

Beat: Lifestyle

# RESTORING APPEAL, DIGNITY & GRANDEUR TO THE CHAMPS-ELYSEES IN PARIS

## NEW AND BEAUTIFUL TERRACES

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**USPA NEWS** - History drew the outline. Paris designed the Decor. The Slightest Paving Stone is known the World over. De Gaulle, Napoleon and Zidane, the Bicentennial of the French Revolution, the Tour de France and the Bastille Day Military Parade: who would dare defy the Gods?

History drew the outline. Paris designed the Decor. The Slightest Paving Stone is known the World over. De Gaulle, Napoleon and Zidane, the Bicentennial of the French Revolution, the Tour de France and the Bastille Day Military Parade: who would dare defy the Gods?

And yet, on the Eve of the Paris 2024 Olympic and Paralympic Games, it would be unthinkable to leave the Long Discordant Alignment of Terraces bordering the Champs-Élysées in their Haphazard and somewhat Makeshift Condition without offering to improve their Layout, Organization, Pattern and Colors. A Matter of Prestige...

We could recognize the Availability and Open-Mindedness of the Avenue's Cafe, Hotel and Restaurant Owners. These Professions are Essential to the Liveliness, Comfort and Prosperity of this Unique Thoroughfare. They all agreed, in a Spirit of Good Faith and Responsibility, to discuss Improvements that would enhance the Experience of their Customers – Parisians and Tourists alike – and facilitate the Work of their Employees, while also growing their Businesses and beautifying the Champs-Élysées.

The most Decisive was that of the City of Paris, both as the Primary Institution responsible for Safeguarding the Interests of the Businesses and Residents concerned, and as the Owner of the Sidewalks and Surfaces on which where the Efforts were to focus. The City wanted to revise the Regulations for the Terraces.

Last but not least, obtaining the Approval of the Paris Prefecture of Police was absolutely essential to ensure due regard for Matters of Safety and Public Order. Was also needed the Approval of the Ministry of Culture via the French Architectural Review Board, Architectes des Bâtiments de France, the Ultimate Specialist in the Country's Heritage and Art de Vivre.

To lead this "Great Leap Forward," was selected an Great Designer, Belgium Native Ramy Fischler. To enhance the Perspective of the Arc de Triomphe and create Spaces for Leisurely Strolls, Efforts will be made to realign and unify Dining Terraces: Modern, Scalable Structures that can be dismantled for Major Events; Distinct Spaces for Customers and Pedestrians, bathed in Sunlight and protected from the Elements; Designs with a Contemporary Flair and yet Reminiscent of the "Vacheries Anglaises," Open-Air Galleries devised in the 19th Century along the Gardens surrounding the Place de la Concorde; Alignment parallel to the Flow of Pedestrian, Bicycle and Automobile traffic with a View to bringing the Architecture of the Buildings lining the Avenue into New Focus, as well as Energy Autonomy to do away with the Cables that distort the View and clutter the Streetlights; a Coherent Color Scheme and Elegant Furniture intended to restore the Grandeur of the Champs-Élysées.

Concrete Implementation of the Project will start this Winter.

- When did Street-Side Dining Areas First appear?

Following the Renovation Work carried out in 1991 by Jean-Michel Wilmotte and Bernard Huet, the Service Roads perpetually cluttered with Parked Cars disappeared. These Spaces were repurposed for Pedestrian Use, and Restaurateurs used them for New Street-Side Dining Areas.

- Key Figures

- 18 Terraces installed before Olympic and Paralympic Games
- Units 4.20 m in width
- 1- to 6-Unit Modules
- Surface Area between 31 m<sup>2</sup> and 136 m<sup>2</sup>
- 5 Different Interior Colors
- Single Exterior Color (Mignonette Green)
- 1 Exterior Fabric (Clay Gray)
- 1 Motorized Awning
- 1 1.30-m Glass Wind Blocker
- 1 "Champs-Elysées" Furniture Collection specially designed for the Avenue
- 20-year Lifespan thanks to Rechargeable Batteries for the Terraces
- 18 months of Co-Construction Work

- A Loving Nod to the "Vacheries Anglaises"

Intended for strolling Parisians caught in the Rain, These Vacheries Anglaises or "English Cow Pens" never housed a Single Cow and have No Connection to the British Isles. Designed as Shelters by Architect Joseph- Antoine Boulard, they were installed in the Gardens of the Avenue des Champs-Elysées in 1883. Boulard was an Employee of Adolphe Alphand, Creator of the Champs-Elysées Gardens as we know them today. The Comité Champs-Elysées turned to these Structures as Inspiration for the Terraces! A compelling Guarantee of Aesthetic Unity for the Avenue.

- New Uses and New Challenges: Terraces for the Future

The New Champs-Elysées Terraces rise to the Challenges of Our Time, starting with Adaptation to Climate Change. They must serve as Islands of Freshness, offering Users every Comfort: Shade during hot Summer Days, as well as Effective Protection against Seasonal Weather Events.

On a Model Modern Avenue, Terraces must also be Exemplary throughout their Life Cycle, giving Pride of Place to French Manufacturing with a View to limiting their Carbon Footprint. The Champs-Elysées regularly hosts Major Events (Bastille Day Parade, Tour de France, Christmas lights, etc.). As such, these New Terraces can be dismantled, partially or totally, according to Instructions from the Prefecture.

- \* Harmonizing with a Consistent Pattern
- \* Adjusting Terrace Locations
- \* Unifying Exterior Colors
- \* Identifying Businesses by Canopy Color
- \* Eliminating Electric Cables
- \* Protecting with Transparent Panels

- Comité Champs-Elysées is creating a Furniture Collection for the Avenue (by RF Studio)

The Project aims to restore Aesthetic Unity to the Avenue while letting Each Business stand out. Comité Champs-Elysées and RF Studio have therefore published a Mix-And-Match Furniture Catalogue. Products are available from Leading French Manufacturers. Colors match the Interior Canopies selected by Each Operator.

A Seating Collection further reinforces this Aesthetic Identity while exhibiting the Robustness and Durability required for Intensive Use. RF Studio has developed Two Complementary Product Lines in Traditional Rattan and Metal, enabling Restaurateurs to personalize their Terrace while preserving the Overall Harmony of the Champs-Elysées.

- Rethinking the Terraces: An Unique Unifying Approach with a Tight Timeline

18 Street-Side Dining Areas are in Place for the Paris Olympic and Paralympic Games. More Attractive, more Parisian and made in France, these New Structures are suited to New Uses and meet needs of Customers and Pedestrians.

This Project is being implemented as Part of the "Re-Enchant The Champs-Elysées" Project, an Urban Study entrusted to the agency PCA-Stream, submitted to the City of Paris on May 27.

Comité Champs-Elysées commissioned Belgian Designer Ramy Fischler to carry out a Specific Study of the Avenue's Terraces, with a View to restoring Overall Harmony and meeting the Needs of Operators while ensuring Compliance with Regulations.

All Stakeholders were consulted, according to the Comitee's Model of Private-Public Cooperation and Co-Design, with the Support and Guidance of the City of Paris and its Various Teams.

- Ramy Fischler participated in a 2010 Residence Program at the Académie de France in Rome, and was named Maison&Objet Designer of the Year for 2018. His most Emblematic Projects include the Headquarters of Twitter France, the Restaurant at the National Gallery in London, the Brasserie de la Tour Eiffel and the Philanthro-Lab, a Space founded by Compagnie de Phalsbourg and dedicated to the philanthropic Professions.

Source: Inauguration of "Champs--Elysées New And Beautiful Terraces"

On June 13, 2024

With the Presence of:

\* Marc-Antoine Jamet - President of Comité Champs-Elysées

\* Anne Hidalgo - Mayor of Paris

\* Jeanne d'Hautserre - Mayor of 8th Arrondissement of Paris

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