

# Paris Report

## February 2024

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## 1. Musée national de la marine

### Project Overview

In November 2023, the Musée national de la Marine, situated on the iconic Place du Trocadéro, celebrated its grand reopening after undergoing an extensive six-year renovation. Housed within the Palais de Chaillot, a masterpiece constructed in tandem with the 1937 Paris Exposition Universelle, the museum resides in the south wing alongside the Museum of Humanity, nestled amidst the twin curved wings of this architectural gem. The east wing hosts the Museum of Architecture and Heritage.

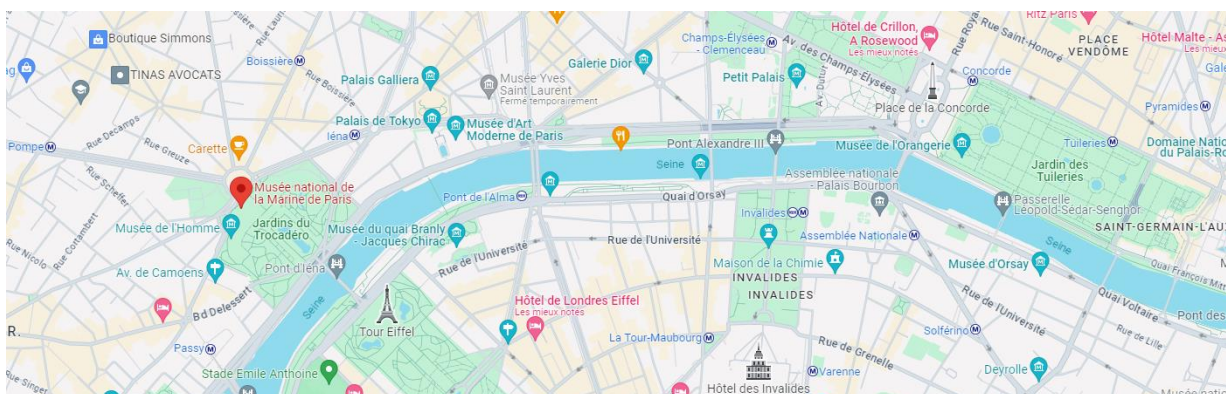
Upon crossing the threshold of the museum, visitors are immediately captivated by the modern and refined ambiance, characterized by a harmonious interplay of white tones, wooden accents, and gentle, diffused lighting. The interior design, entrusted to the French architectural firm h2o, selected through an international design competition, and Snøhetta, an esteemed international architectural firm headquartered in Norway, draws inspiration from the Palais de Chaillot's distinctive curved silhouette and the fluid movements of water, infusing the space with curved and circular forms.

Beyond its aesthetic allure, the museum offers interactive exhibits and workshops featuring VR helmets and simulators, enhancing the visitor experience. Additionally, a bespoke spatial fragrance, crafted by a master perfumer from Firmenich, the world's leading fragrance and flavor company, envelops visitors, immersing them in the captivating essence of the sea. Moreover, the museum prioritizes universal design, ensuring accessibility for all. Braille signage, designated "Scénographie adoucie" hours featuring reduced lighting and sound levels, soundproof headphones, canes, and baby straps are among the provisions implemented. Notably, "La Bull," a tranquil space measuring 9 m2 characterized by neutral hues and soft curves, was conceived by Snøhetta as a sanctuary for individuals with mental disabilities to seek solace amidst the exhibition route, welcoming all visitors.

### Project Details

1. Brand: Musée national de la marine
2. Type of Business: Museum
3. Open Date: 11/2023
4. Location: 17 place du Trocadéro et du 11 novembre, 75116 Paris France
5. Size: 9000m2
6. Architect: h2o and Snøhetta

### Location Map





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Interior 1

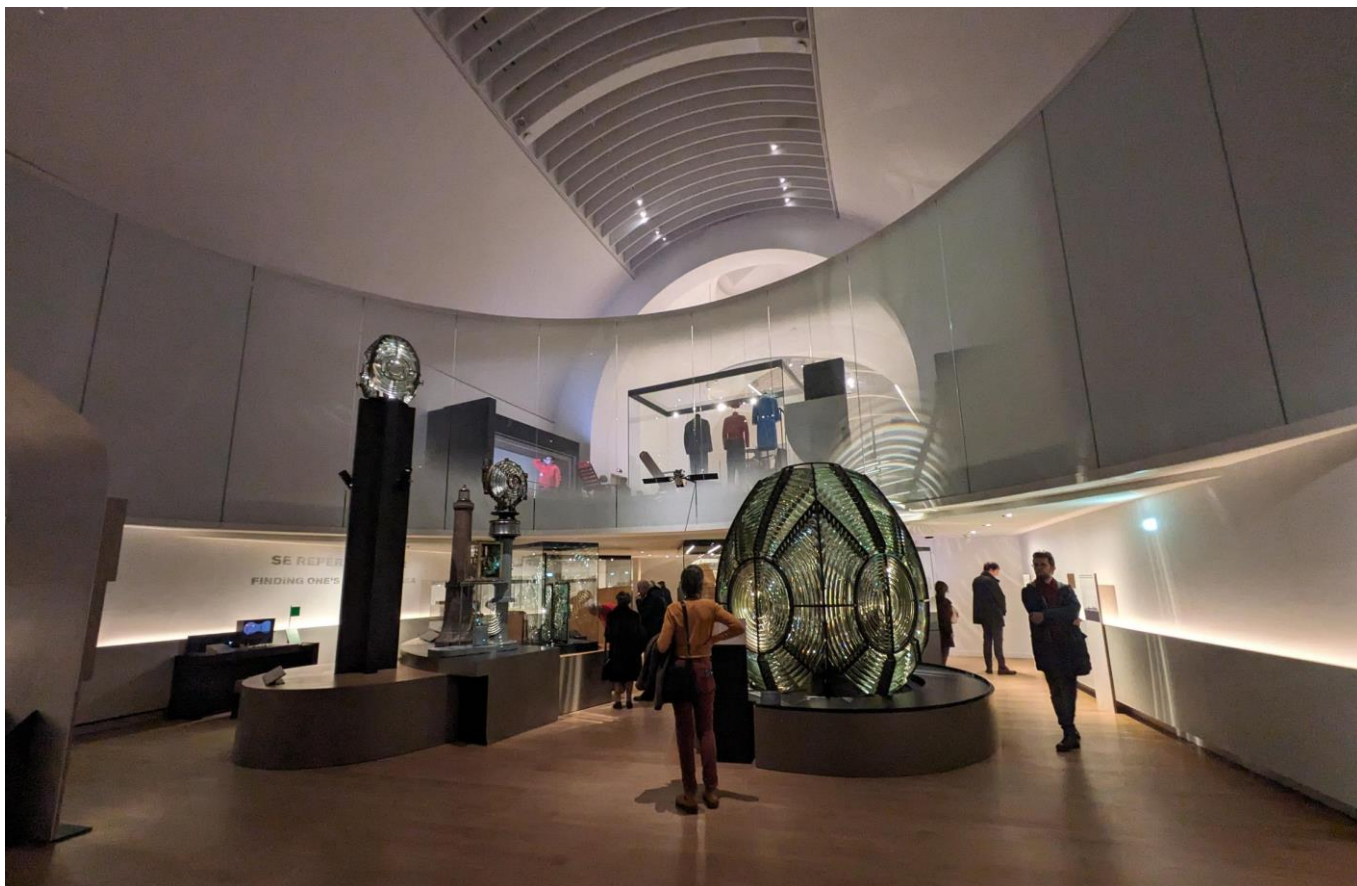




Interior 2



Interior 3



Interior 4



Interior 5



## 2. Boom Boom Villetette

### Project Overview

In January 2024, Boom Boom Villetette made its grand debut as the premier commercial complex dedicated to food and entertainment in La Villette, located in the vibrant 19th arrondissement of Paris. La Villette stands as a futuristic park envisioned by Swiss architect Bernard Tschumi, a visionary redevelopment project initiated during the presidency of François Mitterrand. Renowned as the largest park in Paris, La Villette boasts the scenic Canal de l'Ourcq meandering through its sprawling 55-hectare expanse, once the site of a bustling slaughterhouse. This verdant oasis is adorned with notable landmarks such as the Museum of Science and Industry and the Jean Nouvel-designed Philharmonie Paris, serving as a beloved gathering spot for family-oriented events and leisurely strolls.

Boom Boom Villetette rises from the ashes of its predecessor, Vill'up, a shopping center that debuted in 2016. Despite its initial promise, Vill'up succumbed to lackluster business and shuttered its doors in 2022. Now reborn as Boom Boom Villetette, this dynamic venue unveils an entirely new concept and interior design, poised to captivate visitors with its innovative offerings. The pièce de résistance is a sprawling 4,000 m2 interactive food court boasting over 20 esteemed culinary outlets, accompanied by a central stage hosting an array of captivating events such as cooking shows, DJ concerts, games, and quiz competitions.

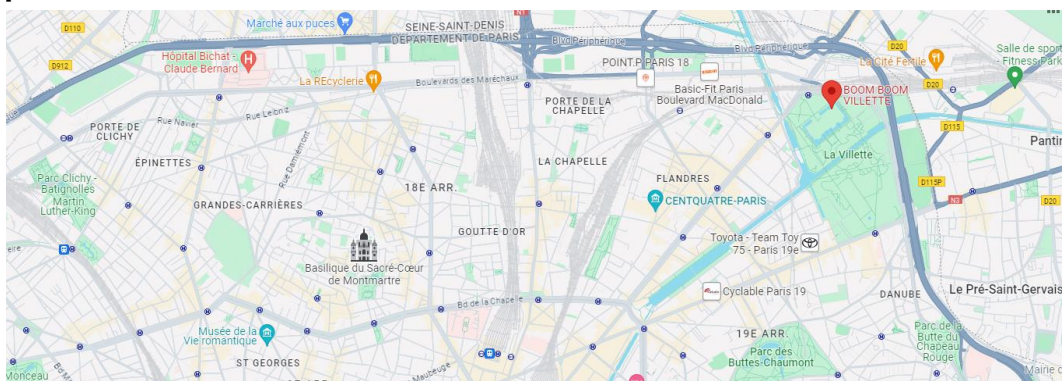
In addition to the existing amenities like the movie theater, iFLY indoor skydiving experience, and the recently inaugurated Badman Escape amusement facility, Boom Boom Villetette further elevates its entertainment repertoire with exciting new additions. Seven Squares, a recreational zone featuring digital bowling, mini-golf, and leather games, and Quiz Room, participatory quiz experience, are scheduled to open next month.

Anticipated to draw throngs of Parisians, Boom Boom Villetette stands as France's largest amalgamation of food and entertainment, poised to redefine the concept of leisure in the bustling metropolis.

### Project Details

1. Brand: Boom Boom Villetette
2. Type of Business: Food market, amusement facilities
3. Open Date: 01/2024
4. Location: 30 Av Corentin Cariou, 75019 Paris France
5. Size: 25000m2

### Location Map





Facede



Interior 1





Interior 2



Interior 3