

Press release

## Epamarne and Bouygues Immobilier inaugurate the prototype of the innovative, smart, energy-efficient house at Chanteloup-en-Brie, east of Paris



*Noisiel, 17 April 2015 – Les Lodges, a residential development at Chanteloup-en-Brie, east of Paris, is the outcome of a unique partnership between Epamarne, the Marne-la-Vallée development agency, and Bouygues Immobilier. The programme presents the prototype of the innovative, smart, energy-efficient house, singled out by Ademe, the French environment and energy management agency, and awarded a Pyramide d'Argent for innovation in 2015.*

The inauguration ceremony was attended by Eduardo Rihan Cypel, Member of Parliament for Seine-et-Marne, Pierrette Munier, Vice-President of the Marne-et-Gondoire combined district council, Marcel Oulés, mayor of Chanteloup-en-Brie, François Bertière, Chairman and CEO of Bouygues Immobilier, and Nicolas Ferrand, CEO of Epamarne. Their presence underlined the real commitment of Epamarne and its partners to sustainable development and innovation.

### Marne-la-Vallée, pioneering innovation

Les Lodges is the result of a competition to meet the challenges of tomorrow's housing organised by Epamarne and won by Bouygues Immobilier. That innovative approach has revealed the wealth of resources available to a partnership that can draw on the skills and expertise of public- and private-sector players such as Ademe, French construction industry, architecture and planning federations, certification bodies, utilities, environmental, employment and training agencies, and Philippe Lamarque Architecture, a firm which specialises in energy, the environment and bioconstruction, while providing the means and opportunities to build an exemplary projects in terms of livability and energy efficiency. As Nicolas Ferrand, CEO of Epamarne, said: "Development agencies have a key role to play in innovating and inventing here and now the standards of the city of the future."

### Showing what an environmentally responsible house is like

The prototype – a 131-m<sup>2</sup> six-room house – is intended to provide a life-size demonstration of all the innovations that ensure environmental excellence. Several key issues are addressed during the tour of the house, such as:

- **comfort of use**, including a demonstration of double-flow ventilation and blinds with adjustable slats to ensure exposure to sunshine and optimum natural light;
- **thermal efficiency**, through superior insulation and high-performance materials, described in a fun but instructive materials library;
- **controlled energy consumption**, facilitated by simple home automation tools accessible from a PC, tablet or smartphone, enabling users to control lighting, heating and blinds and track energy consumption;
- **support for agriculture and for processing and eco-construction industries**, encouraged by the use of natural materials such as hemp, flax and wood instead of the petrochemical products traditionally used to build and insulate houses.

### **Model houses at the cutting-edge of environmental innovation**

The 35 single-family houses in the programme, developed and marketed by Bouygues Immobilier, perfectly illustrate this new way of living. Designed by Stéphanie Ledoux from the architecture firm AW<sup>2</sup>, the development combines green features and innovative architecture in a comprehensive, exemplary and responsible approach through:

- **extensive use of efficient and high-quality biosourced materials** (wood, flax, cellular bricks);
- **an innovative building system** (the brick core of the north façade ensures high thermal inertia, while the south façade has a timber frame and large picture windows looking out onto the garden);
- **state-of-the-art, easy-to-use home automation tools** to ensure optimised management of energy consumption.

In addition, clever architecture means that the houses can be extended by adding timber modules, so that a three-room house can be extended to four, five or six rooms (ranging from 85 to 131 m<sup>2</sup>) according to changing family circumstances and needs.

The quality of this innovative project is reflected in its marketing success: 25 reservations have been taken since its commercial launch, mostly from families wanting to live in a healthy environment while taking advantage of Chanteloup-en-Brie's infrastructure and amenities. "A flagship project for Bouygues Immobilier, Les Lodges is at the cutting-edge of architectural quality and customer satisfaction", said François Bertière, Chairman and CEO of Bouygues Immobilier.

### **Les Lodges rewarded for its design and performance**

Ademe singled out Les Lodges, awarding it the distinction of being an "exceptional building in the Paris region". In the 19<sup>th</sup> Lifestyle Awards at the Fimbacte Festival, the programme won a silver award in the "design, products and services" category. It was also awarded a Pyramide d'Argent for innovation in 2015. It is aiming for Passivhaus certification, anticipating the new thermal regulations that will come into effect in 2020 (RT 2020) in replacement of RT 2012. As well as being a model of environmental probity, the development has exemplary social credentials, since 5% of hours on-site were worked by people in difficulty.

Proud to be the standard-bearers of this exemplary project, Epamarne and Bouygues Immobilier will open the doors of the prototype to the general public over the weekend of Saturday 30 and Sunday 31 May 2015, during Sustainable Development Week.

### **About Epamarne, the Marne-la-Vallée development agency**

After 40 years of urban and economic development, Marne-la-Vallée now has 320,000 inhabitants, 19,500 businesses and 140,000 jobs. Each year, this thriving community only a few minutes from the centre of Paris welcomes 4,500 new residents and creates over 2,000 jobs.

The outcome of an unusual partnership between central and local government, development agencies are tasked with driving, implementing and supporting the development of a particular area with the aim of creating a sustainable and desirable urban environment. They make a significant contribution to the production of new housing in the Paris region and support public- and private-sector players in order to encourage economic development and value creation.

[www.epa-marnelavalle.fr](http://www.epa-marnelavalle.fr)

### **About Bouygues Immobilier**

Bouygues Immobilier is a leading private property developer in France and Europe, with 1,701 employees at 31 December 2014 and sales of €2,775 million in 2014. With 36 branches in France, two elsewhere in Europe and one in Morocco, the company has nearly 60 years' experience in developing residential, corporate and commercial projects for customers in more than 230 towns and cities. Embracing a proactive approach to sustainable development and innovation, Bouygues Immobilier is committed to continuously improving both the technical and architectural quality of its buildings and customer satisfaction. Bouygues Immobilier is the first developer to be certified ISO 9001 in France and is the only developer to be certified Top Employer France 2015.

[www.bouygues-immobilier-corporate.com/en](http://www.bouygues-immobilier-corporate.com/en)

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**MARNE LA VALLÉE**  
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### **About Chanteloup-en-Brie**

Part of the Marne-et-Gondoire combined district council, the municipality of Chanteloup-en-Brie is located in the east of Marne-la-Vallée, in the Seine-et-Marne department. Having expanded around its historic centre, the community respects the surrounding natural spaces and farmland.

The variety and quality of housing on offer, combined with local services and shops, mean that the town attracts all types of resident.

With exemplary sustainable development credentials, Chanteloup-en-Brie has over 600 certified housing units, many of them with BBC low-energy certification.

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