

## Frontage, revealing greenery

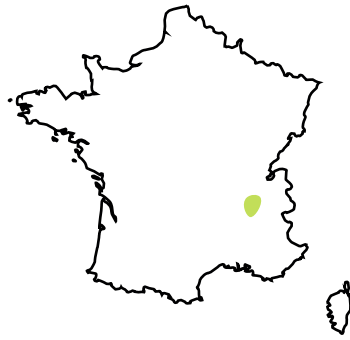
Frontage, révéler le végétal

LOCATION

Genilac town centre, France

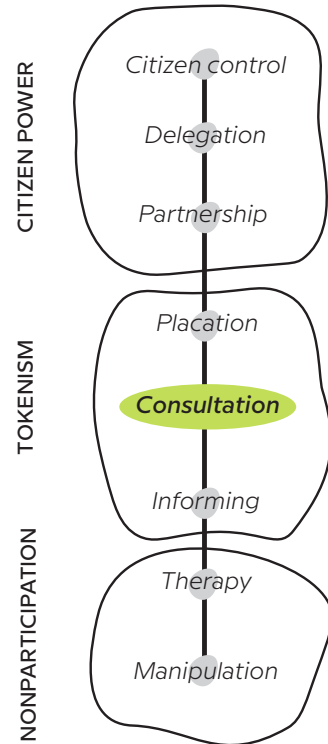
TIME PERIOD

Since 2018



### THE PROJECT

The creative work is a landscaping project in the historic centre of Genilac, which aims to reorganise the area with a pedestrian strip and a frontage strip. The purpose of the project was to give the residents an incentive to re-appropriate the space outside their houses, highlight the front doors and re-green the street. The intention was to create a filter between homes and the public spaces.



the plants made their entrançy. The involvement of the resident and the green spaces department were crucial in the project.

### RESULT

The targeted impact was achieved. The street has been embellished and the quality of life has improved. The creative work has also helped to forge and strengthen ties between the residents of the street. Now, it is about continuing to create structures in other streets in the town to extend and vary a successful experiment. The residents of the houses concerned were the main beneficiaries. With the benches and the greening of public spaces that make the centre more beautiful, the inhabitants of the neighbourhood and the town have also benefited from the project. There were positive feedback from the stakeholders in the town and the residents using the space.

### DESCRIPTION OF THE SPACE

Genilac is a place which could be defined as remote by different characteristics. Residents have difficulties in accessing daily-life support facilities and the village has poor transportation links with the other settlements. Indeed, if the village is located at only 24km from Saint-Etienne, there is not much public transport to serve the town and a car is required to get around. However, residents feel this isolation to a lesser degree. The village center contains several narrow streets but they give priority to cars and are not very suitable for pedestrians.

of Genilac. The design project was led by the Cité du design and the design manager of Saint-Etienne Métropole.

### ROLE OF THE LOCAL COMMUNITY & METHODS USED

The activities consisted of the designing facade structures customised by the residents in order to rehabilitate two public spaces in the center of Genilac. Rue Louis Marchand served as a prototype but the project should be extended to the center square. The project was developed in close consultation with residents who volunteered to take part. First, there was an initial walk around the site. After, several consultation workshops were organised with the local population to decide on the uses of each structure. At the end of the first phase, fourteen structures were built and a few months later,

### WHAT MAKES THE SPECIFICITY OF THE PROJECT

The project was organised and funded by the community of municipalities and the municipality



Genilac Frontage  
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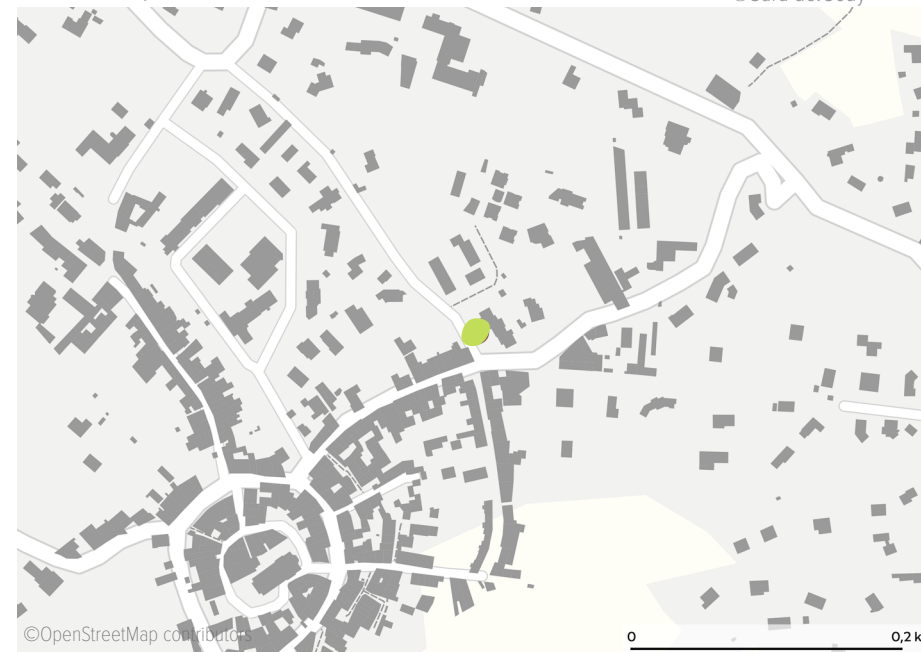
Genilac frontage design concertation  
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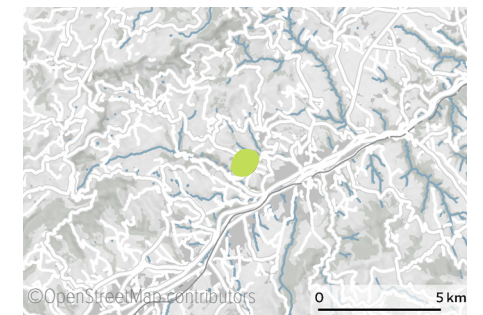
Genilac before  
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Genilac after  
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Genilac town centre, Auvergne Rhone-Alpes, France

more about this project

