

MIRABEAU

MARSEILLE

BUSINESS BEYOND
THE SEA

Think New.
Think Smart.
Think Marseille.

Marseille is rated as one of France's top three most attractive cities thanks to its unrivaled quality of life and its thriving economy. The Mirabeau project, ideally situated on the seafront and in the immediate vicinity of all the attractions that lend the city its charm, blends in perfectly with its surroundings:

- CMA CGM and Bouygues Immobilier are championing the city's urban and economic development.
- The project's straightforward architectural design interacts with the changing hues of sea and sky.
- It employs cutting-edge technologies to encourage a smooth flow of users whilst providing them with everything they need.
- An unrelenting focus on hassle-free functionality underpins the approach taken.

In Marseille, the view from Mirabeau extends all the way to the horizon, towards a future with no limits.

21,800 m² in leasable area

21 floors

85 m tall

170 parking spaces

Up to 110 workstations per unit

1,100 m² in divisible spaces for rent

CHAPTER 01

The Mirabeau building, which has CSR at its very core, has been designed to showcase the highest environmental standards in Marseille.

Energy consumption
lowered by 40%

Greenhouse gas emissions
cut by 70%

Purification of **100%**
of all incoming air

Eco-designed to help protect the environment

MIRABEAU LIES ON THE SEAFRONT AND ALIGNS PERFECTLY WITH ITS DESIGNERS' SUSTAINABILITY GOALS. IT WILL ACTIVELY CONTRIBUTE TO MARSEILLE'S DEVELOPMENT AND PROVIDE USERS WITH WELL-APPOINTED, COST-EFFECTIVE SPACE.

CONCRETE COMMITMENT DELIVERING REAL ENVIRONMENTAL BENEFITS

Mirabeau is connected to the Thassalia seawater loop, which harnesses marine thermal energy. This process helps to minimize its water consumption and reduce greenhouse gas emissions by 70%.

The cladding's bioclimatic design lowers the building's consumption by 40%.

ACTIVE CONTRIBUTION TO MARSEILLE'S QUALITY CHARTER

Through the city's quality charter, Marseille takes a stand against climate change, contributes to improvements in air quality, champions low-energy consumption and promotes renewable energies.

Mirabeau is fully committed to this approach.



Mirabeau...
Will help your business
reach new heights



Eco-designed to make
users' life hassle-free

MIRABEAU'S ECO-DESIGN DIRECTLY BENEFITS ITS DAILY OPERATION. ITS MANAGEMENT AND MAINTENANCE COSTS ARE TIGHTLY CONTROLLED. HEALTH STANDARDS ARE ENHANCED BY THE FACT THAT 100% OF THE NEW AIR IS FILTERED PRIOR TO CIRCULATION. THE LOGGIAS AND WINDOWS THAT CAN BE OPENED ON EVERY FLOOR PROVIDE A NATURAL SOURCE OF VENTILATION THAT IS BOTH HEALTHY AND COST-EFFECTIVE.

DUAL ENVIRONMENTAL CERTIFICATION

The building was designed to meet the **BREEAM** environmental quality standard

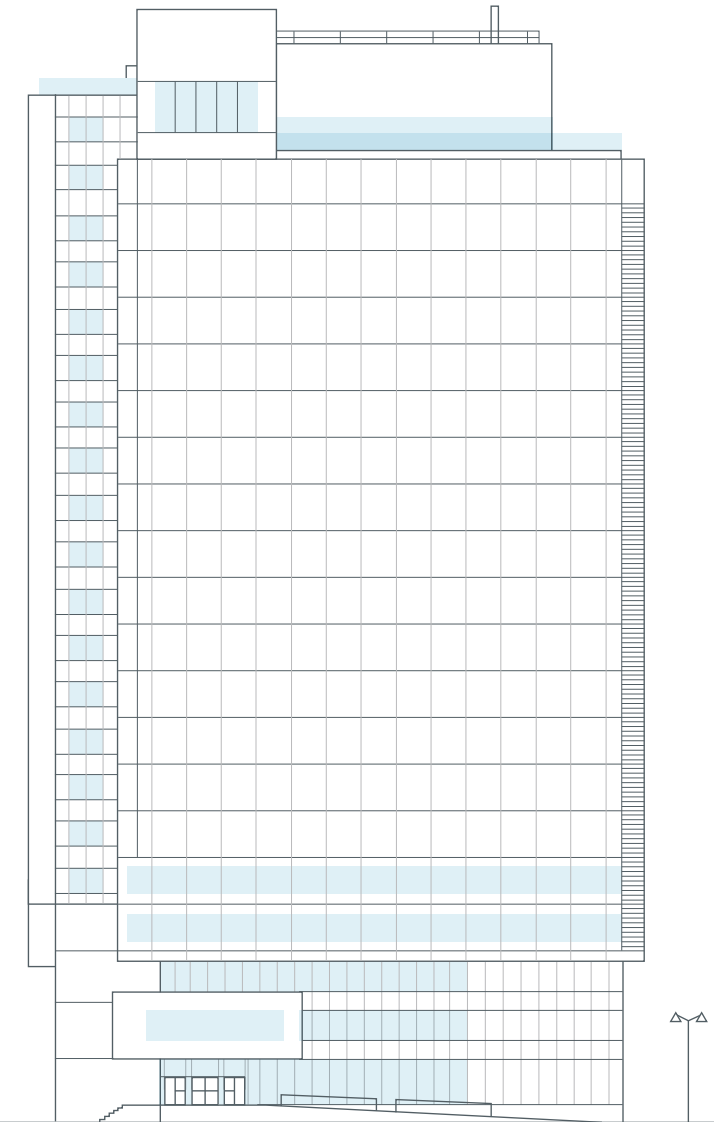
- Adopt a sustainable development-led approach
- Lower operating costs
- Raise well-being standards for employees and visitors

The **NF HQE Bâtiments Tertiaires** certification is awarded to buildings with an environmental and energy performance in line with current best practices. It encompasses the planning, design and implementation stages for both new builds and refurbishment projects.



GROSS LEASABLE AREA

FLOOR	FLOORSPACE
21 ST FLOOR	239 m ²
20 TH FLOOR	843 m ²
19 TH FLOOR	980 m ²
18 TH FLOOR	1,162 m ²
17 TH FLOOR	1,170 m ²
16 TH FLOOR	1,170 m ²
15 TH FLOOR	1,170 m ²
14 TH FLOOR	1,170 m ²
13 TH FLOOR	1,165 m ²
12 TH FLOOR	1,141 m ²
11 TH FLOOR	1,142 m ²
10 TH FLOOR	1,143 m ²
9 TH FLOOR	1,143 m ²
8 TH FLOOR	1,143 m ²
7 TH FLOOR	1,143 m ²
6 TH FLOOR	1,139 m ²
5 TH FLOOR	1,139 m ²
4 TH FLOOR	1,169 m ²
3 RD FLOOR	1,000 m ²
2 ND FLOOR	859 m ²
1 ST FLOOR	285 m ²
GROUND FLOOR	161 m ²



MIRABEAU

CHAPTER 02

Mirabeau, the brainchild of architect Hala Wardé, will set new architectural and technological standards and is located directly on Marseille's seafront.

21,800 m²
in leasable area

21 floors

85 m tall

A building reshaping the skyline

“THIS SINGULAR BUILDING IS AN ASSEMBLAGE OF SIMPLE VOLUMES, VARIATIONS OF WHITE AND SILVER ECHOING THE FOAM OF THE SEA AND ITS CHANGING REFLECTIONS.”

Hala Wardé, Architect



LIGHT FORMS AN INTEGRAL PART OF MIRABEAU

Mirabeau can be likened to a ship morphing in line with the changing reflections of the sky and sun on the Mediterranean. Its elegant, silvered glass façade makes it a prominent new feature on Marseille’s skyline. The view from the top of the building across the Marseille harbor area is breathtaking.

SUNLIGHT APLENTY IN THE HUGE LOBBY AREA

Mirabeau’s twin-level entrance hall bathes in the unique natural sunlight of the south of France. Its intensity varies depending on the time of day, and the warmth it provides is captured by the fine materials—cast terrazzo, glass, aluminum—adorning its floor and walls.

A building that brings people together

MIRABEAU MAINTAINS A FOCUS ON QUALITY OF LIFE AND HAS BEEN DESIGNED AROUND THE NEEDS OF ITS RESIDENTS: FLEXIBLE OFFICE UNITS PROVIDING PERSONALIZED LAYOUTS, FLUID MOVEMENTS FOR HIGHER PERFORMANCE, AND RELAXATION AREAS TO RELIEVE STRESS.

OFFICE UNITS THAT CAN BE TAILORED TO FIT EVERY TENANT'S NEEDS

With 90% of space lit by direct daylight and 2.70m-high ceilings, Mirabeau's office units each boast around 1,100 m² per floor. They are flexible and modular, and can very easily be adapted to each tenant's activities and the latest working trends. Mirabeau's 2,100 m² of outdoor areas can be accessed directly from the offices, making them an ideal place for a coffee break, without having to take a convoluted route.

TECHNOLOGY DELIVERING A HASSLE-FREE, HIGH-PERFORMANCE ENVIRONMENT

Mirabeau possesses all the requisite features to make users' life easier by harnessing cutting-edge technologies. The elevators use artificial intelligence to optimize the efficiency of movements between the various floors. The building's performance is enhanced thanks to its fully-connected technical systems. The automatically managed façades and ceiling heating/cooling systems provide the highest level of thermal and acoustic performance.



QUALITY OF LIFE

CHAPTER 03

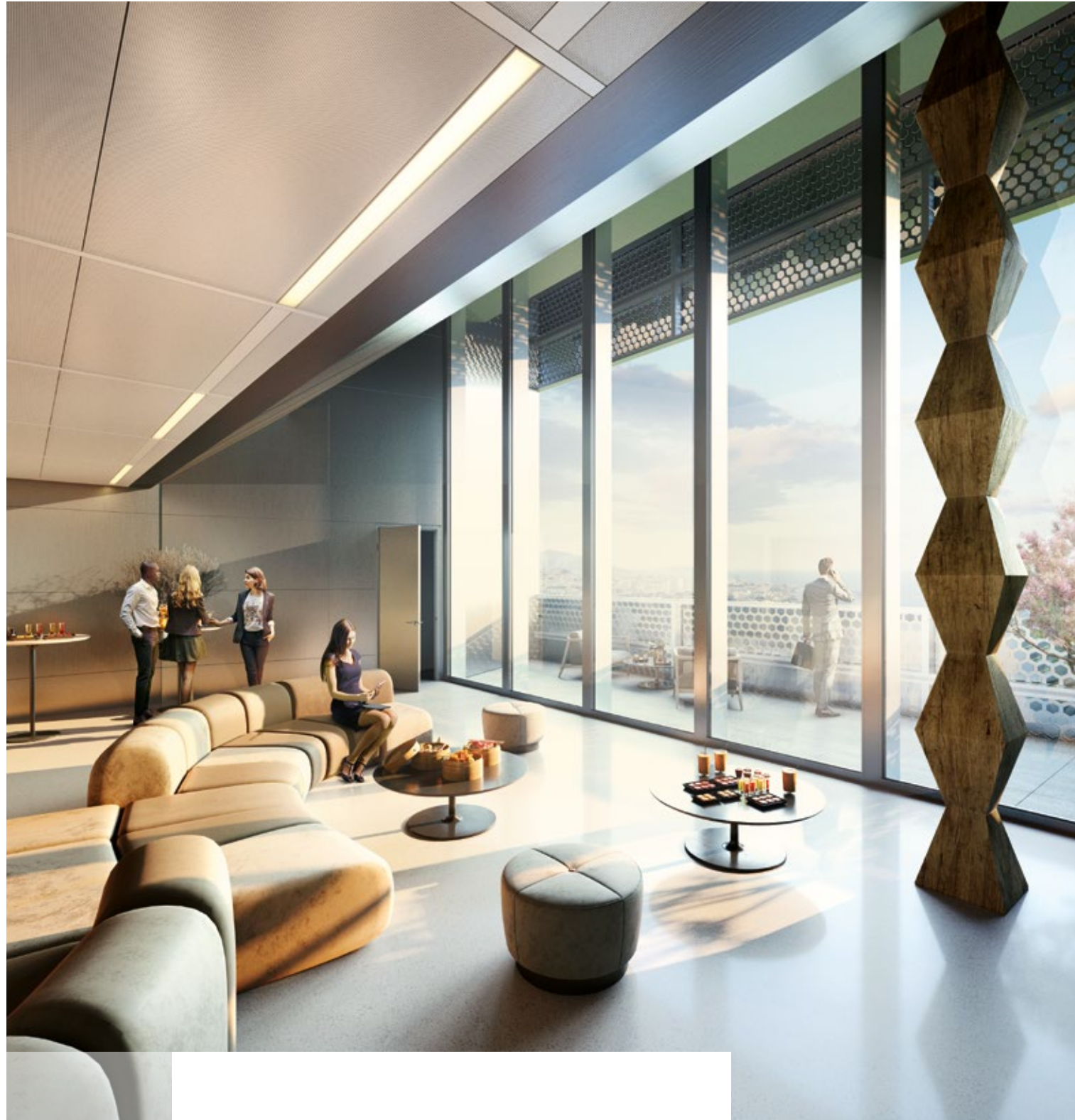
Mirabeau raises quality of life standards for its users through a hassle-free and high performance approach.

450 m²
in rooftop terraces

650 m²
in space for collaboration and relaxation

15 m² loggias
on each floor

Premium services and outstanding spaces



THE SKY LOUNGE, A ONE-OF-A-KIND VENUE

The Sky Lounge atop the Mirabeau building alludes to Marseille's heritage and its proximity to the Mediterranean. It also evokes France's number one port with its container-inspired shape. The views from this unique vantage point, occupying 650 m² across the top two floors, are simply stunning.

HASSLE-FREE & HIGH-PERFORMANCE

The amenities provided on-site Mirabeau have been designed to make everyone's working and personal life as simple as possible:

- Round-the-clock access control by on-site security agents
- Online café on the ground floor with an outside terrace
- An e-concierge providing personalized services
- A fitness and well-being area with changing rooms open to all users
- Co-working and third-party areas open to everyone

ROOFTOP AREA, BETWEEN THE SKY AND THE SEA

The open rooftop area is an outstanding, almost unmatched venue in Marseille. Located on the 21st floor of the Mirabeau building, it gives visitors the sensation of being a lighthouse keeper or a sailor on the top deck of a ship.



MARSEILLE

CHAPTER 04

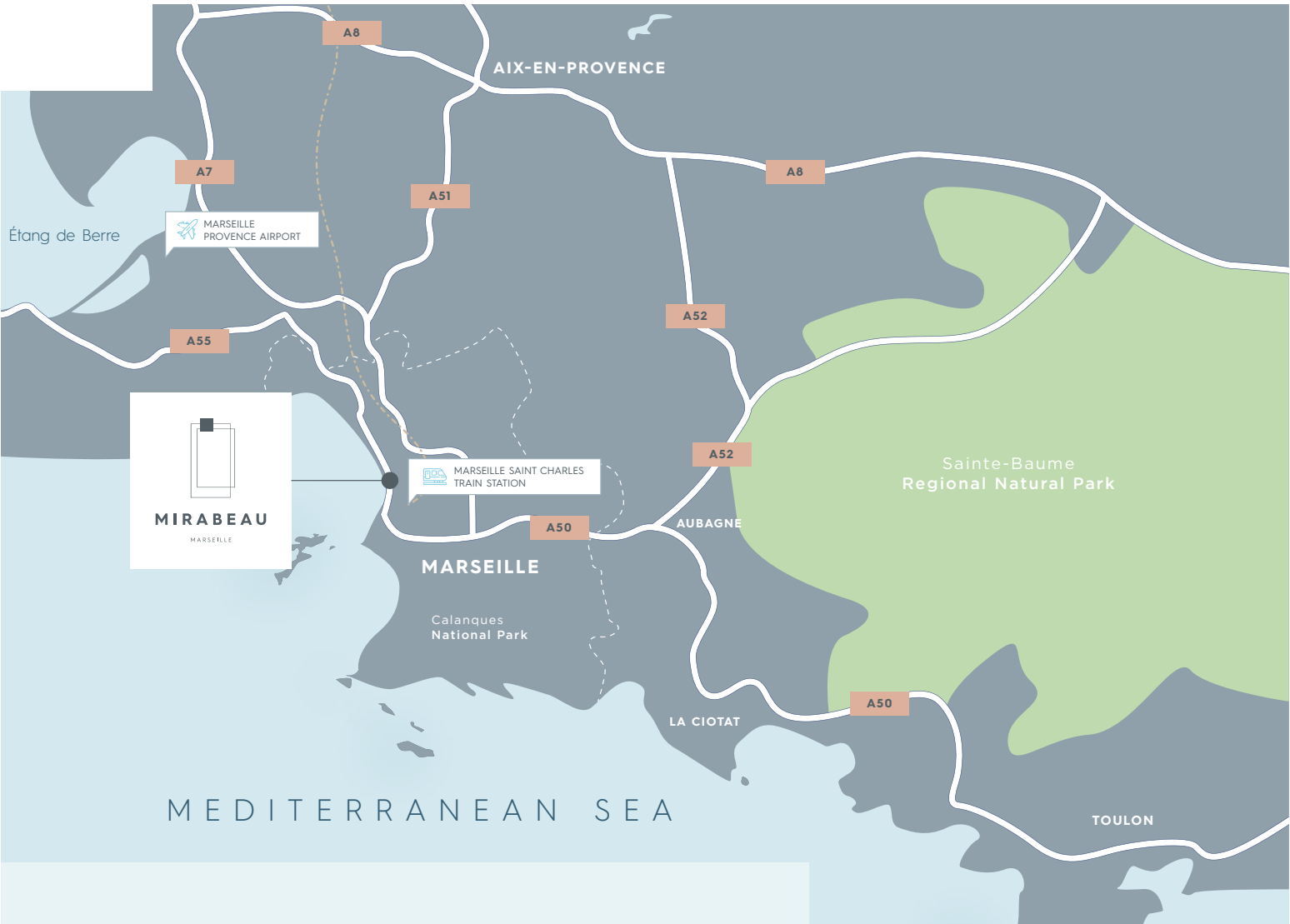
Marseille is the go-to destination for any business looking for a home that combines a thriving economy with the benefits of a seaside location.

Rated as France's **third-most** attractive city

Home to more than **5,300** businesses

France's **no. 1** port

Mirabeau, a highly-prized, easy-to-access location



- 01 • CMA CGM tower** 150 m
3 minutes on foot
- 02 • La Marseillaise** 50 m
1 minutes on foot
- 03 • Pathé Joliette** cinema 450 m
5 minutes on foot
- 04 • Le Silo** 550 m
7 minutes on foot
- 05 • Euromed Center** 400 m
5 minutes on foot
- 06 • Les Docks** 500 m
5 minutes on foot
2 minutes by car
- 07 • Les Terrasses du Port** 1 km
12 minutes on foot
4 minutes by car
- 08 • Les Voûtes de la Major** 2 km
7 minutes by car
- 09 • Mucem Villa Méditerranée** 3 km
10 minutes by car
- 10 • Le Vieux Port** 3 km
11 minutes by car

DIRECTLY ON THE SEAFRONT

Euromed, the leading business venue in the south of France with 37,000 private-sector and 6,500 public-sector jobs where over 5,300 businesses have been set up, is a prime location close to the city's main amenities and access to all modes of transport.

NEARBY TRANSPORT SERVICES

- Marseille Provence Airport** 22 km
25 minutes by car on the A55
- SNCF Marseille Saint-Charles** rail station 2 km
10 minutes by car
12 minutes by tram
- TER regional express train station** 240 m
3 minutes on foot

TRAMWAY

- Arenc Station** 240 m
3 minutes on foot

SUBWAY

- Joliette** station 1.4 km
12 minutes on foot
7 minutes by car
5 minutes by tram
- Vieux-Port** station 2.5 km
32 minutes on foot
10 minutes by car



At the heart of the city's bustling economy



MARSEILLE'S UNPARALLELED GEOSTRATEGIC POSITION

Marseille is France's second-largest urban center. Together with its port, which is connected to a dense network of infrastructure and logistics hubs, it has established itself as a major Euro-Mediterranean center for decision-making and for global trade. Marseille's development is powered by a diverse economy made up of 170,000 businesses. Its industrial heritage, its academic and research centers of excellence, its competitive clusters and its various technology hubs provide a solid foundation for its growth.

Amid today's globalized economies, the city is pursuing an ambitious development strategy predicated on its areas of excellence—health, aerospace, digital technology, energy, the marine environment and the creative industries.

“WITH ITS COASTAL LOCATION IN A SUN-KISSED, NATURAL ENVIRONMENT, MARSEILLE BOASTS ALL THE ADVANTAGES OF A LARGE CITY WITH THE LATEST INFRASTRUCTURE.”



FRANCE'S LEADING
RESEARCH CENTER
IN POWER MECHANICS
AND ENGINEERING



LEADING BUSINESS
CENTER IN THE SOUTH
OF FRANCE



4 MILLION M²
COMMERCIAL
REAL ESTATE:
SUBSTANTIAL
RANGE OF
AVAILABLE LAND
AND REAL ESTATE



2ND-LARGEST
AIR FREIGHT HUB
OUTSIDE PARIS



FRANCE'S NO. 1
CANCER RESEARCH
CENTER AFTER PARIS



FRANCE'S NO. 1 PORT,
EUROPE'S 5TH-
LARGEST PORT

EUROPE'S NUMBER
ONE URBAN
REDEVELOPMENT PROJECT
(EUROMÉDITERRANÉE)



FRANCE'S 3RD-
MOST ATTRACTIVE
LOCATION
FOR FOREIGN
INVESTMENT
PROJECTS



FRANCE'S NO. 1
PLEASURE
PORT



NO. 1 REGION
EXPORTING TO
MEDITERRANEAN
LOCATIONS

Source: marseille-provence.fr



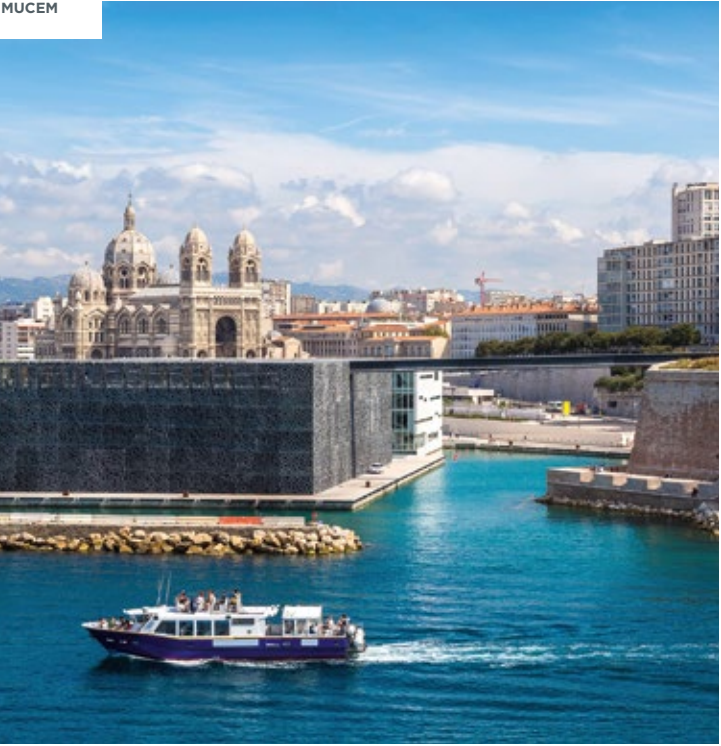
Experience Mediterranean life



A GENTLE BREEZE ACROSS THE CITY

Everyone can live life at their own pace in the area around the Mirabeau building. Options include shopping at the Terrasses du Port, the Voûtes de la Major or at the Docks, entertainment at the Joliette cinema, the Silo or Mucem, or an evening out with colleagues at the Vieux Port or on the seafront. The district has become one of the most popular among the city's population, and many of them meet up there to celebrate special occasions or just to spend time with colleagues from nearby businesses.

“THE MIRABEAU URBAN ENVIRONMENT IS A MICROCOSM OF LIFE IN MARSEILLE: LIVELY, WARM, VARIED AND WELCOMING.”



Mirabeau...

Making sense
of office life





8:10 AM

Mélissa gets to work early so she can take advantage of the fitness facilities. After a half-hour Pilates session, she starts the day in top form!



9:15 AM

Pauline and her team meet with her head of department. They have an informal meeting with a coffee and croissant on the ground floor terrace.



11:30 AM

The full Executive Committee attends a presentation in the large meeting room.



11:45 AM

Quick chat between Frédéric and his Regional Manager on the terrace of their tamarisk-lined offices.



12:45 PM

The whole communications department meets up at the new restaurant in Les Docks.



1:00 PM

Laurent and Mélissa decide to take advantage of their lunch break to do some shopping at the Terrasses du Port.



5:00 PM

The new customers from the US have just arrived. Everyone has been invited to a cocktail reception in the rooftop lounge. The light has changed, but the views are still just as magical.



6:30 PM

Virginie does not go straight home. Her plan is to catch a movie and then eat at a restaurant in the Joliette area.



8:00 PM

The US customers walk back to their hotel and will then have their evening meal on the Vieux Port. The joys of living in Marseille, both by day and by night, are becoming ever clearer to them.



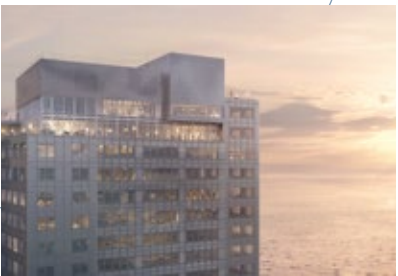
1:30 PM

Baptiste picks up the train tickets he ordered from the concierge service for the weekend. The schedule includes a stop in Saint-Tropez, then Cannes, before the return journey back from Nice on Sunday evening.



2:00 PM

The sun is blazing down in Marseille. Bernard, head of purchasing, holds a meeting with his suppliers in the Sky Lounge.



9:00 PM

The Mirabeau has gradually emptied out, but it will be a hive of activity again tomorrow. Its façade shines on the sea.

A day in the life of the Mirabeau building

INTRODUCTION

The project consists of a tower block with 21,831 m² in total gross leasable area, plus 170 private parking spaces. It is located on the corner of boulevard Jacques Saadé (quai d'Arenc) and boulevard Mirabeau in Marseille. An office block with sweeping views across the sea.

- 21 floors
- 85 m tall
- 170 parking spaces
- 1,100 m² per divisible unit
- Up 110 individual workstations per office unit
- 2,100 m² in easily accessible outdoor space
- 21,800 m² in office space for rental
- 360 m² in parking spaces for low-impact mobility solutions

ARCHITECTURAL DESCRIPTION

The building's location is first-class as it stands next to the port, looking out across the sea to the horizon. It comprises a set of simple block-like shapes, it evokes both the port and the sea and it stands out against the neighboring tower blocks by drawing attention to its base and its crown. It is 85-m tall and has a superstructure of 21 floors and seven below-ground levels. It has three terraces that can be reached via the truly spectacular spaces on the 19th to 21st floors. All levels have a loggia with a sea view. A 30 m x 10 m horizontal space atop the building is the building's distinguishing feature. It represents both an urban and port landmark, dominating the Marseille harbor area and looking out at the sea, from which it is clearly visible. Its glass and clear aluminum façades vary depending on orientation:

- Double ventilated skin to the west
- Single skin to the east, north and south
- Horizontal glass strips on the south-facing loggias
- Aluminum for the “top container” block

Through these various differences, the façades stand out with their respective volumes, while forming a general harmony.

Special treatment of the glass and aluminum fittings gives them different shades of white and silver, interacting with the sun's trajectory, the shadows created, the reflections of the sky and the sea, and cementing the building's attachment to the port and the Mediterranean in Marseille.

POST-COVID AMBITIONS

With its spirit of innovation, flexibility and high performance, the project is tailored perfectly to the post-Covid next-generation office programs. It accommodates the latest working practices, such as co-working, meeting areas, loggias, terraces and facilities designed to make life easier for residents.

MAJOR COMMITMENT TO PROTECTING THE ENVIRONMENT

- The building will be connected to the Thassalia seawater system. Its greenhouse gas emissions will be cut by 70% by harnessing thermal energy from the sea. The building's bioclimatic-designed envelope helps it to adapt to its environment and will deliver a 40% reduction in its power consumption. Every possible way of keeping the building's overheads and maintenance costs down has been implemented.
- Dual environmental certification



PACKED FULL OF TECHNOLOGICAL INNOVATIONS

- Interoperable TBM
- 13 elevators using AI technology
- Automated, smart management of façade shuttering and lighting
- All technical systems linked up

USER WELL-BEING: A CORE FOCUS

- Sweeping view across the sea and the city
- Flexible and divisible 1,100 m² office units
- 2,100 m² in outside space accessible from the office units
- Premium materials and technical amenities (ceiling heating/cooling systems, online systems)
- Well-lit office units, with daylight reaching 90% of the space
- 2.70 m-high ceilings
- Sound proofing as a result of the façades' performance and the ceiling systems

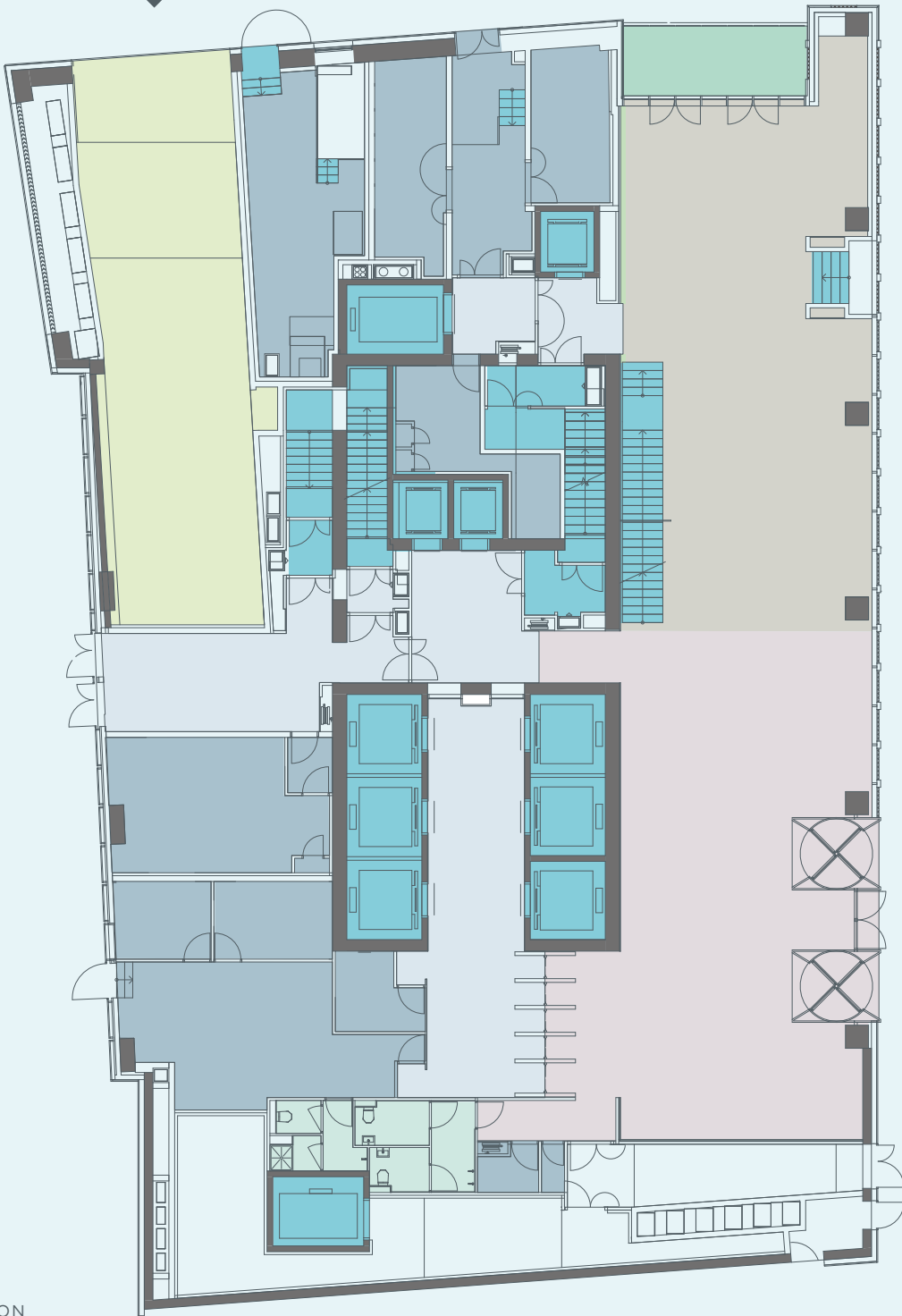
CLASSIFICATION UNDER REGULATIONS

- Offices (levels 3 to 19): IGH Regulation (tall buildings) category W
- Ground-floor + first-floor cafeteria: IGH (tall buildings) and ERP (venues admitting public) Regulations
- Second floor: IGH (tall buildings) and ERP (venues admitting public) Regulations category W
- 20th and 21st floors: IGH (tall buildings) and ERP (venues admitting public) Regulations category N, L, W
- Parking spaces: IGH (tall buildings) Regulation and PS (earthquake protection) standards

CAR PARK

- 170 parking spaces
- Fitted with 27 electric charging points
- 15 motorcycle spaces
- 360 m² in parking spaces for low-impact mobility solutions

CAR PARK
ENTRANCE

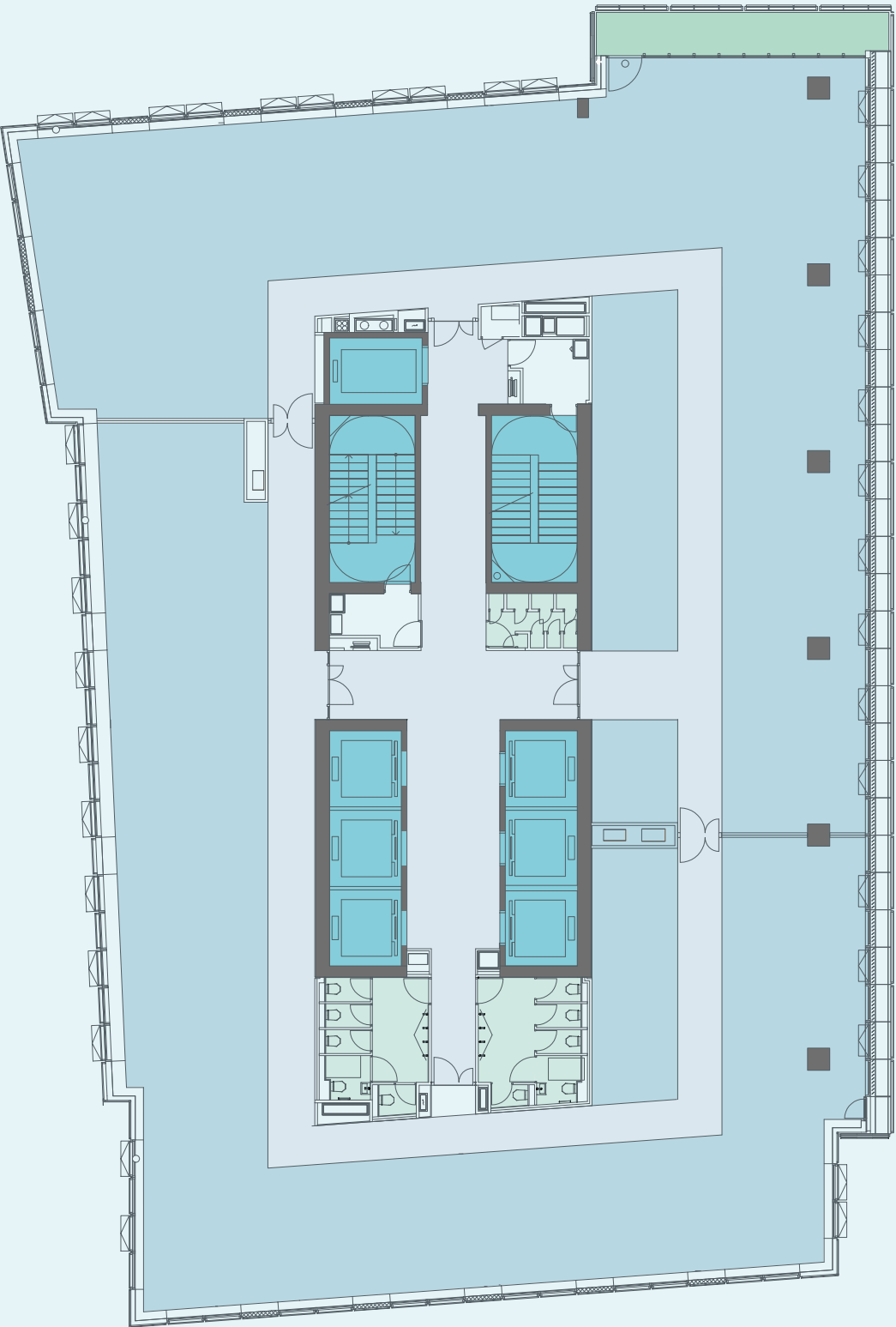


MAIN
ENTRANCE

- RECEPTION
- TERRACE
- HORIZONTAL MOVEMENTS
- VERTICAL MOVEMENTS
- TEA ROOM
- HEALTH FACILITIES
- TECHNICAL FACILITIES
- ACCESS RAMP TO THE CAR PARK

GROUND FLOOR

0 1 2 3 4 5
SCALE 1 : 100



- OFFICES
- TERRACE
- HORIZONTAL MOVEMENTS
- VERTICAL MOVEMENTS
- HEALTH FACILITIES

LEVEL 6

0 1 2 3 4 5
SCALE 1 : 100



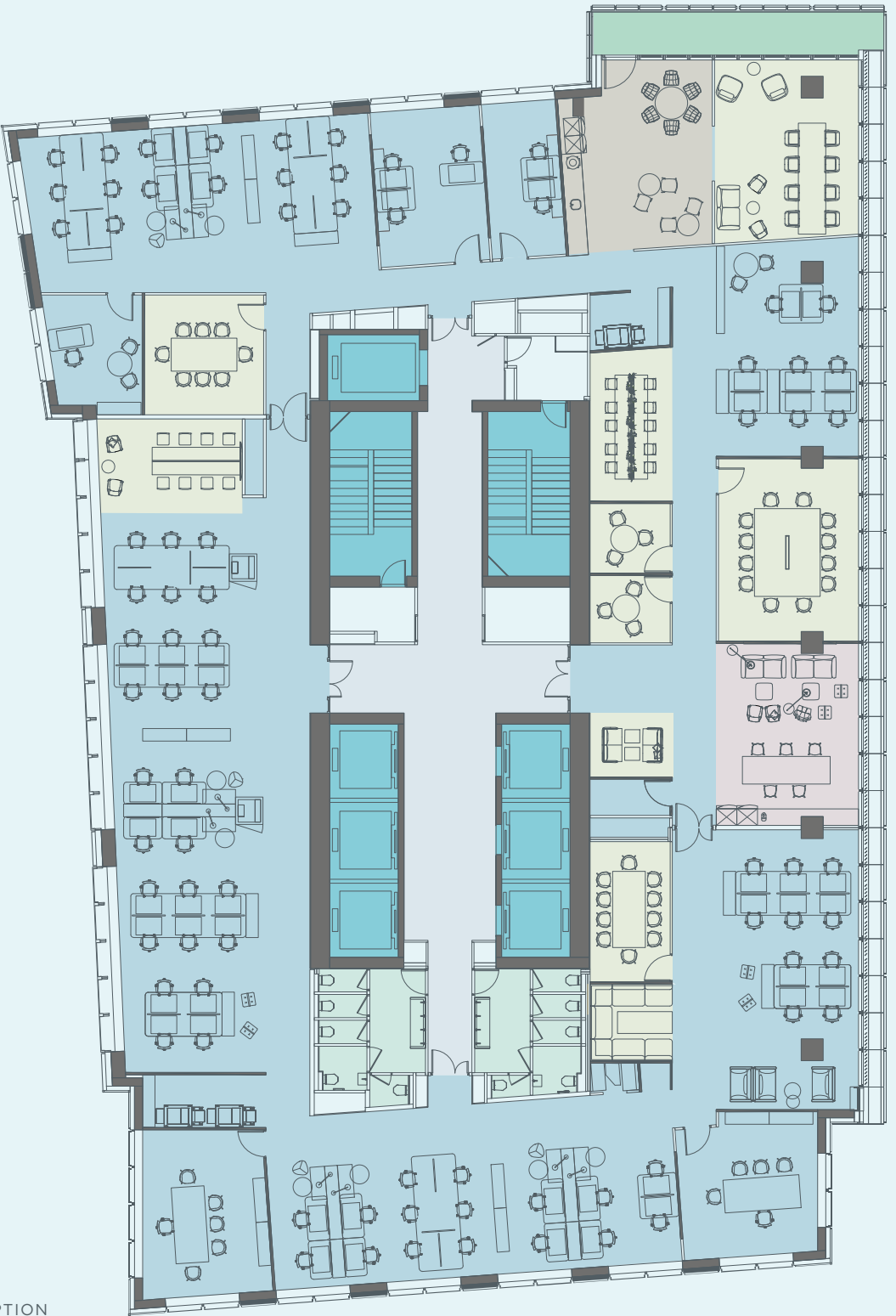


- RECEPTION
- OFFICES
- TEA ROOM
- TERRACE
- HORIZONTAL MOVEMENTS
- VERTICAL MOVEMENTS
- HEALTH FACILITIES

PLANNING AREA
LEVEL 5

FLEX OFFICE
VERSION

0 1 2 3 4 5
SCALE 1 : 100



- RECEPTION
- OFFICES
- TEA ROOM
- TERRACE
- HORIZONTAL MOVEMENTS
- VERTICAL MOVEMENTS
- HEALTH FACILITIES

PLANNING AREA
LEVEL 5

OPEN SPACE
VERSION

0 1 2 3 4 5
SCALE 1 : 100



International businesses making a local commitment

CMA CGM AND BOUYGUES INTERNATIONAL ARE DEEPLY EMBEDDED IN THEIR CITY AND THEIR REGION AND HAVE MADE A COMMITMENT TO DEVELOPING THE MARSEILLE REGION BY BUILDING THE MIRABEAU PROJECT. THIS AMBITIOUS ARCHITECTURAL PROJECT ALIGNS PERFECTLY WITH THEIR CONSTRUCTIVE PARTNERSHIP WITH THE CITY OF MARSEILLE.



The CMA CGM Group, a world leader in shipping and logistics led by Rodolphe Saadé, serves over 420 ports on five continents around the world. The Group's fleet of 542 ships carried close to 21 million TEU (Twenty-foot Equivalent Unit) containers in 2020. With its CEVA Logistics subsidiary, a world-class logistics provider carrying 400,000 tons of air freight and 2.8 million tons of overland freight every year, and CMA CGM Air Cargo, the CMA CGM Group is constantly innovating to offer its customers end-to-end services and delivering performance gains through ground-breaking shipping, overland, air freight and logistics solutions. The CMA CGM Group is committed to leading the energy transition in shipping and has pioneered the use of alternative fuels. In addition, it has set itself the goal of zero net carbon emissions by 2050. This program of continuous improvement has yielded concrete results and reduced the Group's total carbon emissions by 4% in 2020. Via the CMA CGM Foundation, the Group reaches out to thousands of children every year with initiatives championing education for all and equal opportunities. The CMA CGM Foundation also responds to humanitarian crises with emergency relief by harnessing the Group's shipping and logistics expertise to carry humanitarian supplies to wherever they are needed around the world. With a network of over 400 offices and 750 warehouses in 160 countries, the Group employs more than 110,000 staff members worldwide, 2,400 of whom are based in Marseille where it has its registered office. www.cmacgm-group.com



Bouygues Immobilier is a developer-urban designer, and a leading player on the French market. For over sixty years, we have been present across the entire real estate value chain, from development to operation and promotion. Our core business is to conceive places to live that take into account all users at all scales, to listen to our clients and communities, to imagine with them useful, human and sustainable spaces. We devise and create places to live, work and get together. Committed to limiting our negative impact on the environment and maximizing our positive impact, we plan to reduce our greenhouse gas emissions by 32% by 2030 and design 25% of our projects with positive biodiversity by 2025. In 2020, we employed 1,679 employees and had a turnover of €2.032 billion. Demanding when it comes to quality and committed when it comes to improving our employees' well-being, we are the first developer to be ISO 9001 certified in France and Top Employer France 2020 for the last seven years. www.bouygues-immobilier.com



HW architecture is a firm established in 2008 by Hala Wardé, following her long-term collaboration with Jean Nouvel. Working alongside him, she led the One New Change retail and office project in London and development of the Louvre Abu Dhabi museum. HW architecture won the contest to design the BeMA (Beirut Museum of Art) and is overseeing major projects around the world, including cultural, retail, service and residential programs. www.hw-architecture.fr

CREDITS

Design, creation, production

● IMPACT COMMUNICATION & DESIGN

www.impactcommunication.fr

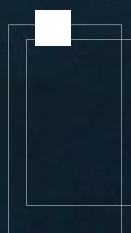
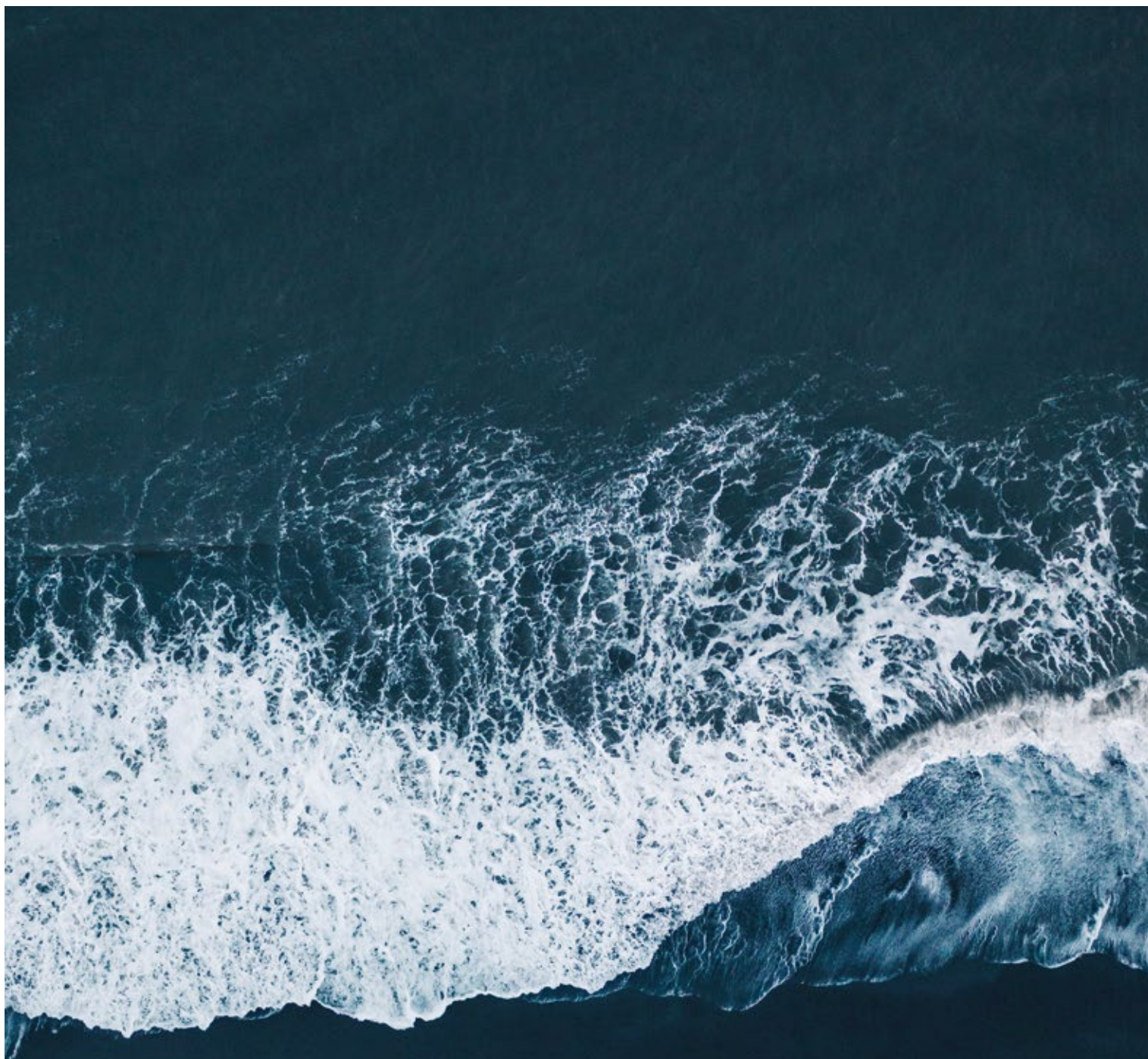
Architect: Hala Wardé

Computer-generated images: Kréaction, Archimage

Photos: Shutterstock, Dreamstime, Unsplash

This brochure reflects the Mirabeau project as it currently stands (December 2021).

This document has no contractual value.



MIRABEAU

MARSEILLE

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