



CONCEIVING EUROPEAN STATIONS AS LIVING PLACES

17-18 October 2013

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□ 1 .

Corporate research chair

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1. What is a Corporate Research Chair ?

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Gares & Connexions



École des Ponts
ParisTech

- **5 year partnership between a railway company and Ecole des Ponts to :**
 - Produce and gather knowledge
 - Find solutions for more liveable stations

- **3 types of science/business interaction**
 - Teaching and training
 - Data and Research fostering
 - Promotion & international development

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1. Corporate research chair : a tool for sustainability

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- **Competitive context for european station**
 - Multiplication of stakeholders
 - Fragmentation of perspectives
- **Building a common field of vision for stations**
 - Taking the station not as a support but as THE object
 - Systemic and predictive approach : Empirical work / comparative studies / models
- **Going beyond expertise**
 - Gathering strategical information and unifying visions
 - Engaging joint projects of data mining

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1. Corporate research chair: Prioritizing key issues

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Challenges for the Company

- Congestion →
- Urban integration →
- Consumer demands →
- M-business, e-business →
- Governance →

Key scientific research projects

- Flows models
- Planning stations
- Prospective of mobility
- Services and Technologies
- Multi actors management

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□ 2 .

Stations as sustainable living places

2. Stations as sustainable living places

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Sustainability

Present > Future

2. Stations as sustainable living places

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Sustainability

Past > Present > Future

2. Stations as sustainable living places

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- Two european case studies:
London St Pancras and Milano Centrale.
- Past and present in each station

Dealing with the past

10

- The past :
 - ▣ The station as an historical landmark
 - ▣ A perception of the past: a collective memory

- How to deal with landmark rules and memory?

Dealing with the present

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- The present:
 - ▣ The european rail market and the competition principles
 - ▣ The opening to new stake-holders

- Does it change services for passengers and create new use of the station?

#A

Past: landmark and memory

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#A Past: landmark and memory

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MILANO CENTRALE

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#1 Past:
landmark and memory

MILANO
CENTRALE:
A LANDMARK
REFURBISHED

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#1 Past:
landmark and memory

MILANO
CENTRALE:
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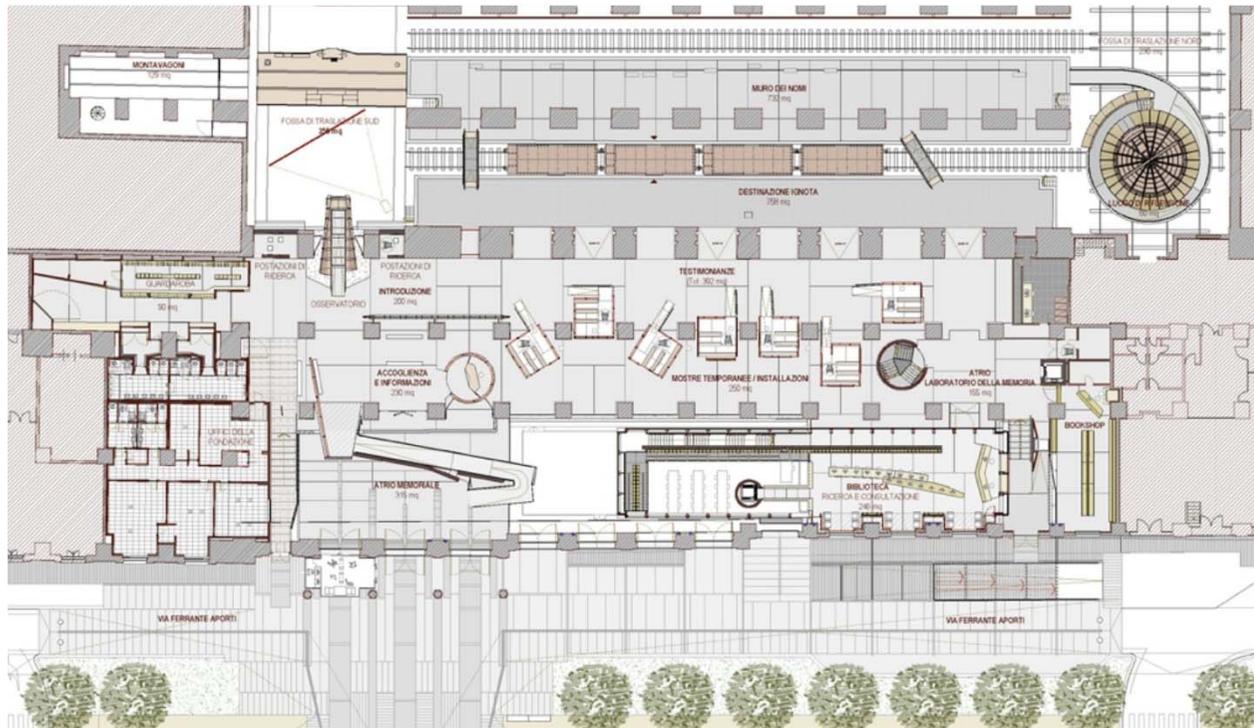
#1 Past: landmark and memory



MILANO CENTRALE : A CHANGING MEMORY INSIDE THE STATION

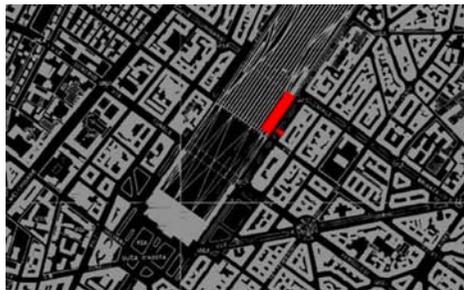
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#1 Past: landmark and memory



MILANO CENTRALE : A CHANGING MEMORY INSIDE THE STATION

©Memoriale della Shoah di Milano



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#A Past: landmark and memory

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LONDON ST PANCRAS

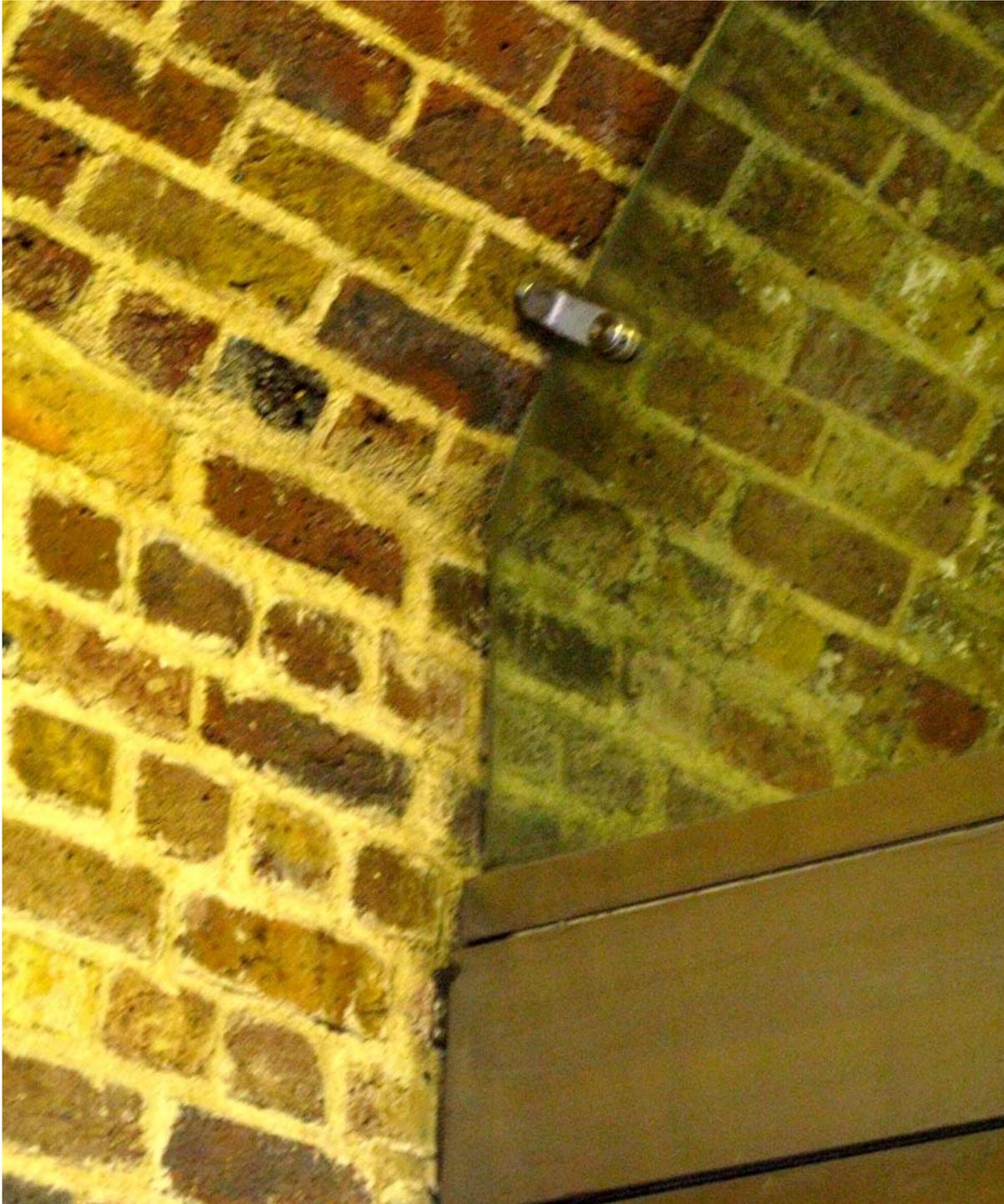
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#1 Past:
landmark and memory



LONDON ST
PANCRAS:
PLAYING THE
GAME
OF LANDMARK
PROTECTION

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#1 Past:
landmark and memory

LONDON ST
PANCRAS:
PLAYING THE
GAME
OF LANDMARK
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#1 Past:
landmark and memory

LONDON ST
PANCRAS:
REGENERATING
THE IDENTITY OF
THE STATION
THROUGH ITS
MEMORY

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#1 Past:
landmark and memory

LONDON ST
PANCRAS:
REGENERATING
THE IDENTITY OF
THE STATION
THROUGH ITS
MEMORY



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#B

Present: the station as a destination

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#B Present: the station as a destination

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#B Present:
The station as a
destination

MILANO
CENTRALE:
CHALLENGING THE
IMPLEMENTATION
OF
COMMERCIAL
AREAS

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places



#B Present:
The station as a
destination

MILANO
CENTRALE:
CHALLENGING THE
IMPLEMENTATION
OF
COMMERCIAL
AREAS



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#B Present:
The station as a
destination

MILANO CENTRALE: BRANDING THE STATION



Mixology
in 2 mosse

01. Cappellino di jeans stile anni 90, portato all'indietro da vero monello.
02. Occhiali grandi, per dare un tocco indie al proprio look.

COOL PEOPLE
IN
Milano Centrale

Jacopo



Spiritualize your life
in 3 mosse

01. Il vostro stato di elevazione morale traspare dal grado di disinvoltura con cui indossate scarpe messicane.
02. Gonna sotto il ginocchio e smalto rosso, bellezza timida, ricercata, d'altri tempi.
03. Dimenticate ciò che è terreno e coltivate solo pensieri purissimi, per questo vi serviranno un paio di derby shoes e degli occhiali alla John Lennon!

COOL PEOPLE
IN
Milano Centrale



Tribute to Anna Karenina
in 3 mosse

01. Indossate una pelliccia, se eco è meglio, dal taglio corto, sportiva e austera allo stesso tempo.
02. Leggings fantasia per slanciare la camminata e danzare da un aperitivo all'altro come foste delle dame al gran ballo.
03. Dr Martens per proteggervi i piedi da ballerina nella steppa urbana di Milano e dintorni.

COOL PEOPLE
IN
Milano Centrale

Eleonora



Funky Dude
in 3 mosse

01. Lasciate che siano i vostri capelli a guidarvi e proteggervi come un'aura magica che vi tenete sempre addosso.
02. Accendete la vibe con tinte forti, il rosso è il colore del fuoco e del sangue che pompa a 180 beat al minuto.
03. Cuffie tecniche per immergervi totalmente nel suono.

COOL PEOPLE
IN
Milano Centrale



Urban Dundee
in 2 mosse

01. Scegli una giacca comoda, dai colori mimetici, per missioni impossibili.
02. Sguardo misterioso, atteggiamento inarrivabile, come solo i veri eroi sanno fare.

COOL PEOPLE
IN
Milano Centrale

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#B Present: the station as a destination

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LONDON ST PANCRAS

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#B Present:
The station as a
destination

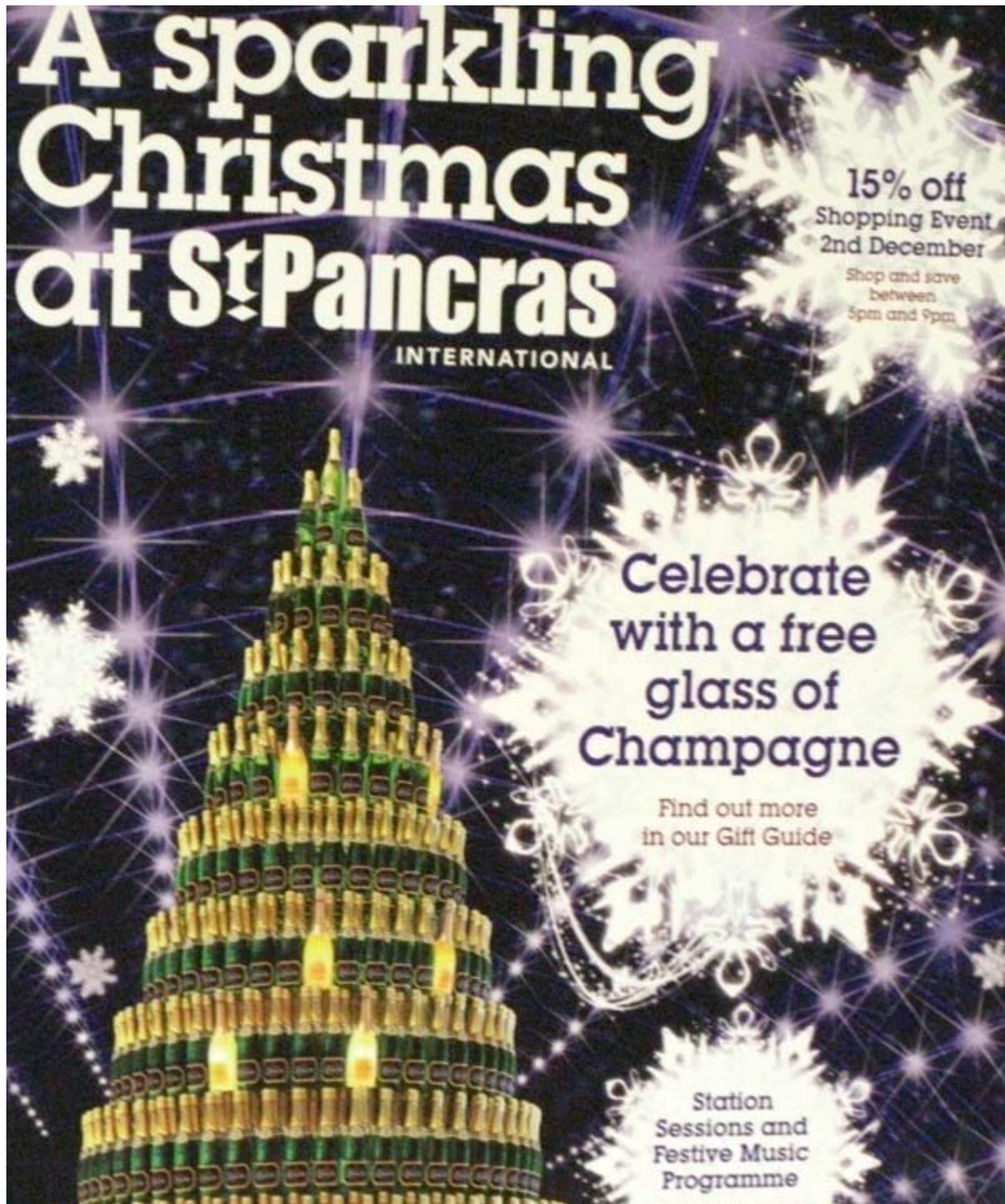


LONDON ST
PANCRAS:
MORE THAN A
SHOPPING MALL

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#B Present:
The station as a
destination

LONDON ST
PANCRAS:
MORE THAN A
SHOPPING MALL

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#B Present:
The station as a
destination

LONDON ST
PANCRAS:
A REAL ESTATE
OPERATION

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#B Present:
The station as a
destination

LONDON ST
PANCRAS:
A REAL ESTATE
OPERATION
/ THE HOTEL

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#B Present:
The station as a
destination



LONDON ST
PANCRAS:
A REAL ESTATE
OPERATION
/ THE HOTEL

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#B Present:
The station as a
destination



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PANCRAS:
A REAL ESTATE
OPERATION
/ THE HOTEL

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#B Present:
The station as a
destination



LONDON ST
PANCRAS:
A REAL ESTATE
OPERATION
/ THE
APARTMENTS

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Conclusion

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	Past	Present
Milano Centrale	<p>Controversy on landmark regulation.</p> <p>Changes of the use of memory inside the station</p>	<p>Huge development of advertisement and retail areas.</p> <p>Branding of the station to make it a destination in its own.</p>
St Pancras Intl	<p>A Grade 1 listed building.</p> <p>The memory of the station as a factor to regenerate its identity</p>	<p>Idem</p> <p>+</p> <p>Redevelopment of the hotel area because of the business model of the infrastructure</p>

Benefits of a Corporate Research Chair

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- **Monitoring corporate research chair means**
 - Co-producing tools
 - Understanding supply trends and future social demand ...
 - Making them useful for more liveable stations

- **Transversal spatial and temporal approach fits with**
 - Enhancement, design and management of up-to-day equipments
 - Renewing the way we cope with station's futures

- **Building competitive stations of the XXIth century, the common view**
 - Objective
 - Collected
 - Collective
 - Connected

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...Thank you, ... Merci

for your kind attention, pour votre
attention