

Press release  
28 June 2017



Port of Marseille Fos

**GREEN LIGHT FOR THE  
INTERNATIONAL CALL FOR PROJECTS**

Today, 28 June, the Port of Marseille Fos launched a call for projects for an emblematic building located at La Joliette: the J1 hangar, the centrepiece of the prestigious seafront, at the junction of the Vieux-Port and the commercial port. The details were unveiled...



## How will this emblematic building be used?

What will the J1 - situated on the Port's eastern harbours in the heart of city - become? It's anyone's guess. Responses to the call for projects must arrive by 15 November 2017 (see end of press release). The Port Management Board, assisted by the especially constituted selection committee, will choose a maximum of 4 projects by March 2018. The shortlisted candidates will be asked to submit a final project before the summer. The winner will be designated by the Port's executive bodies, assisted by an international jury, at the end of 2018.



### Economic and cultural activities

*"The call for projects, which will be officially launched on 28 June and will close at the end of the year, will address French and international investors that have a strong vision of how to develop this exceptional heritage," said Jean-Marc Forneri, Chair of the Port of Marseille Fos Supervisory Board. "The project should focus on enhancing the exceptional architecture and situation, be in tune with the economic ambitions of the Port of Marseille Fos, respect the port and maritime aspects of the site, and make a major contribution to the city's international reach".*

The prestige of the J1 and its central location will undoubtedly attract projects from some major international names in the field of development and architecture.

## Flagship in the urban metamorphosis of the harbour front

Marseille's waterfront has changed dramatically over the last 15 years. Marseille has seen the development of the Musée des Civilisations de l'Europe et de la Méditerranée (MuCEM), the rehabilitation and development of the old dock area, the opening of a huge theatre (Silo d'Arenc) and a shopping complex with enviable views over the Port - Les Terrasses du Port.

It is now the turn of the J1, built in the early 1920s, to take its rightful place in this splendid urban and port complex.

Halfway between the MuCEM and Les Terrasses du Port, the J1 hangar is currently in use as an international ferry terminal with the ground floor for vehicles embarking on ferries for Algeria, and the first floor for passengers. The second floor hosts the Port Training Institute as well as having hosted a number of popular events organized by the city of Marseille since 2013 - when Marseille was the European Capital of Culture.

The last of the "J" hangars, the building has three 8,500 m<sup>2</sup> platforms built over the water and harbour-side wharfs. The applicants responding to the call for projects are invited to devise a multi-activity project for this building complex measuring over 25,000 m<sup>2</sup>.

The aim of the call for projects for the J1 hangar is to highlight this unique site by selecting a large project that is open to the city and creates a new dynamic between Marseille residents and their port.

---

### Press contacts

Galivel & Associés | Carol Galivel  
+33 (0)1 41 05 02 02 | +33 (0)6 09 05 48 63  
galivel@galivel.com

Port of Marseille Fos | Claire Battédou  
+ 33 (0)4 91 39 42 01 | + 33 (0)6 73 37 86 12

[www.osezlej1.fr](http://www.osezlej1.fr)



The Port of Marseille is set to become even more attractive. Proof of its newly found appeal is the increasing number of tourists, notably with the 500 or so cruise ships that dock there every year alongside the container ships, bulk carriers, and ro-ro ferries. Cruise ships are also attracted by the ship repair activities, recently enhanced by the opening of dry dock 10 - the largest dry dock repair facility in the Mediterranean.

### A dynamic port, valuing its heritage...

The stakes are high for the Port of Marseille Fos. The development of its land has to generate revenue and promote the activity of the Port in the heart of the city.



The future venue for Marseille residents and visitors will in any case be subject to close scrutiny in terms of the aim to reconcile its urban, economic, and port aspects while also demonstrating great environmental excellence. According to Christine Cabau-Woehrel, Chair of the Port of Marseille Fos Management Board, it is a question of “*proposing the transformation of this highly symbolic site in the Port’s rich history - a place where the city and Port prove their capacities to together develop economic value based on their maritime and port history. The cultural and training aspects should not be forgotten either and we will ensure that the building provides innovative solutions from the point of view of the environment.*”

### ... and aiming to become a key digital development area

With its sights firmly set on the future, the Port of Marseille Fos is also committed to developing new technologies. In March 2016 a long-term agreement was signed with Interxion (one of the leading data centre service providers in Europe) which will facilitate the future expansion of data centre capacities in the eastern harbours – a clear illustration of the “smart port” in action.

The support and integration of new digital economy sectors into the port activities opens up some new and promising opportunities in terms of value creation and local jobs.

#### Press contacts

Galivel & Associés | Carol Galivel  
+33 (0)1 41 05 02 02 | +33 (0)6 09 05 48 63  
galivel@galivel.com

Port of Marseille Fos | Claire Battédou  
+ 33 (0)4 91 39 42 01 | + 33 (0)6 73 37 86 12

[www.osezlej1.fr](http://www.osezlej1.fr)

#### **KEY POINTS IN THE REGULATIONS**

- Projects must be multi-activity, allow free access to the public to the spaces in J1 designated for the purpose, promote cultural and / or event type opportunities, contribute to the economic visibility of the area, in particular in relation to its character as an international port, and be an integral part of an urban synergy approach.
- They must also be compatible with the port activity on the Grande Joliette basin and highlight the site's emblematic maritime aspects.
- Casino, games room, slot machines, and projects exclusively based on a single activity (any commerce or housing) are undesirable.
- Projects will be selected on the basis of the detailed criteria in the call for project rules, including those relating to both technical and financial credentials, value creation for the Port, and the overall balance of the project - and in addition will not disregard the quality of the project in terms of its innovative and sustainable aspects.
- Applicants must submit an initial project no later than 16:00 on 15 November 2017.
- A short list of projects selected for the second phase will be made by March 2018. Following negotiations, the finalists will be asked to submit a final project in the summer of 2018. The winner will be designated by the Port's executive bodies, assisted by an international jury, at the end of 2018.

**The full regulations can be downloaded from the following address [www.osezlej1.fr](http://www.osezlej1.fr)**

---

#### **Press contacts**

Galivel & Associés | Carol Galivel  
+33 (0)1 41 05 02 02 | +33 (0)6 09 05 48 63  
[galivel@galivel.com](mailto:galivel@galivel.com)

Port of Marseille Fos | Claire Battédou  
+ 33 (0)4 91 39 42 01 | + 33 (0)6 73 37 86 12

[www.osezlej1.fr](http://www.osezlej1.fr)