

# 175 HAUSSMANN: A LANDMARK ON PARIS'S URBAN LANDSCAPE

## PCA - STREAM



Edited By Editorial Staff - 8 January 2021



Just a stone's throw from Place de l'Étoile, the building complex at 173-175 Boulevard Haussmann stands on the intersection with Rue du Faubourg Saint-Honoré in Paris's historic, and prestigious, 8th arrondissement. The complex is a hybrid, comprising two buildings with different styles. Constructed in 1863 as a residential building, No. 175 is a classic Haussmann design. No. 173, which dates from the early 1920s, has art deco elements and has always housed offices. In the early '90s, restructuring was done to join the two buildings together as part of the commercial development of the area, but no attempt was made to create any compositional harmony between the two.



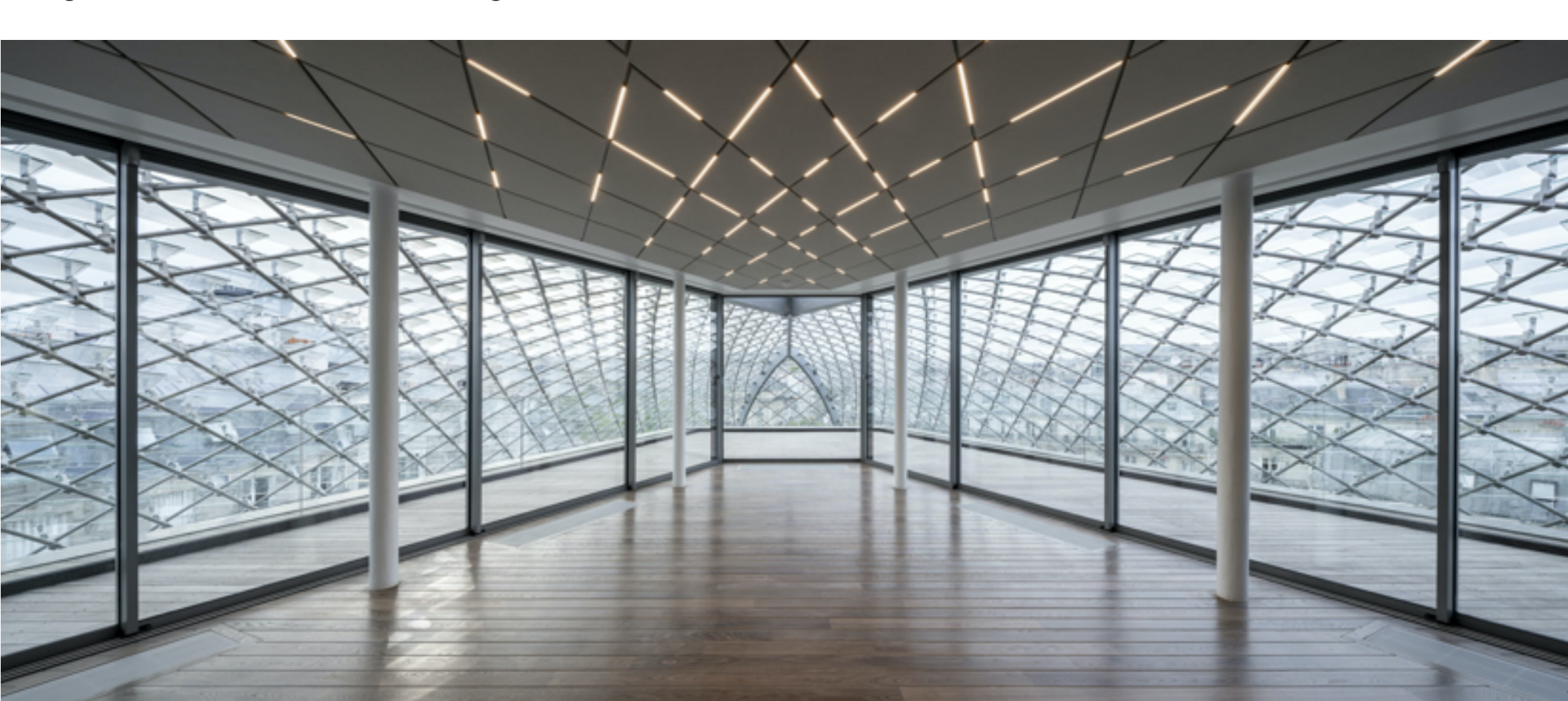
Following the restructuring project conceived by architects PCA-STREAM, however, the complex has acquired an urban readability on par with its extraordinary location. Aiming to address the challenges of the workspaces of tomorrow, RF Studio redesigned the complex's interior architecture to create flexible, open, well-lit, and comfortable spaces. Circulation areas were reimagined and a new elevator bank was constructed, completely eliminating any sense of boundary between the two buildings.



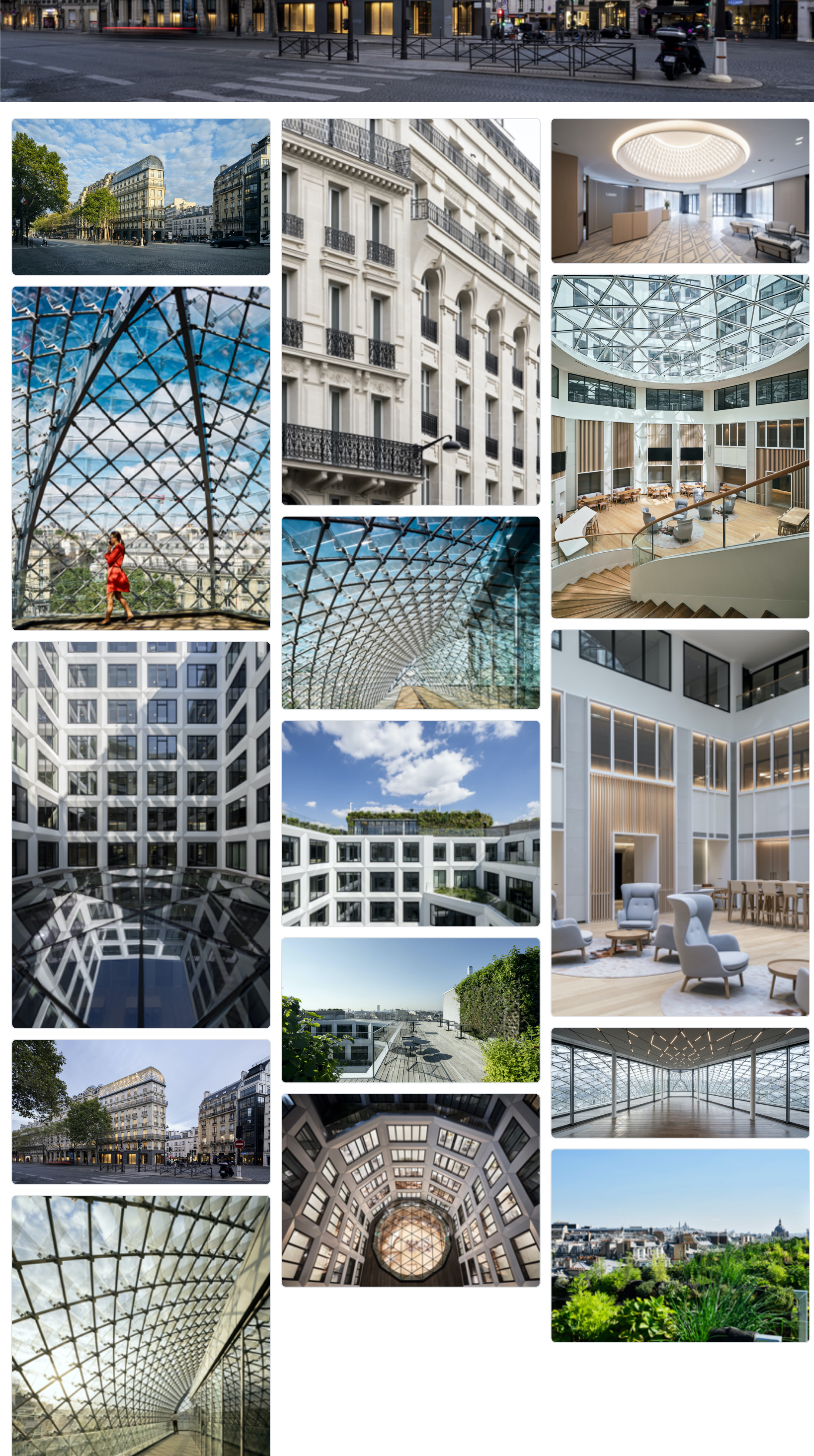
The large common areas, designed by PCA-STREAM, include a triple-height atrium, which acts as a town square for staff, and a panoramic terrace with ornamental greenery.



Inspired by an ambition to create a new landmark on the Parisian landscape, PCA-STREAM's project centered on giving the entire complex a new image and energy, while also optimizing its surfaces. The first of the new floors is stone, chosen to create balance with the masses of the floors below. The last two floors, under a glass roof, have a more contemporary spirit, creating a unique aesthetic. This glass roof has reinvented the identity of No. 175 as a highly contemporary element integrated into its historic setting.



This iconic landmark also underscores the symbolic role of the new headquarters as an expression of the company's image and values. With the spaces created under its glass roof uniquely poised between interior and exterior, this is a place to both see and to see from.



**Location:** Paris, France

**Project team:**

Interior Architecture: RF Studio

Project Management: Invesco

Assistant to the Contracting Authority: JLL

Executive Project Management: SCO

Structural Engineering Consultancy: Kephren

Façade Engineering Consultancy: VS-A

Thermal and Fluids Consultancy: CCI

Fire Safety: CSD Face

Environment: Green Affair

Economist: DAL

Acoustics: META acoustique

Landscape design: Sous Les Fraises

Safety Coordination: Qualiconsult

Lighting design: PHA, LOOOM

Geometer: Legrand

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