

Craft

Providing housing, offices and business premises in the Presqu'île Urban Development Zone in Grenoble.

CLIENT

Bart I Patriarche (Promoter - VEFA)

TEAM

Patriarche (Architecture, Interior architecture, Space planning, MEP Engineering, EBQ, Cost)
Partners :
Indiggo, Antea group, In situ, Kaena

KEYPOINTS

Landscaped, permeable, vegetated core:
minimises heat pockets.
Photovoltaic generation.
Low energy consumption, efficient systems and renewable energies.
Wood construction to reduce the carbon footprint of buildings.
Flexible office space for new occupants.

ENVIRONMENTAL PERFORMANCE BREEAM

RT 2012 level
Bioclimatic approach

The project is set in the context of an old, inhabited neighbourhood with its own history. Although it is relatively close to the centre of Grenoble, the area is poorly served and currently suffers from a degree of seclusion.

In order to break this isolation and link the district to the city, the urban development zone proposes to create and complete the existing urban network and weave new links with neighbouring districts. Soft, pedestrian and cycle links, supported by an ambitious landscaping scheme, are at the heart of this work.

The project wraps around the heart of the site, laid out in landscaped tiers crossed by staircases that establish a strong pedestrian link between the street and the upper forecourt.

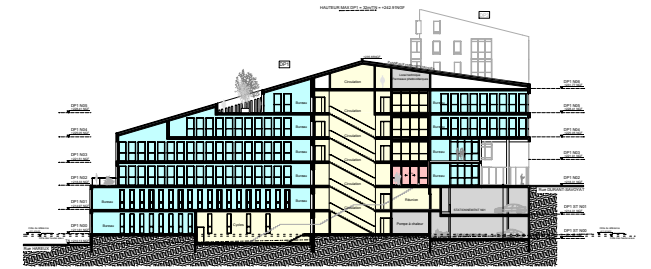
The organisation of the built units around a high-quality shared central space inspired our project, which in turn takes up and develops this concept of shared spaces. Large terraces, loggias, cafeterias and communal areas open to all encourage encounters between old and new residents, office users, schoolchildren and boules players, visitors and the simply curious from other neighbourhoods. Getting to know each other, dialogue, mutual aid - in short, living together on a building, block and neighbourhood scale.

These shared spaces will be further refined and developed in consultation with 2Portzamparc studio, in accordance with the DP2 project selected and the final landscaping project, to establish real continuity, complementarity and overall coherence between all the projects.

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|---|-------------------------------------|--|
| Typology Residential, Offices | Construction cost €10.6M | Status Delivery 2023 |
| Surface 5,956 m² | Location Grenoble, France | Allocation mode Design and build - Promotion |



An office building open to the city



DP1 Coupe AA

This building acts as the defining feature at the entrance to this new district. Its striking silhouette, with its cantilevered overhang opening up views and guiding pedestrians towards the public forecourt and the heart of the block, introduces a new urban landscape.

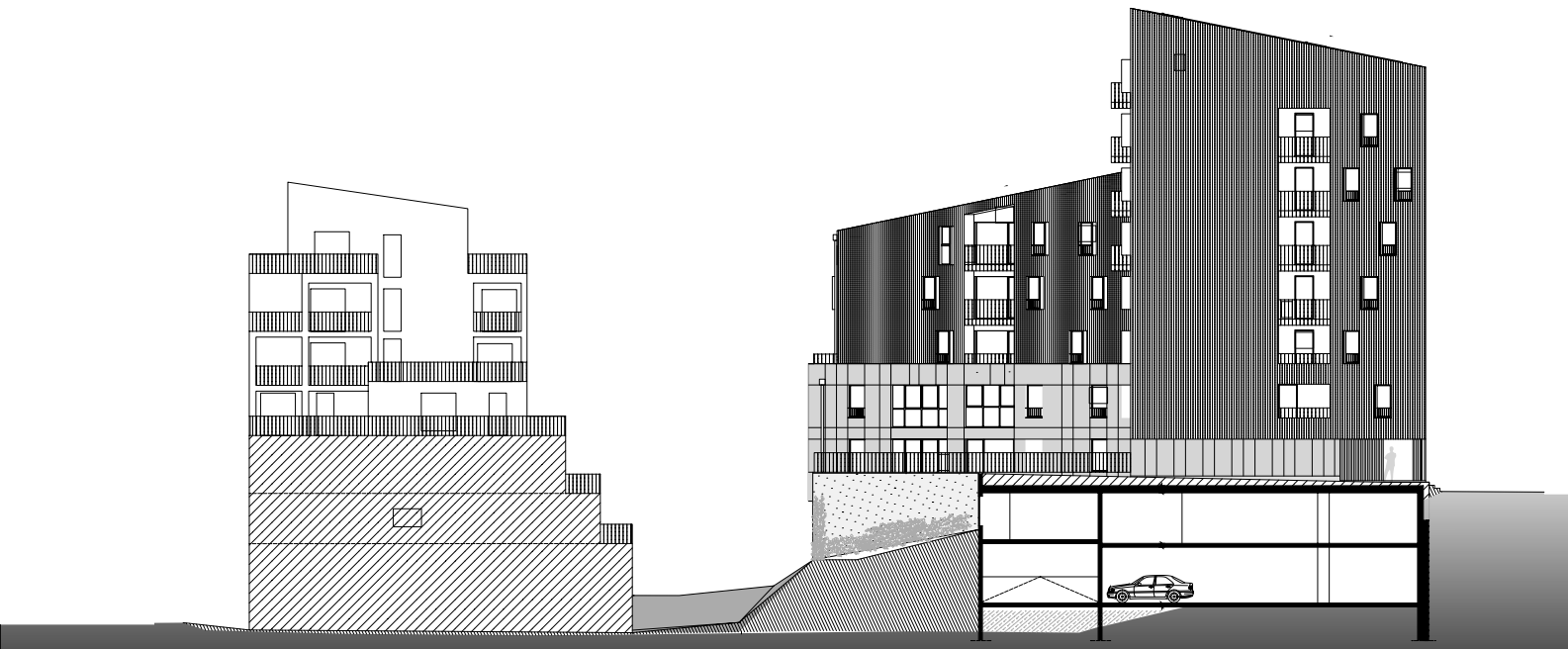
All the façades benefit from inviting views and the qualities of the open site. They are treated with the same care, in a very urban and sober manner on the periphery, and in a more lively and varied way in the heart of the block, with its walkways, terraces and sculpted volumes recessed under the cantilever, in line with the forecourt and entrance hall.

In this building, we have developed a number of concepts that are particularly significant - linked to new ways of working that incorporate the use of new digital technologies, and that take into account the well-being of employees in the workplace.

In addition to the office floors, which have been designed to offer maximum flexibility of layout and scalability, our concept aims to provide users with a real living space that encourages people to meet and create a community of users, with :

- A single entrance hall for everyone.
- An east-west hall with a wide glazed corridor creating a physical, visual and acoustic link between all the office levels.
- Shared cafeterias on the mezzanine level of this vertical lobby, adding to its liveliness.
- Communal areas: shared meeting rooms, loggias or terraces overlooking the same hall on each level.
- A large communal roof terrace with a magnificent view of the Chartreuse massif.

Homes that open onto the city and the mountains



The building is divided into three main volumes, which are themselves fragmented and hollowed out to give the complex a domestic scale:

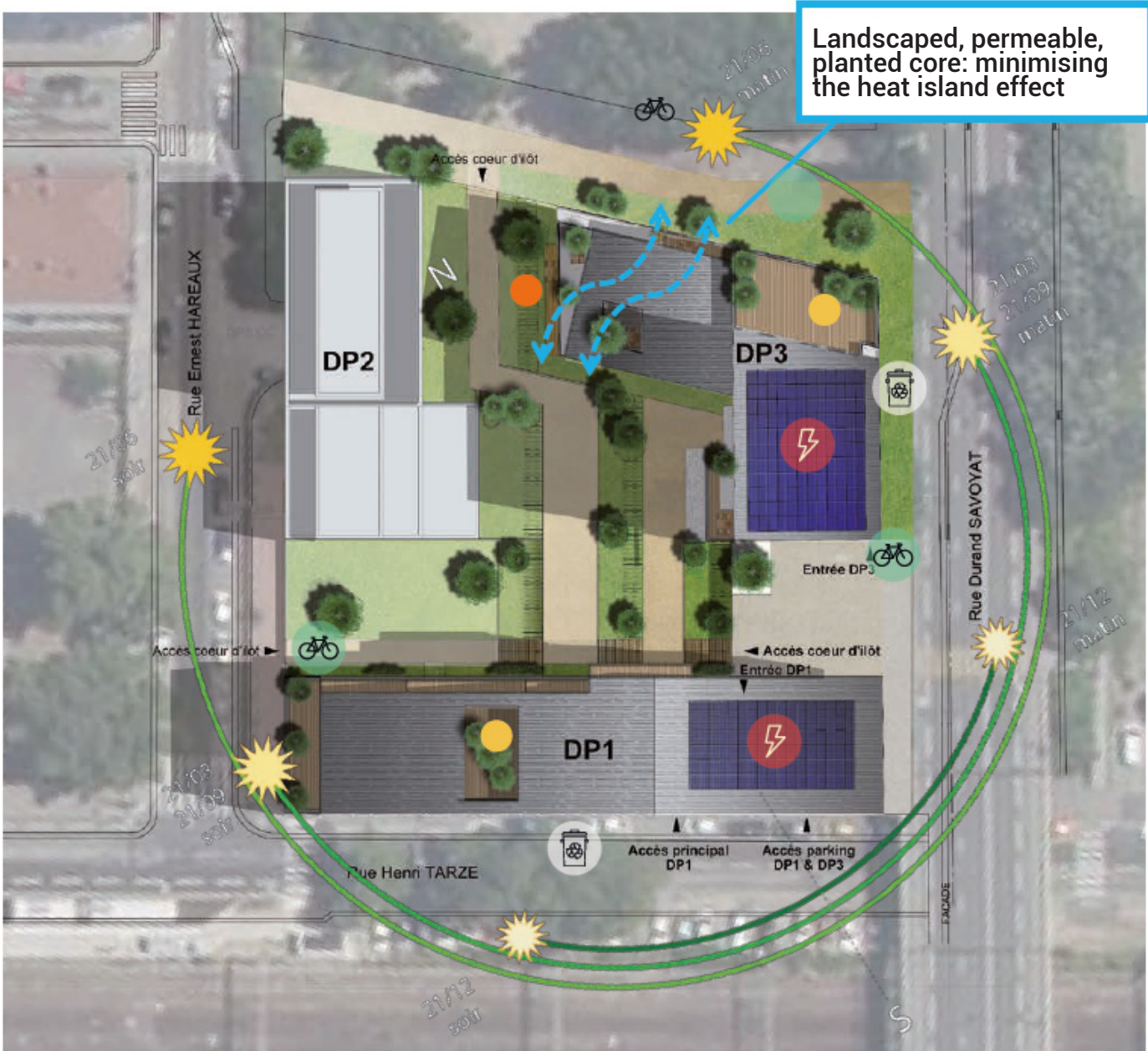
- The first is the lowest. It is covered by a sloping roof that follows the gradient of the land.
- The second is covered by a roof-garden terrace shared by all the residents.
- The third, and highest, marks the entrance to the new neighbourhood.






The building is crowned by a south-facing roof covered with photovoltaic panels.

Terraces, balconies and loggias provide each resident with a private outdoor space, and a roof terrace-garden enables residents to get together with their neighbors.

The first floor has been designed to accommodate programs open to the city and its inhabitants: repair and upcycling workshops, film and documentary screenings, and an upcycling demonstrator.

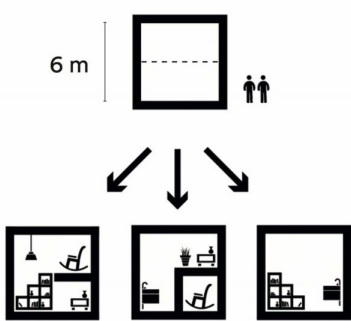
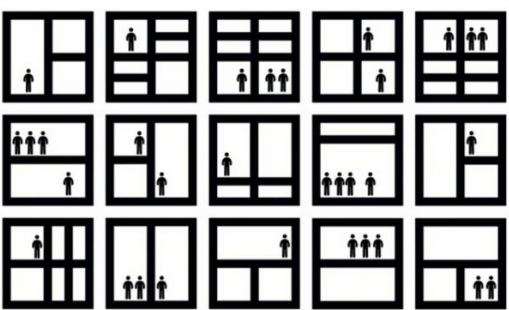
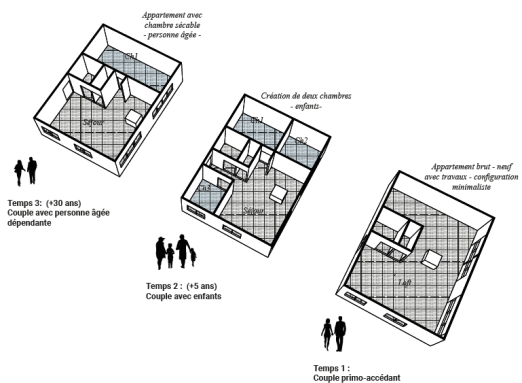
A landscaped, permeable and planted core: minimising heat pockets.



-  Ground floor cycle storage
-  Photovoltaic power generation
-  On-street refuse room
-  Sunny or protected terraces in the centre of the site
-  Dual aspect homes: maximising natural ventilation + external sliding shutters = summer comfort

Blank Canvas Homes

Easier customisation and access for younger households



Craft aims to shake up 'traditional' housing production by encouraging users to personalise their homes. Four flats in the programme have been designed as raw shells that buyers can adapt and personalise as they wish, according to their desires, needs and means.

In practical terms, buyers have a blank canvas that they can finish and personalise themselves - within a coherent schedule of works - based on a 'catalogue' of possible options. This means that each of these four homes is potentially unique, with some buyers opting for a very large living area, and others opting for top-of-the-range features or, on the contrary, a more 'raw', industrial or loft style.

The possibility of personalising or upgrading homes over time is a particularly interesting prospect if we are to respond effectively to the needs of households as they make their way through the housing market. First-time buyers can buy a larger-than-standard home at a reasonable price - and have it evolve over time in line with events in family life, such as the arrival of children, moving out or moving back in.

The spacious homes will be delivered in the form of a rough shell with a sanitary block and a lighting point, and will therefore comply with their housing requirements.

The savings generated by the interior fit-out will considerably reduce the purchase price (around €1,000/m²), making it easier for first-time buyers and young professionals to buy homes, a target we feel is essential for the Craft project.

In order to carry out the development work, buyers will have to comply with a number of specific rules that will be set out in the co-ownership regulations: working hours, use of lifts, cleaning of communal areas, parking of vehicles in front of the entrances, and special access via a specific hall from the heart of the complex.

Purchasers will also receive a technical booklet that will play a key role in guiding them through the works, setting out the standards and rules in force that must be complied with, and in particular the types of authorisation required depending on the floor area created.





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Typology
Residential, Offices

Surface
5,956 m²

Construction cost
€10.6M

Location
Grenoble, France

Status
Delivery 2023

Allocation mode
Design and build - Promotion

DECEMBER 2019
Planning
Submission

APRIL 2020
Planning permission
granted

1ST QUARTER 2021
Construction Starts

NOVEMBER 2023
Houses delivery

2023
Offices delivery