

PARIS EXPO PORTE DE VERSAILLES

un site  VIPARIS



A UNIVERSAL EXPOSITION FOR THE FUTURE

PRESS KIT

A WORLD-CLASS EXHIBITION COMPLEX

“Our goal in renovating Paris Expo Porte de Versailles is to keep Paris at the forefront of the international business tourism market. We are reinventing the site for users, organisers, exhibitors, visitors and our neighbours – transforming it into a flagship 21st-century complex that is more sustainable and open: an elegant, vibrant and cutting-edge place. This ambitious ten-year project was launched in May 2015, and will deliver a venue that is compliant with the strictest international standards, a model of sustainable development and a destination offering both leisure activities and a major business hub. And while all this is going on, we are open for business. Welcome to Paris Expo Porte de Versailles, the exhibition complex of the future!”

MICHEL DESSOLAIN, CEO, VIPARIS

THE COMPLEX IN 2019



Phase 1

- + Reception area - Gate A
- + Pavilions 1 and 4
- + Pavillon 7 and Paris Convention Centre

Phase 2

- + Pavillon 6
- + Parking area C
- + Hotel complex (Mama Shelter and Novotel)

Phase 3

- + Pavilions 2 and 3
- + Gardens



AN AMBITIOUS ARCHITECTURAL CHALLENGE

THE RENOVATION WORK AT PARIS EXPO PORTE DE VERSAILLES WAS INSPIRED BY ITS ORIGINS AS A FAIRGROUND – A UNIQUE HERITAGE. THE ARCHITECTURAL FIRM VALODE & PISTRE LED DISCUSSIONS ABOUT THE PROJECT'S MASTER PLAN. SINCE THE 1990S, VALODE & PISTRE HAS BEEN HELPING VIPARIS TO TRANSFORM THE SITE STEP BY STEP, MODERNISING IT AND BRINGING IT INTO LINE WITH THE HIGHEST INTERNATIONAL STANDARDS. THE FIRM WAS RESPONSIBLE FOR THE RECONSTRUCTION OF PAVILION 4 (1998), PAVILION 5 (2003), PAVILION 7 (2017) AND PAVILION 6 (CURRENTLY UNDERWAY), AS WELL AS THE COMPLEX'S PUBLIC SPACES AND THE NEW WALKWAY. FOUR OTHER INTERNATIONALLY-RENOUNDED FIRMS ARE ALSO TAKING PART IN THE PROJECT, OFFERING US THEIR VISION OF THE PAVILIONS' FAÇADES AND THE SITE'S HOTEL COMPLEXES.

DOMINIQUE PERRAULT – PAVILION 1

The 26-metre-high Pavilion 1, with its 45,000 m² of exhibition space, is the largest single-level structure at Paris Expo Porte de Versailles.

The façade is clad in an immense sheath of metal mesh, positioned several metres in front of the existing façade, thus creating a covered gallery and canopy. By turns iridescent,

reflective and transparent, it reflects both daylight and evening illumination, and seems to shimmer depending on the passer-by's point of view.

CHRISTIAN DE PORTZAMPARC – PAVILIONS 2 & 3

Pavilions 2 and 3 have been completely restructured.

This project takes full advantage of the building's outstanding horizontal qualities. A lit frieze running the entire length of the façade can be used to display information about events and cultural texts.

DENIS VALODE AND JEAN PISTRE – THE CANOPY OF PAVILION 4

Pavilion 4 offers versatility, performance and comfort – and fulfils our expectations of what a modernisation project should achieve.

To improve visitor comfort and highlight the Pavilion's main entrance, a vast overhang will extend out from the structure, creating a dynamic place to meet and relax.





JEAN NOUVEL – PAVILION 6

Pavilions 6 & 8 have been replaced by a brand-new structure, Pavilion 6.

Vertical “electronic banners” in different colours and sizes will be suspended from a canopy. Prior to an event’s opening, the canopy gradually rises, revealing banners of coloured light. In a dramatic countdown, this movement is finally completed on opening day. A few days before the end of the event, the reverse process begins.

DENIS VALODE AND JEAN PISTRE – PAVILION 7

An emblematic building in the Brutalist tradition, Pavilion 7 overlooks both the complex and the city of Paris.

The original reinforced concrete structure has been enhanced and modernized, and a new façade has been put in place. Undulating glass surfaces create a rippling effect at each level, symbolizing the never-ending movement of the exhibitions and the momentum that brings the entire complex to life. Visitors to Pavilion 7 are treated to a breathtaking view of Paris. Level 7.3 houses the Paris Convention Centre, the largest such centre in Europe.



JEAN MICHEL WILMOTTE – TWO NEW HOTELS

An architectural project of two hotels within the complex, which will have a total of 452 rooms. This includes the creation of a new entrance along Avenue de la Porte de la Plaine.

The overall volumetry of the two buildings and the composition of their façades create a harmonious whole. Large glazed surfaces reveal activities on the ground floor, while the building’s structure – a series of stacked volumes – create movement along the entire length of the front of the buildings. On the roof, two terraces, visible from the ring road and the surroundings, make a strong statement, highlighted by elegant lighting solutions.

PARIS CONVENTION CENTRE: WHERE EVERY EVENT BECOMES EXTRAORDINARY

PARIS IS THE WORLD'S LEADING DESTINATION FOR INTERNATIONAL CONFERENCES.
VIPARIS IS CONTRIBUTING TO THIS SUCCESS WITH THE CREATION OF PARIS CONVENTION
CENTRE, WHICH FEATURES EUROPE'S LARGEST PLENARY HALL.



IMMENSE

72,000 M²

THE LARGEST CONVENTION
CENTRE IN EUROPE,
FEATURING 44,000 M²
OF EXHIBITION SPACE



OPTIMAL

5,200

SEATS IN
THE PLENARY HALL



ACCOMMODATE

UP TO

35,000

ATTENDEES
SIMULTANEOUSLY



COMFORTABLE

14,000

SEATS AVAILABLE
ON LEVEL THREE



MODULAR

4

INTERCONNECTED
LEVELS

- + 16 meeting rooms
- + 2 restaurants
- + 1 break area

A UNIQUE, INNOVATIVE ENVIRONMENT WHERE ANYTHING IS POSSIBLE

Paris Convention Centre was designed to host the very largest national and international events. The Centre is fully modular and its many amenities – including exhibition halls, meeting and conference rooms, permanent and mobile food stands, an event space, a green roof and vast parking facilities – means that it can be adapted to every imaginable situation. The airy and light-filled interior offers a breathtaking view of Paris. The plenary hall is the largest in Europe, and conferences can be held in natural light beneath its glass roof. Every conference room is fully furnished with smart and adaptive speakers that offer high-quality sound and create an ideal acoustic environment for visitors. The Atrium conference rooms are fitted with connected furniture and the latest audiovisual equipment.



Terminal



AN ALL-PURPOSE SITE WITH A NEW APPROACH TO EVENTS

Paris Convention Centre can host the largest conferences. It also features:

- Terminal 7, a corporate events space with unbeatable vistas of Paris that can accommodate up to 1,000 guests
- A garden on the roof of Pavilion 7.4 with a panoramic view of the city that can be entirely closed off for private events

A SUSTAINABLE VENUE

A COMMITMENT TO BIODIVERSITY

- Green spaces: over 70,000 m² of green spaces, including 52,000 m² of green roofs
- Introduction of beehives on the roofs
- A 1.7 km green zone that creates a natural visual and sound barrier between the complex and the surrounding neighbourhoods.
- An urban agriculture project on the roof of Pavilion 6 that features three separate spaces:
 - A greenhouse that can also host events: 3,200 m² devoted to urban agriculture, including 300 m² of vegetable gardens open to all.
 - Parisian garden plots: an additional 1,000 sq. m of leasable plots.
 - Edible landscaping covering the rest of the roof of Pavilion 6 (some 13,000 m²).





AN URBAN PARK AVAILABLE TO EVERYONE

Paris Expo Porte de Versailles has always hosted conferences and trade shows, but it is now a vast and welcoming urban park. Visitors will find places to stroll and relax, as well as discover exhibitions, live performances and events. In time, the complex will also feature fitness trails and tennis courts.

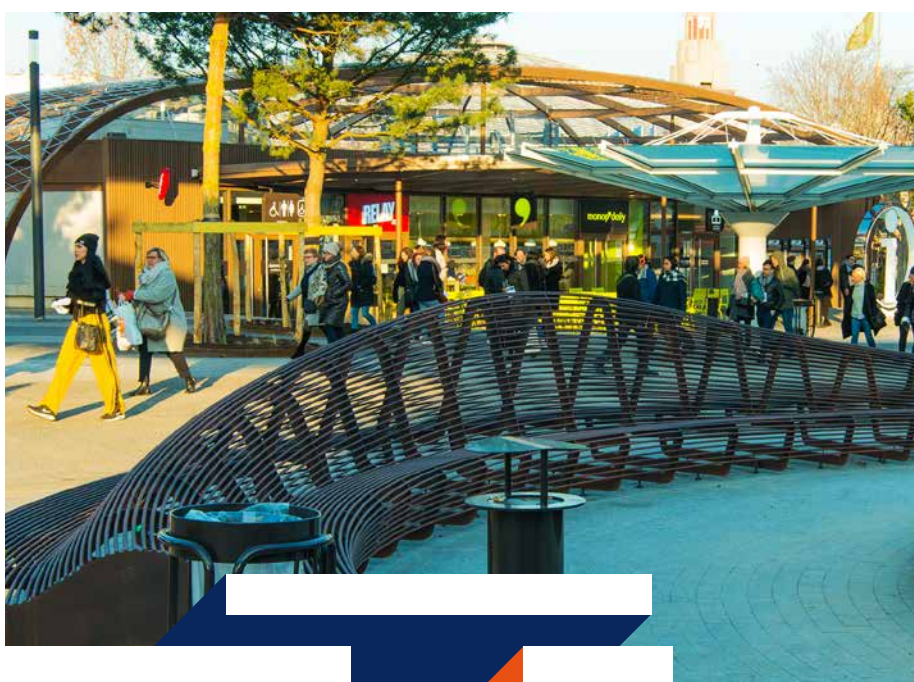
We care about our neighbours – Paris Expo Porte de Versailles is intended to be a Parisian park, where local residents can also feel at home. In addition, twice a year we hold neighbourhood meetings.

WASTE RECOVERY

Our food service partner Aréas will collect, manage and treat 380 tons of waste on site.

THE BEST SERVICE PER SQUARE METRE

THE PARIS EXPO PORTE DE VERSAILLES RENOVATION PROJECT IS BASED ON THE REAL, TANGIBLE COMMITMENTS THAT MAKE UP GUEST ATTITUDE, OUR NEW SERVICE POLICY. THESE FIVE COMMITMENTS FOCUS ON RECEPTION, SIGNAGE, PARKING, WASHROOMS AND MEETING SPACES. WE'VE DONE OUR UTMOST TO MAKE IT EASY FOR OUR GUESTS TO GET AROUND AND ENJOY THE BEST POSSIBLE VISITOR EXPERIENCE.



NEXT-GENERATION HOSPITALITY

The Service Centre at Paris Expo Porte de Versailles is a welcome source of neighbourhood products and services:

- Here, visitors can find the information they need, and also borrow items such as umbrellas and push chairs. Other amenities include a microwave oven, a photo booth, a photocopier and a photo printer.
- Washrooms and a baby changing area are located on the ground floor. The staircase leading to these spaces features an installation by artist Jean-Jacques Pigeon.
- A children's play area offers cartoons and colouring books.
- A Relay (newspapers and magazines, tobacco, hardware items and souvenirs) and a Daily Monop convenience store.

RELAY. monop'daily



MORE EFFECTIVE SIGNAGE

We have completely redesigned our signage and introduced new directional panels. The new signs are clear, easily understandable and strategically placed, and feature a standardised typeface. Our goal is to reduce orientation stress to zero and, in doing so, improve the visitor experience. The signage at Paris expo Porte de Versailles is commensurate with the size of the complex. We designed and built a ring of large-scale LED screens 40 metres in diameter, which provides information and directions, as well as poetry and artistic content.



A NEW FOOD SERVICE OFFER

Viparis has partnered with Areas, a world leader in food concessions, to entirely rethink the food offer at Paris Expo Porte de Versailles and develop concepts that are exclusive to the complex. The opening of the Maison Pradier stand in December was the starting point, and since then both McDonald's and Paul have developed premium concept outlets.

A HOTEL COMPLEX WITHIN THE SITE

In 2019, two unique concept hotels will open their doors:

MAMA SAYS YES!

The contemporary hotel chain Mama Shelter will open its second Parisian address. It will feature 200 rooms, a 350-seat restaurant (including 80 seats on the terrace) and a vast rooftop. Thierry Gaugain will design the interiors.

NOVOTEL

Novotel Paris Expo Porte de Versailles will offer up-to-date interior design, an all-inclusive and intuitive experience, and upscale services for all types of guests.



GRAND PARIS – THE WORLD'S DESTINATION FOR LARGE-SCALE EVENTS



ABOUT

ATOUT FRANCE

Atout France, France's national tourism development agency, is responsible for strengthening France's position as an international tourist destination.

Atout France has a deep understanding of tourist markets, which enables it to define a strategy promoting France to visitors.

It offers its expertise in engineering to help its partners increase their competitiveness and also supports them in their international marketing and promotion activities.

Finally, the Agency is responsible for developing missions aimed at improving the quality of services offered to visitors. It operates as a partnership, providing a shared structure for its partners (1300 private companies, local authorities and associations) around a common vision for French tourism.

Atout France launches these missions internationally, with a network of 33 offices across 30 countries.

PARIS
REGION
TOURIST BOARD



ABOUT

CRT

With its actions aimed at travel trade professionals and visitors, the Paris Region Tourist Board (CRT), the destination's leading tourism body, guarantees the promotion and development of Paris and its region. It puts in place the resources, tools, support services and networks that allow tourism professionals to develop and distribute an offer that is qualitative, innovative and relevant.



PARIS

Convention and
Visitors Bureau

ABOUT THE PARIS CONVENTION AND VISITORS BUREAU

Established in 1971, at the initiative of the City of Paris and the Paris Chamber of Commerce and Industry, as a non profit association, the Paris Convention and Visitors Bureau has three main missions: Welcoming and informing visitors, and promoting the attractions of the capital in France and abroad, on the leisure and MICE segments.

- It brings together professionals to carry out initiatives and operations in order to enhance the attractiveness of Paris; it promotes the destination to the press and operators.
- It represents the vital forces of Parisian tourism along with local, regional and international institutions.

île de France

ABOUT PARIS REGION

Paris Region's policies concern a number of sectors impacting the daily life and future of 12 million of "Franciliens": transport, education, economic development, professional training, environment... Paris Region is home to 12 million inhabitants, representing 18% of the French population and around 30% of the national GDP on a territory which is both urban and rural – maintaining this territorial cohesion is part of the Region's mission. Working hand by hand with local authorities and partners, the Region tackles many challenges: strengthening the dynamism of firms to create jobs, encouraging the access to mobility, housing, education and training, enabling the transition to renewable energy to preserve natural resources, in order to strengthen Paris Region's position as the leading metropolis in Europe.

MAIRIE DE PARIS

ABOUT PARIS

As a leading tourist destination, Paris attracts millions of visitors from all over the world every year. On a global scale, tourism is a sector that is undergoing significant growth, due to the strong demand from emerging countries.

In a context of intensified global competition, the City of Paris has endowed itself with a tourism development strategy reaching as far as 2022, with the aim of achieving a 2% growth per year.

Consolidating Paris' position as a leading tourist destination on a global scale implies a will to be known as the most welcoming destination, and to offer the image of a modern, cosmopolitan and innovative capital city open to the world. 59 substantial actions will thus be implemented in order to diversify and renew the tourism offer; enhance the experience of visitors and adapt it to individual needs; build a sustainable tourism model that is environmentally friendly and resident-oriented; confirm the status of Paris as a flourishing destination by developing the accommodation and transport offer and by pursuing a coordinated territorial marketing strategy that is up to the status of Paris as a capital city.

FACTS AND FIGURES

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RENOWNED ARCHITECTS:
DOMINIQUE PERRAULT,
CHRISTIAN DE PORTZAMPARC,
VALODE & PISTRE, JEAN NOUVEL
AND JEAN-MICHEL WILMOTTE

7

PAVILIONS REPRESENTING
216,000 M² OF EXHIBITION SPACE
IN PARIS

1

CONFERENCE CENTRE
WITH A PLENARY
HALL THAT CAN
SEAT UP TO 5,200
ATTENDEES

A 10-YEARS

WORKS PROGRAMME THAT
BEGAN IN 2015 AND ALLOWS
DAY-TO-DAY OPERATIONS
TO CONTINUE WITHOUT
INTERRUPTION

61%

OF THE TOTAL SURFACE
AREA RENOVATED

2

HOTELS – MAMA SHELTER
& NOVOTEL – WITH A TOTAL
OF 450 ROOMS INSIDE
THE COMPLEX

€500 M

IN PRIVATE
INVESTMENT

2

CORPORATE EVENT SPACES
IN PAVILIONS 6 & 7

72,000 M²

OF GREEN SPACES, INCLUDING:

- + 15,000 m² FOR
URBAN AGRICULTURE
- + 18,000 m² OF GARDENS
- + 37,000 m² OF GREEN
ROOFS

THE KEY PLAYER

Viparis is a subsidiary of the Paris Ile-de-France Chamber of Commerce and Industry and the Unibail-Rodamco Group. It is the European leader in conferences and trade events. **Viparis manages the ten main events venues in the greater Paris region.** Each year, it welcomes ten million visitors (the general public, business visitors and spectators), and hosts 800 events in every sector at Paris Expo Porte de Versailles, Paris Le Bourget, Paris Nord Villepinte, Espace Champerret, the Palais des Congrès de Paris, the Palais des Congrès de Versailles, the Palais des Congrès d'Issy, the Carrousel du Louvre, the Espace Grande Arche and the Hôtel Salomon de Rothschild.



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www.viparis.com

Explore the future venue

www.paris-expoportedeversailles.com

or download the Paris Expo app:



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