

PRESS KIT

# Forging new ties with the city



**PARIS** EXPO  
**PORTE DE VERSAILLES**  
a  VIPARIS venue

NOVEMBER 2019

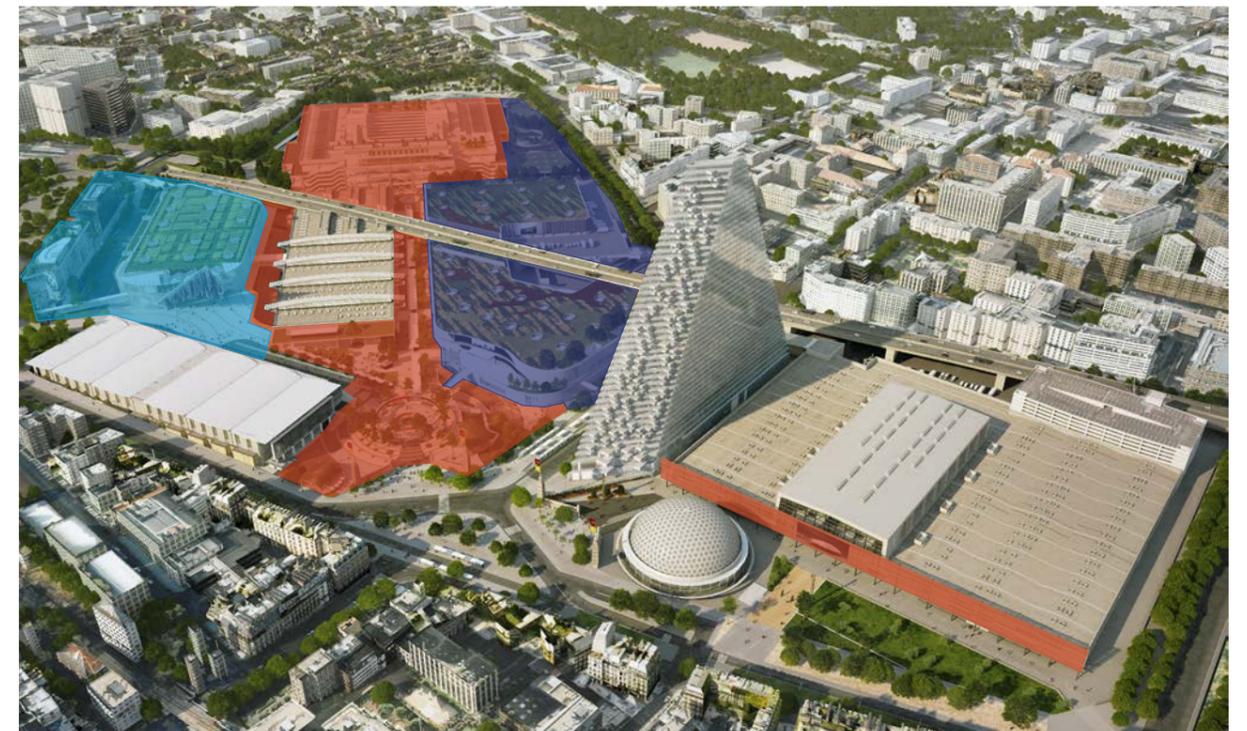
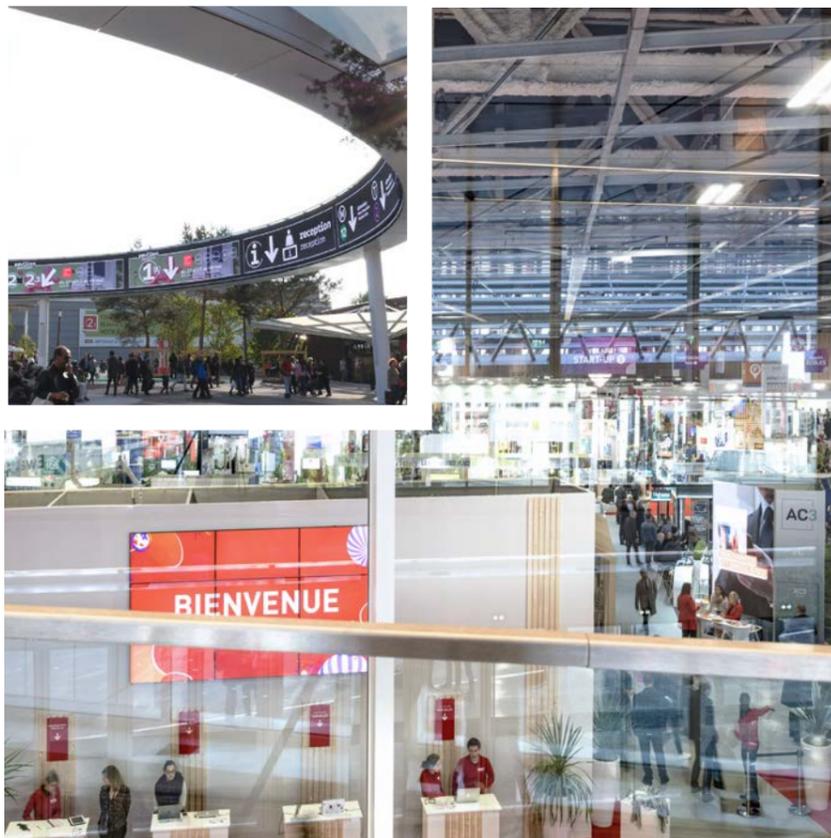
# A world-class exhibition complex

The complex  
IN 2024

“Our goal in renovating Paris Expo Porte de Versailles is to keep Paris at the forefront of the international business tourism market. We are reinventing the site for users, organisers, exhibitors, visitors and our neighbours – transforming it into a flagship 21st-century complex that is more sustainable and open: an elegant, vibrant and cutting-edge place.

This ambitious ten-year project was launched in May 2015, and will deliver a venue that is compliant with the strictest international standards, a model of sustainable development and a destination offering both leisure activities and a major business hub. And while all this is going on, we are open for business. Welcome to Paris Expo Porte de Versailles, the permanent universal exposition!”

**PABLO NAKHLÉ CERRUTI,**  
CEO of **Viparis**



## **PHASE 1**

- Renovation of Pavilion 7 and creation of Paris Convention Centre
- An improved visitor experience: reconfiguration of the central walkway and the Gate A plaza
- An enhanced north facade for Pavilion 1
- Reorganisation of the D4 logistical platform

## **PHASE 2**

- Demolition of Pavilions 6 and 8 as well as car park C
- Construction of the Gate B plaza with a large-scale sculpture by Arne Quinze
- Construction of a new car park 6
- Creation of Pavilion 6 with its illuminated canopy
- Two new hotels: Mama Shelter and Novotel

## **PHASE 3**

- Restructuring of Pavilions 2 and 3
- Development of the exterior spaces to the west of Pavilion 7

# An ambitious architectural challenge

THE PROJECT

An ambitious architectural challenge



## THE PRITZKER PRIZE

the “Nobel Prize of architecture” – has been awarded to two of the project’s architects: Christian de Portzamparc (1994) and Jean Nouvel (2008)

**P**aris Expo Porte de Versailles’s renovation project was inspired by its origins as a fairground – a distinctive heritage. The architectural firm Valode & Pistre was chosen to conceptualise the project’s master plan.

VIPARIS has worked with Valode & Pistre since the 1990s to progressively modernise the site and bring it into line with the highest international standards. Valode & Pistre was responsible for restructuring Pavilions 4 (1995), 5 (2003) 7 (2017) and 6 (2019) as well as for the complex’s public spaces and the creation of a new visitor walkway.

Four other internationally-renowned firms also took part, offering us their vision of the pavilions’ facades and the future hotel complex.

### Dominique Perrault Pavilion 1 facade

The 26-metre-high Pavilion 1, with its 45,000 m<sup>2</sup> of exhibition space, is the largest single-level structure at Paris Expo Porte de Versailles.

The façade is clad in an immense sheath of metal mesh, positioned several metres in front of the existing façade, thus creating a covered gallery and canopy. By turns iridescent, reflective and transparent, it reflects both daylight and evening illumination, and seems to shimmer depending on the passer-by’s point of view.

### Christian de Portzamparc Pavilions 2 & 3 facades

Pavilions 2 and 3 have been completely restructured.

This project takes full advantage of the building’s outstanding horizontal qualities.

The facades of Pavilions 2 and 3 reflect an interplay of reflective and matte materials, volumes and voids, as well as vertical, horizontal and bold structuring features.

### Denis Valode et Jean Pistre Pavilion 4

Valode & Pistre rebuilt Pavilion 4 at the end of the 1990s.

Pavilion 4 offers versatility, performance and comfort – and fulfils our expectations of what a modernisation project should achieve.

To improve visitor comfort and highlight the Pavilion’s main entrance, a vast overhang will extend out from the structure, creating a dynamic place to meet and relax.

### Jean Nouvel Pavilion 6 canopy

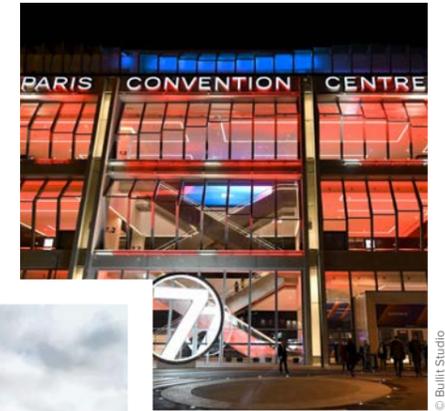
Pavilions 6 & 8 have been replaced by a brand-new structure, Pavilion 6.

Vertical, digital banners in a variety of colours and sizes are suspended from a canopy. Prior to an event’s opening, the canopy gradually rises, revealing banners of coloured light. This dramatic process is completed on opening day. A few days before the end of the event, a reverse movement begins.

### Denis Valode et Jean Pistre Pavilion 7

An emblematic building in the Brutalist tradition, Pavilion 7 overlooks both the complex and the city of Paris.

The original reinforced concrete structure has been enhanced and modernised, and a new facade has been put in place. Undulating glass surfaces create a rippling effect at each level, symbolising the never-



© Valode & Pistre Architectes

© Built Studio

ending movement of the exhibitions and the momentum that brings the entire complex to life. Visitors to Pavilion 7 are treated to a breath-taking view of Paris. Level 7.3 houses the Paris Convention Centre, the largest in Europe.

### Jean-Michel Wilmotte Hotel complex

This architectural project of two hotels, situated within the complex, will offer a total of 452 rooms. This includes the creation of a new entrance gate along Avenue de la Porte de la Plaine.

The two buildings’ volumes and the composition of their facades create a harmonious whole. Large glazed surfaces reveal activities on the ground floor, while the building’s structure – a series of stacked volumes – create movement along the entire length of the buildings’ facades. On the roof, two terraces, visible from the ring road and its surroundings, are a bold architectural statement, highlighted at night by elegant lighting.

# A new Pavillon 6

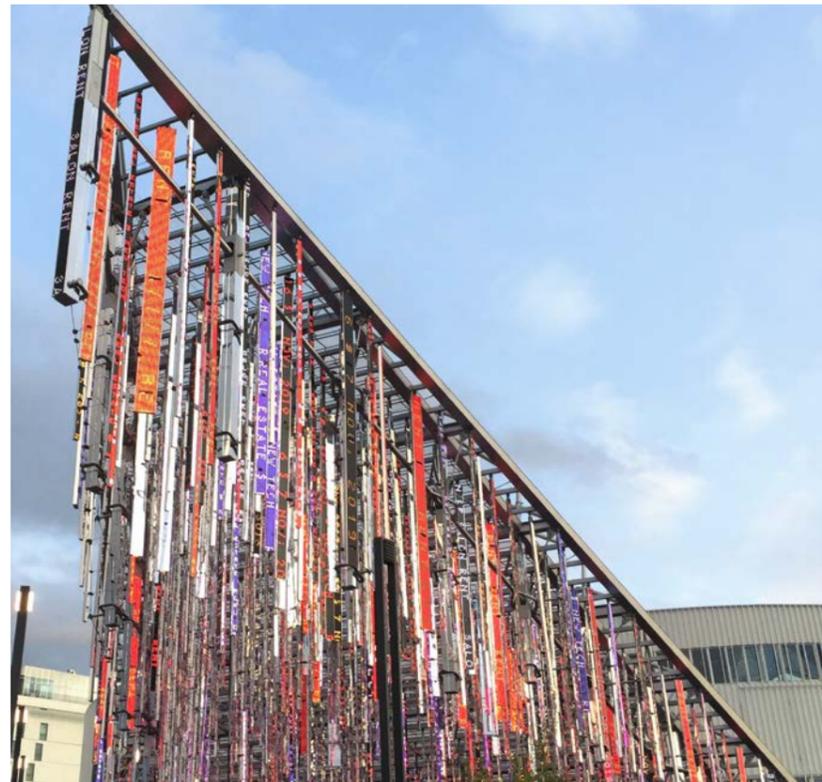
OUR LATEST ACHIEVEMENTS

A new Pavillon 6

## A new urban hub for Paris

Pavilion 6 marks a key stage in the transformation of Paris Expo Porte de Versailles, particularly in the way it creates a new district for the capital. Since launching the project, Valode & Pistre has been overseeing this restructuring: in addition to seeking to enhance the pavilions' technical performance, the goal was to open the complex to the city and allow more space for nature. Travel between pavilions becomes a pleasant stroll that encourages both relaxation and encounters.

Pavilion 6 is now the centre of a new district at the site's eastern end, which was formerly a façade de services. All together, its exhibition hall, hotels, spaces for events, restaurants, bars, a rooftop farm, shared cultural areas, gardens and walkways form a new urban centre for Paris (for more information, see below). This area is organised around two public squares – a central upper level plaza that opens onto the Avenue de la Porte de la Plaine featuring a monumental sculpture by Arne Quinze, and a second, lower plaza, illuminated by Pavilion 6's monumental canopy fitted with "digital banners" that can be programmed in a variety of ways.



© VParis

## A next-generation exhibition hall

When designing Pavilion 6, Valode & Pistre envisioned a vast space with rounded forms. The white, vertically-grooved façade, whose appearance changes in different lights, is intentionally understated, in contrast with Pavilion 4's striking design. The interior features impressive expanses that offer endless possibilities for suspending elements from a dense rigging network. Heating and cooling can be precisely controlled, regardless of weather conditions or the number of visitors. Pavilion 6 consists of 15,000 m<sup>2</sup> of floor space with a soaring 9-metre ceiling (including 5,400 m<sup>2</sup> without columns) that can be divided into two sub-spaces, as well as 250 m<sup>2</sup> of meeting rooms.

### A NEW 1,500-SPACE CAR PARK

- 3 underground parking levels have been rebuilt
- 1,500 spaces with charging stations for electric cars
- Direct access to Pavilions 6 and 7

The VP & Green design office was responsible for Pavilion 6's engineering work, including its concrete and steel frames as well as its canopy and the facades technical design

- 2,600 TONS of steel used in the construction of Pavilion 6
- Spans of up to 60m support a roof used for urban agriculture

In spring 2020, Pavilion 6's roof will be inaugurated, and will feature Europe's largest urban rooftop farm, together with a restaurant, bar and a corporate event space. The pavilion is versatile and outfitted with cutting-edge technology – a flagship for next-generation exhibition halls.

## Bringing nature indoors with sustainable design

The overriding theme of Pavilion 6's interior is in keeping with the entire complex's exterior design, as imagined by Saguez & Partners. This creates a coherent interior and exterior visitor experience. The furniture and choice of materials were inspired by the concept "nature in the city"—they bring greenery into the building's interior, thus creating welcoming spaces in the hall. Everywhere – from the car park to the rooftop to the second-floor walkway for accessing the hotels – walkways, reception and service areas are clad in acoustic vertical oak slats. Integrated strips of lights near staircases and meeting rooms serve as landmarks that are on a human-scale, natural and friendly within an large-scale, high-traffic building.



© Agropolis / Cultures en Ville / Pooh



© Valode & Pistre Architects

## DESIGNING THE EXTERIOR ENVIRONMENT: HIGHLIGHTING NATURE

The Saguez & Partners agency have designed the visitor experience as a stroll in nature, punctuated by a variety of outdoor elements that typify Parisian parks – fountains, kiosks, gazebos, benches, vast expanses reserved for pedestrians, and so on. Within the complex, which welcomes exhibitors and visitors from around the world, the gardens are inspired by the vegetation and emblematic landscapes of four continents: giant bamboos and terraced gardens for Asia, large rain forests for the Americas, savannah and grasslands for Africa and exotic plants for Oceania.

## ACCESSIBLE AND EASY TO NAVIGATE

Three walkways have been installed around Pavilion 6:

- A pedestrian walkway linking the pavilion with Avenue de la Porte de la Plaine
- An aerial pedestrian bridge between Pavilions 4 and 6
- A travelator connecting Pavilion 6 to Gate A

# Artistic design and the visitor experience at the forefront

THE LAST ACHIEVEMENTS

Artistic design and the visitor experience at the forefront



© Viparis

**709 M<sup>2</sup>**  
of LED screens  
for a total surface  
area of 868 m<sup>2</sup>

More than **300**  
tons of steel

## A lustrous canopy by Jean Nouvel

Jean Nouvel's canopy design boldly marks new Pavilion 6's entrance – a large-scale creation that serves as the complex's central landmark. Topped with a transparent cover, the triangular tapered steel canopy measures 70 x 60 x 50 metres. A hinged base allows the front point of the triangle to rise to a height of 50 metres, signalling to all of Paris that a new trade show is about to open. During events, the canopy is lowered to 27 metres, thus inviting visitors to glide beneath it to reach the pavilion's entrance. In this position, it acts as a massive awning, set at a slight 20-degree incline.

## Luminous newspapers

The canopy also serves as a new kind of communication medium. Hundreds of "luminous newspapers" are suspended from the frame – vertical banners, ranging in length from 1.5 to 13 metres, with LED displays on one side. These banners provide visitors with information about events in Pavilion 6, and can also be used to create large-scale luminous compositions and animations, thus creating exciting opportunities at the crossroads of art and new technologies.

## "The Beautiful Dreamer", a large-scale artwork by Arne Quinze

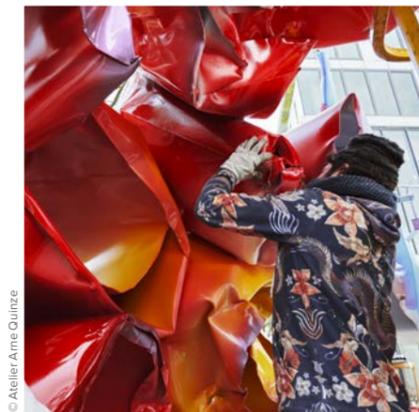
In keeping with his wish to capture the beauty of nature and bring it back to the city, the internationally-renowned artist Arne Quinze has created an 11.50-metre high monumental organic sculpture for Paris Expo Porte de Versailles. Made from a range of metals, this colourful, poetic bouquet – cast in bronze and integrating natural stone – is located between the Mama Shelter and Novotel hotels near the new Pavilion 6. Its position highlights Gate B, the complex's new entrance.

For over a quarter of a century, Arne Quinze has been working in urban settings, driven by a desire to shape a better future for our cities and to make our surroundings greener and more liveable. Whether in Shanghai, Beirut, Washington, Brussels, Mumbai or Rio, his installations impart a new dynamism to urban development.

Viparis has tasked ArtBliss with curating "The Beautiful Dreamer", Arne Quinze's first permanent monumental sculpture in France. Thanks to this unique artwork, the complex continues to open up to the city, while bringing culture and nature closer together.



© Atelier Arne Quinze



© Atelier Arne Quinze

## UNTIL SEPTEMBER 2020

ART BRIDGE will bring together 7 artists who will offer a rich and varied programme using the Canopy. Their theme will be the intersection between the arts and new technologies. To date, two artists – Christelle Bellini and Amélie Petit Jean – have begun projects involving lighting and programming.

## Digital artworks

Art Bridge, a subsidiary of the Quad Group specialising in the production of communicative artworks, was commissioned to design of the digital banners' artistic content. Art Bridge invited artists to reinterpret the classical disciplines of sculpture, painting, photography, dance, literature and music. For example, they can distil a poem's verses into a matrix of colours, or produce a 3D imprint of a dancer's movements. Visible from afar, these digital artworks forge a vibrant and unique link between the complex and the city.

# A 450-room hotel complex

THE LAST ACHIEVEMENTS

A 450-room hotel complex

**T**hanks to three high-profile partnerships with Jean Michel Wilmotte, Mama Shelter and Accor, Paris Expo Porte de Versailles has become a meeting place where local residents and guests alike can share convivial, everyday moments.

This architectural project is the work of Jean-Michel Wilmotte. The two buildings' volumes and the composition of their facades create a harmonious whole. Large glazed surfaces reveal activities on the ground floor, while the building's structure – a series of stacked volumes – create movement along the entire length of the buildings' facades. On the roof, two terraces, visible from the ring road and its surroundings, are a bold architectural statement, highlighted at night by elegant lighting.

## Mama Paris West

Mama Paris West – Porte de Versailles, through its colours, textures and ambiances, conveys a spirit of joyous chaos. Each of the 207 rooms – conceived by the interior design firm Dion et Arles – with their offbeat designs, luxurious bedding and intelligent technology are a genuine oasis. The adventure continues in the restaurant, the hotel's heart, where copious, authentic dishes are prepared in collaboration with the Michelin-starred chef Guy Savoy.



© Francis Amiard

MAMA SHELTER

## Novotel Paris Porte de Versailles

After a long day walking the streets of Paris, attending a conference or exhibiting at a trade show, the Novotel Paris Porte de Versailles offers an escape into a contemporary setting with exotic flourishes. These include a tent and a starry sky in the lobby, a cabinet of curiosities, tropical plants in large clay pots, a banana wood ceiling, waxed bamboo, oversized ethnic motifs in the corridors, ropes wrapping the building's massive pillars, and more. The creation of Saguez & Partners, the Novotel features 245 spacious, modular rooms, including 24 suites, 5 of which are decorated with a travel theme.



© Wilmotte & Associés Architectes

To help visitors to Paris Expo Porte de Versailles experience the city "Like a Parisian", the two new Accor hotels provide workspaces, meeting rooms, fitness centres, restaurants and bars, as well as green rooftops offering a breathtaking view of Paris and the Eiffel Tower.

## Accor, a partner for your journey

When the world's various destinations compete to host large-scale events, accommodation capacity is a decisive factor. This concerns organisational teams, exhibitors and visitors as well as conference attendees. To meet the needs of organisers seeking venues for events that draw thousands of visitors and who require reliable accommodation, Viparis has partnered with AccorHotels to be able to offer rooms that can be reserved several years in advance.



© Nicolas Ametson



© Wilmotte & Associés Architectes

NOVOTEL  
HOTELS, SUITES & RESORTS

AccorHotels can guarantee a range of rooms close to the Palais des Congrès, Paris Nord Villepinte and Paris Expo Porte de Versailles. Within the context of submitting bids to host events, Viparis and AccorHotels are committed to providing organisers with immediate visibility regarding availability, and offering visitors hotels conveniently located near Viparis's sites.

# Coming soon to the roof of Pavilion 6

TO COME  
SPRING 2020

Coming soon  
to the roof  
of Pavilion 6

## The roof of Pavilion 6 an address that will grow on you...

Paris Expo Porte de Versailles, known for its trade fairs and congresses, is also poised to become a home for biodiversity. Pavilion 6's roof will welcome a 14,000 m<sup>2</sup> high-tech vegetable garden – the largest urban rooftop farm in Europe. Starting in spring 2020, this pioneering initiative will offer visitors a range of activities structured around sustainable food production. To make this bold project a reality, Viparis has teamed up with experts in urban agriculture who support the agro-ecological changeover of urban areas.

Agripolis is transforming the food system economy by installing and operating urban farms that use tested aeroponic and hydroponic growing techniques. Cultures en Ville develops vegetable gardens, taking a holistic approach to environmentally virtuous agriculture – from design to management to teaching – to create an organic, edible and socially-conscious city with a lighter environmental footprint. On the roof of Pavilion 6, Agripolis and Cultures en Ville have created “NU” (Nature Urbain), a unique setting that offers a glimpse of the future of cities and how fruits and vegetables can be grown in accordance with nature's cycles.



© Agripolis / Cultures en Ville / Poola



© Agripolis / Cultures en Ville / Poola



The goal of NU is to make this urban farm a global model for responsible production and urban resilience. By prioritising nutrients used in organic farming – and pesticide-free products grown and harvested at maturity in proximity to consumers – NU's initiatives eliminate transport logistics and enhance the taste of food.



© Seguez & Partners

In high season, some twenty gardeners will harvest nearly one ton of fruits, vegetables and herbs every day, from about thirty different species of plants.

To foster a closer connection between city dwellers and their daily diet, NU will provide a number of urban agriculture-related services. To transmit the pleasure and the skills involved in taking care of living things in the heart of a city, it will lease a total of 135 square meters of growing spaces, and offer educational tours and workshops for all.

The roof will also house “La Serre” – an events space – as well as a bar and a restaurant operated by Le Perchoir, Paris's renowned chain of rooftop venues.

A genuine crossroads for creative minds, Le Perchoir Porte de Versailles is planning to roll out a truly exceptional dining experience. Its rooftop guests will be served on-site or locally-grown produce as part of a unique drinks and food menu

## LA SERRE – AN EVENTS SPACE “AU NATUREL”

La Serre offers 400 m<sup>2</sup> of indoor space as well as a 500 m<sup>2</sup> terrace. With its high glass ceilings, this exquisite green space offers the benefit of natural light (customized glazing and full-spectrum lighting) and optimised acoustics. La Serre can host a wide range of professional events (seminars, drinks parties, seated dinners, gala evenings), where guests can enjoy an unparalleled view of Europe's largest urban rooftop farm.

# Sustainable development

IN MOTION

Sustainable development



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## A greener, more bio-diverse venue

With its 72,000 m<sup>2</sup> of green spaces, including 14,000 m<sup>2</sup> of urban agriculture and 46,000 m<sup>2</sup> of green roofs, as well as a 1.7 km long green walkway, Paris Expo Porte de Versailles welcomes and promotes biodiversity. Some of our eco-friendly practices include:

- Refuge areas, bird nesting boxes, an insect hotel, and rooftop beehives that produce our own brand of honey, Le Miel du Grand Paris
- Ecological management of green spaces with a “zero phytosanitary products” policy
- Planting mainly indigenous species that are native to the Paris basin
- A specific study on urban lighting to better adapt our practices to biodiversity needs
- The creation of composting areas

## Energy efficiency and resource optimisation

Paris Expo Porte de Versailles has boosted its environmental performance by obtaining hqe (high environmental quality) and breeam (building research establishment environmental assessment method) certifications

- Pavilion 6: BREEAM and HQE certification (“very good”)
- Pavilion 7: BREEAM and HQE certification (“very good”), Effinergie Rénovation label
- Site Management and Exhibitor Services building: HQE Certification (“very good”), Effinergie+ label

Like Viparis’s other venues, Paris Expo Porte de Versailles is committed to a sustainable approach, as embodied in our Better Events 2030 initiative. The goal is to reduce our environmental footprint, foster biodiversity and share best practices. This far-reaching action plan associated with tangible, quantified and measurable objectives, has been drafted with the participation of all of our stakeholders: employees, customers, service providers, partners, etc.

Paris Expo Porte de Versailles has also earned ISO 20121 certification.

### SCHOOL WORKSHOPS

More than 80 children attended a hands-on urban biodiversity workshop at Paris Expo Porte de Versailles. The highlight: planting 200 bulbs!

Paris Expo Porte de Versailles has signed the city of Paris’s Climate Action Charter, and has committed to two objectives:

- A 20% reduction in regulatory energy consumption and greenhouse gas emissions by 2020 (compared with 2014 levels)

### Reducing consumption related to air conditioning and heating (use of free cooling, etc.):

- Taps in every washroom fitted with aerators
- Remote readouts (the Oscar system) allow organisers to monitor their consumption
- Updating the lighting in existing pavilions with energy-efficient LEDs basse consommation
- 100% of electricity from renewable sources

### Sustainable transport

- Streamlined logistics and visitor flows in and around the complex
- Parking places fitted with charging stations for electric vehicles

**30%**  
reduction  
in regulatory energy consumption and greenhouse gas emissions by 2020



© Viparis



© Viparis



### A GOLD MEDAL IN 2018

Our very own honey, Le Miel du Grand Paris, received the 2018 gold medal at the Salon du Terroir.

### Waste recovery

Waste management services provided by the Elior Group:

- Collection, management and recovery of 76 tons of food service-related biowaste in 2018
- Waste sorted and processed into 8 separate streams: food waste, cardboard, glass, plastic film, PET bottles, cans, non-recyclable waste and 2 on-site compactors
- 9 collection points on site

Management of Viparis’s own waste: sorting bins for waste from offices and public areas: cardboard, plastic and OIW, together with:

- A pilot recycling initiative for cigarette butts
- Composting for organic waste

# Innovation at the forefront

IN MOTION

Innovation at the forefront

**A**t Paris Expo Porte de Versailles, innovation is everywhere: in the roll-out of services for organisers and visitors, in the incubation of start-ups in the event management sector, and in our hosting of events organised by international tech firms.

## Tech solutions to enhance the visitor experience

### ALREADY DEPLOYED OR BEING ROLLED OUT:

#### ■ Re-Invent Facility Management

This solution provides real-time reporting of key building-related data: temperature, washroom satisfaction, lighting sensors and power consumption analysis

#### ■ Viparis Store

A marketplace where exhibitors can find and order the services they need

#### ■ The Viper app

Real-time monitoring of technical incidents

#### ■ Objets trouvés (Lost and Found)

A platform for managing lost property that puts finders and owners in contact

#### ■ Cispé

Included as part of Viparis's overall security/safety offer, the Cispé method provides a tailor-made solution for ensuring compliance with the safety, fire, medical and hygiene requirements for all types of events



### IN TEST PHASE:

#### ■ A 2D/3D modelling tool

Providing prospective and current customers with 2D/3D models of our venues so that they can better conceptualise our range of spaces

#### ■ Food outlet waiting times

Visitors in line at our food service outlets are informed about waiting times via a real-time digital queue-side display

#### ■ Futuristic electric three-wheel vehicles

Two Toyota i-Road test vehicles available to Viparis teams for use on-site

### RE-INVENT FACILITY MANAGEMENT

Re-Invent Facility Management utilises a network of more than 600 connected objects deployed across 600,000 m<sup>2</sup> at three Viparis venues.

## French Event Booster: accelerating innovation in events management

French Event Booster, which is located inside the Paris Expo Porte de Versailles exhibition complex, provides a complete educational and entrepreneurial ecosystem for the events industry. Its 1,000 m<sup>2</sup> include a business incubator, a coworking space and LÉCOLE, a training programme for event-related professions. Eleven start-ups received support during the inaugural 2018/2019 season, including MadamePee, which is launching the first women-only urinals. Currently, there are 10 new start-ups in residence, with the goal of boosting innovation in the events management industry.

■ **Bziiit** uses a phygital event platform capable, thanks to Data and Artificial Intelligence, of predicting whether you will succeed in your event. This platform also provides simple tips for improving digital resonance.

■ **E-Motion VR** specialises in creating dynamic, mobile virtual reality experiences for the general public. It uses VR software and hardware solutions combined with eco-friendly mobile kiosks.

■ **Motion Wagram** offers a network of electronic boxes to create interactive, connected experiences that gamify events – connected objects, robotics, machine learning, VR and escape games.

■ In order to encourage discovery and new visitor experiences, Foxie is developing smartphone-based treasure hunts and detective games. These employ various functionalities, including geolocation, Q&A modules, media content, interactions with connected objects, and more



■ **Ouidrop** is developing automated, autonomous and secure cloakrooms and lockers. These devices reduce waiting times and maximize space, while collecting data on the time your visitors spend at your event.

#### ■ Paris Night Market

Paris Night Market organises events that promote responsible and ethical consumption for local communities. It promotes a playful re-appropriation of the city and its spaces.

#### ■ Reelax

Reelax Tickets is a fully secure ticket resale platform that helps prevent fraud. It is aimed at show or event producers who wish to enter the resale market and benefit from it.

■ **RoCamRoll** offers a simple, mobile solution for fully-automated video editing. Recording can be done without human intervention. RoCamRoll's devices automatically detect the presence of people on stage and capture highlights of the event.



■ **Who is Georges?** is a network application that relies on the Smart Ruby system of connected badges to facilitate networking and interaction between event participants, while providing organisers with real-time data.

■ **Sonarium** organises next-generation musical workshops that involve participatory quizzes, album listening, musical siestas, and more. Each workshop is tailor-made both in terms of format and content, in order to stay as close as possible to the themes and values of the company or organiser.

# Paris, where hospitality is an art

IN MOTION

Paris, where hospitality is an art



© Built Studio

Each year Paris confirms its status as a top destination for large-scale events. As part of these efforts, Viparis is reinventing both its venues and the services it provides.

## World-class service

In 2015, Viparis launched Guest Attitude, a commitment by all of our staff to providing the best possible welcome to both our customers and our visitors.

The transformation of Paris Expo Porte de Versailles offers an illustration of this approach. Everything has been designed to facilitate the visitor's pathway and to provide him or her with the best possible experience:

- The Services Hub offers services and everyday necessities – a reception desk to ensure that visitors receive up-to-date information, a children's play area, a newsagent and a convenience store.
- The venue's signage has been completely redesigned with new, clearer and more legible directional panels. This includes a digital LED ring, 40 meters in diameter, on which information can be displayed.
- We have also completely redesigned our food service offer. Established brands such as McDonald's and Paul are supplemented with concepts developed especially for the complex's international visitors.
- Green spaces for relaxing can be found throughout the complex.
- HD Wi-Fi solutions that comply with international standards have been deployed.

83%  
Visitor satisfaction  
with Paris Expo Porte de Versailles



© Built Studio

## Paris, a world leader for large-scale events

According to the International Convention and Congress Association's latest report, Paris remains the most popular destination for international congresses.

Major medical congresses have now been joined by large-scale tech events. In 2013, 2,500 IT and web professionals gathered at Microsoft's Tech Summit to discover the latest in cloud-related technologies.

In 2019, Microsoft Ignite generated similar attendance figures. In the past two years, Paris Expo Porte de Versailles has also hosted events organized by Google, HP, Dell, Salesforce, Amazon, and Huawei, thus confirming the increasing appeal of the French capital for major international tech events.



# Project overview: few facts and figures

5

renowned  
architects:

Jean Nouvel,  
Dominique Perrault,  
Christian de Portzamparc,  
Denis Valode & Jean Pistre  
and Jean-Michel Wilmotte

A ten-year

works  
programme

that began in 2015  
and allows day-to-day  
operations to continue  
without interruption

€500 million

in private  
investment

7

pavillons

representing 216,000 m<sup>2</sup>  
of exhibition space in Paris

61%

of the total surface area  
renovated

2

events spaces

in Pavilions 6 and 7

1

conference centre

with a plenary hall  
that can seat up to  
5,200 attendees

2

hotels

– Mama Shelter & Novotel –  
with a total of 450 rooms  
inside the complex

72 000 m<sup>2</sup>

of green spaces, including:

- 46,000 m<sup>2</sup> of green roofs
- 14,000 m<sup>2</sup> for urban agriculture
- a 1.7 km-long green walkway

# The project's stakeholders

Viparis is a subsidiary of the Paris Ile-de-France Chamber of Commerce and Industry and the Unibail-Rodamco-Westfield Group. It is the European leader in hosting conferences and trade shows.

**Viparis manages the nine main events venues in the greater Paris region.**

Every day, we strive to make our sites and our services more efficient and adaptable. Because our customers' well-being comes first, we have developed Guest Attitude, a unique blend of prestigious venues and high-quality services for the 10 million visitors (the general public, professionals and spectators) and the 800 events we host each year at our various venues (Espace Champerret, Espace Grande Arche, Hôtel Salomon de Rothschild, Les Salles du Carrousel, Palais des Congrès d'Issy, Palais des Congrès de Paris, Paris Expo Porte de Versailles, Paris Le Bourget, Paris Nord Villepinte).

Because we are always looking towards the future, we co-founded French Event Booster, the event industry's only innovation platform, where creative, collaborative ideas can circulate between industry stakeholders.

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