature into buildings and making solid wood design visible: those are the trademarks of Woodeum's buildings, which give wood-based constructions a modern appeal conducive to a better quality of life and comfort.

## www.woodeum.com









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