

## New policies for the attractiveness of Défense Business Centre\_PARIS

EPAD, Etablissement Public d'Aménagement de La Défense  
Paris - 2007

New policies for the attractiveness of the Défense neighborhood: The human resources and the centrality fluxes

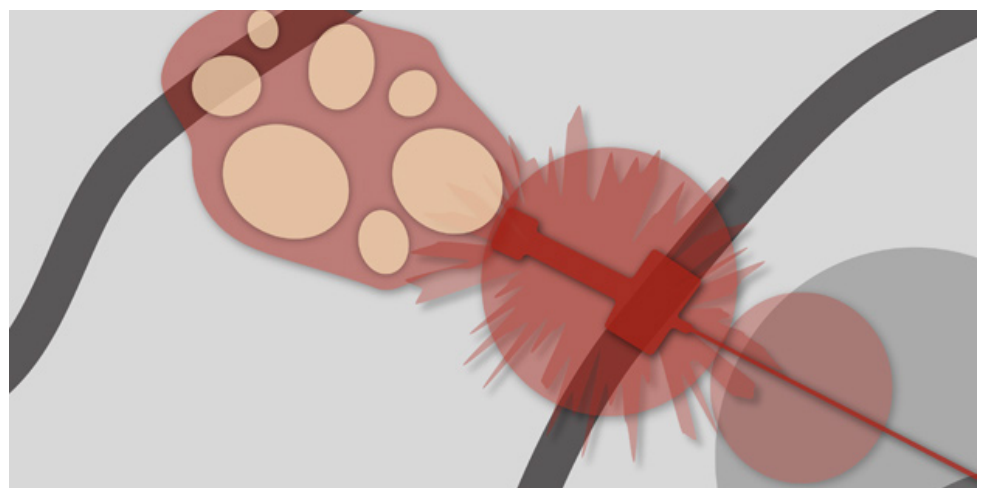
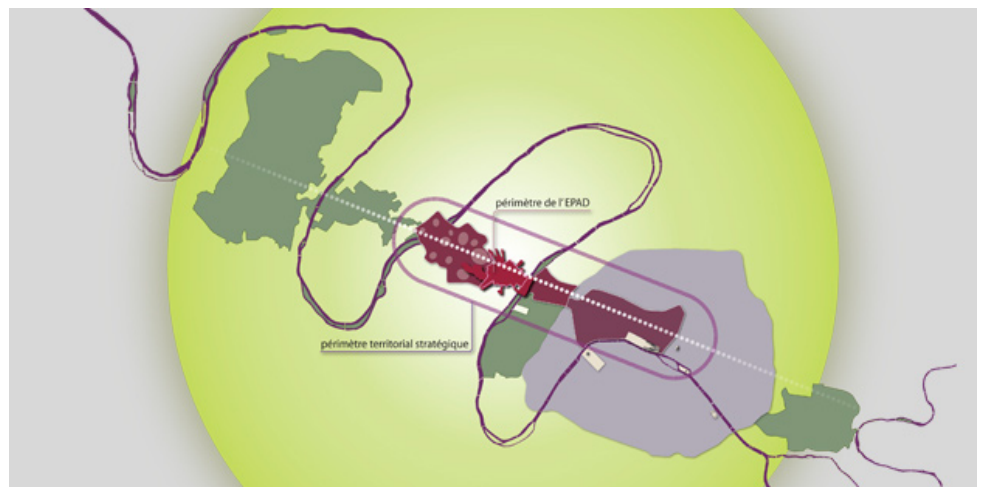
Flux is an intervention concept for the Business District of La Défense developed by two main ideas :

1. La Défense is a place with strong concentration of material and non material fluxes of people, ideas, creativity and innovation.
2. Only the capacity to attract and maintain human resources will allow the Business District of la Défense to compete within the global competition between the business districts of the world.

Based on these main ideas, the action plan for the Défense urban stance has four concepts:

a) Adaptation of the Defense in order to build an open, tolerant and cosmopolitan space. This requires three main actions:

- 1)The introduction of high levels of social, functional and economic mixité;
- 2)The redefinition of the Dalle urban project, (which is actually unfinished) through a series of urban sequences (graftes or "greffes") to define the relationship with the surrounding area and understand the different fluxes;



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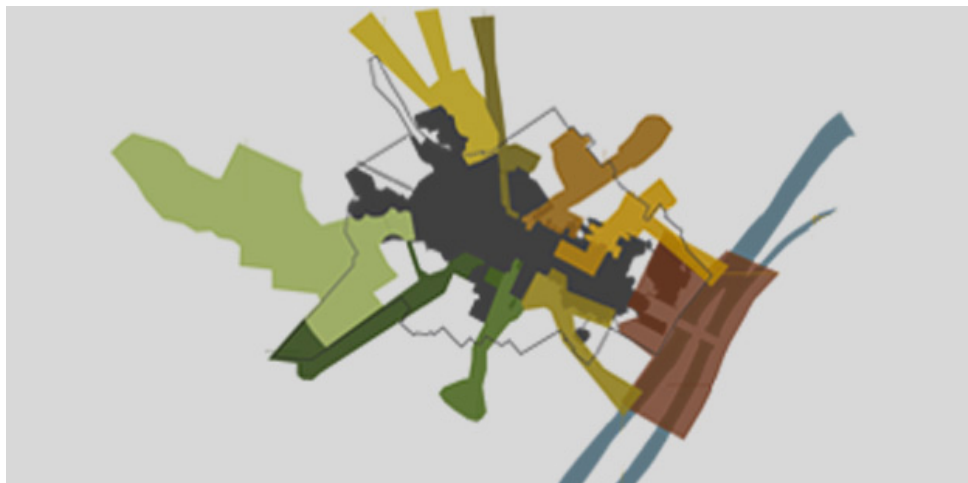
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