

Saint-Laurent-du-Var - France 2016

# CAP 3000

*An exceptional project inspired by the sea*

Press pack

groupe-6

Jouin manku

## S2H Communication

Sarah Hamon - sarah@s2hcommunication.com  
Rebecca Hamou - rebecca@s2hommunication.com  
T: +33 (0)1 70 22 58 55

## Groupe-6

Caroline Paul - caroline.paul@groupe-6.com  
T + 33 (0)1 53 17 96 00  
94 avenue Ledru-Rollin  
75011 Paris

## Agence Jouin-Manku

Marie-Caroline Seignover - mcseignover@patrickjouin.com  
T +33(0)1 55 28 89 15  
8, passage de la Bonne Graine  
75011 Paris

**groupe-6**

**Jouin manku**

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 gentle, fluid 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.

## *Reconfiguring an emblematic site*

For the extension and renovation of the emblematic Cap 3000 site, architect Mark Wilson, executive director at Groupe-6, developed a fluid architectural language, articulating a sustainable and contextual approach. More than a simple transformation of the building's envelope, his extension and renovation redeveloped the site in its entirety, giving it a new lease of life by instating links between Cap 3000, the Var delta ecosystem and the city.

A first-generation shopping centre, built in 1969, and the first waterfront shopping complex on the Côte d'Azur, Cap 3000 constitutes a genuine public space, liked and well used by large numbers from across the region. Its history is also emblematic. When it opened, Cap 3000 was the incarnation of modernity, its influence spreading well beyond the region attracting visitors from Italy and Monaco. Modern, attractive, with a rooftop swimming pool, it also mixed leisure and relaxation with its commercial retail function.

Despite its undeniable commercial success, Cap 3000 endured subsequent changes that spoilt its architecture and limited its links to the city. Its open-air car parks had a negative impact on this exceptional location and formed a visual and physical barrier between the complex and its neighbourhood, and the sea. In order to upgrade this unique shopping complex and restore its status as an icon of modern retail, its extension and renovation have been undertaken in phases by Altarea Cogedim, in 2010 and then in 2014.

By rethinking the site in its entirety, Groupe-6's project restores Cap 3000's former prestige. Addressing the town, articulating buildings and public space, Cap 3000 embodies a new concept for the retail centre: in addition to being a place for retail consumerism it also becomes a leisure area, a place for strolling, a local public space for social interaction.



Initial concept, study model



# A landscape-architecture

Taking its inspiration from the natural forms, sculpted and otherworldly, 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. Its roof is pierced with ribbons of rooflights and the shape of its undulating volumes references an aquatic fluidity and composes a sensual, sleek architecture that evokes the reflections and movements of water. The audacious architecture of the new Cap 3000 generates an iconic building visible from the city, the sea and the sky.

## A green belt restores a dialogue with the city

The project’s restored dialogue with the city is reinforced by its landscaping. It addresses both its urban and its natural surroundings. A lively main, north–south, pedestrianised boulevard restores links between the ‘Cap’ and the city of Saint Laurent du Var. A real green belt, the landscaped area to the west of the building has been conceived as a pedestrianised promenade, animated by the commercial units that connect Cap 3000 to the city.

## A protective, unifying building envelope

The lightweight, dynamic envelope is used on all the buildings. Commercial units and car parks are finished with the same unifying facade. Large white ribbons of screenprinted glass and coated aluminium protect glazed facades from the sun and rain. The ribbons begin on the facades of the car parks and give a lightness to the glass, metal and concrete structure, but most importantly they provide a level of comfort for visitors by filtering light and heat. On the car park, the ribbons give views of the cars depending on their angle, and also allow the natural ventilation of all five levels of the building.

Over the roof, the metallic and glazed ribbons freely undulate and generate fluid, dynamic shapes. Indirect light via a number of lateral windows (carefully controlled to avoid overheating) supplements the zenithal light from the skylights. Lateral windows that open, controlled via a building management system, enable free cooling using natural ventilation, at night in summer or by day in spring and autumn, reducing requirements for cooling systems in the project’s communal areas. The shapes and orientation of the roofing were carefully designed to best capture prevailing winds from the south-east or north-west.

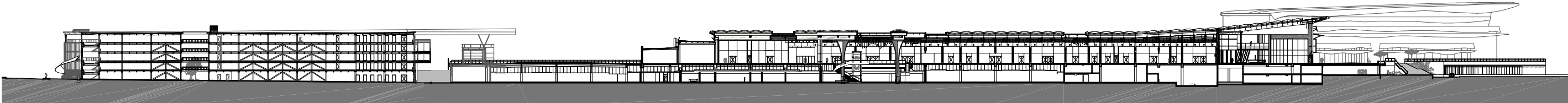
## A tailored sustainable approach

The Var delta is one of the best-preserved natural sites on the Côte d’Azur and is of major importance in the protection of biodiversity because of its use by many species of migratory birds during the winter. Cap 3000’s sustainable design approach is specifically adapted to this important site and is part of the Éco-Vallée charter developed by the Établissement Public d’Aménagement de la Plaine du Var. It is aiming for BREEAM ‘Excellent’ certification for the extension, despite the architectural, technical and organisational complexity of the project.

Existing roofs have been renovated, planted, equipped with high-performance technical facilities, and their glazed roofs designed for natural ventilation (free cooling). Levels of natural light are controlled, and solar shading is provided for the west and south facades and entrances by the ribbons of brise-soleil specially designed for this purpose. These are the major innovations that will allow the building to meet this level of performance. The green belt planted with local varieties of plant, and the creation of a planted screen alongside the Var, soften the transition between Cap 3000 and its natural surroundings.



Site plan



North-south section





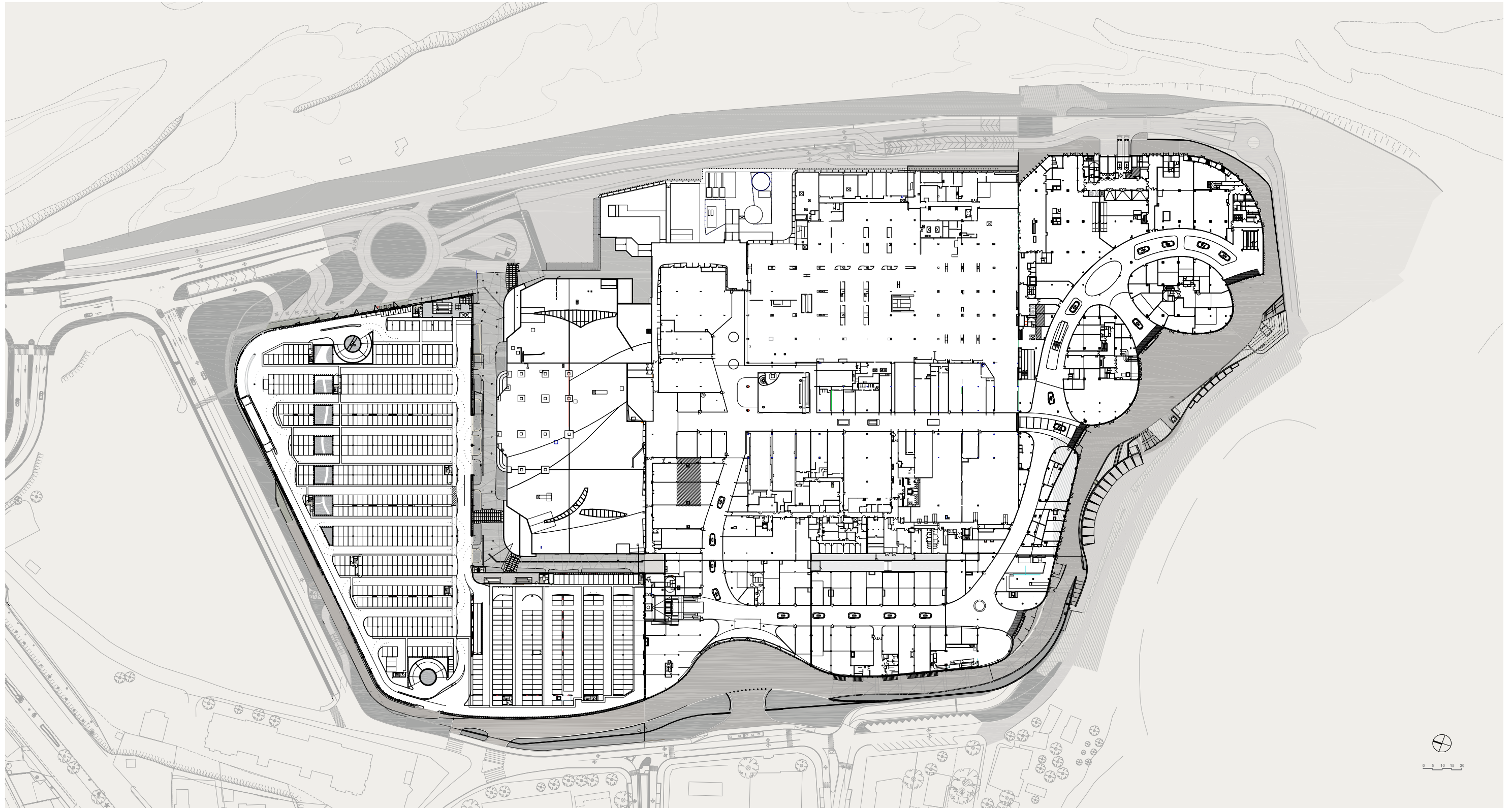
Views from the beach, and towards the western entrance

## ***Turning to face the sea***

With its restaurants and leisure areas largely open towards the beach, Cap 3000 embodies a new concept for the retail centre: in addition to being a place for retail consumerism, it also becomes a leisure area, a place for strolling, a local, public, social space.







## ***Working with the existing context***

Because of its scale and the complexity of building on a site while it remained open to the public, the redesign of the shopping complex had to be carried out in phases. The creation of the car parks and the northern zone enabled the removal of the open-air parking. The remodelling of the shopping centre, completed in September 2016, sealed its redevelopment. The west and north extensions will focus the orientation of Cap 3000 towards the sea.



The three phases of Cap 3000: construction of the northern zone and car parks, reorganisation and extension





## ***Reinstating a dialogue with the city***

New multi-storey and underground car parking remove the barrier that the open-air car parking once formed around the site, replacing it with a new continuity between the city and Cap 3000. Entrances are moved towards the city, making them larger and more clearly visible. Local streetfront businesses consolidate these links and animate the area.

The four-storey car park provides five levels and a total of 111,630 sq m of parking area, some 3,460 parking spaces. Its mixed structural design (steel posts in-filled with concrete, steel joists and beams and composite slabs) enabled the shortest possible construction time, but most importantly a minimal construction time on site, essential for this occupied site. Marking the entrance to Cap 3000 from the city, the car park's design is open and its ribbon facades are the beginning of the undulations that will feature on the faces of the future western and southern extensions.





## ***Openings for natural light***

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 glass roofs allow natural light to penetrate to the heart of the precinct. 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.





# Interiors inspired by undulating waves of water

In 2014, Patrick Jouin and Sanjit Manku were approached by leading property developer Altarea Cogedim, to rethink the interior spaces and furniture at Cap 3000. This vast project led the designers into new territory: this would be their first shopping complex project. Well established as interior designers for high-end boutiques, hotels and restaurants, this was the first time that the duo had worked on such a large space for the general public. The practice's experience in the design of street furniture on a large scale and the concern of the two designers to link a place with a visitor's experience based on their feelings, results in a project that has powerful connections with its natural surroundings.

## ***The concept: 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.

## ***The materials employed – a stylised version of nature for a stylish and welcoming building***

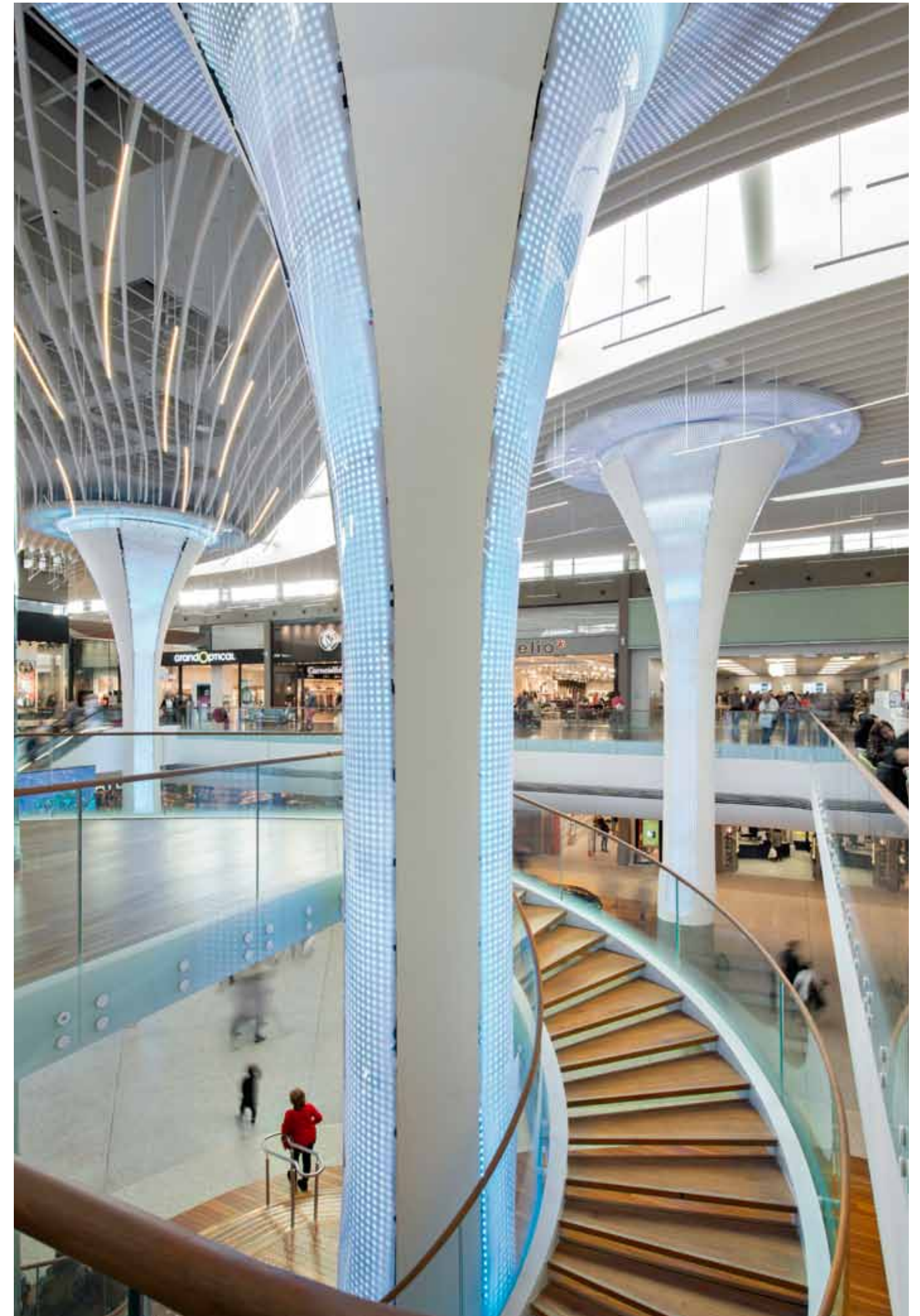
To convey the sense of water in movement, Jouin Manku chose to diminish the contrast between interior and exterior by using natural materials that are not generally employed in a shopping centre. Cap 3000 has become a stylish, warm, elegant place, through which it is a pleasure to wander. This shopping complex invites the visitor to take the time to stroll through its various spaces. Two materials dominate: wood and shingle. Exotic wood conveys the idea of jetties, whilst the terrazzo flooring made from Durance-sourced gravel heralds the beaches of the Mediterranean. A subtle detail, nautical joints are employed where the two materials meet.

## ***A light-filled space***

Alongside the natural light that floods into the malls, Patrick Jouin and Sanjit Manku highlight the soft curves of the glass 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.

In the central atrium, LED installations on the supporting columns, walls and ceilings sparkle and encourage visitors to discover the centre's second level. There, a relief work on the ceiling continues the idea of water currents and schools of fish in elegant and synchronised movement.

The play of light between the sky and the sea is repeated at each entrance to the commercial centre; giant panels of hammered stainless steel continue the metaphor of the mix of elements and ceaseless movement of the water.







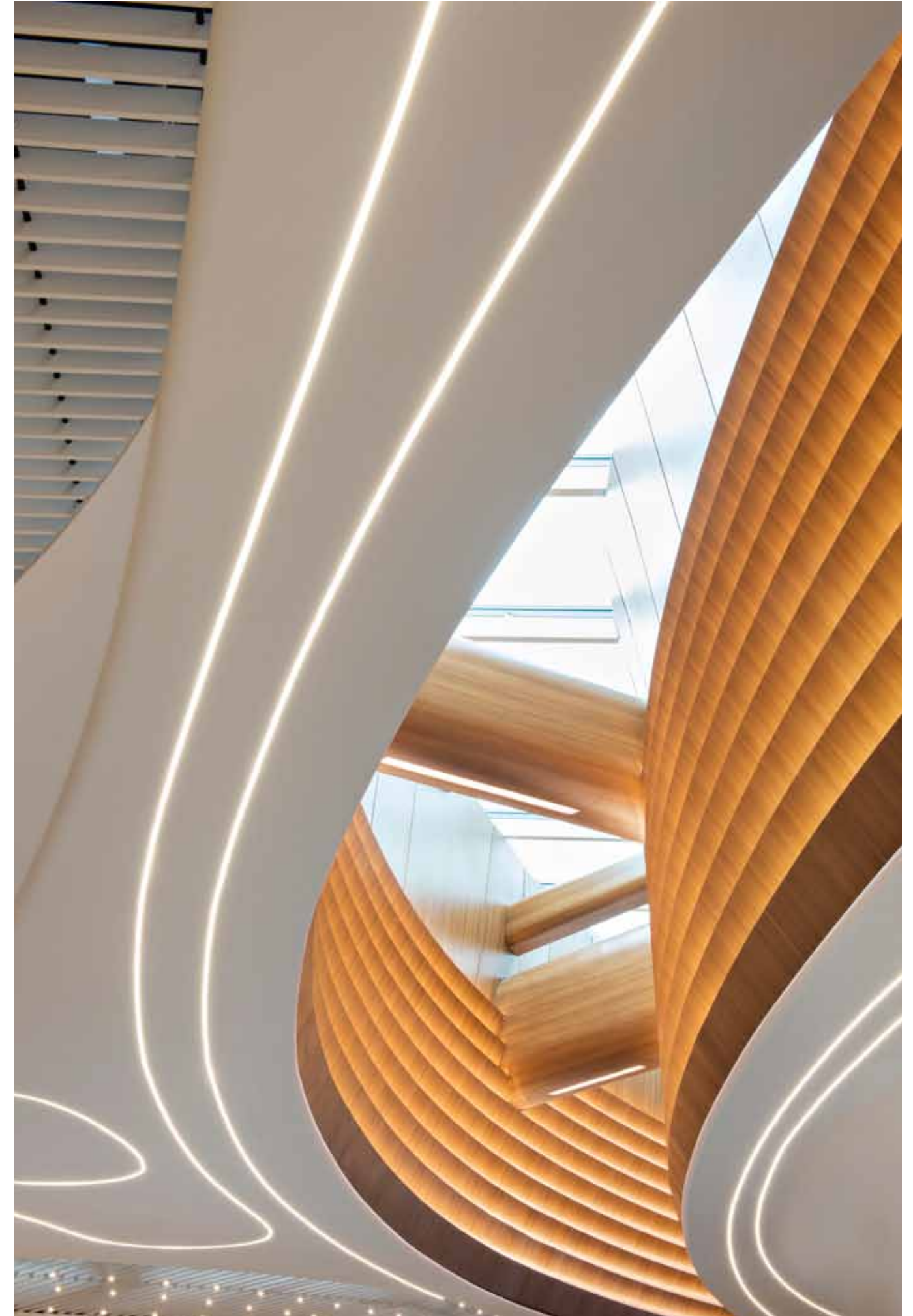




## ***Furniture for visitors' use***

All of Cap 3000's furniture has been designed by Jouin Manku and is inspired by the outdoor furniture found in ports or on boats, continuing the idea of the outdoors being invited into the interior spaces of the shopping complex. While its structure is made of concrete, the seating is finished in wood, reinforcing the coherence and conviviality of the whole.

In addition, the need for connectivity is not forgotten. Patrick Jouin and Sanjit Manku use the design of the furniture to empathise with the visitors and offer them the services they require to make the most of their experience at the complex. The furniture provides integrated, user-friendly recharge points for Smartphones. Everything is based on simplified intuitive experience so that orientation and information finding are positive experiences for the centre's visitors. Alongside the desired fluidity in the layout of spaces and interior design is an equal ease of passage and movement for the visitor. Consequently, rather than being overwhelmed, visitors should feel accompanied during their visit and leave with a positive impression.







## *Poetic inspiration*

Lighting designer Hervé Audibert's light installation is made up of organic shapes that float in space and suggest 'marine snow', the sea dust found at the bottom of the ocean. Transparent ethereal shapes, they compose an anamorphose that welcomes the visitor to the 'Nice entrance', and forms the Cap 3000 logo.



# Cap 3000, an innovator once again

Cap 3000 has a new look and provides a new experience in shopping centres. Following the complete renovation undertaken by Altarea Cogedim, it has been transformed to accommodate national and international brands in a pleasant and welcoming environment.

The extension and renovation that Groupe-6 and its partners have designed has given the complex a new modernity: more urban, more comfortable and welcoming, the complex meets its potential, addressing its exceptional site and highlighting it in return. Well versed in shopping centre projects, Groupe-6 demonstrates via the restoration and extension of Cap 3000, its capacity to carry out the most ambitious, complex projects, and the appropriateness of its architectural responses to the issues faced by commercial urbanism today: notably those of first-generation shopping centres that are experiencing competition from a new generation of more accessible commercial development.

By taking care to bring the natural environment into the interior spaces, Patrick Jouin and Sanjit Manku have given rise to a new kind of shopping centre, more fluid, gentler, granting the visitor a moment of discovery and leisure that begins as soon as they enter. Although this is an unusual project for Jouin Manku, it confirms their capacity to work on larger spaces, on the scale of a city, by responding to the complex issues surrounding their use and dimensions. Their experience provides a solid foundation for this kind of project, which itself prefigures a construction site in the capital: Paris’s Montparnasse Station, whose interior spaces they are currently redesigning. This project is part of a dynamic urban redevelopment, designed in partnership with AREP for the Gares et Connexions arm of Altarea, which is due for completion in 2020. It underlines the evolution of Jouin Manku as well as the practice’s specific position in the architecture and interior design sector.

## Technical information

- Brief:** Extension and renovation of Cap 3000 shopping complex.
- Location:** Avenue Eugène Donadeï, 06700 Saint-Laurent-du-Var - France.
- Client:** Aldeta.
- Delegated project management:** Altarea Cogedim.
- Project Manager for the client:** Artélia (OPC + Développement durable).
- Lead Architect:** Groupe-6, mandataire (Mark Wilson).
- Interior design:** Jouin et Manku.
- Landscape Architect:** Pena Paysages.
- Lighting design:** Atelier Hervé Audibert
- Technical engineering:** 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.

## Altarea Cogedim

Principal developer in France’s 12 major cities, Altarea Cogedim is an entrepreneurial property business. Acting as commercial developer, business premises developer and residential developer, the group’s expertise in all these areas allows it to work on an urban scale. It has the capacity to develop urban areas for mixed and new uses. The third largest commercial retail developer with 39 retail centres in its portfolio, in France, Italy and Spain, the 3rd largest housing developer with almost 10,000 homes reserved in 2016, the group is also the no.1 business premises developer, with an integrated global operation and a portfolio valued at 2.2 billion Euros in 2016. Present in France, Italy and Spain, Altarea Cogedim is a leading player, with a portfolio of retail developments to a value of 4.5 billion Euros. The first property developer in France whose commercial portfolio is 100% certified BREEAM-In-Use, Altarea Cogedim is investor, client, agent and property manager for the regional commercial complex Cap 3000.

## Groupe-6, architecture and urbanism

Amongst France’s major architecture practices, with a staff of almost 150, Groupe-6 is a collaborative, cross-generational practice. Its dynamism is founded on its capacities for interaction, interdisciplinary working and overview. Well versed in complexity, the practice is structured to meet the challenges of our contemporary society in education, science, workspace, urbanism, transport, commerce, culture and health. The practice’s work demonstrates its versatility, its contextual approach, the richness of its architectural vocabulary, its attention to detail and build quality, and attention to use, in the complex building programmes for which Groupe-6’s architects have developed an expertise. Over 15 years, Groupe-6 has completed more than 20 commercial retail projects in France and Europe. By investing in this sector, which had been spurned by architects, Groupe-6 has developed some of the most innovative commercial developments of the past decade: Vache Noire in Arcueil reinvented the concept of an urban shopping centre by placing a garden on its roof, a gift to the city; the Chapeau Rouge in Quimper (winner of the Prix Architecture de Bretagne 2012) took its inspiration from the shapes, colours and materials of the city, revitalising the old town centre; the Caserne de Bonne (Ecoquartier prize 2013; BREEAM-In-Use certification, Outstanding 2014) consolidated the redevelopment of a brownfield site in Grenoble, transforming it into an exemplary, sustainable neighbourhood.

## Agence Jouin-Manku: design and interior design

An original, multicultural, ambitious duo working in architecture and design, Patrick Jouin and Sanjit Manku have established a practice at the crossroads where industrial production meets traditional craftsmanship. Combining their individual experience and their conceptual, experimental approaches, they saw the opportunity to create a dynamic collaboration that would blur the lines between objects, interiors and structures. One of the practice’s fundamental values is to reinvent itself for each project by working on an overall concept, from ceiling to teaspoon, from staircase to door handle. Having worked on a number of exceptional projects for well-known names including Alain Ducasse, Pierre Hermé and Van Cleef & Arpels, Patrick Jouin and Sanjit Manku have developed a creative dialectic specific to fit-out and architectural design. They head a team of 30 architects, interior designers and designers, who together push at the limits of creativity.



