

## ***Jean Nouvel designs a new Campuséa student residence in La Défense***

*At the heart of the Rose de Cherbourg urban development project in the Paris La Défense business district, Méka Brunel, Gecina's Chief Executive Officer and Director, Patrick Devedjian, Member of Parliament for Hauts-de-Seine and President of Defacto, Jean-Claude Gaillot, CEO of EPADESA, and Jean Nouvel, Architect, laid the foundation stone for an outstanding student residence.*

Developed by Gecina and designed by Ateliers Jean Nouvel, this 400-bed residence will be opening for the start of the 2018 academic year. It will offer a varied selection of accommodation to rent, from studios to shared apartments, with a range of services created specifically with students' needs in mind: lounge, cafeteria, laundry, fitness room, etc. The construction of the 10,468 sq.m building over 20 floors has been entrusted to the Spie Batignolles group and is targeting an exemplary environmental profile with NF HQE Habitat (Excellent) and BREEAM (Very Good) certification.

Located in Puteaux, next to the Boulevard Circulaire ring road, this future residence is part of the Rose de Cherbourg development project looking to create a vibrant city district through a mixed program combining offices, retail space and housing. The public spaces project, led by EPADESA and designed by the Barcelona-based agency Arriola & Fiol, plans to transform a highway interchange into a "sky garden" set aside for walking, sports and community life.

*"I am particularly proud to lay the foundation stone for this Campuséa residence, which will be truly iconic thanks to its outstanding scale, location and architectural features. Through this investment, Gecina is contributing to the Rose de Cherbourg urban regeneration project led by EPADESA", explains Méka Brunel.*

Jean-Claude Gaillot, EPADESA's CEO, confirmed his delight: *"The development of a residential program for students on this scale is a clear sign of Paris La Défense's commitment to building a stronger presence for students and higher education in this business district. By 2020, Rose de Cherbourg will be a fully reconfigured neighborhood in which students, employees and residents will be able to enjoy a range of new public facilities, extensive parks and gardens, and a direct link to Puteaux".*



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## Gecina, living the city in a different way

Gecina owns, manages and develops property holdings worth 12.1 billion euros at end-2016, with 97% located in the Paris Region. The Group is building its business around France's leading office portfolio and a diversification division with residential assets and student residences. Gecina has put sustainable innovation at the heart of its strategy to create value, anticipate its customers' expectations and invest while respecting the environment, thanks to the dedication and expertise of its staff.

Gecina is a French real estate investment trust (SIIC) listed on Euronext Paris, and is part of the SBF 120, Euronext 100, FTSE4Good, DJSI Europe and World, Stoxx Global ESG Leaders and Vigeo indices. In line with its commitments to the community, Gecina has created a company foundation, which is focused on protecting the environment and supporting all forms of disability.

[www.gecina.fr](http://www.gecina.fr)

## About Campuséa

Created in 2007, Campuséa is Gecina's dedicated subsidiary for operating its student residences. With Campuséa, the Group has developed a business model for service-focused residence halls that is unique on its market: it both owns and manages its residence halls, and handles their marketing as well. Through its residence halls, Campuséa offers pleasant, functional accommodation units that are perfectly aligned with students' needs, combined with a range of services that are particularly useful for their day-to-day lives.

Campuséa manages around 2,400 beds across 15 residence halls in Paris, the Paris Region, Bordeaux, Lille and Lyon.

[www.campuséa.fr](http://www.campuséa.fr)

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## EPADESA: Key player for Greater Paris

EPADESA, the Public Development Authority for La Défense Seine Arche, manages urban planning for La Défense Seine Arche and initiates innovative consultation-based development programs.

EPADESA promotes regional, economic and social development, urban renewal and the international standing of the Paris La Défense brand. It is also working with the business district to reduce its environmental and climate footprint. In cooperation with local municipalities, it drives real estate developments (housing, offices, shops, hotels, higher education centers, major facilities) and provides support for investors. It designs, builds and finances public spaces.

EPADESA is responsible for the general strategic coordination of projects within its scope. Public space, real estate development and major infrastructure (EOLE, Grand Paris Express, etc.) projects are included within this framework. It aims to guarantee traffic conditions and ensure effective logistics for projects, while maintaining and respecting the business district's operating conditions for all users.

Created by decree, EPADESA does not receive public subsidies, but operates on a self-funding basis thanks to sales of building rights. It draws on a range of in-house skills, from urban planners to engineers and economists, to carry out its missions, while developing decision-support tools for its partners.

Today, EPADESA is managing one of the leading projects to develop Greater Paris and grow its influence.

Our 2025 strategy, latest news and projects are all on [epadesa.fr](http://epadesa.fr)

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