

# Podcast Episode

**Season 2, Episode 10: Achille Bourdon, Co-Founder, Syvil Architects (France)**

**From the ULI's New Real Estate Vanguard**

Date: March 25, 2025

00:00:03 --> 00:00:06: Hello, my name is Robin Marriott of Property EU and  
 00:00:06 --> 00:00:09: I'm delighted to be hosting this second edition of the  
 00:00:09 --> 00:00:12: Urban Land Institutes Vanguard Podcast series.  
 00:00:13 --> 00:00:16: Now the ULI brings together real estate and land use  
 00:00:16 --> 00:00:19: experts from around the world with a clear mission to  
 00:00:19 --> 00:00:22: shape the globe via the built environment and to have  
 00:00:22 --> 00:00:26: a transformative impact in neighborhoods, cities and  
 communities.  
 00:00:26 --> 00:00:30: And this podcast series focuses on that future.  
 00:00:30 --> 00:00:34: Now, the ULI Young Leaders Group selected 10 outstanding  
 young  
 00:00:35 --> 00:00:39: professionals already making waves in the industry, calling  
 them the  
 00:00:39 --> 00:00:41: new real Estate vanguard.  
 00:00:41 --> 00:00:45: And I'm delighted to welcome one of them, Ashil Bourdon  
 00:00:45 --> 00:00:47: of Seville Architectures.  
 00:00:47 --> 00:00:49: Ashil, welcome to the podcast.  
 00:00:50 --> 00:00:51: Hello, Ravine.  
 00:00:51 --> 00:00:51: Hi.  
 00:00:52 --> 00:00:55: Now let's get started.  
 00:00:55 --> 00:00:58: I wanted to tell you that this is actually the  
 00:00:58 --> 00:01:00: 10th and the final podcast in the series.  
 00:01:00 --> 00:01:03: And I'm, I'm excited to have you on on our  
 00:01:03 --> 00:01:05: show because I know that we're going to get into  
 00:01:05 --> 00:01:08: a discussion that we haven't actually covered yet in the  
 00:01:08 --> 00:01:09: series at all.  
 00:01:09 --> 00:01:12: So let me just start by by asking you this.  
 00:01:12 --> 00:01:17: You are a young architect in Paris specialised in the  
 00:01:17 --> 00:01:20: subject of the productive city.

00:01:20 --> 00:01:24: So what is the productive city and how does this  
00:01:24 --> 00:01:26: concept organise your practice?  
00:01:27 --> 00:01:31: The productive city is about new needs.  
00:01:31 --> 00:01:35: I think that must be made compatible with the city  
00:01:35 --> 00:01:40: and it faced many challenge today, first with shorter and  
00:01:40 --> 00:01:45: cleaner distribution secrets, but also the challenge to  
relocating small  
00:01:45 --> 00:01:49: industrial production and local manufacturing.  
00:01:49 --> 00:01:54: It's also the the challenge of requisitioning handcraft and so  
00:01:54 --> 00:01:59: vice economies activity to ensure the energy renovation of  
building,  
00:01:59 --> 00:02:04: but also the installation and maintenance, I think of energy  
00:02:04 --> 00:02:06: production equipments.  
00:02:07 --> 00:02:11: And we identified also the let's see the issue for  
00:02:11 --> 00:02:17: circular and economy trend to require space available in city.  
00:02:18 --> 00:02:20: And it's a low value added activity.  
00:02:20 --> 00:02:24: So need to be helping to discover new places to  
00:02:24 --> 00:02:27: put those new tools that those new function necessary.  
00:02:28 --> 00:02:33: And in a macro vision, there is a the necessity  
00:02:33 --> 00:02:38: to to transit from an economy of views and service  
00:02:38 --> 00:02:43: and to an economy of position that implies allocating spaces  
00:02:44 --> 00:02:49: in city for for these activities which must remain close  
00:02:49 --> 00:02:53: to users to to be to be put into the  
00:02:53 --> 00:02:56: city to, to provide a real service.  
00:02:56 --> 00:03:00: At the same time, we identify there is a a  
00:03:00 --> 00:03:06: scarcity of plans for economic activities disappearing and  
productive activities  
00:03:07 --> 00:03:10: are moving further away from the city.  
00:03:11 --> 00:03:16: And this current situation in in Paris is that the  
00:03:16 --> 00:03:22: prediction of real estate dedicated to industrial and aircraft  
sector  
00:03:22 --> 00:03:27: has really been been down for several years in the  
00:03:27 --> 00:03:28: vast region.  
00:03:29 --> 00:03:33: There is a, a big problem with that because because  
00:03:33 --> 00:03:38: the price of the land is particularly high and it's,  
00:03:38 --> 00:03:43: and also it became difficult to, to build some, some  
00:03:43 --> 00:03:48: real estate dedicated to those low value activities.  
00:03:48 --> 00:03:52: But it's also a problem of density of urban form  
00:03:52 --> 00:03:57: because the the the conventional productive real estate are  
too  
00:03:57 --> 00:04:01: low density and, and and it's not create enough value  
00:04:02 --> 00:04:06: to impose itself in face of housing needs, for example,  
00:04:06 --> 00:04:07: or of our offices.

00:04:08 --> 00:04:12: And we do not build enough when the need are  
00:04:12 --> 00:04:12: many.  
00:04:13 --> 00:04:16: So the zero houses have all led the city over  
00:04:16 --> 00:04:17: the past 30 years.  
00:04:18 --> 00:04:23: I must return now because of the advent of e-commerce,  
00:04:23 --> 00:04:28: they must be returned back into the city close to  
00:04:28 --> 00:04:29: consumers.  
00:04:30 --> 00:04:35: And we observe a great difficulty in our practice in  
00:04:35 --> 00:04:40: in insiding a place for warehouses dedicated to the last  
00:04:41 --> 00:04:45: mining delivery and and to find new locations to and  
00:04:45 --> 00:04:51: sell also service stations for the distribution of low carbon  
00:04:51 --> 00:04:52: energy.  
00:04:53 --> 00:04:57: We gotta also see that it is very difficult to  
00:04:57 --> 00:05:02: to instead of a port infrastructure in the Sand River  
00:05:03 --> 00:05:07: to to realize the there's a delivery of by the  
00:05:07 --> 00:05:12: by the river because the with with a classified with  
00:05:12 --> 00:05:17: the river that is classified in as a heritage and  
00:05:17 --> 00:05:22: and the mixed-use relation relaxation area.  
00:05:22 --> 00:05:27: We were actually at the in a last mile logistic  
00:05:28 --> 00:05:32: project on the Bank of the Seine and it is  
00:05:32 --> 00:05:38: in the former car park of the house radio house.  
00:05:38 --> 00:05:41: It's in Maisonna radio in in the West side of  
00:05:41 --> 00:05:42: Paris near the Eiffel Tower.  
00:05:43 --> 00:05:47: And there it is 1/2 bird car park located on  
00:05:47 --> 00:05:49: the riverbank.  
00:05:49 --> 00:05:53: And we set up here a port dedicated to the  
00:05:53 --> 00:05:58: last mine delivery with also a service station for the  
00:05:58 --> 00:06:01: distribution of carbon free fuel.  
00:06:02 --> 00:06:06: And we are setting up at the at the top  
00:06:06 --> 00:06:11: of this building urban rooftop on the roof as built  
00:06:11 --> 00:06:15: at the level of the street as a velvet on  
00:06:15 --> 00:06:19: the set and this mixed function building.  
00:06:20 --> 00:06:21: It's a very interesting project.  
00:06:22 --> 00:06:26: Yes, Michelle, I'm sure these projects are just so  
00:06:26 --> 00:06:29: complicated,  
00:06:29 --> 00:06:31: as you've already sort of hinted, but what you're talking  
00:06:31 --> 00:06:33: about is, is already resonating.  
00:06:33 --> 00:06:35: You, you, you, you say that, you know, the warehouses  
00:06:35 --> 00:06:38: in Paris have all left the city, haven't they?  
00:06:38 --> 00:06:39: Over the past, what, 30 years, something like that.  
00:06:39 --> 00:06:41: And in a way you're saying now they must return  
00:06:41 --> 00:06:43: with the advent of e-commerce.

00:06:44 --> 00:06:46: And, and don't forget, you're talking to me and I'm  
00:06:46 --> 00:06:47: in London.

00:06:47 --> 00:06:50: So we have a, well, it's going to be similar  
00:06:50 --> 00:06:53: but slightly different in terms of what's happened to our  
00:06:53 --> 00:06:55: ports along the River Thames.

00:06:55 --> 00:06:56: You're talking about the Seine.

00:06:57 --> 00:07:00: And as you well know from your time in London,  
00:07:00 --> 00:07:04: most of these areas have been developed more laterally into  
00:07:04 --> 00:07:09: residential, but you are trying to do something different as  
00:07:09 --> 00:07:10: you mentioned.

00:07:10 --> 00:07:14: So just just on the issue of complexity and complication,  
00:07:14 --> 00:07:17: why is it so complicated to achieve these things?

00:07:17 --> 00:07:22: I mean, what is the challenge associated to the productive  
00:07:22 --> 00:07:23: city?

00:07:23 --> 00:07:30: The fundamental question about this productive city issue is  
to  
00:07:30 --> 00:07:38: conciliate the the function of production economic activities  
with the  
00:07:38 --> 00:07:42: idea of what we consider the city.

00:07:43 --> 00:07:46: Do we still wish to see production activities in city?

00:07:46 --> 00:07:50: Is it reasonable not to work to reconcile the city  
00:07:50 --> 00:07:54: and the production in this context of climate change and  
00:07:54 --> 00:07:58: necessity to ensure the metabolism of city and and the  
00:07:58 --> 00:08:00: transition of this metabolism?

00:08:00 --> 00:08:05: We see in civil that the the material dimension of  
00:08:05 --> 00:08:10: city tends to become very abstract with the promise of  
00:08:10 --> 00:08:15: digital and robotics and with e-commerce that you order on  
00:08:15 --> 00:08:19: the net, you you buy shoes and you send back  
00:08:19 --> 00:08:22: what you don't want to keep.

00:08:22 --> 00:08:25: It's like to be very magical as a a magical  
00:08:25 --> 00:08:30: service that is provided by the backstage that you don't  
00:08:30 --> 00:08:33: want to hear about what it is and what how  
00:08:33 --> 00:08:37: does it what does the impact of all those, those  
00:08:37 --> 00:08:38: service.

00:08:38 --> 00:08:42: But we believe that that we we must and, and  
00:08:42 --> 00:08:45: the city and the consumer and everybody.

00:08:45 --> 00:08:52: We must really assume the the materiality of of our  
00:08:52 --> 00:08:58: supply chain of our impact on the environment.

00:08:58 --> 00:09:01: Urban delivery is very costly and we don't really know  
00:09:01 --> 00:09:05: it, but it's very costly on the financial aspect, but  
00:09:05 --> 00:09:08: also from a social and environmental point of view.

00:09:10 --> 00:09:13: And we don't want to figure out that to do.

00:09:14 --> 00:09:18: We know that we are dependent on the logistic and  
00:09:18 --> 00:09:22: networks, but we don't want to see those utilities, those  
00:09:22 --> 00:09:26: those those facilities that we want to to keep at  
00:09:26 --> 00:09:28: the backstage of cities.  
00:09:29 --> 00:09:33: And it's fundamental to ensure the ecological transition of this  
00:09:33 --> 00:09:35: metabolism of cities.  
00:09:36 --> 00:09:41: And in the case of distribution of goods, it is  
00:09:41 --> 00:09:47: necessary to implement small local warehouses everywhere  
in cities to  
00:09:47 --> 00:09:54: reduce the environmental footprint of deliveries, but to reduce  
the  
00:09:54 --> 00:09:59: quantity of trucks into the city and to optimize the  
00:09:59 --> 00:10:02: the the last money delivery.  
00:10:03 --> 00:10:05: Yes, it's such an important point, isn't it?  
00:10:05 --> 00:10:09: It's like we've now become has a race so dependent  
00:10:09 --> 00:10:13: on logistics and networks and in the real estate community,  
00:10:13 --> 00:10:17: logistics of course has been such a hot topic, not  
00:10:17 --> 00:10:19: least in the investment world.  
00:10:19 --> 00:10:22: And yet like you say, we it's almost like we  
00:10:22 --> 00:10:23: don't want to see it.  
00:10:23 --> 00:10:25: We want we want the benefits of it, but we  
00:10:25 --> 00:10:28: don't actually want to see the physicality of it.  
00:10:29 --> 00:10:30: And I think you turn them.  
00:10:30 --> 00:10:32: I'm talking at the people level.  
00:10:32 --> 00:10:34: You talk about invisible workers, don't you?  
00:10:34 --> 00:10:36: Maybe you can tell us a little bit about the  
00:10:36 --> 00:10:37: invisible workers.  
00:10:37 --> 00:10:40: And they were really revealed as being vital to cities,  
00:10:40 --> 00:10:43: especially during the COVID pandemic, weren't they?  
00:10:44 --> 00:10:49: Yes indeed, for us it is also the challenge of  
00:10:49 --> 00:10:51: revealing this.  
00:10:51 --> 00:10:55: The presence of this shadow worker worked and shows the  
00:10:55 --> 00:10:57: function is a functioning of city.  
00:10:58 --> 00:11:02: As you say, they have been relegated behind the scene  
00:11:02 --> 00:11:07: with with the zoning historically and and because of the  
00:11:07 --> 00:11:12: outsourcing of industry production also to the other side of  
00:11:12 --> 00:11:15: the world in Asia on on on away from us.  
00:11:16 --> 00:11:22: But I mean, there is something that is changing the,  
00:11:23 --> 00:11:27: the growing city join these areas.  
00:11:27 --> 00:11:32: It's not possible today to, to continue to outsourcing those  
00:11:32 --> 00:11:38: tools, those facilities, the warehouses, the the energy  
infrastructure out  
00:11:39 --> 00:11:40: of the city.

00:11:40 --> 00:11:44: We need to, to, to manage to build the city,  
00:11:44 --> 00:11:51: to create the city with all those architectures, those infrastructures.

00:11:51 --> 00:11:55: It's not possible yet to to continue to to to  
00:11:55 --> 00:12:00: put the boxes as shoes boxes, you know, in in  
00:12:00 --> 00:12:04: this phone in the field in our vision is very  
00:12:04 --> 00:12:09: important and it's to to to to accept this social  
00:12:09 --> 00:12:14: environmental such as the politic commitment.

00:12:14 --> 00:12:18: What we we want to change and to bring to  
00:12:18 --> 00:12:25: real estate transformation is to reveal the the important the  
00:12:25 --> 00:12:30: importance of of backstage in our in our city system.  
00:12:30 --> 00:12:32: In our cities.

00:12:32 --> 00:12:36: We believe architecture can become the the real media to  
00:12:36 --> 00:12:37: reveal this awareness.

00:12:37 --> 00:12:42: So we work on, we open the field of search  
00:12:42 --> 00:12:46: since seven years as a company of as a studio  
00:12:47 --> 00:12:49: of architecture to invest.

00:12:50 --> 00:12:53: This is a basement underground space to implement of the  
00:12:54 --> 00:12:55: majestic warehouses.

00:12:55 --> 00:13:00: We are developing an interest building which will be completed

00:13:00 --> 00:13:04: in a few days in the centre of Paris in  
00:13:04 --> 00:13:08: the Marree and which is a project result from the  
00:13:08 --> 00:13:13: Co of innovative project Revolte Paris, which is a a  
00:13:13 --> 00:13:18: competition opened by the city of Paris city authorities to  
00:13:18 --> 00:13:22: innovate and to propose some new way to invest.

00:13:22 --> 00:13:26: Basement of Paris was like a blank page and we  
00:13:26 --> 00:13:30: we we arrived with with proposition to to to put  
00:13:31 --> 00:13:35: with our client a logistic a local ultra local logistic  
00:13:35 --> 00:13:40: hub in a former underground automatic car park in the  
00:13:40 --> 00:13:41: heart of Paris.

00:13:42 --> 00:13:48: And this project is very interesting because it questions the  
00:13:48 --> 00:13:55: transformation of basement left, left free by the departure of  
00:13:55 --> 00:14:00: cars from the city centres, but also the necessity to  
00:14:00 --> 00:14:07: really integrate deeply what are logistic architecture today to implement

00:14:08 --> 00:14:13: logistic and storage services with the, the help of the  
00:14:13 --> 00:14:19: adaptation of the, the, the vehicles to, to distribute this  
00:14:19 --> 00:14:20: logistic in.

00:14:21 --> 00:14:23: And in this building, it will be only distributed by  
00:14:23 --> 00:14:24: cargo bikes.

00:14:25 --> 00:14:29: And so this, this is a small building about less  
00:14:29 --> 00:14:31: than 2000 square meters.

00:14:31 --> 00:14:35: But we are also developing a similar project on the

00:14:36 --> 00:14:40: Champs Elysees, the avenue, the Champs Elysees, which is the

00:14:41 --> 00:14:46: transformation of a huge 600 meters square meters basement to

00:14:46 --> 00:14:51: provide a similar logistic, a local logistic to shopkeepers or

00:14:51 --> 00:14:55: inhabitants of them and work out on the neighborhood.

00:14:57 --> 00:14:57: Yes.

00:14:57 --> 00:15:00: And this is the other new thing about having this

00:15:00 --> 00:15:04: discussion today with you that we haven't really covered in

00:15:04 --> 00:15:08: our series two place making, if you like, we've spoken

00:15:08 --> 00:15:11: to an investment manager about what to do with spaces,

00:15:11 --> 00:15:13: how to bring them to life.

00:15:13 --> 00:15:16: But that's the from the investment manager or the developer's

00:15:16 --> 00:15:17: perspective, you see.

00:15:17 --> 00:15:20: And of course, you're coming at it from architecture.

00:15:20 --> 00:15:23: So I guess my question is more at this point,

00:15:23 --> 00:15:26: what would be the role of the architects in the

00:15:26 --> 00:15:30: productive city as as you've so far explained it

00:15:30 --> 00:15:30: to be?

00:15:30 --> 00:15:34: It is a paradox to to to reconcile city and

00:15:34 --> 00:15:38: production as as I said, and we have to, to

00:15:38 --> 00:15:42: resolve sort of initial contradiction.

00:15:43 --> 00:15:48: And for that, you have to be really creative, which

00:15:48 --> 00:15:52: is what is very interesting in, in, in, in, in

00:15:52 --> 00:15:57: this situation, which is even fascinating to, to have to

00:15:57 --> 00:16:02: find solutions to, to invent new typologies of real estate

00:16:02 --> 00:16:05: in the basement under the bridge of.

00:16:06 --> 00:16:10: And so the, the bridge of the Ringwood of, of

00:16:10 --> 00:16:15: Persian Ringwood on, on the Bank of the river.

00:16:15 --> 00:16:19: We are in, in inventing new typologies in Bozo.

00:16:19 --> 00:16:24: We are developing a, a a pretty large campus dedicated

00:16:25 --> 00:16:31: to productive activities, I mean industrial craft, lost logistic and

00:16:31 --> 00:16:36: and also services activities in the in this building.

00:16:36 --> 00:16:39: This campus is in the centre of the Bordeaux near

00:16:39 --> 00:16:42: the city Duvant, which is a major with a major

00:16:42 --> 00:16:43: logistic hotel.

00:16:43 --> 00:16:48: The city of Bordeaux is the extra large version of

00:16:48 --> 00:16:51: an urban productive real estate.

00:16:52 --> 00:16:55: It's a proclamatively 30,000 square meters.

00:16:56 --> 00:17:00: We get to to create the, the capacity to to

00:17:00 --> 00:17:04: verticalize the program and, and for this work and to

00:17:05 --> 00:17:09: to convince manufacturer to set up their business on the

00:17:10 --> 00:17:11: upper floors.

00:17:12 --> 00:17:16: It is really necessary to to restore the same condition

00:17:16 --> 00:17:20: of fuse on the upper floors as on the ground

00:17:20 --> 00:17:20: floor.

00:17:20 --> 00:17:25: And, and so to do that, we, we install, we,

00:17:25 --> 00:17:30: we are installing around and, and, and goods lift and,

00:17:30 --> 00:17:34: and we have to develop solution to, to, to propose

00:17:35 --> 00:17:40: solution that doesn't cost too much at the end, because

00:17:40 --> 00:17:46: there is our customer needs to, to find optimised solutions.

00:17:46 --> 00:17:47: And we're working.

00:17:47 --> 00:17:49: It's, it's an extra large scale.

00:17:49 --> 00:17:53: But we also work on on Paris, we develop a

00:17:53 --> 00:17:59: small last mile warehouse in a very elaborate way inserted

00:17:59 --> 00:18:01: under the Ring Rd.

00:18:01 --> 00:18:04: As I said in in the north of Paris, it

00:18:04 --> 00:18:09: was, it's our first work and, and we get lucky

00:18:09 --> 00:18:13: to, to, to have this wonderful question to, to how

00:18:14 --> 00:18:18: does you can build a, a warehouse under the bridge

00:18:18 --> 00:18:22: into the city to provide logistics of this.

00:18:23 --> 00:18:28: And this project has been noted noted for its innovative

00:18:28 --> 00:18:32: character as a real estate with MP awards in 2021

00:18:32 --> 00:18:37: in the, in the the best industrial and logistic development

00:18:37 --> 00:18:38: category.

00:18:39 --> 00:18:44: But also this, this this building has been noted for

00:18:44 --> 00:18:49: its architectural quality, which with a with a price of

00:18:49 --> 00:18:54: at the the list of Ecardashian, which is a prestigious

00:18:54 --> 00:18:55: price in France.

00:18:56 --> 00:19:00: So on the one hand, you yourself are bringing innovation,

00:19:00 --> 00:19:04: you're bringing ideas, you're bringing creativity, but at the

00:19:04 --> 00:19:07: same

00:19:07 --> 00:19:09: time you have to have also that financial mindset, you

00:19:09 --> 00:19:13: know, is it at the end of the day going

00:19:13 --> 00:19:16: to work practically speaking, financially speaking with a

00:19:16 --> 00:19:20: project owner?

00:19:20 --> 00:19:23: Just just just tell me then as an architect, what

00:19:23 --> 00:19:26: what are the difficulties that you sort of encounter when

00:19:27 --> 00:19:35: you are taking on this these complex and often sort

00:19:35 --> 00:19:38: of technical projects alongside a project owner?

00:19:38 --> 00:19:41: This project require close proximity between us, the architect

00:19:41 --> 00:19:44: and

00:19:44 --> 00:19:47: and our and the project owner.



00:19:38 --> 00:19:43: As an action of architect, the relationship between the architect

00:19:43 --> 00:19:48: and the order is reversed because usually in France we

00:19:48 --> 00:19:53: we receive the specification and as architect, we just solve

00:19:53 --> 00:19:53: the form.

00:19:54 --> 00:19:59: In the case of this complex project of productive city,

00:19:59 --> 00:20:04: we determine the program at the same time as architecture

00:20:04 --> 00:20:08: is very challenging and it's bring us to to to

00:20:08 --> 00:20:12: specialize on the on the program itself.

00:20:12 --> 00:20:15: And we keep up to date for do that.

00:20:15 --> 00:20:19: We keep up to date with industry innovation and engage

00:20:19 --> 00:20:22: with industrial leaders and innovators.

00:20:22 --> 00:20:22: We.

00:20:23 --> 00:20:26: We we keep in touch with all those this ecosystem

00:20:27 --> 00:20:29: of actor to be proposal force.

00:20:30 --> 00:20:31: Yeah, you put it so well.

00:20:31 --> 00:20:34: It's like, it's like you said, it's kind of like

00:20:34 --> 00:20:37: the order is being reversed here in terms of project

00:20:37 --> 00:20:41: owner and architects and it's, it's more collaboration I I

00:20:41 --> 00:20:41: suppose.

00:20:42 --> 00:20:44: But still, you're going to be under pressure, aren't you?

00:20:44 --> 00:20:47: When you're dealing with your project owner, your client, you've

00:20:47 --> 00:20:49: still got to have that innovation.

00:20:49 --> 00:20:51: I guess that's what you're really sort of bringing to

00:20:51 --> 00:20:52: to the table.

00:20:53 --> 00:20:56: So it's, so how do you get these sort of

00:20:56 --> 00:20:57: innovative ideas?

00:20:57 --> 00:20:57: Where?

00:20:57 --> 00:20:59: Where do they even come from?

00:20:59 --> 00:21:04: We we, we talk about innovative, but we, we also

00:21:04 --> 00:21:07: look in the Riverview mirror.

00:21:07 --> 00:21:13: You know, what has existing in the past because to

00:21:13 --> 00:21:21: integrate logistic into city or to find acceptable building design

00:21:21 --> 00:21:27: to reinvest activities into the inhibited fabric is we we

00:21:27 --> 00:21:33: get to to to identify also what what have been

00:21:33 --> 00:21:39: left, what have been done before and the innovative, the

00:21:39 --> 00:21:46: innovation, the innovation process is is really at the heart

00:21:46 --> 00:21:50: of of our approach at Seville.

00:21:50 --> 00:21:53: And we have identified in the past and an important

00:21:54 --> 00:21:57: moment in the development of the city of Paris, which

00:21:57 --> 00:22:01: built new residential operation on many industrial site at the

00:22:01 --> 00:22:02: turn of the 1970s.

00:22:03 --> 00:22:07: And in return for this, really what was a broad

00:22:08 --> 00:22:15: industrialization, really the city implement a policy of creating industrial

00:22:15 --> 00:22:21: ourselves, which were multi Storey and diesel buildings with good

00:22:21 --> 00:22:25: lifts and and yard at the for trucks at the

00:22:25 --> 00:22:27: on the ground floor.

00:22:27 --> 00:22:32: And this policy was really unique in the world in

00:22:32 --> 00:22:34: this moment, in this time.

00:22:34 --> 00:22:39: And we have we have closely analyzed the buildings that

00:22:39 --> 00:22:41: were met during this.

00:22:41 --> 00:22:46: Their quality and and their defect to better imagine how

00:22:46 --> 00:22:51: to produce similar buildings today and and and we are

00:22:51 --> 00:22:56: preparing a book to receive this survey that was initiated

00:22:56 --> 00:23:00: in 2019 to build a vision based on the history

00:23:00 --> 00:23:05: and also the the the technical innovation of what are

00:23:05 --> 00:23:09: the condition of of success to to, to, to change

00:23:09 --> 00:23:14: mind, to change processes to to to challenge the the

00:23:14 --> 00:23:18: the the logistic actors and and and users of those

00:23:18 --> 00:23:20: industrial building.

00:23:22 --> 00:23:23: I love the answer, by the way.

00:23:23 --> 00:23:25: It's kind of surprising in a way to me.

00:23:25 --> 00:23:28: But but you're saying it's, it's like innovation.

00:23:28 --> 00:23:30: So you would always think, oh, it's going to be

00:23:30 --> 00:23:31: something really forward thinking.

00:23:32 --> 00:23:34: And it is forward thinking, but it's the respect for

00:23:34 --> 00:23:35: the past.

00:23:35 --> 00:23:37: You, you, you talk about the, what did you say?

00:23:37 --> 00:23:39: Industrial hotels, which I love that phrase.

00:23:40 --> 00:23:42: But you're looking in the past, aren't you, To inform

00:23:42 --> 00:23:42: the future?

00:23:43 --> 00:23:44: Respect for the past.

00:23:45 --> 00:23:51: Yes, indeed, and maybe AFTEC can have this power to

00:23:51 --> 00:23:56: to look back without nostalgia and to cap to to

00:23:57 --> 00:24:04: bring from the past potential new solutions and modifies modifying

00:24:04 --> 00:24:07: the solution of the past.

00:24:07 --> 00:24:13: But we thought about climate change and we, we talked

00:24:13 --> 00:24:19: about low tech to solution that can be finally to

00:24:19 --> 00:24:25: renounce to turn back to, to the technical and robotic

00:24:26 --> 00:24:32: and, and very, very technical innovations to to turn to

00:24:32 --> 00:24:36: more social and low tech solutions.

00:24:37 --> 00:24:41: We need to to change mentality and and we need

00:24:41 --> 00:24:46: to to propose solutions well designed in all aspect to

00:24:46 --> 00:24:50: to things that the the the supply chain and the

00:24:50 --> 00:24:52: of the real estate.

00:24:52 --> 00:24:58: From the big vision of needs of of territories to

00:24:58 --> 00:25:01: the needs of the users.

00:25:01 --> 00:25:04: Indeed, I love that Ashil, listen, thank you so much

00:25:04 --> 00:25:08: for taking the time and the effort really to explain

00:25:08 --> 00:25:09: what our let's say.

00:25:09 --> 00:25:12: I mean, they're difficult concepts that, you know, the DNA

00:25:12 --> 00:25:17: of your architectural practice, the fusion of architecture with

development

00:25:17 --> 00:25:20: and the complexities of, of the, of cities and, and,

00:25:20 --> 00:25:22: and everything that you've mentioned.

00:25:22 --> 00:25:24: And, and let's, let's not forget you're doing this in

00:25:24 --> 00:25:26: a, in a second language as well, right?

00:25:26 --> 00:25:28: So these, these are not easy concepts to get over.

00:25:28 --> 00:25:30: So I just wanted to thank you for that.

00:25:31 --> 00:25:34: Just one other question, just as I'm curious, we haven't

00:25:34 --> 00:25:37: really spoken about how you even got into architecture.

00:25:38 --> 00:25:41: People listening to the podcast want to know how people

00:25:41 --> 00:25:44: sort of got into it, what piqued their interests.

00:25:44 --> 00:25:47: And yeah, for what's your, what's your story in terms

00:25:47 --> 00:25:50: of how you came to be in this particular part

00:25:50 --> 00:25:52: of the industry and kind of where, where does your

00:25:52 --> 00:25:54: thinking sort of come from?

00:25:54 --> 00:25:59: I studied artist during Paris and we met the subject

00:25:59 --> 00:26:05: of productivity really early and so we decided to specialized.

00:26:05 --> 00:26:10: But I'm over a whole I'm architect and I, I,

00:26:10 --> 00:26:16: I, I wanted to to contribute to this wonderful culture,

00:26:16 --> 00:26:22: but which is architecture and what it bring to to

00:26:22 --> 00:26:24: to society.

00:26:24 --> 00:26:30: Architecture is in, in, in French, in France is a

00:26:30 --> 00:26:36: very, very interesting position to, to to see and to

00:26:36 --> 00:26:44: contribute because it's a cultural and artistic discipline, but

also

00:26:44 --> 00:26:50: a technical one and which is very concerned by the,

00:26:50 --> 00:26:57: the political aspect of of managed cities and society.

00:26:57 --> 00:27:01: But I was not really prepared to found my own

00:27:01 --> 00:27:02: studio.

00:27:02 --> 00:27:06: It, it was not that is a project initially, it

00:27:06 --> 00:27:11: was and I, I, it's become necessary when the the

00:27:11 --> 00:27:17: subject just becomes so evident and that that I needed

00:27:17 --> 00:27:18: to contribute.  
00:27:19 --> 00:27:25: But architecture is a wonderful, it's a wonderful thing.  
00:27:26 --> 00:27:27: I shall.  
00:27:27 --> 00:27:29: Bodon, thank you so much for joining us.  
00:27:29 --> 00:27:30: You've explained it all so well.  
00:27:31 --> 00:27:33: I wish you well for the rest of the day.  
00:27:33 --> 00:27:33: Thank you again.  
00:27:34 --> 00:27:37: Thank you all again, goodbye.  
00:27:38 --> 00:27:38: Goodbye.

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