

The first regional company to set up in the Bordeaux-Euratlantique business district

Laying of the foundation stone of the future CEAPC headquarters, a positive-energy Green Office® building

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Jean-François Paillissé, Chairman of the Executive Board of the Caisse d'Épargne Aquitaine Poitou-Charentes savings bank, and François Bertière, Chairman and CEO of Bouygues Immobilier, laid the foundation stone of CEAPC's future headquarters building today at a ceremony also attended by Alain Juppé, former prime minister and mayor of Bordeaux, Josy Reiffers, Chairman of the Board of Directors of the Bordeaux-Euratlantique development agency, and Mariano Efron, architect, from Architecture-Studio. As CEAPC is the first company to establish its headquarters in Bordeaux-Euratlantique, the ceremony marked the real start of the new business district.

A large-scale project in a unique location

Designated an operation of national importance, Bordeaux-Euratlantique covers a vast area spanning parts of Bordeaux, Bègles and Floirac. Within it, the CEAPC has chosen a site on Quai de Paludate which has the dual advantage of being situated at the entrance to the city and on the banks of the River Garonne. With the arrival in 2017 of a high-speed LGV railway line that will cut the journey time between Paris and Bordeaux to two hours, the location will facilitate links with the bank's two other administrative centres in Poitiers and Dax as well as employees' daily commutes. Jean-François Paillissé, Chairman of CEAPC's Executive Board, said: "We are convinced that Euratlantique is going to be the economic heart of the Bordeaux area and that as the benchmark regional cooperative bank the Caisse d'Épargne will be able to play its part in that. By establishing our new headquarters here, we are proudly assuming our responsibility as a local player."

The building will house all the 450 administrative and managerial staff who currently work at the Mériadeck and Bordeaux Lake sites. Works began in January and handover is scheduled for September 2016.



In a preview at the ceremony, Jean-François Paillissé announced that CEAPC's new headquarters building would be called ATLANTICA.

Launching the Bordeaux area's future business district

The event marked the real start of the Bordeaux-Euratlantique business district, where some 25,000 people are ultimately expected to work. This first phase of the Bordeaux Saint-Jean Belcier mixed-use development zone will comprise approximately 100,000 m² of office space (out of a total 300,000 m² of programmes for various uses, with half of the space to be handed over by 2017 having already been marketed). For Josy Reiffers, Chairman of the Board of Directors of the Bordeaux-Euratlantique development agency, "This foundation stone is more than just a symbol. As well as being the first in a long series to come, it clearly marks the practical and operational start of works on the future business district."

The building's advantages: architectural and environmental qualities

ATLANTICA is designed by Architecture-Studio and developed by Bouygues Immobilier.

- Attractive architecture – The building has been designed by Mariano Efron, from the firm behind the European Parliament building in Strasbourg and the Institut du Monde Arabe in Paris. He has come up with a linear and fluid seven-storey building with light, glazed façades. As he says: "I wanted the building to give the impression that it had grown out of the site on which it is built. I also wanted to make it a living, totally modular building in which plant life can flourish."
- Energy performance – Based on the Green Office® concept, the positive-energy building will produce more energy than it consumes for its operation while offering real comfort to the 450 CEAPC employees who will work there, through features such as: some 1,000-m² of photovoltaic panels plus a further 300 m² on the southern façade generating power equivalent to 22 kWh/m²/year, as well as thermal and acoustic insulation, extensive glazed surfaces and the use of natural light.

François Bertière, Chairman and CEO of Bouygues Immobilier, said: "We are delighted to be developing the first Green Office® building in Bordeaux and the second in the region, a flagship example of Bouygues Immobilier's expertise in the design of positive-energy office buildings respectful of user comfort."

The project in facts and figures

Handover: September 2016
Duration of works: 10 months
Surface area: 11,500 m²
Length: 117 metres
Height: 28 metres (eight storeys)
100 parking spaces

Press release



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.

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About the Caisse d'Épargne Aquitaine Poitou-Charentes

CEAPC is a regional cooperative bank which belongs to its 335,000 customer-members, with whom it shares its values of local roots, solidarity and putting people first. Spanning nine departments in the Aquitaine and Poitou-Charentes regions, CEAPC ensures optimum local coverage through three administrative centres, 10 business centres, 370 branches and an online banking service. Its 2,800 employees serve 2 million customers, including private individuals, professionals, businesses and regional decision-takers. CEAPC is committed to an ambitious CSR policy based on strong convictions and targeted actions in customer relations, human resources, the environment, governance and the economic and social life of the region.

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About the Bordeaux-Euratlantique development agency

Bordeaux-Euratlantique is one of the largest urban development projects in France, covering 700 ha (1730 acres) in Bordeaux, Bègles and Floirac. An operation of national importance, it is headed by the Bordeaux-Euratlantique development agency, created in 2010. The project represents a financial commitment for the agency of some €800 million, financed partly by the creation of value through development (transfers of property charges) and partly by a €90-million contribution from central and local government. The induced private investment is estimated at over €5 billion. Comprising 2,500,000 m² of strictly defined residential and office developments and public amenities, on completion the district in the south of the Bordeaux area is expected to house 25,000 residents and generate 25,000 jobs.