



Transfert: a free zone for art and creativity



When everything is to be built, what place for cultural heritage?

 (FR)
REZÉ

 **42,993**


Cultural heritage for sustainable development; adaptive reuse



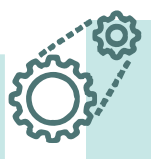
Challenge

The former slaughterhouse of Rezé (part of Nantes Metropole), a post industrial site, had become a no man's land and was waiting for a future inhabitation. Unused since 1995, the installations of the 13 hectares site were demolished in 2014 after a fire. The municipality of Rezé and Nantes Metropole wanted to breathe new life to the site and integrate it into the urban environment in an organic, non-intrusive way while also filling in gaps in the local cultural landscape.



Solution

The site needed to be adapted into the existing urban fabric. A free zone for art and culture, inhabited by fantasy architecture, Transfert, is an ephemeral cultural urban planning project dedicated to art, experimentations and encounters. By mixing artistic creations, convivial moments, shared reflections, and collective production, it questions culture's capacity to create the city of tomorrow. Over the course of four years, the site encouraged interactive activities and cultural events for the local community, and created pleasant green spaces. The reconstruction took into consideration the wider urban scene as well as representation of its local history and communities.



How ?

- 1 In 2018, the project was proposed to the Nantes Metropole Council and after a feasibility phase, the infrastructure construction began.
- 2 The site opened to the public in July 2018 as a wide field with various facilities and infrastructures to host cultural events such as concerts, festivals and creative workshops.
- 3 The second stage of development was the expansion of the site and its infrastructures with new installations and activities such as cultural gatherings, botanical garden workshops, concerts, artists-in-residence and various performances.
- 4 The project was disrupted and closed to the public during the 2020 lockdowns due to the Covid-19 pandemic. However, it also organised several small reopening events during this period.
- 5 The site expanded again in 2021 with more storage, event and residence places and artists in residence were invited throughout the year.
- 6 The temporary occupation ended in September 2022.

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Budget/Financing

€ 2,500,000/year

- The average annual budget of the site amounts to around €2,500,000, with 76% of public funding from the municipality and national administration, 9% of private funding and 15% of revenues (e.g. from the bar, the restaurant, rentals, and the shop).



Management

The implementation of the practice is overseen by the Pick Up Production's team. The main project stakeholders are:

- Nantes Métropole: the Cultural Development Department, the Urban Planning Department, the City of Nantes, and the City of Rezé;
- the city of Rezé;
- the Regional Directorate for Culture Pays de la Loire;
- the project's sponsors.

Transfert also has financial partners including Nantes Métropole, City of Rezé, Regional Directorate for Culture Pays de la Loire, Crédit Agricole Atlantique Vendée, Cogedim, Fondation de France, FDVA, and the State.

The project also relies on a large network of partners in many fields (art, culture, craft, accessibility, social, social-health, communication, media, education, socio-cultural, environment, re-use, hospitality, research, higher education, safety, technology, urban planning, development).



Transferability

The project defends the place of art and culture at the heart of urban spaces and believes them to be the cement of any civilisation.

A set of transferrable concepts supports this vision, while taking into consideration the specific urban fabric of each city.

- Upstream and during the construction phase: use supporting diagnoses and consultation; reveal the site rather than hiding it, share it and bring it to a new life.
- When creating public spaces and urban blocks: integrate the living arts, their creativity and their methods of intervention into the urban development; include artistic quotas or culture clauses across public contracts.
- In the everyday life: propose accessible events and social moments to accompany the urban narrative in order to develop a sense of shared space.



Impact

- Transfert breathed a new life in a deserted post-industrial urban site. It provided people the opportunity to participate in multi-purpose spaces with open cultural objectives. It brought together a variety of mutually beneficial activities in a living, working, shopping, meeting, and learning space. It improved mobility in the urban environment, contributed to sustainable urban placemaking and reused a large site in an innovative manner.

(c) Romann Charrier



Links

- [Website](#) of the project
- [Facebook page](#) with regular updates
- [Evaluation report 2021](#) (in French)



Contact

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Funded by the
Creative Europe Programme
of the European Union

