

maîtrise d'œuvre urbaine

Les Ateliers Internationaux de Maîtrise d'Oeuvre Urbaine de Cergy-Pontoise

2018 Paris Region Workshop –
Life in Metropolitan Areas in the
21st Century

QUELLE VIE DANS LES MÉTROPOLES AU XXI^e SIÈCLE ?

2ND METROPOLITAN EVENING

REPORT

Living and working tomorrow

8 March 2018 – Icade OPEN Headquarters

Les Ateliers' partners :



Living and Working Tomorrow

8 March 2018

EVENT COORDINATORS:

- Marie-Marie Pénicaud, Urban Planning Director for the City of Vendôme
- Jean Grébert, Transportation and Mobility Specialist at Renault
- Olivier Guilloët, Urban Development Director at Icade

GUEST SPEAKERS:

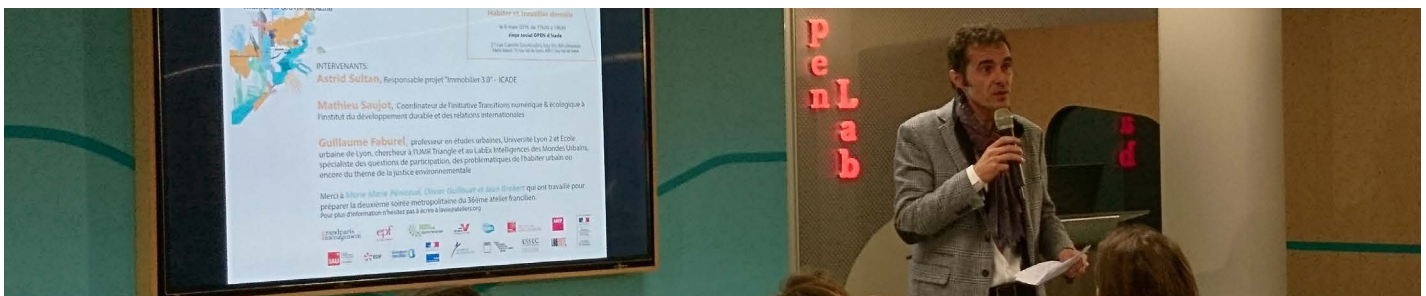
- Astrid Sultan, L'immobilier 3.0 Project Manager at Icade
- Mathieu Saujot, Coordinator for the Linking Digital and Ecological Transitions Initiative at the Institute for Sustainable Development and International Relations (IDDRI)
- Guillaume Faburel, Professor of Urban Studies at the Université Lyon 2 and the Ecole Urbaine de Lyon, Researcher at UMR Triangle and Labex Intelligences des Mondes Urbains (IMU)



This metropolitan evening on the theme of «Living and Working Tomorrow» was hosted at the Hub, a centre of innovation within Icade (a partner of Les Ateliers Internationaux de Maîtrise d'Œuvre Urbaine) at its OPEN headquarters in Issy-les-Moulineaux. With the arrival of the French real estate group to these premises in 2017, the company's working and management practices changed with the transition to what it calls the Flex Office. The Flex Office consists of a new workspace organization in which employees, who do not have a fixed office, work at shared tables and meet in collective spaces such as the Hub or during evening events. This space, which is both a digital and physical hub, typically hosts transversal working groups and presents itself as a place of interaction and collaboration.

Introduction by Olivier Guilloët

According to Olivier Guilloët, the cities we know were constructed upon a 19th-century paradigm that was governed by a fixed rationale—the built environment—whereas today the new centrality is the notion of the individual. Therefore, how can we now develop cities during this period known as the third industrial revolution, a term popularized by Jérémy Rifkin, which is occurring alongside the digital revolution, climate change, and the increased sense of time constraints? It is to this question that our guest speakers endeavoured to provide some answers.



Discussion led by Astrid Sultan : New spaces of work - the third places

Within the framework of L'immobilier 3.0, for which Astrid Sultan—a researcher on emerging work patterns—is the project manager, Icade is looking into ways to support companies through the designing of new workspaces.

According to her, the lessons that can be learned from new workspaces such as Flex Offices or third places (co-working spaces, company hotels, business incubators, etc.) deal more with the people than to the spaces themselves. How does the malleability of these spaces inform us about new ways of working, such as nomadic or telework practices? Astrid Sultan explained that start-ups not only need an environment where resources are shared but they also seek to belong to a community, and large companies take inspiration from this to reorganize their work practices.

Third places are relatively new types of spaces. The first lesson that can be drawn from their increased presence is a collaborative dimension that is becoming more and more prevalent, and not only in workplaces. Examples of co-living and carpooling show that this extends to all facets of society and all areas of the city. The second lesson concerns vocational training. These spaces reflect the breaking down of barriers between intermediaries and service providers, as well as the promotion of digital tools.



The idea Astrid Sultan sought to convey during her presentation is that a place itself is less important than what happens inside. The latter makes it possible to observe the transformation of large companies from a management style based on performance to one of experimentation (test and learn), which concretely translates into the development of autonomy within companies (within an entrepreneurial logic), collaboration with start-ups, and hybrid programming.

According to Astrid Sultan, the new places (shared spaces, fab labs, etc.) whose organization and agenda is based on their users stem from the Northern European tradition of “commons”, land or resources belonging to or affecting the whole of a community . The co-construction of third places could thus be a new form of co-construction for the city of tomorrow. New services are entering businesses and the work experience is evolving. In fact, we are seeing new trends towards workers engaging in multiple professions, developing activities in parallel to existing employment, and undergoing a constant evolution of skills (e.g. École 42).

According to her, the community has the capacity to co-construct the city through an adapted programme. Although they concern only a portion of the working population (senior-level categories), these third places—which are neither domestic places nor places of work—reflect the bleisure phenomenon (business + leisure) that is a response to the problems that populations face when seeking proper housing, saving resources and reducing commuting times and distances. Finally, she expressed her belief that a revitalization of the city can also be observed since these third places are most often established in disused urban spaces on the outskirts of the city.

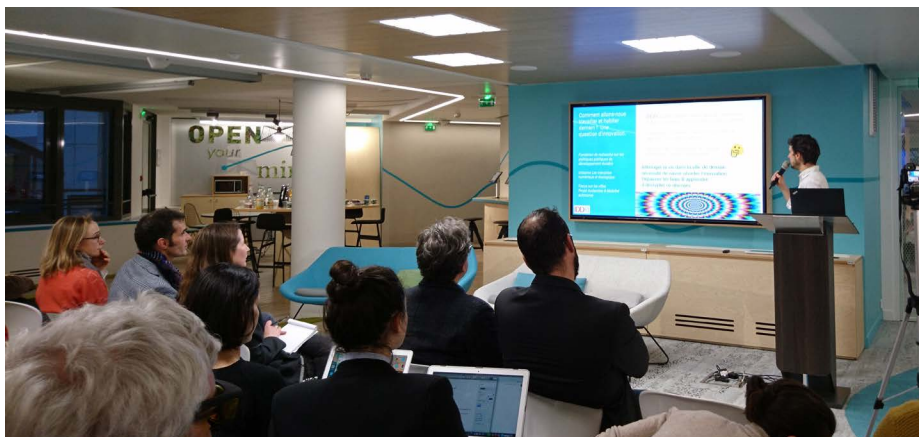
Discussion led by Mathieu Saujot: The impact of digital innovation on the lifestyles

Mathieu Saujot—an engineer, with a PhD in economics—works on the intersection between digital cities and sustainable cities, and coordinates the AudaCities programme, with the New Generation Internet Foundation (FING) on the governance of the real digital city, and the New Mobility, Clean Mobility Project, a prospective study on autonomous and shared mobility, with the IDDRI.

The question that was raised was that of the gap between the transformation of contemporary lifestyles and the media discourse. According to Mathieu Saujot, asking questions about life in the cities of tomorrow implies taking an interest in innovation, as well as identifying the gaps between what has been promised and what is real.

As part of the AudaCities programme, he questions the smart city rhetoric. Is the smart city synonymous with organization or does it lead instead to an ungovernable city? Although local authorities have become well-equipped over the last ten years to drive innovation, the proliferation of subjects covered by the smart city concept—citizen participation, mobility, etc.—would, in his view, lead to new difficulties in decision-making and therefore to a standstill in action.

He stated that there is also a question of distinguishing the trend effect from the strength of the discourse. For example, the subject of block chains, which is a highly technical issue, has become viral. However, he asserted that the analysis of artificial intelligence leads to the belief that many of its promises cannot be kept since robots are in fact designed to perform a specific task in contrast to the human mind, which operates through an extrapolation of intelligence (see the research conducted by MIT's Rodney Brooks on this subject).



Finally, the audience and the speakers both suggested looking at existing social and ecological experiments as an indicator of innovation in action and the trends to be favoured in order to move from a top-down model to a bottom-up model, but also the need to invent new tools to improve living conditions in cities, to re-examine the city's skills and professions, to reassess sites of urban renewal and to build collective narratives around the question of the liveability of a space which is not necessarily urban.

To conclude, he questioned the fantasy of omniscient regulation and its possible impact on individual freedoms (see the report published in 2017 by the CNIL's Digital Innovation Laboratory, «La plateforme d'une ville: Les données personnelles au cœur de la fabrique de la smart city» (Cahiers IP Innovation & Prospective N°05).

Discussion led by Guillaume Faburel: The evolution of life in metropolises

Guillaume Faburel - PhD in Urban Planning - is an expert on issues of participation, urban living and environmental justice. In response to the previous discussion, he pointed out that today the smart city is far more than just a myth, and that many cities and neighbourhoods already claim it as their identity.

According to him, it is important to take into account the fact that experiences of the metropolitan transition are unequal, and that although the social profiles within metropolitan areas are fairly homogeneous, three quarters of the French population are far removed from this situation and do not wish to go in such a direction. According to him, it is therefore necessary to ask the question: How can we create «commons»? How can we stand collectively in the face of the digital revolution and the surge of urban transformations? Faced with urban neo-productivism—in reference to calls for innovative projects such as «Inventing the Greater Paris Metropolis» and the competitive race between global metropolitan areas—how and with what can we create conditions for living? According to him, the widespread phenomenon of the metropolitan transition does not produce a more democratic or more inclusive model; on the contrary, it produces exclusion by relying on the mimetic model of the global city—the liberal city model—in which few people see themselves.

Moreover, he argued that the inhabitants of these cities are experiencing such changes physically. According to him, this is expressed by the desire to be excluded from the phenomenon, the desire to leave large cities and the feeling of not belonging to such urban areas. He contended that acceleration exhausts the body and that over-density leads to feelings of suffocation. But the question is whether we are all equal in the face of this phenomenon and how can we make these changes liveable? The metropolitan transition leads to a pace of life for which we are not prepared and as such an anthropological rupture can be observed in terms of the hospitality of cities between exclusionary policies that attract only certain categories of the population and the desire of other categories to leave the metropolitan model. Although this was initially a heliotropic phenomenon, he pointed to a recent survey (conducted by Cadremploi in August 2017) that showed that 80% of residents in the Île-de-France region would now like to leave Paris—it stated that 80% of management-level employees in the Paris region say they are ready to leave Paris—and are attracted by the socio-ecological innovation of medium-sized towns.



According to him, one can then wonder how the individual can intervene in these changes. The anthropological rupture coupled with a crisis of political representation leads to a re-engagement by the public in the form of participation, discussions regarding the inclusive city, etc. In fact, on the basis of beliefs, values and convictions, the construction of alternative forms more akin to the concept of “commons” can be observed in response to the vexed experience of large cities. As such, a search for “commons” can be observed that translates into the return towards taking control of one's life and living situation (in which the question of food is only the tip of the iceberg), the collaborative/cooperative dimension that is expressed through forms of collective construction, autonomy and the desire for self-fulfilment in reaction to global cities that increasingly shape behaviours—such as how to live, cooperate and self-govern. He concluded by saying that the issue of the downturn is emerging in defiance of major political policies and programmes.

Q&A with the audience

The exchanges with the audience provided an opportunity to explore the use of the city's spaces in terms of different temporalities and the importance of taking into account the notion of time in the urban fabric, but also the way of anticipating uses, the role that work plays in the lives of city dwellers and the constrained pace it imposes when the implications of modified work schedules are imagined.

The debate also addressed digital technology as a tool for improving daily life, the origins of the smart city concept, the role played by third places in combating desertification in certain territories and the replacement of human services through technology—as in the case of the automated metro—and the adaptation of populations to such new models—as in the case of eco-neighbourhoods—as well as the increasing privatization of urban development, which questions the status of public space. The discussion with the audience led to an examination of the question of the size of cities by looking at the economy of scale in terms of the notions of collaboration and sharing, the inertia of the city with respect to transportation planning and development practices, and the fragmentation of decision-making powers.

It also called into question the concept of a sustainable development that favours density, the potential interests of the horizontal city, the polarity of Paris as a capital city and the imaginary centrality it invokes, along with the evolution of perceptions of the city as a result of feelings of malaise or suffocation that drive certain populations to flee urban spaces; while, at the same time, provided insights into metropolitan situations on different continents and the shape of the global city in different parts of the planet.



Finally, the audience and the speakers both suggested looking at existing social and ecological experiments as an indicator of innovation in action and the trends to be favoured in order to move from a top-down model to a bottom-up model, but also the need to invent new tools to improve living conditions in cities, to re-examine the city's skills and professions, to reassess sites of urban renewal and to build collective narratives around the question of the liveability of a space which is not necessarily urban.

During these discussions, references were made in particular to the study «Apirations Linked to Mobility and Lifestyles: An International Survey» published in 2016 by Forum Vies Mobiles and the Observatoire Société et Consommation (L'ObSoCo), as well as to a study carried out by Le Lab OuiShare x Chronos in 2017, entitled «Leveraging Collaborative Practices in Medium-sized Cities», and to the Darwin Ecosystem project in Bordeaux.

Conclusion by Jean Grébert

For the evening's conclusion, Jean Grébert invited the audience to reflect on two concepts that he believes are central to the discussion: the notion of scale, including the spatial dimension—expansion of urban conurbations—as much as the temporal dimension—acceleration of the rhythms and pace of life—and the notion of the neighbourhood, which has been completely absent from the discourse surrounding the smart city, even though it is at this level that accessibility to services, public spaces and conviviality are at stake. In his view, the connection to neighbourhoods tends to disappear due to metropolitan lifestyles and that this could be the cause of feelings of suffocation in large cities.



Les Ateliers Internationaux de Maîtrise d'Oeuvre Urbaine de Cergy-Pontoise

36th Summer Workshop

The team

Pilots of the session :

Bertrand Warnier

Solenne Sari, architect and urban planner

Jean-Michel Vincent, engineer and urban planner

Assistant-pilots :

Priscillia Jorge, architect and urban planner

Simon Brochard, géographe and urban planner

Project manager :

Véronique Valenzuela, geographer

Manager of Les Ateliers :

Christine Lepoittevin

les ateliers

maîtrise d'œuvre urbaine

Email of Les Ateliers : contact@ateliers.org

Email of the 2018 team : lavie@ateliers.org

Le Verger, 1 rue de la Gare BO 9004795020

Cergy-Pontoise Cedex

Tel : +33 1 34 41 93 91

www.ateliers.org