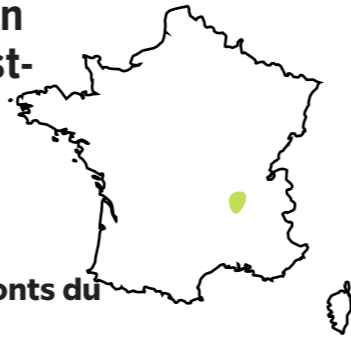


Design consultancy for the renovation of commercial facades in Saint-Genest-Malifaux and Bourg-Argental

Mission de conseils en design pour la rénovation des façades commerciales à Saint-Genest-Malifaux et Bourg-Argental

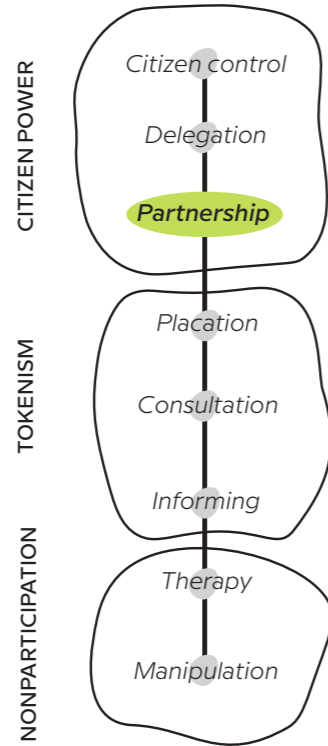
LOCATION
Communauté des Communes des Monts du Pilat, France

TIME PERIOD
Since 2020



THE PROJECT

The project, located in the center streets of Bourg-Argental and Saint-Genest-Malifaux, is a work of re-reading of the local urban landscape. The aim was to raise awareness among shopkeepers of the need to renovate their signs and shop-fronts, using the skills of graphic designers, in order to strengthen the commercial attractiveness of town centres and trigger a virtuous dynamic.



activities and their development prospects. **Shopkeepers currently have tools in their hands which they can implement in the way that suits them.** The project was made possible thanks to the financial support of the funding authorities, but also thanks to the technical support of community staff, the strong network of artisans and the involvement of designers.

RESULT

At this stage of the action, it is not possible to conclude if the project has initiated a dynamic. However, it can be observed that the **continuous exchanges with the shopkeepers have enabled them to overcome their apprehensions** concerning, like the regulatory complexity to obtain authorisations for the installation. On the other hand, the mediation of a designer could favor the perception of the renovation projects. The analysis of the global project results can be made after the completion of the first works.

DESCRIPTION OF THE SPACE

This place, mainly composed of two communes, could be defined as remote by a demographic decline and ageing population but also by a lack of renewal of the supply of services and shops. By these facts, **the remoteness is more characterised in terms of the definition of the place's identity.** We can also evoke a dependence on the metropolises. There are few outdoor spaces defined as public. Traditionally used for community life, they are now dedicated to parking, apart from occasional use. Moreover, these places are characterized by privatisation and congestion of pedestrian intersections.

Communauté de Commune des Monts du Pilat to develop the local economy. The Intervention Fund for Trade and Crafts and Typotopy (a group of designers) also contributed to the project by coordinating the various activities and mobilising shopkeepers.

ROLE OF THE LOCAL COMMUNITY & METHODS USED

The creative work consisted in the **implementation of around thirty projects to encourage shopkeepers to renovate their signs and shopfronts.** Therefore, local shopkeepers have been mainly involved in the project through various activities. A survey was conducted over a period of almost four weeks. Individual meetings in shopkeepers' workplaces enabled the designers to acquire a good knowledge of the situation of each shopkeeper, to understand their

WHAT MAKES THE SPECIFICITY OF THE PROJECT

The project was **initiated by the**



Sylvie Soutrenon at her shop door
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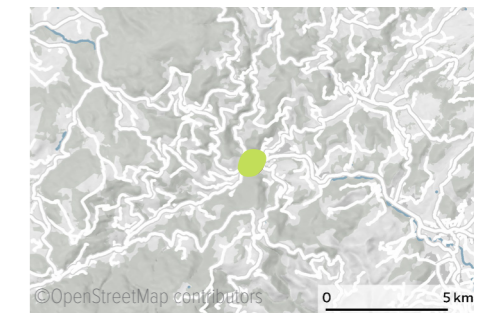
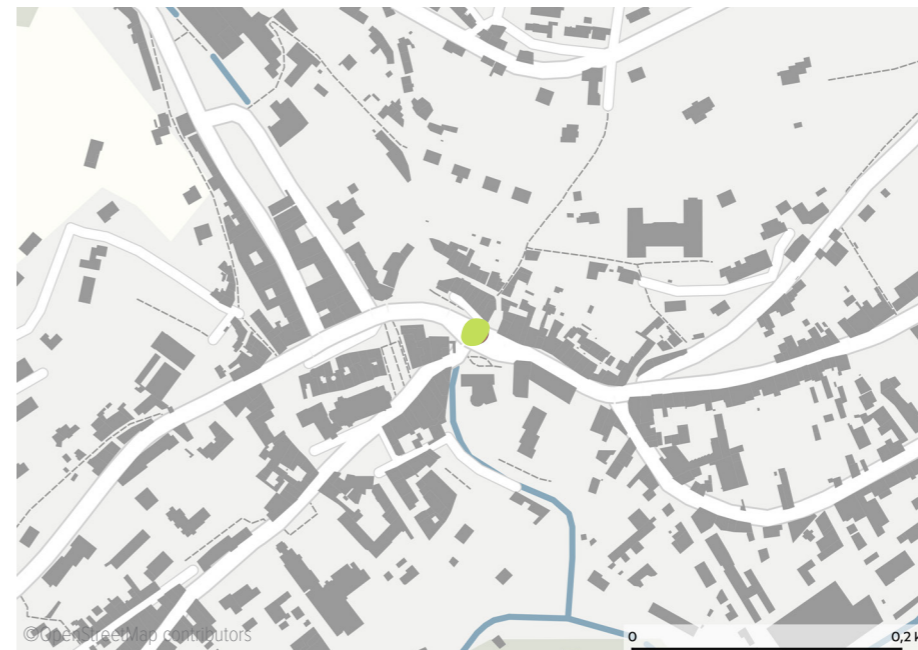
Lorrain's shop front
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Magalie et Ludovic Lorrain in front of their bakery
©TYPOTOPY / photo by Pierre Hanau



Design and graphic project by Sylvain Reymondon
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Auvergne Rhone - Alpes, France

more about this project

