

ALTAREA COGEDIM WINS THE FERNEY GENEVA MIXED DEVELOPMENT ZONE (ZAC) COMPETITION TO CREATE A NEW-GENERATION SHOPPING CENTRE

Paris, 8 November – The Altarea Cogedim Group was awarded the project to develop the future shopping & leisure centre located in the heart of the Ferney-Geneva mixed development zone (Pays de Gex-Ain) covering a total surface area of 45,500 m². This complex is part of the Greater Geneva project called The Innovation Circle, driven by Terrinnov, a publicly-owned local corporation (*société publique locale* under French law). Altarea Cogedim's project stood out from the competition on account of its unprecedented commercial offering, its perfect regional integration, its architectural design backed by J.-M. Wilmotte, its environment-friendly approach, and its cultural and leisure offering with Universcience and the creation of a new branch of the Centre Pompidou, the 3rd establishment of this cultural institution outside its original premises.



Within the new Ferney-Geneva innovation district, at the edge of Geneva

In September 2016, the publicly-owned local corporation Terrinnov launched a consultation on 3ha of land targeting the development of a shopping centre across a surface area of more than 40,000 m². Bearing in mind local expectations, Terrinnov wanted to take the project even further, and asked applicants to reflect on the shopping centre of the future, suggesting that the operators incorporate a programme dedicated to the cultural and creative industries within this future facility, in particular: *"I wanted this facility, located in the city centre of Ferney-Voltaire, to be future-oriented and to offer an enhanced shopping experience, a real destination. We are delighted to have selected the remarkable project put forward by Altarea Cogedim, which will most certainly set a benchmark in the industry"* said Vincent Scattolin, CEO of Terrinnov. He then continued: *"This ambitious facility will have a regional influence. It*

will enhance the commercial and cultural offering for the benefit of residents in the Pays de Gex region, while also forming part of the Greater Geneva project.”

The commercial project fits into the Ferney-Geneva Innovation development project, which plans to ultimately create a new district comprising 2,500 residential units and a retail floor area of 200,000 m².

A project tailored to the region

Located near the current Ferney-Voltaire customs office, this future shopping centre foreshadows the repurposing of the Poterie sector. Already highly urbanised, this district of Ferney-Voltaire is very diverse, since it currently groups together craft, commercial and residential activities. Moreover, the site's players acknowledge that the existing offering of low-quality public areas only provide users with low-quality use.

With this in mind, Terrinnov began to develop a virtuous commercial project in terms of environmental impact: the project will stretch across a compact surface area of only (3ha) while rebuilding the city over the city.

A real living space, as described in its programme, this project does not focus solely on local retailers – far from it. Terrinnov hopes to launch practical initiatives supporting local retail in order to protect regional balances, but also to create favourable conditions for the emergence of synergies between this project and the local retail sector.

Commercial renewal of the Pays de Gex region

The Altarea Cogedim Group is convinced that it is necessary to invent a new relationship with retail today, in order to meet its customers' requirements and to keep pace with the emergence of new uses. The "Ferney Voltaire" project relies on three fundamental pillars: proven expertise; a foothold in a high-potential region; and innovation and daring, the Group's trademark.

The Ferney Voltaire project is developed in an exceptional, cross-border catchment area between France and Switzerland, where the international customer base has strong buying power.



“Aware of our responsibility to contribute to regional development, we have designed a project that is both original and ambitious, to provide long-lasting support to the renewal of the Pays de Gex region, in collaboration with all regional stakeholders. The idea is to design much more than a simple shopping centre in Ferney-Voltaire, but to build a dynamic hub, a real driver of renewal in the Pays de Gex region. I commend all the public and private partners who have trusted us with the development of this unprecedented commercial, leisure and cultural complex where the best concept stores will have a home and where we will welcome a branch of the Centre Pompidou and Universcience,” said Ludovic Castillo, Chairman of the Board of Altarea Commerce.

An attractive commercial programme

The Ferney-Voltaire project will provide a wide variety of national and international retailers, covering the fashion, sports and homeware categories. Within this environment, new, international and eco-friendly retailers will enjoy pride of place.

The variety of catering outlets is one of the differentiating focus areas of Altarea Cogedim's project, since it favours locally and regionally sourced products that will liven up the public area.

An exclusive cultural programme

The Centre Pompidou (CNAC-GP), a public establishment, will set up in Ferney-Voltaire as part of the project put forward by Altarea Cogedim. This initiative aims to develop an original cultural offering fostering access to and the discovery of contemporary art by a diverse audience. It will be the third Georges Pompidou centre dedicated to a specific region.



The project also plans to accommodate *Universcience*, an establishment specialised in the dissemination of knowledge, open to the whole family with a fun circuit to discover neuroscience. This public establishment is a joint effort between Cité des sciences et de l'industrie and the Palais de la découverte.

Ferney Voltaire plans to set up a brilliant playing area called "l'animal" (the animal), where children can enjoy climbing, scrambling and hanging from the fun facilities. A climbing wall, rocks, along with tennis courts and football fields on the centre's roof, will enable the whole family to enjoy sports areas.



The centre plans to move the Voltaire cinema to the top floor, once the construction work has been completed.

Iconic architecture

The project designed by architect Jean-Michel Wilmotte and the architecture firm Woods Bagot will comprise three buildings with a strong connection to their environment through tectonic rotations creating overhangs that encroach on the central square. The façade is designed like a stage curtain and comprises glazed terracotta colonnades evoking the local and regional roots.

The "Ferney Voltaire" project design gives expression to the three worlds comprising the region. As such, Water, the Forest and the Mountain will form an integral part of the project. A universal living space, the centre will reflect the values and elements at the heart of the regional and local heritage.



Throughout the project's development and operation, it targets a strategy of excellence from an environmental, social and societal perspective, in particular by committing to sign up 15% eco-friendly retailers.

As such, this project will aim to obtain French and Swiss certifications and labels. It will suggest applying biophilic principles to the design,

guaranteeing a high-quality architectural approach, the overall aesthetic and a feeling of comfort and well-being due to the centre's direct or indirect contact with Nature.

In particular, upon delivery, the project will target BREEAM-in-Use certification, the E+C label (a forerunner to the Carbon regulation), MINERGIE (energy efficiency label) and the BiodiverCity standard ensuring a level of excellence in terms of sustainable construction and ecobuilding criteria throughout the project's development and completion.

The project in key figures:

Total surface area: 45,500 m² GLA or 65,000 m² floor area - 3 blocks on 3 levels - 150 units.

Customer base: 2/3 Swiss, 1/3 French

Catchment area: 350,000 residents (equivalent to 1 million residents due to the strong buying power)

- > Leisure and innovation: 31% of the complex
- > Supermarkets: 33%
- > Shops: 36%

The Centre National d'Art et de Culture Georges Pompidou covers 2 levels (1,800 m²) and Universcience covers 2,500 m² across two floors in the North block, while "Le Voltaire" cinema has 8 theatres

About Altarea Cogedim - FR0000033219 - ALTA

Altarea Cogedim is a leading property group. As both a property owner and developer, it operates in all three main classes of property assets: retail, residential and offices. With over 1,500 employees, it has the know-how in each sector required to design, develop, commercialise and manage made-to-measure property products. A true urban designer, operating in France's 12 largest metropolitan areas, Altarea Cogedim is organised around five brands (Altarea Commerce, Cogedim Logement, Altarea Cogedim Entreprise, Pitch Promotion, Histoire & Patrimoine). With operations in France, Spain and Italy, Altarea Cogedim manages a shopping centre portfolio of €4.5 billion. Aware of the challenges linked to CSR, Altarea Cogedim positions itself today as the public interest partner of choice to support cities in their ecological, social and societal transitions. Listed on compartment A of Euronext Paris, Altarea had a stock market capitalisation of €3.2 billion at 31 september 2017.

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