

B'Twin Village

Rehabilitation of the World Cycling Center, the B'Twin Village, into an innovation hub, showroom, offices, retail spaces, and dining areas.

CLIENT	The existing site is marked by the industrial heritage of the Lille region. The architecture is typical, and the construction design is remarkably well-crafted.
DECATHLON	
TEAM	Indeed, the project is located on a site that was formerly used as an airfield, then as an airport and air terminal (Lille Airport) in the 1930s, before becoming, in 1956, the SEITA cigarette manufacturing plant.
Groupe Patriarche : Patriarche (Architecture, Interior Design, Landscape, Urban Planning, Environmental Quality, BIM) Patriarche Ingénierie (All Trades Engineering, Cost Estimation) Patriarche DB (General Contractor) Patriarche Creative (Graphic Design, Signage) Myah (Furniture) Partners : Veritas, Plantier, Duverney Ingénierie, Projex	Fully rehabilitated, the former factory now hosts Decathlon's World Center, dedicated to cycling and sports. The building houses the B'Twin brand's designers, as well as a store, a food court, an event space, showrooms, design offices, testing laboratories, industrial prototype workshops, a mechanical assembly plant, and a component warehouse.
KEYPOINTS	On an exceptional scale (600 meters long by 164 meters wide), the building is above all functional and structured by a concrete post-and-beam system on an 18x12 meter grid.
1 rehabilitated industrial hall. 1 reversible, flexible and innovative building. Soft mobility within the building. Co-design with the R&D teams of Decathlon group brands. Internal R&D incubator.	The proposed project is conceived as a surgical transformation of the site. To create a pleasant living environment, the existing building was stripped of all unsightly extensions added over time; only the main brick volumes were preserved. A new frontal expression was shaped into the existing monolithic façade.
	The insertion of metal-and-glass façades brings light into the structure and redefines the architectural language of the building, while preserving its original industrial character. Patios, true light wells framed by a system of internal streets, were created within the open-plan layout.

Typology Mixed-use	Construction cost 80 M€	Status Delivered in 2019
Area 85 000 m² of GFA	Location Lille, France	Mode d'attribution MOP Law (French Public Procurement Law)



Architectural Intentions



The renovation approach aimed to highlight the qualities of the pre-existing building. It was first necessary to remove the ordinary constructions added over time in order to reveal the original volumes.

A system of sawtooth roofs promotes natural lighting, while the structure, made of slender bolted metal profiles, creates impressive volumes while organizing the whole. The brick façades are accentuated by an elegant white moulding that gives rhythm to the openings.

Soft mobility is encouraged throughout the 85,000 m² of showrooms, design offices, testing laboratories, prototyping workshops, mechanical bicycle assembly plant, and component warehouse that define the program.



People move around on foot, but also by bike or scooter within each part of the building.



Landscaped Park and Esplanade

The B'Twin Village is located within a high-quality landscaped park, richly planted with tall trees, shrub beds, and isolated coppices. Pathways are lined with green spaces, mainly composed of lawns.

Between each cluster of buildings, a planted drainage swale helps eliminate hydrocarbons.

Decathlon's intention was to enhance this green environment and make it conducive to sports activities. Outside the building, there is a large esplanade dedicated to cycling.

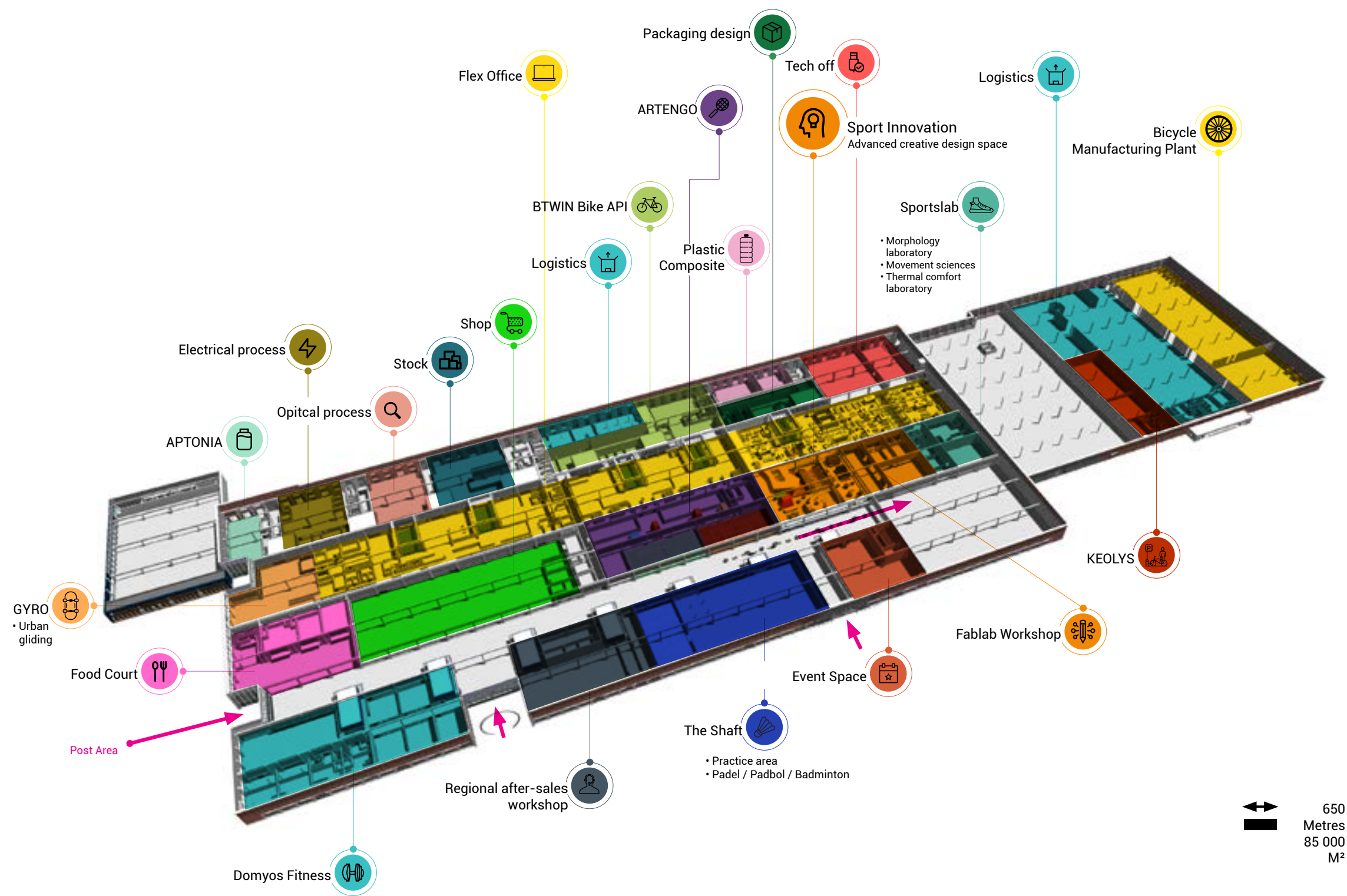
The architecture of the site allows visitors to discover the entire process of product development, from design to commercialization. Indoor and outdoor sports areas enable both visitors and designers to test the equipment.

An artificial hill allows for mountain biking practice, and a BMX track hosts competitions.



Innovation Center

The B'Twin Village aims to become the largest design and innovation center dedicated to sports in Europe.



Our project aims to integrate societal changes that support the development of new concepts of work and living.

Decathlon's Culture of Innovation

Decathlon is a "liberated" company, where management and decision-making are carried out collaboratively. It was essential for us to design workspaces that support and encourage the brand's culture of innovation.

Throughout the design process, we sought alignment between the physical office infrastructure and the cooperative working style that brings collaborators together around product creation. To achieve this, we envisioned several types of spaces.

The **office floors**, which make ample room for flex office setups, reflect a startup and coworking spirit.

The **Innovation Booster**, designed as a wellness space, where natural light and greenery take center stage. Workstations are organized into clusters, allowing people to move freely and settle in project mode.

Advanced Design, a workshop and design thinking space. It's a unique place of inspiration, organized like a loft to escape the usual setting and work in "studio" mode, without time constraints.

We also designed a **FabLab**, a series of workshops where everyone has the opportunity to work with all types of materials, from textiles to carbon fiber. These spaces are available to Makers (every employee at Decathlon is considered a potential Maker).

The **SportsLab**, dedicated to pure research on athlete physiology, as well as behavioral studies of customers, brings cross-disciplinary expertise.

Finally, product industrialization is carried out within a dedicated **Business Unit** (Tech Off), in constant collaboration with the designers.

650
Metres
85 000
M²

Interior Architecture

Meeting, working, and exchanging ideas in an environment conducive to innovation is essential.

Each space was designed by our interior architects in direct collaboration with the client.

Une organisation flexible

The layout allows for working alone or in groups of up to 100 people per floor. Configurations adapt to different activities and are supported by innovative furniture :

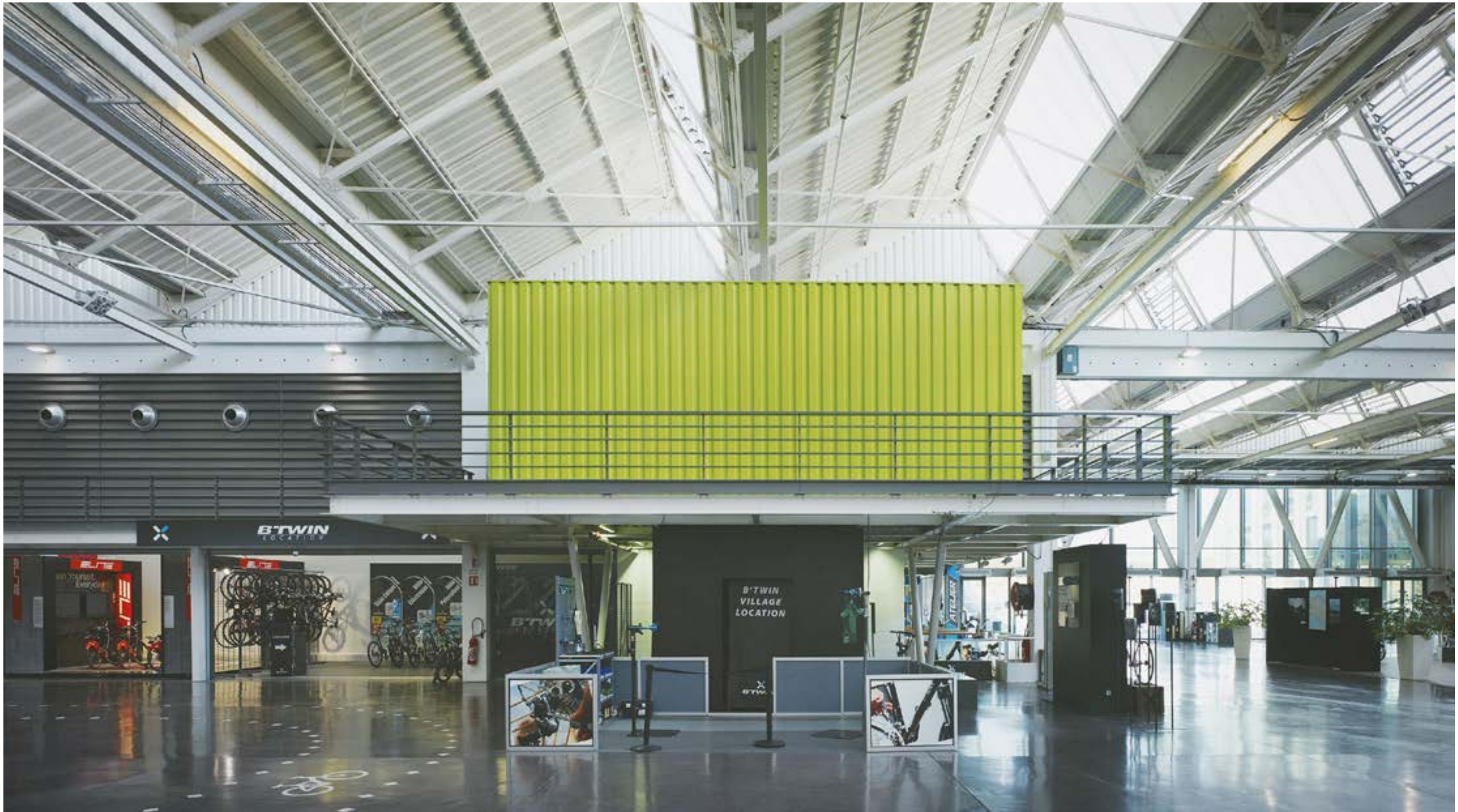
- benches for 4 to 6 people, high tables, shared zones, and small meeting and communication spaces
- for phone calls or one-on-one and small group discussions.

Des espaces pensés pour stimuler la créativité

Creation rooms, with differentiated atmospheres and enclosed spaces, are available for project groups upon reservation. Educational materials and a digital environment foster collaboration.

This work was carried out without artifice, in coherence with the architects, to offer fun, pure, or tech-inspired atmospheres, depending on the expectations and objectives (recharging, escaping, isolating, building models, hosting conferences, dining, etc.).





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