

**Presentation document and call for applications**

*(version of November 1<sup>st</sup> 2011)*

a visual perspective on cities

.....  
**REVEALING AND STAGING  
THE METROPOLITAN  
LANDSCAPE**  
.....

landscape as a metropolitan actor



*NB: for this project, Les Ateliers are seeking new financial partners*



/ de la Seine à la Seine / établissement public d'aménagement /  
**La Défense Seine Arche**



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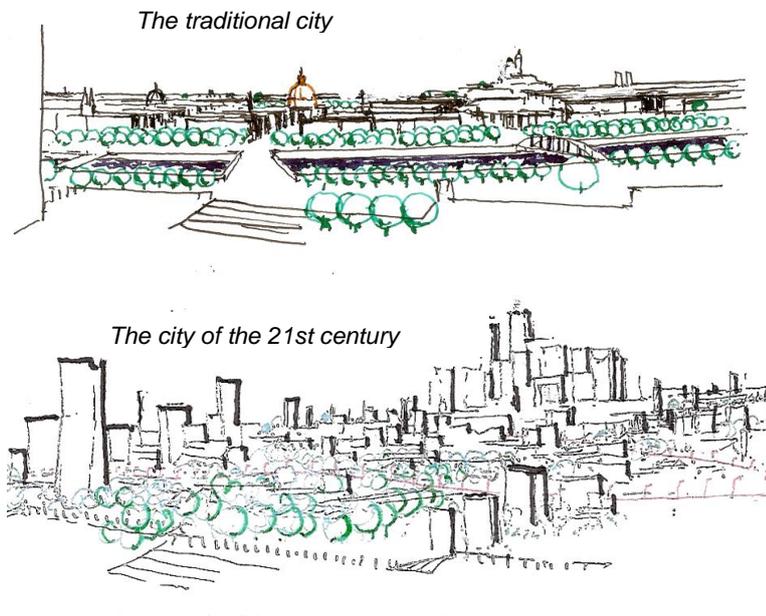
*Nicolas De Staël: The White City (detail)*

# Preamble

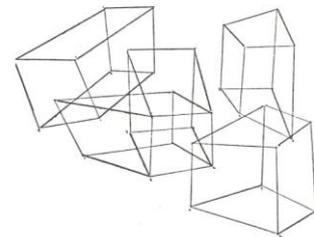
In 2012, the ATELIERS INTERNATIONAUX DE MAITRISE D'ŒUVRE URBAINE (International Urban Planning and Design Workshops) will be celebrating their 30th anniversary. This non-profit organisation was established in 1982 by urban planners in the new town of Cergy-Pontoise northwest of Paris with a view to calling into question and enhancing practices in spatial planning and design. Over its 30 years of existence, the Ateliers have explored numerous new issues and expanded knowledge of existing ones, as exemplified by the topics of the most recent workshops: the river as a powerful lever for spatial planning; the urban-rural interface in metropolitan areas; and the future of business districts.

The purpose of this document is to present the topic of the 2012 summer atelier and the collective effort undertaken as part of the 30<sup>th</sup> anniversary process. It has been prepared by the Ateliers management team, whose members hope it will help them to form partnerships, involve universities and attract applicants for the atelier. It is available on the following website: [www.ateliers.org](http://www.ateliers.org).

## The city's size has changed and it is searching for new structures



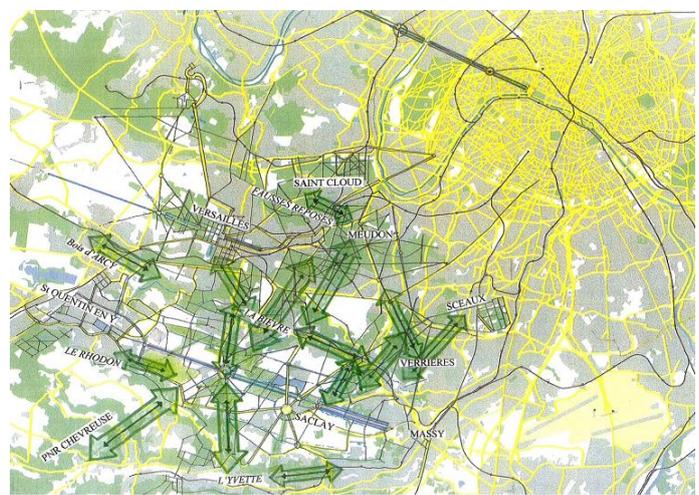
The CUBE has taken over the city. And this is culturally significant, assuming that it can escape from its rigidity, i.e. its single shape.



'The thinking eye' Paul KLEE



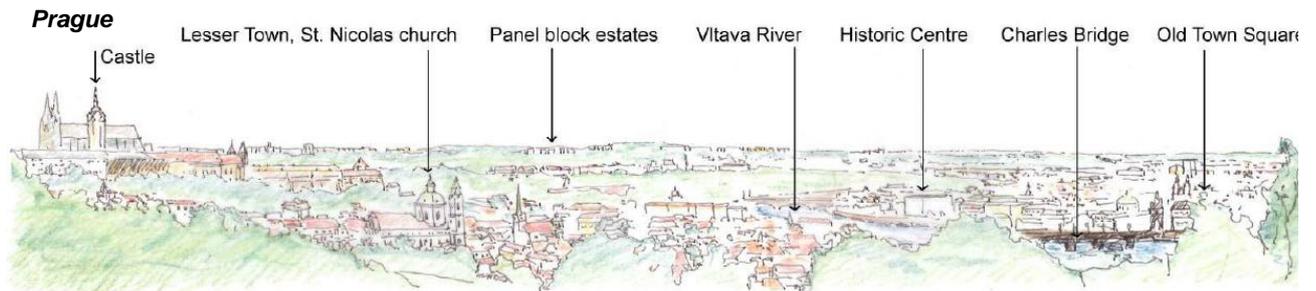
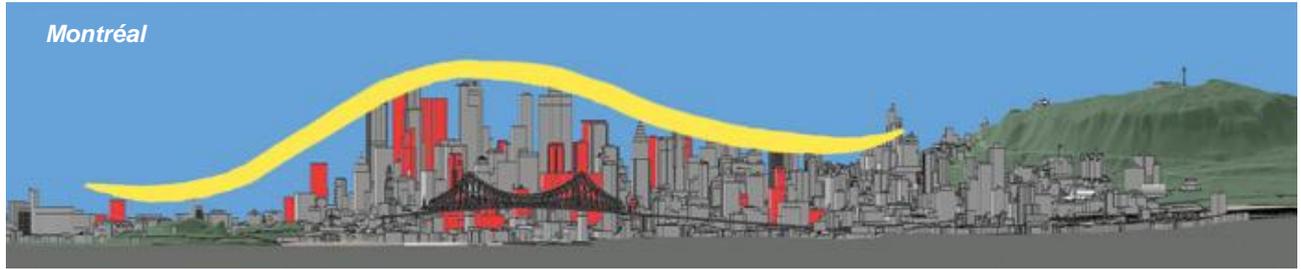
Thinking on a new scale?



Landscape framework  
(foreshadowing the structure of the Paris-Saclay campus)

# Representations of metropolitan landscapes

Extracts from partnership proposals submitted by metropolitan areas willing to collaborate with the Ateliers



## 82% of the inhabitants of the Paris region do not live within Paris city limits. What do they see?



If you are among the 82% of the inhabitants of the Paris region who do not live within Paris city limits, this kind of cityscape should be familiar to you. The suburbs of Paris are easily recognisable from this collection of typical recurrent features: 19<sup>th</sup> century houses, trees, street lamps, corner café (closed), 12-storey blocks of flats and gaudy retail signs. Is this the landscape of Greater Paris?

For our 2012 summer atelier, we have chosen a difficult and unusual topic: how to reveal and to stage the large landscape, i.e. that of our metropolitan areas and, more specifically, of Greater Paris. We propose a deliberately unconventional VISUAL and IMAGE-BASED perspective on issues facing large cities, such as transport, the economy and housing. These issues have to be addressed, of course, but when dealt with separately they result in the frustration of not being able to understand what is VISIBLE. The mere juxtaposition of developed plots of land linked together by transport networks causes this frustration, which cannot be remedied by discourses on the functional value of a great capital city. Where is the geographical dimension? How does it relate to the urban fabric, its structure and areas of plant life? What are the icons of a 21<sup>st</sup> century metropolis that allow it to explore fully the development possibilities open to an area that extends well beyond its historic centre and in which the great monuments of the future will be located? To celebrate their 30<sup>th</sup> anniversary, the Ateliers thus wish to turn the spotlight on THE GREAT URBAN LANDSCAPE, i.e. the landscape that the passers-by and inhabitants of the metropolis EXPERIENCE EVERYDAY and which can be said does not enhance “THE VALUE OF THE CITY”. So what is missing? What CREATIVE AUDACITY will allow us to tame and admire the components that make up the “pieces of city” of today? How can we put them together and renew them to produce the metropolitan landscapes of tomorrow?

# STUDY TOPIC

## Landscape and metropolisation

**Landscape is not static:** it changes with time due to the impact of both human and natural activity. A landscape is an asset, a capital, which is all too often neglected.

In the 20<sup>th</sup> century, the world's great metropolitan areas developed anarchically by placing new neighbourhoods and soulless suburbs side by side haphazardly, in areas criss-crossed with infrastructures that are very useful, but also have destructive effects on the original landscapes. We are responsible for our landscapes. What have we done with them? Metropolitan areas form part of the regional landscape, creating a new landscape, which gives the city its image. It is high time we responded by finding spatial development concepts based on an awareness of landscapes and on the will to keep under control the landscapes we create.

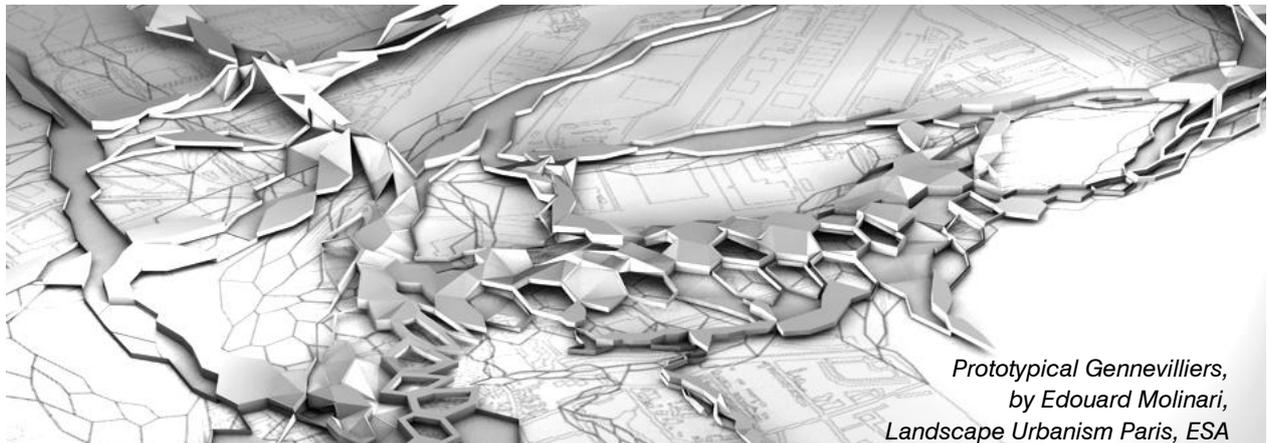
The importance of landscapes has been recognised for a long time, but this seems to have been forgotten in today's world. The formal French garden had opened up the large estates to the landscape of our countryside. A symbiotic relationship was established between the built structures and the surrounding natural landscape. These examples from the 17<sup>th</sup> and 18<sup>th</sup> centuries gained widespread acceptance across the world and exerted considerable influence on subsequent compositions. Traditional towns and cities often featured characteristic urban forms that gave each of our cities an identity. If the examples left by our predecessors enchant our eye, it is our duty to rediscover the tools that will enable us to develop our cities with attractive and beautiful new landscapes.

Faced with major economic, social, energy and climate-related challenges, our cities must be functional so as to allow each of us to live in them as well as possible. But to really meet these challenges, our cities must also be radiant and attractive. To achieve this attractiveness, a high quality living environment and the image of a city that fits harmoniously into its region are indispensable.

In this regard, numerous urban planners in Europe and America are convinced that one of the keys to success is the quality of the landscape. **Today, the truly revolutionary approach is to think first about the landscape before thinking about functionality.** No longer can urban growth be allowed to flourish at the expense of rural areas or by disregarding the global ecology.

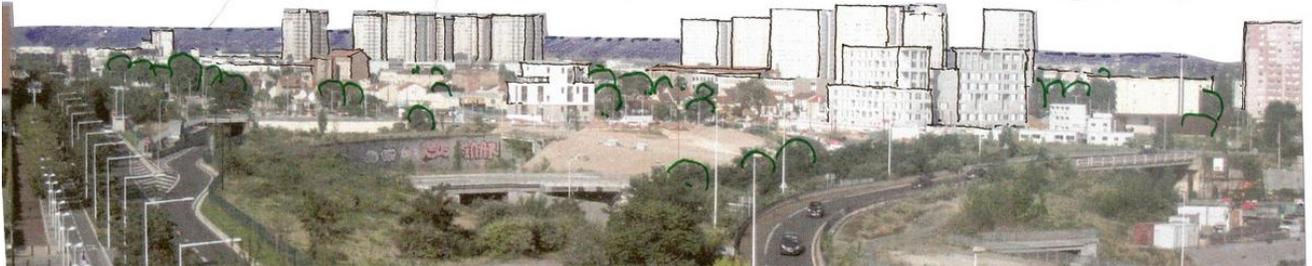
All studies should be based on geography, ecosystems and hydrographic networks. Decisions on where to locate new neighbourhoods and the indispensable infrastructures they need in order to develop must be based on prior awareness of the fragility of the landscape. The new forms of urban planning must offer alternative solutions to the rigidity of functional cities. The place given to nature in contemporary cities is of the utmost importance. It is urgent to restore the interaction between town and country as soon as possible.

Concern for the landscape is not just a passing fad. It could even become one of the fundamentals of our thinking as urban planners.



# Evolution of landscapes: what if we don't do anything?

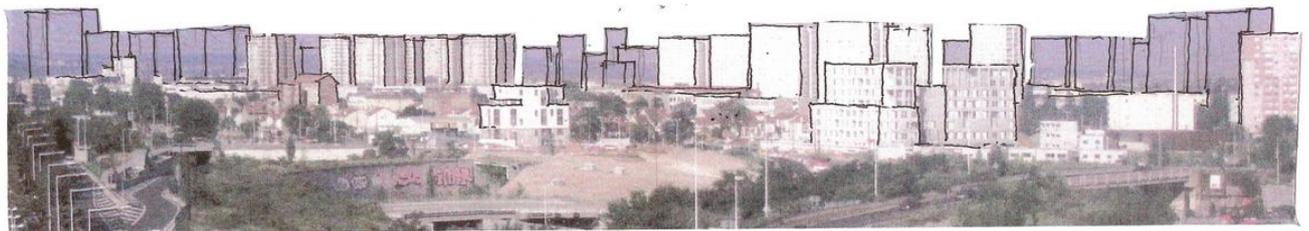
Outside the historic core city centres, metropolitan landscapes are the products of the juxtaposition of development projects fortuitously resulting from land management and functional opportunities.



This landscape is only eight kilometres away from the Arc de Triomphe. The photo was taken from the viaduct that carries line A of the RER rapid transit line over the river Seine. The skyline in the background features Marly Forest. The built landscape is made up of old houses, trees, a white building that seems new, empty spaces – sports fields, parking lots, worksites, roads – and a series of blocks of flats that stand out on the horizon.

Is it beautiful? Is it ugly? Is it special? Can we discern anything significant in this landscape? Could we recall it? Would we long for it?

Let's look ahead. How will this landscape evolve? The logical sequel would be the repetition of the same urban forms built to densify the empty spaces wherever and whenever land or transport development opportunities arise.



We question this landscape, which has been spreading naturally and in a standardised way around large metropolitan areas because of its undeniably consistent underlying logic.

Faced with this reality, there are two possible responses: either you adopt a laissez-faire policy and wait until time turns against you so that you can do no more than note (and regret?) the consequences; or you adopt a proactive approach and endeavour to take control by imagining other scenarios and finding reasons to take action.

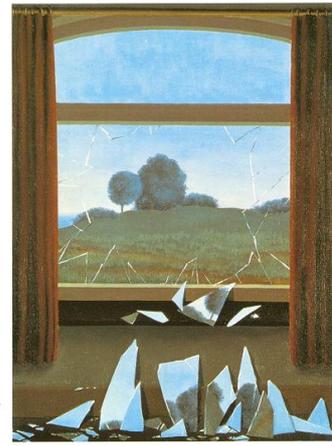


*There are numerous examples across the world of such private developments realised without consulting anybody. This photo shows a new prime property development programme in the Tigris valley (Turkey).*



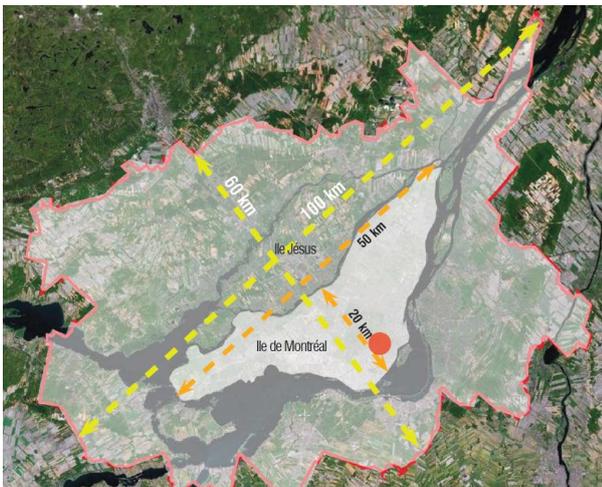
## Visual perspective

For this atelier, we have chosen **simply to focus on the visible**, not with the vertical perspective of the planner or with the sharp eye of the geographer, but rather **with the horizontal perspective** of all those who use metropolitan areas, namely the inhabitants, workers, visitors, tourists, etc. We shall concentrate on what these people see from their workplaces and homes, on their daily travels by car, bicycle or public transport, and during their leisure and holiday pursuits.



*The key of the fields, Magritte*

## Our choice: the grand scale



*In red: downtown Montreal  
In pink: the limits of Greater Montreal*

### The metropolitan dimension

One in two human beings live in a city. One human being in four lives in an agglomeration with over one million inhabitants. Ten out of 12 inhabitants of the Paris region do not live within the limits of the core city of Paris.

The urban landscape can be approached on several scales:

- first, the scale of the **STREET** and the **SQUARE**, which are enclosed spaces;
- second, the scale of the **VALLEY**, **PARK** and **MAJOR ALIGNMENTS**, which are **RADIANT INNER SPACES** with visual openings (vistas);
- and third, the scale of the **OUTLINE**, the **CURVE** and the **DISTANT**, which are the most prominent spaces (floors, high relief areas, etc.), from which we can make out large land masses and elevations.

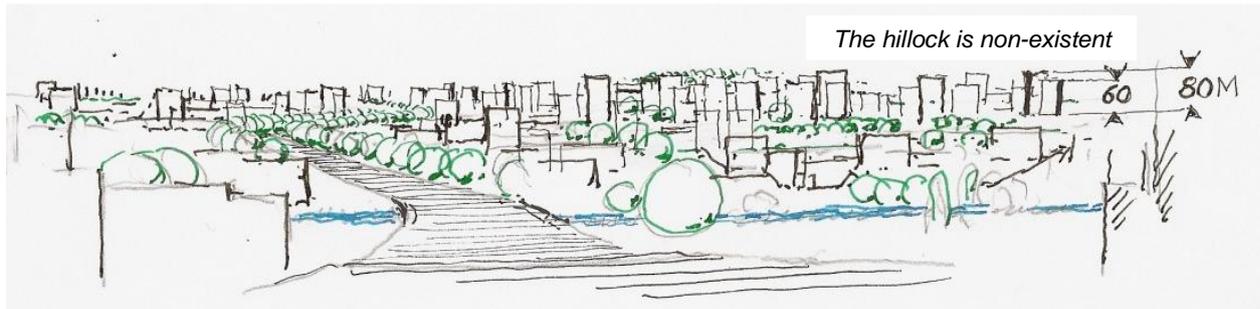
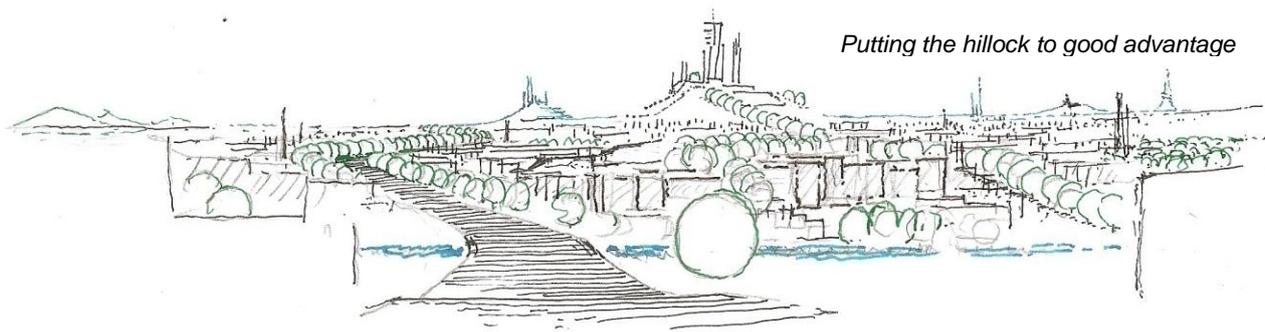
We shall adopt this third scale – the overall perspective, from which we are sometimes surprised by the quality of the panoramic view or, on the contrary, by its mediocrity.

## The design challenge

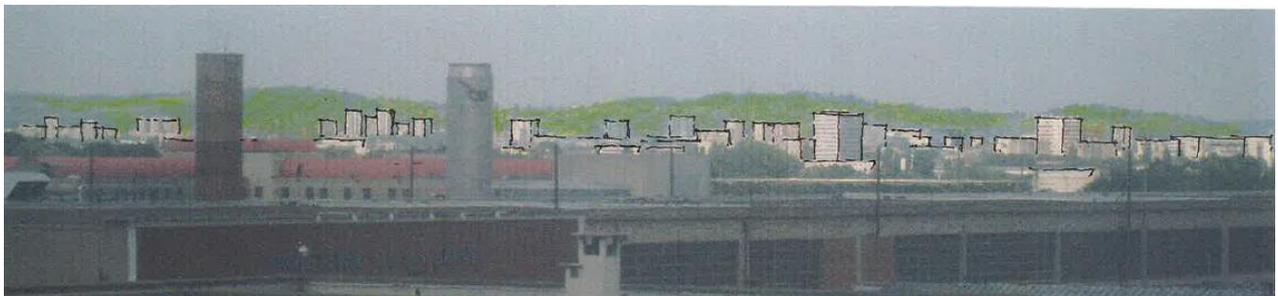
Objects are ergonomic when beauty is made to enhance practicality. When applied to objects, the art of design always renews our standards of beauty, performance and practicality, so why should we be incapable of applying this approach to the landscapes we see and use? Could we not dedicate as much energy and creativity to designing our living environment as we do to designing useful or useless day-to-day utensils?



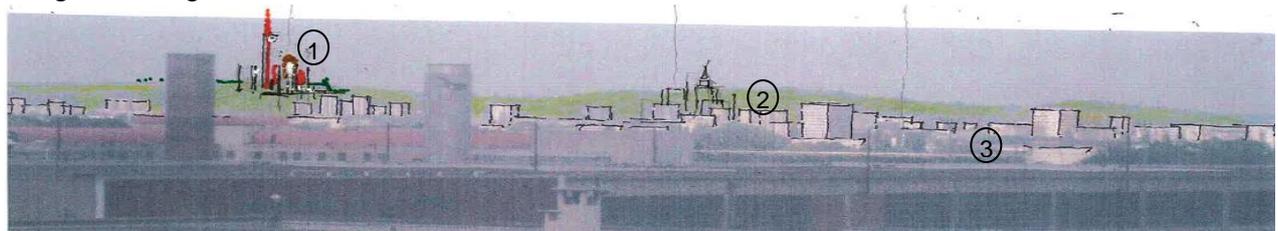
## ACTING on the LANDSCAPE is perfectly possible



Even when not very elevated, high ground can be set off to great advantage by the proximity of built features, which become landmarks that give a sense of identity, beauty and structure to urban landscapes. Conversely, if no thinking has gone into making such built features work to good advantage, the pieces of high ground may go unnoticed because the high-rise buildings have been scattered haphazardly across the landscape. This is particularly true when the hillocks in question are topped with protected woodland, like in the Paris region, which means they cannot be developed for the time being, making it impossible to design a new form.



Here is another example. This landscape is very typical of what we can see through the windows of the RER mass rapid transit train in the Paris region. The superimposition of different layers of features over each other helps to prevent excessive uniformity, but the range of urban vocabulary remains limited. Is this good enough?



Here are some urban planning proposals for enhancing the quality of the skyline: 1/ top a hillock with a landmark feature, such as a built structure with a distinctive colour and form; 2/ reinforce urban centrality; 3/ forbid densification... This is not a model, but the demonstration of the fact that it is possible to formulate an URBAN VISION and make it happen.

## Beauty / Identity

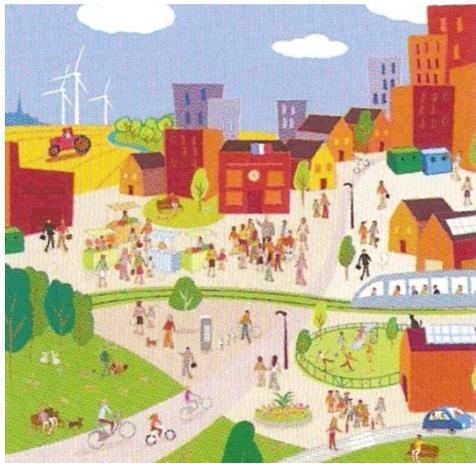
“Among all the inequalities that are intolerable, unequal access to beauty is one of the most appalling and distressing. (...) . Of course, beauty is subjective: standards of beauty differ from one period to another and, as they say, ‘beauty is in the eye of the beholder’. But these are not reasons for avoiding the issue. (...). We shall make Greater Paris real in the same way as our forebears made Paris real.”

*Speech by the President of the Republic on Greater Paris, 29th April, 2009.*

A city's character, aesthetic qualities and image directly enhance its value in the eyes of both its own inhabitants, with their sense of belonging, and in those of its external economic stakeholders, such as tourists, corporations and households.

The question is: can we produce a distinctive “aesthetic signature” for our time?

## Carbon balance, sustainable development and urban forms

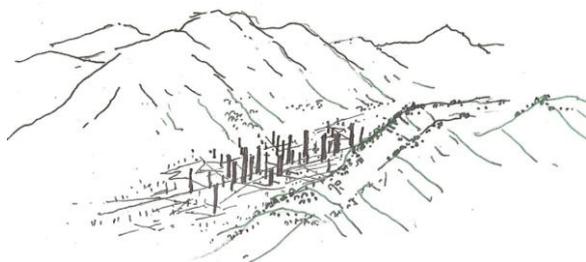


In addition to the underlying logic of the property/real estate market already mentioned and to the set of approved urban planning documents, what are and will continue to be the key factors that will impact on our visual environment? Energy efficiency will most certainly be a crucial factor of change. Does the content of this piece of naïve art foreshadow some serious solutions to this problem? People always talk about sustainable urban development, but what do we know about the urban landscapes that these new requirements will lead to? What impact will they have on the facades and forms of future built structures, and on transport networks? Will sustainable development take on characteristic urban forms?

## Taking action!

The atelier will not be dedicated only to an analysis of what exists and of the potential opportunities. Participants will also be required to come up with ideas for courses of action. Although the proposal submission process has not started yet, we can already imagine innumerable possible courses of action:

- exploiting the full potential of geographical features, such as hills and valleys;
- using infrastructures as monumental structures and as places that afford panoramic viewpoints;
- highlighting the major alignments;
- enhancing existing or new landmarks, unique features, milestones and icons;
- setting overall criteria for constructing high-rise buildings and built structures;
- creating new unbuilt spaces and enhancing existing ones;
- establishing biodiversity corridors and using plants in all their dimensions;
- encouraging urban or street art;
- promoting urban lighting and modern technology;
- regulating access to the roofs of high-rise buildings;
- implementing a metropolitan communications policy on these landscapes...

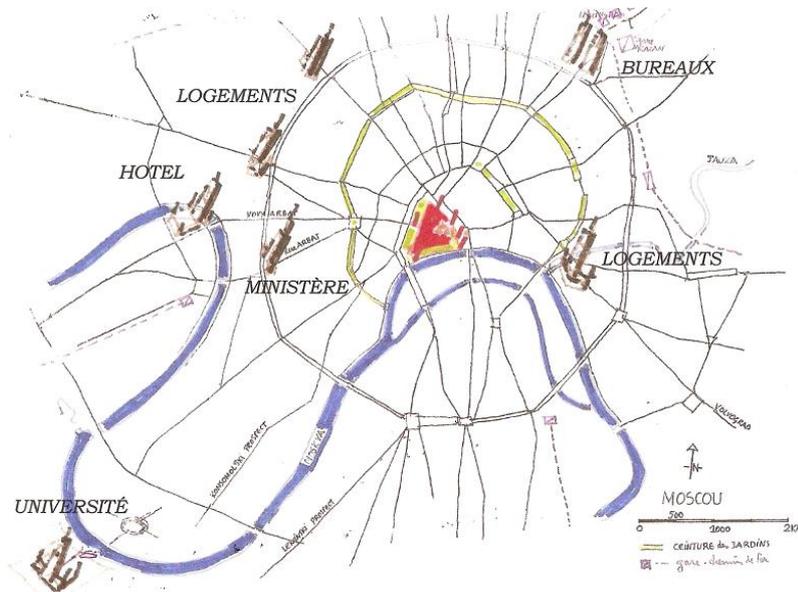


*Some natural sites 'ARE naturally MONUMENTAL'...*



*...others call for an inventive approach.*

# A visual perspective on Moscow

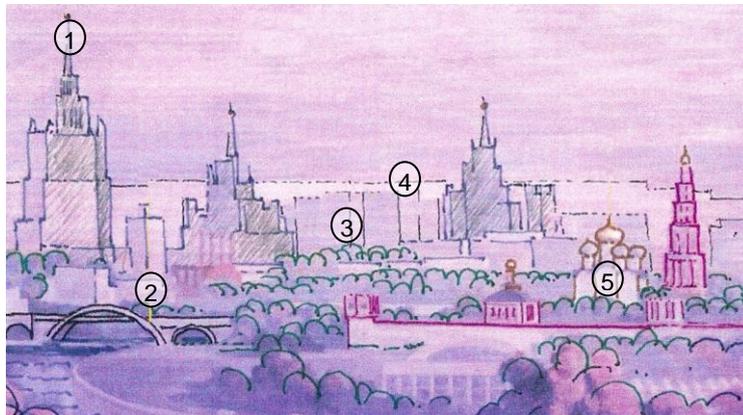


*Vysotki zoning plan, consistent with the city's spatial organisation*



*Vysotki Soviet era high rises with typically unusual shapes*

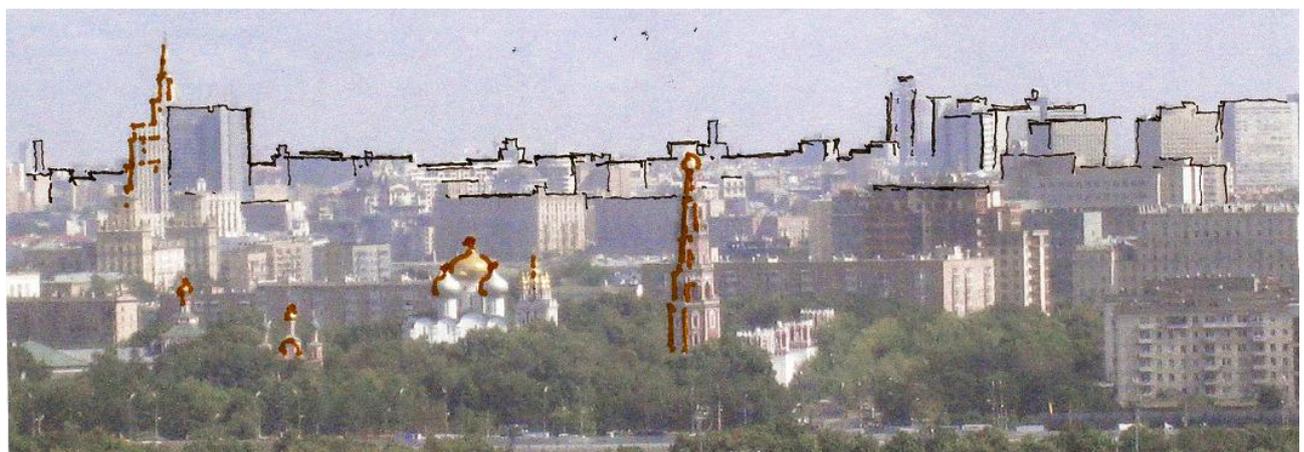
Moscow is one of the few cities that seem to have consistently shown a concern for their urban image. This has resulted in the positioning of iconic buildings in strategic locations. Thus, the ordinary buildings with limited heights powerfully set off the “seven sisters” (the Vysotki high rises), which have become monumental landmarks. They were built by the Soviet political authorities to impress people (as Louis XIV did in his day with Versailles).



**The graphics in this simplified image give it the authority of a regulatory instrument.**

- 1 / Landmark – The monumental value of high rises
- 2 / A major infrastructure
- 3 / Alternation of Park and built-up area
- 4 / Medium-sized volumes – Mixed uses
- 5 / A monument with great heritage value

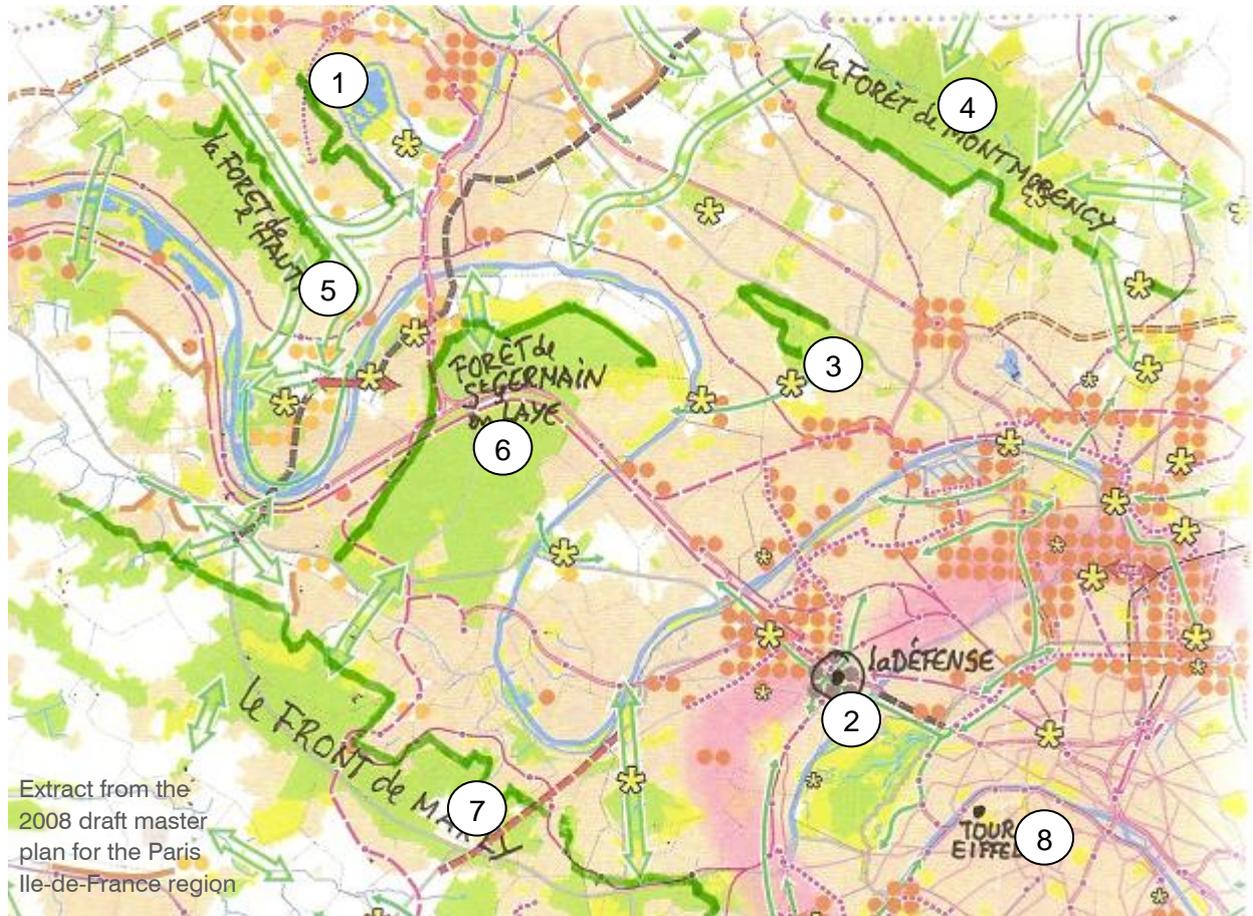
The Moscow of today is given over to “the spirit of free enterprise” without any consideration for the image of the city: subconsciously, Moscow now tends to follow one of the basic tenets of modernity, namely, to do away with the past altogether.



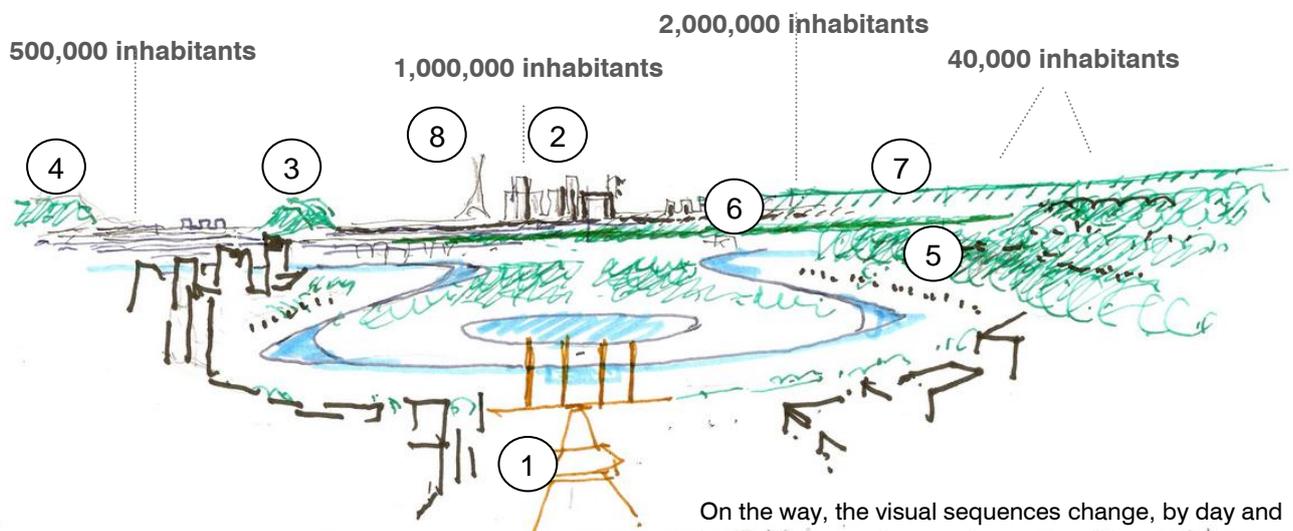
## Other perspectives, references, questions, models?



# Landscape: from map to eye-view



This map shows the woodlands and inhabited areas, but not the hills and valleys (relief). At head height, the eye inevitably sees the relief, but not what it hides. Millions of inhabitants appear in the landscape only in the form of a thin grey line, which provides a base for the natural and built monuments. The composition of a great landscape is based on its physical geographical features, but also with the help of maps and other tools.



On the way, the visual sequences change, by day and by night, depending on distance and time.

# APPLICATION TO GREATER PARIS

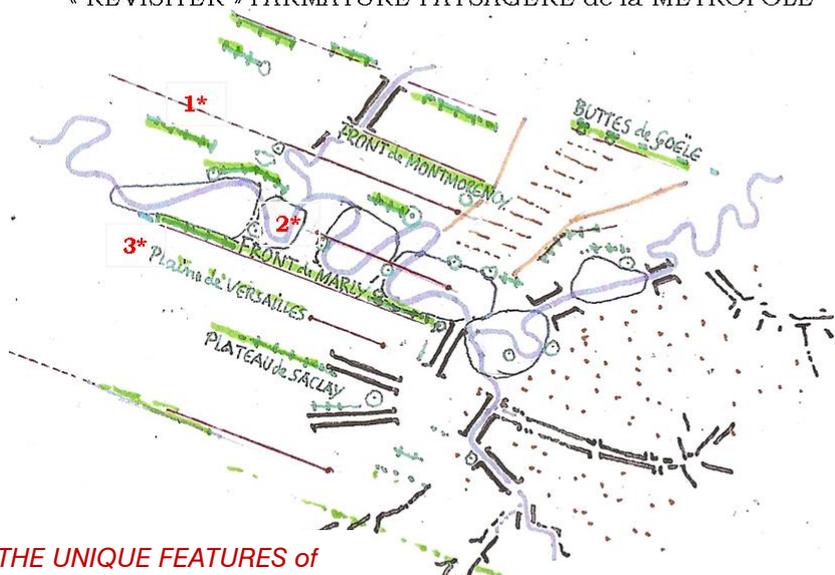
## Understanding the geography of the Paris region



The proposed approach cannot take into account only two dimensions. This photo of a relief map of Greater Paris highlights the multiple lines of force that characterise the geography of the Paris metropolitan area.

### “REVIEWING” THE STRUCTURE OF THE METROPOLITAN LANDSCAPE

« REVISITER » L'ARMATURE PAYSAGÈRE de la MÉTROPOLE



The great historic routes – Julius Caesar’s Roman road, the Champs-Elysées, the gardens of Versailles – followed the Paris region’s geographical lines of force.

- Rivers and streams
- Lines of force
- Crests – hillocks and hills
- Independent topographical entity on the banks of rivers & streams
- Highest points
- Plaine de France glacis (incline)
- “Valley” corridor
- Great Brie plateau
- 1\* Julius Caesar Roman road
- 2\* Champs-Elysées
- 3\* Gardens of Versailles

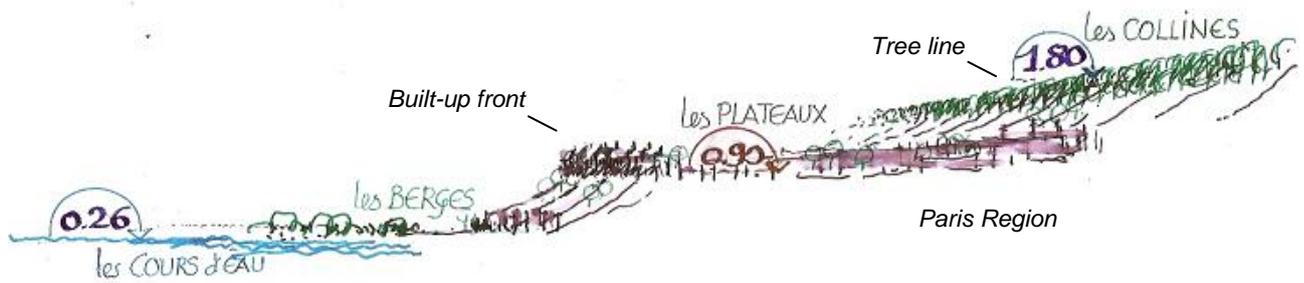
**THE UNIQUE FEATURES of THE GREAT LANDSCAPE of THE PARIS METROPOLIS**

ENHANCING the VISIBILITY of the features of the NATURAL AREAS

These illustrations show what basic features should inspire the image of the Greater Paris metropolitan area. They are no longer the same as those that characterise the Paris basin.

## Can the 3-level terracing of the regional landscape...

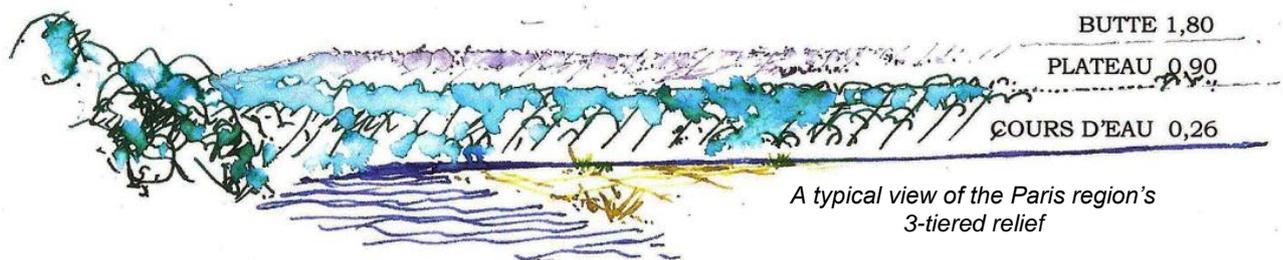
In the Paris region, the landscape is structured in the form of three 'large steps'.



Level 1: the river Seine, the beds of the valleys and streams, at between 25 and 30m above sea level;

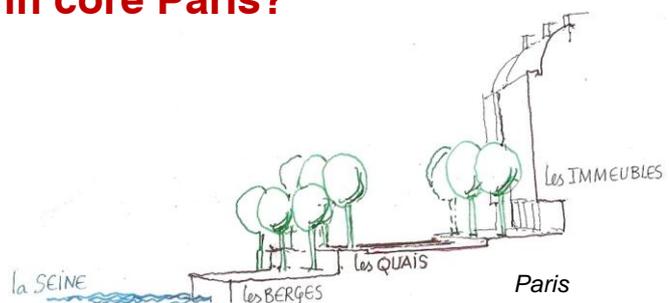
Level 2: the plateaux and large terraces, at between 90 and 110m above sea level;

Level 3: the hillocks and hills, at maximum heights of between 180 and 200m above sea level.

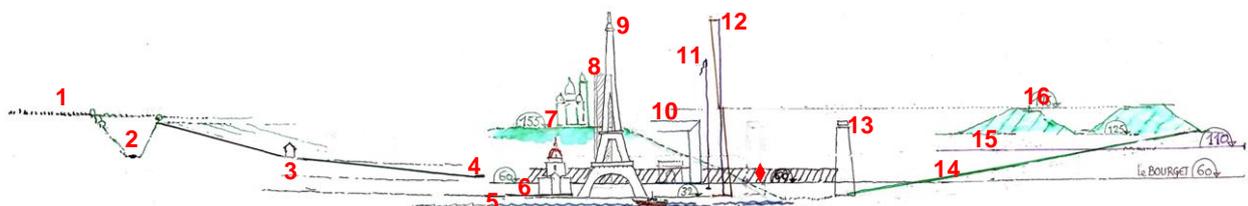


## ... be enhanced in the same way as the 3-tiered terracing of the banks of the river Seine in core Paris?

An unusual correlation is visible between the 3-level terracing of the Paris region's relief and the 3-tiered terracing of developments on the banks of the river Seine through central Paris.



In central Paris, on the 25 metre-wide strip of land between the river and the higher ground, planners have taken good advantage of the low relief to develop neighbourhoods as diverse as the Pantheon, Place de l'Etoile, the Trocadero and La Défense.



1 / Saclay plateau – 155m

2 / Bièvre valley – 90m

3 / Château of Sceaux – 90m

4 / Paris ring road – 70m

5 / River Seine – 26m

6 / Seine river banks – 32m

7 / Base of Montmartre hill – 155m

8 / Montparnasse Tower – hh +210m

9 / Eiffel Tower – hh + 361m

10 / Grande Arche – hh + 110m

11 / First Tower – hh + 231m

12 / Hermitage Tower – hh + 307m

♦ / Traditional buildings – 60/90m

13 / Pleyel Tower – hh + 128m

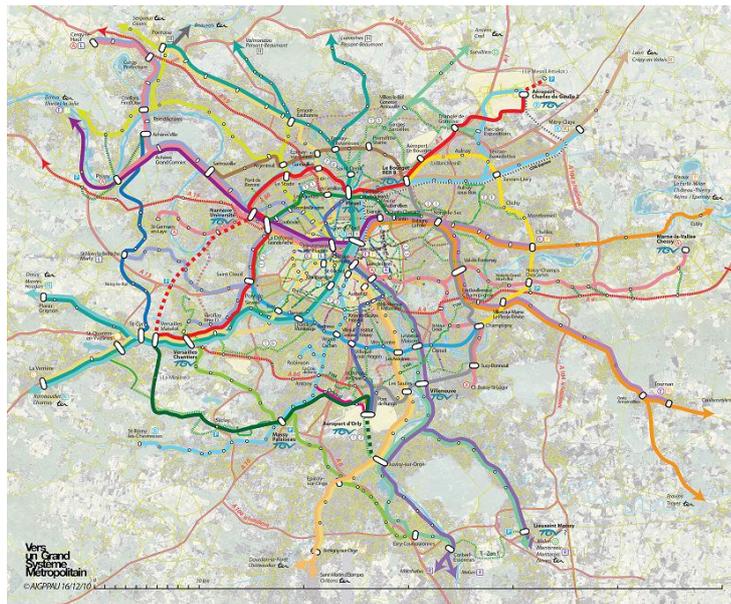
14 / Plaine de France incline

15 / Roissy Airport runways – 110m

16 / Goële hills – 175m

hh = head height

# For Greater Paris, what Great Landscape?



The main justification for the layout of the new Greater Paris public transport systems is to interconnect the main economic development clusters. Consequently, it gives priority to the inner suburban ring of Paris, notably in the South-West (Saclay) and the North-East (Roissy). This configuration does not take into account the geography and centralities of the second outer suburban ring. Through the construction of stations and the development of station neighbourhoods, this new functional geography will produce new urban landscapes. How will these new building volumes fit into the natural geography and existing volumes?

**SDRIF regional master plan, international consultation process, Capital Region Mission, Greater Paris International Workshop, Greater Paris development corporation ... Here are the milestones in the “Greater Paris” development process.**

## 2007

**15 February:** the Regional Council approves the draft Paris Ile-de-France regional master plan – **Schéma Directeur de la Région Ile-de-France (SDRIF)**

**26 June:** the **Paris Region chambers of commerce** issue a negative consultative opinion on the draft SDRIF, criticising its neglect of economic development.

**17 September:** launch of an **international consultation process** on “a forward-looking analysis of the Greater Paris metropolitan area and its landscape over the next 20, 30 or even 40 years”.

## 2008

**18 March:** formation of a Secretaryship of State in charge of “**The development of the capital region**”.

**4 June:** launch of the work of **10 international multidisciplinary teams** on the Greater Paris project.

**25 September:** the Regional Council **finally adopts** the new version of the SDRIF amended after a vast **public enquiry** conducted in late 2007. The project is not approved by the State (central government).

## 2009

**March:** the Committee on the **reform of local government** publishes its report, in which it proposes that the county of Paris should merge with the counties of the inner suburban ring (Hauts-de-Seine, Val-de-Marne and Seine-Saint-Denis) by the year 2014.

**April:** **exhibition of the proposals** submitted by the 10 teams for the development of “the Greater Paris agglomeration”.

**June:** formation of **Paris Métropole**, a voluntary grouping of 65 local government authorities including the City of Paris and the Île-de-France region.

**Autumn:** the “Greater Paris” project is announced, featuring the creation of major **economic clusters** around Paris and the development of a high-performance public transport network linking these clusters with the airports, high-speed train (TGV) stations and central Paris.

## 2010

**10 February:** formation of the **International Greater Paris Workshop** bringing together the 10 teams.

**3 June:** parliament passes the **Greater Paris Act**, which requires, in particular, the construction of an automated metro line and the establishment of a state-owned corporation called **Société du Grand Paris** (SGP Greater Paris Company) to build this line.

**10 June:** the new version of the SDRIF master plan is submitted to the **Council of State** for advisory approval and possible validation by decree.

**November:** the Paris Métropole grouping now counts 195 local government authorities, representing 90% of the population of the Paris Ile-de-France region.

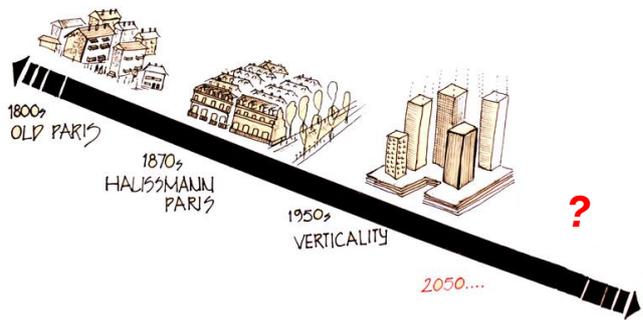
## 2011

**January:** the Regional Council and the national government agree on the layout and financing of the Greater Paris transport network: **Grand Paris Express**.

**7 September:** the minister of urban planning announces that a **new master plan** for the Paris Île-de-France region will be approved by 2013, incorporating the provisions of the Greater Paris Act.

# QUESTIONS

In each period of history, the ruling classes express their power through architecture and buildings, such as the palaces of emperors, the cathedrals of the all-powerful Catholic Church, the royal chateaux of the Renaissance, the large houses of the middle classes, etc. In the 20<sup>th</sup> century, large engineering structures, such as highways, bridges and railway lines, which are still highly visible across our landscapes, expressed the power of the State and of technology. The State also asserts its power by constructing iconic buildings such as the Pompidou Centre in Beaubourg (Paris) or the National Library of France (in Paris). Today, large corporations assert their strength by locating their headquarters in high rises made of steel and glass.



What new forms will be generated by the 21<sup>st</sup> century, which promises to be a period of great change? The urban world is forever changing. In metropolitan areas, change is being driven by powerful market forces, the strength of citizen movements, infrastructure projects to relieve congestion and initiatives in favour of sustainable development. These drivers of change are directly or indirectly generating new forms and images in agglomerations.

During the 2011 atelier on the vision of the La Défense business district for 2050, some teams tackled the issue of “post-capitalism”. The 2012 atelier could raise questions about the emerging symbols of the main current and future drivers of change.

## Random sample of questions

In addition to the initial questions mentioned on page 10, here is a series of questions to broaden the scope of our thinking.

What should we aim for in terms of the image of a great metropolis that takes into account the agglomeration as a whole?

What symbols should we look for (without looking for possible functions) and where?

How can we retake ownership of an area whose unique geographical features have been misused and so need to be recognised, highlighted and enhanced? This includes the slopes of the valleys, the hillsides, the plateaux and the watercourses.

What new elegant landscape features are needed to reconcile the vegetation with built-up space? How can we combine ordinary features with more sophisticated elements?

What needs exist for verticality?

How can we keep the urban machine under control, given that its drivers, such as mobility, in particular, generate interlacing networks? Will it be possible for these networks and living spaces to intermingle?

What collective but non-institutional initiatives may also help to develop a landscape for the 21st century?

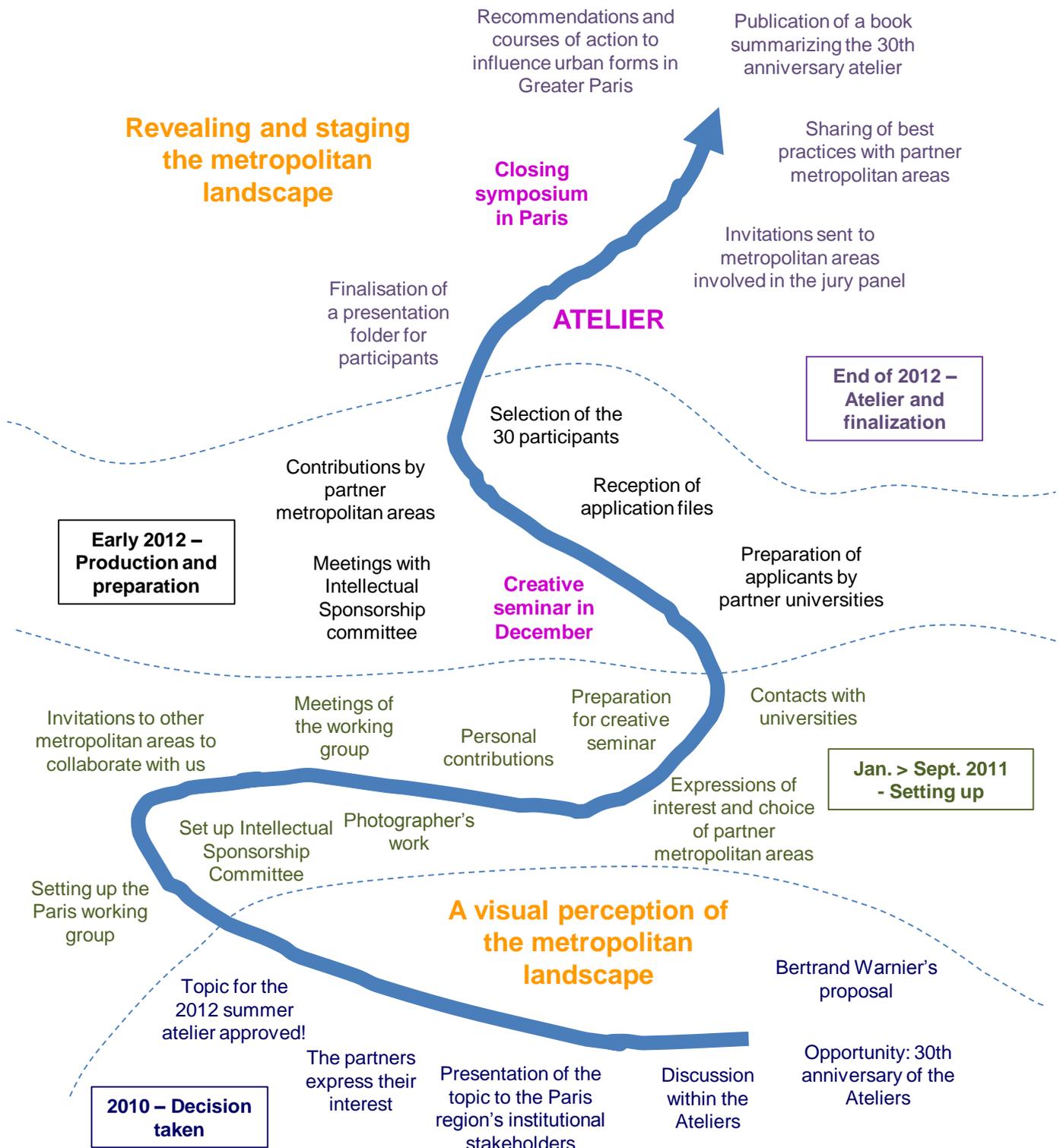


*Representations of geography and infrastructures of Seine-Oise confluence in Atelier 2009*



# 30th ANNIVERSARY PROCESS

Because of the scale and scope of the topic for 2012 and in order to mark the 30<sup>th</sup> anniversary of the Ateliers, we have not followed the usual preparation procedure for a “Cergy summer atelier”. Since late 2010, a more open and collective preparation process has been gradually implemented involving actors and contributors from several different circles. The following diagram illustrates the various initiatives taken to prepare for and choose the topic to be studied.



# Contributors and study circles

## Paris region working group

Several urban planning players in the Paris region have already been working on the landscape topic. As the atelier is an interactive platform – and not in competition with institutional stakeholders – we invited our partners and the regional authorities to share our work by joining a working group that meets every quarter in various places, each venue providing a different visual perspective on the region. The Paris region's main institutions and local government authorities have now joined the working group, including the Région Île-de-France, IAU-IdF - Institut d'Aménagement et d'Urbanisme d'Île-de-France, la DRIEA - Direction Régionale et Interdépartementale de l'Équipement et de l'Aménagement, DRAC - Direction Régionale des Affaires Culturelles, AIGP – Atelier International du Grand Paris, Ville de Paris, APUR – Atelier Parisien d'Urbanisme, Paris Métropole, as well as several county councils. A total of 37 people have participated in one or more of the three meetings already held.

## Intellectual Sponsorship committee

In the interest of developing our comprehensive or holistic approach, we have obtained the support of a “Sponsorship Committee” made up of personalities recognised as authorities in the fields of urban planning, philosophy and literature, i.e. people who have the ambitious vision we require the younger generations to have. Here is the list of “sponsors” who have confirmed their active support:

Richard BENDER, architect-urban planner, University of Berkeley,  
Augustin BERQUE, geographer, Ecole des hautes études en sciences sociales, Paris,  
Pierre CALAME, President of the “Fondation pour le Progrès de l'Homme”,  
Jean DELLUS, urban planner and architect, winner of the Grand prix de l'Urbanisme,  
Lisa DIETRICH, architect-urban planner, publisher of the Scape review,  
Dani KARAVAN, Praemium Imperiale artist,  
Tadashi KAWAMATA, visual artist, Tokyo,  
Peter KNAPP, photographer, graphic designer, film-maker,  
Edgard MORIN, philosopher and sociologist,  
Frederic SCHWARTZ, winner of the “Ground Zero” competition in New York,  
Thomas SIEVERTS, architect-urban planner.

## Partner metropolitan areas

The idea is to share with other metropolitan areas the dynamics of the project we are setting up on the Paris metropolitan area with a view to making comparisons, finding out if institutions in other metropolitan areas have a long-term (sustainable) strategy or course of action for staging their space on a large scale and possibly with a view to implementing shared best practices. We therefore issued a call for expressions of interest. On the basis of the documents produced, we selected nine metropolitan areas to work with the Paris metropolis, thus obtaining the participation of 10 metropolitan areas in our process, namely: Amsterdam, Bangalore, Bogota, Buenos Aires, the Florence-Pisa metropolitan region, Montreal, Prague, Sao Paulo, San Francisco and Paris.

## Universities

We have contacted our international network of universities in order to ask them to include the topic of our atelier in their applied research programmes. This is also a good way to encourage students to apply for our atelier and to broaden the range and quality of the 30 participants in our international atelier.

## The Ministry of Culture and artists

Every year, the regional office of the French Ministry of Culture supports the Cergy atelier by sponsoring two visual artists, who contribute to the atelier in two ways: first, by conducting some specific piece of research work; and second, by supporting the international teams during the atelier. For the 2012 atelier, the two artists will be selected at the end of 2011 so that they can participate in the preparatory work.

# HOW TO PARTICIPATE

## Productive seminar in December 2011

We propose to organise a 3-day “creative” seminar on 12<sup>th</sup>, 13<sup>th</sup> and 14<sup>th</sup> December 2011 for two purposes:

- given that the topic for the 2012 atelier is such an open one, we wish to create a preliminary set of hypotheses and proposals to be submitted to the atelier’s international teams in September 2012;
- we wish to make this topic known to all the people who are directly or indirectly responsible for the development of Greater Paris and the Paris Ile-de-France region.

### A 3-day programme

This seminar is designed as a 3-day mini-atelier, with 30 participants – key players in the Paris region, members of the Ateliers network and representatives of our partner metropolitan areas. Divided into teams, they will be invited to **PRODUCE A SERIES OF RECOMMENDATIONS** on how to reveal and stage a metropolitan landscape. These recommendations will be applied to the Paris region and may be either general or specific, relating to strategic, institutional, artistic, legal, architectural, botanical, engineering, etc. aspects.

**Monday 12th December:** official opening (by *Pierre Mansat* and *Francis Rol-Tanguy*); introduction of participants; opening presentations (by *Pierre Merlin*, *Jean-Paul Alduy*, *Paul Checcaglini* and *Hervé Blumenfeld*) on how the topic of the landscape and large-scale visual perception has been taken into account in recent decades; comprehensive visits of the West and North of the Paris agglomeration, followed by an exchange of views and the announcement of the groups’ results.

**Tuesday 13th December:** a day dedicated to a forum for exchanges of views and interactive contributions, followed by group work in the evening.

**Wednesday 14th December:** group work and public presentation of the results of the seminar; official closing speech by *Pierre-André Périssol*; evening party.

### 1-day forum

Tuesday 13th December will be the high point in our seminar. We will benefit from the participation of numerous personalities, i.e. private and public sector decision-makers directly involved in the development of Greater Paris and in managing the landscape on a large scale.

Keynote speech by *Jacques Jean-Paul Martin*; targeted presentations by *François Dugeny*, *Gilles Bouvelot*, *Catherine Barbé*, *Jean-Michel Vincent*, *Alessia de Biase*, and *Joël Dragutin*; presentations on their landscapes and related strategies by the nine partner metropolitan areas; two opening presentations; first round-table debate led by *Raphaël Crestin* with *Mireille Ferri*, *Bertrand Lemoine*, *Dominique Lefèbvre*, *Francis Rol-Tanguy*, *Pierre Veltz* and *François Bertière*; second round-table debate led by *Jean-Noël Capart* with *Ann-Caroll Werquin*, *Jean-Marie Duthilleul*, *Lisa Diedrich*, *Jean-Marc Blanchecotte* and *Miguel Chevallier*; conclusion by *Daniel Canepa*.

### To participate

*In the seminar:* For participation in the 3-day seminar, priority will be given to members of the Ateliers network, participants in the working-group set up at the end of 2010 and to technicians and decision-makers who work for the Ateliers’ partner institutions.

*In the Forum:* The exchange of views on Tuesday 13th December will be held in public, the only limit being the spatial capacity of the venue.

**Information / applications: [cergy2012@ateliers.org](mailto:cergy2012@ateliers.org) / Tel. : +336 28 32 44 64**

# International atelier – 25 August > 27 September 2012

## Format

This atelier will be organised in accordance with the proprietary methodology developed by the Ateliers since 1982. It consists of bringing 30 students or young professionals together for four weeks (five weeks in the case of 2012's special atelier). They are selected on the basis of the preparatory work they have done for the atelier. During the atelier, the participants are divided into five teams of six people. In 2012, their task will be to produce illustrated and well-argued proposals on how to reveal and stage the landscape of the Paris metropolitan area.

The first few days are dedicated to meetings, conferences and visits. Each participant is also invited to present his/her preparatory work, which provides a great opportunity to share, compare and review the various approaches to the topic of the year by participants from many different parts of the world. During the atelier's opening ceremony, the local government authorities tell the participants what outcomes they expect from their work. At the end of the first week, the participants confer freely with each other before forming five teams. During the rest of the atelier, they work with their respective teams in work-rooms made available by the Cergy-Pontoise Art School and benefit from the active support of several professionals. Every Friday, a forum for exchanging opinions and ideas is held, to which professionals from the Paris region are invited in order to give them opportunities to react to various teams' work-in-progress. The last week features the involvement of members of the jury panel made up of local government representatives, international researchers and practitioners whose experience is relevant to the topic and representatives of the metropolitan areas that have accepted to partner the atelier. Meetings of the "jury" consist of high level exchanges that allow panel members to react quickly and spontaneously to the various proposals submitted by the five international teams.

## Participation criteria

The atelier is open to participants from all disciplines: artists, urban planners, designers, architects, sociologists, economists, engineers, photographers, landscape architects, etc. It is intended for young professionals of all nationalities and disciplines as well as for students studying for a master's degree (minimum requirement).

The only restrictions are: a good working knowledge of English; complete availability between the starting and finishing dates of the atelier; and the age limit: 30.

The participants are chosen by the atelier's management team on the basis of the preparatory work produced by the applicants. This work consists of a 10 to 20 page report on a personal project relevant to the topic of the atelier applied to the metropolitan area of your choice. The application files must be sent to: [cery2012@ateliers.org](mailto:cery2012@ateliers.org) by 15<sup>th</sup> April 2012 at the latest. Each file comprises three items: the application form (to be downloaded from the website); a 1-page CV or resume; and the report on the preparatory work. The results of the selection process will be announced on 15<sup>th</sup> May 2012.

## Terms and conditions

The registration fees amount to 300 euros, including accommodation, catering, visits, conferences, drawing equipment and the association's membership dues. We also reimburse air tickets (economy class, subject to prior approval by the Ateliers).

Thanks to a partnership agreement with Cergy-Pontoise University, participants in this atelier will be awarded a university diploma worth 12 ECTS credits.

## International symposium – 1<sup>st</sup> October 2012

To conclude these two years of hard work, an international symposium will be held in Paris. In order to take advantage of the presence in France of the international experts who will be members of the atelier jury, this major symposium will be held on 1<sup>st</sup> October 2012. The agenda includes a presentation of the main conclusions drawn from the work done, an in-depth analysis of the Greater Paris landscape, a review of exemplary case-studies from abroad and a discussion of the proposals made by the atelier's prize-winning teams. We hope this symposium will perpetuate the incorporation into urban planning and development of the visual dimension of metropolitan landscapes.