



re inventing the city together

WOMEN AND MEN

ACTORS OF URBAN TRANSFORMATION

BOUYGUES
CONSTRUCTION

Shared **innovation**



INNOVATIVE SOLUTIONS



CITY.PLAY

A PHILOSOPHY



OUR DEMONSTRATORS



The cities

currently inhabited by nearly half the world's population are preparing to host close to two-thirds by 2050.

They are the cities to invest in so that every citizen can shape the new horizon of humanity. A new horizon that's more sustainable, more accountable and, hopefully, happier.


This new demanding situation requires that the stakeholders who design and build the city forge a new relationship with the fabric of the city:

"Shared innovation".

This is why we have chosen to set this challenge that faces all of us and all those who design and build the city.

Dynamic catalysts and local citizens, agents for designing, building and experiencing your local area; this is our commitment.

To meet this challenge, we created "**City.Play**", a mix of fun but serious solutions, both digital and physical, to turn urban planning into something collaborative.

 More than a one-off, **for us, co-creating part of a city is an adventure in itself:** a distinctly human adventure, given its almost magical power **to unite people's passions and awaken their desire to become an actor of their district, serving as a catalyst for social ties.** //

With this new energy, we are seeking to unveil a meaning for every project that will bring us together, an added dimension of soul that is so important in terms of making our regions attractive and making our streets bustle with life.

tomorrow
IS BUILT TOGETHER

CITY.PLAY

To turn urban planning into something committed



FOR
creator-
CITIZENS

Through locally-oriented workshops, applied games, urban safaris, public exhibitions, etc. we are coming together around local issues to prioritise and define the project together.

FOR
stakeholder-
USERS

We are bringing together all the ingredients needed to initiate what will be the future life of the project by laying the groundwork for the life of the district and installing services: transition planning, urban pre-design, reinvented design house, support for business project leaders, etc.



FOR THE RESIDENTS
involved

We are ensuring that the promise is kept by integrating Collective Interest Cooperatives, and starting to set up district associations and giving them the means to exist, assessing users' well-being and quality of life, etc.

at the heart
of local areas





CITY.PLAY

THEY'VE DONE IT!



... CONTRIBUTE TO
COMMUNITY-BASED
THINKING

Planning workshops

The Great Exchange for the city of tomorrow

At Aix-en-Provence
November 2018

A planning workshop with a collaborative approach

What if we launched collaborative focus groups to meet the great challenges of the city of tomorrow and better understand new emerging uses? This is what happened in Aix-en-Provence, where Linkcity held – alongside the local planning agency – a series of fun workshops focusing on the "Habitat of Tomorrow".

... FOR
creator-
CITIZENS



CO-BUILDING
A PROJECT TOGETHER
WITH ITS END-USERS

Applied game

The playful workshop to imagine a new district

At Mont Saint-Aignan
June 2018

A festive half-day geared towards happy planning

Imagine a child-friendly district, where everyone can grow and be inspired.

That was the goal of engaging in this collaborative exchange... child's play!

It was a great success, with a series of workshops devised for kids and grown-ups alike, to take on a bold urban design challenge, co-built with the youth.



CREATE THE FUTURE
COMMUNITY OF USERS

Pre-design

The ephemeral urban space

At Rennes on the site
of Hôtel-Dieu
2019 - 2023

A unique, hybrid place, with
a climbing gym, free cultural
space open to everyone
offering exhibitions, concerts,
live shows... a wellness studio
and bistro-brewery. The Roof
Rennes and Origins open the
site to residents of Rennes to
come together and exchange.

FOR
stakeholder-
USERS

FOSTERING
SUPER-LOCAL
INITIATIVES

Entrepreneurship

Incubator of citizen projects

In Lyon, as part of the Eurêka
Confluence
September 2018

A club of citizens, local entrepreneurs

"Eurêka Club" is a call for
expression of interest focusing
on major urban challenges
led by a local stakeholder of
innovation, citizens presenting
innovative projects (recycling
centres, urban farms, third-
places for energy, etc.), and
an urban-community operator
serving as both a judge and
coach to support, consolidate
and facilitate these projects.





// INNOVATIVE SOLUTIONS

Responsible and committed in the fabric of the town

We help you develop projects:

- That add to the appeal and economic development of your local area,
- That add to users' well-being and quality of life,
- That aim to make it accessible to the highest number of people.

BENEFITS

OF A GLOBAL PLAYER IN THE CITY

A sustainable district is made of synergies between its buildings and the flows of energy and services that give them life. To help you with the design and creation of your projects, Bouygues Construction takes a comprehensive and integrated approach, with innovative solutions, demonstrators and a network of partners (institutions, companies, universities, associations).

synergies



a district that's + alive + inclusive + intense

District life, local services:

Third places

District application

Health, sport and wellness:

Local health centre

Noise and light
pollution detection

Economic development:

New production places

Art & culture:

Adding value to cultural heritage

Supporting artists





a district that's

- + **efficient**
- + **harmonised**
- + **resilient**

Resource management:

Energy self-sufficiency
Zero waste

Space management:

Hybridised uses
Reversible buildings

Nature in town:

Shared gardens
Urban farms
Developing biodiversity

Carbon neutrality:

Wood construction
New materials





a district that's

- + **connected**
- + **intelligent**
- + **inter-modal**

Urban management:

Town hypervisor
Digital twin

Open data:

Data platform
Civic contribution

Mobility:

Management of the last km
Mobility hub
Flow optimisation

Safety:

Intelligent video protection
Virtual security portal



At the heart of local issues

Neighbourhood life local services



© Willy Barre

HÔTEL-DIEU (RENNES)

The conversion of Hôtel-Dieu – heritage of Rennes – is designing a new living space in the city centre

Architects / urban planners:
ANMA - ALL
LINKCITY, ELAN

EURÊKA CONFLUENCE - ÎLOT SANTÉ BIEN-ÊTRE (LYON)

The urban project La Confluence is extending Lyon city centre by creating a new health-oriented district

Architects / urban planners: David Chipperfield Architects, Aires Mateus, Vera & Associés

LINKCITY



© David Chipperfield Architects

TERRE D'EAUX (SEVRAN)

An innovative sports facility in the heart of a new district, opening onto a landscaped, ecological and recreational park

Architects / urban planners: Jacques Rougerie Architectes Associés Studio Muoto, Gelin-Lafon, Julia Winding, Jolly-Loiret, Interscene
LINKCITY



© Interscene paysagiste and Studio Muoto architectes urbanistes

QUAI VERNETS (GENEVA)

Mixed neighbourhood in the heart of Geneva, on the site of the Vernets military barracks

Architects / urban planners: FHV / ADR, GD-Architectes and Bunq, Jaccaud Spicher and LRS
LOSINGER MARAZZI



© FHV

Health, sport & wellbeing

Economic development

LES IMPRIMERIES DU MONDE (IVRY-SUR-SEINE)

A new leaf has been turned at this former Le Monde newspaper workshop, with its integrated logistics platform, becoming a new district of the city

Architects / urban planners: ANMA, Agence Frédéric Lebard, Tolila + Gilliland
LINKCITY



© Virtual Building - ANMA



© KERN

LES FABRIQUES (MARSEILLE)

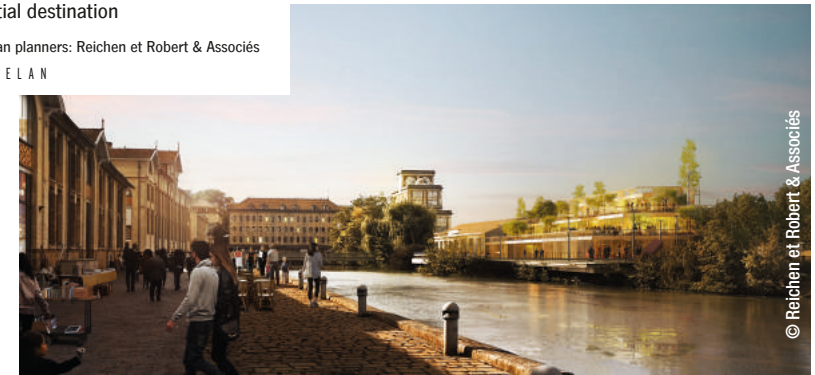
An abounding and productive Mediterranean eco-district to live, work, create and share

Architects / urban planners: KERN + associés Architectes urbanistes
LINKCITY, ELAN

LA CHOCOLATERIE (NOISIEL & TORCY)

The former Menier Chocolate Factory – an exceptional, landscaped heritage site on the banks of the Marne – has been renewed, becoming a tourist, commercial, economic and residential destination

Architects / urban planners: Reichen et Robert & Associés
LINKCITY, ELAN



© Reichen et Robert & Associés



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Art and culture

GUÉRANDE

Add value to heritage, a journey into the past with advanced technology

BOUYGUES ENERGIES & SERVICES

OUR DEMONSTRATORS

Nature in town

..... QUAI 22 (SAINT-ANDRÉ-LEZ-LILLE)

Dialogue between city and canal! On a 10-hectare urban wasteland, creating a mixed district that is leaving room for nature and cleaning up the Deûle river

Architects / urban planners: ANMA
LINKCITY



© ANMA Architectes

PONT DES TANNERIES (DIJON)

A green and blue district. Urban agriculture for sustainable and local food. The reopening of a tributary of the Ouche for better water management and an idyllic place to live

Architects / urban planners: Philippe Madec
LINKCITY



© Philippe Madec

Carbon neutrality

ÎLOT FERTILE ÉOLE ÉVANGILE (PARIS 19)

Giving life to a zero-carbon district in the heart of Paris

Architects / urban planners: TVK
LINKCITY, ELAN



© ArteFactory Lab TVK



© Marc MIMRAM Architecture & Ingénierie, l'Atelier JBMN

..... BELLIARD (PARIS 18)

The future is in the city on the city! A project built in wood over a bus centre

Architects / urban planners: Marc MIMRAM Architecture & Ingénierie, l'Atelier JBMN
LINKCITY



Resources management

ABC (GRENOBLE)

The first eco-district with water and energy autonomy

Architects / urban planners: Valode et Pistre architectes
LINKCITY, ELAN

GREENCITY (ZURICH)

Branded Site 2,000 watts, GreenCity produces its own energy through an integrated hydraulic plant, photovoltaic panels and wood heating

Architects / urban planners: Zurich: Zach + Zünd, Steib & Geschwentner, Peter Märkli, Zita Cotti, Adrian Streich, EM2N, Gigon/Guyer, Vogt Landschaftsarchitekten; Basel: Diener + Diener; Cologne: JSWD ARCHITEKTEN; Paris: AS.Architecture Studio; Rain: Pirmin Jung Holzbauingenieure

LOSINGER MARAZZI



EURÊKA CONFLUENCE - ÎLOT SANTÉ BIEN-ÊTRE (LYON)

An urban project that anticipates urban changes with reversible buildings

Architects / urban planners: David Chipperfield Architects, Aires Mateus, Vera & Associés
LINKCITY



Mobility

LA MAILLERIE (VILLENEUVE D'ASCQ ET CROIX)

The conversion of a logistics wasteland into a new district offering a range of alternative mobility services

Architects / urban planners: Nicolas Michelin et associés, D'hondt+Bajart, saison Menu, de Alzua+
LINKCITY, ELAN



Open data, urban management

ONDIJON

A smart, connected and sustainable town, devoted to its residents

BOUYGUES ENERGIES & SERVICES



actors of urban transformation



Advises and inspires
real estate projects and strategies



Creates links between all
urban stakeholders



Constructing the projects of tomorrow,
and enhancing and transforming what
already exists



Creates public facilities,
private commercial structures,
housing and industrial engineering



Performs major civil engineering
projects and engineering structures



Promotes energy, digital
and industrial transition



Shared **innovation**