Pouchard, a creative factory in Paris

RMIT Graduation Studio Canal St. Martin, Paris

Jeanine Driver 1512552
Tutors: Ir. W. Willers & Ir. F.W.A. Koopman

December 2014
# General information

## Personal information

<table>
<thead>
<tr>
<th>Category</th>
<th>Details</th>
</tr>
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<tbody>
<tr>
<td>Name</td>
<td>Jeanine Driver</td>
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</tbody>
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## Studio

<table>
<thead>
<tr>
<th>Category</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Theme</td>
<td>Research &amp; Education of Modification, Intervention and Transformation (RMIT) Studio Canal St. Martin, Paris</td>
</tr>
<tr>
<td>Teachers</td>
<td>Ir. W. Willers, Ir. F.W.A. Koopman, Dr. M.T.A. van Thoor</td>
</tr>
<tr>
<td>Argumentation of choice of the studio</td>
<td>The RMIT studio has been chosen, because of my interest in working with existing building structures. I find it fascinating to bring the past, the present and the future together in a redesign. Interesting about this RMIT project is that it is located in Paris.</td>
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</tbody>
</table>

## Project title

Pouchard, a creative factory in Paris
Product

Problem statement

Design location
The former industrial city Pantin is located in the north-east of Paris. Canal de l’Ourcq and the railroads have been essential in the development of this industrial area. The most characteristic buildings are the two largest warehouses at the side of the canal, next to the local theater. These typical production buildings are constructed out of steel and brick. The buildings have impressive dimensions with a total length of 170 meters and a total width of 50 meters. The dimensions are one of the reasons that the building is mentioned in the ‘Inventaire Du Patrimoine Industriel Pantin’ as ‘très intéressant’. The entire building complex is 180 by 110 meters.

The buildings house the company Pouchard Tubes, which manufactures steel tubes. The owner of Pouchard retired recently. There is no successor, therefore the whole terrain is becoming available for new developments. The plot is located next to the future cultural center of Pantin. The city is currently looking into new commercial and cultural functions for the site.

Social and economic problems
The social and economic situation in Pantin is below average compared to the rest of Paris. The group of 18 – 25 years old is considered to be the ‘problem group’ of Pantin. There are not enough facilities and activities for them. The city Pantin is looking for new locations and projects, to provide in the needs of this age group.

Craftsman and designers
Pantin is known for its local markets and the various craftsman and designers. In the 90s the city started the project Le Pôle Pantin Métiers d’Art, with the aim to accelerate the development of the area. Pantin got national recognition through the label Ville et Métiers d’Art which was awarded in March 2006. It made Pantin one of the 63 cities of the Villes et Métiers d’Art in France. Unfortunately there are not enough ateliers for the various craftsmen and designers. Therefore Pantin is considering the realization of new ateliers.

There is a change to act on the social and economic issues, with the building complex of Pouchard becoming available.

The question is; Which program and architectural means can be used to redevelop the building complex of Pouchard, in response to the social and economic problems in Pantin?

Goal
The goal is to seize this opportunity of the vacant Pouchard buildings and to improve the social situation in Pantin, by making an elaborated redesign. The design has to reflect on the history of the site, while meeting future demands.

Process

Method description
A variety of methods is used for research and design. So far an analysis has been made concerning the urban situation, the architectural qualities and building technology. Besides that a literature study is conducted on the topic of the in-between space. Both studies will be continued and further elaborated where needed during the design process.

Based on research of reference projects and literature a program of requirements is developed.

Research by design is conducted by drawing plans, sections and impressions and by making models. The plans and sections are used to research the routing through the building, the dimensions of the various functions and the relation between the functions.
Models of various scales are used to examine spatial qualities. The impressions are used to represent the atmosphere of the routing and functions in the design.

**Literature and general practical preference**

Documentation of the location:
- Bonichon, Casanova, Sauvage, Van de Sype, Espace jeunes 18/25 ans, Pantin, 2012
- Bureau du Patrimoine, Contribution au diagnostic du patrimoine de la commune de Pantin, 2004
- Insee, Recensement de la population 1999 et Recensement de la population 2009 exploitations principales
- Insee, Répertoire des entreprises et des établissements
- Simon Texier, Les vouleurs urbaines les sens de la ville, Archives patrimoine, 2008
- http://www.apur.org

Documentation of the building:
- Archives municipales de Pantin, plans, sections and façade drawings
- Photographs that have been made on the visits to Paris

Literature concerning the program:

Literature concerning the in-between space:
- Borret, Kristiaan. "On Domains, the Public, the Private and the Collective." Oase, no. 54 Generic City (2001): 50-61.

Literature on approaches of redesign:
Reference projects:
- SESC Fábrica Pompéia, Sao Paulo, Lina Bo Bardi
- ICI Montreuil, Paris, Laurent de Carniere
- Crea, Amsterdam, Joost Glissenaar
- Energiehuis, Dordrecht, TenBrasWestinga
- Faculteit Dans & Theater Artez, Arnhem, Bierman Henket architecten
- Pakhuis de Zwijger, Amsterdam, André van Stigt
- École Internationale de Théâtre Jacques Lecoq, Paris
- Schouwburg de Kampanje, Den Helder, Frits van Dongen and Patrick Koschuch

Relevance

Resolved social problems
The role of architecture in resolving today’s social challenges is an interesting topic. This graduation project is looking into this topic for the redesign of the steel factory. The goal is to solve the problems of the age group 18-25 in Pantin. The resulting design solutions are relevant for others, since similar social problems are present in cities all over the world.

Industrial building
The Pouchard buildings are typical industrial buildings. These type of production buildings can be found throughout Europe. More and more of these buildings lose their original function due to a variety of reasons, such as the modernization of production processes, or the relocation of businesses to less expensive locations outside the cities. The design research is relevant for the comparable design tasks in different cities. An example of a similar design task is the Schouwburg de Kampanje in Den Helder designed by Frits van Dongen and Patrick Koschuch. This design consists of a multifunctional program, which is located in several warehouses.
## Time planning

<table>
<thead>
<tr>
<th>Semester 1</th>
<th>IMT studio</th>
<th>ARIMA100 Research methods</th>
<th>History thesis</th>
<th>Other and Social activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 1</td>
<td>22 Jan - 28 Jan</td>
<td>Introduction to Reading</td>
<td>Chapter 1 - Chapter 3</td>
<td>5th March - 1st April: Research Project 1</td>
</tr>
<tr>
<td>Week 2</td>
<td>29 Jan - 4 Feb</td>
<td>Research Presentation</td>
<td>Chapter 4 - Chapter 6</td>
<td>2nd April - 6th April: Research Project 2</td>
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<tr>
<td>Week 3</td>
<td>6 Feb - 12 Feb</td>
<td>Research Methods</td>
<td>Chapter 7 - Chapter 9</td>
<td>7th April - 11th April: Research Project 3</td>
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<tr>
<td>Week 4</td>
<td>13 Feb - 19 Feb</td>
<td>History of Research</td>
<td>Chapter 10 - Chapter 12</td>
<td>12th April - 16th April: Research Project 4</td>
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<tr>
<td>Week 5</td>
<td>20 Feb - 26 Feb</td>
<td>Conclusion</td>
<td>Chapter 13 - Chapter 15</td>
<td>17th April - 21st April: Research Project 5</td>
</tr>
</tbody>
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### Summary

- **Week 1**: 22nd January - 28th January
  - Introduction to Reading
  - Chapter 1 - Chapter 3
  - 5th March - 1st April: Research Project 1

- **Week 2**: 29th January - 4th February
  - Research Presentation
  - Chapter 4 - Chapter 6
  - 2nd April - 6th April: Research Project 2

- **Week 3**: 6th February - 12th February
  - Research Methods
  - Chapter 7 - Chapter 9
  - 7th April - 11th April: Research Project 3

- **Week 4**: 13rd February - 19th February
  - History of Research
  - Chapter 10 - Chapter 12
  - 12th April - 16th April: Research Project 4

- **Week 5**: 20th February - 26th February
  - Conclusion
  - Chapter 13 - Chapter 15
  - 17th April - 21st April: Research Project 5

### Semester 2

- **Week 1**: 27th April - 3rd May
  - Design by research
  - Chapter 16 - Chapter 18

- **Week 2**: 4th May - 10th May
  - Design by research
  - Chapter 19 - Chapter 21

- **Week 3**: 11th May - 17th May
  - Design by research
  - Chapter 22 - Chapter 24

- **Week 4**: 18th May - 24th May
  - Design by research
  - Chapter 25 - Chapter 27

- **Week 5**: 25th May - 1st June
  - Design by research
  - Chapter 28 - Chapter 30

- **Week 6**: 2nd June - 8th June
  - Design by research
  - Chapter 31 - Chapter 33

### Other and Social activities

- **Trip to Paris!**: 1st April - 5th April
- **Trip to Italy**: 15th June - 20th June

### Reflection Paper

- **Reflection Paper**: 22nd June - 2nd July
- **Reflection Paper**: 3rd July - 9th July
- **Reflection Paper**: 10th July - 16th July

### Graduation Report

- **Graduation Report**: 17th July - 23rd July
- **Graduation Report**: 24th July - 30th July
- **Graduation Report**: 31st July - 6th August

### Graduation Week

- **Graduation Week**: 7th August - 13th August
- **Graduation Week**: 14th August - 20th August
- **Graduation Week**: 21st August - 27th August
- **Graduation Week**: 28th August - 3rd September

### Christmas

- **Christmas**: 24th December - 31st December
- **Christmas**: 1st January - 7th January

### New Year

- **New Year**: 8th January - 14th January
- **New Year**: 15th January - 21st January
- **New Year**: 22nd January - 28th January
- **New Year**: 29th January - 4th February

### Seminar

- **Seminar**: 5th February - 11th February
- **Seminar**: 12th February - 18th February
- **Seminar**: 19th February - 25th February
- **Seminar**: 26th February - 4th March
- **Seminar**: 5th March - 11th March
- **Seminar**: 12th March - 18th March
- **Seminar**: 19th March - 25th March
- **Seminar**: 26th March - 1st April
- **Seminar**: 2nd April - 8th April
- **Seminar**: 9th April - 15th April
- **Seminar**: 16th April - 22nd April
- **Seminar**: 23rd April - 29th April
- **Seminar**: 30th April - 6th May
- **Seminar**: 7th May - 13th May
Reflection

Past, present and future

The graduation project is completed within the Studio Canal St. Martin, Paris. This studio is from the chair Research & Education of Modification, Intervention and Transformation (RMIT). The RMIT studio has been chosen, because of my interest in working with existing building structures. I find it fascinating to bring the past, the present and the future together in a redesign.

The design location embodies this fascination. The characteristic elements of the warehouses of Pouchard are decisive for the redesign. The crane track is for instance the leading element, around which the movement of the foyer takes place.

Impression of the foyer with the existing crane tracks

RMIT defines research and design on all scale levels. From urban structures, to the redesign of a building and the use of materials. Typical in the approach of studio is the making of a value assessment. I was not convinced of the advantages of this approach at the beginning of my design process. During the process I realized however that the value assessment was important for the formulation of my story. It helped in making decisions about my design. I will be using some sort of value assessment in future design projects.
Research question and the wider social context
The social and economic situation in Pantin is below average compared to the rest of Paris. The group of 18–25 years old is considered to be the ‘problem group’ of Pantin. There are not enough facilities and activities for them. The city Pantin is looking for new locations and projects, to provide in the needs of this age group. These issues led to the following research question; which program and architectural means can be used to redevelop the building complex of Pouchard, in response to the social and economic problems in Pantin?

My redesign of the Pouchard warehouse provide in this current need. They include a Theater, a Drama and Music School, office spaces for start-ups and ateliers. The various functions are connected with one another by a motion through the building. This in-between space is a space for transition and connection. It enhances the interaction between the various functions.

In my position paper I have conducted a literature study on the topic of the in-between space. Literature of Herman Hertzberger, Aldo van Eyck, but also Jan Gehl and Rudy Uyttenhaak has been studied. Their theories and my position paper have functioned as theoretical background of my main intervention.

Concept of the in-between space as a routing/motion

The result of this project is relevant for other projects developers, urban designers and architects, since similar social problems are present in cities all over the world.

The design research is also relevant for the comparable design tasks in different cities. The Pouchard buildings are typical industrial buildings. These type of production buildings can be found throughout Europe. More and more of these buildings lose their original function due to a variety of reasons, such as the modernization of production processes, or the relocation of businesses to less expensive locations outside the cities. The design shows one possible solution of how to deal with this type of design task.
In-between
During the design process the focus has been on the theater with its foyer and the in-between space. In order to develop the in-between space further, the other functions need to be further developed as well. The connection between the different parts can then be further elaborated. Unfortunately there was not enough time for that.

Impression of the In-between space, in use for a temporary exhibition

The shortage of time had mainly to do with the large scale of my project. I would advise other students to work on a smaller project. A more important advice however, would be to work on a building that really fascinates you. A year is a long span to work on a project on your own. Of course I had ups and downs during my design process, but overall I enjoyed working on the Pouchard building since it kept fascinating me.