

Bouygues Immobilier and Sogeprom inaugurate La Mantilla in Montpellier, an urban complex at the cutting-edge of innovation

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On 11 June, François Bertière, Chairman and CEO of Bouygues Immobilier, Laurent Kolb, general manager of Sogeprom Commerce & Services, and Philippe Gadelle, Chairman of Pragma, inaugurated La Mantilla in Montpellier at a ceremony also attended by Philippe Saurel, Mayor of the city and President of Montpellier Méditerranée Métropole, Max Levita, Chairman of SERM, the Montpellier district heating agency, and Jacques Ferrier and Philippe Bonon, the project architects.



Located within the Parc Marianne mixed-use zone, La Mantilla marks the development of the southern part of Montpellier in pleasant surroundings for both residents and businesses, including local shops and supermarkets, schools, restaurants, parks and lakes. Developed in partnership with Sogeprom and Pragma, the project combines offices, apartments and ground-floor shops. Bouygues Immobilier has developed 218 apartments, including a 124-unit student residence and 94 apartments

for first-time buyers, and a net floor area of 3,500 m² for offices with HQE® High Environmental Quality certification. An outstanding feature of the project, designed by Jacques Ferrier Architectures and A+ Architecture, is the lace-like concrete and aluminium façades on the residential and office buildings, forming a sort of second skin to which the light clings. The white façades create a Mediterranean feel with a mix of shade and luminosity. Sogeprom subsidiaries Commerce & Services and Pragma have developed 5,700 m² of themed ground-floor retail space with the aim of offering a coherent set of mid- to up-market retail outlets (Habitat and Monoprix each have 1,600 m², Picard has 310 m²) to go with 101 non-controlled luxury apartments in the Naïa and Alhambra residences, 63 social housing units for ACM in the La Paloma residence and 21 apartments for first-time buyers in the Volubilis residence.

Innovative and environment-friendly, the La Mantilla development is one of the candidates selected in the EcoCité call for projects issued by the French Housing Ministry. A number of initiatives to manage energy production and consumption have been taken as part of the project, including a wood-fired trigeneration

district heating network, use of heat recovered from wastewater to preheat domestic hot water, creation of a cold plant to provide refrigeration and cooling to shops, offices and some dwellings, and smart home automation in each apartment.

François Bertière, Chairman and CEO of Bouygues Immobilier, and Pierre Sorel, CEO of Sogeprom, said: “We are proud to have developed this project at the cutting-edge of innovation and sustainable development, providing a showcase for what the greater Montpellier area will be like in the future”.

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 Sogeprom

Sogeprom is a property development subsidiary of Société Générale and has been operating on all segments of the French property market (residential property, serviced residences, commercial property, hotels, shopping centres, marketing and property management) for over 40 years. Combining complementary skills and expertise, Sogeprom develops residential programmes of various sizes, ambitious office developments (towers, business parks, etc.), complex retail projects in urban settings and business parks for SMEs under the Europarc brand.

Sogeprom supports its customers, whether private or institutional investors, retailers, businesses or local authorities, throughout the property development process, from sourcing building land to operating buildings. Constantly seeking to propose tailored solutions, Sogeprom is attentive to its customers' needs and expectations in order to come up with an appropriate response to each project.

With total sales of €677 million, 2,359 residential property reservations and 132,200 m² of commercial property under development in 2014, Sogeprom operates throughout France. Its subsidiaries are Alprim in Alsace, Aq'primen in Aquitaine, CIP in central France, Investir Immobilier in Normandy, Noaho in Lyon, Pragma in Toulouse and Montpellier, Sogeprom Sud in Marseille, Projectim in northern France, Rivaprim on the Riviera, UEC (Urbanisme et Commerce), Urbi & Orbi (Property Management), Primaxia and Europarc GmbH (Berlin).

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