



ITINERARY

INTERNATIONAL COUNCIL SPRING MEETING

MARCH 7 – 9, 2015

MARSEILLE

Saturday, March 7

Dress Code: Casual

Contacts: Jean Gaujal, Van Alen Marseille Coordinator + 33 06 89 03 85 47

David van der Leer cell: +1 917-514-8014

Kai-Uwe Bergmann, International Council Chair: +1 347-549-4141

Arrivals



Hotel Information:

Hotel la Résidence du Vieux Port
18, quai du port
13002 Marseille

Tél.: +33 (0)4 91 91 22
Fax : +33 (0)4 91 56 60 88

Evening

7:00 pm

For those arriving early on Saturday, join other Council members for drinks together near the hotel. Meet in the lobby of the La Residence du Vieux-Port Hotel at 7:00 pm. *Location TBD.*



Sunday, March 8

Dress code: Wear casual attire and **comfortable shoes** for the day.

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Morning

9:30 am

Council members meet at Hotel Residence du Vieux-Port lobby and then board the bus to the day's tour of the northern suburbs of Marseille. The council will visit diverse neighborhoods and vital urban institutions.

10:00 am

Council members meet with **Christine Breton**, Director, Hotel du Nord; and **Nicolas Memain**, Urban Planner, at **Hotel du Nord**, a cooperative in northern Marseille, for a walking tour of Marseille's gritty northern neighborhoods. The tour will include sites such as: **La Visitation**, **la Cité des Arts de la Rue**, and **Belvédère de Hanoi**.



Afternoon

12:00 pm

Council members board the bus for the port.

12:30 pm

Lunch

2:00 pm

Informational session at MUCEM with engaging members of Marseille's urban design community. Collaborators will include: **Jean-Luo Perez**, Lead Architect for Atelier Prado; **Nicolas Memain**, Marseille urban planner and self-proclaimed "street jockey"; and **Michel Samson**, former journalist for *Le Monde* and acclaimed sociologist.



4:00 pm

Council members tour **The Museum of European and Mediterranean Civilizations (MUCEM)** with **Sylvia Amar**, Head of their Department of Cultural Production.

5:30 pm

Council members return to the hotel to change and prepare for evening events.



Evening

Dress code: Casual, warm attire for outdoors

7:30 pm

Continuing the Council tradition and harkening back to CIAM, Council members will sip on cocktails and dine on appetizers and entrees as they enjoy waterside views of the south of France.



Monday, March 9

Dress code: Casual attire; bring travel bags with you for the day. They will stay on the bus.

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Morning

9:00 am

Council members meet at Hotel Residence du Vieux-Port and board the bus.

10:00 am

Council members will tour **Cité Radieuse** with **Ferrand, Marseille Office of Tourism**.

The **Unité d'habitation** (French for *Housing Unit*) is the name of a modernist residential

housing design principle developed by **Le Corbusier**, with the collaboration of painter-architect **Nadir Afonso**. The concept formed the basis of several housing developments designed by him throughout Europe with this name. The most famous of these developments is **Cité Radieuse** located in south Marseille.

12:15 pm

Council members travel to **La Friche Belle de Mai**

Lunch

1:00 pm

Lunch at **Les Grandes Tables Restaurant** at **La Friche Belle de Mai**



Afternoon

2:00 pm

International Council Quick Design Charrette

International Council Quick Design Charrette Overview

In 2015 the International Council is visiting Marseille and Chicago: two “second” cities that, although different, suffer from similar issues of violence, crime, and segregated neighborhoods. In 2012, a third of all murders in France took place in Marseille. The following year, a campaign to revitalize the interior of the city with chic, modern architectural structures, titled Capital of Culture, refocused media attentions on a newer, shinier urban façade. The Chicago crime rate in 2012 was nearly double the crime rate for the U.S. at large. This year, the “Windy City” will also embellish itself in cultural initiatives for its Chicago Architecture Biennial.

In both cities, Council members will attempt to make quick assessments of local situations with the help of local informants living and working in the host city’s urban atmosphere. Members will do this with the intention of identifying the role of design in turning things around.

Due to preparation that we know will need to happen for Van Alen’s panel sessions at MIPIM on March 11, we will not ask for extensive preparation for these meetings in Marseille other than your attendance and fervent participation.

5:00 pm

Council members who are continuing to Cannes for MIPIM will board the train at **Gare St. Charles**. If you are heading on to Cannes and do not currently have a rail ticket, you may purchase one here: <http://www.raileurope-world.com/train-tickets/journey-insights/article/marseille-cannes>

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About Van Alen Institute

At Van Alen Institute, we believe design can transform cities, landscapes, and regions to improve people's lives. We collaborate with communities, scholars, policymakers, and professionals on local and global initiatives that rigorously investigate the most pressing social, cultural, and ecological challenges of tomorrow. Building on more than a century of experience, we develop cross-disciplinary research, provocative public programs, and inventive design competitions.