

Aéroville

1 **MIXED USE ([HTTP://ARCHITYPE.ORG/PROJECT-TYPE/MIXED-USE](http://architype.org/project-type/mixed-use))**



Mixed-use retail and entertainment hub at the Roissy-Charles de Gaulle Airport.

In January 2010, Unibail-Rodamco, Europe's leading listed commercial property company, appointed Philippe Chiambaretta/PCA with the design and implementation of a major retail and leisure center in the airport zone of Roissy-Charles de Gaulle: Aéroville.

Inspired by the imagination of the airport and the movements in travel, the developed concept borrows from the architectural vocabulary of the terminals and runways to form the walls of an imaginary city composed of large blocks of varying height. Adorned with a double skin of steel and glass, the building is dressed with letters forming the word "AÉROVILLE." The building permit was filed in May 2010 for an opening October 17, 2013.

At the heart of the airport zone of Roissy-Charles de Gaulle, Aéroville, a hybrid of the airport terminal and shopping center, explores a new programmatic concept developed for Unibail-Rodamco and the Airports of Paris.

As a destination to voyagers, as well as airport staff and the citizens of Roissy-en-France and Tremblay-en-France, Aéroville creates a "downtown" in this vast airport zone as a commercial center inspired by the imagination of the voyage. It includes over two hundred boutiques, a number of services, and a multiplex cinema of a new generation, designed by Luc Besson.

Within the dynamics of Grand Paris, the radial program extends over a greater zone in the Northern portion of the capital city.

Aéroville hints at a new form of centrality due to the hyper connectivity of the territory. Traditionally, an airport zone embodies these "non-places" defined by the anthropologist Marc Augé (1) as a product of the contemporary sur-modernité (overabundance of events, individualized behaviors, ultra mobility induced by new transport and new technologies of communication). Modern man does not appreciate these spaces, with which he establishes a relationship of consumption.

The non-place is...