

GROUPAMA IMMOBILIER INAUGURATES FACTORY, FIVES' NEW HEAD OFFICE: AN EMBLEMATIC RESTRUCTURATION IN THE HEART OF PARIS

On 17 October 2017, Groupama Immobilier and Fives inaugurated the *Factory* building, fully restructured from two disconnected and obsolete buildings to offer 4,000 m² (43,000 square feet) of offices. *Factory* was tailor-made for Fives, a champion of the industry of the future, which has thereby found a new home in the heart of Paris's "digital triangle".

Groupama Immobilier and architects DTACC succeeded in merging two obsolete buildings, built back-to-back in the 1870s, opposite the town hall of Paris's 9th *arrondissement*. To do this, they literally turned the inner courtyard upside down and rebuilt the connecting building, creating a single, homogeneous building with large open-plan offices.

The restructuring operation is emblematic of Paris's revival. The old buildings had undistinguished entrances, labyrinthine circulation, unused basements and roofs, and façades of low architectural accomplishment. *Factory* now offers a large entrance hall, fluid connections and more open workspaces, glass-roofed foyers and collaborative spaces in the basement, as well as a green rooftop with a panoramic view of Paris. The latter overlooks a new, contemporary facade, combining stone and zinc, which creates a transition between the styles of the two buildings (one in the Haussmann style, the other from the 1930s).

This is what led Fives to choose *Factory* for its new head office, which was tailor-made for the company. Fives is one of the world's leading industrial technology specialists, designing production lines for the likes of Airbus, Boeing, Nissan and Tesla. With *Factory*, Fives is establishing itself at the heart of the Paris's digital ecosystem, in a building that reflects its philosophy: respectful of history but turned towards the future. The aim is to create a sense of unity for its Parisian teams (formerly spread out over four sites) and to welcome employees and partners from all over the world.

Factory is another illustration of Groupama Immobilier's model:

- take part in the transformation of its emblematic neighbourhoods: Paris 9 (*Factory*, *SoCo*); the Champs-Élysées (*Hôtel de Güntzburg*, 79 Champs-Élysées ; the future 150 Champs-Élysées); La Défense (*Window*, the future *The Link*);

- create architectural features that are ahead of the standards of commercial real estate, thereby increasing the asset value and the value to users;

- focus on operations that are customised for their users: even before the sketch stage, Groupama Immobilier engaged Fives, which was already a tenant in the neighbourhood;

- carry out projects from end to end: identification of needs, development, management of the works;

- execute quickly: 33 months between the first idea and *Factory's* delivery. A record time, required to meet Fives' rental commitments and made possible by the relationship of trust, the speed of decisions and a project-mode, flex office-based organisation.