

# AMS 19<sup>TH</sup> WORLD MARKETING CONGRESS – PARIS

Wednesday, July 20<sup>th</sup> & Friday, July 22<sup>nd</sup>, 12.30-02.00pm

Included in the conference fee

To book **guest tickets** please refer to the link below the conference schedule

Take the lunch box provided and go discover  
La Défense green spaces or some of its 69 works of art





Green spaces



Green spaces



Green spaces



### PLACE BASSE

This small square is planted with holm oaks cut to resemble parasols. An expert mix of Chinese and Mediterranean shrubs including nandina, rosemary, lavender, jasmine and escallonias are planted in containers sculpted to depict the heads of women, designed by the artist Shelomo Selinger.



### PLACE DE L'IRIS

Since the 1990s, this square has been adorned with spring-blooming Japanese cherry trees. Between April and May, these small trees produce stunning white or pink flowers and in the autumn, their foliage has an attractive yellow or red hue. A natural spectacle that changes through the seasons.



### ESPLANADE DU GÉNÉRAL DE GAULLE

The Esplanade is a truly magical place to walk in the shade of 450 plane trees all in a line to form a curtain. An avenue of green that lines the historical axis linking the Louvre to the Grande Arche. People come to stroll, play bowls, relax on benches or steps in their lunch hour or after work.



### COURS GAMBETTA

This garden is situated on the site of the ancient Gambetta viaduct, along the path that connects Courbevoie to the esplanade. It is light with a small lake and miniature trees and has sloping green sides to create a haven away from the hustle and bustle of daily life and vehicle emissions.



### PARC DIDEROT

A themed garden with a large waterfall, a collection of rhododendrons and azaleas, box trees sculpted into balls or squares, lines of yews following the sharp sloping terrain: parc Diderot is one of the jewels of La Défense. This 10,000 sqm space created by landscape artist Allain Provost is staged over two levels separated in height by 10 metres. The upper level contains calm and relaxing lawned areas whilst the lower level is dedicated to sporting activities and children's games. Two sets of steps in the centre run parallel to the spectacular waterfall that gives the park its unique fresh feel.

#### FUTURE WORK

Landscape planning and upgrading of park equipment.



### JARDINS DE L'ARCHE

Located at the foot of the Grande Arche in the continuation of the historical axis of Paris, the Jardins de l'Arche cover a surface area of 3.3 hectares. Designed by Gilles Clément, these gardens are known for their "jetty", a 450-metre overhead bridge connecting the foot of the Grande Arche to the centre of the gardens. The garden also boasts a central platform which was designed using materials and plants to symbolise the four elements water, fire, earth and air.



### VIGNE DU CLOS DE CHANTECOQ

At the foot of the glass buildings and futuristic skyscrapers, nature stands firm. At the very end of the Esplanade stands the Clos de Chantecoq vineyard. Containing 750 plants, half chardonnay variety and half pinot noir variety, the vineyard carries on the wine-making tradition of the Ile-de-France region which dates back to the XVIII<sup>th</sup> century. The vineyard is still looked after the traditional way.



### SQUARE DES COROLLES

This local square built in 1995 is located at the "Lorraine" apartment block. With an orchard theme, it also has benches and games for children. Its beautiful rows of clustered shrubs flower each season: *Prunus subhirtella "Autumnalis"*, amelanchiers, Indian lilac, alternated strips of lawn, and a wide variety of other shrubs.



### SQUARE REGNAULT

Well-known by the residents of the Les Dauphins and Leclerc apartment blocks and Gambetta Tower, Regnault square has been completely renovated. In addition to new equipment, around sixty trees were planted: birches, plum trees, common maples, ashes and amelanchiers. The square also contains new perennial shrubs, flowering grass and other grasses. The square will have an additional 1000 sqm of planted surface area in total.



### PLACE DE LA DÉFENSE

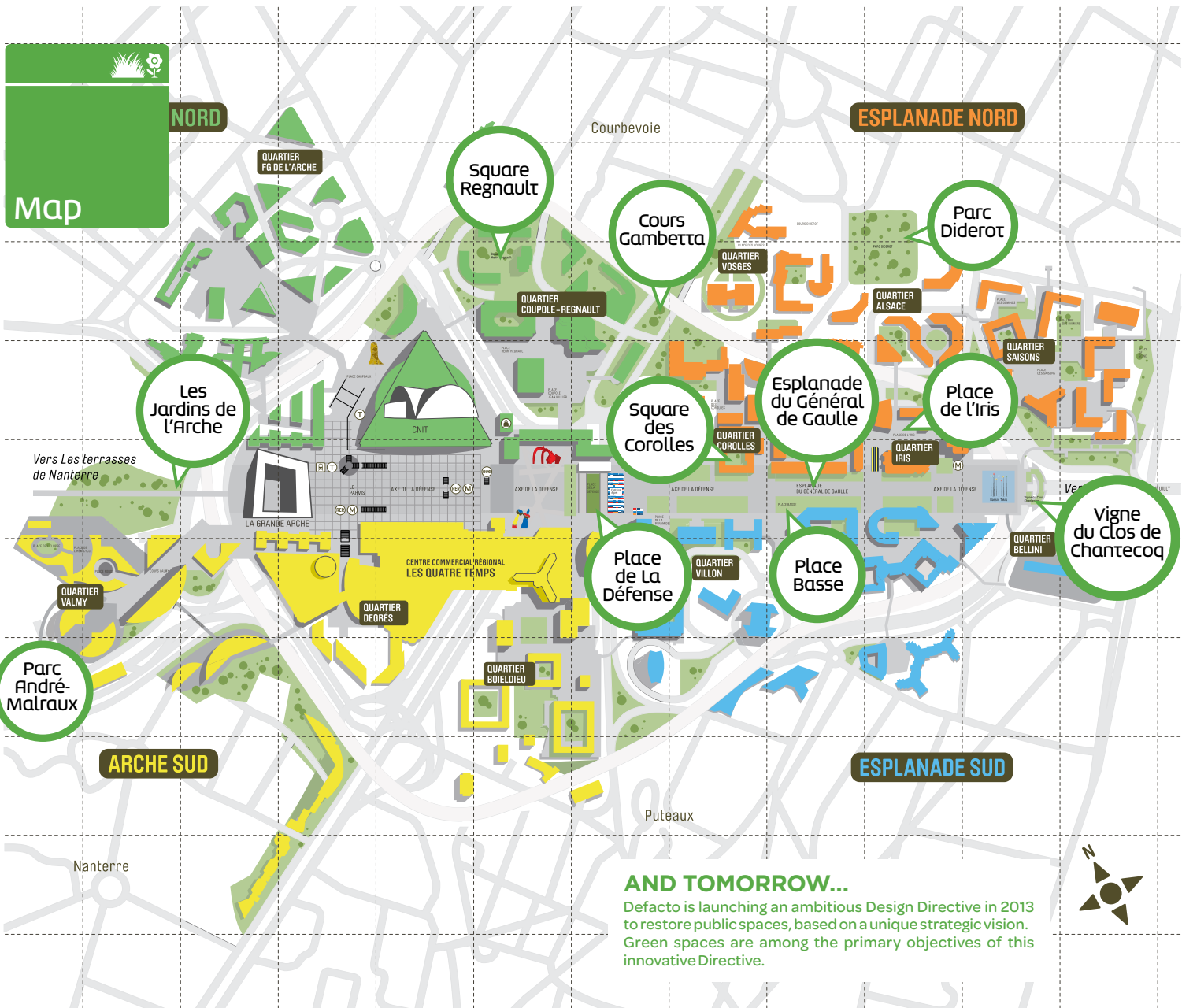
This 1800 sqm turfed area is home to a work of art entitled *Arc déplacé*, created in 1994 by Christine O'Loughlin. On warm days, every square centimetre of this green carpet is taken up by the masses of workers meeting to picnic.



### PARC ANDRÉ-MALRAUX

André-Malraux park is a 25-hectare landscaped park with a number of paths winding between gentle hills, lawns, play areas, water features and a canal, a flower garden and a botanical garden. The buildings that line the edges of the park literally open onto the park itself.





Map

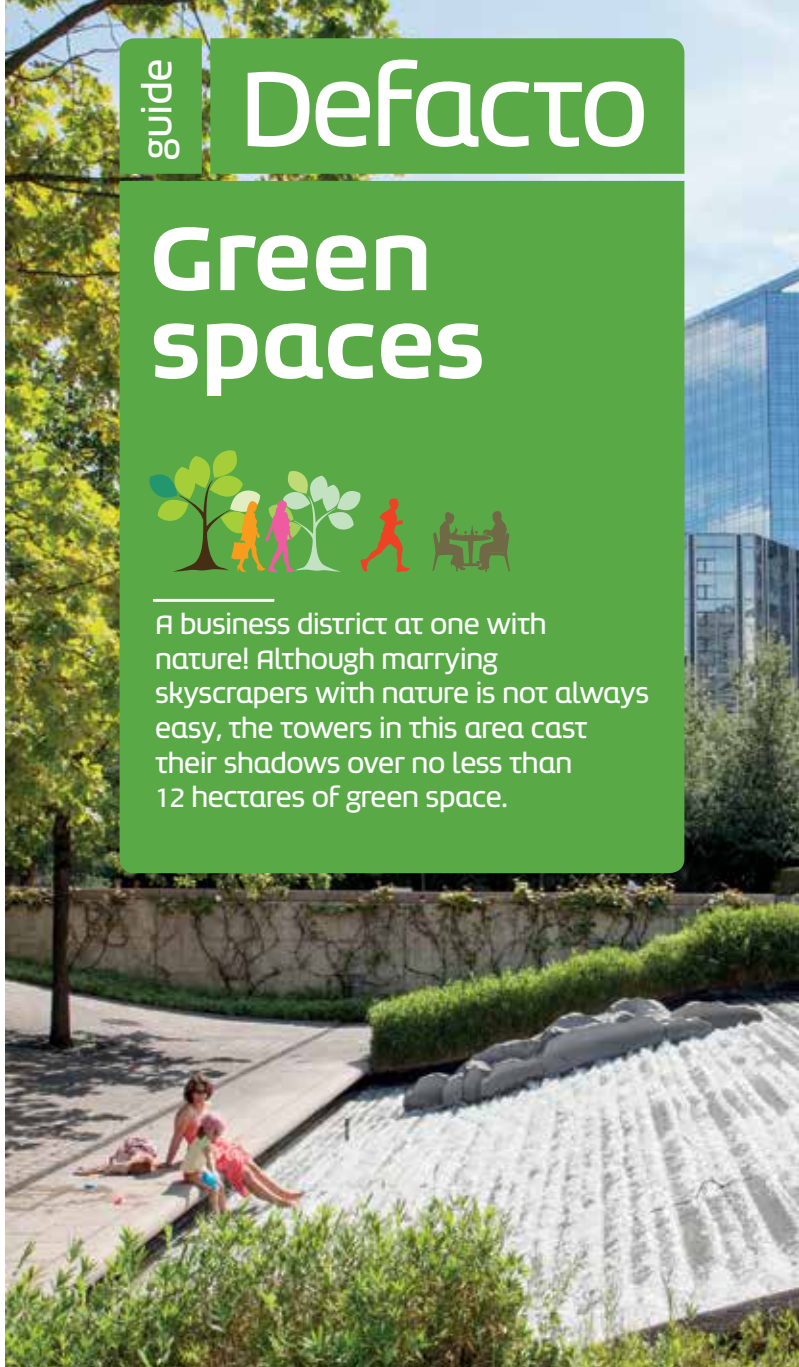
guide **Defacto**

# Green spaces



A business district at one with nature! Although marrying skyscrapers with nature is not always easy, the towers in this area cast their shadows over no less than 12 hectares of green space.

**AND TOMORROW...**  
 Defacto is launching an ambitious Design Directive in 2013 to restore public spaces, based on a unique strategic vision. Green spaces are among the primary objectives of this innovative Directive.





# A unique heritage for today...

Ever since its creation in 1958, La Défense has had an ambitious artwork acquisition policy. As a result this area, with its impressive architecture, is now a recognised outlet for cultural expression. Sculptures, paintings, ceramics, frescoes... The greatest artists, from Calder to Richard Serra, including Miró and César, have made their mark on the district. At present there are 67 monumental works, making this the largest open-air contemporary art gallery in France.

## ... and for tomorrow

That heritage deserves a wider audience today, so Defacto has decided to raise its profile, inviting bids from prospective project management companies, and drawing up plans worthy of the site's ambitions. Frenak et Jullien was the agency chosen to work alongside in Defacto, and the plans should become a reality in 2014.

### AN ALL-STAR CAST

The greatest names in contemporary art from France and abroad have put their talents on display in the business district. They include: Yaakov Agam, Émile Aillaud, Alexandre Calder, César, Deverne, Miró, Igor Mitoraj, Moretti, Philolaos, Richard Serra, Takis, Bernar Venet, and more.



Works  
of art

## emblematic

Their familiar lines are now indissolubly linked with those of the business district.

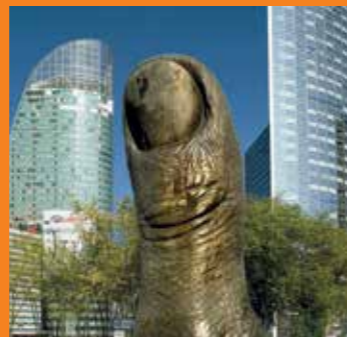


### RED SPIDER, ALEXANDER CALDER

15 metres high, 75 tonnes of steel: despite its great size, Calder's sculpture brings grace to the centre of the Parvis. It was Calder himself who chose the location in 1976.

### CHARACTERS, JOAN MIRÓ

This pair of fantastical characters demonstrates Miró's predilection for colour and looseness of form. The Catalan master making a mockery of conformity!



### THUMB, CÉSAR

12 metres high and weighing 18 tonnes, this cast metal sculpture was made from an enlarged cast of the artist's thumb. A remarkable achievement both artistically and technically.



### DEFENCE OF PARIS, LOUIS-ERNEST BARRIAS

It was from this statue that the business district got its name. Erected in 1883 in honour of the soldiers who defended the capital during the 1870 war, the work was installed in that year at its present location, the La Défense roundabout. Symbolic!



Works  
of art

## pastoral

In La Défense, art is inspired by nature. Four works prove this.



### FOUNTAIN, YAACOV AGAM

A superb example of kinetic art, the monumental fountain designed by Israeli artist Yaakov Agam is set against an 86-colour Venetian enamel mosaic. There is a sense of movement along the cascade, with 66 jets propelling water 15 metres into the air, accompanied by a sequence of music.



### VEGETAL WALL, PATRICK BLANC

Installed in 2006 on one façade of the Quatre-Temps shopping centre, this mosaic of plants, grasses and flowers comes across as an evocation of the jungle. Its creator, Patrick Blanc, is a botanist and one of the world's leading tropical plant experts.



### VEGETAL CHIMNEY, ÉDOUARD FRANÇOIS

Whilst most ventilation chimneys around the district are covered with mosaics, this one close to the Coeur Défense building is clad in a surprising combination of copper, wood and vegetation. An island of life, 16 metres tall.



### TAKIS POOL, TAKIS

The Greek artist came up with this expanse of water above which 49 multi-coloured lights have been set at differing heights. Fully integrated into the district's historic axis, these lights twinkle as night falls. A cheerful, enchanting ballet.



Works  
of art

## graphic

Surprising, innovative, challenging: they echo the site's architecture.



### DISPLACED ARC, CHRISTINE O'LOUGHLIN

For an exhibition of urban art, La Défense called upon the Australian artist to create an artistic gap in the lawn at the Place de la Défense. A simple cut was made, the plants were moved in an arc... and the illusion was complete!



### SLAT, RICHARD SERRA

This 11 metre high sculpture is in fact a house of cards, comprising five sheets of steel, each weighing around 20 tonnes. First displayed in 1984, the work was taken down and reinstalled in 2008 on a more suitable site.

### LA DÉFONCE, FRANÇOIS MORELLET

Installed in 1990, this sculpture comprises a number of metal beams. One sticks into the ground, another goes through a building. Hence the pun in its title, "La Défonce" (meaning "break-up"). Elegance, purity, power.



### TWO INDETERMINATE LINES, BERNAR VENET

Irregular lines, changing depending on your point of view, offering no spatial points of reference: this work is one of a series of creations whose (lack of) logic inspired the name "Two Indeterminate Lines".







# The artworks of La Défense

- 1** After Olympia  
Artist: Caro  
Created: 1986-87  
Installed: 1991  
CD7
- 2** Anamorphosis  
Artist: Rieti  
Installed: 1985  
D8
- 3** Spider  
Artist: Calder  
Created: 1974  
Installed: 1976  
D8
- 4** Displaced Arc  
Artist: O'Loughlin  
Installed: 1994  
DE8
- 5** Bas-relief in copper  
Artist: Legendre  
Created: 1969  
Installed: 1979  
DE7
- 6** Takis Pool,  
Artist: Takis

- Installed: 1988  
DE13
- 7** Benches and the Black Pyramid  
Artist: Émile Aillaud  
Installed: 1985  
E8
- 8** BC1  
Artist: Jakober  
Installed: 1988  
E11
- 9** Fantastical Bestiary)  
Artist: Diva  
Installed: 2006  
E7
- 10** Northern, bas-relief  
Artist: Adam-Tessier  
Installed: 1969  
DE7
- 11** Map of the Sky  
Artist: Raynaud  
Created: 1989

- Installed: 1990  
D5
- 12** Poppy Field  
Artist: Feff  
Installed: 2006  
C9
- 13** Vegetal Chimney  
Artist: François  
Installed: 2004  
D10
- 14** Starry Sky  
Artist: Carratero  
Installed: 2006  
E7
- 15** Knowledge  
Artist: students from the Higher School of Metal Foundry  
Installed: 2003  
C5
- 16** Lady Moon  
Artist: Silva  
Installed: 1977  
E9

- 17** Dance  
Artist: Selinger  
Installed: 1983  
E11
- 18** In Our Fathers' Footsteps  
Artist: Jankovic  
Installed: 1990  
D11
- 19** Defence of Paris  
Artist: Barrias  
Installed: 1883  
DE 8-9
- 20** La Défonce,  
Artist: Morellet  
Installed: 1990  
E9
- 21** Two Indeterminate Lines)  
Artist: Venet  
Installed: 1988  
E12
- 22** Staircase)  
Artist: Kowalski  
Installed: 1989  
E6

- 23** Defacto La Gallery Exhibition Hall  
Opened 2008  
E13
- 24** Cycling Family  
Artist: Feff  
Installed: 2007  
C10
- 25** Corolla Fountain  
Artist: Leygue  
Installed: 1973  
D10
- 26** Dialogue Fountain  
Artist: Busato  
Installed: 1989  
D14
- 27** Agam Monumental Fountain  
Artist: Agam  
Created: 1975-77  
Installed: 1988  
DE9

- 28** Fragments of the Berlin Wall  
Installed: 1995  
D8
- 29** Monumental Fresco  
Artist: Dewasne  
Installed: 1989  
E5
- 30** Le Grand Toscano  
Artist: Mitoraj  
Installed: 1983  
D8
- 31** Frog  
Artist: Torricini  
Installed: 1987  
E12
- 32** City Men  
Artist: Siptrott  
Installed: 1995  
D12
- 33** Icarus)  
Artist: Mitoraj  
Installed: 2001  
C5

- 34** Inlays  
Artist: Sandjian  
Installed: 1999  
D4
- 35** Ikaria  
Artist: Mitoraj  
Created: 1987  
Installed: 2000  
C5
- 36** Fragrant Garden  
Artist: Ughetto  
Installed: 2006  
E7
- 37** Body Sites  
Artist: Delfino  
Installed: 1983  
C8
- 38** Memorial to the return of Napoleon's ashes  
Artist: Puccinelli  
Installed: 1980  
C14
- 39** Mosaic  
Artist: Deverne

- Installed: 1982  
C12
- 40** Le Moretti  
Artist: Moretti  
Installed: 1995  
D11
- 41** Vegetal Wall  
Artist: Blanc  
Installed: 2006  
E6
- 42** Water Lilies  
Artist: Philolaos  
Installed: 1989  
D10
- 43** Mechanical Bird  
Artist: Philolaos  
Installed: 1972  
D10
- 44** Ophelia  
Artist: Fenosa  
Created: 1951  
Installed: 1987  
E11
- 45** Characters  
Artist: Miró

- Installed: 1976  
E8
- 46** Place des Degrés  
Artist: Kowalski  
Created: 1987-89  
F6
- 47** Focal Points  
Artist: Casadesus  
Installed: 1981  
E8
- 48** Point Growth  
Artist: Lim Dong-Lak  
Created: 1999  
Installed: 2006  
E9
- 49** Thumb  
Artist: César  
Created: 1965  
Installed: 1994  
D6
- 50** Four Heads  
Artist: Young  
Installed: 2002  
C5
- 51** Rhythms  
Artist: Deverne  
Installed: 1970  
DE6
- 52** Cloud Sculptor  
Artist: Atila  
Created: 1969  
Installed: 1972  
D10
- 53** Monumental light sculpture in Swarovski crystal  
Artist: Kiko Lopez  
Installed: 2006  
E6
- 54** SLAT  
Artist: Serra  
Created: 1983  
Installed: 2007  
D5
- 55** Light Signals  
Artist: Takis  
Installed: 1990  
D5
- 56** Sleepwalker  
Artist: De Miller  
Installed: 1983  
D12
- 57** Pouvreau Stone  
Artist: Paul Belmondo  
Created: 1970  
Installed: 2007  
D7

- 58** Earth  
Artist: Derbré  
Created: 1972  
Installed: 1978  
D11
- 59** Tindara  
Artist: Mitoraj  
Installed: 1997  
E5
- 60** Hyphens  
Artist: Mathieu-Bachelot and Ropion  
Installed: 1979  
DE7
- 61** Three Trees  
Artist: Grataloup  
Installed: 1988  
E10
- 62** Les Utsurohi  
Artist: Miyawaki  
Created: 1988  
Installed: 1989  
D6
- 63** Face  
Artist: Rieti  
Installed: 1985  
D8
- 64** Long Live the Wind  
Artist: Deverne  
Installed: 1986  
D9
- 65** Grouped Curls)  
Artist: Mathieu-Bachelot  
Installed: 1981  
DE6
- 66** Bird Column  
Artist: Torricini  
Installed: 1981  
E6
- 67** Vegetal Wall Porte de Paris  
Artist: Blanc  
Installed: 2008  
E6
- 68** Wall of Light  
Artist: Moity  
Installed: 2008  
E6

## Did you know?

### 20,000 WORKS IN THE BASEMENT

The National Centre for the Visual Arts is located in La Défense. This public body, which is responsible for supporting artistic creativity, also manages the National Contemporary Art Fund (FNAC). The FNAC holds the largest contemporary art collection in France, storing 20,000 works in its vaults, arranged by institution.

### READ

The *artworks* guide can be downloaded for free from the Defacto website:  
<http://www.ladefense.fr/fr/kiosque/guide-oeuvres-dart-fr>


### VISIT

→ Guided walks are regularly organised by the authority. For more information, please visit [ladefense.fr](http://ladefense.fr)

→ The Espace Info Défense (Défense info point) is there to answer any questions you may have about La Défense. The staff there will guide you on your visit. You can also buy guides, maps etc.  
Tel.: +33 (0) 1 47 74 84 24



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# guide Defacto

## ARTWORKS



In La Défense, artworks are everywhere. Some are obvious, such as the sculptures by Calder and Miró, which stand at the centre of the Parvis. Others are more discrete, tucked away in the surrounding districts. A collection which is open to all, managed and maintained by Defacto.

