



**WINNERS OF THE 5TH EDITION OF THE
OF THE SOCIÉTÉ DE LA TOUR EIFFEL FOUNDATION**

"MUTATIS MUTANDIS - ONE BUILDING, MANY LIVES"



The closing evening of the Eiffel 2023 Competition was held on Thursday November 30, 2023, in a particularly warm atmosphere, and it was in the presence of many students that the jury revealed the winners and awarded the prizes to the winners.

Created in 2007, the Société de la Tour Eiffel Corporate Foundation's mission is to encourage creativity and innovation in the field of buildings and their environment.

The 5th edition of its competition was organized in partnership with the SMA BTP "Excellence SMA" Foundation and with the support of Studio Base 2". The theme of the event was "MUTATIS MUTANDIS, ONE BUILDING, SEVERAL LIVES", with the aim of highlighting the challenges of building upgradability, reconversion and mutability, and their ability to adapt to constantly changing needs and demands.

With a prize of €25,000, the "Mutatis, Mutandis - One building, many lives" call for ideas was aimed at students over the age of majority enrolled for the 2022-2023 academic year in French public and private schools of architecture, architecture & landscape or bi-courses architects/engineers. They were asked to propose a conversion project for an 8,000 m² historic building complex owned by Société de la Tour Eiffel, located at 196, rue Henri Ravera in Bagneux. The conversion was to be architectural, landscaped, urbanistic and functional, with a mix of uses (work, leisure, services, shops, hotels, etc.).

"The programmed obsolescence of many buildings, the fight against urban sprawl and the need to adapt to climatic challenges, challenge us and force us to adapt existing buildings, rather than demolish them in order to rebuild. Encouraging, highlighting and rewarding the inventiveness and creativity of this new generation of builders, the students of Architecture, and stimulating their desire to work as a team, was the ambition of this 5th edition of the Eiffel Competition". Christel Zordan, CEO of Société de La Tour Eiffel.

The Jury

Chaired by Myriam Larnaudie-Eiffel, President of the Association des Descendants de Gustave Eiffel, the jury included Céline Bouvier, Architecte DPLG, Agence Bouvier et Lobjoy / Emmanuel Caille, Architecte DPLG, Editor-in-Chief of D'A magazine / Alexandre Labasse, Architecte DPLG, DG of APUR / Yves Laffoucrière, Ingénieur Ponts et Chaussées, Architecte DPLG, President of Plan BIM, Director of the Fondation de la Société de la Tour Eiffel / Bertrand Lemoine, Architecte DPLG, Director of the Fondation de la Société de la Tour Eiffel / Didier Ridoret President of the co-organizing Foundations / Patrick Rubin Architecte DPLG, CANAL architecture / Xavier Soule, Architecte DPLG, CEO of Studio Base 2 / Christel Zordan, CEO of the Société de la Tour Eiffel, Vice-President of the Fondation de la Société de la Tour Eiffel.

THE PRIZE LIST

Of the forty or so proposals submitted, three projects were particularly well contextualized and conceptualized, clear and accomplished, and particularly appealed to the jury! These three projects were so relevant and mature that the jury decided not to establish a hierarchy. After intense discussions, the jury decided to honor these projects by awarding 2 x 1st prizes ex aequo and 1 Special Mention.



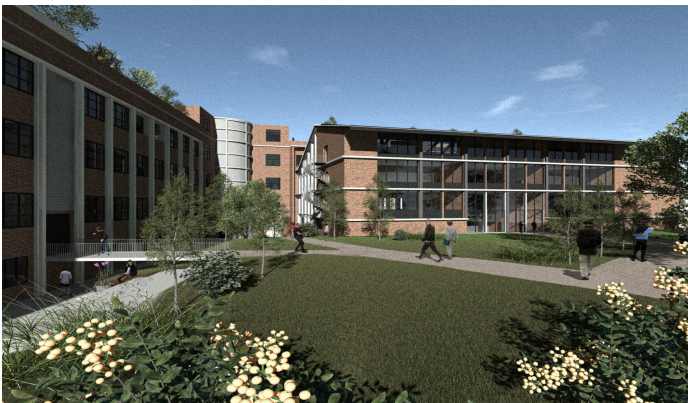
1st Prize ex aequo

To be relevant tomorrow, let's reinvent the ordinary

Alexis CRAVEUR & Louis ROSET

Master 2 students at ENSA Strasbourg

> 10,000 euros in cash + Artlantis RT² photorealistic rendering software license + 12-month Services Contract: unlimited access to e-learning and iVisit 360, a virtual tour solution.



Presentation by the authors:

To reinvent the ordinary, we need to reinvent the way we live, work and live. Our ideal vision of a community-based society is intrinsic to the project we are creating. Like a city where functions and uses mix, flows cross and players communicate. We designed the project to amplify this social and generational mix. The architecture in the background is just one way of achieving this optimistic desire for a bright future, while meeting new technical, environmental and reversibility challenges. Respect for the existing built environment is no longer even a question, it's an obligation.

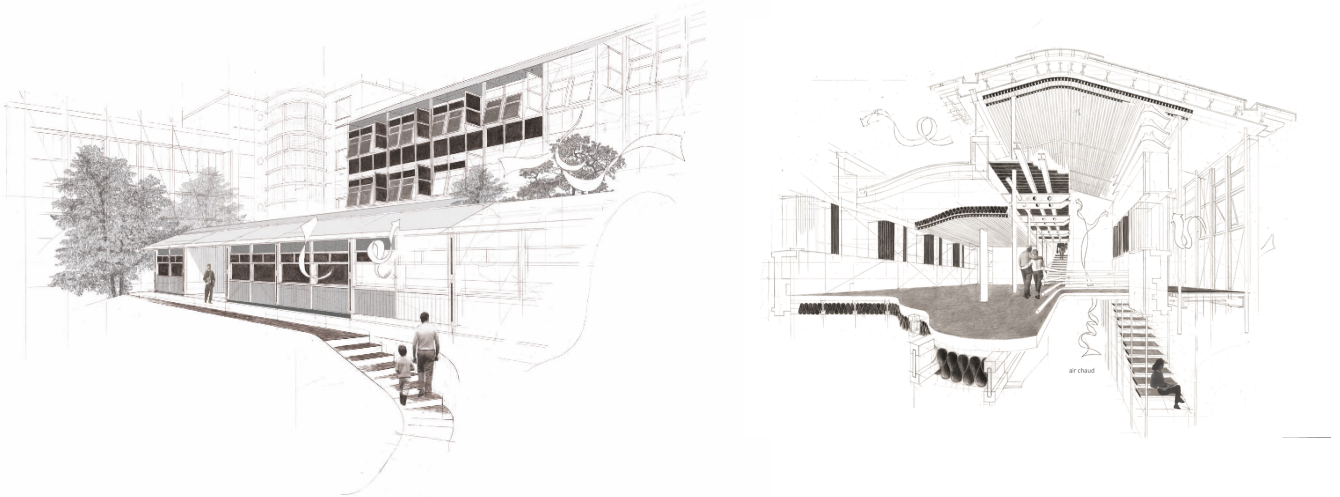
1st Prize ex aequo

Optim(a)um

Clément TAULELLE

Master 1 student at ENSA Paris Val de Seine

> 10,000 euros in cash + Artlantis RT² photorealistic rendering software license + 12-month Services Contract: unlimited access to e-learning and iVisit 360 virtual tour solution



Presentation by its author:

A redesigned plot, several possibilities, in a changing neighborhood.

The response here is first and foremost a questioning of the notion of "mutable and adaptable programs" within a given timeframe. This leads us to think not in terms of assigning a program to this project as a response to the competition, but rather in terms of a global requalification of the spaces. This was followed by meticulous work to modify the building's properties and technical characteristics. In addition, the outdoor spaces were redesigned to link them to the changing neighborhood, without leaving the project area.

Special Mention

Turritopsis buildings

Clément BRIQUET

Student in Licence 2 at ENSA Clermont-Ferrand

> 5,000 euros in cash + Artlantis RT² photorealistic rendering software license + 12-month service contract: unlimited access to e-learning and iVisit 360, a virtual tour solution.



Presentation by its author:

The Turritopsis buildings are the symbol of a new era in contemporary architecture, an era in which reversibility becomes the norm, a model, where buildings adapt and evolve constantly with the needs of society, while preserving our planet's resources. Like the Turritopsis jellyfish, they embody the promise of perpetual regeneration without the obsolescence and end-of-life of these two buildings. By adopting this innovative approach, it is possible for us as architects to shape a future where sustainability, waste reduction and economic efficiency converge to create intelligent built spaces that never grow old, just like this jellyfish which, in a very different way, retains its youth forever.

Click here to see the competition projects.

About the Société de la Tour Eiffel Foundation

In 2007, Société de la Tour Eiffel set up its corporate foundation, with the aim of encouraging creativity and innovation in the field of buildings and their environment, in the innovative spirit of Gustave Eiffel. The aim of the foundation is to encourage creativity and innovation in the field of buildings and their environment, in the innovative spirit of Gustave Eiffel; to contribute to the development of team spirit and encourage exchanges between professionals in the fields of construction and real estate (architects, engineers, urban planners, landscape designers, visual artists, craftsmen, etc.); to encourage the professional integration of young people; and to contribute to the promotion of Gustave Eiffel and his work.

About EXCELLENCE SMA

Excellence SMA is SMABTP's corporate foundation, dedicated to quality in construction and prevention. It also aims to improve the safety of goods and people, by raising awareness and providing information to all those involved. Its actions are defined around 3 axes: reducing claims, promoting professional excellence, and developing research and innovation. Excellence SMA also supports young people in training.

About Studio Base 2

A leader in Open BIM technologies and services for architects and professionals in construction, design and urban planning, Studio Base 2 supports students during their studies by making all its solutions available free of charge, including Artlantis, the benchmark photorealistic rendering and animation solution. Compatible with all modeling software and distributed in over 110 countries, Artlantis and its MediaStore offer thousands of characters, plants, materials, furniture... (generic or branded) to be integrated into 3D scenes to bring life and realism to any architectural project.

Contact

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