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Zoku set for France debut with Paris opening

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[Zoku](#) and [Covivio](#) have signed a hotel management contract that will see the former open its first French location within a mixed-use building in Paris' 17th District. Set for completion this Summer, Stream Building is being developed in co-promotion with Hines France and co-investment with Assurances du Crédit Mutuel.

Winner of the Reinventer Paris competition, the project is in the heart of a fast-growing neighbourhood, the Clichy-Batignolles ZAC, opposite the new Paris Court of Justice and close to a 10-hectare urban park. It also has views of the surrounding area and is easily accessible, with line 14 located at the foot of the building.

With its architecture designed by [PCA-Stream](#), Stream Building is spread over 16,200m² of floor space and over eight floors: 9,600m² of offices and services (ground floor to fifth floor); 1,100m² of retail spaces (ground floor to first floor) including a brasserie; 5,500m² hotel and extended stay residences with 109 loft rooms (sixth floor to eighth floor) both operated by Zoku; 700m² of social spaces with restaurant, bar, co-working area and event space (eighth floor) also operated by Zoku; and a 190m² rooftop connected to the hotel.

Focusing on mixing synergies between the different spaces in its programme, Stream Building has been designed as a real ecosystem, a modern hub that brings together all the activities of urban life under one roof.

In addition to its location, a unique mix of uses and workspaces allows Stream Building to offer its occupants an entire range of services to facilitate their daily lives: from a welcoming work café offering a barista and concierge service to a catering service; space for meetings and conferences; a fitness area; a mobile application; 22 parking spaces, half of which are equipped for electric vehicles; and 200 bicycle spaces.

Stream Building is also a benchmark for innovation and carbon footprint reduction, with a mix of wood and concrete architecture as well as a rooftop vegetable garden featuring a hop facade and solar panels. The project is aiming for high certifications too: BBCA, Effinergie +, HQE tertiary Exceptional, BREEAM Excellent, Environmental and sustainable specifications for the Clichy-Batignolles ZAC, Paris Climate Plan and E+C-.

The programmatic and architectural reflection of this eco-responsible building is the result of a participative co-design method, coordinated by PCA-Stream around an international and multidisciplinary team. A public consultation was also organised to gather the wishes and needs of residents regarding the expected shops.

The 109-room Zoku Paris will comprise a variety of communal living and co-working spaces, including a restaurant, bar and event venue. These convivial places, as well as the 190m² rooftop, are open to the public.

Born in Amsterdam in 2016, Zoku expanded internationally to Copenhagen and Vienna in 2021. Described as a home-office hybrid with hotel services, it offers a relaxed place to live, work and socialise across major European hubs. Whether guests need a bedroom, dining room, office, or meeting room, its spaces can change configuration and be transformed on demand thanks to modular furniture and the unique design of its Lofts. Zoku is aimed at professional business clientele who seeks comfort and efficiency in both work and leisure.

"This transaction opens the way for a new partnership for Covivio with a particularly innovative brand such as Zoku, who will diversify our Parisian hotel offer," explains Christophe Kullmann, CEO at Covivio. "Zoku's hybrid positioning is totally consistent with Stream Building's ambitions to mix a range of uses and spaces. Through this partnership, we continue to support the most dynamic hotel brands in their development into new territories worldwide, while contributing to the regeneration of the customer experience in Europe."

Marc Jongerius, co-founder and Managing Director at Zoku, comments: "As from the start of the Reinventer Paris competition, we were enthusiastic about the Stream Building: its mixed-use character, 24/7 vision and sustainable wooden structure all perfectly fit with our core company values. We are excited to be partnering with Covivio, a strong real estate investor who is keeping the customer in the centre point of its attention. Zoku works closely with its target audience and puts people at the centre of its design. Especially in today's world, where human connections are limited, this is paramount to deliver maximum value and relevance."