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PRESS RELEASE /

CAP 3000

An exceptional project inspired by the sea

Following a major project to renovate and extend Cap 3000 undertaken by its owners, Altarea Cogedim, this iconic shopping complex with views of the sea, unveils its new architecture and design. Mark Wilson, architect and executive director at Groupe-6, and Patrick Jouin and Sanjit Manku, interior architects and designers at Jouin Manku, worked together on a shared vision for the complex. The result is a fluid, gentle architecture inspired by the remarkable natural surroundings of the Var delta. A second phase, to extend the centre, is due in 2018 and will make Cap 3000 one of the largest commercial centres in Europe, with 310 brands spread over 135,000 sq m.

A landscape-architecture

Taking its inspiration from the natural forms of the Var delta landscape and its meanders – a mix of islands of vegetation and pebbles – the architectural design by Groupe-6 features gentle, curving forms. Undulating, ribboned facades link the various buildings together. Addressing both the city and the sea, Cap 3000 encapsulates a new concept for the commercial centre: more than just a place for consumerism, it is now also a place for leisure, for strolling, and a public space for social interaction. Formerly an introverted world, turning its back on its environment, the old Cap 3000 rejected natural light. Today, Groupe-6's design gives it an ample dose. Now more generous and more comfortable, the new Cap 3000 opens up to the sky: the malls look outwards and the glazed roofs allow natural light to penetrate to the heart of the building. The heights of the mall volumes have been increased, as has the height of the shopfronts on the first floor. The circulation and the central atrium have been completely reorganised. The central atrium is generous, its double height emphasised by tree-like columns. The fluidity and gentle curves of Cap 3000 feature at every scale and subtly blur the borders between inside and outside.



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Interiors inspired by undulating waves of water

Bringing the fluidity of aquatic shapes and the swell and sway of water into their interior design concept, Patrick Jouin and Sanjit Manku include the movement of the visiting public as active part of the interior design. The interior design carries the visitor along on a gentle wave of organic, gentle curves. Stylised nature and the use of natural materials, notably wood and shingle soften the contrast between inside and out: Cap 3000 has become a stylish, warm, elegant place, through which it is a pleasure to wander. Alongside the natural light that floods into the malls, Patrick Jouin and Sanjit Manku highlight the soft curves of the glazed roofs with wood that references the form of an upturned boat hull. In association with lighting designer Hervé Audibert, the designers created a light installation of organic forms floating in space – an interpretation of what is known as ‘marine snow’, the sea dust that is found at the bottom of the ocean. These transparent, almost ethereal forms create an impressive anamorphosis and generate the Cap 3000 logo. All of the furniture at Cap 3000, designed by Jouin Manku, is inspired by the street furniture found in ports or on boats. While its structure is made of concrete, the seating is finished in wood, reinforcing the coherence and conviviality of the whole. Furniture and digital services are provided for the visitors’ comfort, offering them a simple, intuitive visit.

Working together to design this first phase of renovation and extension for Cap 3000 marked an important milestone for both Groupe-6 and Jouin Manku. For Groupe-6, Cap 3000 embodies a new type of commercial renovation, allying leisure and commercial space, which the forthcoming extension, addressing the sea, will reveal in 2018. For Jouin Manku, Cap 3000 prefigures a major construction project: Paris’ Montparnasse Station, for which they are currently redesigning all the interior spaces. This project is part of a dynamic urban redevelopment realised in partnership with AREP for Gares et Connexions and Altarea, and will be completed in 2020.

Technical information

Brief: Extension and renovation of Cap 3000 shopping complex.

Location: Avenue Eugène Donadeï, 06700 Saint-Laurent-du-Var.

Client: Aldeta.

Delegated project management: Altarea Cogedim.

Project Manager for the client: Artélia (Site management + sustainability).

Lead Architect: Groupe-6 (Mark Wilson).

Interior design: Jouin et Manku.

Landscape Architect: Pena Paysages.

Lighting design: Atelier Hervé Audibert.

Consultants: SNC Lavalin (Structural Engineer); RFR (Steel structure, facades); Barbanel (MEP); TPFI (Civil Engineer); Groupe-6 (Quantity Surveyor).

Contractor: Groupement Dumez-Briand Construction métallique

Area: 135,000 sq m in total: 85,000 sq m plus 50,000 sq m extension

Programme: CDAC (permission to build or extend commercial development): January 2013. Planning permission obtained: June 2014.

Site phase commenced: October 2014. Renovation completed: 2016, extensions completed in phases: 2017 to 2018.

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