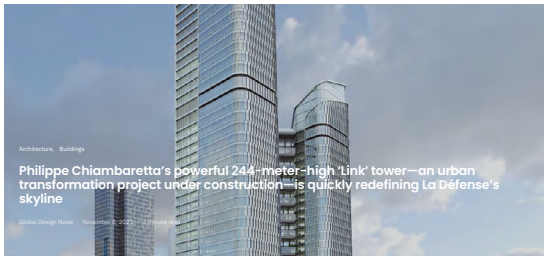
Global Design News



La Défense, Paris, France

Led by Philippe Chiambarett and his team at PCA-stream Philippe Chiambaretta Architecte, the soon to be completed Link tower for Groupama Immobilier will accelerate the historic transformation of the business district of La Défense into a lively area reconnected to the city that began ten years ago with the northern ring road and numerous other developments, including Arena, Rose de Cherbourg, and Oxygène.

The Link's strategic location, at the boundary between the slab of La Défense and the city of Puteaux, makes it a powerful tool for land-planning for Paris La Défense.

PCA-STREAM was tasked by Groupama to design an innovative tower that will renew the image of La Défense.

Revisiting the model of the traditional tower, The Link is emblematic of the transformation of working practices and a new relation to the city. Its morphology in two wings connected to one another with platforms called "links" allows the tower to provide spaces that foster interactions and collective intelligence and gives an unprecedented place to nature in a high-rise building.

The tower's name is taken from the shape of the building, composed by two different wings "linked" at every floor with a connection platform, in order to obtain a general area of 3000 square meters.

Floors will be also related two by two, in order to give at every building unit the possibility to have a double surface.

As an urban transformation project, The Link will rebalance the skyline of La Défense and create its new symbolic gateway, with the Tour First tower.

The Link will act as a new landmark on the Axe royal, extending from the Louvre, the Champs-Élysées, and the Arc de Triomphe, visible from all over Paris and the metropolis.

The construction of The Link on a layout slightly rearranged compared to the existing Gan Michelet buildings (slated for demolition) will create a new access towards La Défense from Puteaux, with a spacious thirty-meter-wide opening that will reconnect the slab to the city, especially as far as the mobility impaired and bicycles are concerned.

The construction works to accompany the transformation of the ring road, currently consisting of four expressways with no pedestrian crossings and surrounded by a "no man's land", into a pacified urban boulevard specially adapted for pedestrians and soft mobilities.

The Link will the first high-rise with a proper entrance on the boulevard accessible on foot or by bicycle.

The Link will activate the complete refurbishing of Cours Michelet, a historic district of La Défense that has remained unchanged since the 1980s, in order to revise the landscape design and revive its connections with the city.