

Mériadeck

Renovation of the Allianz Towers, a mixed urban development program featuring offices, a 147-room hotel, restaurant and sports hall in the Mériadeck district.

CLIENT

Duval Developpement

TEAM

Patriarche (Architecture, Interior architecture, Space planning, MEP Engineering, EBQ, Cost, BIM, Urban planning)
Partners :
CSD & Associés, OMEGA Alliance
Credits: ©Romuald Nicolas

KEYPOINTS

Rehabilitation.
Remarkable architecture from the 1980s.
Sobriety.
Giving new life.
Open up to the city.
Mix of programs.

AWARDS

Pyramides d'Argent : Winner of the Grand Prix Régional and the Prix de l'Immobilier d'Entreprise

The main aim of the redevelopment project for the three “Allianz” towers in the Mériadeck district is to restore the link between the buildings and the city. The slab-based urban planning of the 1980s sought to separate vehicular and pedestrian traffic by placing them “safely” on a high slab. The street level was then abandoned, and used only for parking lot access and other technical premises. Today, the city is tending to restrict the use of cars to make way for spaces shared between public transport (streetcars, buses) and soft modes (pedestrians, bicycles, scooters, etc.).

Les Trois Tours opens onto rue Claude Bonnier, with three new entrances serving the hotel, restaurant, offices and shops. The existing slab-based entrances to the hotel reception/ restaurant (Towers B and C) and the pedestrian access to the offices (Tower A) will be preserved and enhanced.

While respecting the original architecture of architects Arretche-Karasinki, the Three Towers of the Mériadeck district are now enjoying a new lease of life, opening up to the public and to the heart of the city.



Typology Hotel, Office, Shops	Construction cost 14 M€	Status Delivered in 2022
GFA 13 270 m²	Location Bordeaux, France	Project delivery Design and Production

Collaborative, intimate offices

Building A has 6 levels. The floors are laid out in 4 wings with numerous openings, linked by a central core grouping together common functions such as reprographics, washrooms and the tea room, as well as the building's vertical circulation systems. The lessee (Bordeaux Métropole) wanted to experiment with new workspaces that would encourage collaboration and socialization, while not neglecting user concentration.

As a result, the existing architecture was used to design workstations on a more human scale, with open spaces comprising 8 to 12 workstations. The choice of furnishings is also designed to encourage concentration and privacy, with separations between workstations: tall openwork storage units, separating and acoustic screens...

Encourage collaboration and socialization without neglecting the user's concentration.



To facilitate collaborative working between users, the floors are punctuated with meeting spaces of varying sizes (6 to 10 people), acoustic bubbles, break-out areas and convivial spaces with a variety of modular furniture (high tables, standing tables, low seats, etc.) for more informal gatherings. The hall has regained all its original architectural richness, with pre-stressed concrete beams and coffered floors. These types of furniture and postures are stimulating for users.

The ambience is warm, sober and comfortable. Two shades of carpet distinguish between work and circulation areas. Light oak and burgundy, the two predominant materials, create a unity between the different work surfaces. They are used sparingly in furniture fabrics and wall coverings. Particular care has been taken in the choice of furniture to create a sense of "home".





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