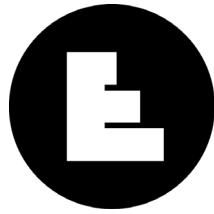


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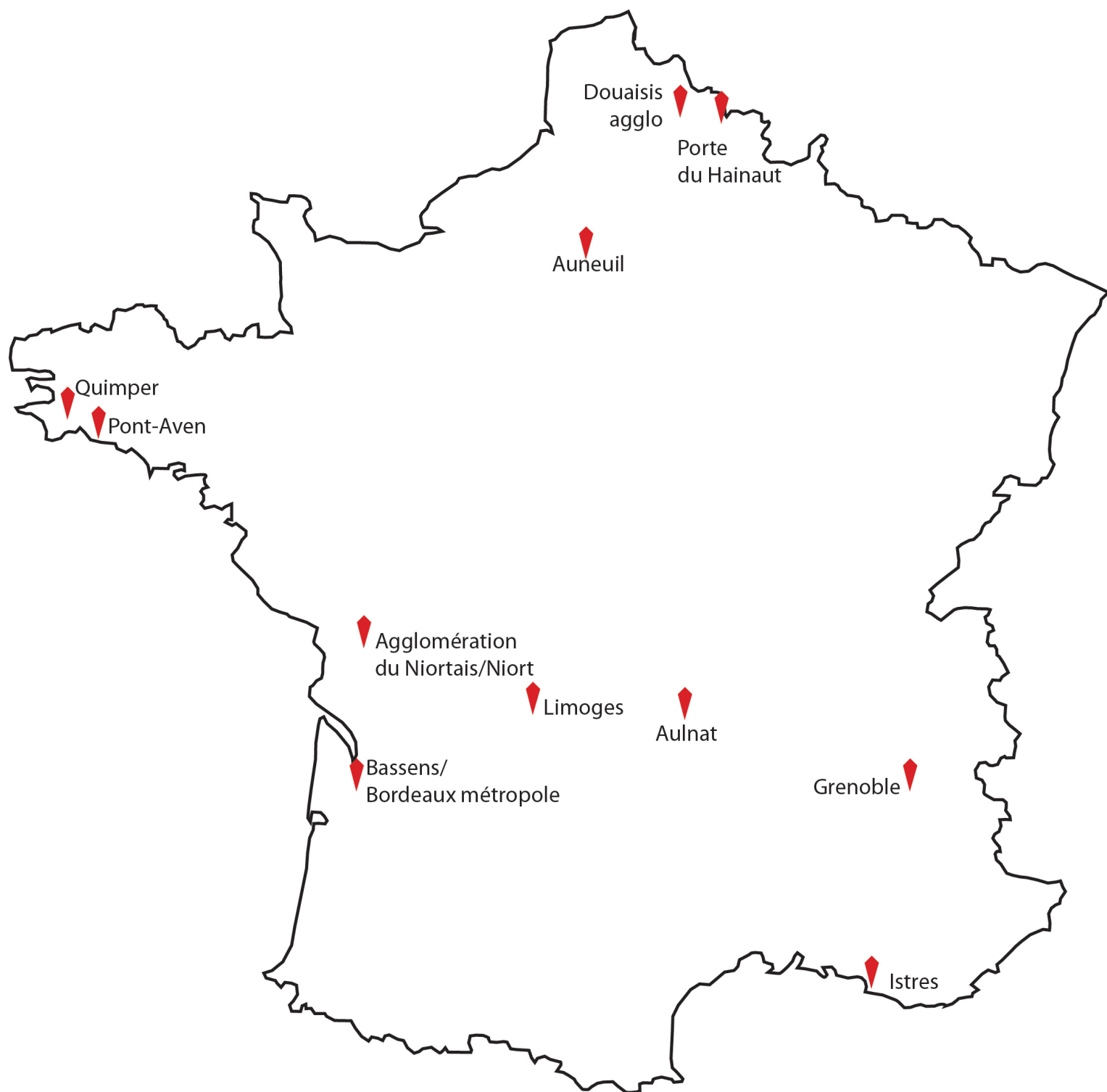
E16 - Living Cities

PONT-AVEN

THE BELLE ANGÈLE

Site brief





SITES, IDEAS, AND MORE!

Europan is once again presenting 11 sites in France for the 16th session, based on the theme Living Cities, Metabolic and Inclusive Vitalities.

For more than 30 years, Europan has provided an opportunity to experiment with new ways of thinking and creating cities, and the themes regularly address major issues at the heart of their relevance.

It left nobody in any doubt that the word LIVING is at the center of debates, works, research, and that considering the progressive extinction of this world, little by little reached by a dominant human civilization of exhaustion of the resources and the otherness. And as soon as we position ourselves in this thematic, the horizon of the revitalization is huge, and the work to be carried out on the scale of these perspectives.

We often use the term Europan « competition » when we should be mentioning the overall original process which continues to demonstrate its capacity to adapt. First of all, the sites are identified and then analyzed in collaboration with the various players, starting with the theme and exploring these themes in situ. The meetings, visits and films, and the proposition of articulation between site and theme allow the candidates to reexamine and question them.

The proposals submitted by the teams are once again part of a long and very rich process that will lead in one way or another to a recognized experimentation, that of ideas, encounters, expressed possibilities, and re-expressed questions. The follow-ups will continue the elaboration of a living urban and architectural thought, in evolution and in active transformation.

The theme Living Cities reflects the urgency of thinking differently about human lifestyles, with a heritage that is sometimes fraught with consequences but also very rich: the prospects for renewing, recycling and transforming modes of production associated with a thought of the living are immense.

The Europan process makes it a unique ongoing event because, like a philharmonic narrative, it allows young generations of architectural and urban designers to speak out and then to be commissioned. Europan allows them to tell us that we are sometimes wrong, that there are other ways of thinking, of doing things, and of projecting themselves into the future.

This theme Living Cities, after such a particular year of pandemic, is dedicated to them.

EUROPAN FRANCE



EUROPAN 16 THEME : LIVING CITIES

CREATIVE PROCESS-PROJECTS TO REGENERATE INHABITED MILIEUS

In the conditions of the Anthropocene –a new bio-geological period where human activities on the global scale have a destructive impact on life on earth– how to face climate change and inequalities? How to imagine other possibilities to inhabit the planet Earth?

The European 16 topic focuses on living cities as a new paradigm, in which new kinds of synergies can be considered between the environmental, biological, social, economic, cultural and political dimensions. This paradigm leads us to think the space in terms of co-evolution and interactions, and to work with regenerative project dynamics, combining metabolic and inclusive vitalities.

METABOLIC VITALITIES

Metabolic vitalities go beyond the nature-culture combination, allowing the European projects –mixing architecture, urban design and landscape architecture– to identify and to negotiate with an ensemble of transformations taking natural elements into account –like water, material flows, energy...– which are all part of the life cycles. These new relations generate inhabited milieus. These milieus are considered as complex ecosystems generating flows (with entries and exits) and in constant evolution. Developing such cyclic processes leads the design process to minimize the environmental footprint and the consumption of non-renewable energy, and to promote new forms of dwelling.

Metabolic vitalities encourage design processes on different scales. The recycling competence, the enhancement of organic or energy material, the adaptation to climate change, the integration of nature and biodiversity are as many metabolic vitalities that European 16 sites should trigger to allow their own transformation into ecosystems between nature and culture. To be rewarded, the projects should translate this metabolic dynamic in their proposals.

INCLUSIVE VITALITIES

Urban environments are facing increasing inequalities and conflicts produced by invisibility, exclusion, marginalization, and inaccessibility to housing, to work, to

education and to public services. To fight against these social fractures, inhabited milieus should become places where new inclusive policies and practices are supported.

Inclusive vitalities put on the foreground modes of doing that can support territorial justice articulating social and ecological concerns. Issues of accessibility to public infrastructures and to housing should get a predominant role, promoting conviviality. Taking care of living environments could promote inclusion by transforming marginalised spaces into places of exchange, co-learning and biodiversity. This could allow new inclusive narratives of inhabited environments across scales and generations, promoting new forms participatory democracy.

When choosing the sites, when defining the programmatic frames that come with their evolution, and when judging the participants' proposals, European 16 will emphasise on the consideration of the inclusive dimension of the inhabited milieus.

CONCLUSION

If we want to face these social and environmental emergencies, we have to address new creative and responsible project dynamics, which should be able to reconnect with the cycles and rhythms of the living nature, associating metabolic and inclusive vitalities.

The European 16 sites should therefore consider these two dimensions in their transformation goals. How can the project spatialize and, at the same time, spare resources, common goods, recycling processes, hybridisations, sharing and the different temporalities ?

This is the question raised for European 16.

EUROPAN EUROPE

*See also : Contributions to the theme Living Cities :
<http://www.europanfrance.org/publications/single/38>

GENERAL INFORMATION

SITE REPRESENTATIVE: city of Pont-Aven, Concarneau Cornouaille Agglomération

ACTOR(S) INVOLVED: city of Pont-Aven, Concarneau Cornouaille Agglomération, Etablissement public foncier de Bretagne, private landlord

TEAM REPRESENTATIVE: Architect, Urbanist or landscape architect

EXPECTED SKILLS REGARDING THE SITE'S ISSUES AND CHARACTERISTICS: Architecture, Urbanisme, landscaping

COMMUNICATION: Promotion of the projects after the competition: publication of a catalogue of the results and national exhibition

JURY – 1ST EVALUATION : With the participation of the site representatives

JURY – PRIZE SELECTION:

Selection of three projects per site. With the participation of the site representatives

Reward: the rewards are granted by the jury independently of the sites: Winner (12.000€), Runner-up (6.000€) and Special Mention (no reward)

POST-COMPETITION INTERMEDIATE PROCEDURE:

- Meeting with sites representatives and 3 selected teams, organized by European France in Paris at the beginning of 2022
- On-site meeting with sites representatives and 3 selected teams organized by cities and partners from January 2022
- Assistance and consultancy to the cities and partners, also their collaborators, for the implementations processes, by European France.

MISSION GIVEN TO THE SELECTED TEAM(S) FOR THE IMPLEMENTATION:

Study and project missions for the development of the strategic proposals resulting from the competition. Feasibility study. Architectural, urban and/or landscape mastery projects.

Encouraging an operational and/or architectural contract with associated clients.

ACTORS' INTRODUCTORY REMARKS

by Christian Dautel, mayor of Pont-Aven

The European 16 competition is a wonderful opportunity to regenerate the urban space of the town of Pont-Aven around a natural transect, the Aven, a river offering a rich biological and landscape diversity. An entrance point upstream, running along the wood Bois d'Amour, a most popular site with the Pont-Aven painters in the second half of the 19th century, the river turns into a wooded ria down-stream all the way to the ocean. The choice of the site, a brownfield abutting the river on the Eastern side, incarnates the European 16 central theme: «lively town, metabolic town». Indeed, the complexity of this land, a 450-metre-long industrial area on the banks of a picturesque river, could offer great wealth thanks to its sensitive and physical characteristics and its programmatic potential. A place of touristic interest due to its artistic history, Pont-Aven also boasts a legacy of a more intimate nature, that of a productive and industrial environment. The town believes in this site's huge potential to revive its economic activity and reconfigure a section of the landscape, the painted representations of which have travelled round the world.

Although the operational perimeter is limited to the old industrial site called «La Belle Angèle», the project aims to enrich the town, to extend it with an extra hub for its inhabitants to use and for its visitors to enjoy.

Finally, by deciding to apply to European 16, the town anticipates a regenerating project in terms of architecture and urbanism, through the various perspectives of young Europeans whose representations would come and boost our own view and planning aspirations



SUBLIMATED NATURE AND CREATIVE EFFERVESCENCE IN PONT-AVEN

Top left: Paul Gauguin, *Moulin à Pont-Aven* (1894)

Bottom left: Paul Sérusier, *Le Talisman* (1888)

Bottom right: the painters of the Pont-Aven School

THE OMNIPRESENCE OF THE AVEN

Top right : Postcard representing the port of Pont-Aven, collection-villard-quimper

Centre right: Postcard of the Bois d'Amour and the Moulin Neuf

CONNECTION WITH THE THEME

THE AVEN VALLEY, A LIVING PLACE TO BE (RE)MOBILISED

The Belle Angèle site, submitted to European 16, is located in the heart of the Aven valley between Bois d'Amour on one side and Sainte Marguerite Hill on the other. Unlike the old cannery factory that was set up by the stream without drawing upon this proximity, the town of Pont-Aven was built around and with the Aven. A waterway for the exportation and importation of goods, a fishing harbour, but also a source of energy, this stream was Pont-Aven's lifeline until the Industrial Revolution and the advent of railways. The old mills, wash houses as well as the preservation of the wooded hillsides bear witness of the interweaving of the town with its natural environment. In the 19th century, this resourceful nature became a landscape scenery sublimated under the paint brushes of the Pont-Aven School. Pont-Aven then became the "city of painters", a picturesque town that turned this Romantic connection between its river and its woods into elements that have since attracted mass tourism. Here, "non-human" life is as much part of the local heritage as the old stone houses in the town centre and its culinary culture. Like them, the place is relatively well preserved but also fossilised by the image of an idealised past.

AND A TOWN TO (RE)VITALISE

The history of Pont-Aven has remained set between two kinds of memory: the 19th-century painters' memory and that of the workforce in the days of the canneries. Since the last factory closed down in 1998, the town has lived at the pace of its memories and has not yet found a way to build a contemporary narrative suited to the challenges of its time. Beyond the issues that all small French towns face, Pont-Aven's artistic past immobilises it as a museum town, an image that it struggles to shed today. There is no denying that the town is attractive to tourists and retirees who visit time and again to enjoy this idyllic setting, but it is not so attractive to a young active population. Young locals leave for other places, nor are young people from other places interested in living by the Aven. Although the Belle Angèle brownfield is located at the entrance of the town, it symbolises the town's halt over the past thirty years.



THE VALLEY OF THE AVEN
FR-PONT-AVEN-C-AP1
(source : google maps)

PONT-AVEN'S SPECIFIC EXPECTATIONS

The Town of Pont-Aven wishes to inject new momentum into its evolution and stop looking to the past in order to take a leap forward to the future. It is its intention to remobilise the life forms that surrounds it to revive the town and weave new ties amongst its whole population

MAKING THE AVEN THE AXIS OF THE REDYNAMISATION OF THE TOWN

The liveliness of the Aven as both a river and an environment makes it possible to launch a new dynamic and pull Pont-Aven out of its slumber. This is about waking up the town by creating new symbioses between “nature” and “culture” and to use the omnipresence of the river as the basis for a new founding narrative. The Aven flows through the town physically as well as historically and can therefore fairly clearly be a base for a new form of urban development. But beyond a physical organisation of the land, the Aven can also support new economies and life styles focused around the preservation of the environment, a mindful consumption of resources, leaving behind a destructive social model. The Aven is as much a biodiversity reserve as an opportunity to invent such new mutual connections on a living scale.

TRANSFORMING THE BELLE ANGÈLE SITE INTO A LABORATORY OF NEW ALLIANCES

The Belle Angèle brownfield is a very significant land reserve for the whole of Pont-Aven that can be turned into a precious exploration site. The new occupation of this land must break away from conventional urban district planning. It must symbolise a momentum towards a new modernity and demonstrate that it is possible to blend ecology and economy, preservation and innovation, solidarity and technology. Convinced that rural areas are lands of opportunity to think forward, the town of Pont-Aven is looking for candidate responses that are both ambitious and rooted in the reality of a town of fewer than 3,000 inhabitants. It will be necessary to establish the conditions, materialities and architectures to attract developers, project leaders and creative project owners, pioneers. Pont-Aven will no longer be solely a destination to visit a 19th- or 20th-century painting, but also to experiment, learn and absorb what is being invented within a rediscovered geography and a regenerated environment.



**AERIAL VIEW OF THE SITE
OF THE BELLE ANGÈLE**
FR-PONT-AVEN-SS-AP₃
(photo credit : Jean-Luc Jezegou)

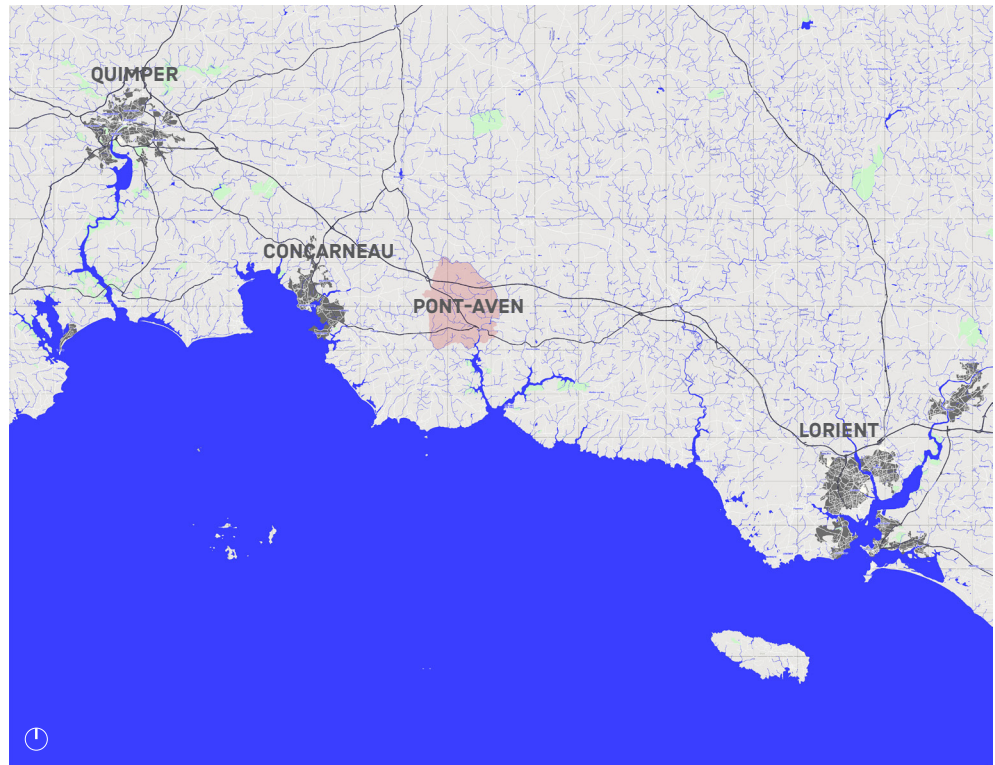


**AERIAL VIEW OF THE PORT
OF PONT-AVEN**
FR-PONT-AVEN-SS-AP₄
(photo credit : Jean-Luc Jezegou)

LAUNCHING A COLLECTIVE AND INCLUSIVE REVIVING PROCESS

The process of reviving Pont-Aven and La Belle Angèle can only happen with its inhabitants' involvement, whether they have belonged here for generations or are newly arrived. Making a town alive also requires the participation of its occupiers. This is particularly true in a town that does not have the means to support alone such a large project. It must therefore rely on its inhabitants' initiatives, on co-building processes and on alternative set-ups. The Belle Angèle is a project that the whole area must be able to claim as their own.

**PONT-AVEN,
A MUNICIPALITY IN FINISTÈRE
BETWEEN QUIMPER AND
LORIENT**
FR-PONT-AVEN-C-M1
(source: google maps)



AERIAL VIEW OF PONT-AVEN
FR-PONT-AVEN-SS-AP2
(photo credit : Jean-Luc Jezegou)



BACKGROUND

A BIODIVERSITY RESERVE BETWEEN LAND AND SEA

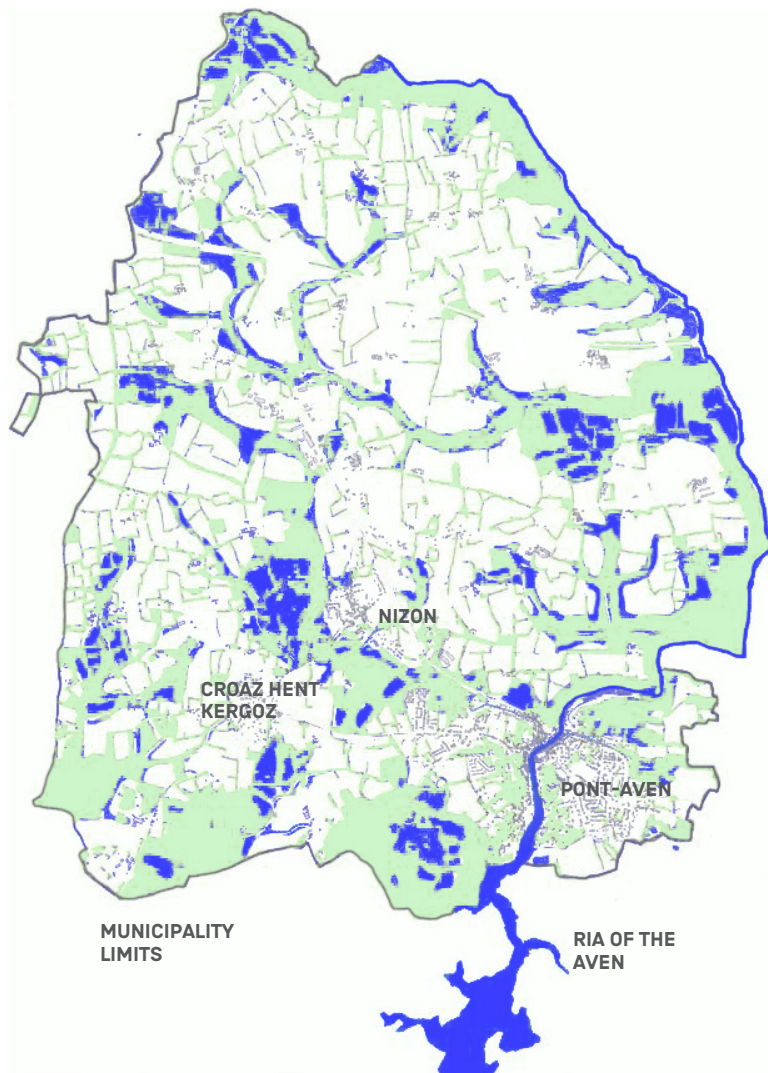
Located halfway between Quimper and Lorient, Pont-Aven is a town in the Finistère département with a topography strongly marked by the Aven valley and the valleys of its main tributaries, the Stergoz and the Pénanros. The whole area is regulated by the green and blue trail of these streams and their biotopes. Between these preserved spaces are located human activities, villages, craft areas and farming plateaux.

THE FIRST BRIDGE ON THE AVEN

The Aven makes the eastern boundary of the town of Pont-Aven. Its spring is located in the hamlet of Pen Aven in Coray before the river crosses the town centre of Pont-Aven along a North-South axis and reaches the Atlantic Ocean, 24.35 miles away. About 4 miles from the estuary, Pont-Aven, as its name indicates, is home to the first bridge over the Aven. This town is therefore fairly strongly influenced by its proximity to the Atlantic coast. Indeed, it is under the Loi Littoral (Coastal Law) which regulates planning, the protection and exploitation of the coast, with an aim to manage developments on the coast to preserve it from the excesses of property speculation and to enable free access to coastal paths for the public. The hiking trail GR 34 makes this pedestrian connection with the ocean. Located where the river broadens and creates a ria, Pont-Aven also has a harbour that was once a source of prosperity for the area, now the preserve of leisure boats.

MARITIME AVEN AND FLUVIAL AVEN: TWO LANDSCAPES, TWO ENTRY POINTS

Pont-Aven was built at the junction of fresh and sea waters. Consequently, the Aven goes from a wild and churning river area around the town to a wider, flat and calm sea section. These two distinct land-scapes follow each other through a progressive journey from remote lands to the sea. La Belle Angèle is situated at the entrance of the town by the river, while the harbour marks its maritime entrance. It borders the Aven over 450 metres, along a transition area between a natural and wooded valley and the entrance to the town downstream where fresh and salt waters meet.



THE GREEN AND BLUE FRAME OF THE COMMUNE AND ITS THREE MARKET TOWNS

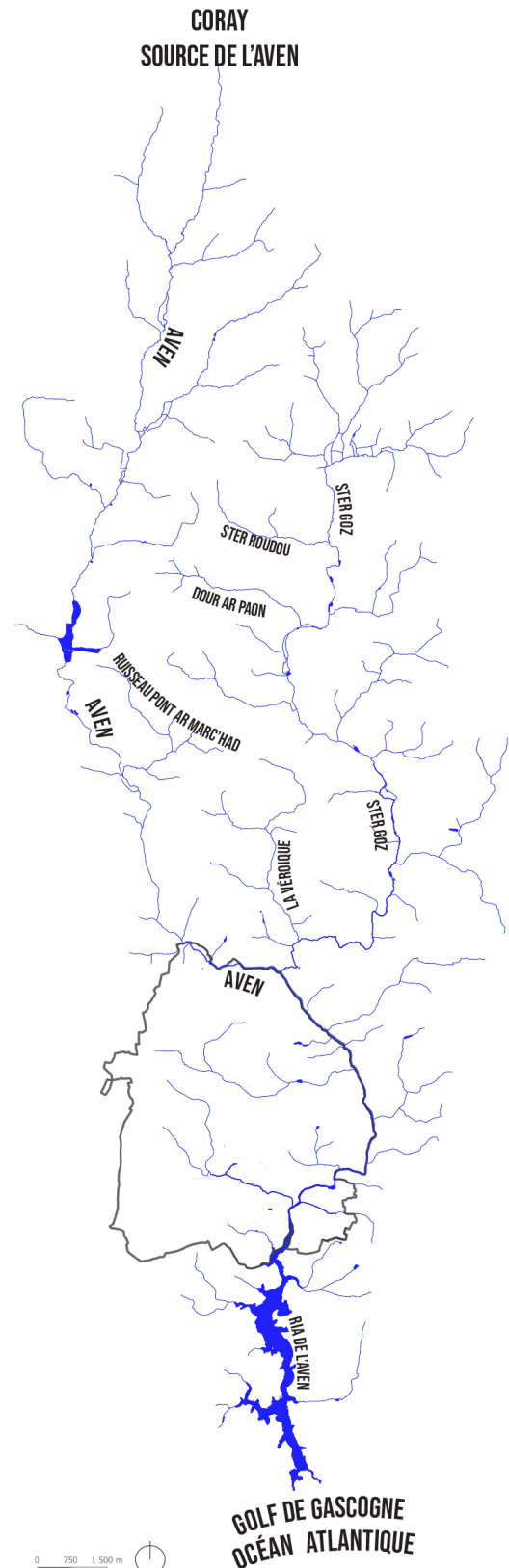
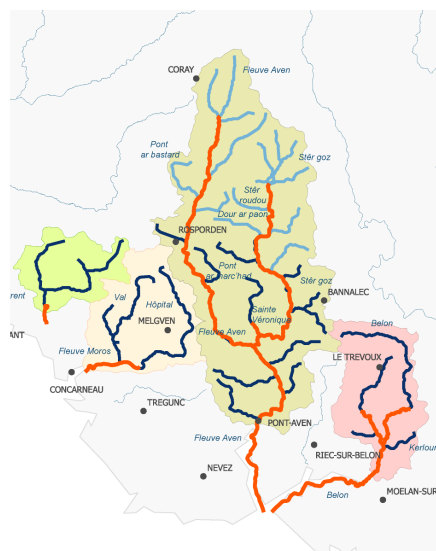
Top:
FR-PONT-AVEN-C-M2
(carte created from the work of the students of Pont-Aven workshop, AtelierPont-Aven2020)

INVENTORY OF MIGRATORY FISH IN THE AVEN WATERSHED

1st right : Atlantic salmon in orange, eel in blue (source : BD Carthage, IAV, ONEMA)

THE AVEN AND ITS TRIBUTARIES

2nd right :
FR-PONT-AVEN-C-M4
(by: AtelierPont-Aven2020)



PROTECTED SPACES

Pont-Aven has a Natural Zone of Interest for Ecology, Flora and Fauna (“Zone Naturelle d’Intérêt Écologique, Faunistique et Floristique”, or ZNIEFF) covering 4,203.53 ha.. Some of these wooded spaces are in fact listed under the Bois d’Amour on the bank opposite La Belle Angèle. The northern section of Sainte Marguerite Hill, which runs along the old factory is part of the N Zone up to its East-West crest line. Further South of the site, the zone is classified as Natura 2000. These various statuses protect the wooded hillsides of the Aven and the river itself against wild urbanisation. They ensure the respect of green and blue continuities. The Aven is home to three diadromous fish of heritage value: Atlantic salmon, eel and sea trout.

ONE TOWN, THREE CENTRES

Although it is common, when talking about Pont-Aven, to refer solely to the historical town centre, the town actually comprises three centres that were once independent villages: Pont-Aven, Nizon and Croaz-Hent Kerzog. The merge of these three villages took place in 1954, substantially increasing the Pont-Aven territory in the process. While each of these urban entities have their distinct identity, with a more rural population in Nizon and a more urban one in Pont-Aven, they have always been connected by strong economic and social ties. Pont-Aven has long been Nizon’s lifeline, providing it with employment and goods. A string of small hamlets dots the land between these hubs.

AN INTERMITTENTLY ATTRACTIVE TOWN

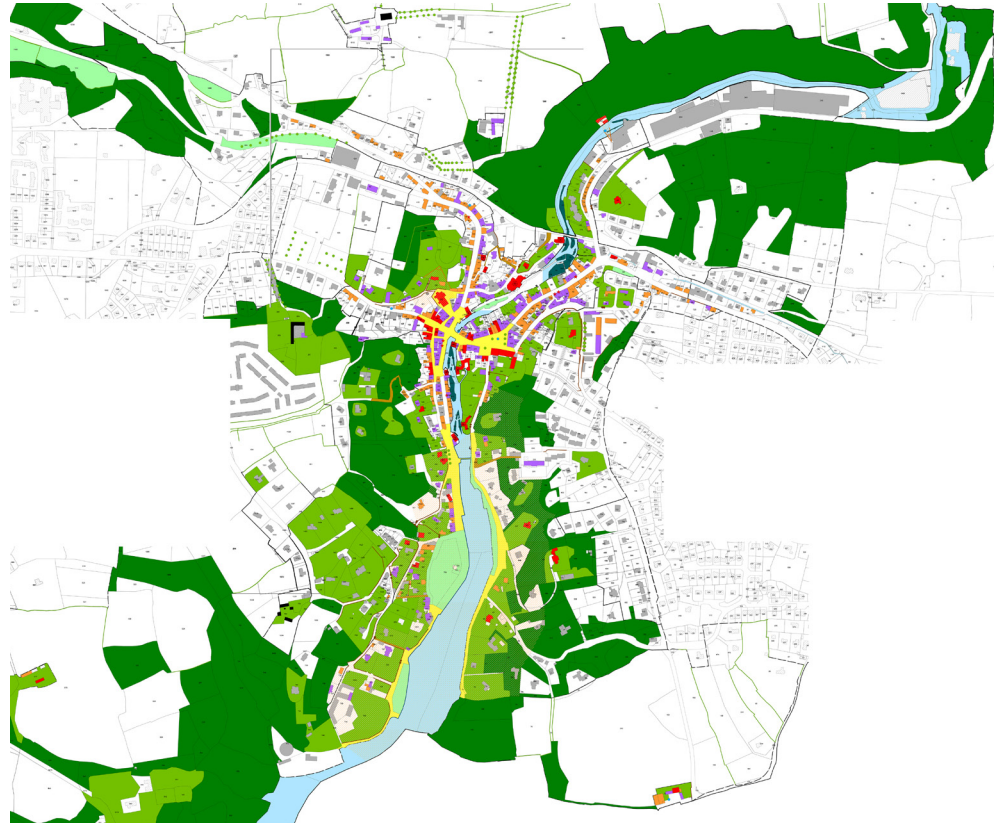
A PRESERVED HERITAGE

Pont-Aven enjoys a strong heritage identity made up of the Aven’s protected banks with its mills and wash houses, snaking narrow streets in Pont-Aven and Nizon with traditional village houses, but also wealthier houses dotted over the wooded hillsides of the valley. Several Gallo-Roman remains and religious buildings are listed as historical monuments. Since 2019, the town of Pont-Aven is also under the framework of a new Remarkable Heritage Site (Site Patrimonial Remarquable or SPR) regulated by an Area for the Enhancement of Architecture and Heritage (Aire de Mise en Valeur de l’Architecture et du Patrimoine or AVAP). However, what makes it such an attractive destination is the omnipresence of its artistic legacy. The Pont-Aven museum, the artists’ studios and numerous galleries maintain this connection to painterly arts, as well as a few societies such as Le Hangar’t, a rural Pop Art workshop in Nizon.

A PRESERVED BUILT AND LANDSCAPE HERITAGE

FR-PONT-AVEN-SS-M1

(source : Remarkable Heritage Site regulated by AVAP, file by Atelier Atlante and the BE AUA, approved on 20/09/2019)



CAPTIONS :

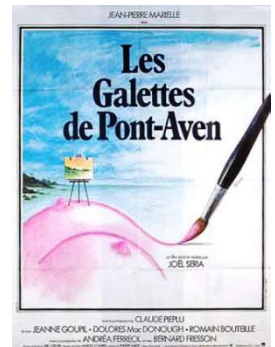
	AVAP perimeter		shopfront to protect		Parc and garden
	Historical monument		Aven islet		Public gardens and majors green spaces
	Remarquable monument		Major public spaces		Wood and forest
	building of heritage relevance		path - passage		Hedge and bocage
	support building		Closing wall or masonry wall - portal		Alignment
	not selected building		masonry dock		Perceptible space
	non visible building		Element of hydrolic heritage		Picturesque viewing point

A POPULAR AND FREE MINDSET

Left: photograph taken during a dance competition in Pont-Aven, circa 1920

(source : www.pontaven.fr/Histoire-Patrimoine)

Right: poster of the film “Les Galettes de Pont-Aven” directed by Joël Séria in 1975



LARGE TOURISTIC CROWDS IN SUMMER

Pont-Aven is world-famous for the art life initiated by the establishment of a colony of American painters in the 1860s. Its proximity to the sea, its picturesque charm and its food heritage also support this international tourism in the summer, and regional the rest of the year. During those busy periods, the inhabitants of Pont-Aven feel dispossessed of their land. This town centre is saturated with cars and visitors, who have come to consume a landscape and history more than to take part in its local life. Indeed, these tourists never stay much more than a day, even though the town has several guest houses available.

A TOWN IN RECESSION THE REST OF THE YEAR

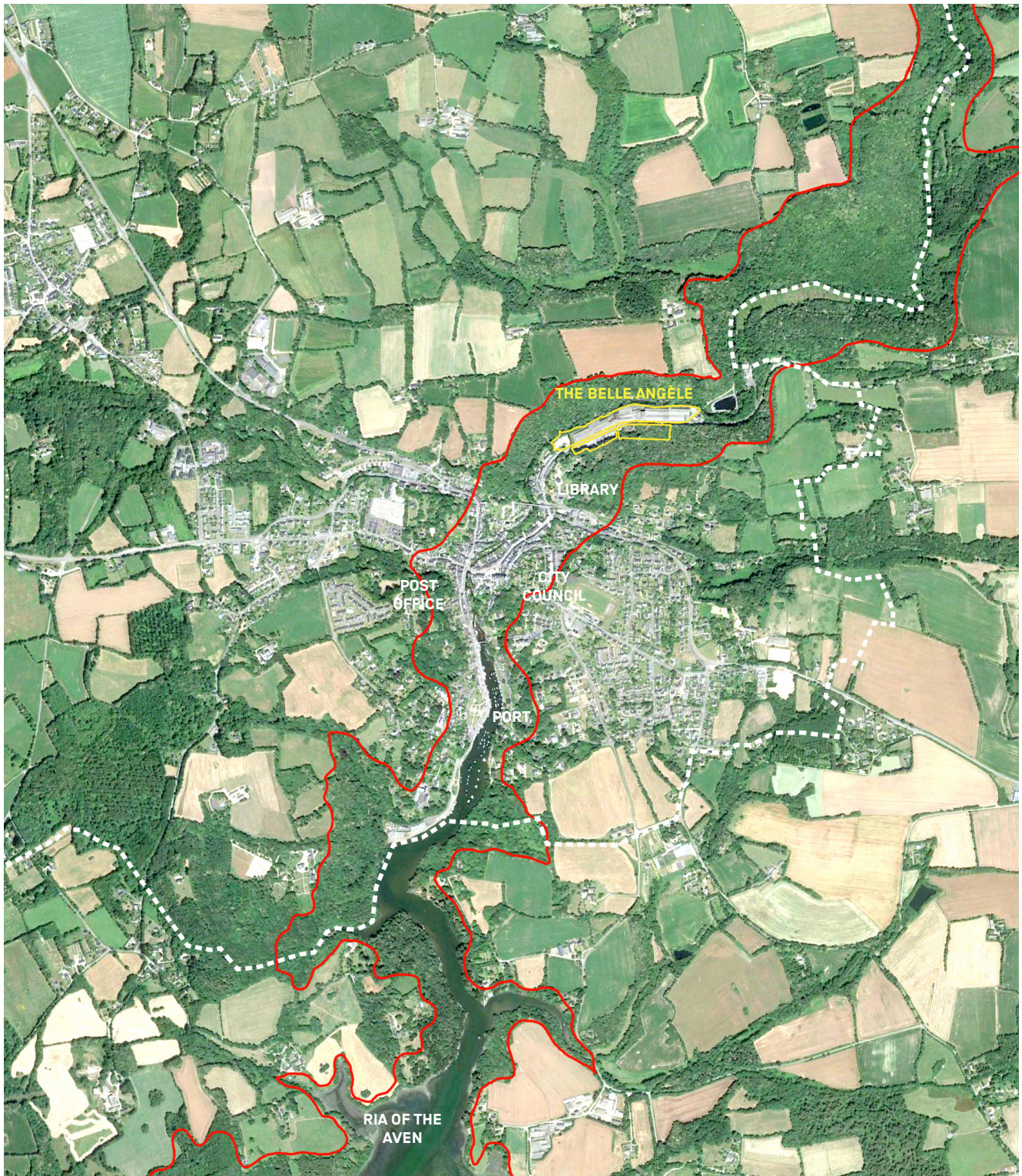
Like the majority of small French towns, Pont-Aven suffers from a demographic decline since the 1970s. From 3,968 inhabitants in 1968, it had a population of only 2,811 in 2018. Yet, each year, new inhabitants do settle in Pont-Aven, but they are usually people who no longer work and have come to a quiet location to retire. The town has twice as many retirees as the national average, with one retirement home and two senior residences – largers employers of the town. For their part, young working people are not interested in this village life. In the mid-1960s, 7 companies employed over 600 people. Today, professional opportunities are not attractive enough. Even though the town has a higher count of jobs than working inhabitants, the jobs are mostly in tourism-related retail and private services.

A FREE MINDSET!

It is no coincidence that the Pont-Aven church is not located in the centre of town as it is in Nizon. Pont-Aven has always stood aside from rules and norms, and has always attracted people with a definite free spirit. Intellectuals, artists, feminists, sailors, manual workers would come to Pont-Aven to enjoy themselves, in a jolly carefree atmosphere.

A POPULAR CULTURE TO BE PRESERVED

This free spirit and the cohabitation of contrasting social groups are part of the Pont-Aven's fabric. A rural town with great disparities in living standards, it has long greatly benefitted from this mixed population, as the topologies of accommodations – from the bourgeois mansion to the modest stone house in the centre – and the great pictorial culture of all its inhabitants testify. Unfortunately, the current lack of social accommodations or affordable homes for young couples tends to turn Pont-Aven into a holiday resort and erase its rural and industrial labour roots.



**STUDY SITE (RED)
& PROJECT SITE (YELLOW)**
FR-PONT-AVEN-SS-AP1
(source : google maps)

STUDY SITE

DESCRIPTION OF THE SITE

It is the entire valley of the Aven that needs to be envisaged here. While it is fairly easy to determine the boundaries of an urban area, the same cannot be said of a biotope. Nevertheless, it can be said that the influence of the Aven diminishes from the crests of the small valleys and woods that border on it, and that is therefore where the East and West boundaries of the site under consideration have been set. The North and South boundaries have deliberately been kept vague, although the land located near the centre of Pont-Aven should be considered first. In particular, this site is an opportunity to think about the creation of a settled area within which natural and urban elements weave new alliances – alliances that may also take on various shapes or forms along the Aven according to the already present resources.

RELATED PROJECTS IN PROGRESS

The site under consideration also includes all the ongoing projects of the town, most of which dotted along the river. These projects are part of Pont-Aven's urban policy, which aims to completely stop the modification of soils. The town has therefore decided no longer to erect new buildings for its services and to manage with what is already there. Indeed, the presence of permeable soils is crucial to limit floods in the centre of Pont-Aven. Besides the restructuring of La Belle Angèle, an already modified land to be developed, the town hall plans to develop the harbour area. It has started to replace and move several town departments in line with the demands of no-construction and to share some spaces between several services, including: the setting up of a health hub in the current post office building; the transfer of the postal agency and media library to the old museum; the move of the town hall to the media library; and the refurbishment of the old fire station as a community hall. The current town hall premises could later be considered for an urban project for the diversification of accommodation offering. The vacant buildings and accommodations also offer interesting opportunities for densification along the Aven.



TRAVELLING ALONG THE AVEN

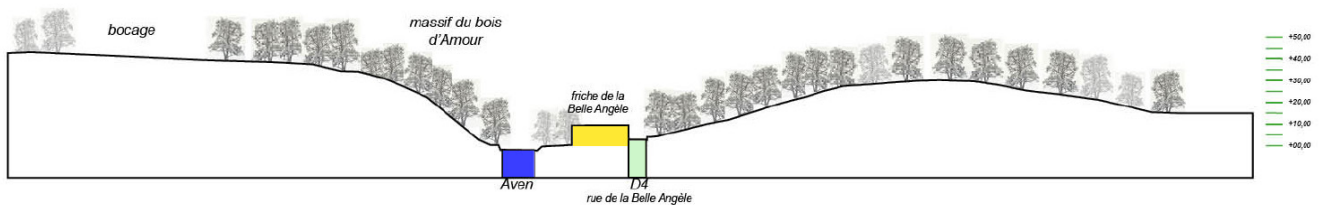
FR-PONT-AVEN-SS-P1
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FR-PONT-AVEN-SS-P6`
FR-PONT-AVEN-SS-P7
FR-PONT-AVEN-SS-P8

EXPECTATIONS CONCERNING THE SITE UNDER CONSIDERATION DE RÉFLEXION

How should the river and the town be organised to facilitate their coexistence? Which synergies should be set up so as to, on the one hand, preserve and even amplify the existing biodiversity, and on the other hand, inject a new dynamic, especially an economic one, into Pont-Aven? What can be done in a town with this double identity? What would the focus of a guiding plan or an urban project be if humans were no longer the sole focus of the process?

The ambitious writing of a new narrative shared by humans and non-humans must be brought to the scale of the site under consideration. If the Aven becomes the axis for reviving the town, how can its banks be developed? Or do they need to be developed? How can the urban density be distributed along the river and what should it look like? What are the connections to establish between the various hubs that will eventually exist, i.e. the harbour, the town centre, and the Belle Angèle site? How could the Aven shine out beyond the centre of Pont-Aven?

These questions are not exhaustive. Other points may surface as we further question our approaches and the inclusion of the forms of life at each stage of planning Pont-Aven's lively future. The Belle Angèle site will be the first testing ground. It will be the venue for a productive confrontation between a vision developed at the scale of the site under consideration and the social, economic and political realities of a town with 2,800 inhabitants.



AERIAL VIEW OF THE BELLE ANGÈLE SITE

FR-PONT-AVEN-PS-AP1
(photo credit : Jean-Luc Jezegou)

SECTION OF THE BELLE ANGÈLE

FR-PONT-AVEN-PS-M1
(source : AtelierPont-Aven2020)

PROJECT SITE

THE BELLE ANGÈLE SITE

La Belle Angèle is a 450-metre long building complex nestled in the Aven valley. Comprising several blocks built over various periods of time, its shape follows the bend in the river. At the time of its closure in 1998, it was home to cannery activities.

An initial section, occupied by a fish cannery, was erected in 1930 and extended four times until 1969, when the factory was bought over by the CECAB (Centrale Coopérative Agricole Bretonne) group to set up a tinned vegetable production for the D'AUCY brand. Several extensions to the buildings were then built in 1970, 1976, 1982, 1983 and 1991. Between 1995 and 1997, the cannery merged with the firm Paul Chacun, and finally closed down in 1998. It was then acquired by the current owner to organise an exhibition of paintings by Paul Gauguin in the old shed on plot No. 145 and to set up of an art school, which has since closed down. Additionally, a covered kart circuit was used for a few years inside the warehouse on plot No. 243. Since 2019, a contemporary art centre project has been under consideration. It has not yet come to fruition, but it has brought back to light the vacant site of La Belle Angèle.

The industrial complex is located at the entrance of the town on its riverside. It is now fencing the Aven and blocks access to the banks over its full length. On the other side, it abuts the D4, a secondary road and major route between Pont-Aven and the N165, which connects Quimper, Lorient, Vannes and Nantes. The complex is partly below ground in relation to the D4, which is 2.5 metres higher (in the West), and 4.1 m (in the East) in relation to the paving. The buildings' metal frames usually rest on walls that take both the earth pressures and the weight of the frameworks. Should the superstructures be demolished, some form of reinforcement would seem necessary to avoid a "counter-pressure" and the spilling of the soil from under the road. A geotechnical survey as well as a capacity survey should be carried out in the following months to know the exact nature of the earth and the reinforcement conditions to be planned for.

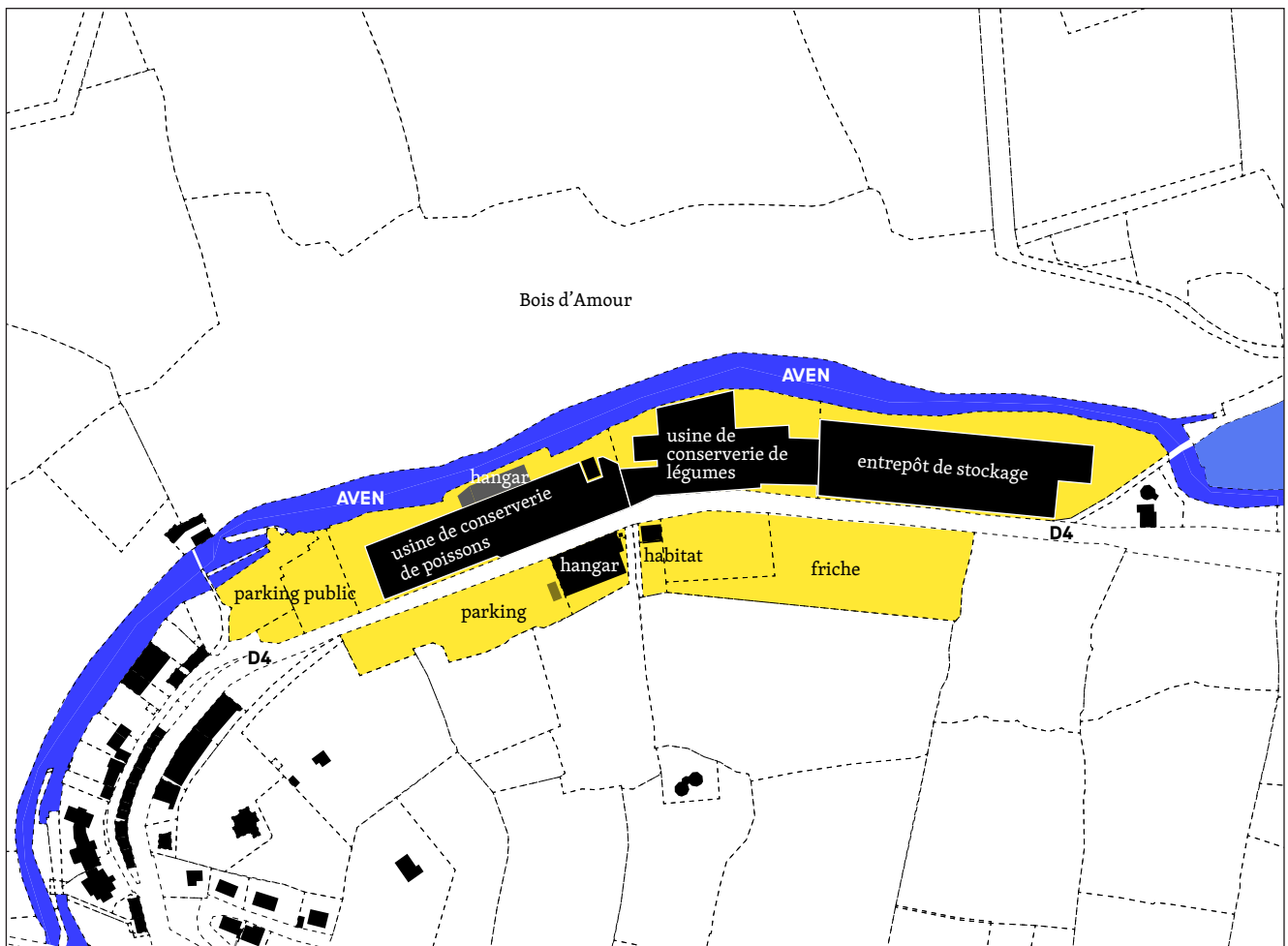
1. Diagnostic established according to the party wall survey report carried out by SERTCO in February 2021.

Besides La Belle Angèle, the project site includes both lands belonging to the current owner of the factory located on the other side of the road, at the bottom of Sainte Marguerite Hill. The town of Pont-Aven also wishes to add to the consideration process the town car park located between the factory and access to the bridge to Moulin Neuf.



**VIEWS OF THE BOIS D'AMOUR
CANNERY DURING ITS YEARS OF
ACTIVITY**

(source : mairie de Pont-Aven)



**SITE MAP OF
LA BELLE ANGÈLE**
FR-PONT-AVEN-PS-M2
In yellow the project site

URBAN, LANDSCAPE AND ARCHITECTURAL ORIENTATIONS

DEVELOPING THE AVEN VALLEY

The priority is to bring the Aven valley and its landscape back to life, and to make the Aven surroundings visible and accessible. The presence of the river and its biotope must be evident as one arrives in Pont-Aven. The teams will ensure that space and legibility is given to this already much wooded valley, clear views and perspectives, and restore the visual and physical continuity of the banks. The development of the valley and the Aven as a public space also involves the management of the soil and the organisation of the circulation of pedestrians and cyclists in the prolongation of the Xavier Grall promenade. The project site being higher than the Aven, it is not part of a PPRI (Prevention Plan against Flood Risks) zone. The refurbishments will need nonetheless to take the proximity to the river into account.

GIVING PONT-AVEN SPACE AND MODULATING ITS VITALITY

The Belle Angèle site must become a new hub for the town centre of Pont-Aven, which currently gathers all activities, especially those relating to tourism. The revival of the old cannery could precisely enable the extension of and give more space to a town which, at busy times, is completely saturated. The development must have the potential to absorb some of these tides and activities, and/or to balance this urban intensity with an altogether different kind of intensity. The site must have the ability to evolve with the seasons and to compensate for the irregular flow of visitors to Pont-Aven. Pedestrian and cycling routes also need to be planned to help with the mutual connections between La Belle Angèle and the centre of Pont-Aven, and the rest of the area.

SETTLING THE AVEN LANDSCAPE WITH NEW URBAN AND ARCHITECTURAL INFRASTRUCTURES

The Belle Angèle site is an opportunity to tangibly create a desire to live among nature with new urban and architectural infrastructures. The current buildings testify to Pont-Aven's significant industrial past, and it would therefore be interesting to preserve signs of it. However, they offer very few architectural features aside from a few metal beams and a huge size suitable for the development of certain activities.

Most of all, La Belle Angèle could become a true laboratory for bio-architectures or organic architectures that would weave new ties with their environment and offer its occupiers an immersion in the Aven landscape. The town of Pont-Aven wants

**AERIAL VIEW OF ONE END OF
THE FACTORY**
FR-PONT-AVEN-PS-AP₂
(photo credit : Jean-Luc Jezegou)



**VIEW ON THE OTHER END OF
THE BELLE ANGÈLE AND THE
MUNICIPAL PARKING**
FR-PONT-AVEN-PS-P₂



to implement architecture projects that have been thoroughly thought through and designed, that settle the valley without overshadowing it, and that take into account all of the site's constraints (reinforcement...)

ENHANCING EXISTING RESOURCES

Whether La Belle Angèle be fully or partly demolished, its refurbishment will generate a great number of debris that would seem wise to use. Which elements should be preserved, reused or transformed into resources? Depollution issues, which are currently undergoing several technical diagnoses, are also found on site and may be part of a more general approach to development.

PROGRAMMATIC EXPECTATIONS

The programming of La Belle Angèle will have to be rooted in the geographic, historical and social reality of Pont-Aven while broadly focusing on the future. It will necessarily be varied without being a mere juxtaposition of unrelated programmes. A cohesive narrative around the site within which each space contributes to an overall project will have to enable the creation of new dialectics between nature and culture, tradition and innovation, individual and collective initiatives.

CREATION AND INNOVATION AT THE HEART OF THE BELLE ANGÈLE REGENERATION

The town of Pont-Aven wants to make La Belle Angèle a place that is open to innovation and experimentation. Its scale, geographic position and landscape features are all elements that can help towards its transformation into a laboratory of new economies blending low-tech and high-tech, research and development, and even prototyping and production. The position of La Belle Angèle at the crossroads of two memory types must also be an opportunity to set its programming in the continuity of this double history. New productive activities around food design and new foods could, for instance, operate alongside shared workshops or spaces dedicated to contemporary creation.

THE AVEN AS A LIFE STYLE AND AN EXPERIENCE

The proposed spaces must therefore be able to host such innovating activities and thus attract new inhabitants and workers. Attracting life back into La Belle Angèle and Pont-Aven will also rely on highlighting the exceptional living environment. Living by the Aven river, just a few miles away from the sea, must be a special experience and contribute to the implementation of specific life activities. Along with production spaces, there could also be lodging or buildings accommodating both living and working quarters. Participatory housing or housing cooperatives



VIEWS OF THE BELLE ANGÈLE

Top and middle :

FR-PONT-AVEN-PS-P3

FR-PONT-AVEN-PS-P4

FR-PONT-AVEN-PS-P6

FR-PONT-AVEN-PS-P7

HIKING TRAIL ALONG THE BOIS D'AMOUR AND TRAINING SESSION OF THE KAYAK CLUB LA PAGAIE DES AVENS

Bottom :

FR-PONT-AVEN-PS-P9

FR-PONT-AVEN-PS-P10

(www.deconcarneauapontaven.com/activites/la-pagaie-des-avens/)

would also be welcome. The proximity of the Aven, a stream very favourable to water sports and home to an already very active kayak club, can also be a factor for people who enjoy the practice of such activities. It is even conceivable that the Aven become a test zone for equipment designed and made in La Belle Angèle. The Aven is a biodiversity reserve as well as a waterway. These activities, as much as those that can be practiced on the banks (hiking, trail...), could be the basis of a new experimental economy.

CULTURAL AND ENLIGHTENED TOURISM AS OPPOSED TO MASS TOURISM

Sports activities as well as production and creation activities and the development of local accommodations may also be a focus for alternatives to mass tourism. Indeed, Pont-Aven wishes to encourage the organising of longer stays so that a whole local ecosystem would be temporarily inhabited, thus partly diverting and reducing daily “consumerist” tourism. Additionally, the establishment of the contemporary art centre already being planned on the Belle Angèle site could be accompanied by artist residency or research programmes, or seminar programmes in relation to the activities operating on site. People would then visit Pont-Aven for culture, but also to create and co-build the area alongside its inhabitants. Knowledge and experience sharing on the scale of the whole local population, whether of Pont-Aven per se or Nizon, or even of the nearby villages, should also be boosted by the Belle Angèle project. Spaces for interpretation, restitution and exchange should therefore be associated with those of creation and production. They could also be places available to local young people for school and out-of-school activities. Finally, they will support a social and cultural life that is no longer as alive as it was a few years ago, and which only subsists through a few restaurants and cafés.

ACTORS AND PARTNERS OF THE PROJECT AND ITS APPLICATION

The main project actors are the town of Pont-Aven, Concarneau Cornouaille Agglomération, and the institution Public Foncier de Bretagne. As the site currently belongs to a private owner, it is envisaged that EPF Bretagne will buy 3.2 ha for development prior to a new division and sale of the plots to project owners prepared to design and build on them within the parameters stated by EPF, the town and Concarneau Cornouaille Agglomération. Other types of arrangements may be suggested by candidates.

One of the outcomes of the competition could in fact be the establishing of a guiding plan for the monitored and staggered transformation. The project ownership of the public spaces is another avenue, as is the architectural project ownership for one of the buildings that will have been included in the project.

LIST OF DOCUMENTS FOR DOWNLOAD

CONNURBATION - TERRITORIAL SCALE

FR-PONT-AVEN-C-AP1	jpeg	Aerial view of the valley of the Aven
FR-PONT-AVEN-C-M1	pdf	Map of the coastal area
FR-PONT-AVEN-C-M2	jpeg	Green and blue frame of Pont-Aven
FR-PONT-AVEN-C-M3	jpeg	Map of the Aven and its tributaries

STUDY SITE - URBAN SCALE

FR-PONT-AVEN-SS-AP1	jpeg	Study perimeter
FR-PONT-AVEN-SS-AP2	jpeg	Aerial view of Pont-Aven
FR-PONT-AVEN-SS-AP3	jpeg	Aerial view of la Belle Angèle
FR-PONT-AVEN-SS-AP4	jpeg	Aerial view of the harbour of Pont-Aven
FR-PONT-AVEN-SS-M1	jpeg	Remarkables heritage sites
FR-PONT-AVEN-SS-M2	jpeg	Map with the study perimeter
FR-PONT-AVEN-SS-Po	jpeg	Location of photographs
FR-PONT-AVEN-SS-P1	jpeg	View from the Bois d'Amour
FR-PONT-AVEN-SS-P2	jpeg	View of the Aven and the Moulin Neuf
FR-PONT-AVEN-SS-P3 à P4	jpeg	View from the promenade Xavier Grall
FR-PONT-AVEN-SS-P5	jpeg	View of the town center of Pont-Aven
FR-PONT-AVEN-SS-P6	jpeg	View of the Aven
FR-PONT-AVEN-SS-P7	jpeg	View of the harbour of Pont-Aven
FR-PONT-AVEN-SS-P8	jpeg	View of the start of the ria of the Aven

PROJECT SITE - ARCHITECTURAL SCALE

FR-PONT-AVEN-PS-AP1	jpeg	Aerial view of the Aven valley at the Belle Angèle
FR-PONT-AVEN-PS-AP2 à AP3	jpeg	Aerial view of the Belle Angèle
FR-PONT-AVEN-PS-M1	jpeg	Section of the Belle Angèle
FR-PONT-AVEN-PS-M2	pdf	Plan of the Belle Angèle
FR-PONT-AVEN-PS-M2	dxg	Plan of the Belle Angèle
FR-PONT-AVEN-PS-Po	jpeg	Location of photographs
FR-PONT-AVEN-PS-P1 à P2	jpeg	View of the Bois d'Amour and the public parking
FR-PONT-AVEN-PS-P3	jpeg	View of the Belle Angèle
FR-PONT-AVEN-PS-P5 à P7	jpeg	View of the Belle Angèle from the D4
FR-PONT-AVEN-PS-P8	jpeg	View of the Belle Angèle
FR-PONT-AVEN-PS-P9	jpeg	View of the banks of the Aven and of the Bois d'Amour
FR-PONT-AVEN-PS-P10	jpeg	Paddle training of the Aven

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Description of the site Related Projects in Progress Expectations Concerning the Site under Consideration	
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