

# MARSEILLE PLANS ITS FUTURE

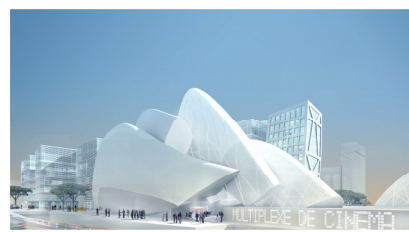
## Euroméditerranée



## La Joliette

With the Docks, renovated by Eric Castaldi, as the epicentre of this business district, La Joliette is host to leading national companies in buildings which are just as spectacular and beginning to look like the City of London: Compass Group, Telecom Italia, France Telecom, LD Com, BNP Paribas and UBI France are a few groups representing the renewal of the tertiary sector.

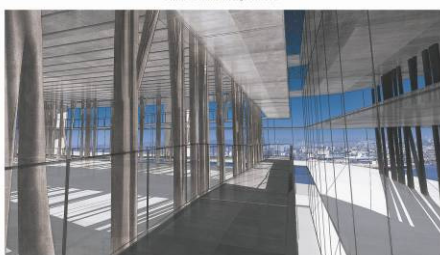
Among them, and not least, is CMA-CGM, the top French containerised sea transport company, and No.3 worldwide. It will be the figurehead of this economic area with its future building, a 29-storey tower made of glass and concrete and designed by the world-famous architect Zaha Hadid, project engineer of the future Guggenheim museum in Taiwan and the first woman to win the Pritzker Prize.



© Fuksas – Euromed Center Cinema

## La Cité de la Méditerranée

110 hectares on the coast extending from Arenç to Fort St Jean will be the site of three major projects under the direction of urban architect Yves Lion. **St Jean Centre [Pôle St Jean]:** The J4 pier, redeveloped around a new dock with an esplanade, will accommodate cultural buildings: the Museum of European and Mediterranean Civilisations [Musée des Civilisations de l'Europe et de la Méditerranée], Villa de la Méditerranée and the Sea Centre [Centre de la Mer]. Private structures such as an IMAX, an aquarium, shops and restaurants will further enhance the life of the area.



The Museum of European and Mediterranean Civilisations will be dedicated to the cultures of Europe and the Mediterranean world. The collections of the "Europe" department of the Museum of Mankind [Musée de l'Homme] will be added to those of the Museum of Popular Arts and Traditions [Musée des Arts et des Traditions Populaires]. This will be a truly national museum installed in Marseille, which will open to the public in 2010. Rudy Ricciotti, winner of the National Architecture Prize, who has been selected for this project, has designed a volume enclosed inside a high-performance fibrous concrete mesh.

Its purpose will be to form a sun screen and play with the concept of "seeing without being seen", and to celebrate both hardness and fragility... With views of the Fort, the sea and the port in sequence, the architect believes that the Museum will be a "vertical casbah".

The Museum's conservation centre will be built on the site of the Muiy barracks in the Belle de Mai district. This project is designed by Corinne Vezzoni, who also designed the Departmental Archives on the Euroméditerranée site.



## Les Terrasses du Port

Located opposite the Joliette quay and the docks, the roofs of the port sheds will be developed to house shopping malls for transit passengers and tourists.

This hub is aimed at customers from among the port's cruise passengers, who will find it an attractive and cultural stopping place with the Museum of European and Mediterranean Civilisations [MUCEM] built by Rudy Ricciotti.

## La zone d'Arenc

This area, to the north, will be a new residential district, with many housing programmes, the Arenc public gardens, the Silo converted into an auditorium, and the new Departmental Archives.



## Euromed Centre

This is the new international trade platform of Southern Europe in the centre of the Mediterranean. The heart of this district, to the north of the Docks building, will cover a surface area of 69,000 sq.m and include a 4-star Marriott group hotel complex, a conference centre, offices and a 16-screen multiplex cinema managed by Europa Corp whose president is Luc Besson, as well as shops and a huge urban park. This project has been awarded to Massimiliano Fuksas whose ambition is to produce "emotional" architecture for this district "generating refined urban life". The first section of Euromed Centre is scheduled for delivery in 2009.

## Saint Charles/Porte d'Aix



This window on the centre of Marseille, where visitors arrive by car from the motorway or at the train station, is also undergoing urban redevelopment to make this first sight of the city as fine it used to be. The TGV high-speed train is a response to today's needs and encourages short visits, such as a weekend. Visitor numbers have multiplied and Marseille has become a destination in its own right. For all these reasons this district deserves to be renovated and the traffic needs to be reconfigured to serve the area, notably with the construction of the St Charles tunnel.

The Marseille St Charles Transport Centre is an ambitious project to match the development of rail travel. Its most spectacular aspect is the future Honnorat Passenger Lobby [Halle des voyageurs Honnorat]. It will triple the width of the present station frontage and form a huge construction to match the grandeur of the famous staircase overlooking the city. [www.euromediterranee.fr](http://www.euromediterranee.fr)

## La Rue de la République

The former Imperial Street lined with its Napoleon III buildings and its shops is set to recover its prestige.

This is the Marseille République project, initiated by government bodies and private operators whose ambition is to restore this 1.3-km long Haussmann-designed avenue. Its pavements will be widened, 200 trees will be planted on either side of the road, and its frontages will be renovated.

With more than 60,000 sq.m commercial surface area designed to accommodate new brand names, Rue de la République will become one of Marseille's major urban roads.

The first deliveries of buildings by the operator of Marseille République (35% living space) are planned between autumn 2006 and 2009. The project also includes a public car park with 2,000 spaces, and the tramway is scheduled to open there in 2007.

## Le Tramway

As of June 2007 trams will run over 11.2 kilometres. 27 stations will mark the route of the tramway which starts at Euroméditerranée and goes as far as Les Caillols, serving the city centre on its way. The aim is to reduce the use of the car and restore the city's original shape and elegance. Marseille's beauty will again be apparent, hitherto hidden under the city's unbridled development.

The pavements will take precedence over the roadway, which will finally be given back to the pedestrians. The ground will be splendid, paved in grey or white granite and edged with limestone or porphyry, with red stone for the slabs.

