

DARWIN  
BORDEAUX

W

URBANISM / ECOLOGY / CREATIVE BUSINESSES / URBAN CULTURE / NEW TECHNOLOGIES



**“THE DIFFICULTY LIES NOT IN UNDERSTANDING NEW IDEAS,  
BUT IN ESCAPING THE OLD ONES”**

**John Maynard Keynes**

#### **SUPPORT COMMITTEE**



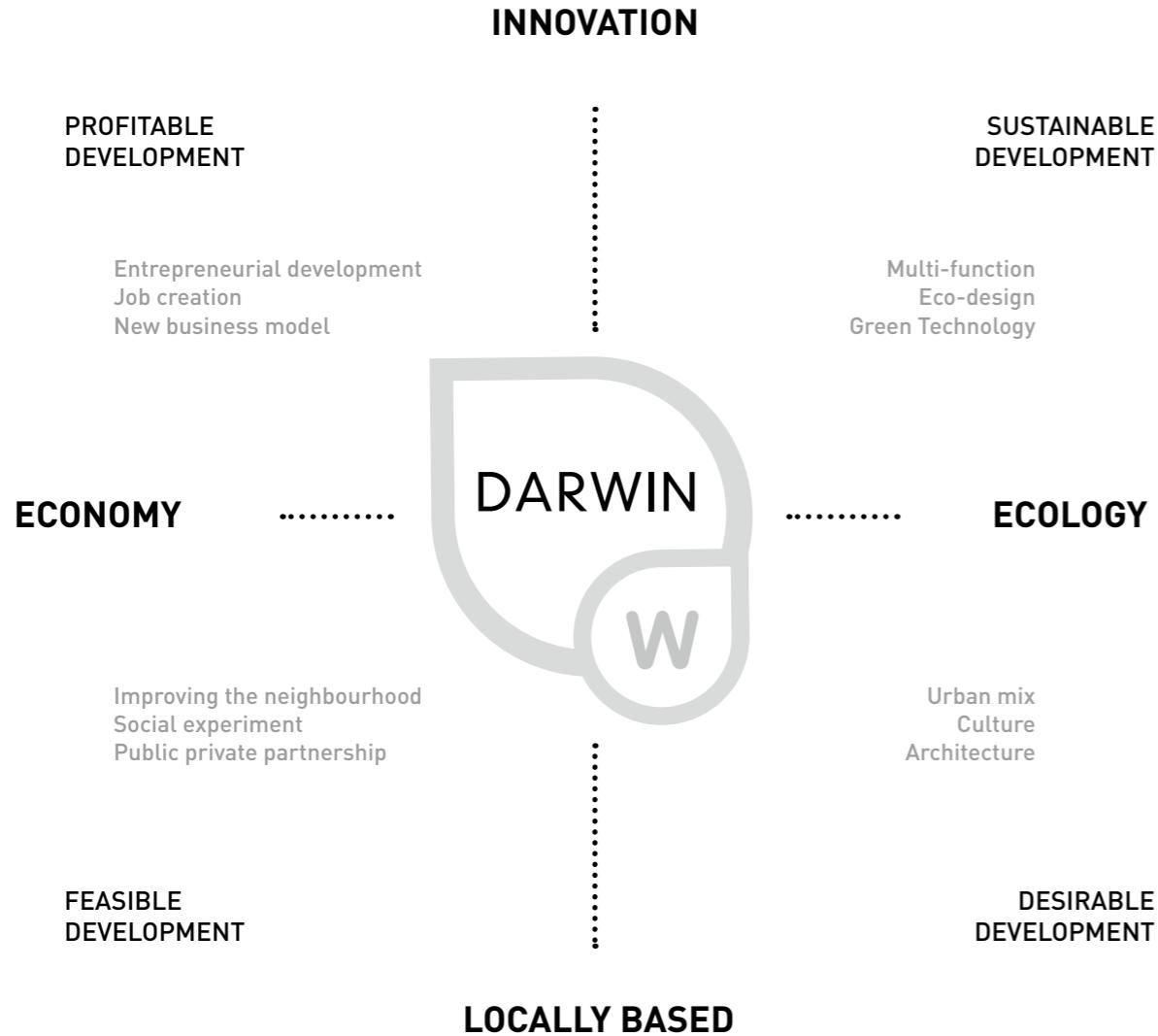
**SERGE ORRU**  
*Director General of WWF France*



**PASCAL PICQ**  
*Paleoanthropologist  
Lecturer at the Collège de France*



**SIR BOB SCOTT**  
*International ambassador for the  
“Liverpool Culture Company”  
President of many NGOs, expert in  
the cultural sector.*



## A SHOWCASE PROJECT FOR BORDEAUX

### DARWIN. WHAT IS IT?

DARWIN is a sustainable development project in the Bordeaux area which hopes to become a showcase for a new type of development, combining urbanism, ecology, creative businesses, urban culture and new technologies.

DARWIN will develop the abandoned storage warehouses of the "Caserne Niel" military barracks (future Bordeaux eco-neighbourhood) in an urban renovation project which will not only respect local architectural heritage but will be exemplary in terms of environmental quality.

DARWIN covers an area of almost 20,000m<sup>2</sup> and will bring together eco-innovative companies, responsible shops and businesses, cultural associations and citizens as well as institutions involved in environmental protection and energy management.

DARWIN aims to achieve maximum quality of use for minimum environmental impact, thus demonstrating to all stakeholders the relevance and good sense of multi-functionality for future planning.

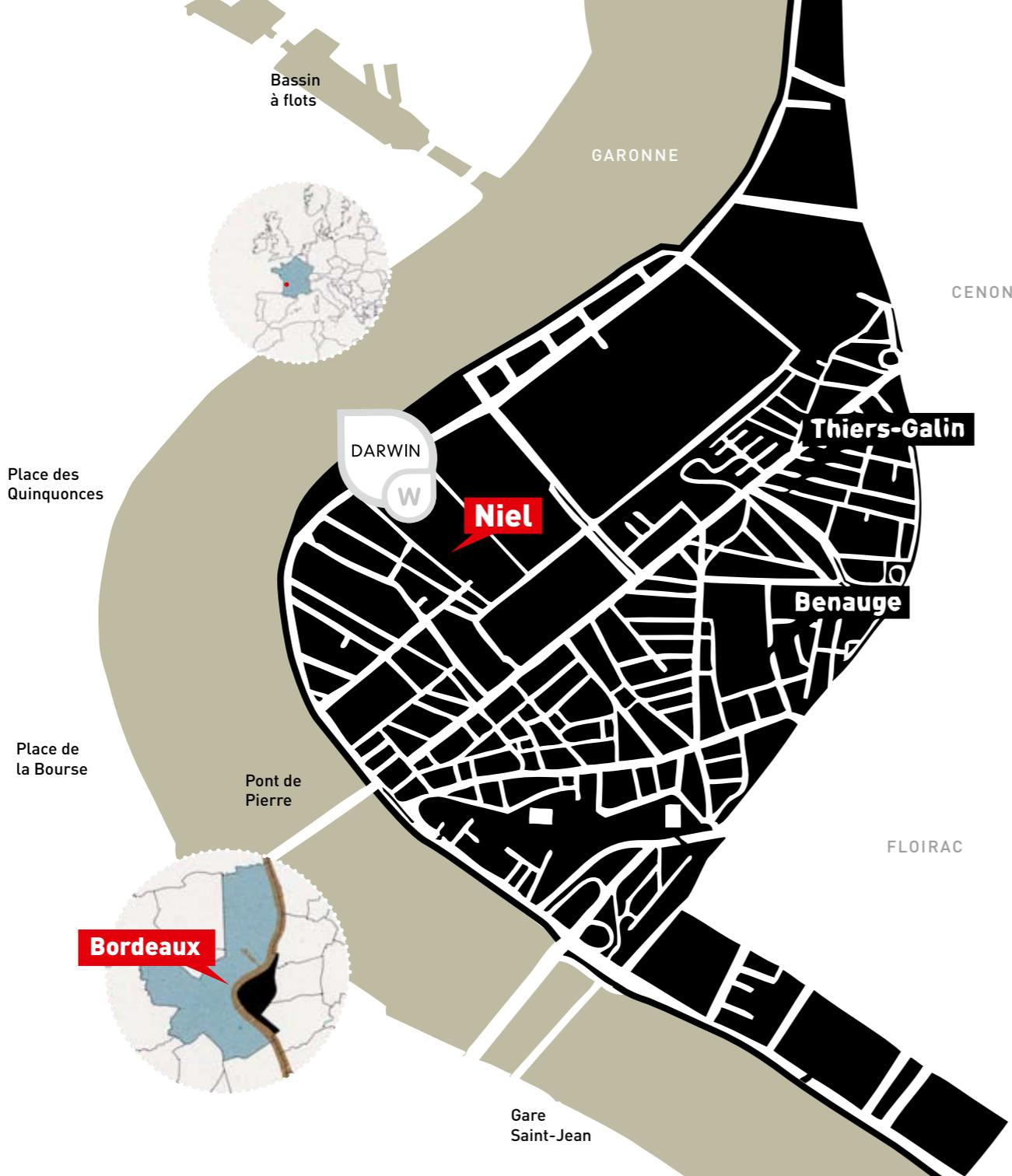


## COMMITTED PROJECT PROMOTORS

### DARWIN. WHO IS IT?

DARWIN is the result of a private initiative by the creative marketing agency INOXIA and its majority shareholder the ÉVOLUTION Group, an incubator for responsible entrepreneurial projects. The business actors brought into the DARWIN project by INOXIA & EVOLUTION work in communication, new information technologies, services, commerce, the environment and culture.

Companies, institutions, associations, local authorities,... all share the same concern for a better balance between economic, social and environmental considerations; they have been experimenting for several years in their own sectors, and all have seen their responsible practices crowned with success. For these local eco-innovation actors, representatives of creative businesses, the DARWIN project is the next stage in their desire to reduce the global ecological impact of their activities and show that sustainable development can be profitable on an even larger scale.



## SHOWCASE FOR THE BASTIDE NIEL ECO-NEIGHBOURHOOD

### DARWIN. WHERE IS IT?

DARWIN will occupy the now disused storage warehouses of the "Niel" military buildings, located on the Bordeaux right bank, beside the Garonne river. These splendid buildings, a former military barracks, and abandoned since 2003, will be one of the main gateways to the future Bastide Niel eco-neighbourhood, planned by the local authorities to be ready by 2013.

This vast real estate development covering almost 20,000m<sup>2</sup> has some unusual architectural features which illustrate the history of Bordeaux and of this neighbourhood. DARWIN will ensure that this heritage is preserved and will respect the memory of the place, while modernising its function to make it a symbol of a modern, creative and avant-garde economy.



## AN EXEMPLARY PROJECT WITH HIGH ADDED VALUE

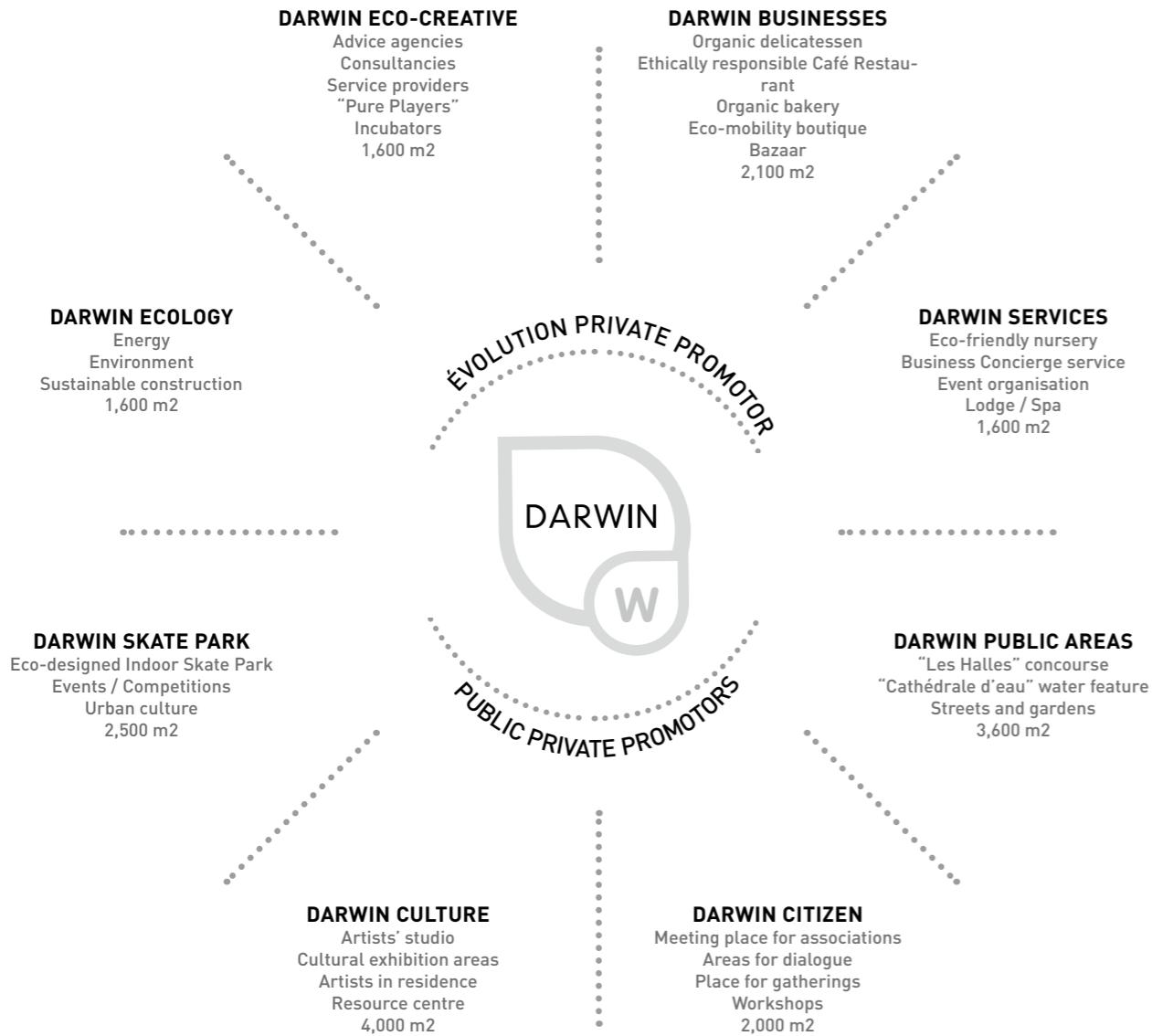
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### DARWIN // HOW?

DARWIN hopes to demonstrate the economic and social relevance of this exemplary renovation project in terms of environmental quality. Thus the architectural dimension is an essential feature of the project.

It is the declared intention of DARWIN to respond in practical terms to the new issues surrounding sustainable development by reducing environmental impacts, managing energy prices and reducing operating costs, all criteria which require a new approach to building management techniques. Renewable energies, the demanding standards required in order to respect the environment, environmental management, eco-mobility...: the DARWIN project wants to demonstrate that it can reduce its global ecological footprint and create the highest possible use value, both for occupants and visitors. The project aims to reconcile as far as possible economy, ecology and well-being and this will inevitably involve all users in an experimental approach to economy of functionality, where the use of services takes priority over the possession of goods, and where working conditions are optimised.





## PUBLIC-PRIVATE COOPERATION FOR A NEW DEVELOPMENT MODEL

### DARWIN. // WITH WHOM?

As well as these economic and ecological aspects, the DARWIN project has strong cultural, citizenship and urban ambitions which private initiative has neither the ability nor the legitimacy to take on alone. ÉVOLUTION will therefore cooperate with local authorities, public bodies and associations to combine tertiary activities, businesses, public services as well as citizen-based, cultural and sports projects.

By creating a hybrid public-private initiative in this way, a wide range of entities with many and varied interests will be able to cohabit in one and the same place and cooperate together. It is hoped that by pooling assets, sharing resources, being open-minded and providing mutual help, there will be new economic, social and environmental benefits.

The DARWIN project will facilitate this combination of entrepreneurial dynamics with the general interest in the up-and-coming sectors in which occupants and stakeholders are active: urbanism, ecology, creative businesses, urban culture and new technologies.



01

## DARWIN ECOLOGY

### ENERGY, ENVIRONMENT, SUSTAINABLE CONSTRUCTION

- Public bodies promoting sustainable development
- 1,600 m<sup>2</sup> of eco-designed work areas
- Workspace perfectly suited to the activity carried out
- Setting an example for the future

*“A coherent grouping of sector-based businesses”*

### THOSE INVOLVED

- ADEME (French Environment and Energy Management Agency)
- IFPEB/CDPEA French Institute for Energy Performance in Buildings
- UNEP/SBCI United Nations Environment Programme (Sustainable buildings and construction initiative)

02

## DARWIN ECO-CREATIVE

### DEDICATED CENTRE FOR THE CREATIVE ECONOMY

- Up-and-coming businesses fully committed to sustainable development
- Developing the companies of tomorrow
- Advice agencies
- Consultancies
- Service providers
- "Pure players"
- Incubators

*"Creating synergies and promoting local know-how"*

### THOSE INVOLVED

- Groupe Évolution
- Inoxia
- Proformats
- Cleanride
- Webwag
- MMS France
- Vertige





03

## DARWIN ECO-BUSINESSES

### ECO-RESPONSIBLE BUSINESSES OPEN TO ALL

- Organic delicatessen
- Ethically responsible café restaurant
- Organic bakery
- Eco-mobility boutique
- Bazaar

*“Promoting sustainable consumption and mobility”*

### THOSE INVOLVED

- Biocoopérative
- Meneau Bio
- Project promoters in the Évolution incubator

04

## DARWIN ECO-SERVICES

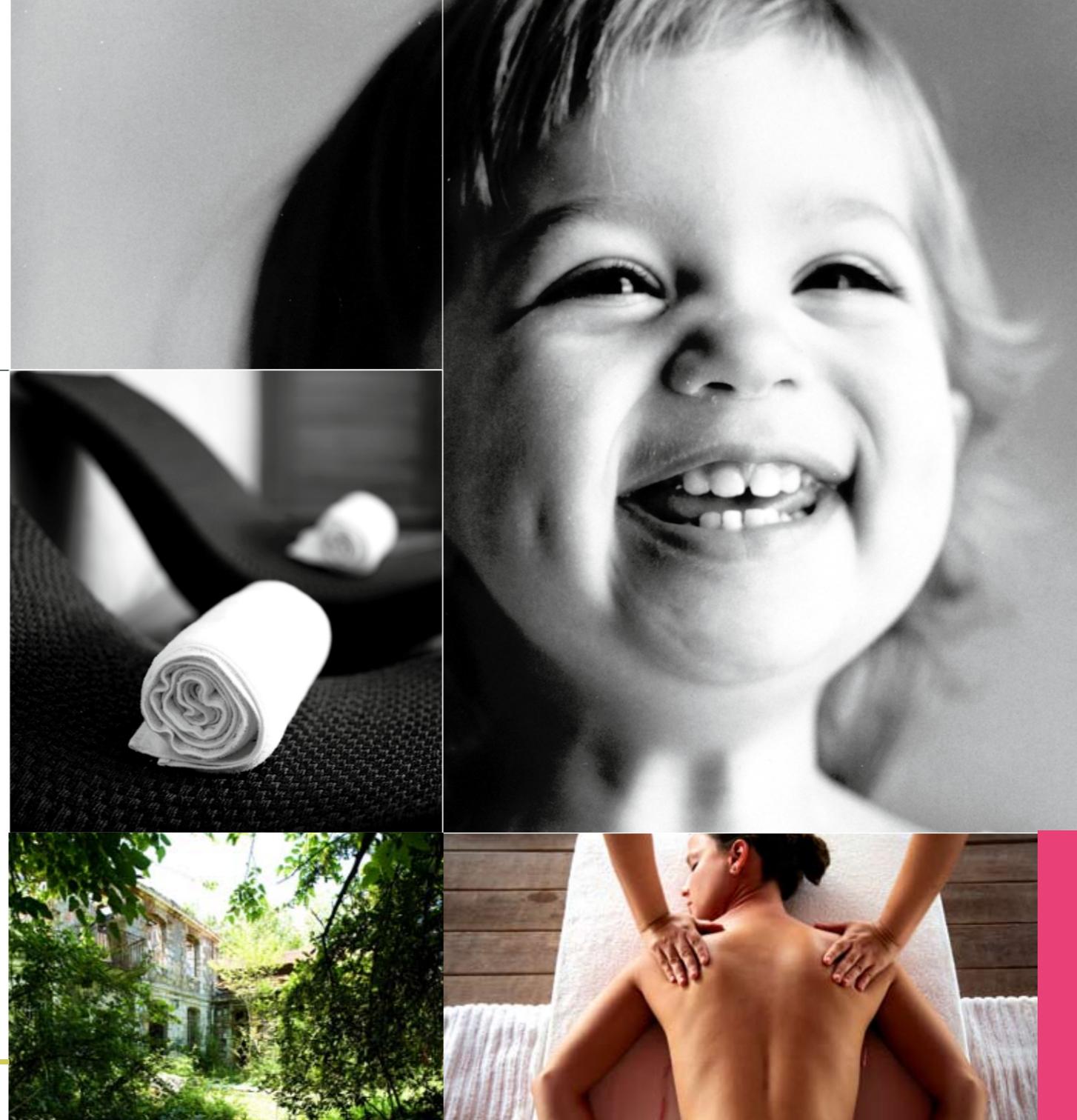
**PRACTICAL SERVICES, OPEN TO THE ENTIRE LOCAL NEIGHBOURHOOD**

- Eco-friendly nursery
- Concierge service for businesses
- Event organisation
- Lodge / Spa

*"Giving the site maximum use value  
and injecting life into the neighbourhood"*

**PROJECT PROMOTER**

- Évolution incubator





05

## DARWIN SKATE PARK

AN AREA FOR SPORT AND EVENTS LINKED WITH STREET CULTURE

- Indoor skate park
- Events and competitions
- Urban culture expression (hip-hop, street-art, electro...)

*“Promoting urban culture with a place to practice extreme urban sports”*

THOSE INVOLVED

- Air
- Board’O
- Octopus
- Jumprider
- Cleanride



06

## DARWIN CULTURE

A PLACE FOR CONTEMPORARY ARTISTS TO PRODUCE AND DISPLAY THEIR WORK

- Artists' studios
- Cultural exhibition areas
- Artists in residence
- Resource centre

*"Opening culture to all, encouraging cultural awareness"*

### THOSE INVOLVED

- Local authorities
- Associations
- POLA Federation
- Circus centre





07

## DARWIN CITIZEN

CREATING A "MAISON DES ASSOCIATIONS",  
ORGANISING PUBLIC DEBATES, MEETINGS, FORUMS

- Meeting place for associations
- Areas for dialogue
- Place for gatherings
- Workshops

*"Citizenship and support for  
associations, social links"*

### THOSE INVOLVED

- Maison de la Nature
- Maison de l'Eau
- Maison Eco-citoyenne
- Local authorities
- Associations



08

## DARWIN PUBLIC AREAS

### PUBLIC AREAS ENSURING ECOLOGICAL AND SOCIAL MEANING

- “Les Halles” concourse
- “Cathédrale d’eau” water feature
- Local streets and gardens

*“A place to stroll, to talk, to meet,  
to be drawn into”*

### THOSE INVOLVED

- Local authorities
- Private operators
- Associations





**LOW ENERGY BUILDING**  
**> 60 KWH / M<sup>2</sup>**

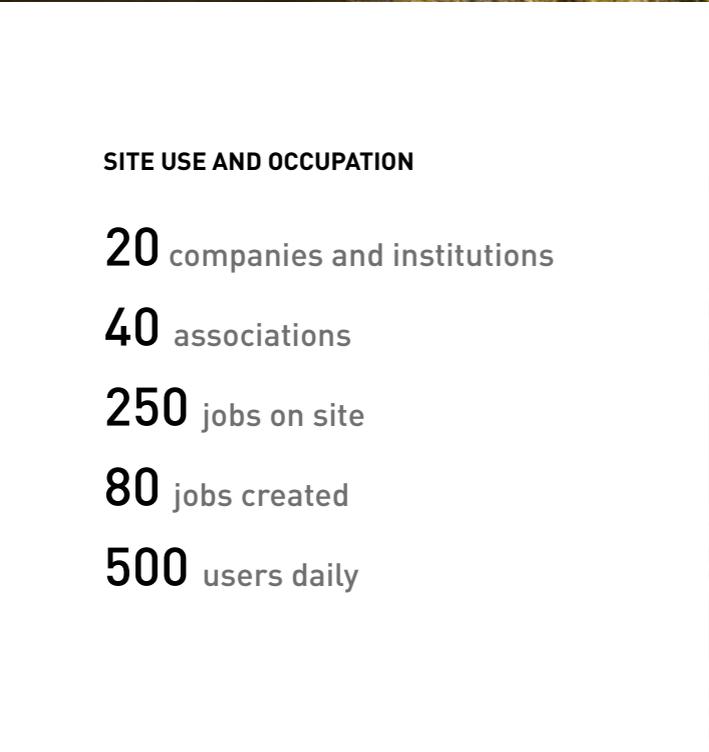
# DARWIN

## figures



**OVER 19,000 M2 OCCUPIED**

- 3,850 m2 office space
- 1,932 m2 shops and services
- 4,000 m2 cultural activities
- 3,600 m2 public areas
- 1,000 m2 associations
- 2,500 m2 indoor skate park



### SITE USE AND OCCUPATION

- 20** companies and institutions
- 40** associations
- 250** jobs on site
- 80** jobs created
- 500** users daily



**500**  
**OCCUPANTS**  
**QUOTIDIENS**

### EXPECTED ECOLOGICAL PERFORMANCE

- Low energy building → 60 kWh / m<sup>2</sup> / year
- 760 m2 photovoltaic panels
- 5,000 m2 surface area for rainwater recovery
- 1,800 m2 green areas and water features
- 1,300 m2 rainwater stored in the “cathédrale d’eau” water feature
- 60% less waste
- 40% reduction in energy consumption
- 60% reduction in heating
- 4-fold reduction in CO2 emissions
- 50% reduction in ecological footprint







“THERE IS NOTHING MORE POWERFUL  
THAN AN IDEA WHOSE TIME HAS COME”  
Victor Hugo



évolution

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LA CUB



Conception&réalisation : [www.inoxia.com](http://www.inoxia.com) / Crédits Photo : Astoria Studio # 2009