

PRESS PACK / 20th June 2018

CONGRESS CENTRE

METZ CONGRESS ROBERT SCHUMAN

The first events : 07/09 - 16/09



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METZ CONGRESS ROBERT SCHUMAN, THE INAUGURAL SEQUENCE

At the heart of the Grand Region, situated on the Parvis de l'Amphithéâtre in Metz, an exceptional spot at the centre of Metz' Amphitheatre quarter, opposite the Centre Pompidou-Metz and next to the high-speed train station Metz-Gare, Metz Congress – Robert Schuman is an exceptional site, allowing Metz Métropole to join the leading business tourism destinations and reinforce its appeal.

1.1. 2 major events and 4 dates

It is now official: Metz Congress - Robert Schuman's inaugural sequence will be held between 7th and 16th September 2018.

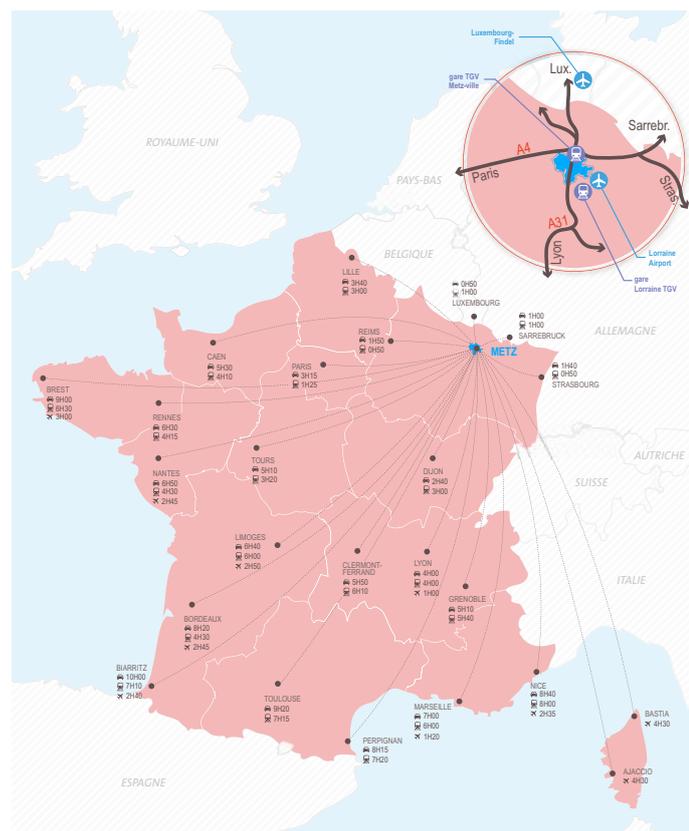
Inaugural sequence, the programme:

- ◆ Friday 7th September: official inauguration at 6pm
- ◆ Saturday 8th and Sunday 9th September: ESWC (e-Sport World Convention)
- ◆ Thursday 13th and Friday 14th September: #GEN (Grand Est Numérique - digital business event)
- ◆ Saturday 15th and Sunday 16th September: public open days, for the European national heritage days

This inaugural sequence ends at the same time as the summer artistic and cultural season "Constellations à Metz", symbol of the Art & Tech positioning of Metz Métropole.

For the official inauguration, the architect of Metz Congress – Robert Schuman, Jean-Michel Wilmotte will be present, alongside the stakeholders and financiers of the project as well as local business tourism professionals. The ceremony will take place in the 1,200-seater auditorium.

Metz, an Art & Tech conurbation
www.inspire-metz.com



1.2. ESWC, an international eSport event Saturday 8th and Sunday 9th September 2018

ESWC is a pioneering electronic sport event. Bringing together the best players in the world, the biggest Youtubers and their fans, for spectacular competitions designed to entertain. The 3 to 5 editions held each year attract independent organisations from all 5 continents to these qualifying tournaments.

With free access for spectators, ESWC amasses audiences of tens of thousands of people, millions, including on-line followers.

ESWC has been contributing to the development of electronic sports for over 15 years, enriching its contents with each edition. Universality, sporting fairness and innovative entertainment are at the heart of ESWC's activity.

Thanks to its international reputation, ESWC can showcase in cities that are actively developing innovative technological activities and contributing to the growth of the French videogame industry.

For that reason, the next three consecutive editions of ESWC will take place in Metz. Metz Métropole is also ideally situated, a multi-bordered crossroads between France, Luxembourg, Germany and Belgium, to accompany ESWC's development in Europe.

In coming to Metz, ESWC will also encounter the local ecosystem: with Constellations and Bliiida, there's a whole professional scene bubbling away around video games and the digital sector, private and associative, like Mamytwink, East Games cluster, Aux Frontiers du Pixel and the Expressive Game Lab at the University of Lorraine. To encourage cohesion and to support local structures, ESWC and Bliiida are already working hand in hand to highlight the local players who are part of Metz Métropole's videogames wealth. To achieve this, ESWC is organising local selections in partnership with LANA France and HELIOS Gaming to find the future champions.



étape officielle



The French community of the League of Legends is meeting in Metz for ESWC Metz' LoL Open Tour France, one of the most important tournaments on the eSport scene! On the programme: the best French teams will face each other for 2 days of competition, the aim of the game: to win the 20 000€ cash prize, but also points for the competition's national official rankings.



ESWC will host a mass gathering of players of the phenomenal game Fortnite! The big LAN Party will take place on the 1st floor of the new Congress Centre – Robert Schuman, with space to host 200 participants, 50 teams of 4 players. Over the weekend, the players can participate in a big challenge in squad mode with a 5 000€ reward for the best teams.



The best francophone duellers on the game Hearthstone will be going head to head playing the new edition of the Arma Cup at ESWC Metz. With more than 70 million players in the world, this game is particularly significant in Metz Métropole because local celebrity, Mamytwink, is a longstanding leader amongst the French players of the game. This September, 64 players will be taking up the challenge in the zone dedicated to the card game Blizzard, competing for the title and its 3 000€ prize.

Alongside these major competitions, a great visitor experience is also on the programme: the public can visit numerous stands with free access gaming posts to challenge family and friends on the best games of the moment! Different shows will take place on the on the big stage at ESWC Metz, where the finals competitions will be played. ESWC Metz is also, and above all, the opportunity to meet and discuss with the talented players and Youtubers who are gaming during the dedication and dialog sessions! Find updates and news at eswc.com.



The dates: Saturday 8th and Sunday 9th September 2018.
Free entry with invitation, available to download.
Opening hours, programme and directions on: www.eswc.com

1.3. #GEN, a new dimension for the business and digital rendezvous of the Grand Est region

Thursday 13th and Friday 14th September 2018

Grand Est Digital Technologies (Grand Est Numérique)

Grand Est Numérique is an association created in 2013 by 12 Lorraine entrepreneurs. It unites more than 200 business leaders, individual members, start-ups and local authorities. Throughout the year, the association organises different meetings between members: start-up weekends, after work parties and partnerships, to create a dynamic ecosystem centred around digital technology in the Grand Est region, in France and abroad.



#GEN

Once a year, Grand Est Numérique organises a thematic event #GEN, the 6th edition will be held in September 2018. A rendezvous spread over 2 days which has become an unmissable event for professionals interested in digital technology, as well as managers, deciders, directors, local authorities and local politicians, professionals, experts and those who work daily with digital technologies including students, creators, and tomorrow's professionals.

#GEN is a key part of an energetic digital community: the Sillon Lorrain (Thionville, Metz, Nancy, Epinal), one of the 12 FrenchTech metropolises in the guise of LornTech.

Over 2 days, actors in digital technologies can exchange ideas, meet up, learn and find solutions through conferences, workshops, networking spaces and co-working. #GEN, is the rendezvous dedicated to business and digital technologies in the Grand Est region.

#GEN 2018 : KEY INFORMATION

- ◆ New location in 2018: Metz Congress - Robert Schuman
- ◆ 1st business event at the new Congress Centre
- ◆ 1st business and digital event in France after the summer break
- ◆ 6th edition – 2 days of meetings – 3,000 visitors expected
- ◆ 75 exhibitors, 94 partners, more than 50 renowned speakers
- ◆ 25 conferences, 23 workshops, 7 round tables
- ◆ 1 ambition: to become one of the top 5 "business & technology" rendezvous in France



The main themes:

Trends | Digital transition | Technology | Start up | Development | Financing | Business | Cybersecurity | E-commerce | Management | Data | Data protection | Blockchain | Cryptocurrency | Design | Artificial intelligence | Automation | Robotics and miniaturisation | Legal | Growth hacking | Industry for the future | Human ecology | Innovation | Analytics | E-solutions and sustainability | Mobile technology | SEO | 5G | big social subjects | New ways to consume | Tourism

Headline speakers at #GEN 2018

Bertrand Piccard, Laurent Alexandre, Mariya Gabrielle, Christophe Galfard, Oussama Amar, Korben, Jacquers Séguéla, Gaël Langevin, Loïc Le Meur



Focus on... Loïc Meur, serial entrepreneur

Company director, investor, co-founder of "LeWeb" one of the most important tech conferences in Europe, now living in San Francisco, Loïc Le Meur is coming back into the media arena with a new project called "Leade.rs", for which he has already raised 3.2 million dollars.



Leade.rs is a platform dedicated to finding future leaders throughout the world, it's a way of siphoning the talent of tomorrow, the people who will change the world. The idea came from a simple observation, paradoxical but true, that in the digital era key players need to meet each other. This is what Leade.rs offers, a product in the style of "Product Hunt": specialised services for organisers and for speakers that facilitate contact and improve productivity, both for businesses and for speakers.

A new business that Loïc Le Meur has created using simple, but effective tools, from the newsletter (which currently has more than 40,000 subscribers) to numerous Facebook Live. Tools which, as well as sharing his work and telling his story, create the opportunities and the contact needed for the success of his project. After Seismic and LeWeb, Loïc Le Meur, aged 44, is full of ambition and is determined to reach worldwide audiences with Leade.rs. The secret of his success? Keep the beginner's spirit, meditate 20 minutes a day, and never think that an idea is without interest.

Loïc Le Meur will be present at #GEN 2018 to speak about his project, but also to talk tech, blog, entrepreneurship etc. Alongside him, more than 50 renowned speakers will be present for conferences and workshops.

GOOGLE DIGITAL WORKSHOPS AT #GEN

Over 2 days, the Google team trainers will be present at #GEN to run workshops aimed at developing visitors' digital skills.

Google, convinced of the power of digital as a vehicle for economic growth, is offering to teach participants to master key digital marketing tools essential for professional success, from storytelling to building a project. In a market where each profile has to distinguish itself to increase its competitiveness, to stand out to secure investors, for the continuity and development of their activity etc. the web is a major advantage in a successful strategy.

Launch your activity, improve your skills, increase your knowledge: all good reasons to participate in Google's digital workshops, open to all, from the student to the professional, debutant or intermediate level.

More information:

Sign up for workshops, free to #GEN entry ticket holders

◆ Thursday 13th Sep

2pm-5pm: Workshop 1: "How to prepare and construct your digital project?"

◆ Friday 14th Sep

9am – 12 noon: "How to build your brand and tell a story on the internet?"

2pm-5pm: "Think digital and understand the consumer."

1.4. Metz Congress Robert Schuman - Open days Saturday 15th and Sunday 16th September 2018

Open days – European national heritage days

The traditional European national heritage days take place in France on 15th and 16th September 2018. For this event, GL Events is opening the doors to Metz Congress – Robert Schuman for those who wish to visit Metz Métropole's new congress centre.

Discover an exceptional view over the Centre Pompidou-Metz, the auditorium and some of the meeting rooms along a signposted circuit. Staff from Metz Congress – Robert Schuman will be on site to answer your questions.

Free entry from 10am – 5pm.

Discover the Amphitheatre quarter

In parallel, the agency Inspire Metz – Office de Tourisme will be offering free guided visits of the Imperial and Amphitheatre quarters.

On the programme for this special weekend:

- ◆ Saturday 15th September – 10.30 am – 12 noon: bilingual visit (French and German) **“Urban development in Metz from the 20th century to today”**
- ◆ Sunday 16th September – 10.30 am – 12 noon: **“European influences in the architecture of the Imperial and Amphitheatre quarters” (visit in French).**

Information and reservation:

Agence Inspire Metz - Tourist Office

03 87 39 00 00 - tourisme@inspire-metz.com



2.1. The project, designed by Jean-Michel Wilmotte

Jean-Michel Wilmotte, architect, urbanist and designer, created his own architectural agency in Paris in 1975. He is interested in all subjects with equal curiosity: from the most improbable to the most obvious, from the high-end to the more easily accessible, from the smallest to the most imposing.

Jean-Michel Wilmotte loves to be just where you don't expect him! Changes in scale and programme allow him to stay alert, to question himself and to reinvent himself, but always with the same consciousness for quality and the same attention to detail.

From Dallas to Tokyo, passing through Paris, Dakar and Sao Paulo, Jean-Michel Wilmotte travels the world and always puts the people, their culture and their history at the heart of his creations. Whatever the project, the scale or the programme, the architect invents, reinvents and composes with nature and light, as much with the materials as with the finishing touches. For him, each project is a rendezvous with the subject, which he personalises, diverts or transforms, defying imagination and perception.

Allianz Rivier Stadium in Niece, Rijksmuseum in Amsterdam, the Russian Orthodox Spiritual and Cultural centre and headquarters of LVMH in Paris, or even Station F, an emblematic example of a complex listed historic site – the Halle Freyssinet – metamorphosed into a space for creation and innovation ...and coming soon, the Sciences Po campus in Paris, the UN headquarters for West Africa, the training centre for Paris-Saint-Germain and the world headquarters for ArcelorMittal in

Always respecting the existing, yet turned resolutely towards the future, Jean-Michel Wilmotte builds, transforms and stages with sensibility, elegance and generosity. He has a vision, skills and values that he shares with future architects through his Foundation. And the W prize, a European competition for the reconversion of old buildings following the contemporary graft concept, that the author of the "Dictionnaire amoureux de l'architecture" has been developing for more than 30 years.

Renowned for the quality of his agency's projects, Jean-Michel Wilmotte has forged a style which puts him in the lineage of creators that embody French culture: sense of history and respect of heritage, elegance without ostentation, clean lines, audacity and innovation.



◆ Space

The centre seeks to open out onto the city as much as possible. Its architecture, inspired by and enhancing the local identity, offers a wide panorama over the surrounding built heritage. Public areas and flow around the building lead visitors to viewpoints over emblematic places in the city, including views of the cathedral, the Centre Pompidou-Metz and the station.

Au-delà des visiteurs locaux et régionaux, l'implantation stratégique de Metz Congrès Robert Schuman à proximité immédiate de la gare de Metz lui permet d'attirer les voyageurs en provenance de toute la France, mais aussi de l'étranger.

◆ Materials

Jaumont limestone is a fundamental part of the city's identity, it has been used in the Congress Centre as a homage to Metz. The monolithic appearance of the structure is reinforced during the day by the work in Jaumont stone, whereas at night, it seems to dematerialize.

The dichotomy between the size and substance of the building and the weightlessness of the stone is inspired by the Gothic architecture of Metz cathedral.

◆ Verticality

The use of stone to create vertical blades along the side of the building, gives an aerial allure and a rich exterior. The verticality of the decoration contrasts with and calms the Centre's horizontal volumes.

The stylisation of the façade creates a curtain of stone that plays with light and shade. Inside, natural light gives a mystical ambiance.



- ◆ Project manager: **M3Congrès**
- ◆ Shareholders: **Ville de Metz et Metz Métropole**
- ◆ Delegated public service provider responsible for managing Metz Congress – Robert Schuman: **GL events**
- ◆ Authorised design/construction/site management/maintenance: **Eiffage Construction**
- ◆ Contractor for technical work: **Eiffage Energie**

Maintenance undertaken by Riffage Services for 25 years

Project management team

- ◆ Architect: **Wilmotte & Associés**
- ◆ BET Structure, façade, accessibility, HQE (high environmental quality): **Artelia**
- ◆ BET fluids: **Quadriplus**
- ◆ Scenography: **Scène**
- ◆ Acoustics: **Peutz & Associés**
- ◆ Signage: **ENT Design**

◆ M3Congrès



M3Congrès is a local public company whose shareholders are the Ville de Metz and Metz Métropole. Its objective is to build, maintain and manage the new Metz Congress – Robert Schuman.

M3Congrès consists of 3 people who work on a project basis, with external project management assistance. At its creation at the end of 2013, it was decided to contract out the global design – construction – site management – maintenance (“CREM”) to carry out the mission it had been given by its shareholders. After a period of tender, launched by M3Congrès at the beginning of 2014, the group represented by Eiffage Construction was selected and awarded the contract. The global cost of the project is 56.9 M € before tax.

◆ **GL events**



In 2012, Metz Métropole, responsible for “congress and events”, conferred the management of Metz Congress – Robert Schuman to GL events, international specialist in the management of exhibition and congress centres. The company “Metz Congrès Évènements” was established by GL events to manage Metz Congress – Robert Schuman.

◆ **Eiffage a major player in construction and civil engineering**



Eiffage has marked itself out in France and in the world through its exceptional diversity, skills, and technical know-how. The group carries out its activities through the construction, real estate and civil engineering, from metal and the road to energy and concessions. It benefits from the expertise of more than 64,000 collaborators to complete 100,000 sites per year.

Eiffage often leads the way. Its creativity and imagination make it an innovative group, in phase with the challenges of its epoch. The group has understood and measured ecological and social needs, going as far as creating its own research laboratory “Phosphore” to study sustainable urban development.

All of the group’s areas of expertise contribute to the increase in knowledge necessary to be able to integrate sustainability into all of its activities, in terms of human resources, controlling environmental impact, relations with local authorities and choice of sustainable construction materials.

Eiffage is also characterised by its employee shareholders, an unequalled model in Europe, with more than 64,000 employees holding 24% of the capital. This model contributes to the company’s independence and stability.

◆ **Wilmotte & Associates Architects, an international architectural practice**



Founded by Jean-Michel Wilmotte in 1975, Wilmotte & Associates is an international architectural agency working in 5 domains: architecture, interior architecture, museum design, town planning and design. Wilmotte & Associates is based in France, the UK, Italy and in South Korea. It works on all types of programmes and on all scales of projects.

The diversity of projects in terms of scale and purpose that they undertake keeps on surprising: large facilities, stadiums, service programmes, tower blocks, hospitals, apartment blocks, hotels, theatres, museums, congress centres, shopping centres and private houses etc.

Project funded by:



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METZ CONGRESS ROBERT SCHUMAN

Opening : 7th September 2018

