



ATELIER DES JARDINIERS

café & workshops

Opening in Montrouge in April 2020

Other locations to come

Date : thursday 13 of june 2019



Project for
Atelier des Jardiniers,
11 rue Paul Bert in
Montrouge,

North facade with
outdoor terrace

By Office Parisien
d'Architecture

Cover : Fabrice Hyber

THE ORIGINAL STORY



This building was bought by the city of Montrouge in the mid-sixties. Since that date, the place has welcomed different types of city employees : woodworkers and more recently the gardeners (in French, « Jardiniers »).

In 2018, the city authorities have launched a call for projects in order to delegate the management of the place to a private operator.

Christophe Vix-Gras & Georges Terrier have convinced the Town hall with their project of an hybrid place, based on a triple concept:

- Creation
- Citizen Participation
- Restaurant (fooding)

A few months later, a company named « L'Atelier des Jardiniers » is set up and a long lasting lease contract (18 years) is signed with the city of Montrouge.

The capital of the company will be open to investors, who will accompany the development of the structure. The company launches the site development work, for a planned opening in early 2020. This industrial workshop will start a new life and become a place of conviviality, encounters & artistic creation, a place of life, a place to live.

ON THE WAY TO THE WORKSHOP

Go through « la Porte d'Orléans », pass the Beffroi, facing the city hall of Montrouge, take avenue Jean Jaurès, lined with big trees, up to la Place: this is where you will find L'Atelier des Jardiniers.

A few meters further, reach 11 rue Paul Bert, where an ancient factory assembled the official motorcycles for President Charles de Gaulle. Nowadays, this former industrial area welcomes residential buildings and companies offices, such as the world headquarters of Crédit Agricole (one of the most powerful French banks).

The sun is rising, kitchen is busy, delivery people are coming in with fresh goods, drink a cup of coffee and rush out. It is noon. Workers from around order from the bar. Some of them check their tools in the tool storage. They prepare the next repair workshop : toaster, radio set, or bicycle. Fight against planned obsolescence is at stake. Others talk about next sessions of educational support or about eco-friendly tips of everyday life.

Under the glass roof, lush plants are quietly growing, supported in their efforts by Fabrice Hybert's frescoes and a plain and practical spatial planning. As lunchtime is over, a workshop begins followed by an official presentation of a social innovative action. On the roofs, solar panels noiselessly generate 50 to 60% of the total power consumption of the place.

Let's get to afterwork time. People slide along the long counter financed via crowdfunding, and now ornated by the thousand names of the supporters.

In the kitchen, the chef sends pizzas, seasonal salads, organic soups, and planchas. There is music in the background : Mozart, Coltrane and ...Rugby players of local Montrouge club who seem to appreciate the playlist and the food. Other guests ride the electro-bicycles in order to break the record.

Before they leave the place, people watch the board, next to the main door: “Hey, there is a new junior band playing on Sunday for the musical brunch. It is gonna be great !”.

ATELIER DES JARDINIERS IS A HYBRID PLACE DEDICATED TO CREATION, EMPOWERMENT & SHARING

- * Artistic creation with Fabrice Hybert, world renowned
- * Participation in activities and educational workshops
- * Conviviality : appetizers, bar, light restauration & brunch.

ALL OUR ACTIVITIES ARE LINKED TO A SUSTAINABLE PROJECT

BUSINESS POTENTIAL

An hybrid place in Montrouge :

- Situated in a dynamic city, full of innovative projects and building renovations
- A city where a newly arrived population needs quality of life and is in search of conviviality
- An active territory, where many companies find their place
- Located a few hundred meters away from the city of Paris
- Close to the headquarters of major companies, such as Credit Agricole (First French bank, 9000 people working on the site), INSEE etc...

Place capacity: Inside: up to 400 people
Terrace : seating capacity of 150

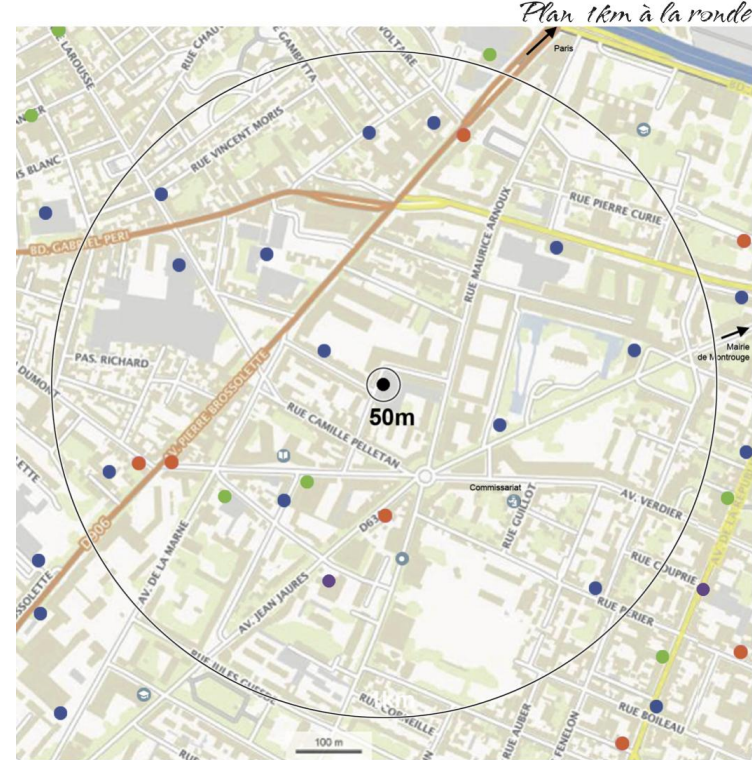
The modularity of the place allows privatizations, cultural & corporate events.

Awaited attendance (Y + 2) 150 people for lunch
400 people in the evening

Opening hours in a first period:

Wednesday to Sunday : from noon to midnight

Up to 2:00 AM on Friday and Saturday



Sustainable development plays a main part in the project

SUSTAINABLE DEVELOPMENT

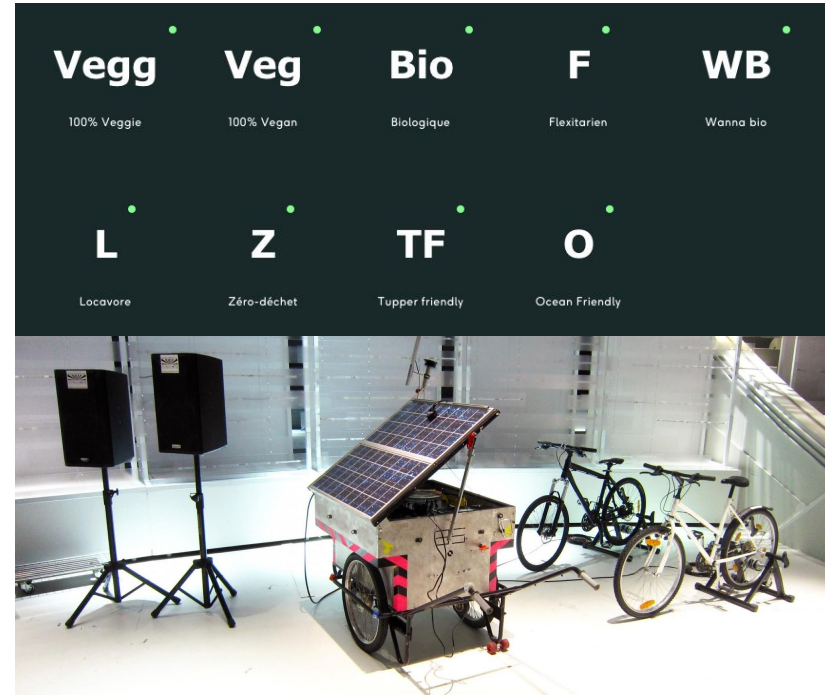
L'Atelier des Jardiniers will operate with environment friendly practices

- ❖ Through pedagogy of the ecogestures of the every day life.
- ❖ Through the architectural renovation, including use of waste material
- ❖ Control of energy consumption
- ❖ Optimisation of energy suppliers
- ❖ Installation of solar panels on the roofs
- ❖ Cooking objectives : zero waste, locavore & sustainable
- ❖ Strict sorting of waste
- ❖ Implication of customers/ guests regarding impact on the environment
- ❖ Culture and sales of plants
- ❖ Partnership with Atelier 21

Pictures :

Food index by Ecotable.fr

Tricycle with solar panels by Solar Sound System (Atelier 21)



ATELIER 21

ORGANIC FOOD AND DRINKS LOCALLY PRODUCED

A simple menu of homemade products and napolitan pizzas over a wood fire

Takeaway or eat in lunches

Mainly seasonal products, organic and locally grown if possible

Organic wines from the barrel

Two of three beers from the tap and a selection of beers in bottle.

Afterwork and aperitifs for the local population and working people from the neighborhood

Every Sunday a brunch as tasty as militant eco

Large groups may be welcome, own to the place configuration

There will also be a storage rack for the « oeuvriers », members of the community, where they easily can stow their tools.



THE ARTISTIC POINT

Fabrice Hyber, artist associate in the operating company, is a member of the Institute/ Beaux-Arts academy, is famous worldwide in the contemporary art.

He will be the artistic referent of the place, which means

he will work on the global approach 'Art and Ecology'

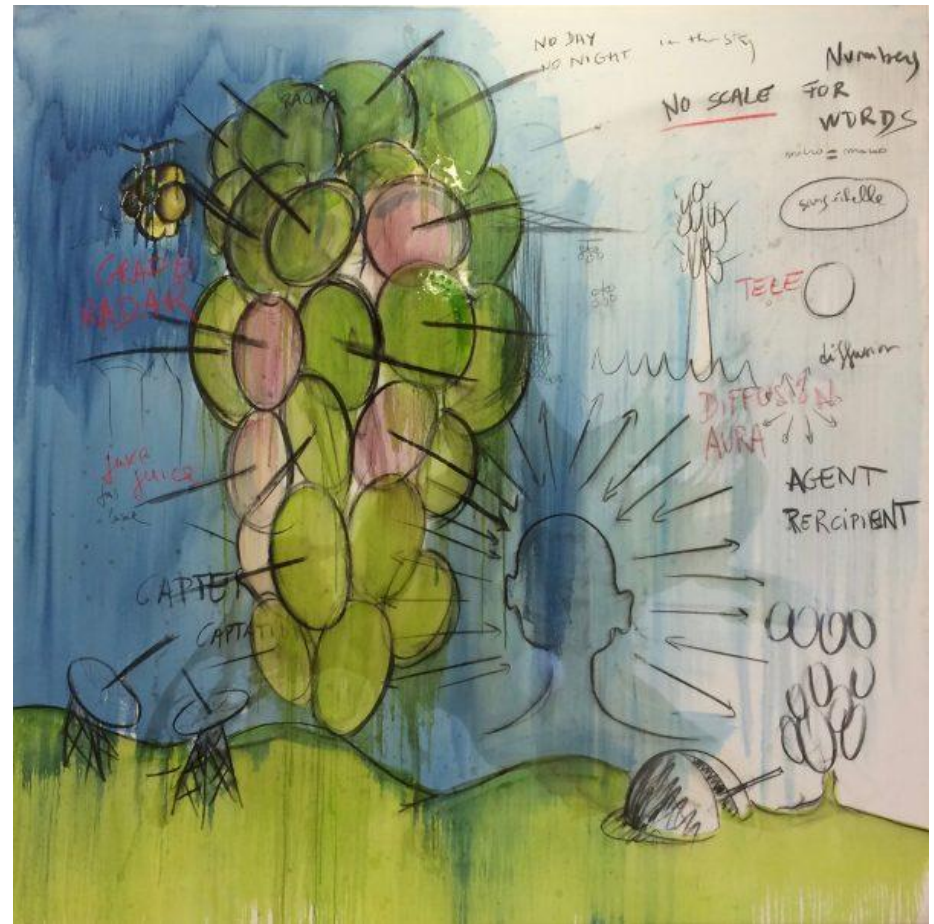
he will have his mark on the place, from the decor to the cutlery

he will frame the creative workshops and intervene regularly

he will moderate round tables

<http://www.hyber.tv>

Oeuvre : Grape Radar, 2013, Private collection.



SHARING KNOWLEDGE & LEARNING ACTIVITIES

- Users, guests, « ouvriers », whatever their name is, will take a part into a work of reduction of the environmental footprint.
- They may ride the special exercise bikes in order to produce energy.
- They may take part in a workshop dealing with eco-friendly gestures and animated by qualified trainers
- They may integrate the club : « Les amis des Ateliers »
- Calls for projects will be regularly organized, opening doors to various associations
- Workshops will take place on a daily basis on determined schedules:
- Bike repair workshops, zero waste workshops, cooking, gardening, educational support, environment orientated workshops, yoga classes and so on...



ARCHITECTURE IS A KEY ASSET OF THE PROJECT

Our cabinet, OPA is a Paris based architecture office who has worked on many renovation and restructuring projects. Marie-José Barthélémy-Zerbi and her team have drawn the plans.

On this particular project, they have based their work upon

- Enhancement of this artisanal workplace
- Integration in the local urban tissue
- Interior design which simplifies as much as possible the movement of guests and necessary supplies for catering and the bar
- A Choice of tables and seats for the room, in order to forge a spirit of conviviality
- Creation of a wall to store workbenches and tools for workshop activities
- Construction of mezzanines for the public and the staff
- Opening of a terrace on the north side of the building



THE FOUNDERS

Georges Terrier

Economics and marketing graduate, creator and manager of companies since 1988.

Has taken a part as associate / investor/ manager in different businesses, in the fields of social protection, corporate communication, direct marketing, telecom services, radio stations, media production of documentaries, and more recently restauration.

Used to talk to customers, from the smallest to the manager of major companies.

A taste for networking and for development.

Entrepreneurial fiber, very keen on environmental matters and sharing of knowledge.

Christophe Vix-Gras

Graduate in law, he has worked in the the fields of electronic music, radio stations, paper and web magazines, open source web development, entertainment and night scene. In 1992, he has created the 1st House and Techno Music Fanzine. He was the artistic director in Radio FG, from 1993 to 2000. In 1997, he has set up the Paris Techno Parade, worked on music festival and official 'Global Tekno' exhibitions, on the only one digital arts in France for the Culture Ministry in 2002. In 2000, he takes part in the creation of Delisound, France Telecom music webradio. And founds a Drupal oriented web agency and co founded the french speaking community association. In 2008, a new step with 'Rosa Bonheur', a bar-restaurant-guinguette, in Paris' 'Buttes-Chaumont Park', in which Christophe has found the name and is an associate. Since then, three more places have been opened, two on boats on the River Seine in Paris and Asnières and “crêperie” in Jardin des Tuileries (near place de la Concorde).

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KEY WORDS

#Creation #citizenparticipation #conviviality #sustainabledevelopment

#Montrouge #AtelierdesJardiniers #SolarPanel #FoodTech

#UrbanAgriculture #AfterWork #SundayBrunch #FabLab

#ReduceCo2 #GreenTech #IledeFrance #culture

#environment #locavore #Photovoltaic

#innovation #ZeroWaste #LivingLab #POC