CONCEIVING EUROPEAN STATIONS AS LIVING PLACES

Nacima BARON – Etienne RIOT
Professor and Ph-D Candidate, Laboratoire Ville Mobilité Transport, France.
1. Corporate research chair
1. What is a Corporate Research Chair?

- 5 year partnership between a railway company and Ecole des Ponts to:
  - Produce and gather knowledge
  - Find solutions for more liveable stations

- 3 types of science/business interaction
  - Teaching and training
  - Data and Research fostering
  - Promotion & international development
1. Corporate research chair: a tool for sustainability

- Competitive context for European station
  - Multiplication of stakeholders
  - Fragmentation of perspectives

- Building a common field of vision for stations
  - Taking the station not as a support but as THE object
  - Systemic and predictive approach: Empirical work / comparative studies / models

- Going beyond expertise
  - Gathering strategical information and unifying visions
  - Engaging joint projects of data mining
### 1. Corporate research chair: Priorizing key issues

<table>
<thead>
<tr>
<th>Challenges for the Company</th>
<th>Key scientific research projects</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Congestion</td>
<td>• Flows models</td>
</tr>
<tr>
<td>• Urban integration</td>
<td>• Planning stations</td>
</tr>
<tr>
<td>• Consumer demands</td>
<td>• Prospective of mobility</td>
</tr>
<tr>
<td>• M-business, e-business</td>
<td>• Services and Technologies</td>
</tr>
<tr>
<td>• Governance</td>
<td>• Multi actors management</td>
</tr>
</tbody>
</table>
2. Stations as sustainable living places
2. Stations as sustainable living places

Sustainability

Present > Future
2. Stations as sustainable living places

Sustainability

Past > Present > Future
2. Stations as sustainable living places

- Two European case studies: London St Pancras and Milano Centrale.
- Past and present in each station
Dealing with the past

- The past:
  - The station as an historical landmark
  - A perception of the past: a collective memory

- How to deal with landmark rules and memory?
Dealing with the present

- The present:
  - The european rail market and the competition principles
  - The opening to new stake-holders

- Does it change services for passengers and create new use of the station?
Past: landmark and memory
#A Past: landmark and memory

MILANO CENTRALE
#1 Past:
landmark and memory

MILANO
CENTRALE:
A LANDMARK
REFURBISHED
MILANO
CENTRALE:
A LANDMARK
REFURBISHED
#1 Past: landmark and memory

MILANO CENTRALE
A CHANGING MEMORY INSIDE THE STATION

Mrs Baron and Mr Riot - LVMT - European stations as living places

17-18 October 2013
#1 Past: landmark and memory

MILANO CENTRALE:
A CHANGING MEMORY INSIDE THE STATION

Mrs Baron and Mr Riot - LVMT - European stations as living places

©Memoriale della Shoah di Milano
#A Past: landmark and memory

LONDON ST PANCRAS
#1 Past:
landmark and memory

LONDON ST PANCRAS:
PLAYING THE GAME
OF LANDMARK PROTECTION

Mrs Baron and Mr Riot - LVMT - European stations as living places

17-18 October 2013
#1 Past: landmark and memory

LONDON ST PANCRAS: PLAYING THE GAME OF LANDMARK PROTECTION
#1 Past: landmark and memory

LONDON ST PANCRAS: REGENERATING THE IDENTITY OF THE STATION THROUGH ITS MEMORY

17-18 October 2013
#1 Past: landmark and memory

LONDON ST PANCRAS: REGENERATING THE IDENTITY OF THE STATION THROUGH ITS MEMORY

- LVMT - European stations as living
Present: the station as a destination
Present: the station as a destination

MILANO CENTRALE
The station as a destination

MILANO CENTRALE: CHALLENGING THE IMPLEMENTATION OF COMMERCIAL AREAS

Mrs Baron and Mr Riot - LVMT - European stations as living places

17-18 October 2013
#B Present: The station as a destination

MILANO CENTRALE: CHALLENGING THE IMPLEMENTATION OF COMMERCIAL AREAS

17-18 October 2013
The station as a destination

MILANO CENTRALE: BRANDING THE STATION

Mrs Baron and Mr Riot - LVMT - European stations as living places

17-18 October 2013
#B Present: the station as a destination

LONDON ST PANCRAS
#B Present:
The station as a destination

LONDON ST PANCRAS: MORE THAN A SHOPPING MALL
#B Present:
The station as a destination

LONDON ST
PANCras:
MORE THAN A SHOPPING MALL
#B Present:
The station as a destination

LONDON ST PANCRAS: A REAL ESTATE OPERATION

17-18 October 2013
# B Present:
The station as a destination

LONDON ST PANCRAS:
A REAL ESTATE OPERATION
/ THE HOTEL

17-18 October 2013
LONDON ST PANCRAS: A REAL ESTATE OPERATION / THE HOTEL
Mrs Baron and Mr Riot - LVMT - European stations as living places

LB Present:
The station as a destination

LONDON ST PANCRAS:
A REAL ESTATE OPERATION / THE HOTEL
#B Present:
The station as a destination

LONDON ST PANCRAS:
A REAL ESTATE OPERATION / THE APPARTMENTS
## Conclusion

<table>
<thead>
<tr>
<th></th>
<th>Past</th>
<th>Present</th>
</tr>
</thead>
<tbody>
<tr>
<td>Milano Centrale</td>
<td>Controversy on landmark regulation. Changes of the use of memory inside the station</td>
<td>Huge development of advertisement and retail areas. Branding of the station to make it a destination in its own.</td>
</tr>
<tr>
<td>St Pancras Intl</td>
<td>A Grade 1 listed building. The memory of the station as a factor to regenerate its identity</td>
<td>Idem + Redevelopment of the hotel area because of the business model of the infrastructure</td>
</tr>
</tbody>
</table>
Benefits of a Corporate Research Chair

- Monitoring corporate research chair means
  - Co-producing tools
  - Understanding supply trends and future social demand …
  - Making them useful for more liveable stations

- Transversal spatial and temporal approach fits with
  - Enhancement, design and management of up-to-day equipments
  - Renewing the way we cope with station’s futures

- Building competitive stations of the XXI\textsuperscript{th} century, the common view
  - Objective
  - Collected
  - Collective
  - Connected
...Thank you, ... Merci

for your kind attention, pour votre attention