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LA SAMARITAINE UNDER CONSTRUCTION

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1 La Samaritaine and the community

1.1 Mastering a complex construction site

Lasting 36 months, the La Samaritaine project encompasses renovation, restructuring and new construction, with various additional complexities.

The constraints of the environment

Nestled between the Rue de Rivoli, Quai du Louvre, Rue de la Monnaie and Rue de l'Arbre Sec, the building site is part of a dense urban infrastructure which includes housing, a school, nursery, clinic and shops, in a confined space with heavy traffic. The situation is further exacerbated by other concurrent and high-impact public works projects in the vicinity (the extension of the Climespace air conditioning network from the Concorde to the hotel, ERDF works involving the closure of the riverbanks, etc), representing a challenge for the organisation of lorry transport and site installations such as temporary offices.

The constraints of a tight schedule

The 36 months of construction are combining at the same time :

- The simultaneous completion and delivery of several very different projects (housing, creche, hotel, offices and department store) in late 2018.

- Major issues of temporary support structures required for the preservation both of occupied old buildings located in and around the vicinity, together with all of the facades of the main building
- Constraints imposed by the various studies and execution of the work in the Jourdain and Sauvage sections of the building located beside the Seine, given its classification as a listed building in the *Inventaire des Monuments Historiques*
- Roadworks being carried out in the vicinity

Exceptional measures for a singular construction site

Given these circumstances, La Samaritaine has asked general contractor Vinci to establish a significant strategy to maximise the comfort of local residents including:

- Ensuring the safety of neighbouring streets (permanent presence of traffic marshals, optimum entry and exit points for lorries etc)
- The installation of acoustic and / or anti-dust hoardings over the entire façade
- The installation of sonometers to detect and immediately resolve any excess noise from the site
- The installation of temporary offices in the immediate vicinity of the building site to reduce staff using the surrounding streets
- Scheduling site working hours to avoid the starting and finishing times of the school and nursery
- A forum to update local residents and react to their concerns, including a monthly monitoring committee (comprising local residents, representatives of neighbourhood businesses and the 1^e *arrondissement*, Vinci and La Samaritaine), regular public information meetings, monthly meetings with the school and the nursery, and a toll-free telephone number connected permanently to construction site staff

Work to be carried out

RIVOLI Building

- Demolition of the balance of the superstructure (excluding facade and floor elements conserved on Rue de l'Arbre Sec) and all of the infrastructure (excluding preserved vaulted cellars)
- Expansion and creation of basements
- General reconstruction of the building and refurbishment of the preserved sections

JOURDAIN PLATEAU Building

- Demolition of the roofs and the heart of the section
- Enlargement and creation of two levels of basements
- Major restructuring of the building, the creation of an atrium and restoration of facades

JOURDAIN VERRIERE Building

- Demolition of the roofs to the right of the Verrière glass roof
- Complete renovation of the building with refurbishment of valuable heritage features
- Extension of existing basements

WILD Building:

- Restructuring the building with restoration of facades

1.2 A New Maison du Projet (Showroom) and website

During the three years of construction, the Maison du Projet (Showroom) allows Parisians to follow projects and site updates in real time. The Maison moved from 83 Rue de Rivoli to 1 Rue du Pont-Neuf, and showcases striking images and an immersive 3D virtual reality tour of the renovation project using HTC Vive headsets.

Since its opening in 2011 in the Rue de Rivoli, the Maison has welcomed 60,000 visitors, including 15,000 between June and September 2015 in the Maison du Projet 2.0.

HTC and Arforia present a virtual reality glimpse of the future La Samaritaine with the VIVE headset

ARFORIA - a young Parisian startup specialising in experiential production - has created a virtual reality experience allowing the general public to visit the future commercial space of La Samaritaine, located in the historic heart of Paris.

With the VIVE, HTC's virtual reality headset, visitors can experience an immersive virtual visit - an aerial arrival over Paris, an interactive stroll through the modern section of the project and then, slowly rising through the air to the glass-roofed Art Deco area, a glimpse at the building's historical heritage.

VIVE and innovative virtual reality techniques offer total immersion and a rich experience, with VIVE's exclusive controllers allowing visitors to move freely around each area of the updated La Samaritaine.

For more information on the VIVE headset, visit www.htcvive.com

For more information on La Samaritaine, visit www.projet.samaritaine.com. The site currently features the history of La Samaritaine, together with information on the renovation project. In June, a new site will be launched with full site information and updates. Also visit La Samaritaine's Facebook page and the La Samaritaine app, available from the Apple store.

1.3 The renewal of La Samaritaine's artistic partnership with l'École de l'Arbre-Sec and the Musée des Arts Décoratifs

The three-year partnership, first created in 2012 by La Samaritaine, has been renewed. Encompassing all classes of the school, over the next three years the partnership will showcase the architecture and decorative arts in the era of the *Expositions Universelles*, or World Expos, of 1900 and 1925. Students will collect and study the remaining vestiges of these two highlights of Paris' past in order to be able to envisage a potential setting and the contents of the French pavilion of the decorative arts for the World Expo 2025.

Following in the footsteps of architects, decorators and designers, students are invited to take a fresh look at the past, along the lines of the work of large-scale collectors such as Jules Maciet (1846-1911) who, anxious to inspire generations to come, gathered hundreds of

thousands of engravings, photographs and documents of all types, drawn from catalogues, books and magazines. During a discovery tour at the Bibliothèque des Arts Décoratifs, students will collect heritage photos and then re-interpret them in workshops using different techniques.

(printing, painting, decoupage, collage, etc) and various materials (paper, vegetables, plastic, metal, etc). The completed works created by the children will then be sorted by theme and mounted into great albums, forming a 19th century-style encyclopedia, similar to those created by Jules Maciet. At the end of the partnership, all the art work will form the 496th volume of Jules Maciet's collection, with a hard copy kept at the Bibliothèque des Arts Décoratifs and online on the websites of La Samaritaine and the Musée des Arts Décoratifs.

1.4 “Ma Samaritaine” 2016 – carte blanche given to young artists from Le Fresnoy, the national studio for contemporary art

“Ma Samaritaine” 2016 continues the project in which photography – both documentary and creative - creates a permanent record of the transformation of a mythical building in the heart of Paris.

In 2013, carte blanche was given to ten young photographers – five French and five from overseas, while in 2014, ten current and former students of the École Nationale Supérieure des Beaux Arts took over, offering a selection of contemporary photography. In 2015, as the construction work started, famous photographers - Michael Ackerman, Pierre-Olivier Deschamps, JH Engström, Yves Marchand & Romain Meffre, Sarah Moon and George Rousse - brought a more practiced eye to La Samaritaine's transformation process. Each autumn, La Samaritaine displays the works for a month in the Rue de Rivoli, coinciding with the Paris Photo photography fair.

In 2016, this sponsorship of young photographers, under the artistic direction of Christian Caujolle, showcases Le Fresnoy, the premier school for top-flight audiovisual artistic training located in Tourcoing. Five photographers and five videographers from the school are thus invited to share their visions of La Samaritaine, breaking down the barriers between the different means of expression.

2. The Project

2.1 The plan – a unique mix

A department store between the Rue de Rivoli and the Pont Neuf

The retail area will cover the entire first basement, ground floor and first floor, together with an extension under the large glass roof. From the new Rue de Rivoli patio to the renovated Jourdain Hall, La Samaritaine will offer a unique shopping experience in Paris, in line with the expectations of today's consumer.

Primarily showcasing the Paris “brand” as the capital of fashion and gastronomy, La Samaritaine will also highlight French “*savoir-faire*”, or know-how, with its product range

(fashion, jewellery, saddlery, leather goods, etc), themed around beauty, well-being and gourmet food items.

The Cheval Blanc, a palace hotel (managed by LVMH Hôtel Management)

The Sauvage building will house 72 rooms and suites overlooking the Seine. This second Cheval Blanc hotel in France (the first opened in 2006 in Courchevel, and is classed as one of the top eight French palace hotels) offers the brand's key signatures – a spirit of exclusivity (the stunning location, and with each unique room furnished and decorated differently), creativity, the sense of detail and craftsmanship and the art of French-style hospitality. The design of the hotel and its operation have been entrusted to LVMH Hôtel Management, a dedicated subsidiary of the LVMH Moët Hennessy Louis Vuitton Group.

Social housing

Located in the Rue de l'Arbre-Sec in the Rivoli section, 96 social housing units will be sold to Paris Habitat OPH, the Parisian municipal housing authority, on completion. Forty apartments are being constructed in the refurbished 17th century accommodation blocks in the Rivoli section and the new part of the development, while the other 56 flats will be located in the former Magasin 2. Around 30 four- and five-roomed apartments will house families.

Early childhood centre

Created at the heart of the project in the Jordan-Plateau area, the creche has an entrance on Rue Baillet and a covered playground on the south side. Open to all and with a capacity of 80 infants, the nursery will be managed by an independent specialist agency, to be appointed following consultation with the Department of Family and Early Childhood of the City of Paris.

Offices

Meeting the most demanding environmental and comfort standards, the offices are located above the shops and throughout the new Rivoli and the Jourdain sections of the restored historic building. These modular work spaces can accommodate from one to 12 companies, a rare find in Paris.

2.2 An identity between heritage and architectural creation

A more open site

Over time, the "halls", originally designed to link the floors of the department store, bringing in light and allowing free movement around the floors, had been successively blocked and

closed off, which was detrimental to the “flow” of the building. Sanaa’s plan is to replace the current inflexible layout with a ground plan which greatly increases the luminosity.

Inspired by the Jourdain Halls, which form the historical centre of Magasin 2, vast courtyards lit overhead by natural daylight will feature at the heart of Rivoli and the Jourdain-Plateau building, opening up the compact mass of the building.

The spirit of a Parisian passage

Three exceptional and lively courtyards stud the passage running through the two sections and offers a variety of ambiances, ranging from contemporary (Rivoli, Jourdain-Plateau) to historic (Jourdain-Verriere). Each with its own unique design and space, the three courtyards form a new architectural feature, creating a new urban promenade reminiscent of the traditional Parisian passages, for regular customers, passersby and “*flâneurs*”, or strollers, from the Rue de Rivoli to the Quai du Louvre.

An iconic new façade

The renaissance of the site gives the chance to carry out Frantz Jourdain’s unfinished plan to give La Samaritaine a new facade on the Rue de Rivoli, which was to be unique, immediately recognisable and echo the iconic façade on the Quai du Louvre. Sanaa’s proposal is to go back in time and take up the building work on La Samaritaine once again at the precise point where it was interrupted by the deaths of the founders – innovating and restoring La Samaritaine’s image in Paris’ public areas.

A marriage of the ages

La Samaritaine’s new architectural identity is a juxtaposition of creation and preservation – a marriage of old and new. Alongside the restored and enhanced historic architectural heritage, the contemporary architecture of the future Rivoli section displays the audacity and the spirit of innovation which has distinguished La Samaritaine’s evolution since the beginning.

A major heritage restoration

The 17th century residential buildings including the medieval cellars and street-facing structures (including façade, roofs, split walls and floors) will be preserved and refurbished.

The principle of preservation (or, wherever possible, restitution) of the original structures also guides the remodelling of the buildings of the former Magasin 2, listed in the Inventory of Historical Monuments. The facades will be fully restored, the great historical glass roof will regain its original appearance of 1907, the grand staircase will be returned to its original state and the fresco will be cleaned.

The same process will apply for the restructuring of the Sauvage building.

2.3 Environmental characteristics of the refurbishment project

The La Samaritaine project is part of an innovative and particularly demanding environmental approach developed in 2010 in order to meet various objectives, including those of the *Grenelle de l'Environnement* multi-party environmental forum, specifically relating to the reduction of energy consumption and greenhouse gas emissions, and also those of the *Plan Climat de Paris* for housing.

As part of its aim to reduce the building's operating and maintenance costs, La Samaritaine has already complied with the Thermal Regulations 2012 law in its thermal calculations for offices.

In addition, La Samaritaine's environmental consultants, Le Sommer Environnement, and an ecologist are working together on the conditions required to obtain the following certifications :

- *Patrimoine Habitat et Environnement* (Habitat and Environment Heritage) with the Effinergie Rénovation option and the *Plan Climat Paris* (Paris Climate Plan) for the housing element of the project,
- HQE® Exceptional level for the department store, hotel and offices, with an Effinergie + label for new offices
- HQE® Excellent level for the nursery

- BREEAM Excellent level for the department store and offices
- BREEAM Very Good level for the hotel
- LEED GOLD level for department store, nursery and offices

The Samaritaine has since obtained the "Demarche HQE® Tertiary Buildings" certification for the planning and design phases, for the entire project except the housing component.

The project has received the BREEAM "Design Stage" Excellent level certification for the department store and offices and Very Good level for the hotel.

It has also been pre-certified LEED Level GOLD for the department store, nursery and offices.

A carbon footprint assessment is planned in order to determine reductions in greenhouse gas emissions pre-closing in 2005 and on reopening

In terms of environmental planning, the following targets have been selected :

- Reduction of energy needs, with the aim of limiting consumption as much in the renovated sections (80 KWh ep / m²/year) as in the new parts (50 KWh ep / m² / year)

For example, all historical facades will be lined with an inner layer to ensure the thermal and acoustic comfort of the premises. This process will be applied to the hotel in the Sauvage building, with each room featuring a bow window with plants overlooking the Seine, while the social housing located in the historic building will have conservatories

- Use of geothermal energy to provide first the offices and then the department store with heating or cooling, according to the requirements of the respective location

- Use of solar hot water for the toilets of the creche
- Creation within the building of a unique enclosed logistics platform for the department store and offices, served by compact low-noise hybrid vehicles
- Optimisation of the waste collection system
- Predominantly LED lighting (100% for offices)
- Implementation of a building technology management system for the department store and the offices, allowing for real-time management of energy and water consumption, together with temperatures of the premises by zone and direction (north-, south-, east- or west-facing)
- In addition to geothermal energy, heating and hot water supply via the CPCU urban network
- In addition to geothermal energy, cooling via the CLIMESPACE urban network, which also supplies all LVMH buildings in the Rivoli district, namely the four sections of La Samaritaine and LVMH's head office at Belle Jardinière.
- Accessibility for reduced-mobility and vision-impaired members of the public
- Landscaping the site, until now primarily stone work, including the creation of a garden space in the Rivoli patio and the greening of new roofs
- The office and hotel toilets will use rainwater for flushing, with all sanitary equipment using very little water in order to save 50 - 80% of potable water

2.4 Key statistics

- €500 million of private investment, without any public funding
- 36 months of construction - 1800 jobs
- 20-30,000 visitors per day in the department store
- 4,400 direct and indirect jobs on the site and in the neighbourhood
- 96 social housing units, bringing 250 new residents into the least-populated district of Paris
- 80 places in the creche
- 900 new staff members in the offices
- Luxury hotel with 72 rooms and suites
- 10,729 m² of preserved and renovated facades, representing approximately 74% of the total of 14,405 m²
- Wide range of master artisans and crafts people devoted to the restoration and refurbishment of the building, including metal workers, art restorers, stonemasons, sculptors, ceramists, etc

2.5 Key dates

2005: Despite major upgrading work, Magasins 2 and 4 were closed on the orders of the Préfecture de Police, citing fire safety reasons

2006: Negotiation discussions with the employees' representatives for redundancy of the 725 employees of the Samaritaine, 781 demonstrators and external staff

2006 - 2009: Initial feasibility and technical studies in consultation with the City of Paris authorities for a multi-purpose venue compatible with heritage preservation and the economic sustainability of the site

2009: Architectural tendering process with Herzog & Meuron (Switzerland) and Sanaa (Japan)

Launch of the simplified review procedure of the PLU (*Plan Local d'Urbanisme*, or local urban planning). Public inquiry in December

2010: Sanaa is appointed as architect for the project, and wins the Pritzker Architecture Prize.

July 2010: The simplified version of the PLU is approved by the City of Paris.

July 2011: Application submitted for building permits, followed by public inquiry from November to June 2012

December 2012: Building permits granted

February 2013: Appeal against the two building permits (Seine and Rivoli-facing sites)

April 2014: The *Tribunal Administratif*, or Administrative Court, approves the building permit for the Seine site, but rejects the Rivoli permit

January 2015: The *Cour Administratif d'Appel*, or Administrative Court of Appeal upholds the rejection of the permit

June 2015: The *Conseil d'État*, or Council of State overrides the Administrative Court of Appeal's judgement, and the Rivoli permit is approved

September 2015: Construction starts, and is estimated to last for a period of 36 months