

#4DATA

MURAL



○ The Living Landscape Biennale in Blois

The Biennale Nature & Paysage 2024 in Blois, organized by the CAUE41 in collaboration with the École de la Nature et du Paysage, explores the theme "Villes, Villages, Vivants". This edition focuses on the relationship between urban environments and living organisms, both human and non-human, within the context of climate change. Through a series of conferences, workshops, and round tables, the Biennale will address essential issues like water management, heat islands, and the reintroduction of nature into artificial spaces.

○ The event encourages public participation and collective actions to create more sustainable urban and rural spaces, aligning with themes from the Rendez-Vous de l'Histoire. Participants will explore how cities and villages can adapt to contemporary challenges, focusing on citizen initiatives, public space appropriation, and innovative urban living. The event also highlights low-tech solutions, ecosystem services, and the importance of multi-functionality in buildings.

The Biennale is an opportunity to rethink urban and rural planning in harmony with living ecosystems, aiming for inclusive and sustainable development. The day will close with a conference featuring Simon Teyssou, Grand Prix de l'Urbanisme 2023, offering reflections on the relationship between urban and rural spaces.



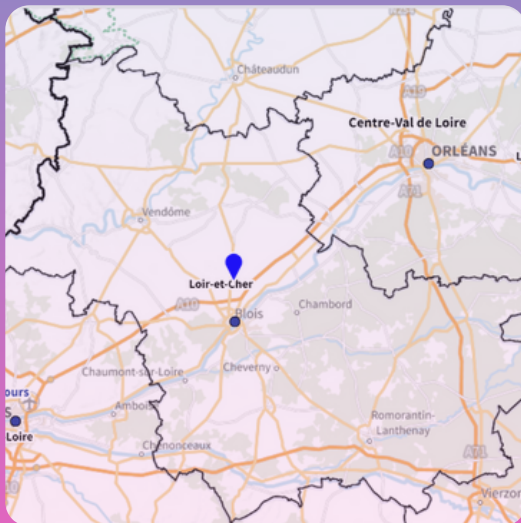
Loir-et-Cher:

A Reflection on Nature and Sustainable Living

The Loir-et-Cher department in the Centre-Val de Loire region features a unique blend of urban and rural landscapes, characterized by rolling hills, river valleys, and forests like Chambord. The Loire River, a UNESCO World Heritage site, shapes local geography and urban planning.

The area showcases historic towns, particularly Blois, with its Renaissance Château and medieval streets. Urban development prioritizes preserving heritage while incorporating modern infrastructure and sustainability.

In rural regions like Sologne and Perche, there is a focus on eco-friendly practices and biodiversity preservation. The challenge remains to balance growth with conservation, ensuring urbanization complements the area's environmental and cultural heritage.



Géoservices ©IGN ©IGNFrance

DATA IS EVERYWHERE !



CONNECT THE TERRITORIAL PROJECT TO THE
TOPICS OF THE DAY COLLECTIVELY

KITS FOR WORKING ON CITY DATA

Inspired by the Methodkit, a Swedish design thinking tool for exploring urban and housing challenges, we have developed kits dedicated to the themes of the day: ZNA and eco-building in a royal city. At the same time, our teams have designed tools to stimulate imagination and facilitate understanding of data collection, processing and production.



THE TOOLS

Eco-building in rural areas

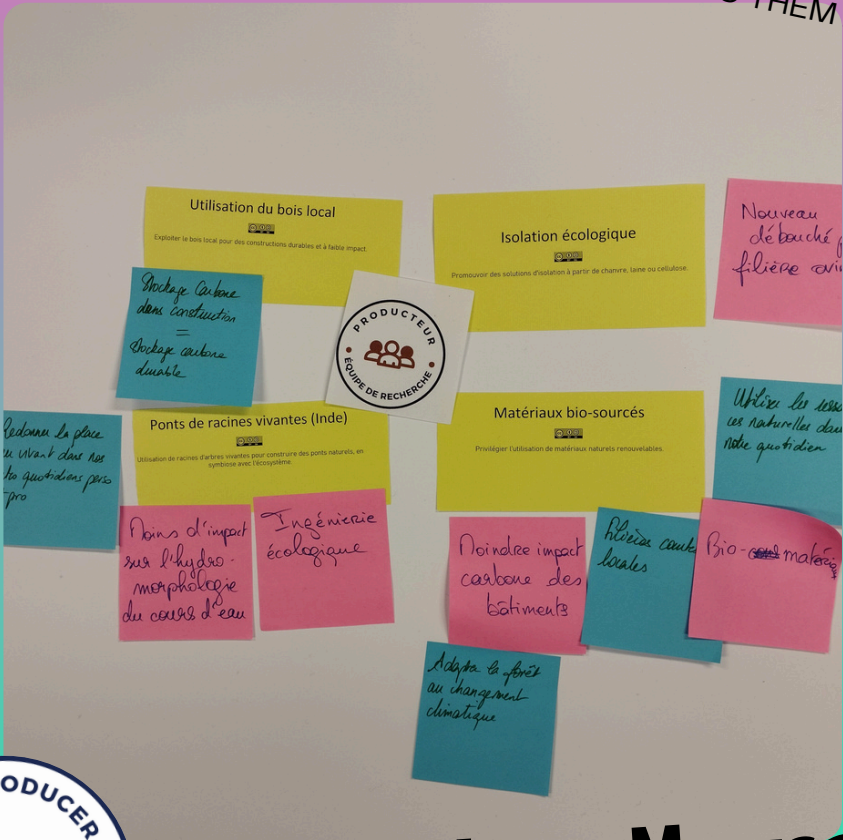
The group worked on eco-construction by incorporating the use of bio-based and living materials, with various examples such as bridges built with living trees. They identified four main themes: building usage, citizen participation, resource management (water, energy), and the use of ecological materials. One central question is whether we should continue building new structures or prioritize rehabilitating existing ones, with solutions like repairing shared buildings, revitalizing industrial wastelands, or creating multifunctional and temporary living spaces.

The group also highlighted the importance of citizen participation through participatory construction sites and skill-sharing, focusing on low-cost self-construction. Issues related to resource management, such as water conservation and energy autonomy through DIY (do-it-yourself) solutions, were also discussed.

Regarding materials, the emphasis was placed on the use of local wood, with the need to structure this sector, as well as on insulation solutions based on bio-based materials. They noted a lack of available data on these emerging topics, despite some local and national initiatives (IGN, CSTB). The challenge lies in making this data accessible, particularly for recycling and reuse sectors within the framework of a circular economy in construction.

In addition, the Observatory of the Economy and Territories was mentioned as a potentially useful data source for tracking territorial dynamics and supporting these eco-construction initiatives.

Eco-construction in rural areas



Their Mural

Living in a former seat of power

The group addressed the issue of housing in former seats of power, where it is often challenging to apply standardized tools due to the interplay between heritage perception and local specificities. The territories studied, such as Romorantin, a royal town that fails to showcase its heritage, and Chambord, which successfully enhances its image, illustrate this diversity.

The group then explored the transformation of housing in villages near Chambord, where investors are converting homes into Airbnb rentals, creating challenges for the local population. Data becomes crucial for observing these phenomena and providing a dynamic diagnosis for local officials. The group emphasized the importance of open data from sources like the State (Mérimée database), the Centre region, or researchers, to analyze gentrification and tourism-related issues.

Participants also discussed creating heritage databases with well-structured metadata, made accessible to the public. They noted that for topics like heritage, there are no significant security concerns regarding open data.

In conclusion, the fresco addressed specific local challenges related to the enhancement and transformation of former seats of power and highlighted the importance of open data in guiding territorial policies.

Living in a former seat of power



LISTEN TO THEM!



Their Mural

Zero Net Artificialization

The group worked on the theme of ZNA, starting by gathering various issues identified through maps, including urban center densification, revitalization of small-town centers, and the management of urban and commercial wastelands. They then structured their reflections by defining causes and needs, with themes such as renaturation for health purposes.

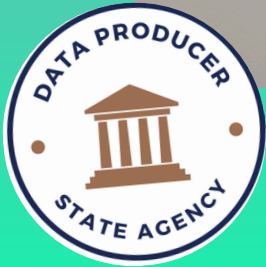
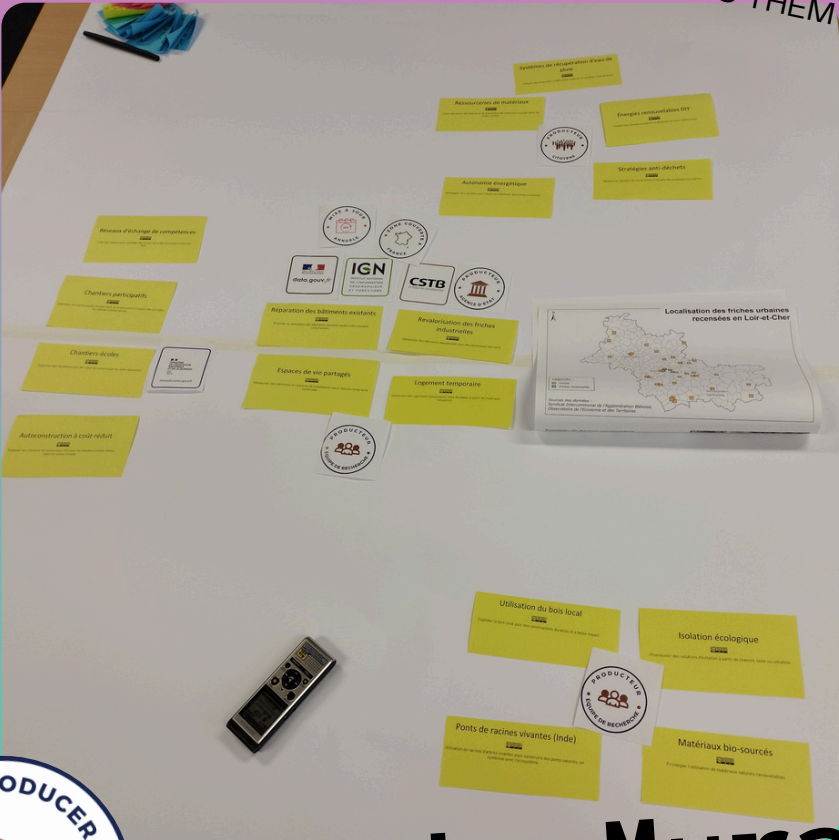
The participants also identified tools such as citizen participation, public consultation, ecological land registries, and the regionalization of ZNA objectives. The importance of data was emphasized at every stage, from diagnosis to the implementation of tools and the identification of action levers. The group mentioned data sources such as observatories, municipal data portals, and government datasets. They also discussed the intersection of objective data and subjective data collected through citizen consultation.

In conclusion, the use of data is considered essential for tracking the progress of projects and enhancing actions through continuous sharing and regular updates.

Zero Net Artificialization



LISTEN TO THEM!



Their Mural

L'observatoire

The Economy and Territories Observatory: Bridging Knowledge and Action.

Created in 1995, the Economy and Territories Observatory is a non-profit organization governed by the French law of July 1, 1901. Its mission is to equip decision-makers with reliable tools for analyzing economic and social trends, offering an objective and comprehensive perspective on developments in the Loir-et-Cher region and nearby areas.

Drawing on 250 information sources, 400 datasets, and more than a thousand tracked statistical indicators, the Observatory gathers and processes extensive data to better understand local socio-economic phenomena. Its activities focus on four key areas: population studies (demographics, social issues), economic analysis (businesses, employment, activities), territorial insights (municipalities, intercommunal structures, infrastructure), and quality of life (tourism, leisure, community organizations, housing, environmental concerns).



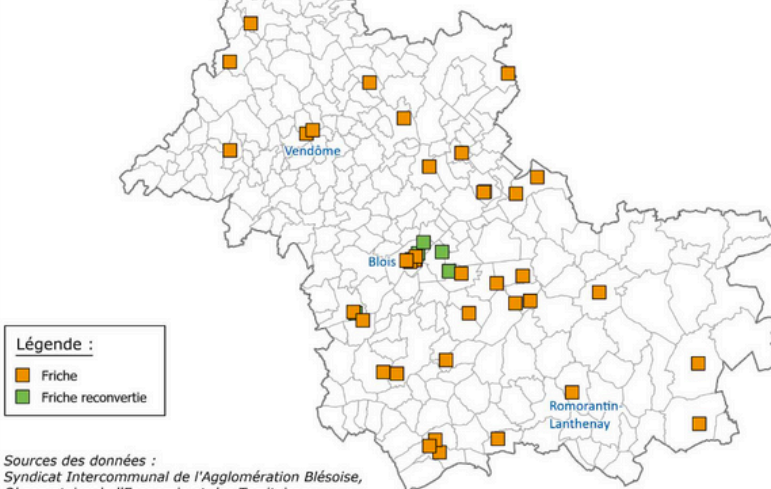
OBSERVATOIRE
DE L'ÉCONOMIE
ET DES TERRITOIRES

41
Loir-et-Cher
c|a.u.e

Conseil d'architecture, d'urbanisme
et de l'environnement



Localisation des friches urbaines recensées en Loir-et-Cher



Légende :
■ Friche
■ Friche reconvertie

Sources des données :
Syndicat Intercommunal de l'Agglomération Bloisaise,
Observatoire de l'Economie et des Territoires

Exemple de friches reconverties

Nom	Commune	surface (en m ²)	Type de reconversion
Haras National	Blois	42000	habitat
Gare	Blois	130000	mixte
Poulain	Blois	90000	mixte
Friche Truffaut	Vineuil	73000	mixte
Schenker	La Chaussée St Victor	8000	activités économiques
Silots Axereal gare	Veuzain sur Loire	6000	
Ancienne déchetterie	Mont-Près Chambord	344560	panneaux photovoltaïques



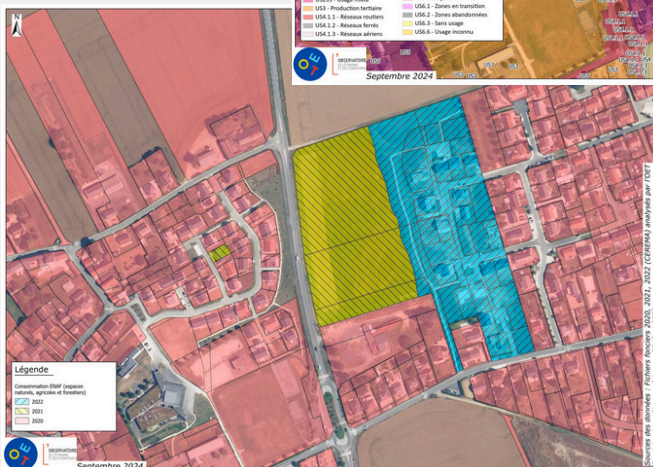
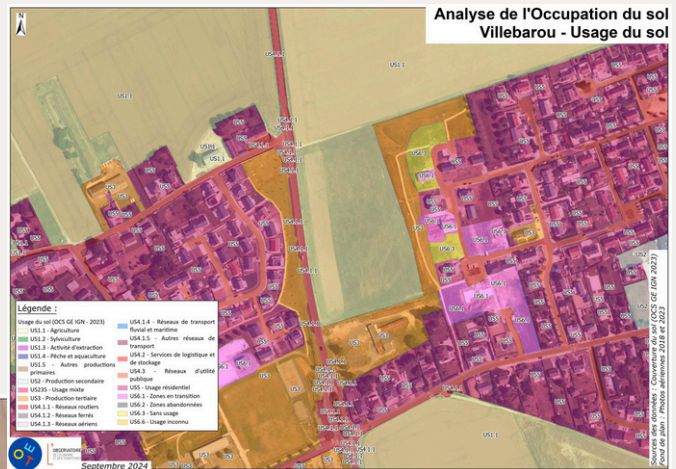
Exemple de friches

Nom du bien	Commune	Superficie
Hôtel le Relais des sapins	Saint-Laurent-Nouan	5200
Ancien site d'enfouissement	Saint-Laurent-Nouan	220000
Café du midi	Bracieux	285
Hôtel du commerce	Mer	1477
Anciens ateliers municipaux	Mer	1438
Silo Axereal	Maves	4582

The ZNA

The ZNA (Zero Net Land Artificialization) is a goal established by the Climate and Resilience Law, enacted in August 2021 in France. This law aims to combat soil artificialization to preserve biodiversity, limit urban sprawl, and promote sustainable land management.

The main objective of ZNA is to achieve zero net artificialization by 2050, meaning that any new land artificialization (construction, infrastructure) must be offset by renaturation or "de-artificialization" of other areas. This aligns with a progressive reduction in the consumption of natural, agricultural, and forested spaces.



TO EXPLORE THE THEME AND OPEN NEW HORIZONS

1. Lou Hamonic, Ophélie Templier. *Making Urban Data Significant and Meaningful Through a Collaborative Workshop*. 2024. ffhall-04630980f
2. Jocelyn A. Rivera-Lutap, *From power to architecture: an analysis on the identity transformation of Tagaytay people's park in the sky through edifice complex and democratization theory*, City, Territory and Architecture : <https://doi.org/10.1186/s40410-023-00217-1>
3. Gaëtane Debœuf De Los Rios Serrano et al., *Renaturer les villes : Méthode, exemples et préconisations* : <https://www.arb-idf.fr/nos-travaux/publications/renaturer-les-villes/>
4. Julia Watson, *Lo-TEK. Design by Radical Indigenism*, : <https://www.taschen.com/fr/books/architecture-design/04698/julia-watson-lo-tek-design-by-radical-indigenism/>
5. Pascal Briost, *Louise de Savoie et le projet de Léonard de Vinci à Romorantin* : <https://books.openedition.org/pufr/8365?lang=fr>
6. *Romorantin : la ville comme décor d'un jeu vidéo sur De Vinci* : <https://www.lanouvellerepublique.fr/romorantin/romorantin-la-ville-comme-decor-d-un-jeu-video-sur-de-vinci>
7. María García-Hernández, Manuel De la Calle-Vaquero et Claudia Yubero, *Cultural Heritage and Urban Tourism: Historic City Centres under Pressure* : <https://www.mdpi.com/2071-1050/9/8/1346>
8. Marie-Laure Lambert, *ZAN (Zéro Artificialisation Nette) – Cadre réglementaire, concepts et définitions*, L'objectif ZAN, nouvel horizon du réaménagement des territoires ? – journée d'étude du LIEU – UR889, Jun 2022, Aix-en-Provence, France. : <https://halshs.archives-ouvertes.fr/halshs-03868480>

The PEPR SIVDBI team would like to express its sincere thanks to the agents of Blois for their warm welcome and the support provided throughout the work undertaken. Special thanks to Grégoire BRUZULIER from the Conseil d'Architecture d'Urbanisme et de l'Environnement 41 and Christophe Lefert from the Observatoire de l'Économie et des Territoires, as well as to everyone else for your involvement in an urban area focused on well-being and the future management of its territory through data.



#4DATA

MURAL

Created in october 2024.

Eliott Leclerc – Lou Hamonic – Ophélie Templier