

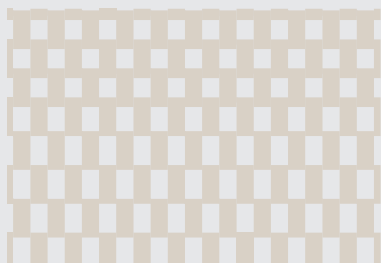
Press file

METZ CONGRÈS ROBERT SCHUMAN

Conference Centre of Metz Metropole



Inauguration in September 2018
7 April 2016 - Laying of the first stone





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@3D images: Wilmotte et Associés



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KEY FIGURES AND DATA

PRESENTATION OF KEY PLAYERS

CONFERENCE CENTRE

MORE ABOUT THE PROJECT

SCHEDULE

AMPHITHEATRE DISTRICT



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Key figures and data

Project owner:	M3Congrès
Shareholders:	City of Metz and Metz Métropole
Holder of a public service delegation for operating the Centre:	GL Events
Representative of Designing/Building/ Operating/Maintenance grouping:	Eiffage Construction
Joint contractor for technical work items:	Eiffage Energie

Maintenance by Eiffage Services for 25 years

Project management

Architect:	Wilmotte & Associés Architects
Structure, outer walls, accessibility, HEQ design:	Artelia
Fluids design:	Quadriplus
Scenography:	Scène
Acoustics:	Peutz & Associés
Landscaping:	Neveux-Rouyer
Signage:	ENT Design

Areas

Site:	6 400 m ²
Building:	15,300 m ²
Exhibition area:	210 booths
Auditorium:	1,200 seats (scalable to 800 and 600 seats)
Rooms:	16 commission rooms

North view of the building



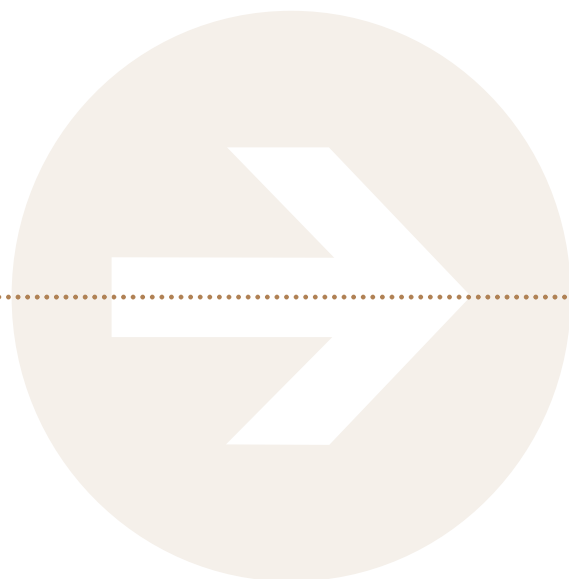
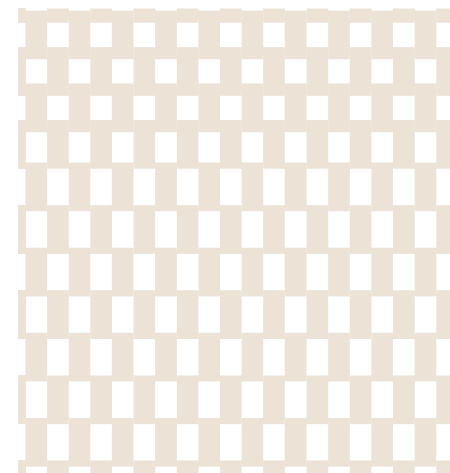
About M3Congrès

M3Congrès is a local public company, with the City of Metz and Metz Métropole as its shareholders. Its aim is to build, maintain and manage the new Conference Centre in Metz.

M3Congrès is an organisation employing 3 staff, which operates in project mode with external project ownership assistance. When it was founded in late 2013, it decided to set up an overall agreement relating to designing, building, operation and maintenance to carry out the missions given to it by its shareholders. Following a competitive dialogue procedure initiated by M3Congrès in early 2014, the grouping represented by Eiffage Construction was selected as the contractor. The total cost of this project is €56.9 million exc. VAT.

In 2012, Metz Métropole, which has the remit over Conferences and Events, chose GL Events as its contractor for operating the Conference Centre; GL Events is an international specialist of the management of exhibition parks and conference centres. The company Metz Congrès Evènements was founded by GL Events in order to operate the Metz Conference Centre.

The project is funded by the City of Metz, Metz Métropole, the Chamber of Commerce, Industry and Services of Moselle, the State and the Alsace-Champagne-Ardenne-Lorraine region.



EIFFAGE

Major player in the area of building and concessions

€13,9 billion turnover
64,000 employees
100,000 projects a year

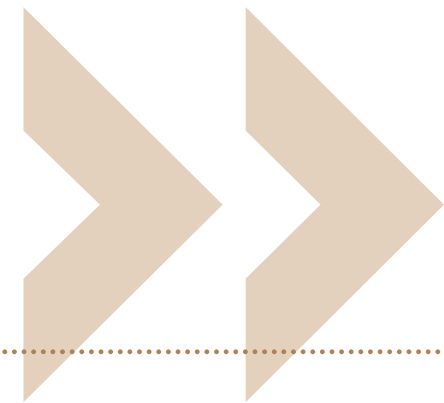
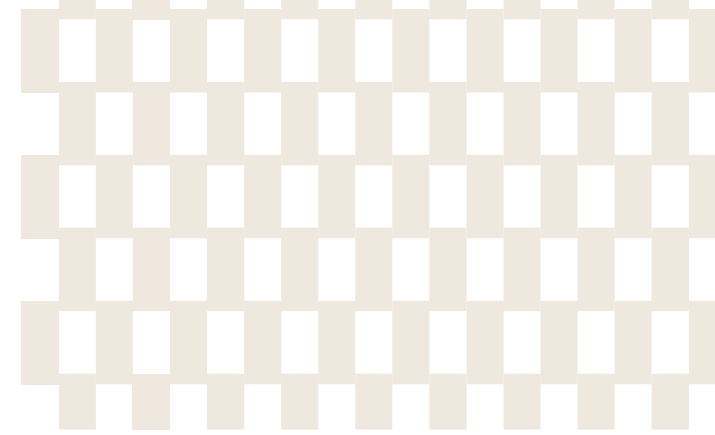
Eiffage stands out in France and across the world because of the exceptional diversity of its skills and technical know-how. The Group engages in the business of construction and property, civil engineering, metal and road building, energy and concessions. It is supported by over 64,000 employees, working on 100,000 projects every year.

Eiffage has often been a trailblazer. Driven by its creative imagination, the Group has become highly innovative, in line with the requirements of the time.

The Group has grasped and identified the environmental and social needs of the age, and has even developed its own laboratory for research in sustainable urban development called Phosphore.

All the trades of the Group contribute to the creation of know-how for incorporating sustainable development into its activities, whether these relate to managing human resources, controlling environmental impacts, building relationships with regions or providing ways to build sustainably.

Eiffage is also characterised by its employee shareholding scheme, which has no equal in Europe, where 64,000 employees hold 24% of the capital. That model also helps make it independent and stability.



WILMOTTE & ASSOCIÉS ARCHITECTS

An architects' firm with an international dimension

Founded by Jean-Michel Wilmotte in 1975, Wilmotte & Associés is an international architects' firm working in five areas: architecture, interior design, museum design, town planning and industrial design. Wilmotte & Associés has branches in France, the UK, Italy and South Korea. It is involved in all types of development and handles projects of all dimensions.

With 220 employees of 29 different nationalities, Wilmotte & Associés is organised into two entities: the architects' firm Wilmotte & Associés and the design studio Wilmotte & Industries, which simultaneously manage over 150 projects in 26 countries.

The many projects of the firm include the recently completed headquarters of L'Oréal in Clichy, the Allianz Riviera stadium in Nice, the Arts Centre of the International School in Geneva in Switzerland, the cultural centre of Daejeon in South Korea, the luxury buildings of Allées Richaud and Allées Foch in Versailles, the headquarters of Unilever in Rueil-Malmaison, new offices for Google at King's Cross and the London offices of JCDcaux (UK, London), the Ferrari Sports Centre in Maranello (Italy) and the environmental park in Baku, Azerbaijan, as part of the 2015 European Games.

Wilmotte & Associés is currently working on the Halle Freyssinet, which will house 1000 start-ups, the Russian Orthodox Spiritual & Cultural Centre and the Gare du Nord in Paris, the Metz Conference Centre, the European University of Saint Petersburg, the new districts in Libreville, Gabon, an exhibition and convention park in São Paulo, Brazil, and also a high-rise office building in Dakar, Senegal.



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Conference centre of Metz Metropole

The essence of the project

With an area of 15,300m², the future Conference Centre of Metz is located in a neighbourhood that is undergoing a radical transformation, opposite the Centre-Pompidou Metz, closely connected to the central railway station. The building will act as the link between the new district of the Amphitheatre and the historic centre of Metz, which offer two diagonally opposing architectural worlds. The building of the Conference Centre in Metz will create a third side for the triangle of the Human Rights parvis on the rue aux Arènes; above all, it will add to the tourist amenities of the area and its appeal.

The project developed by Eiffage and Wilmotte & Associés is supported by four ideas: material, verticality, light and space.



View from the arrivals walkway

- **Material:** Jaumont stone is a strong marker of the identity of the heritage of Metz. It is used in the Conference Centre as a tribute to the local architectural heritage. Thanks to the work on the material, the monolithic aspect of the project is reinforced during the day, while it seems dematerialised by night. Thus, a dichotomy is created between the massive nature and lightness of the stone, inspired by the Gothic architecture of the cathedral in Metz.

- **Verticality:** the use of stone in the form of slender blades over the entire height of the building makes the building look lighter, while making for a richer front. The vertical facing of the building contrasts with its elongated volume and attenuates it.

- **Light:** the front is designed to create the image of a stone curtain that cast shadows and plays with natural light, to give the inside a mystic atmosphere.

- **Space:** the project endeavours to be as open to the city as possible. It draws inspiration from the local identity and highlights it, both by its architecture and by the views it offers of the surrounding heritage. Public spaces and passage ways inside the building naturally allow visitors to be inspired by the strategic or iconic locations of the city, with views of the cathedral, the Centre Pompidou-Metz, the station etc.

The project

The new Conference Centre in Metz is located very close to the city centre, in the Amphitheatre district, between the railway station and the Centre Pompidou-Metz.

It will add to the facilities in Metz for business tourism, and heighten the economic appeal of the city and the conurbation. The Conference Centre will be easily accessible by all modes of transport and will operate in complementarity with the Centre Pompidou-Metz.

The Conference Centre is intrinsically connected to the central station. In addition to local and regional visitors, that strategic location will also allow it to draw visitors from France, and from other countries. More than just a public building dedicated to the organisation of events, the Conference Centre is intended to become a living and attractive place of passage. That means that accesses play a major role in the architectural project. The parvis and the walkways are given special attention. A restaurant with independent access will also add to the draw of the Conference Centre and the neighbourhood.

A landscaped strip of land will soften the transition between the building and the station, also in a spirit of continuity between the city centre and the new district.

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To give the building a strong identity, its outer walls will have a special design. They will draw on the play of shade and light that can be appreciated on the front of the cathedral, by offering an open mesh that combines opacity and transparency.

The project will have five floors: a ground floor, a parvis floor, two upper floors and a mezzanine. Each level will have a clear design and lateral passages will enable users to make the most of the panoramic views of the city.

The horizontal organisation will be divided into two distinct parts: exhibition areas to the north, with a southern side set aside for the logistics and utility areas and an auditorium seating 1200.

Vertically, the relations between the spaces will make it possible to connect events to each other, in order to make the most of the totality of the building when necessary. That reinforcement of verticality through the superposition of functions also offers the possibility to partition events from each other. Depending on the selected uses and visitors, the building can be scaled to multiply the fields of action of the development.

View from the north parvis towards the main entrance of the Conference Centre









↙ AUDITORIUM
RANGS H & T
BALCON
HALL 2.1
HALL 2.2
ESPACE
CONFÉRENCES
↙ AUDITORIUM
RANGS A & L



HALL 1

VESTIAIRES

Reception hall of the Conference Centre



Auditorium seating 1200







The Amphitheatre district: building the future

An international influence

The Amphitheatre district is a key project of the conurbation of Metz, extending over 38 hectares that are directly connected to the TGV station of Metz. Thus, it enjoys a strategic position in relation to the TGV station, which puts the area within an hour and 20 minutes from Paris, 40 minutes from Luxembourg and an hour from Germany. The Centre Pompidou-Metz, the first project completed, was inaugurated in May 2010 and received 800,000 visitors in its first year, raising the international profile of the site.

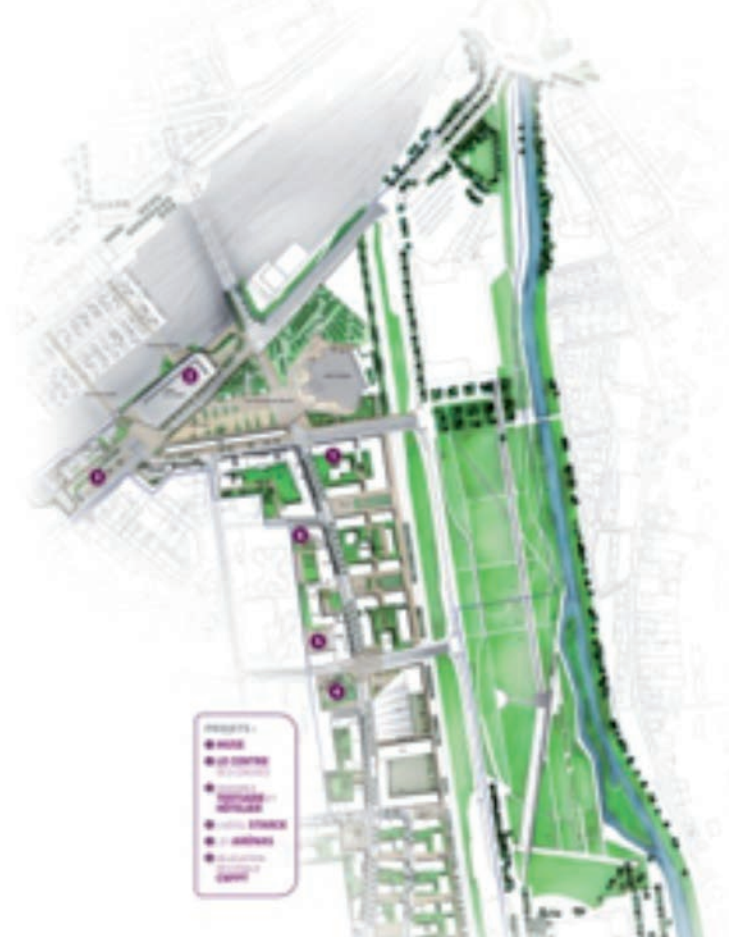
An ambitious planning project

The ambition of the planners has been to better connect the Amphitheatre district to the city centre, by creating a new focus around the railway station. That focus is supported by major facilities such as the Centre Pompidou Metz, the Conference Centre and the Sports Centre of Les Arènes.

It is aimed at creating an ambitious and combined development covering close to 300,000m² of floor area, with culture and sports facilities, offices, shops and housing, in order to make Metz a strong European location once again, specialised in cultural and business tourism. The goal is to make the Amphitheatre district lively and attractive.

Internationally known architects and designers

Architects and designers with an international reputation, including two winners of the prestigious Pritzker prize, are involved in the development of this iconic district. In addition to Jean-Michel Wilmotte, who has designed the Conference Centre of Metz, Shigeru Ban, Christian De Portzamparc, Jean-Paul Viguier, Nicolas Michelin and others have also contributed to the project, as has the designer Philippe Starck, who will offer his first hotel construction on an exclusive basis to Metz.



The architectural identity of the Amphitheatre development can be expressed in the reinterpretation of local architecture, through design that stresses both innovation and identity. That has been choice of Philippe Starck for his hotel: he has drawn upon the architecture of the district of the New City, which is symbolic of the identity of Metz. He has designed a 30m high ground glass tower, topped by a house in the style of the 19th century, a replica of the building of the architect Eduard-Hermann Heppe (22 avenue Foch in Metz). That local source of inspiration was also used by Wilmotte & Associés to design the Conference Centre, which is contemporary building with a front using Jaumont stone.

Projects under way

A certain number of ambitious private projects are under way.

A few examples:

Hotel complex: adjacent to the Conference Centre, a new-generation Campanile hotel with some 100 rooms built by Demathieu & Bard Immobilier and sponsored by SOFRA, will be inaugurated in March 2017.

Muse: the Muse project developed in a partnership of five operators (Apsys, Adim Est, Batigère, Rizzon and Aegide) includes 80,000m² of offices, housing and stores in a single phase. That combined development has BREEAM approval and is made up of 10,000m² of office space, 400 dwellings, a residence for elderly people and 37,000m² of stores and recreational facilities, with close to 110 chains, 12 medium-sized stores and 10 restaurants. With a total private investment, it is one of the most significant developments in France. Opening is scheduled for October 2017. Designed by the architect Jean-Paul Viguier, this building is open «to the best of fashion, design and food», and is intended for people from Metz, Lorraine, Luxembourg and Germany.



Starck hotel: located in the close vicinity of the future Muse shopping centre, the Centre Pompidou-Metz and the Conference Centre, this four-star hotel designed by Philippe Starck will be designed to be an «inhabitable, surrealist and poetic work of art». The future building, offering 6000m², with monolithic and monochromatic architecture, will be made up of 110 rooms and suites, two restaurants and a spa. Over 12 floors, it will offer a pedestal on which a typical Metz villa will be built, offering an unimpeded panorama of the whole city.



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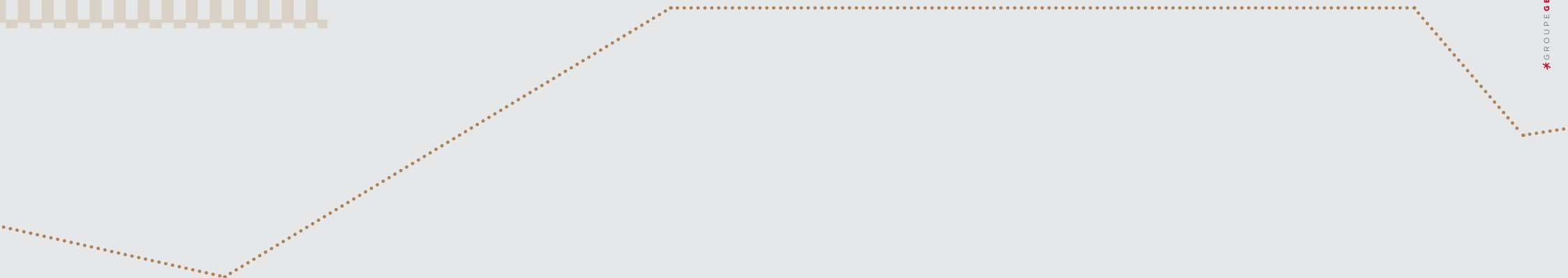
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