

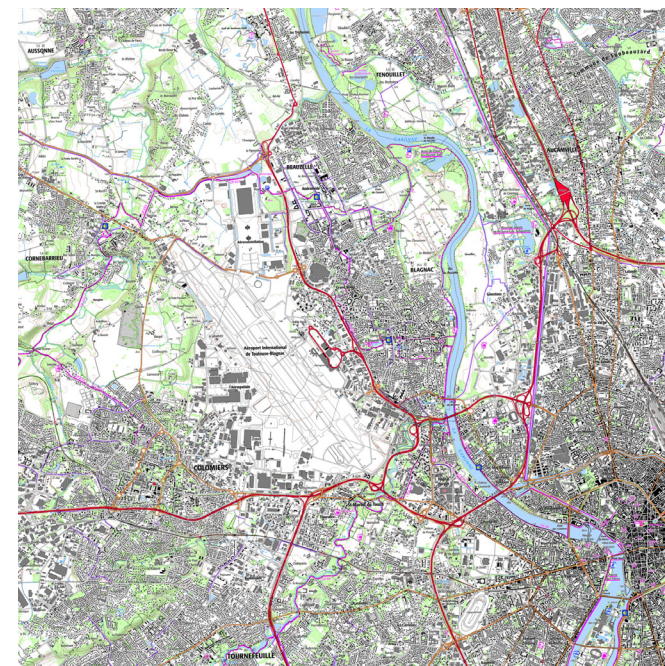
18 Blagnac (FR)

Recycling a tertiary site into a hybrid open space at the heart of the airport park

Scale XL/L

Team composition: architect mandatory
 Location: Blagnac, Toulouse Métropole (31)
 Population: 27 000 hab.
 Reflection site: 100 ha.
 Project site: 9 ha.
 Site proposed by: Blagnac municipality
 Actors involved: Blagnac municipality, Icade, Urbain des Bois, Banque des Territoires
 Owner(s) of the site: private owner (possible acquisition by the municipality)

Commission after competition
 Architectural feasibility studies with a view to prefiguration and experimentation
 Architectural and landscape design and project management assignments

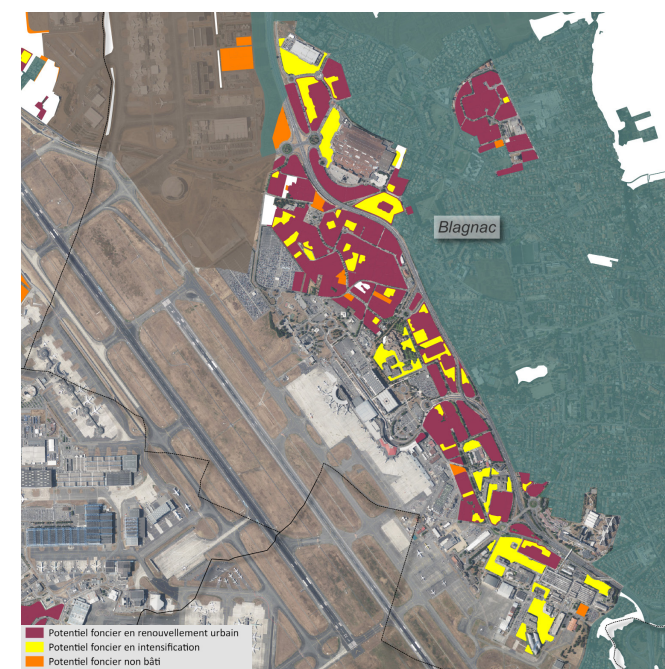


SITE / CONTEXT

Located west of Blagnac, between the Voie Lactée (RM 902) and Toulouse-Blagnac Airport, the Orange Campus site is one of the emblematic landmarks of this aeronautical economic hub, which hosts the highest concentration of corporate real estate in the metropolitan area.

Well connected to downtown Toulouse, soon to be served by a new Airport Express tram line (2026) and a new metro line (Line C, 2028), and in close proximity to major metropolitan facilities and leading economic activities (Airbus headquarters, Air France maintenance site and training center, MEET convention center, aeronautical museums...), the northern sector of this « airport park» faces challenges such as urban fragmentation and the aging of part of its building stock, whose outdoor spaces are predominantly designed for automobiles (expansive parking areas and road-dominated environments).

With the planned relocation of Orange in 2026, its historic premises—spanning 9 hectares and comprising approximately 30,000 m² of floor space—will be vacated, creating the potential for underutilization. The main landmark building, «Capitole» designed by architect Bernard Bachelot features a distinctive four-branched star-shaped structure, tiered in cascading levels, built with a concrete framework and punctuated by octagonal staircase towers.



URBAN STRATEGY

The competition seeks to explore the full range of possibilities for repurposing this built ensemble, envisioning a broader urban, landscape, ecological, and environmental transformation of the district. As a pilot site for building reuse and soil renaturation, the Orange Campus offers a unique opportunity to develop innovative strategies for adapting existing structures—whether through reuse, rehabilitation, or deconstruction. The project aims to introduce a diversification of urban functions oriented toward innovation and shared services (education, co-working, mutualized services...) while ensuring its long-term evolution. By leveraging the site's resources, the challenge is to reimagine economic zones that are more sustainable, resilient, and environmentally responsible.





In the economic context of the airport sector, how can this tertiary architectural heritage be adapted, reshaped, recycled, and repurposed while leveraging the intrinsic qualities and resources of the existing structures? What strategies can foster a diversification of uses oriented towards innovation and shared functionalities ?



QUESTIONS TO THE COMPETITORS

The Orange Campus site in Blagnac offers a unique opportunity to explore the theme of « re-sourcing » through three complementary dimensions: material, programmatic, and ecological.

Reusing Architectural and Landscape Heritage

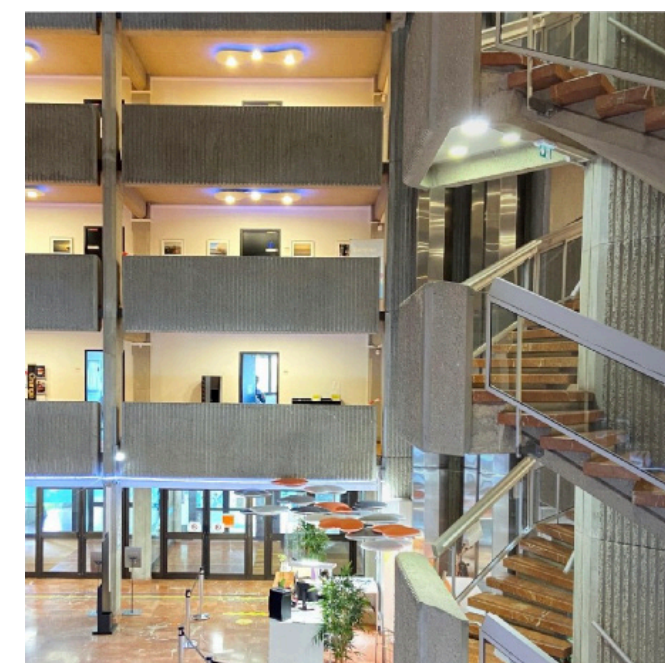
In a context of resource preservation and sustainability, how can we determine the appropriate scale of intervention? How can we uncover the latent potential of existing structures, preserving what remains valuable? What strategies should be adopted to repurpose these office buildings, transforming them into a foundation for architectural and urban innovation?

Intensifying Uses and Renewing Connections with the District

How can this monofunctional and introverted site be adapted and transformed to accommodate new activities and ways of living? What new scenarios of dynamic and productive uses could emerge within this economic zone? How can a more diverse and evolving programmatic approach contribute to the local urban ecosystem? How does this reinvestment fit into a short-, medium-, and long-term transformation strategy for the site?

Restoring Inhabited Environments

How can a redevelopment strategy contribute to the regeneration of artificialized soils and the reestablishment of physical and ecological continuities? What solutions can enhance the climate resilience of this site, which is exposed to significant environmental pollution?



How can the site be opened up to its surroundings, re-establishing physical, functional, and symbolic connections with the broader territory? What strategies can be implemented to regenerate soils and initiate a new way of inhabiting economic districts?