



ROMAINVILLE

QUARTIER PAVILLONNAIRE ET
POPULAIRE DES ORMES

REGENERATING WITHOUT
DENATURING

Dossier de site

100m



Dembèni

FOREWORD

“What we need to do today is to demonstrate cultural creativity I believe in the poetic state. It is about developing a way of living that is so sensitive, attentive, contemplative and compassionate that we amplify our range of perception and maintain an awareness of everything that is around us.” P. Chamoiseau

The eighteenth edition of the European competition in France opens with the wonderful theme of ‘re-sourcing’.

Having explored themes of the adaptable city, the productive city and the living city, this theme marks a pause for breath. It invites us to consider what has been amassed, what is there to provide for places, for lives, and to repair more efficiently rather than demolishing.

‘Re-sourcing’, a theme that examines existing resources – material and non-material – in order to manage and develop them with respect and sensitivity.

These resources are very diverse in nature, specific to each area.

They form a powerful ecosystem that once formed a system that is now often forgotten; over the last century it has been dislocated, unravelled. The care given to exchange and to links woven between human and non-human life has evaporated, giving way to juxtapositions of fragmented territories. These isolated territories of landscape and habitat are just waiting to be set back into motion to meet the world of tomorrow. There is an urgent need to act, and to act together in a spirit of open dialogue.

All the sites in this 18th edition demonstrate the complexity of a world that is out of breath but that has vast potential for life. A momentum is already gathering; the power of water is evident. Human and non-human life is active, it doesn’t wait, and indeed is already sketching out new approaches and responses.

All the sites, from the most urban and developed (Greater Nancy, Caen, Clermont-Ferrand, Riez, Miramas, Brignoles, Blagnac, Romainville, Nailloux) to the most natural and derelict (the Nive valley, Mayotte, Fumel, Mantes-la-Jolie, Jullouville), contain a legacy to be brought back into the light, waiting to bring their hopes and inner strength to life by means of experimental projects for a promising future.

Residents of these territories of today and tomorrow, European teams – made up of architects, urban designers, landscape designers, anthropologists, philosophers, ecologists or any other thinkers relevant to the project – will embrace these places to define new narratives, new ways of interacting where, with the aim of re-sourcing, life resounds as a constant force.

EUROPAN FRANCE

Note: A book of contributions associated with the theme can be downloaded [here](#).

RE-SOURCER
REPARER
REIMAGINER
REAGIR
REVITALISER
RECYCLER
RESSOURCER

THE THEME : RE-SOURCING

The fragility of the Earth's ecosystem and social crises lead to the imagination of alternative practices to harmful extraction of resources, overconsumption and pollution of living milieus.

Regenerating projects embracing nature and culture are to be thought and implemented. It is about weaving synergies between biogeophysical data with socio-spatial justice and health ones.

Three main directions for designing forms of resilience and resourcing of inhabited milieus make possible to reactivate other forms of dynamics and narratives around the ecologies of living and caring.

1 Re-sourcing in terms of Natural elements / Risks

The natural and vital elements of water, air, earth and fire are today linked to risks and disasters which affect places, and the entire ecosystem of milieus from the moment that are triggered cataclysms, resulting from deleterious developments.

In order to enable a new alliance with inhabited milieus, it is time to rethink these vital elements, by finding logics of adaptation with the built environment, and by combining them together in projects.

2 Re-sourcing in terms of ways of life and of Inclusivity

The reconsideration of living conditions also requires sustained attention to changes in lifestyles in a hyper-connected digital world. Arrangements capable of simultaneously preserving intimacy, commonality and solidarity are at stake, correlated with bioclimatic and permacultural strategies in which humans and non-humans can cooperate.

3 Re-sourcing in terms of materiality

The already built now constituting a phenomenal source of materials, it is important to design devices for transforming existing buildings driven by the strategy of the 3 R's (Reduce, Reuse, Recycle): Reduce new construction. Reuse in the sense of reusing already constructed spaces and materials. Recycle by using bio-geo sourced materials (earth, stone, fiber), anticipating deconstruction and becoming local again (mobilizing know-how and materials present on the sites). This is to promote the preservation of natural resources.

Recommendations for searching sites

The selection of sites will be based on their potential to find these three types of resources – “natural elements, uses, materiality”.

Each site will be presented at two scales:

- The territorial scale known as the “reflection site” (red limit) which will reveal the geographical and ecological elements (topography, geology, natural elements, etc.), the logic of mobility and large-scale lifestyles and which impact the project site today and, potentially, in the future.

- The proximity scale, known as the “project site” (yellow limit), where the existing situation (physical space, nature, lifestyles) and the city’s intentions for its development in the future will be presented in a clear and precise manner.

The complete site folder must both remain compact but provide elements of information with links to maps (geography) allowing to understand natural dynamics (water, land, sea, etc.), and to studies on ways of life allowing to understand current social dynamics and those desired in the future.

The brief must, based on the characteristics of the site, express the intentions of the site representatives at different scales and clearly formulate the questions they wish to ask the competitors regarding the future of their contexts. Some interesting briefs from previous sessions are made available.

Questions for competitors

The challenge for competitors, in their project-processes, will be to converge the three types of resources because it is their intersection which will generate a promising spectrum of resilient projects in the face of the scarcity of resources and the vulnerability of sites.

The questions asked are:

- What are the new ways of designing to adapt to climate change: rising water levels, air pollution, drought, etc.?

- How to introduce into projects the regeneration and sanitation of soils making them more porous and alive, increasing the biodiversity of built spaces, in order to make them more livable?

- How can we imagine new dynamic and productive use scenarios to revitalize communities of humans and non-humans?

- How can we invent a new materiality that can result from bio-materials originating mainly from local resources and falling within the logic of a circular economy?

- How can we hybridize in teams the different skills necessary for these projects which combine the consideration of natural elements, new lifestyles and the use of bio-materials?

- which scales should be crossed to make the proposed answers relevant? Can a project on a proximity site be combined with reflection on the larger scale of the territory? Should an urban project also be available on a proximity scale to illustrate its impact?

INFORMATIONS GÉNÉRALES

SITE REPRESENTATIVE(S): EPT Est Ensemble and Municipality of Romainville

PARTICIPANTS : -

TEAM COMPOSITION: architect mandatory, town planner or landscape designer

COMPÉTENCES SOUHAITÉES AU REGARD DES ENJEUX ET CARACTÉRISTIQUES DU SITE : Project management assistance, pre-operational urban study, urban project management study, programming study

COMMUNICATION: promoting projects in the postcompetition phase: publication of a results catalogue and national exhibition

JURY – 1ST ASSESSMENT: with the participation of site representatives

JURY – PRIZE SELECTION: selection of three projects per site. With the participation of site representatives.

Prizes: prizes are awarded by the jury independently of the sites: winner (€12,000) / runner-up (€6,000) / special mentions (no prize)

INTERMEDIATE POST-COMPETITION PROCEDURE: rencontre des • Meeting of municipalities and teams organised by the European France secretariat in Paris at the beginning of 2025.

- On-site meetings of municipalities and teams organised by local authorities and their partners from March 2025.
- Assistance and advice from European France to local authorities and their partners in implementing the competition's follow-up measures.

ASSIGNMENT GIVEN TO SELECTED TEAM(S):

- Master plan/guiding plan and/or urban and landscape project management mission.
- Architectural feasibility studies for prefiguration and experimentation purposes.
- Architectural or landscape design and project management missions.

PRÉAMBULE

Since 2020, Romainville's new municipal team has been committed to urban planning, with a PLU that now favours open land, absolute protection for green spaces and the promotion of social programmes. Since the Elan Act in 2018, producing social housing has become more complex, and previous multi-partner municipal agreements have contributed to the deterioration of the "SRU" (community urban renewal) rate. Today, the municipality is keen to promote all forms of housing, particularly in working-class neighbourhoods.

This new political position is reflected in the co-piloting of development projects and the "New National Urban Renewal Programme" (NPNRU), but what about the process of change in a working-class housing estate? How can the public authorities support the future of a neighbourhood where private property is divided between 250 small landowners, where there are wide differentials in average income, and where the political environment seems set on feeding into its own destruction? How can we preserve the existing built fabric and re-knit the social fabric?

To put it more bluntly, can the least well-off homeowners still hope to have access to a detached house in ultra-developed areas?

Our suburb on the outskirts of a global city has 3 suburban neighbourhoods. One is a Bobo diamond for ex-Parisians. The other, a communitarian Bimby. Les Ormes is undergoing a disorderly transformation – a working-class suburban neighbourhood with a bric-a-brac architecture that is being assailed by the whims of investors who are ever ready to turn houses into apartments.

Romainville's role as a support town has always been to feed and clean the French capital and supply it with energy and water. In 1965, as work began on the construction of the A3 motorway, the productive urban fringe of tradespeople and second-hand goods dealers in the Les Ormes district was further cut off from the heart of the city.

In the nineties and noughties, a wave of gentrification took hold, but the new teachers, freelancers and junior executives shared the same difficulties and the same sunny gardens. The mix of old and new residents has maintained the district's tradition of autonomy and mutual support.

In 2014, a municipal policy of densification was introduced. From a base of 24,500 in 2014, the population is projected to grow to 40,000 by 2030. Between 2009 and 2020, 15 amendments to the Local Urban plan (PLU) resulted in frenzied construction of private residential units in all parts of the town.

In the Les Ormes sector, a number of apartment blocks have been built, departing in their heights and density from the existing fabric, and the breakup of suburban houses is contributing to a deterioration in the quality of the living environment. Weak regulations on the number of permitted parking spaces, residual household waste management areas and intense traffic levels are encroaching on the common uses of an already cramped road space.

These negative externalities are exacerbated by a ring of road infrastructure,

the A3 motorway and 2 departmental roads, which prevent the emergence of the environmental conditions needed for a suburban fabric of very affluent households. The area also lacks the amenities required to become a district of private apartment blocks.

With no possibility of large-scale public development, this fringe area remains locked in a state of permanent transition, in the hope of a better future that may never materialise. Yet powerful social bonds have been forged in these gardens, away from the public eye, around spring barbies and predinner drinks parties. Solidarity is also apparent on the routes to the Fraternité primary school, in the form of the neighbourhood's only shared grassy area, the community library run by the school's parents and the celebration of the Fraternité's centenary in 2014. The old buildings are disappearing. The new apartment blocks generate different social relations. Moreover, the new residents earn more and tend to avoid the state schools.

Between the collective desire to conserve areas where natural drainage has been restored and the biodiversity they foster, against the personal and productivist desire to generate land revenue, what kind of tool can be created that will enable public authorities and private plot owners to weave together a shared, high-quality and supportive urban planning programme?

Welcome to our town!

Vincent PRUVOST

Deputy Mayor for urban planning, development, mobility and pollution control



Vue aérienne avec le périmètre d'étude et de projet (source : Romainville)



Vue oblique avec le périmètre de projet (jaune) et les repères urbains (source : Google Earth)

THE COMPETITION SITE AND REQUIREMENTS

PRESENTATION OF THE EUROPEAN SITE

LOCATION AND BRIEF URBAN HISTORY

The Ormes housing estate embodies a page in the history and geography of Romainville and the wider Paris region.

Located **in the inner suburbs of Paris**, the municipality consists of a typical suburban typology of urban fabrics: an historic town centre developed in the 18th century on the edge of the Romainville plateau and overlooking the Ourcq plain at an altitude of 117 metres. **An area of high agricultural – and more specifically market gardening – value, due to its soil characteristics, the town became more structured and denser as industrialisation progressed.**

Market gardening areas have gradually been replaced by industrial and urban land. The chemicals industry (major firms such as Sanofi), the gypsum quarry and the presence of major technical facilities serving the Parisian metropolis left their mark on the town's development and have been thrown into the great pool of late 20th and early 21st century urban renewal. The town's development took shape as land was freed up as a result of the Paris region's industrial decline, and along marked topographical lines. The gypsum hill marking the boundary between the upper and lower towns is being converted into the urban park of La Corniche des Forts; the Bas-Pays, which formed part of the large Plaine industrielle de l'Ourcq, is still home to facilities that serve the Greater Paris area (SYCTOM and the RTE site), while at the same time undergoing renewal on land that once belonged to major industrial groups. The driving forces behind Romainville's development have fuelled urbanisation, forming a composite residential fabric of large housing estates (Marcel Cachin, Youri Gagarine) and suburban housing alongside the town centre. The latter can be divided into 2 major sub-areas: the town centre suburban district, which has recently undergone a wave of regeneration and gentrification; and the more working-class suburban neighbourhood to the south of the town, part of the heterogeneous residential fabric of the Trois Communes district, which is made up of a disparate mix of suburban housing of varying quality and 1970s apartment blocks, partially cut off from the rest of the town by the A3 motorway. To the south of the urban expressway **is the popular residential area of Les Ormes**, the European 18 site.

**VUE OBLIQUE DU QUARTIER
DES ORMES - PRISE DE VUE EN
LIMITE SUD DU SECTEUR DE
PROJET**



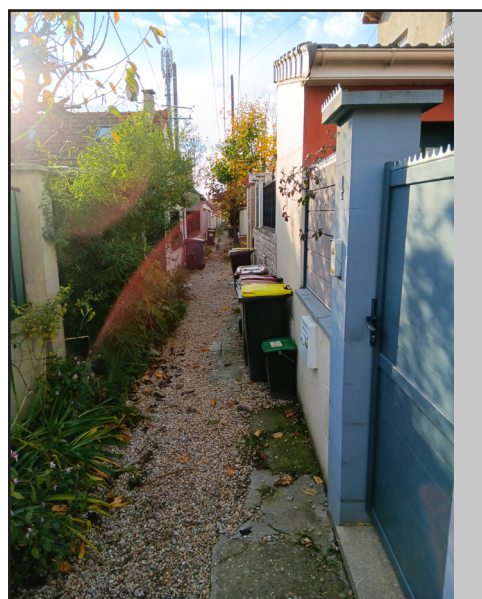
**VUE PIÉTONNE DU QUARTIER
DES ORMES
RUE DES ORMES.**



**RUE DES ORMES
(Ville de Romainville)**



**SENTE DES LABORIEUX
(Myriam Gabriel)**



The recent dynamics of urban projects in the municipality and the metropolitan area are contributing to Romainville's entry into a new era of development. The transfer of large tracts of land and improved public transport links (extension of metro line 11 opened in the summer of 2024, which will be enhanced by the T1 extension in 2027) are profoundly changing the historically working-class character of the municipality. The increase in property prices (over the last 10 years, +25.7% for houses and +24.4% for flats - source: MeilleursAgents) is one of the main signs of this, as is the decline in the relative share of social housing in the residential stock (down 10 points in the 10 years between 2010 and 2020).

In this changing urban landscape, the Les Ormes district is on a knife-edge: at one and the same time heir to a rich industrial and urban history, it is also confronted with processes of densification and gentrification that risk pressuring

What is a working-class neighbourhood? (extract from an interview with Anne Clerval, geographer, Senior Lecturer, Gustave Eiffel University)

«In order to talk about working-class neighbourhoods, let's start with the working classes. In sociology, the working classes are defined by their low level of qualifications and earnings, their subordinate position in the world of work and their distance from legitimate culture. In INSEE's terminology for socio-economic categories, this corresponds to **blue-collar and office workers**. A distinction is nevertheless made between **stable fractions** of the working classes, who sometimes earn enough to own their own home, and precarious fractions marked by low incomes and insecure jobs or unemployment. Immigrants and their descendants are over-represented within these **precarious fractions** (although they are also present in the stable fractions of the working classes or middle classes, as many immigrants are in fact upwardly mobile, including through home ownership).

A working-class neighbourhood is defined as an area where working-class residents are overrepresented compared with average population profiles, which in this case may be the commune of Romainville, Est Ensemble, the Greater Paris Metropolitan Area or the Île-de-France region. This is the case in the Les Ormes district (at least in relation to the Metropolis and the region), but its profile is more composite than that of the neighbouring Trois Communes neighbourhood, which is more typically working-class and marked by insecurity and poverty. In the suburban neighbourhood of Les Ormes, **families and the elderly are over-represented, as are incomes close to the municipal median**.

We can assume that these are the stable fractions of the working classes or lower middle classes (tradespeople and shopkeepers in particular) who have been able to buy property in an area that was until recently still relatively inexpensive.

The dynamics of the district are contradictory: the impoverishment of part of the population, but also the beginnings of gentrification, i.e. the influx of middle-class populations, better endowed with economic and cultural capital,

**RENOUVELLEMENT URBAIN DU
QUARTIER PAVILLONNAIRE**
(Ville de Romainville)



**PAVILLON MEULIÈRE À
L'ABANDON**
(Ville de Romainville)

Opération de densification
inachevée
(Ville de Romainville)



it into a degree of urbanistic uniformity to the detriment of the working-class character of Les Ormes.

DYNAMICS AT WORK AND TRIGGERING FACTORS FOR THE PROJECT

The dynamics at play in the area are multiple and the local authorities of Est Ensemble and Ville de Romainville want to identify them and turn them into sources of regeneration within the context of the competition :

- Contrasting trends in urban renewal: **weak signals of gentrification** which, unless innovative and creative action is taken, may contribute to the **exclusion of working-class people** from the district, as has happened in neighbouring suburban areas in Romainville and Montreuil; **weak signals of impoverishment** visible in the urban landscape, which is punctuated in places by zones of quasi wasteland, abandoned extension/restoration projects or poor-quality plot divisions or buildings.
- A tendency for the area to become detached from the rest of the municipality because of inadequate infrastructure or the avoidance of state schools, which diverts pupils towards private schools in neighbouring municipalities. **Reconnecting** the area (both physically and socially) by linking it **to the rest of the urban continuum** through the project may encourage the resurgence of the sense of belonging that prevailed before the area's rapid demographic renewal. Residents are an essential resource for the project, and meeting their needs can help to create a neighbourhood. Romainville municipality is committed to rethinking the provision of public amenities and services in the light of the fact that urbanisation will remain suburban, as illustrated by the construction of a MAM (childcare unit) in a detached house in the Bas-Pays neighbourhood.
- **Using ecological value as a new yardstick for revitalising the district**, echoing the rewilding policies for eastern Paris embodied by the Grand Chemin project. Rediscovering a relationship with non-artificialized land to highlight the resources of a district capable of better absorbing the impacts of accelerated climate change, both ecologically and socially. This potential is undermined by **a strong trend towards densification** through residential renewal projects involving apartment blocks or subdivisions at the rear of plots, which vary in quality in terms of both design and construction. These operations contribute to the densification and artificialisation of the land, depriving it of the ecological buffer role that it has the potential to play. Projecting the landscape of the plot into the landscape of the neighbourhood could be a powerful instrument of revitalisation at all scales.

EXPECTATIONS FOR THE IDEAS COMPETITION

GENERAL EXPECTATIONS

Applicants are expected to demonstrate the kind of creativity that is likely to **come up with new ways of doing things and, where appropriate, inspire the planning regulations of the future**. The inter-municipal PLU (local urban plan) has already taken advantage of what can be put in place to steer initiatives in the positive direction that the local authority aims to achieve. **Involving local residents in urban transformation** is also one of the avenues explored in many renewal projects. In the Les Ormes district, the aim is to explore the possibilities even further. Upgrading a housing estate without excluding the most vulnerable sections of the population in such a tight property market, with no significant public land ownership and no quality of life, at a time when the dynamics of exclusionary urbanisation are already at work, **is the “new frontier” of the urban project** that the Les Ormes district can embody.

At this stage, the programme has not been defined so as not to shackle the applicants. Projects can express themselves anywhere, in public spaces, on the scale of plots or buildings. The aim will be **to test the neighbourhood’s capacity to accommodate new ways of developing inclusive projects**, building on what gives this working-class suburban district its character. On the scale of the few public plots controlled by the municipality of Romainville and the EPFIF, it will be possible to test new uses likely to offer local people the prospect of enriched lifestyles without betraying the quality of life in a suburban neighbourhood. Land resources could also inspire new ways of doing things. While the building quality of the houses may be lacking (with a few exceptions, notably in the case of certain houses designed in millstone), the aim will be to assess the capacity of geological resources (gypsum, clay) and soil resources (market gardening) to contribute to the neighbourhood’s renewal. Methodological contributions that work with the issues of recycling, reuse and sustainable building processes are also expected.

Applicants should bear in mind **the key principle of a process-project**: urban renewal in an urban fabric consisting of detached houses takes time, and applicants are invited to plan for the future of this sector by devising ways of involving local residents that can be implemented at the end of the competition if applicable. **Timeframe management can be envisaged with the support of preparatory initiatives or transitional uses**. Approaches to change involving private players (particularly owner-occupiers or landlords) and public players can be proposed as part of the competition, and then tested, adjusted, abandoned or re-orientated as part of the post competition phase, in order to give visibility to ideas for the future of the neighbourhood without disturbing land or people. This method, known as **open programming**, makes the process porous to new initiatives and ensures the emergence of an agile framework for the changes in the fabric without distortion. In view of the size and complexity of the site, EUROPEAN teams have the opportunity to **adopt a particular focus** or to choose an “entry point into the project” of a **demonstrative and innovative nature** that will form part of the operational

MAIN QUESTIONS PUT TO EUROPEAN TEAMS

The major challenge is to continue to attract middle- and working class households without losing the neighbourhood's unique character as a result of the densification operations. The competition should enable Est Ensemble and Romainville to find a way of doing things differently in a fabric that consists of a multitude of small owners, by building on what already exists and the resources in place. The EUROPEAN teams are thus invited to **reveal the resources** of the area under investigation, to make the Les Ormes district a **demonstrator of new ways of regenerating a fabric of detached housing in an area under pressure** and to prove that this kind of housing fabric is not just a financial resource. A number of issues need to be investigated at several scales :

- **On the scale of the metropolitan area**, how can we combine attractiveness and property pressure while preserving the intrinsic environmental, landscape, social and living qualities of this urban fabric in the inner suburbs of Paris? How can the district be integrated into the wider geography, embodied in the green and blue grid of eastern Paris, while maximising the resources it contains? Ultimately, how can we change the way operators look at this type of area, moving away from a speculation-based approach to one based on resources and robustness? How can we move from development based on territorial attractiveness, which generates speculation, to endogenous development by and for local residents?
- **At the level of the town and the project area**, it will be necessary to assess the capacity of Les Ormes to be a neighbourhood and a hub, while the municipality is considering how its centrality operates. Its isolated position in the urban continuum of Romainville raises the question of its place and role. Can the area be a resource for the future as a neighbourhood or inter-neighbourhood hub? What are the intrinsic qualities of the fabric (built, unbuilt, public space, private space) that make it possible to envisage a different kind of intensification that takes account of acclimatisation issues, despite the low quality of the built fabric? Which approaches should be favoured (adapting heritage to change, creating the conditions for change by building on the processes of permanent transition at work in the Les Ormes district) and how should residents be involved? Ultimately, how can we enable local residents to rediscover and consolidate their pride in living here, by creating the right conditions for attracting a diverse population (generations, households, social backgrounds)?
- **On a finer scale**, a programmatic approach should make it possible to revitalise the neighbourhood's lost sociability. What programmes, whether temporary or permanent, buildings are otherwise, will enable neighbourhood life to be revived in the future through unifying spaces that encourage a social mix?

THE SITE'S CHALLENGES IN RELATION TO THE THEME AND THE TERRITORY

SITE CHALLENGES IN RELATION TO THE EUROPAN THEME

THE EMBODIMENT OF THE TERRITORY AS RE-SOURCE

The Les Ormes district is a testing ground for exploring other ways of building a city on top of itself, taking advantage of the qualities of the land, the presence of water, and ways of reusing and developing geosourced materials (gypsum, clay), while continuing to accommodate a wide range of populations without excluding the most vulnerable, despite the tight property market in the inner suburbs of Paris. **The aim is to move away from a logic of financialisation to create the conditions for the emergence of an emancipatory city-making process that allows everyone to be engaged.**

Resources, and re-resources, are expressed in the Ormes district in several dimensions that can be linked with the EUROPAN 18 themes:

- **The re-source of water**, present in the clay soil and yet barely visible on the surface. The site was known as “Mare” (pond) in the nineteenth century. In this way, the project can help to create liquidity of a non-financial kind;
- **The landscape re-source** to project the district into the green and blue fabric of Eastern Paris and amplify the benefits of a living landscape, refreshing and regenerating for living beings, human and non-human;
- **Constructive re-sourcing** in all its dimensions. Popular, simple architecture that is constantly rearranged is a trademark that should be promoted;
- **The re-source of places** that can create links through the uses that its planned programming can suggest;
- **The human re-source** with residents who could be tomorrow’s agents of change by setting up processes enabling them to take control of their heritage, in a different way, at different scales of intervention.

REINVENTING THE GENIUS OF THE DISTRICT: A WELCOMING PLACE THAT REGENERATES WAYS OF MAKING THE CITY

The Les Ormes district has always been a welcoming place: home to sometimes marginalised populations (anarchists, settled traveller communities), home to a community of Portuguese immigrants, home to workers in the district's factories. Over the course of the district's history and as opportunities for urban development have arisen, they have played a key role in the renewal that gives the district its unique character today. Many of the densification projects have been instigated by the local residents themselves. This environment is a source of permanent regeneration, which the applicants will seek to project in an inclusive way, taking into account the climate challenges to which the district can demonstrate an intrinsic capacity for resilience.

The European site in Romainville is thus classified in the **“Re-sourcing with social dynamics”** category and in the **“Open neighbourhood”** family. Through the regeneration of Les Ormes, the aim is to recreate the social dynamics of the early days (welcoming settled travellers, welcoming working-class populations and immigrants in particular, welcoming the middle classes) in order to rediscover/ redefine the spirit of the district.

CHALLENGES FACING THE SITE IN TERMS OF THE AMBITIONS OF THE METROPOLIS, EST ENSEMBLE AND THE TOWN OF ROMAINVILLE

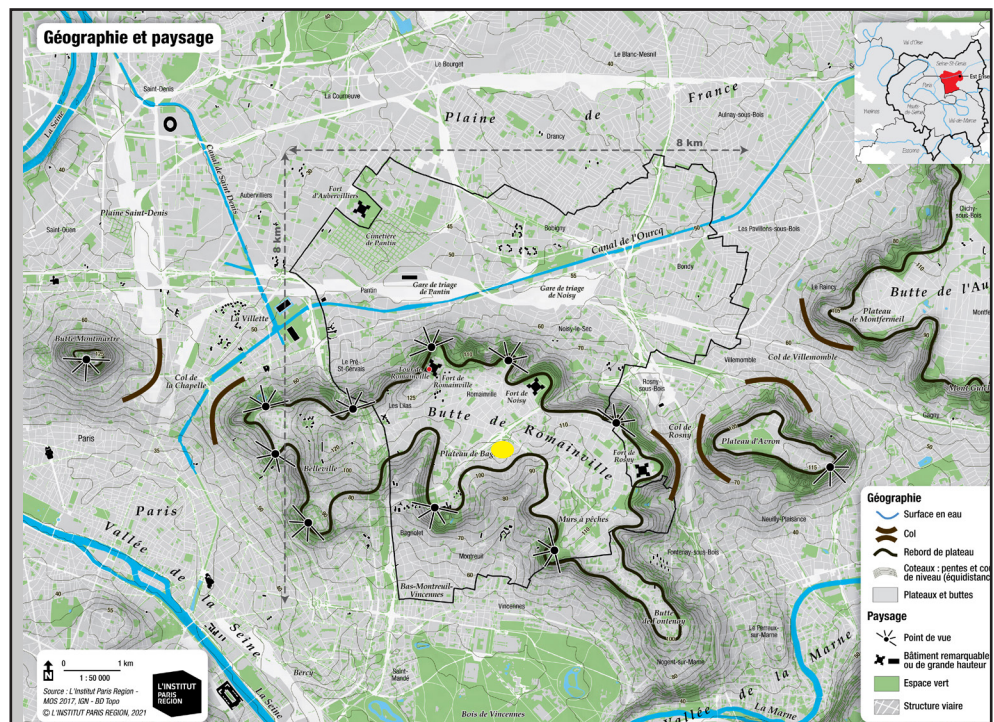
POSITIVE FEEDBACK BETWEEN THE DEVELOPMENT CHALLENGES OF GREATER PARIS, CLIMATE CHANGE AND SOCIAL DIVERSITY

The Ile-de-France metropolis continues to accommodate demographic growth while employing the most virtuous means possible so as to reconcile development dynamics with climate risks. A reading of the introductory statement to the SDRIF-E and the summary of the constituent Regional Development Plan is sufficient to outline the main lines of the metropolis's development, taking into account specific local features. The following items are to be applied at all levels: “strategic resource management”; “frugality, circularity”; “land frugality”; “resilience”; “desirable living environments”; “reuse”; etc.

Espaces verts et de nature
Atlas d'Est Ensemble, 2021
(Institut Paris Région et Est
Ensemble Grand Paris)
Pastille jaune : le quartier des



Géographie et Paysage
Atlas d'Est Ensemble, 2021
(Institut Paris Région et Est
Ensemble Grand Paris)
Pastille jaune : le quartier des



Among the types of built fabric that make up the urban fabric of the Paris metropolis that are likely to reconcile all of these ambitions, detached housing provides a response to a set of cumulative issues that is sufficiently impactful to be grasped as an object of experiment without necessarily seeking “massification, reproducibility”. According to a study by the Paris Région Institute, with 1.5 million homes in the Ile-de-France region, single-family homes currently house just over a quarter of the region’s households. It’s a form of housing that many people in France want and aspire to, and one that can accommodate people with a wide range of profiles. Yet it is often criticised for its lack of social and generational diversity, dependence on the car and heavy environmental footprint. The emergence of the Climate and Resilience Act, with its goal of Zero Net Artificialisation (ZAN), amplifies these objections, with on the one hand the aim of reducing the urbanisation of natural, agricultural and forest areas, and on the other that of continuing to build homes in France by intensifying the existing stock. Faced with these contradictory demands, the equation seems difficult to solve: how can we continue to build nearly 70,000 good-quality homes a year in the Paris Region that meet the needs and aspirations of the people who live there, without urbanising and artificialising natural and open spaces? **How can we provide homes for households, particularly those of modest means, without driving them out of the area? How can we preserve the qualities of suburban housing while supporting its development without excluding anyone?**

These issues facing the metropolitan region of Paris as a whole are acutely echoed in microcosm at the level of the Les Ormes suburban neighbourhood. This district embodies the typology of detached housing that has major resources to feed into groundbreaking new ideas for densification by systematising collective housing operations that reveal the character of the existing fabric.

A PART OF THE ECOLOGICAL REGENERATION STRATEGY FOR THE URBAN BELT OF EASTERN PARIS

The area covered by the Est Ensemble-Grand Paris Public Territorial Establishment (EPT) is undergoing major development. It comprises 9 municipalities in eastern Paris, including Romainville, and is home to almost half a million people (416,000 at the latest census in 2021) and 119,000 housing units. Est Ensemble has been identified as an area that many households in the Paris region move to and want to live in, for a number of reasons :

- Good transport links: 1 RER line, 3 tramlines, 5 metro lines and 53 bus lines.
- A high quality living environment, in particular through **the Grand Chemin project**, which aims to link together the fragmented landscape and parkland.
- Dynamic housebuilding (an average of 3,500 homes built every year).
- Property prices that are more affordable than in the heart of the metropolitan area (average price per m² on 1st December 2024 in Paris: €9300; in

Seine-Saint-Denis: €4000 - source: seloger.com) despite a marked upward trend in Romainville over the last 10 years (€5600/m² in 2022 compared with €4400/m² in 2014 (source: Institut Paris Région).

As a result, the detached housing fabrics are subject to strong densification pressures, with a tendency for the most vulnerable households to be driven out and for the soil to become more impermeable as a result of densification (at the back of the plot, densification by apartment blocks). **The project site must be able to contribute to the construction and reinforcement of the green and blue grid by using garden land** while considering the market garden footprint that dominated before the industrial era and its associated urbanisation. The agrarian past of the Eastern Ile-de-France region and the historic plot network (similar to the Murs à Pêche in Montreuil before the district was urbanised) can be related to the project site's capacity to regenerate them, in one way or another. The geology

3. GUIDELINES FOR THE EUROSPAN TEAMS

STUDY SITE: FROM BOUNDARY SITE TO LINKING PIECE

INTEGRATING THE SITE INTO THE SOCIO-ECOLOGICAL FABRIC OF THE EASTERN ILE-DE-FRANCE

1. Overcoming site constraints by regenerating public space

The project site is physically marked by two major stretches of road that detract from the quality of life in the district, both in the immediate vicinity (motorway) and within the district (boulevard Branly). The site is bordered to the north by the A3 urban motorway and the associated disadvantages (interchange to the north of the site, noise barrier on rue Arago). The infrastructure boundary generates isolation and nuisance. Boulevard Edouard Branly, which serves the neighbourhood, is also an access road to the A3 motorway. Its road nature tends to preclude green mobility throughout the district.

On the eastern edge of the site, a final boundary separates the EUROSPAN site from the rest of the municipality. In the future, this will be the site of the T1 tramline extension, replacing the old car bridge. In future, the district will be served by the "Libre Pensée" station. In the vicinity of the tram line, a large park will be created to link the Trois Communes and Les Ormes neighbourhoods, and will be home to the schoolchildren's path, which will be quieter than at present. **The eastern fringe of the district is planned as a link.** These links will then need to be worked on at other levels, in particular within the neighbourhood and also with the Grands Champs area and, beyond that, the central area of Romainville between Place de la Mairie and Place Carnot, newly served by line 11.

Just as the public spaces around the tramline are being redeveloped, the grid of public spaces at Les Ormes could become the backdrop for a new form of community life in the neighbourhood.

Socle actif
Boulevard Branly
(Ville de Romainville)



SUPERMARCHÉ EN SOCLE
BOULEVARD BRANLY
(Ville de Romainville)



ROMAINVILLE - VUE GÉNÉRALE
(Ville de Romainville)



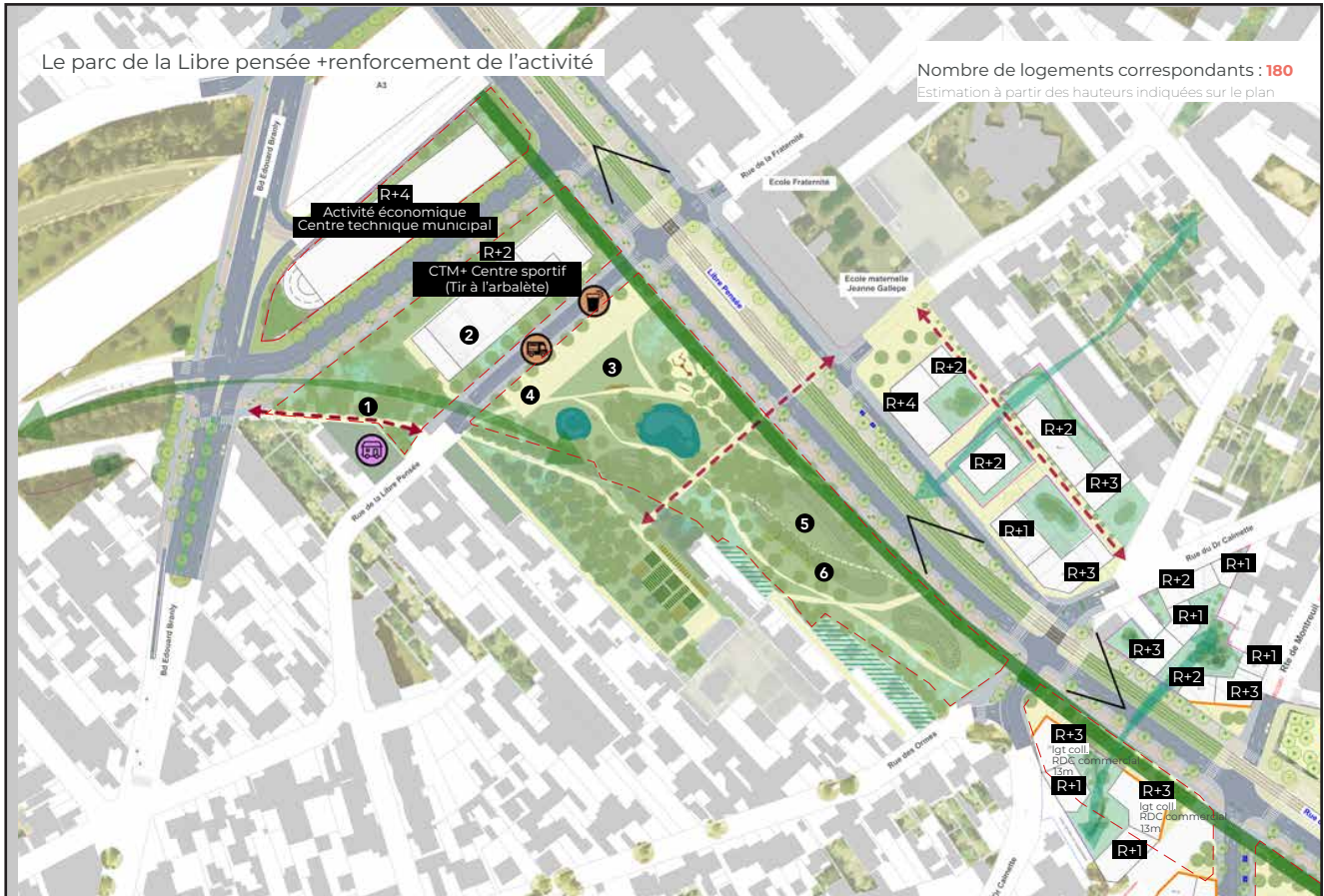
2. A different kind of neighbourhood

At the heart of the district are the urban hub components addressed on the boulevard Branly: Primland food shop, bakery, restaurant. These resources, which bring people together, nevertheless do not create a neighbourhood identity. The EUROPAN site also lacks local public amenities. The nearest public school is located in the Trois Communes district, while the sports centre is located on the north bank of the A3 motorway, in the Grands Champs district. **The fact that everyday public facilities are located outside the district limits interaction between residents.** However, the district has seen moments of conviviality and solidarity between residents through the parent-teacher networks, with the setting up of a walking-bus to take children safely to the Fraternité public school. Today, the rate of diversion of schoolchildren into the private education system (schools in Montreuil and Bagnolet) has partly undermined this spontaneous solidarity.

Reprogramming the public facilities in the district is an option, but not an obligation, which must be considered in the light of the specific urban characteristics of the residential area. One way of restoring neighbourhood life might indeed be to create the conditions for people to meet, to make Les Ormes a destination. Bringing energies together rather than excluding them, just as the district must be able to create the conditions for welcoming a diverse population in the future rather than following the trend towards exclusion through gentrification. That is one of the issues at the heart of the planning for the EUROPAN site.

3. Back to the land without pastiche or nostalgia

Urban agriculture can appear to be a fad, as shown by the “Quartiers Fertiles” calls for projects, waves 1 and 2, or by green roofs and the resurrection of allotments in many urban projects. Here, however, rediscovering cultivation land makes sense. The town of Romainville is heavily committed to the collective reappropriation of urban farming, with the creation of key public amenities such as the Cité Maraîchère. Of course, in Les Ormes, the agricultural past has been erased to make way for urbanisation and industrialisation, which have left traces of pollution in the soil (the Wipelec factory site has been cleaned up as part of the urban renewal programme). Applicants are invited to **draw on this agrarian history to reinterpret it in different ways, taking into account the possibility of soil pollution inherited from the industrial past, which has not yet been assessed.** The eventual development of urban farming sites in the Les Ormes district is conceivable, subject to technical feasibility. Land has power and can generate a wide variety of uses. The challenge is to seize its potential by making it part of an overall, systemic urban project.



Projet en interface - Extension du tramway T1
 (Est Ensemble - Groupement COLOCO Juin 2023)
 NB : les équipements indiqués sur ce document ne sont pas validés par la collectivité



Tracé du tramway T1
 (Ville de Romainville, 2024)

NURTURING ROMAINVILLE'S DYNAMISM

1. Socio-economic profile of the district: a unique profile to plan for

The Ormes district is mainly inhabited. A few plots of land are used for formal and sometimes informal economic activity (building firms, body shops, junkyards). However, the district's residential character needs to be supported.

The most striking trends identified in the Les Ormes EUROPAN site are as follows :

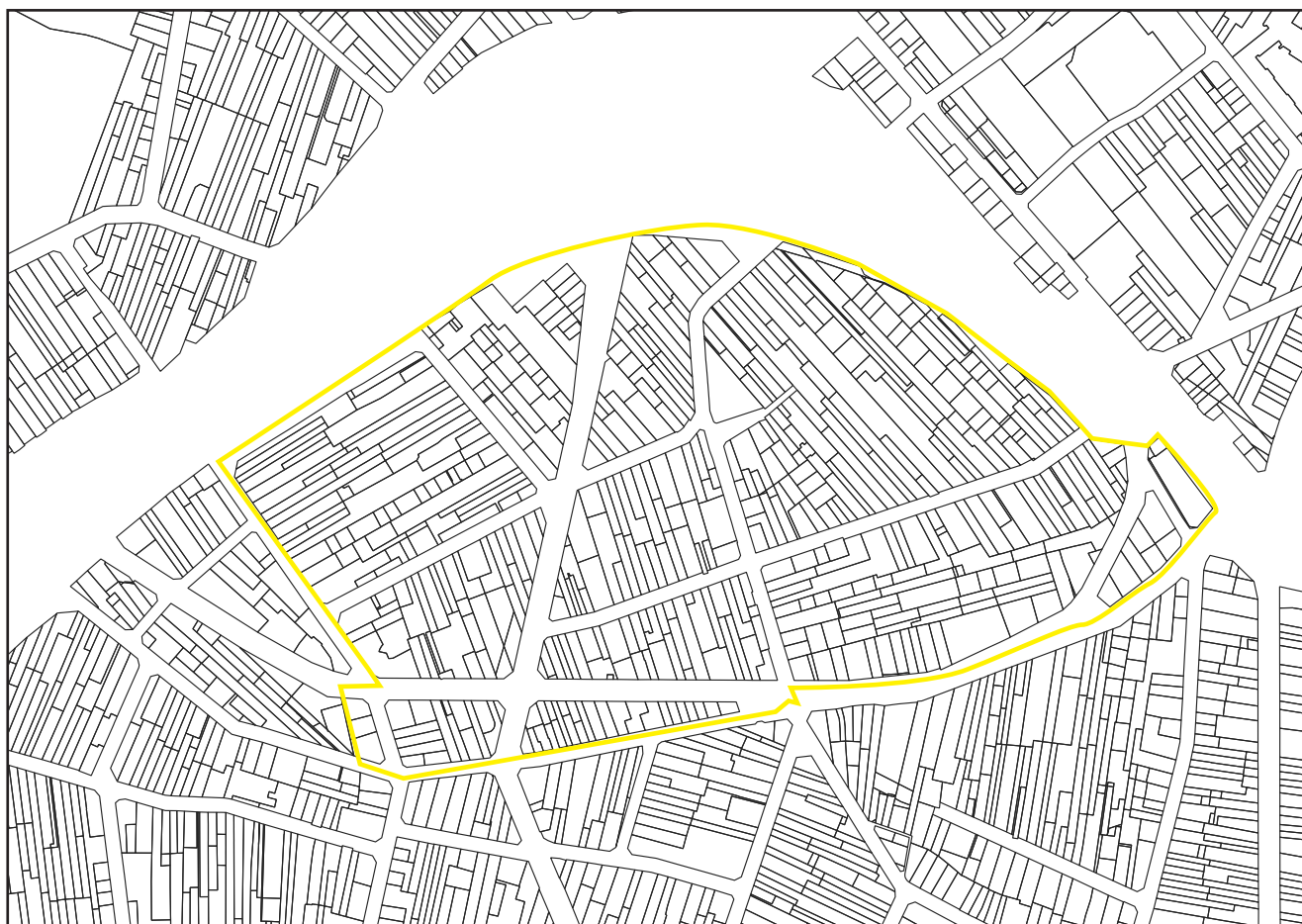
- A rather mediocre economic situation compared with the municipality of Romainville. "The median standard of living in Romainville is €1,573: 50% of the population lives on less than €1,573 per month, while the other half lives on more than this amount. This median standard of living is €238 lower than that observed for metropolitan France". For the EUROPAN site, the income level is €1,660, which is lower than in the city centre districts and higher than in the urban priority districts.
- The majority of households are made up of couples with or without children (55%, compared with 44% for the municipality as a whole), as reflected in the size of dwellings (almost 50% of dwellings are larger than 80 m², compared with 29% for the municipality as a whole). The suburban fabric favours these characteristics.
- There are other striking features: while the number of dwellings is increasing, the population is decreasing and the proportion of vacant dwellings is approaching 20%, the highest of any district in Romainville.

Although these figures need to be updated in the light of the latest census, it is clear that **the district is at a turning point**. Between depopulation and repopulation, between vacant residential stock and selective densification, between abandonment and reinvestment, the EUROPAN site is marked by contrasting trends. As the initiative is supported by private operations, in the absence of land control, **it is essential to develop life trajectories for this district that do not reflect the development priorities promoted by local authorities, landlords or developers.**

2. Take into account the tectonics of projects with more or less direct interfaces

The district lies at the crossroads of a number of major projects for Est Ensemble, the city and the Paris metropolitan area :

- In terms of mobility: the district is served by line 11. The infrastructure divide encourages residents to choose the Montreuil-Hôpital station, which is closer on foot than Romainville-Carnot. The new service maintains the dynamics of route splitting. Rather than linking the district to Romainville town centre, the line 11 service reinforces a Montreuil bias. This trend could be fortified in the future by the tramline 1 service, whose impact on the future of the district remains to be measured. Mobility can become a resource for regeneration, provided that it does not exclude vulnerable populations.



TRAME PARCELLAIRE
(Est Ensemble)



**BÂTI PAVILLONNAIRE SUR
TRAME EN LANNIÈRE**
(Ville de Romainville)

- In terms of a direct urban interface project: the tram service will be accompanied by the development of an urban project combining residential and landscape programmes (green belt, mixed programme including 180 homes and economic activity)

The project site is therefore surrounded by multiple projects with more or less direct interfaces that are likely to have an impact on its operation in the short and medium term. The competition is also the right time to bring all these dynamics together in order to identify original sources of renewable at the intersection.

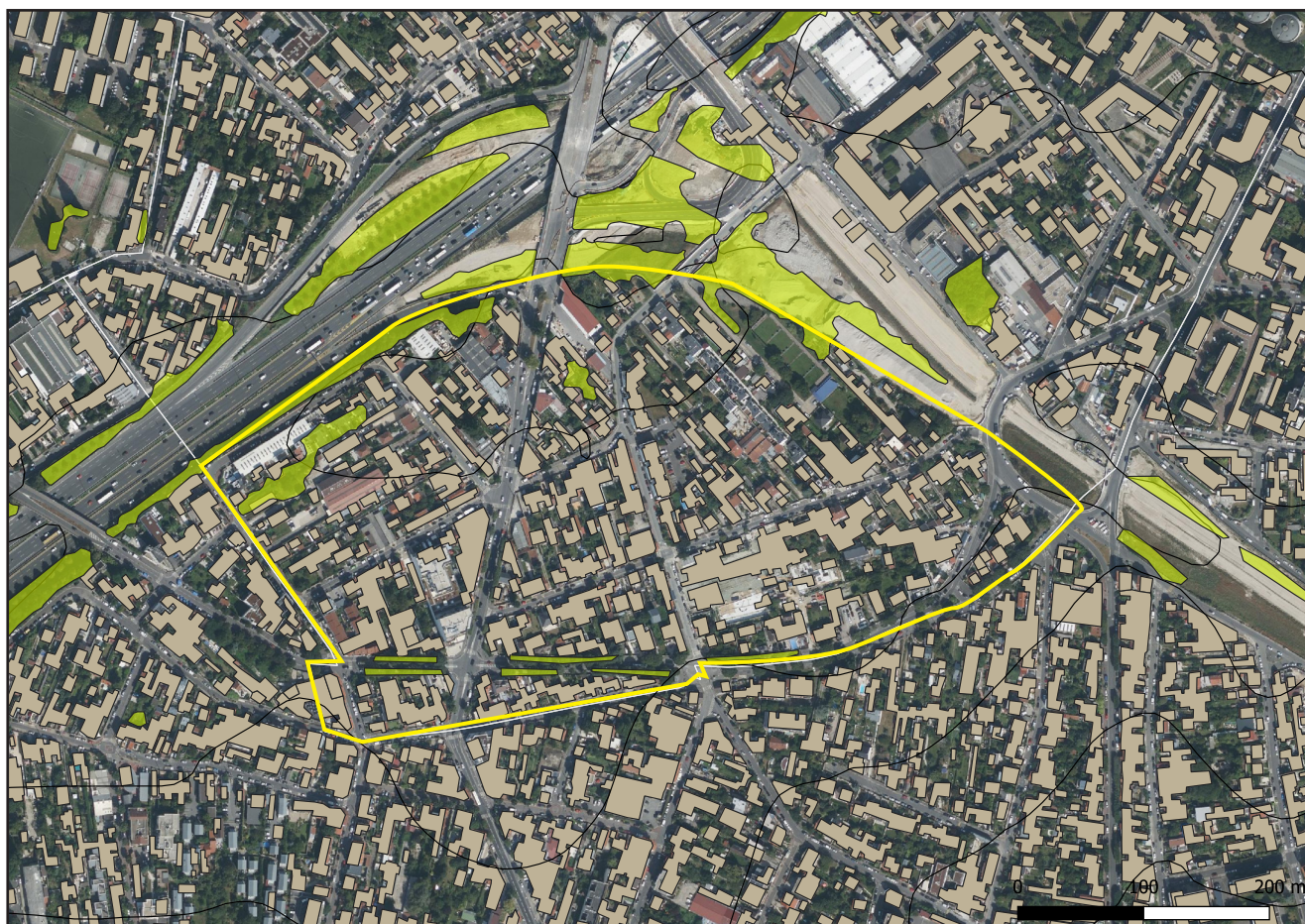
PROJECT SITE: THE DRIVING FORCE BEHIND A NEW WAY OF REMAKING THE CITY THROUGH REPAIR

PRESENTATION OF THE SITE AND ITS HERITAGE AND LANDSCAPE QUALITIES

1. The grid and the landscape

The urban, architectural and landscape features of the Les Ormes district are a source of inspiration for applicants :

- **The strip pattern of plots.** The majority of plots are less than 500m² in size. Today, small plots are the starting point for the consolidation that is taking place as a result of the increasing density of apartment blocks. These plot sizes underpin the neighbourhood's unique construction and urban form. The aim will be **to find the right scale of renewal to accommodate new dynamics of recomposition in the future.**
- **The dominant built fabric.** Over 90% of this is made up of single-family dwellings with a floor area of between 0.25 and 0.5. The character of the buildings corresponds to this typology (single storey, R+1, R+2 maximum for detached houses). However, there are many dimension changes, creating a remarkably varied urban landscape. The neighbourhood is punctuated by a few new buildings (recent apartment developments). The urban facades are very diverse in terms of form, mouldings and appearance. The poor build quality remains the main feature of the district. The composition and addressing of the streets create a series of arhythmic lines that break up the monotony of the streets. The aim is to design the built fabric in a way that takes account of the great diversity that characterises Les Ormes today.
- **The landscape pattern that makes up the suburban landscape.** The landscape is essentially private. Gardens create ambiances that contribute to the urban landscape when access points from the street are not sealed



TRAME PARCELLAIRE, BÂTIE ET PAYSAGÈRE
(Est Ensemble)

RUE DES ORMES
(Ville de Romainville)



Ancienne venelle de quartier
privatisée
(Ville de Romainville)

(concrete courtyards, paving, tiling). Gardens are usually for pleasure, and sometimes contain relatively lightweight structures (garden sheds, “extra rooms”, caravans, etc.). Public spaces are rarely planted, and are sometimes punctuated with lines of trees (avenue Berlioz). More recent densification projects involving collective housing have a strictly regulated proportion of open space. Generally speaking, the suburban fabric makes a major contribution to the presence of plants in the district and to keeping it cool in summer. Candidates will need **to assess the ways in which the power of the soil and the living environment can be restored in Les Ormes.**

- **Narrow-gauge street network.** The neighbourhood is criss-crossed by a grid of narrow, mostly one-way streets. The narrowness of the grid is exacerbated by the fact that cars are parked on both sides of the carriageway (impact of Bimby-type densification, division of detached houses, densification of apartment housing). The presence of cars is also exacerbated by the nature of the soil, which is clay, making it difficult to create a basement level in apartment complexes. Other modes of transport are limited and uncomfortable. The narrowness of the pavements, the poor quality of the road surfaces and the sometimes dense traffic flows, particularly on Boulevard Edouard Branly, which provides access to the A3 motorway, make it difficult for cars, pedestrians and cyclists to coexist. Similarly, journeys for people with mobility difficulties or with pushchairs can sometimes be perilous. The public space in the neighbourhood is primarily a space for motorised traffic, which does not encourage the presence of pedestrians and therefore encounters between residents. **Considering public space from the point of view of its primary purpose (to encourage peaceful encounters) could be a foundation that applicants could build on.**
- **Alleys, evidence of a recent urban past.** Sometimes privatised and finishing in a dead end, some of these alleys run right through the neighbourhood, reflecting the bucolic character of the Ormes housing estate. They echo the network of paths that criss-cross the communes of Romainville, Les Lilas, Bagnolet and the 19th and 20th arrondissements of Paris. Applicants will be able to **take advantage of this unique pattern to create their own projects.**
- **The wider urban landscape.** The urban landscape extends beyond the boundaries of the project area. Along the way, glimpses of the towers of Bagnolet and the centre of Montreuil make you aware of the geography of Les Ormes. **The district is an unsuspected belvedere.** We hope that the projects will reveal even more of it in the future.

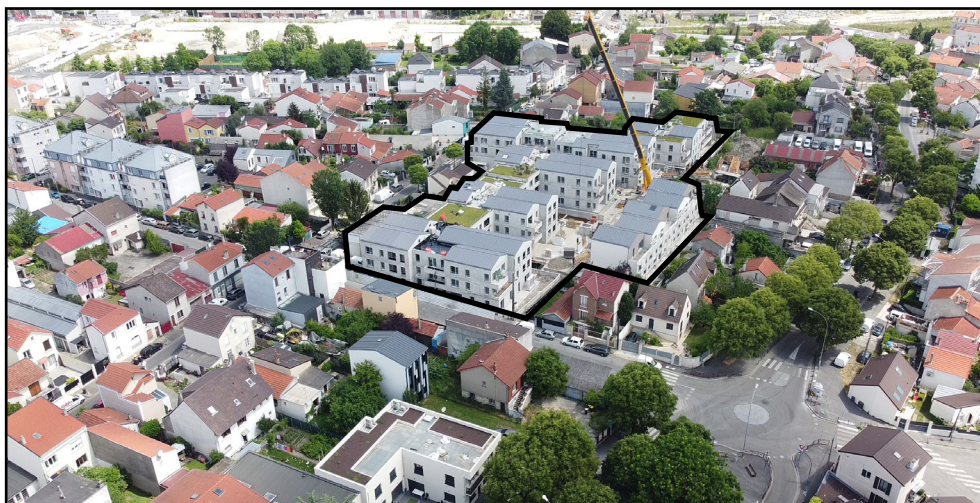
Densification à l'échelle d'un pavillon
(Ville de Romainville)



DENSIFICATION À L'ÉCHELLE D'UNE PARCELLE
(Ville de Romainville)



DENSIFICATION SUR L'ANCIEN SITE INDUSTRIEL WIPELEC
(Ville de Romainville)

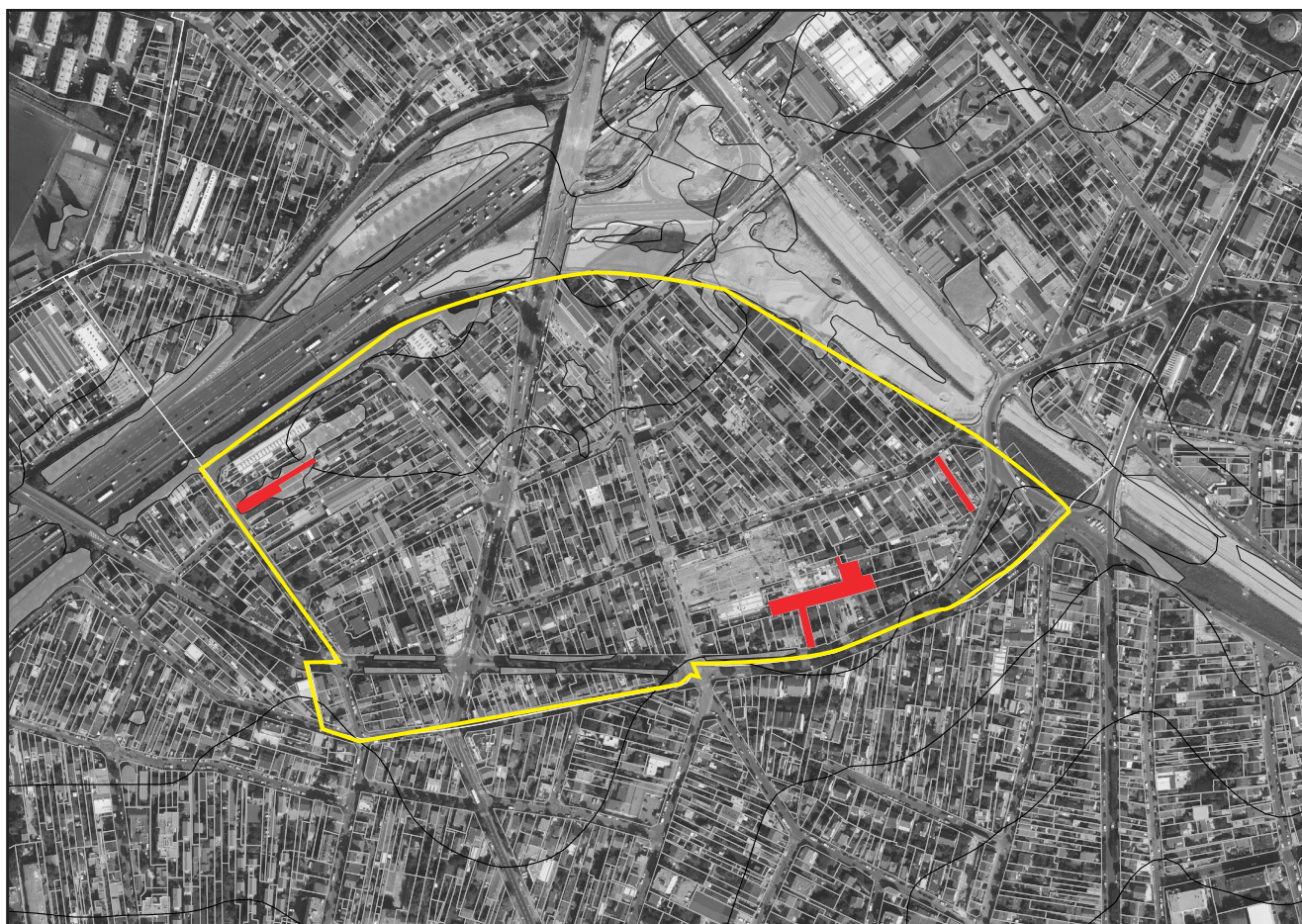


2. Attempts at alternative densification tell a story

The district is a source of densification projects of questionable quality. These operations are as diverse as they are challenging:

- **At the scale of individual houses:** transfers of ownership are sometimes taken as opportunities to divide houses into several flats to increase the profitability of the investment. Sometimes visible from the number of letterboxes on the facade or the grafting of a staircase on the main facade to access the upper floors of the house, **these dwellings raise questions over quality and the well-being of their tenants.** This trend is contributing to a decline in the quality of life at Les Ormes.
- **On a plot scale:** these densification operations at the back of plots, adjoining existing buildings, in solid, light or semi-light form, contribute to creating a damaged and impermeable urban landscape by preventing the soil's natural draining qualities and using low-quality materials. In the same way, this type of construction ignores the need to adapt housing to climate change. Less visible than the densification of collective housing, **these forms of densification are part of a process that contributes to the deterioration of the indigenous fabric.**
- **On the scale of several plots or a block:** in recent years, the neighbourhood has undergone a new phase of densification, characterised by multi-family housing developments. These developments punctuate the project site and create urban forms that are at odds with the surrounding fabric. Sometimes crossing each other, sometimes set in blocks crowned with detached houses, **this densification process is fracturing the urban landscape.** It should be challenged.

These **patterns of densification in suburban areas are not unique to Les Ormes. However, they are all expressed on this scale, which is more unusual.** If the original villas lack building qualities, there may be other ways of enhancing them. The instruments for rebuilding the city around existing buildings in this type of context could include training volunteer residents in self-development/self-build methods (at individual or multiple plot scale) that enhance the urban landscape of Les Ormes in a way that is not driven by financial considerations. Whatever the proposals for regenerating the proposed fabric, applicants will need to be aware of the possibility of soil pollution.



Les parcelles maîtrisées :

- 9 - 11 rue des Ormes (foncier EPFIF) : AM 204, AM 205, AM 206
 - 48 bis rue des Ormes (foncier ville) : AM 255, 331, 332, 333, 334, 343, 341, 419, 418, 405, 406
 - 63 bis rue Racine (foncier Etat) : AF 197
- (Est Ensemble Grand Paris)

PROGRAMMING GUIDELINES: POTENTIAL LOCATIONS TO SUPPORT THE PROJECT'S AMBITIONS

On the scale of the project site, it appears that **the public space can become a place of expression for the project, in order to identify meeting places that encourage a mix of uses, both social and generational.** Restoring everyday outdoor use, in addition to the proposed park around the “Libre Pensée” tram station, could be the first step towards regenerating the Les Ormes district.

Applicants can also use the land available for development to support their project. It can be used to demonstrate a project-process (anticipation, engagement) to meet one of the local authority's strong ambitions: to initiate the emergence/revival of a neighbourhood spirit in Les Ormes. The land owned by the state, the EPFIF and the Municipality of Romainville can thus be used to formalise a programmatic response to the ambition of an urban renewal project for an urban fabric of detached housing that needs to be regenerated in this context of heavy real estate pressure.

PREFIGURING THE OUT- COME OF THE COMPETI- TION

TOWARDS A PROJECT-PROCESS

IMPLEMENTING THE PROJECT AND MANAGING TRANSITIONAL PERIODS

Est Ensemble and the Romainville Municipality would like the teams to demonstrate the feasibility of the proposed regeneration processes through an inclusive preparation phase with the possibility of implementation at the end of the competition.

Municipally owned land can be used as a basis for demonstration, as can the existing network of public spaces.

THE CHALLENGES OF CITIZEN PARTICIPATION

As part of the competition, Est Ensemble and the Municipality of Romainville would like to **encourage candidates to formalise a method for involving local residents in the regeneration of the Les Ormes district in the post-competition phase**. The neighbourhood's dynamic forces can be drawn upon to provide a gateway to innovative methods of renewal that go beyond the standard processes of property development.

The same goes for institutional partners, who can be part of the equation for post-competition mobilisation.

FOLLOW-UP TO THE COMPETITION

ASSIGNMENTS LIKELY TO BE OFFERED TO EUROSPAN TEAMS

1. Development of studies and project management assignments staggered over time

Once the competition is over and the winners have been selected, Est Ensemble and the Municipality will assess the value of implementing the project, which may take several forms: support with project management or assistance to resident volunteers, a pre-operational urban study such as a scoping plan, an urban project management proposal or a programme study.

In a second phase, EPT Est Ensemble and the Municipality of Romainville could initiate a project to manage the architecture and/or public spaces.

2. Anticipatory and experimental feasibility studies

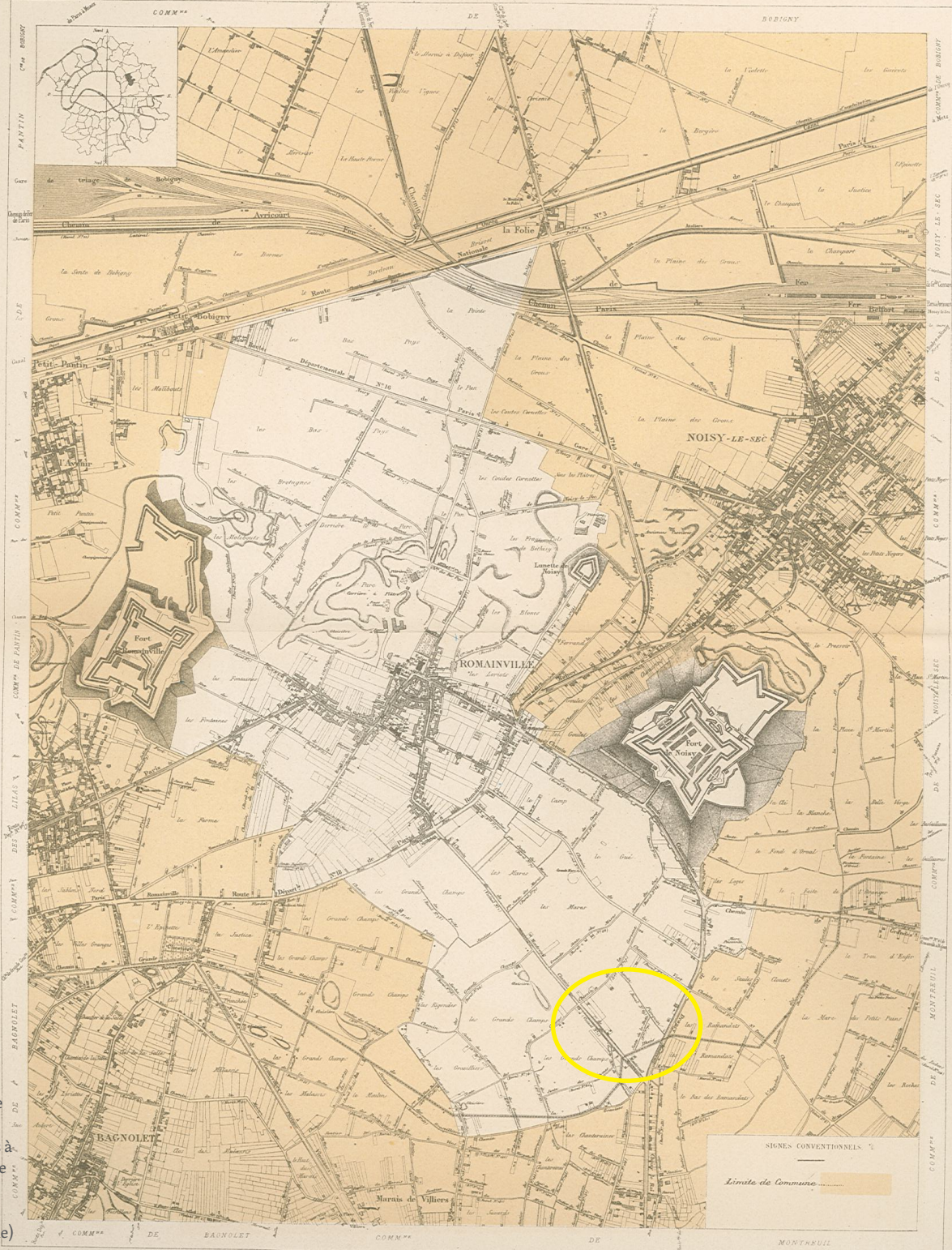
Feasibility studies may be commissioned for all or part of the project site. In line with the EUROSPAN process, an experimental pilot may be implemented for one or more plots with one or more project leaders to be identified. These feasibility studies will be used as demonstrators to test proposals for action or prefigure ways of regenerating the district.

SUGGESTIONS FOR THE COMPOSITION OF EUROSPAN TEAMS

European France, Est Ensemble and Romainville invite applicants to form multi-disciplinary teams comprising architects, landscape architects and urban planners. It would be useful for applicants to bring in additional skills in the following areas: land strategy, ecology and sustainable development, public participation. The presence of a researcher (geographer, sociologist) could be a bonus. The teams selected may be asked to introduce additional skillsets for the postcompetition operational phases.

Monographie des Communes du Département de la Seine.

ROMAINVILLE



Carte de Romainville
Etat des communes à la fin du 19^e siècle
(Ville de Romainville)

LISTES DES DOCUMENTS EN TÉLÉCHARGEMENT

AGGLOMÉRATION - ÉCHELLE TERRITORIALE

FR-ROMAINVILLE-C-AP1.jpg
FR-ROMAINVILLE-C-M1.dwg
FR-ROMAINVILLE-C-M1.dxf
FR-ROMAINVILLE-C-M1.pdf
FR-ROMAINVILLE-C-M2.dwg
FR-ROMAINVILLE-C-M2.pdf
FR-ROMAINVILLE-parcelles seules.pdf

SITE D'ÉTUDE - ÉCHELLE URBAINE

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FR-ROMAINVILLE-SS-P9.jpg
FR-ROMAINVILLE-SS-P10.jpg
FR-ROMAINVILLE-SS-P11.pdf

SITE DE PROJET - ÉCHELLE QUARTIER DES ORMES

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3-d_espaces verts.dwg
3-d_parcelles seules.dwg
3-e_topo seule

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SOMMAIRE

AVANT-PROPOS	p.03
LE THÈME : RE-SOURCER	p.05
LES MOTS DU MAIRE-ADJOINT	p.08
THE COMPETITION SITE AND REQUIREMENTS	p.11
Présentation of the european site	
DYnamics at wprd and triggerin factirs for the project	
Expectations for the ideas competition	
THE SITE'S CHALLENGES IN RELATION TO THE THEME AND TERRITORY	p.18
Site challenges un relation to the european theme	
Challenges facing the site in terms of the ambitions of the metro- polis, Est Ensemble and Romainville	
GUIDELINES FOR THE EUROPAN TEAMS	p. 23
Study site : from boundary site to linking piece	
Project site : the driving force behind a new way of remaking the city through repair	
PREFIGURING THE OUTCOME OF THE COMPETITION	p. 36
Towards a project-processus	
Follow-up the competition	

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