

GENÈVE - LA PARADE DU VIVANT

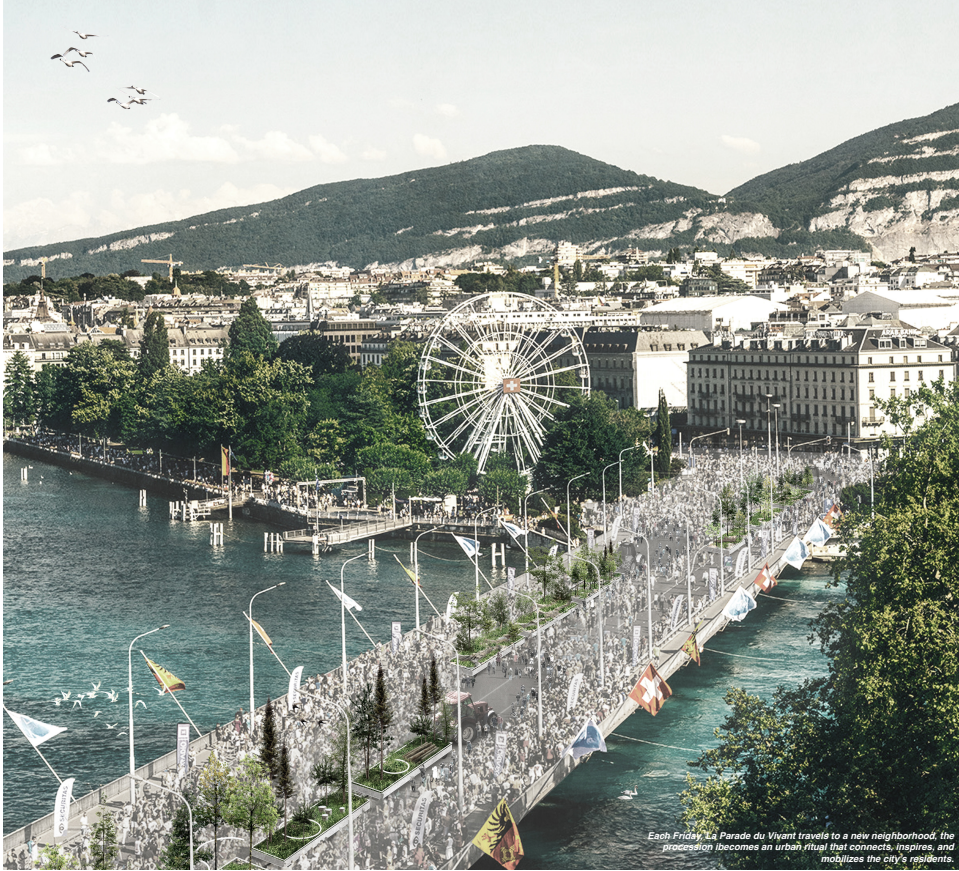
1/3

GENÈVE - LA PARADE DU VIVANT

2/3

GENÈVE - LA PARADE DU VIVANT

3/3



LA PARADE DU VIVANT MOVES THROUGH THE CITY!

Our proposal imagines an urban ecological spectacle that enlivens the city throughout summer. A traveling procession — La Parade du Vivant — moves across Geneva, unfolding into unique spaces of socio-ecological encounter at 15 different urban locations over 16 weeks. But the parade is more than the sum of temporary installations. The act of moving — the procession itself — becomes an urban ritual that connects, inspires, and mobilizes the city's residents. Rooted in the long tradition of civic processions that shape urban identity and collective memory, our proposal places non-human life at its center. We pay tribute to the animals and plants that co-inhabit Geneva, carrying them proudly through the streets. Each week, the parade halts at a different urban site — often underused or heavily mineralized — and temporarily transforms it into a vibrant green meeting place. These interventions reveal the transformative power of vegetation and the latent potential of public space. The green wagons, conceived as mobile landscape compositions, not only offer immersive social and sensory experiences, but also serve as real refuges for urban fauna, providing shelter, nourishment, and water — miniature ecosystems on wheels. Through this weekly rhythm, a new urban culture around nature begins to emerge — one that strengthens our emotional connection to the ecosystems we live among, and fosters a more integrated and reciprocal relationship between the city and the living world.

A LANDSCAPE-BASED APPROACH

The design of the trailers is inspired by the distinctive bio-physical landscapes of the Geneva region. Historically, urban greenery has often followed generic horticultural trends. Today, we see an urgent call to reintegrate native ecological communities into the urban context. To do so, we must understand these landscapes in relation to Geneva's urban bioclimatic conditions. We draw from four landscape typologies. These are familiar places for Genevans, and the parade allows them to reappear — reimagined in the heart of the city.

1. the forested complexes of **Versoix**, nestled against the Jura Mountains
2. the **Allondon Valley** and its tributaries
3. the dramatic limestone slopes of **Le Salève**
4. the alluvial zones around Lac Léman and the **Rhône** river



biorama 1. Versoix forest landscape

English oak, European hornbeam, Silver birch, Common hazel
Lark fern, Tall fescue, Purple bellflower, Dog's mercury

biorama 2. the Allondon Valley landscape

Sweet chestnut, Black locust, Willow species, Black alder
Wild orchids, Himalayan balsam, Stinging nettle, Giant goldenrod



biorama 3. Le Salève landscape

European beech, Silver fir, Norway spruce, Common juniper
Field wormwood, True lavender, Common thyme, Grey-leaved cistus

biorama 4. the Rhône river landscape

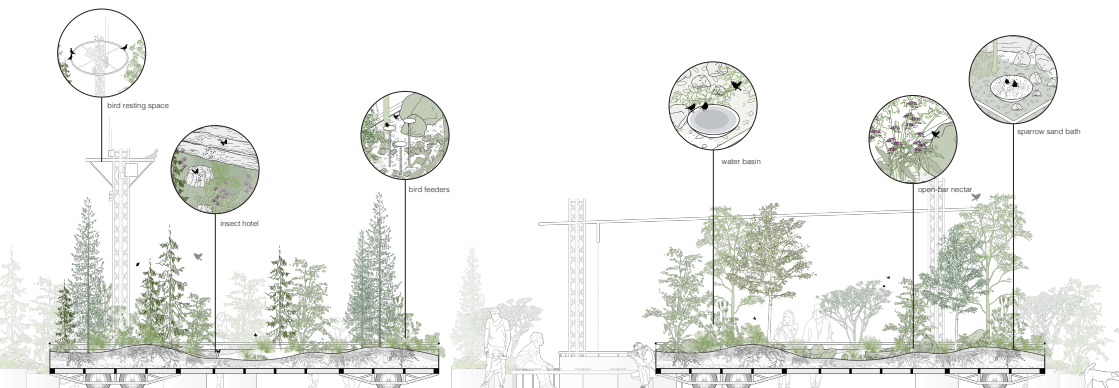
European larch, Silver fir, Norway spruce, European hollyberry
Peppermint, White horsehound, Mountain arnica, Yellow gentian

TEN LANDSCAPE TRAILERS

The parade consists of ten mobile trailers. Eight of them are designed as moving biotopes, each representing a characteristic landscape from the Geneva region. We call them "bioramas" — mobile ecosystems that showcase local biodiversity and invite public interaction. These bioramas are conceived as self-sustaining living communities, resilient to urban stressors such as drought, wind, and human activity. Each of the four landscape types is represented by two distinct trailers.

The aqueduct system collects rainwater from nearby rooftops and channels it into a water basin, which is then used to irrigate plants during dry periods. The integrated climate station provides real-time data on temperature, humidity, and wind, helping monitor microclimatic effects in each location.

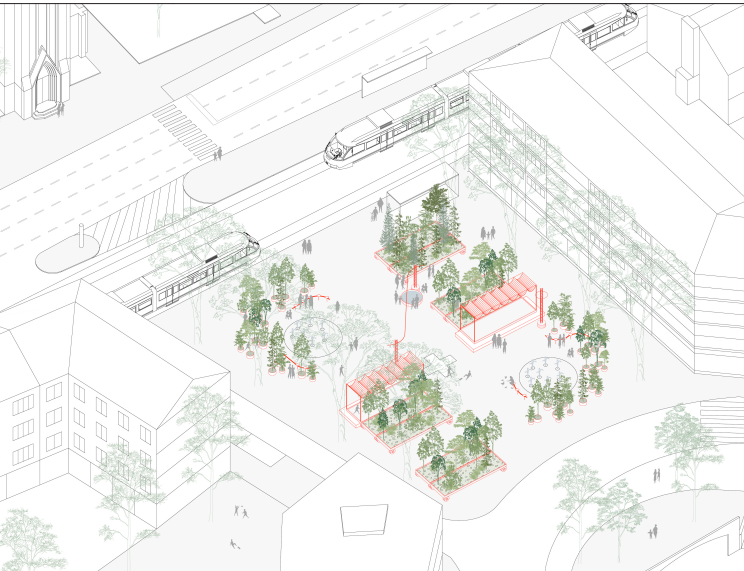
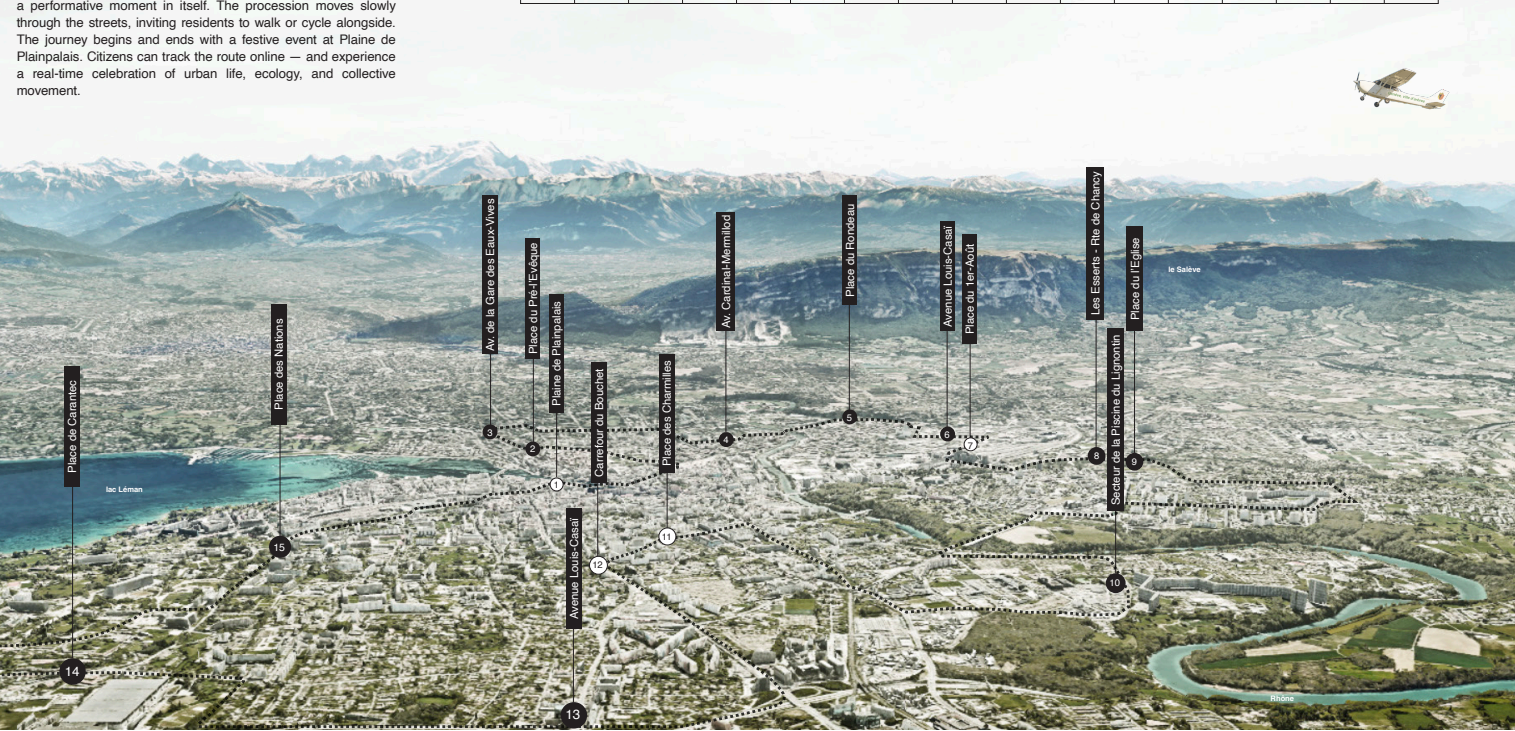
In addition to the eight green trailers, we propose two "podium trailers" — social stages for encounter and activation. These serve as platforms for relaxation (with hammocks), play (swings, TikTok backdrops), or events (talks, performances, and workshops). During transit, they double as transport units for the mobile planting containers and modular furniture.



Overview of the urban fauna support measures

MOVING TO THE RHYTHM OF SUMMER

The hyper-mobile nature of the installation responds to the desire to reach 15 sites in just one summer. Using trailer-mounted modules allows for quick and simple installation. Each site hosts the installation for one week. The calendar and overview show the parade's various stops in relation to other citywide events. Every Friday afternoon, the parade sets off to a new location — a performative moment in itself. The procession moves slowly through the streets, inviting residents to walk or cycle alongside. The journey begins and ends with a festive event at Place de Plainpalais. Citizens can track the route online — and experience a real-time celebration of urban life, ecology, and collective movement.



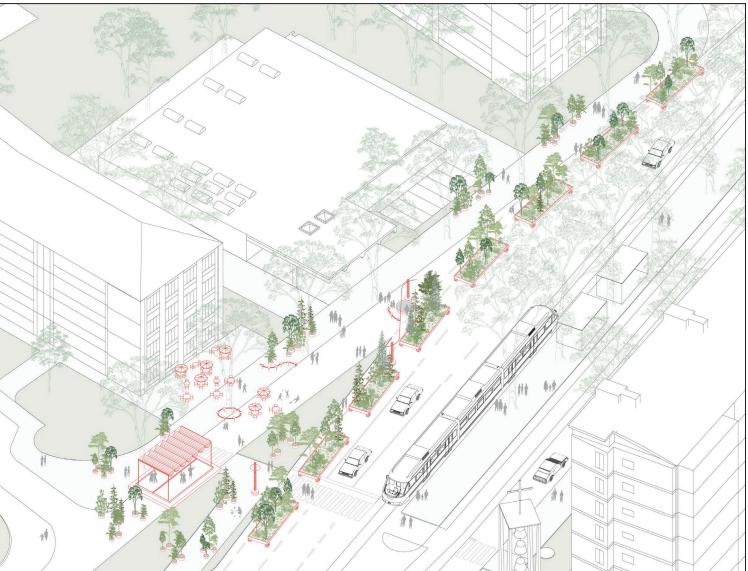
PLACE DU 1ER-AOÛT, LANCY (7)

Redesigned in 2016, this square has become a vibrant community hub in Grand-Lancy. Two podium trailers create a stage oriented toward the existing fountains, animating the public space with performances and gatherings. The green trailers are strategically placed to form intimate, shaded areas for meeting and relaxation. Rainwater from surrounding rooftops is collected in integrated tanks, sustaining lush micro-ecosystems throughout the site. The result is a cool, green oasis at the heart of the neighborhood — and on Wednesday, the stage comes alive with "Créatures Urbaines", a playful and inspiring children's show celebrating urban biodiversity.



PLACE DES CHARMILLES (11)

A dynamic public space surrounded by mixed-use buildings and major traffic arteries, Place des Charmilles serves as a gateway to central Geneva—but its current form is car-dominated, fragmented, and overwhelmingly mineral. By closing one segment of the intersection, we reclaim a generous pedestrian plaza. A central podium trailer becomes the focal point for activity, while green trailers provide a buffer from traffic, softening the space and introducing pockets of shade and greenery. The result is a vibrant outdoor venue—an ideal setting for open-air concerts and events that invite residents to reimagine the square as a people-first, lively urban space.



CARREFOUR DU BOUCHET (12)

This busy crossroads connects Route de Meyrin and Avenue Casal — a critical axis for traffic in northern Geneva. During the quieter summer season, we propose temporarily closing one traffic lane, transforming Carrefour du Bouchet into a long, linear park. This ephemeral green corridor links the School of Vocal Arts, a religious center, and a popular tea-room. With café terraces, play zones, and nature-based seating areas, the installation reclaims space for humans and nature alike. The eastern end culminates in the neighborhood stage, inviting gatherings and events in a space usually claimed by cars.

MATERIALS AND CIRCULARITY

The installations are made from simple materials and are modular in design. The green wagons, for example, are built on basic industrial trailers that can be dismantled after use. The furniture is also modular and reusable. Thanks to this modular approach, the installations can be optimally adapted to the specific conditions of each location. We opt for a combination of an industrial look, using galvanized steel and painted steel (in white or an accent color), which gives the whole a refined character.

