

Euroméditerranée II a new sustainable model

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ABSTRACT

This contribution aims to examine new strategies for urban regeneration, based on the enhancement of tangible and intangible cultural heritage and the acknowledgement of environmental sustainability principles. Our main research hypothesis will show how sustainability rules are now the changing vectors of Mediterranean cities, involving actors, crafts, inhabitants and users. The preservation of tangible and intangible cultural heritage and a conscious use of natural resources are essential factors for a positive change in the development of the city. Sustainable projects are undertaken to realize news city districts, but also to the enhancement of historic city centres and to the requalification of waterfronts and abandoned industrial areas. The objectives of these new urban strategies are the economic end social progress, the increase of quality of life and the development of sustainable tourism.

The article analyses *Euroméditerranée II* (2008-2030), the second step of the *Euroméditerranée* project (1995-2015), for the city of Marseille. *Euroméditerranée II* is an important project of socio-economic and sustainable urban renewal that will increase the attraction of the northern city district and the former port area. This major project aims to realize a new *eco-city inside the city* and to preserve urban heritage through environmental sustainability principles. *Euroméd II* is the first grate example of Mediterranean sustainable district. The objective of its creators is to realize a new sustainable model for Mediterranean's cities. A different model compared to sustainable cities of Northern Countries, which have a different climatic, economic and social reality. Finally, this ambitious project aims to set Marseille again in the core of its region and the whole Mediterranean area.

Keywords: Sustainable Architecture, Technology for Sustainability, Innovation, Sustainable Tourism.

1. INTRODUCTION

Marseille has been a port city for centuries¹, since its foundation by Greeks in 600 a.C., the *cit  phoc enne* has benefited from its privileged location between Northern Europe, the Mediterranean and Africa, basing its main economic activities on the exploitation of maritime traffic.

At the end of the twentieth century, Marseille suffered a severe crisis caused by the decline of industrial and port activities, on which the city's economy was based. Since the seventies, the port has suffered a significant loss of activity, which has caused the slow deterioration of surrounding districts. Between 1975 and 1990, the city lost more than 100.000 inhabitants and 58.000 jobs, tripling its unemployment rate, from 7.1% to 23.3% (Bertrand, 2012). If in the sixties Marseille was the second largest port in Europe, after Rotterdam, in 2010 the city was relegated to fourth place, after Antwerp, Hamburg and Amsterdam. Today, the *Port autonome de Marseille* (PAM), renamed in 2007 *Grand Port Maritime de Marseille* (GPMM), has difficulty compensating for the continuing loss of market shares to other ports in northern Europe and in the Mediterranean.

The city's economic decay was mainly caused by the decline of traditional colonial industries, the rise of international competition, represented by emerging ports of northern European cities, and the lengthy dislocation process of port and industrial activities in the nearby towns. This transfer of activities and services has reduced industrial attractiveness of the *cit  phoc enne*, without finding a credible alternative.

Since the nineties, despite the severe economic crisis, Marseille has been able to react by pursuing new economic and urban strategies. Local authorities and the French State realized the importance to revitalize the city through the development of the tertiary sector, in support of port activities and industries in the Marseille territory. It was also necessary to start a major urban regeneration project that would become the mobilizing vector of economic, urban and social development of the city. In this context *Eurom diterran e* (1995-2015) was born. This project provided the requalification of a former port area in the north of the city, with its slums and the railway station, with its surrounding districts. The objective of this intervention was the enhancement of urban heritage, through the use of some environmental sustainability principles. In 2007, this operation continued, starting a second phase of intervention with *Euromed II* (2007-2030), which concerned the former industrial areas to the north of the *Euromed I* perimeter. In this case, in addition to the objective of the requalification of urban heritage, the project aims to realize an *eco-Mediterranean-city*, aiming at a much more conscious and effective use of environmental sustainability rules.

To define these projects, the *Eurom diterran e* creators, talk of *rebuilding the city on the city* (*Eurom diterran e*, 2012); therefore to not expand the territory but to work within the existing urban fabric, focusing on the idea of a *compact city*, with the enhancing of its urban heritage, for a long time forgotten.

2. SUSTAINABLE MANAGEMENT OF MEDITERRANEAN HERITAGE

Eurom diterran e is not an isolated case; it is part of new strategies of urban regeneration, undertaken by different Mediterranean cities, for a sustainable management of natural, cultural, material and immaterial heritage. Heritage and sustainable development now appear as two

¹First port in Mediterranean, Marseille is the second largest city in France, after Paris. The city occupies an area of 24,000 hectares and has 851,420 inhabitants.

consensual notions, used in conjunction by institutions and local leaders. The need to protect and transmit the heritage, cultural heredity defined as *common good*, is now a widely established reality. At the same time, the desire to develop sustainable development models defined as «*development that meets the needs of the present without compromising the ability of future generations to meet their own needs*» (Brundtland, 1987)², have started to be implemented and fit perfectly with reflections on heritage. In fact, heritage and sustainable development present certain similarities, expressing the same desire to integrate the dimension of time better; the past, the present and the future of society, in a logic of transmission and intergenerational solidarity. So heritage can be considered as a non-renewable resource, which needs to be preserved enhanced and "economized".

Actions taken by some Mediterranean cities today seem to integrate this new paradigm, which is expressed in terms of transport, infrastructure, waste management, but especially by sustainable urban intervention on existing heritage. In Mediterranean cities this recent interest for a sustainable development concept privileges a qualitative register and not a scientific or technical features, as in northern Europe. The *Euroméditerranée* project, in addition to technical and scientific aspects related to sustainability, attaches great importance to the quality of life, public space, urban regeneration and intangible heritage. Therefore, to work according to environmental sustainability principles on urban heritage, means rejecting on the *tabula rasa* in favour of integration into permanent reconstruction of the city.

2.1 Marseille, a city in conflict with its past

Thanks to industrial development and increasing migration, from the nineteenth century onwards, the city has expanded continuously, occupying almost the whole of its territory, without the help of a coherent development plan for its future growth. Like many industrial and port cities, Marseille was divided into two distinct parts. The southern city that houses tertiary and administrative activities, important metropolitan services and which host middle class residences, and the northern city, which in the past, was characterized by the working class districts, commercial and industrial areas of the nineteenth century, and which today is inhabited by the lower classes and by high a percentage of immigrants.

Since the war, the *cit  phoc enne* has forgotten its past, without understanding its potential with regard to preservation and enhancement of urban heritage. During the mid-twentieth century, the city centre was subject to several aggressive interventions, including the construction of the A7 motorway that knocked down a part of the city centre and the construction of architecture that doesn't integrate with urban fabric. Also the town council abandoned the former port areas and districts behind them. Industrial architecture, that illustrated the production history and which constituted a part of intangible cultural heritage of the city, was in a state of degradation. Also, the northern part of the waterfront, owned by the GPMM, was made inaccessible to the public, due to the closure of the port area and to the construction of the A55 motorway viaduct. It was therefore necessary to work on these areas of the city that are central from geographical point of view, but which have extremely marginal from an economic and social viewpoint.

²The most widely used definition of sustainable development, coined by the Norwegian Prime Minister Gro Harlem Brundtland in its report entitled: *Our Common Future*, for the 42nd Planetary Session of the United Nations, 1987.

2.2 *Euroméditerranée I*: an urban project for the city's heritage

In 1995, the *Établissement Public D'aménagement Euroméditerranée* (EPAEM)³ was formed, after long debate and various conflicting proposals. The EPAEM is a public structure of the State and the Local Authorities, that manages the *Euroméditerranée* project, decreed *Opération d'Intérêt National*. *Euroméditerranée*, in both of its two phases, was born from the union between the State and local administrations, under the influence of shared concern for the city's future.

The areas involved in *Euroméditerranée* project are located over a very heterogeneous and contradictory territory, where there is a part of the port, old abandoned industrial complexes, a part of the historical centre, residential districts with Haussmanian buildings of great architectural value and low interest buildings, major infrastructure networks, monuments and urban voids. This ambitious project is made up of a perimeter of 310 ha (*Euromed I*, 1995), and its extension to the north, of 170 ha (*Euromed II*, 2007). *Euroméditerranée I*, with a public-private financing of € 3.5 million for the creation of five separate operations: the new business *Joliette* district, the *Cité de la Méditerranée* with the *Arenc* district; the *Saint-Charles* pole, the redevelopment of the *rue de la République* and the *Belle de Mai* requalification.

Due to the variety of topics proposed by *Euroméditerranée I* for these multiple urban realities, we will briefly describe the five operations, underlining the actions to enhance of the waterfront, the sustainable rehabilitation of abandoned industrial complexes districts surrounding the port.

The *Cité de la Méditerranée* (1995-2015) is an interesting example of urban heritage redevelopment. The project, designed by a group of architects directed by Ives Lyon, has allowed the re-appropriation by the city of a part of the northern waterfront near the *Vieux-Port*. This project involved the construction of a large public space, the *esplanade du J4*, where there are the new monuments resulting from the city's transformation: the MuCEM, the *Fort Saint-Jean* and the *Villa Méditerranée* (2005-2013), all of which have been the subject of two international design competitions⁴. These architectures have become part of city's heritage; becoming the landmarks of the event *Marseille Provence European Capital of Culture 2019*. In the *Cité de la Méditerranée* district, two new squares have also been constructed, the *Place de la Joliette* and the *Place de la Méditerranée*, connected to each other by a new road, the *Boulevard du littoral*, which replaced the A55 motorway viaduct, which in turn was replaced by a tunnel⁵. The *boulevard du littoral* was made with the aim of reducing car traffic and facilitates pedestrian

³ A *Établissement Public D'aménagement* (EPA) is a public institution that consists of an operating structure under the authority of the French State, which has the task of realizing planning operations and urban renewal for a public authority. The *Établissement* can be chosen to make the *Opération d'Intérêt National*. These operations are realized for the planning of a district (as in the *Défense* or *Villette* case in Paris), of a territory or of a region. In the case of Marseille, it is the first time that the French State has used this strategy to redevelop part of an existing city. The EPA is normally implemented to build new neighbourhoods or new territorial aggregations.

⁴ The MuCEM (*Musée des Civilisations de l'Europe et de la Méditerranée*), designed by the French architect Rudy Ricciotti, has the ambition of diffusing knowledge of Mediterranean cultural heritage. The *Fort Saint-Jean* is a XII century military complex which was abandoned and forgotten by the city for a long time. Today The Fort exhibits a part of MuCEM collectionx. The *Villa Méditerranée*, designed by the Italian architect Stefano Boeri, is an international centre that aims to promote reflections on dialogue and exchanges in the Mediterranean area.

⁵The A55 motorway viaduct, which divided the waterfront from the city, was demolished and in its place *Major-Dunkierque* tunnel (2002) and the *Joliette* tunnel (2011) were built for a more fluid movement of traffic out of city and for the requalification of surface districts.

circulation, offering large sidewalks with trees and bike paths. In a city where there aren't many public spaces, the creation of new residential areas was very important for the improvement of the quality of life of the citizens. Finally, the *Cathédrale de la Vieille Major*, one of the most important examples of the architectural heritage of the city, was enhanced through the creation of a new public space and a new access that will connect the church with the waterfront.



Figure 1. The Esplanade du J4 with the Villa Méditerranée and the MuCEM. The Euromed I project in Marseille. Photography by I. Marotta, 2013.

With regard of the abandoned industrial heritage requalification, it is important to remember the rehabilitation of *Silo d'Arenc* (1927), former warehouse for the storage of cereals, located in the port area. In 2001, the municipality bought the building from GPM, transforming the warehouse into a theatre (2011). Inside the *Cité de la Méditerranée* area the construction of the new *Quays d'Arenc* district was also planned. The project involves the construction of four towers, classified PHE (High Energy Performance), currently under construction⁶. Next to the *Quays d'Arenc* the *Euromed Center* will be built, designed by the architect Massimiliano Fuksas. This complex will host a conference centre, a four star hotel and a multiplex. To the north of these buildings there is also the CMA CGM office tower (2010), designed by the “archistar” Zaha Hadid.

For the new business district of *Joliette*, *Euromed I* provided private office buildings. In this area there is also the Regional Fund of Contemporary Art (FRAC PACA, 2013), designed by the Japanese “archistar” Kengo Kuma. In addition to offices and cultural buildings, the district hosts housing and services such as: the *Collège Jean-Claude Izzo* (2005), a sustainable building which has obtained the classification PHE (High Energy Performance); the *Chevalier Paul* Elementary School (2012) which preserved and integrated the facade of an old industrial building and the *M5 les Docks* (2008), an old industrial complex transformed into sustainable residential buildings.

The *Euromed I* also worked on the redevelopment of *rue de la République*, which links the *Vieux-Port* with the *Joliette* district. Haussmanian buildings of great value, characterize this major axis of nineteenth century. The EPAEM carried out its requalification through the redesign of public spaces and the recovery of building facades. This axis with all the areas involved in the

⁶ The towers designed by French architects Jean Nouvel, Yves Lion, Jean-Baptiste Pietri and Roland Carta. The area will be closed to traffic and will be led by an internal road, where there will be commercial activities on the ground floors of buildings. This work was funded by a private real estate group.

Euromed I project, was linked by the new *Blancard-Gantes Euromed* tramline (2007).

The *Saint-Charles* pole project planned the construction of the new *Saint-Charles* train station, suitable to receiving the TGV. Also *Euromed I* provided the tunnel construction for the A7 motorway, freeing the surface of motorway traffic; the creation of an urban park around the *Porte d'Aix* and the demolition of degraded buildings on the *Bernard Dubois* block to allow for the construction of new residences and services.

Finally, in the *Belle de Mai* district, there is the former industrial complex for the manufacture of tobacco products. Since 2004, this area has hosted the Media Pole, the Heritage Pole and the Arts Pole. The first of these houses the television and movie studios. The second includes the Interregional Centre of heritage conservation and restoration and the Municipal Archives of Marseilles. Finally, the Pole of Arts formed by *Friche de la Belle de Mai*, the most important place of creation and experimentation of contemporary art in Marseille. Since 2007, the *Friche* has been subject to requalification work. The project for this former industrial complex, designed by the ARM studio, has tried to adapt the industrial architecture to new uses, transforming it in accordance with its identity.



Figure 2. *Friche la Belle de Mai*. The *Euromed I* project in Marseille. Photography by I. Marotta, 2013.

2.2 A new project for the sustainable future of Marseille: *Euromed II*

In view of positive results obtained by the *Euroméditerranée* project, in 2007, the *Etablissement Public d'Aménagement Méditerranée* decided to continue the vast urban intervention through a second phase. *Euromed II* concerns the redevelopment of the part to the north of the *Euromed I* perimeter, through the creation of an eco-city. The aim of this intervention is to regenerate this vast urban area with actions still more focused on the theme of sustainable development. In this case too, the strategy is not to extend the city into new lands, but rather the purpose is to work within Marseille, in the poorest districts. The site of the intervention (170 ha) has about 3.000 inhabitants and is bordered to the north by *Cap Pinede* and *Les Arnavaux*, to the east by the *Canet* village and to the south by the CMA CGM tower. This area is next to the natural valley of the *des Aygalades* brook and it is characterized by a complex topography. From the nineteenth

century on, this part of the city was subject to major urban transformation, becoming an important industrial area, served by a massive infrastructural network (A55, train station, etc.). Due to industrial crisis, the area has been abandoned, becoming one of the most neglected parts of the city. In July 2008, the EPAEM launched an urban design competition, with the aim of choosing a team responsible for the design and development of an urban plan for this area. The project realized by the group directed by the architect François Leclerc was chosen. The group includes: the architect Rémy Marciano, the architect Jacques Sbriglio, the landscape architects *Agence TER* and the engineering firm Setec. Public investment for *Euromed II* is €531 million from State and local administrations, this money generated about €3 million of private investment. The project started in 2008, the hypothetical date of work completion is 2030. It is estimated that by this year 14.000 new houses will have been built, 4200 will be social housing and 2100 housing at controlled prices; 500.000 m² of office space; 176,000 m² of public services and commercial activities, and finally 14 hectares of public green spaces. In addition to new construction, 1500 existing houses will be renovated. It is expected to home 30.000 inhabitants and to create 20.000 new jobs (*Euroméditerranée*, 2011).



Figure 3. Picture of Park des Ayalades. The *Euromed II* project in Marseille. Image by *Euroméditerranée* (2013).

The main objective of the project is to create a new model of a Mediterranean sustainable city, different from the sustainable cities of northern countries, which have different climatic, economic and social conditions from the Mediterranean countries. The *Projet Euromed II* focuses on the enhancement of the specificity of the site, from a morphological and geographical point of view. This part of city has turned its back on the sea, due of the barrier created by the port, the motorway viaduct and the railway. The purpose of the project is to recreate the relationship with the sea, without removing the highway and upsetting the delicate balance with the GPMM and railways (SNCF). The A55 motorway viaduct will be redesigned, but will remain as a symbol of the metropolitan condition of the city, over it, will pass the *corniche*, a public space where it will be possible to walk and enjoy the environment.

For the relationship with the mountains, it was decided to enhance the underground brook *des Aygalades*, bringing it to light and recovering rainwater. Around it there will be a large metropolitan park connected to the mountains of the *Massif de l' Etoile*. The Park, as well as being the largest in the city (14 ha), will serve to solve problems related to the submerged nature of the areas around the river.

The project involves the construction of simple and cheap architecture, without the use of new technologies, but instead the use of cooling and heating methods, which refer to traditional Mediterranean architecture (internal courtyards, patios, loggia, wind catchers, etc.). Therefore, the project refers to the architecture of the past, borrowing technical features which ensured good thermal comfort, such as careful exposure to sunlight, use of natural ventilation, attention to shading with the use of external sunscreens and the usage of insulating materials. Also, engineers are studying the realization of a *cycle to seawater*: the production of cold air and heat, starting from geothermal seawater. This technique would make it possible to achieve European and National targets for renewable energy (23% of final energy consumption by 2020). This energy will be produced on an *energy farm*, located in *Cap Pinède*, which will aim to produce renewable energy by exploiting the local climatic specificities (wind, sun and sea). It is expected that the consumption of energy for heating and air-conditioning will be reduced by three quarters. The aim of EPAEM is to make the *Euroméditerranée II* perimeter self-sufficient in terms of energy. The environmental sustainability principles, related to the Mediterranean climate, will also be tested in a model district, the *quartier témoin Allar*, which will be built next to the *corniche*. This district will cover a 2.4 hectares area and will host 400 houses and 20.000 m² of offices and public services. At this site, which will be one of the first operations to be achieved, positive energy buildings will be built and new techniques for water recycling and waste management will be tested.



Figure 4. Sketch of the Quartier témoin Allar. The Euroméd II project in Marseille. Image by Euroméditerranée (2013).

With regard to the existing neighbourhoods of *Crottes*, *Canet* and *Vintimille*, the requalification of existing buildings and urban heritage will be carried out. For the rehabilitation of private buildings incentive systems will be launched. The urban fabric of these districts will be mostly retained. New roads will be built to connect neighbourhoods with the surrounding areas. Existing roads will be renewed through the expansion of existing sidewalks and the installation of new street furniture. New sport facilities, social services, schools and nurseries are planned. The

public transport network will be developed through the extension of existing networks of the subway, up to the *Capitaine Gèze* pole multimode, and the tram to Saint-Antoine, which now stops at the edge of the perimeter of the northern area.

The EPAEM, through this ambitious urban project, wants to enhance the north-south axis, already created with *Euromed I*, through the redevelopment of the waterfront and the river park. *Euromed II* is also interested in the restoration of the east-west axis, creating the possibility of a possible future third phase of the project. Along the boulevard *Capitaine Geze*, called *axe d'événements* by the architects, you will find important city services, including: the entry to the park, the *Capitaine Gèze* pole multimode, a media centre, a swimming pool, the *Dock des suds*, the flea market, the *corniche*, an auditorium, a bus station and a car park. For the realization of this project the *Capitaine Gèze* road bridge will be demolished and rebuilt with an underground road. The flea market also will be upgraded and integrated into the new *XXL block*, designed by the Leclercq group, who will host the big events in the city. The block will host an arena, a large public square (2 hectares) and hotels.

As regards the issue of recovery of industrial heritage, a strong presence in this area, especially in the *Crottes* district, we can say that progress has been made compared to experience of *Euromed I*. In fact, in the project's first phase, most industrial private buildings, included in the scope of the intervention, have been demolished; for *Euromed II*, the EPAEM has avoided possible demolition by purchasing the most interesting industrial structures, to prequalify and integrate within the project. Keeping the industrial heritage is important to preserve a part of the city's history and also to allow architects, who work in these places, to deal with a fabric built with well defined peculiarities.

Thanks to the *Euromed II* project, Marseille received the *EcoCité* recognition from the French State in 2009⁷. This model of a Mediterranean eco-city is a still not much investigated in France and in the Mediterranean area. This project, conceived as a laboratory for experimentation of sustainable cities, has the ambition of becoming an exportable model for other Mediterranean cities. The architect Frank Geiling, Director of the Department of Architecture, urban planning and sustainable development of EPAEM, explains this theme clearly:

«We are in the process of pursuing an economic, social and cultural mutation, applied developing a model of a sustainable Mediterranean city to the metropolis scale. From this approach, we will test the principles that can be used elsewhere, as an alternative to the only Northern European model available until now»(Frank Geiling, interview by I. Marotta, Marseille, July 16, 2013).

3. CONCLUSION

The strategic objectives which started the *Euromediterranée* project are primarily, participation in French and European Union international politics, according to the indications of the "Barcelona Process"⁸, in order to reaffirm Marseille as the capital of the Mediterranean; in second place, the consolidation of the economic development of the city and its metropolitan

⁷Il Ministère de l'Écologie, du Développement durable et de l'Énergie has provided the incentivising and the implementation of *eco-cités* and *eco-quartier* in all local communities that have significant programs of development of settlements. On 4th November 2009, the list of 13 *eco-cités* recognized by the French State was established.

(<http://www.developpement-durable.gouv.fr/13-Ecocites-selectionnees.html>)

⁸ The *Barcelona Declaration* of 28 November 1995 promotes the start of economic, social and cultural politics for multilateral cooperation between the European Union and the twelve countries of the southern Mediterranean.

area; and finally, the construction of a positive and renewed image of the *cit  phoc enne* through urban sustainable regeneration of degraded northern districts, which counters the old image of a chaotic and polluted industrial metropolis,

The first objective is being realized, the *Joliette* has become the most important business district in southern Europe. For the future, *Euromediterran e* wants to become the reference site in south-eastern Europe, for international organizations, institutions and companies that aspire to expand their business operations in the Mediterranean area. The participation of private entrepreneurs is greatly encouraged by the *Etablissement*. It has been estimated that for the first phase of *Euromed* €1 euro of public money has generated €2.5 of private investments. The goal was to develop tertiary activities, which in the traditional industrial city was very weak. This economic policy created 19.000 new jobs (2012). So the city's economic recovery has taken place, despite the difficult period of the current international economic crisis.

If relationships with private investors are positives, we can't say the same for the relationship established with the *Grand Port Maritime de Marseille*. The latter occupies a large waterfront area, overlapping in part with the *Euromed* perimeter. The port authorities have shown some resistance regarding EPAEM's planned interventions. In the face EPAEM's objective, which is the growth of tertiary sector and the waterfront requalification in place of industrial activities, they note the impossibility of removing port activities from the city. *Eurom diterran e*, thanks to its will to recapture the areas beyond the port, has finally stopped the opportunity of GPMM to expand itself, acquiring new land to modernize its services. In contrast, GPMM has hindered the *Projet Eurom diterran e*, in both its phases, allowing EPAEM only to certain port areas, leaving most of the waterfront inaccessible.

The EPAEM objective to create a new image of the city and increase cultural tourism, which until a few years ago was almost absent, was achieved, although through a low innovative strategy, as regards the first phase of the operation. *Euromediterran e I* took over twenty years too late, actions already carried out by European and international port cities (Barcelona, Lisbon, Bilbao, Genoa), who started ambitious urban regeneration processes, redeveloping former port areas and abandoned industrial areas. The first phase of *Euromediterran e* project refers to those operations with a standardized approach, for certain aspects. The idea of building a skyline on the sea front, characterized by towers, is definitely not close to existing city architecture, but recalls foreign models, reminiscent of American cities. This willingness to refer to works already completed in the past, is also found in the idea to create cultural infrastructures in front of the sea, such as the MuCEM and the *Villa M diterran e*, architectures created by archistars, which have become symbols of urban change.

The design of cultural buildings as a reference of already consolidated experiences, which showed that a museum can become a mobilizing vector of city change; foremost as a positive example is the Guggenheim in Bilbao. In the *Euromed II* case, it is clear that this strategy was abandoned. The project, in fact it doesn't take already completed works as an example, but rather the peculiarities of the site, trying to realize architectures which relate to it. The only reference taken by the designers of the *Euromed II* is traditional Mediterranean architecture, with its types that take advantage of the mild climate and seek a balanced relationship with the landscape. This time the EPAEM tries to create a new image of the city based on environmental sustainability and the sites potential conversions, enhanced by his own features.

One of the most innovative *Euromediterran e* themes is the interest in the tangible and intangible city heritage. This project, in both phases, enhanced urban heritage, as the existing built fabric, through the use of sustainable development principles. The urban fabric

regeneration, according to the environmental sustainability rules, means to reject the excessive use of demolitions to facilitate the integration of *la ville sur la ville* (Euroméditerranée, 2012), through the principle of superposition and permanent reconstruction. To create a sustainable project isn't just using renewable energy or building sustainable architectures, but also working on the development public spaces, quality of life, public transport, *mixité* social and *mixité* of activity and also to enhance the urban, intangible and natural city heritage. Marseille doesn't have, as do Genoa or Barcelona, an exceptional architectural and urban heritage to legitimize the development of the tourism sector. In this case, it is necessary to work on the intangible heritage and to enhance the cosmopolitan and popular Mediterranean cultural identity. One of the merits of the project is to safeguard the industrial and port city image, through the enhancement of urban heritage and the preservation of the activities that characterize these places. Can the heritage become a mobilizing vector of urban change? In the case of *Projet euroméditerranée* the answer is positive. Such attention to the tangible and intangible heritage is reflected primarily in the *Cité de la Méditerranée* through: the sea front re-appropriation; the creation of new public spaces, such as the J4 square, the *boulevard du littoral*; the transformation of large infrastructure networks; the architectural and industrial heritage requalification, such as the *Cathédrale de la Vieille Major* and *Fort Saint-Jean*; and finally, the creation of a new cultural pole, thanks to the realization of MuCEM and *Villa Méditerranée*.

Urban heritage attention and the start of sustainable development strategies are even more incisive in the project's second phase. *Euromed II* reflects, in fact, the social and economic changes, which have taken, place since 1995. The global economic crisis and the increasingly strong awareness of sustainable development principles, created a change of course of the EPAEM program. If in the first phase the *Etablissement* focused on iconic, expensive and non-sustainable architectures; for *Euromed II*, it has bet on the easy-tech and low-cost slogans (Euroméditerranée, 2011), through the creation of simple architectures, without the use of expensive new technologies. Another interesting aspect of this intervention is the acceptance of the "heavy heritage" of the city, which will be transformed without being hidden, through the integration of the requalification project with the impressive existing infrastructure systems (the A55 motorway, the railway network, etc.) that for economic reasons cannot be moved or deleted.



Figure 5. Sketch of the Euromed II project in Marseille. Image by Euroméditerranée (2013).

The more innovative aspect of *Euromed II* is the experimentation of a new model of a sustainable Mediterranean city, through the study of the particularity of the place, without referring to the standardized sustainable city examples in northern Europe. The goal of EPAEM is to export this methodology of working to the other Mediterranean cities. As the architect Remy Marciano explains:

«*What can be exportable is a methodology, which suggests research axes that can be adapted, rewritten on the other cities and territories studied, on the issue of existent architectures, the issue of geography and heritage*» (Remy Marciano, interview by I. Marotta, Marseille, May 21, 2013). Marseille wants to become a laboratory for experimentation on environmental sustainability, with the goal of becoming a model for the future in Mediterranean cities. Finally, in this case we can state that the idea of an *eco-Mediterranean-city* is not just a slogan, but also a real practice, a well-formulated intervention by the *Euromed II* team.

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APPENDIX



Figure 6. Plan of the perimeter of the Euromediterranéé project. In red Euromed I and in green Euromed II. Image by I. Marotta, 2013.