

CREATIVE CITY

#CCI MONTPELLIER

A major lever for economic development, Cultural and Creative Industries (CCIs) represent 1.3 million jobs and generate annual sales revenue of 84 billion euros in France. With major companies present in the territory, and numerous dynamic SMEs, VSEs, and startups, Montpellier Méditerranée Métropole is a stronghold for the creative industry, establishing structure for the sector and uniting all the local stakeholders by developing a new district, notably for the benefit of young urban professionals. The mixed Creative City district will offer dedicated services, shared resources, places for events and living, and a campus.

Setting up an activity in the Creative City means joining a flowering ecosystem, open to the future and with serious growth opportunities.



MAIN PARTICIPANTS*

- In Efecto
- Radio Act SAS Nétia
- Illusion & Macadam
 - Push Start
- Kiss Kiss Bank Bank
 - ESMA
 - IPESAA
 - ETPA
- Cinecreatis



RESOURCES*

- Motion capture studio
 - 4 sound studios
 - Fab Lab
- 400-seat projection room
- Startup incubator
- WiFi and fiber optics



A PLACE FOR LIVING*

- Coffee shop
- Craft brewery
- 3 types of restaurants
 - Concierge
 - Exhibition hall
- Multi-cultural hall
 - Events



* Non-exhaustive list for Montpellier Méditerranée Métropole territory

montpellier-entreprendre.com

PHILIPPE SAUREL
PRESIDENT OF
GREATER MONTPELLIER
MAYOR OF MONTPELLIER



CREATIVE CITY

40 HA, INCLUDING 35,000 M² FOR TERTIARY ACTIVITIES

TROPISME HALL

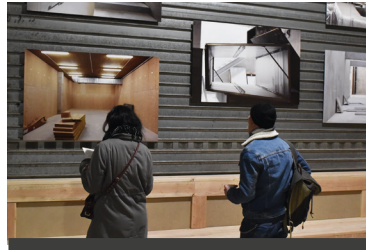
An innovative 4,000 m² third space dedicated to the cultural and creative community, led by Illusion & Macadam.

Inaugurated in January 2019, "Tropisme Halle" has already welcomed over 85 companies and 180 residents.

Professional, cultural, and festive events offer opportunities for exchange, cooperation, creativity, and sharing ideas.

4,000 M² FOR:

- **Working:** open and private co-working space for meetings and events.
- **Entrepreneurship:** administrative services office startup incubator specialized in high-potential, innovative projects for creative services.
- **Living:** restaurants and friendly spaces welcoming corporate events as well as the general public.



SMart

KissKiss BankBank



PUSH
START

TROPISME

THE COCOON (opening planned for 2020)

- **A 400-seat theater:** the military barracks' former projection room will become a multifunctional cultural center, where work and relaxation come together with professional video projections.
- **The stage:** for conferences, meetings related to digital arts, concerts, live shows, and more.
- **Three professional sound studios.**
- **A space for living and relaxing,** with the creation of a hybrid coffee shop that promotes direct-to-consumer circuits and high quality products: cozy café during the day, tapas bar at night.

CAMPUS (opening planned for September 2020) 4 SCHOOLS IN ONE

"Réseau Icônes" will welcome 1,400 students with four distinct schools:

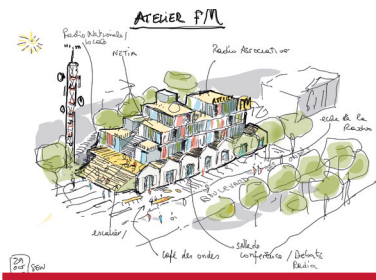
- **ESMA,** training in applied arts, graphic design, spatial design, 3D animated cinema, and special effects.
- **IPESAA,** applied arts school with programs in design, illustration, and game art.
- **ETPA's video game department,** with a 3-year program.
- **Cinecreatis,** a film school offering a 3-year program for future producers, engineers, production assistants, and special effects specialists.

Montpellier's former Infantry School site has been undergoing transformation over the past three years to become a new multi-faceted neighborhood with housing and business activities.

The program grew with wild urban spirit, mixing permanent structure and ephemeral architecture.

Over time, the site will welcome all the elements of an innovative and novel ecosystem: cutting-edge schools, incubators, companies, and more, as well as numerous living and gathering areas, and adapted infrastructure.

Companies of all sizes, from very small to large, will find their home in a privileged setting just a steps away from a 20-ha park and 10 minutes walking distance to the city's historical downtown.



DEDICATED PROFESSIONAL SPACE FOR CCI COMPANIES

(opening planned for 2021)

The Creative City also meets the needs of large companies by providing a flexible and adapted real estate offering from a single office to company headquarters.

- **Animated Image Center:** a building featuring renovated stone walls and a modern 3,500 m² offering modular tertiary platforms starting from 150 m² for image, video game, and animation companies.

- **Radio Center: (opening planned for 2021)** a building designed for operators (associations, local, national and international), industrialists, and researchers, to pool their production means and related services. Openness with the Creative City is favorable for multimedia collaborations, high-level training seminars, and sharing experience with the public.

NEXITY PROJECT

- **42 affordable renovated units with ownership possibilities,** designed by Atelier Alfonso Femia. Also, a new building across from ESMA designed by architects Martin Duplantier and Jean-Baptiste Miralles, offering 190 affordable units with ownership possibilities and ground floor space for tertiary services.

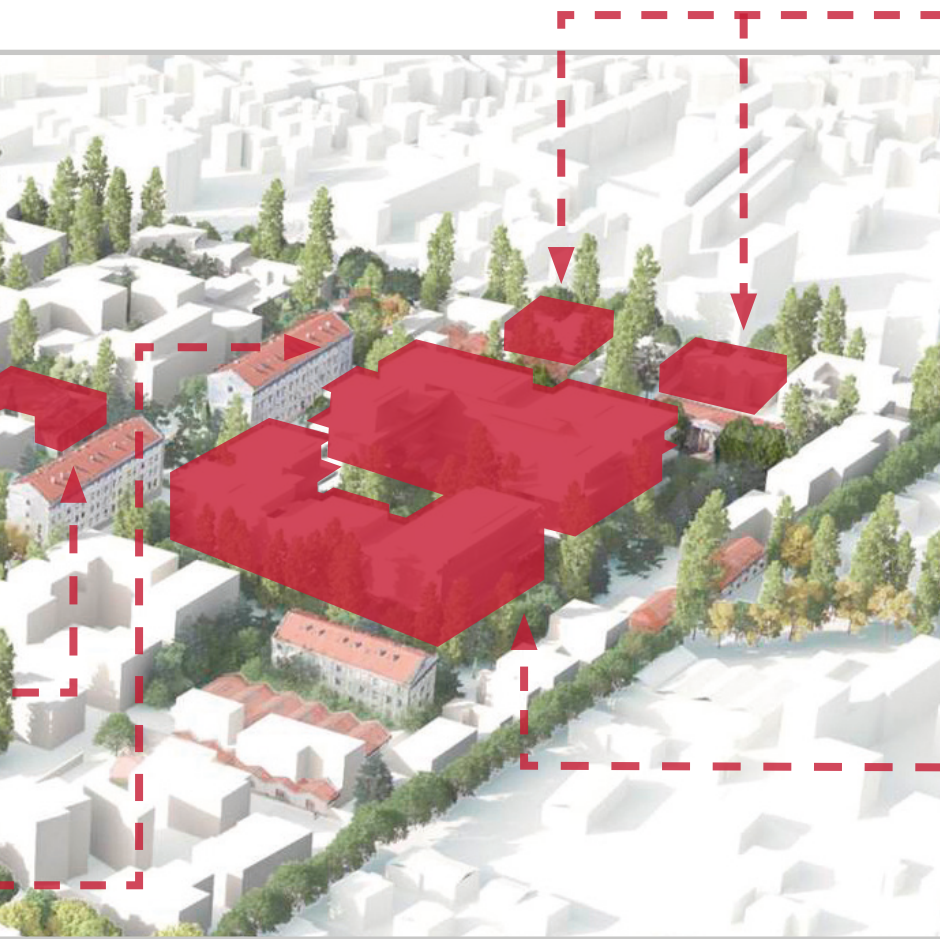
NEAR THE CREATIVE CITY

- **Le Plateau**

Training center for actors specialized in working in front of the camera, and adapted to the realities of the profession. Student programs, business internships, and individual placements.

- **High Everyone**

Professional training center and consultancy for 3D creation. Specialist in Isotropix Clarisse software and 3D creation pipelines for VFX, VR, AR, video-mapping, and scenography animation.



A MULTIFUNCTION BUILDING

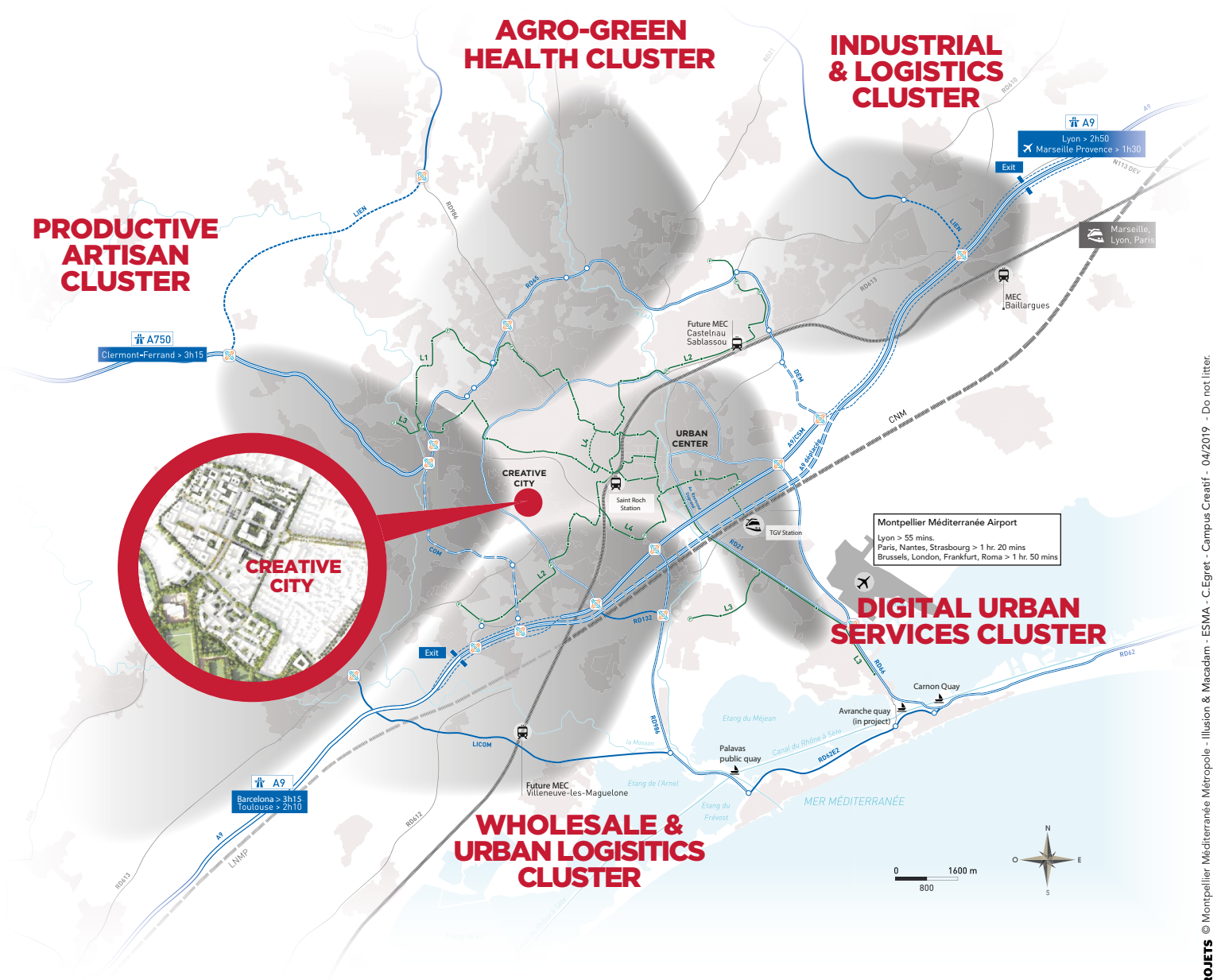
Designed by Catalan architect **Josep Lluís Mateo**, known for his original treatment of light and space (Cinema Museum in Catalonia, entrance to the National Gallery in Prague), this building will feature classrooms, auditoriums, an indoor sports facility, a rooftop city stadium, an innovative food area with a variety of thematic corners, and much more.

The building will offer specific services for students and the district in general, including: a Fab Lab, a small startup incubator located in a loft, where entrepreneurs selected by a panel of school, Montpellier Méditerranée Métropole, and French Tech representatives will be assisted, hosted, and coached for free. After incubation, young startups can set up their operations in the various spaces provided by Montpellier Méditerranée Métropole, with an exhibition space dedicated to digital arts.

MOTION CAPTURE AND CINEMA STUDIOS

- **Covering 750 m²,** a complex with three modular studios for shooting under professional conditions, featuring technical and play-out facilities, dressing rooms, storage areas, and a green-background zone.

CREATIVE CITY AT THE HEART OF THE METROPOLIS



INSTITUTIONS & PROJETS © Montpellier Méditerranée Métropole - Illusion & Macadam - ESMA - C.Egret - Campus Creatif - 04/2019 - Do not litter.

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