

IMMOBEL FRANCE PARTNERS WITH NESTORE FOR THE TEMPORARY OCCUPATION OF ITS 16 SAINT-ANTOINE PROJECT IN PARIS

Immobel France is working with Nestore, a pop-up store specialist, to temporarily take over the retail unit at its renovation project on Rue Saint Antoine, in the Le Marais district. The project involves the transformation of a car park into a mixed-use building combining housing, offices and retail units. Immobel France is therefore pursuing its strategy of prefiguration that it started on its Parisian projects, as part of its commitment to the development of transitional urban planning.

Since 4 October last, Immobel France has made its retail unit overlooking the busy Rue Saint-Antoine in the 4th arrondissement of Paris available to Nestore. This network of "laboratory" pop-up stores supports the deployment of innovative brands by players in the social and solidarity economy, through a test & learn approach based on performance measurement. Offering such committed enterprises and associations the opportunity to set up shop for several weeks on this historic Le Marais thoroughfare gives them the opportunity to make themselves known to the public and to test and give visibility to their projects. The partnership will continue for the entire duration of the project.

"The LAB is a rare opportunity for brands to be able to test new concepts over an almost 2-year period, to introduce their products and have an in-store presence while taking advantage of the extraordinary visibility of the address!" Mathieu Grandjean, co-founder of Nestore

"We designed this partnership by reserving six months of the LAB to welcome players from the social and solidarity economy. The aim is to promote the emergence of virtuous concepts, local artists and craftspeople" adds Léa Metiba-Lafaye, Commercial Property Director of Immobel France.

The Saint Antoine project is located in a former enclosed car park building located in a block in the iconic Le Marais district of Paris. This 5,000 m² development comprises an office building, a residential building with new homes in a dense and sought-after area, as well as retail premises on Rue Saint Antoine. Delivery is scheduled for 2024.

"The projects selected for the temporary occupation are primarily aimed at testing new functions, and stimulating the local economy, entrepreneurship and neighbourhood associations. This reflects the commitment made by Immobel France when signing the Temporary and Transitional Occupation Charter of the City of Paris", says Paul-Michel Roy, Managing Director Services Sector and Urban Transformation at Immobel France.

In Barbès-Rochechouart, a place dedicated to culture

As part of the project to transform the former Tati Barbès stores located in the 18th arrondissement of Paris, Immobel France wanted to make this history-filled location accessible

to as many people as possible. The building was entrusted free of charge to Forest, a player in temporary and transitional occupation. In coordination with Maison Château Rouge and Les Oiseaux Migrateurs, they jointly develop a variety of free projects and activities that are constantly renewed on the three floors of the Haussmann building. A series of exhibitions, workshops and panel discussions are held to bring together audiences from varied backgrounds in a multi-cultural atmosphere, thereby enabling the development of ideas, talents and inspiration.

A creative space in Buttes-Chaumont

Immobel France also called on Forest for its 2020 Buttes-Chaumont project, located in the 19th arrondissement of Paris. The building therefore hosts entertainment and audiovisual themed cultural activities, such as costume and film-making workshops, thereby enabling companies in the audiovisual sector to rent affordable buildings suitable for their activity in Paris. This collaboration will run until at least the end of the year.

“Agence Forest has been supporting Immobel France since 2020 in the development of its changing properties. From strategy definition to venue management, we ensure that we develop a project in line with both our partner's objectives and its territory. Our network of local users and players allows us to intervene both temporarily, with the creation of a cinema hub (Buttes Chaumont), and transitionally combining a cultural centre and temporary provision of space for a diversity of actors (Ex-TATI).” Laurent Bandet, co-founder of Agence Forest

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Immobel is the largest listed real estate developer in Belgium. Founded in 1863, the Group specialises in mixed-use real estate projects and creates high-quality urban spaces that stand the test of time and have a positive impact on people's lives, work and leisure. With market capitalisation of more than EUR 650 million and a portfolio of more than 1,600,000 m² of development projects in 7 countries (Belgium, Grand Duchy of Luxembourg, Poland, France, Spain, Germany and the United Kingdom), Immobel holds a prominent position in the European real estate landscape. The Group's objective is sustainable urban development. It also donates a portion of its profits to support good causes in the areas of health, culture and social inclusion. Immobel employs around 200 people.

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