

LES
CIMES DE
LA MADELEINE





M IS A CAPITAL PROJECT

Boasting an ideal vantage point in central Paris, **17-23 Boulevard de la Madeleine** is not only getting a makeover, but also redefining the very idea of what a workspace means.

A new concept of work is just waiting to be explored. A change of perspective is needed to grasp the full extent of the metamorphosis. Ascend towards the building's heights and marvel at the **iconic rooftop** adorned with plant-covered terraces and garden walkways, as well as the **flexible and modular living spaces** and the overhanging glass pavilion.

As the building sloughs off its old skin, the amazed gazes of passers-by are reflected in the new glass façades that rise heavenwards with grace and reverence before the Eiffel and Art Deco buildings forming an

integral part of the City of Light's invaluable heritage.

No less innovative, the interior is organised around four cylindrical atrium that bathe the various spaces with their high-end contemporary design in natural zenithal light.

Materials are reused as much as possible as part of the sustainable development goals pursued by this **eco-friendly** building with its controlled carbon footprint.

The sensations are instant. Rise above the beating heart of Paris and gaze towards the horizon while enjoying the building's **360° views of the capital**.

As it soars towards the sky, M reveals its full promise, namely a **Brand** that stands **majestically** before us like a **Monument**.

M, Les Cimes de la Madeleine.

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M IS CENTRAL AND CONNECTED



3,070 sqm

OF ACCESSIBLE TERRACES AND GARDENS

21,086 sqm

OF PREMIUM SERVICES AND OFFICES

PANORAMIC VIEWS
ACROSS PARIS

ICONIC ROOFTOP

CIRCULAR ECONOMY
CONTROLLED
CARBON IMPACT



3,700 sqm

TYPICAL FLOORPLATE

2,000

EMPLOYEES

620 SQM
OF BIKES SPACES

ERP 5 - TYPE W
ON 2ND FLOOR

PROVISIONAL DELIVERY
Q4 2026



Aerial view, corner of Boulevard de la Madeleine and rue Duphot



Aerial view from Boulevard de la Madeleine



Corner of Boulevard de la Madeleine and rue Duphot

M IS VIRTUOUS

Virtuous is the keyword.

Just like a visionary, M wants to be at the vanguard of those buildings whose future looks towards the past. Its history is an integral part of the project led by **Nouvelle AOM and RF Studio.**

The **multi-purpose workspaces** can be adapted to suit every need and benefit from ample amounts of natural light to **improve comfort for users.**

Every detail has been carefully examined to transform M into a **beacon of environmental excellence** with a controlled carbon footprint.

Wherever the opportunity arises, **reusing materials has become the norm.** Biodiversity, which was once non-existent, is now bursting back into life through M's green areas.



A PAGE OF HISTORY

1827

"Aux Trois Quartiers" store is created at 21-23 Boulevard de la Madeleine.

1844

Cité Vindé, a luxury living space, opens at 17 Boulevard de la Madeleine.

1898

Paul Friesé constructs a steel framed building with an Art Nouveau design for the "Aux Trois Quartiers" store at 26 rue Duphot.

1920

The Pottier brothers, who own the "Aux Trois Quartiers" store, purchase the buildings at 17 and 19 Boulevard de la Madeleine.

1931

Louis-Faure Dujarric carries out a restructuring project to combine all the properties acquired since the end of the 19th century.

1987-90

Jean-Jacques Ory carries out global refurbishment based on Dujarric's project with the aim of forming a unique and consistent complex with basement levels, three atrium, a courtyard and a new reinforced concrete structure.

2011-13

Architects Goudchaux-Segers and Ora Ito transform the retail area (ground floor and 1st floor).

And today, the story continues...



Aerial view from Boulevard de la Madeleine

COLLECTIVE VIEWPOINT

INTERVIEW WITH NOUVELLE AOM, AN ASSOCIATION OF THREE ARCHITECTURAL FIRMS (FRANKLIN AZZI, CHARTIER DALIX AND HARDEL LE BIHAN), LEADING THE M MAKEOVER.



Your collective offers a perspective on the city and its buildings. What approach did you take to this project in one of the capital's iconic locations?

We have gone for a pragmatic approach based on the metamorphosis or rational transformation of buildings. First of all, we get a feel for the site and we look into its history, its previous architects, and the prevailing economic and social backdrop to its various changes. We examine its heritage and we evaluate the materials. We try to get to the heart and soul of the building so that we can understand it, shape it for the long term and ensure continuity in line with all these

different aspects. We brainstorm our ideas and bounce questions off each other.

What personal touch are you bringing to this project?

We believe in the traces left by history. When it came to M, we considered its iconic status as a corner building. We are aiming to create a timeless design while breaking away from the concept of fashion. Angles and curves, like the circular atrium, add a sense of fluidity. The atrium date back to the Jean-Jacques Ory era in 1987 and diffuse a soft, natural light that bathes the workspaces and helps reduce energy consumption.

“We are aiming to create a timeless design.”

NOUVELLE AOM

The idea with the façade is to enhance the building's features, create a sense of order and restore the integrity of Louis Faure-Dujarric's original design from the 1930s. Adding balconies brings a domestic touch, such as in private homes. The outdoor spaces open onto the city and are never far from the work areas. Designing a 2,285 sqm roof terrace for both working and relaxing obviously creates an urban oasis with incredible views that are simply unique in Paris. The other fundamental aspect for us is the project's environmental footprint. We have given real thought to reusing materials with RF Studio, which is responsible for the interior

fit-out. The overriding aim is to create a sustainable building and leave reminders of its past by preserving as many features as possible that will help breathe new life into the site.

Which part of this project fills you with the greatest pride?

We are humbled by the fact that we have given a new lease of life to this building with its rich history, while respecting the site's specific qualities and creating a generous and unique space where people can both live and work. We have achieved that aim as part of a collaborative effort by combining our experiences and aligning our individual visions.

A PROJECT THAT THINKS BIG

3,070 sqm
OF TERRACES
AND GARDENS

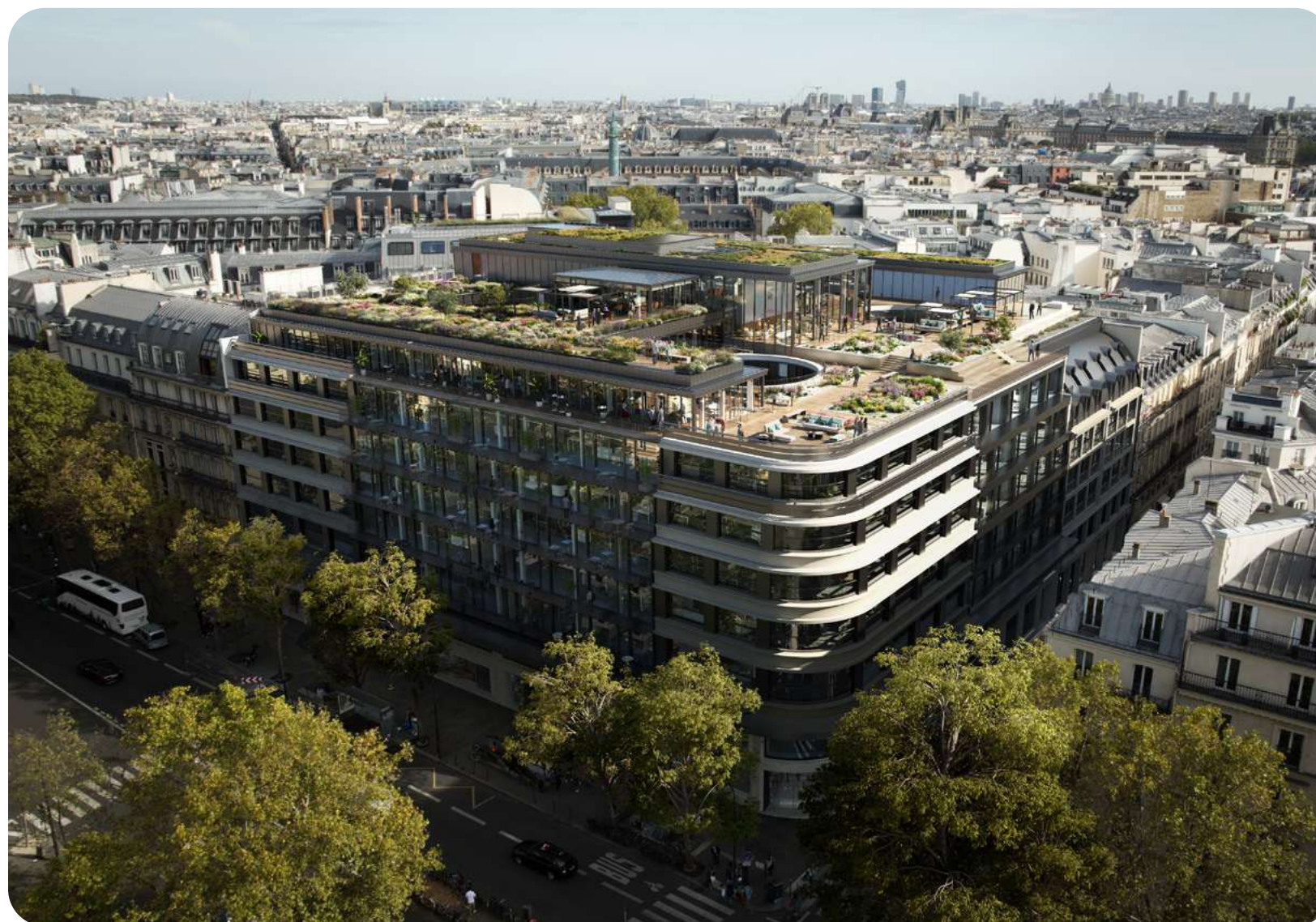
21,086 sqm
OF PREMIUM SERVICES
AND OFFICES

Preserving the very essence of the building means respecting and perpetuating its history.

Louis Faure-Dujarric's old façades and guardrails, which Jean-Jacques Ory preserved in 1990, have been restored with a contemporary twist by adding a new all-glass façade that runs behind the metal balconies. As such, this design has extended the horizontal lines of the 1930s.

Similarly, the octagonal-shaped atrium with the sloping roofs have been redesigned to elicit a more geometrically pure rounded feel.

“Create a destination rather than a workplace, where every interior and exterior space has been carefully designed, just like the islands of greenery adorning the 7th and 8th floors.”



A fourth atrium has also been created with a glass roof over the 2nd floor.

To free up more space on the roof, improve accessibility and offer new living spaces, the plant rooms have been relocated and grouped together.

The result is impressive: **the 7th floor has been completely refurbished with planted areas and public spaces where people can relax and enjoy new working experiences with premium user-oriented services.** The 8th floor also boasts a **glass pavilion, a tree-lined terrace and an outdoor lounge.**

New uses are emerging, and those uses are ushering in the desire to create a refined and sustainable place where people can live, discuss and meet up.



7th floor – Rooftop and double-height multi-purpose room



7th floor – Double-height multi-purpose room



M IS A NEW EXPERIENCE

Change your point of view.

Tear up the rule book, **start the experience from the top** and redefine the concept of what an office means... such are the ambitions of the M project.

From the rooftop with its living areas and its views overlooking the capital to the office floors and lobby, everything has been designed with users in mind.

The mixed-use areas, workspaces and services reveal a vision of an ideal place or, more simply, a destination that people will enjoy returning to every morning.

The word “office” takes on a whole new meaning. It ensures that the focus is clearly on people, their desires and their needs.

The experience can begin.

THE NEW PERSPECTIVE FROM RF STUDIO

INTERVIEW WITH RF STUDIO,
A DESIGN CONSULTANCY WITH CLEAR
AIMS FOR M'S INTERIOR DESIGN.

Your website states: "We want to promote and preserve the human scale and anticipate users' daily lives in all their diversity."

How can we make people the focal point of a major urban development project like this? Working on a human-scale project means initially examining the project on a minute scale, where every detail and every material is integral to building a complete experience. New generations of users have a much more sensitive approach to their workspaces, materials need to be sustainable, services must be on the same level as a hotel, and light and air must be in tune with natural rhythms. We are all looking for a greater sense of meaning in our workspaces, which not only reflect our commitments as a company, but also as inhabitants of our planet.

What decorative choices have you made for the project?

We were committed to working exclusively with eco-friendly materials and incorporating reused materials such as marble, light fittings, metal shelves and screens, natural materials such as raw earth, wood and textiles with natural fibres, and recycled materials such as terrazzo and recycled plastic for the chandelier in the lobby. All these materials were then shaped into a sophisticated showcase that highlights the building's volumes and concrete structure. Raw materials sit alongside more sophisticated and warmer elements, which creates a certain graphic tension that will make the site truly unique.

The project is planning to incorporate a lot of reused materials. How did you deal with this key aspect?

RF Studio has been working on this issue for a long time with several different sectors and a network of manufacturers who promote such practices. The client is keen to really emphasise this aspect of the project and began incorporating this principle during the site cleaning operations and when awarding contracts for the future site.

What do you mean by living environment and what does it bring to the project? How does it fit into the space?

Animal life, plant-life and people make up the living environment. Our approach is to respect that living environment as much as possible in each of our projects by prioritising

clean processes, using natural materials and promoting biophilia. We have developed a design that connects the plants on the lobby walls to an artificial intelligence system with the aim of keeping the plants in perfect health according to the environmental conditions in M's lobby. Users will be able to visualise the state of the living environment in the lobby by looking at a series of charts.

With the Bureau des Usages, you have taken an interest in the future of our everyday lives.

Can you tell us more and especially how it can benefit the M project in such defined spaces as the offices, mixed-use areas, food service spaces and premium services?

The Bureau des Usages has been working on a number of issues, including the reception area concept

by extending the check-in area to incorporate a bar and concierge service. Users are welcomed with a service area, instead of the obligatory front-facing reception desk. We have also taken a closer look at new dining and catering methods by offering ranges of food services that evolve as the day goes on. Those ranges are set out on a large counter, and users can have breakfast or organise after-work drinks and snacks on the rooftop. Finally, the meeting rooms are more flexible, with lounge areas for different approaches.

In what way can you say that your strategy is artistic?

Our holistic approach to materiality, design and purpose means that all of M's spaces are atypical, unique places that we hope will procure a sense of well-being and belonging.



"New generations of users have a much more sensitive approach to their workspaces."

RAMY FISCHLER

HEAD IN THE CLOUDS

The **planted terraces, hanging gardens and balconies** clearly lend themselves perfectly to the dual objective of providing greenery and breathing space. **But the 2,285 sqm rooftop is where the design truly works its magic.**

Here and there, subtle reliefs and shrubs create an intimate atmosphere while offering soothing shaded spots and perches for birds. The modern and refined design, enhanced with Art Deco elements, delivers a formal, yet contemporary tribute to the building's history.

All the social, rest and work areas have direct or visual access to nature. The surfaces feature wood decking for even greater warmth. The landscaped areas demonstrate how nature can enhance and interact with the built environment. The whole complex offers a new experience based on the desire to live and work in **reversible and event-driven spaces that can be designed to suit individual tastes.**

Without forgetting the breath-taking views.

PANORAMIC VIEWS
OVER PARIS



Areas created by Danish studio SLA, which specialises in designing natural spaces.

The building conjures up images of a mountain with several microclimates at different levels. On the 7th and 8th floors, trees have been planted, floors have been lightened, and «fallow» vegetation and mulch have been used to create refuges for insects and small wildlife. Minimal maintenance is required, i.e. no mowing, watering or plant protection products.

Descend further into the building, and water and nutrients can be found in

greater abundance for the different flowering species. The vegetation in the atrium on the 2nd floor is richer and wetter, which provides a certain sense of freshness. Ferns grow between the moss-covered rocks.

These different atmospheres give the site an **inspiring living environment** where users can reconnect with their senses and the rhythm of the seasons.

660
CAPACITY ON THE 7TH
AND 8TH FLOORS

CREATE NATURE AT ALTITUDE



“In addition to the fifth green façade which frees up space on the rooftop for amenity areas, the outdoor spaces and intermediate terraces allow users to breathe and feel at home.”

NOUVELLE AOM



“We want to promote and preserve the human scale and anticipate users’ daily lives in all their diversity.”

RF STUDIO



A MATCH FOR YOUR REQUIREMENTS

The rooftop is designed so that users can enjoy the only space of its kind in Paris. The area features an interacting sequence of **spaces for relaxing, working, socialising, and reconnecting with nature.**

The rooftop lounge bar with its Art Deco influences is available throughout the day. People can come here to eat, work, chat and spend time together, while taking advantage of the same-level terraces and panoramic views.

On the **7th floor**, a glass pavilion linked to the lounge bar offers a **double-height modular space** that can be used as both a boardroom and a function room. Workshops, conferences and artistic performances can be organised to encourage participation, discussions and team cohesion.

On the **7th and 8th floors**, the **Business Club** offers high-end meeting rooms that can be converted into dining areas at lunchtime.

The large-scale technical refurbishment work has given rise to new spaces designed with tomorrow’s needs and uses in mind. Bathed in natural light, the **monumental lobby** provides much more than a simple welcome. The reception desk opens onto a large **bar with a lounge area** and planted recesses where the interconnected plants reflect the building’s emotional state. A short walk from the lifts, a work area with stools and sofas is an open invitation to unwind before a meeting or appointment.

Every aspect of the building bears the hallmark of RF Studio’s refined design.



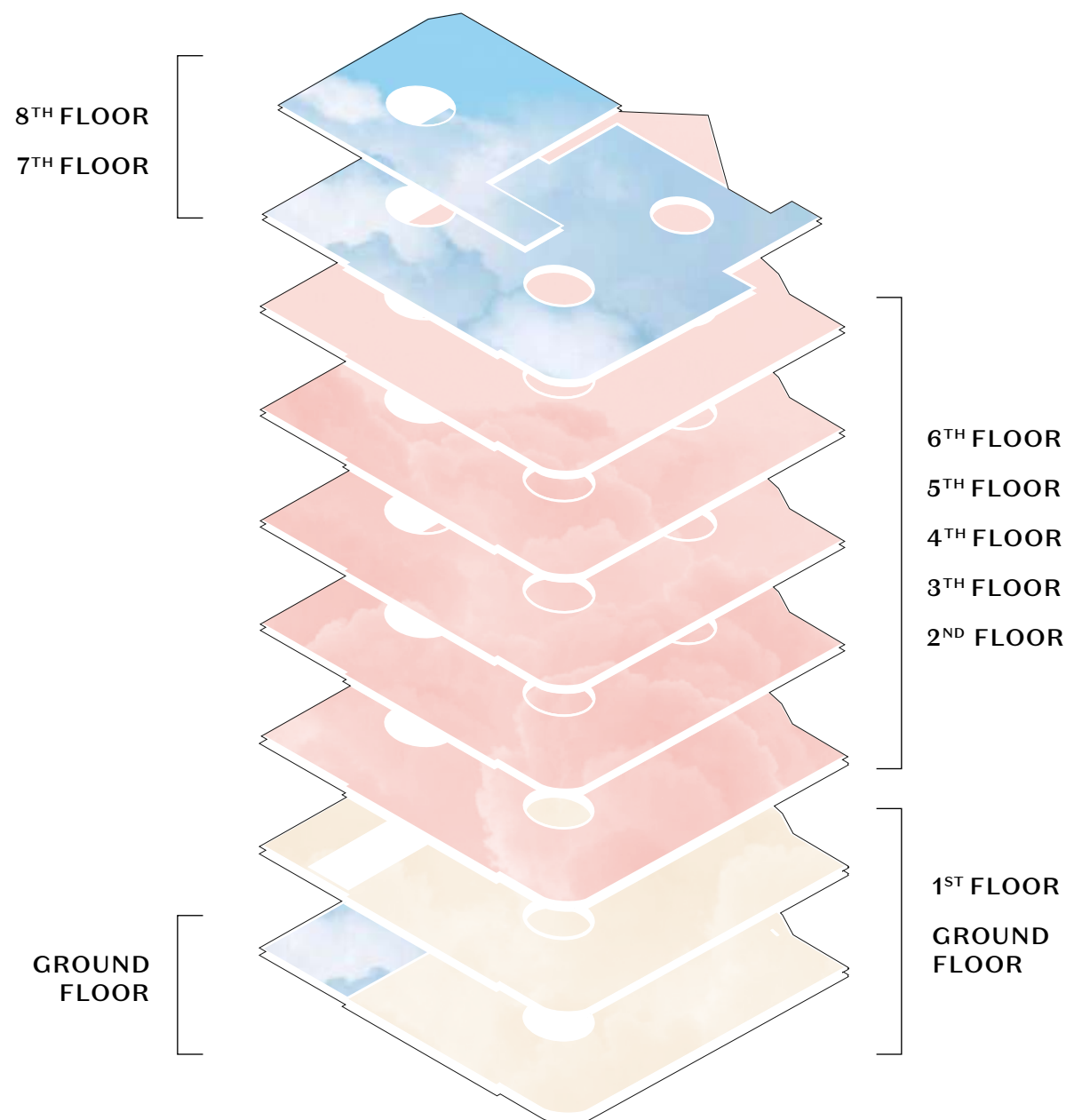
LIGHT ON EVERY FLOOR



ROOFTOP AND
PREMIUM SERVICES



LOBBY AND
BIKES PARKS



OFFICE SPACES



RETAIL UNITS

THE PINNACLE IN PREMIUM SERVICES

M delivers a real experience driven by an array of services to promote alternative work practices, whatever the user.

Soft mobility is an integral part of the experience.

8th FLOOR

Business Club: pavilion with two meeting rooms and a boardroom.



7th FLOOR

Business Club (with premium meeting rooms that can be used for business lunches), bar & restaurant, and double-height multi-purpose room.



GROUND FLOOR

Lobby and service hub with luggage storage, concierge service, smart lockers, bar, lounge and working space.



SOFT MOBILITY (BASEMENT AND GROUND FLOOR)

Bicycle rooms with showers and secure lockers.



“A flexible layout to suit company management needs.”

“It was important to have interconnected open office areas, create consistency and balance between the spaces, and separate them with a network of partitions.”

NOUVELLE AOM

ANOTHER VIEW OF THE WORLD

Just like the view that it boasts over the whole of Paris, M peers far into the distance.

Nothing has been overlooked for its future users.

They can work together as project teams in the same office space that breathes a feeling of openness. Such flexibility is capable of adapting to new uses and embracing the digital transformation. Circulation areas are clear and fluid throughout the contemporary workspaces.

Light plays an instrumental role in the quality of life within M, as evidenced by the decision to add casement doors

opening onto the city, balconies on the façade along Boulevard de la Madeleine on every floor, terraces and outdoor spaces that are never far from a workstation, the four atrium diffusing their soft natural light, circadian lighting whose temperature changes according to the sun's cycle, **meeting rooms on the penthouse floors** with a fifth plant-covered façade, a 2,285 sqm rooftop for working, strolling, talking, listening, breathing and entertaining, and much more besides.

The building embodies a vision of an ideal place or, more simply, a destination that people will enjoy returning to every morning.

TYPICAL OFFICE FLOOR
OF MORE THAN
3,700 sqm

2,000
EMPLOYEES



Open office space - Atrium view



Open office space - Façade with a view of Boulevard de la Madeleine



7th floor – Business Club / meeting room



7th floor – Bar & restaurant



7th floor – Rooftop



8th floor – Rooftop

REUSE — ABOVE ALL — ELSE

The new and improved M building aims to be a beacon of environmental excellence and involves reusing several of the existing materials.

Following a survey into the existing building's resources, a list was created of the materials and fittings to be reused.

This virtuous circle obviously applies to M, but also to other sites that

can take advantage of the materials once they have been transported and transformed through specialised platforms.

Special attention has been paid to waste recovery, with quantified targets set during the construction phase and when the building is in operation, with a view to achieving an exemplary environmental perfor-



OBJECTIVE:
INCORPORATE
100%
OF THE MATERIALS
IDENTIFIED FOR REUSE

5,000
TONS OF CO₂
AVOIDED

The M development project embraces the principles of the circular economy. The objective is clear, namely reuse 100% of the identified materials.

After conducting a survey into all the existing resources, some 220 tons of materials have been earmarked for reuse in the M project or at other sites, which represents a saving of around 5,000 tons of CO₂.

For the majestic double-height lobby, a real entrance sequence with its different living areas, the architectural plan is to leave the **concrete structure** exposed. Between the different elements of the layout, a set

of louvres is adorned with **Carrara marble** from the Ora Ito period, and **recycled wood and textiles**.

Beneath the imposing dome stands a large Art Deco-inspired chandelier made from recycled plastic to add a sense of rhythm to the entrance sequence.

At the far end lies the central core giving access to the lifts and the glazed Chambord staircase. These two sections are rendered with raw earth from the Cycle Terre factory in Sevrin, which recovers excavated earth from the Grand Paris construction site.



OBJECTIVE: EXCELLENCE

The refurbishment aims to reduce energy requirements and consumption with a new insulated and water-tight skin.

Extensive work on the building envelope and energy-consuming systems has led to the use of **high-performance glazing** (low-reflection, non-tinted and clear) with an **all-LED lighting system**.

In addition, the connection to the district heating and cooling networks is maintained, which represents a cost-effective solution for **reducing CO₂ emissions in the long term**.

BREEAM 2016 NC Shell and Core **environmental certification** and the new "HQE Bâtiment Durable Neuf" standard for sustainable new constructions are being targeted, with the assessment covering both the design phase and the entire lifespan of the building.

In terms of air and water quality, site accessibility, and acoustic and visual comfort, the project exceeds current regulations.

Lastly, a **waste recovery** strategy will be implemented during and after the works, with quantified targets.



HQE

HQE® Bâtiment
Durable Neuf certification
("excellent" rating)

BREEAM®

BREEAM 2016 NC
certification
("excellent" rating)



"High performance" rating

**BBC effinergie
1 étape rénovation**

Osmoz
Engagé pour la qualité
des espaces de vie

SmartScore
"Silver" rating

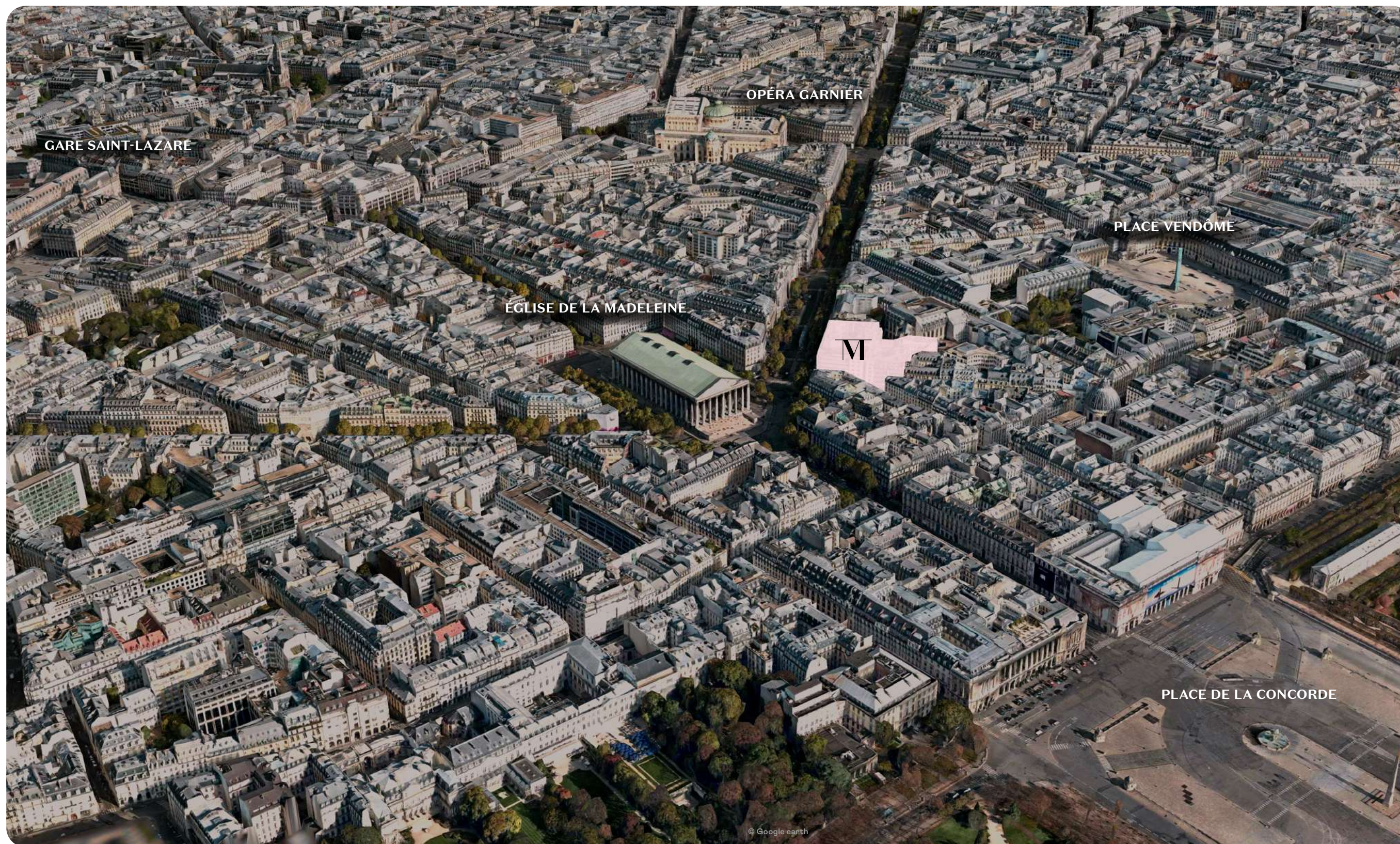
WiredScore
"Gold" rating

— M IS CENTRAL AND CONNECTED —



On the right, the Palais Garnier. On the left, Place de la Concorde. Opposite, La Madeleine.

Everything is here!
In the heart of the capital and an **attractive business ecosystem**, in a **lively and well-known district**, M stands as a major corner building with a **127-metre linear façade** on Boulevard de la Madeleine and rue Duphot.



Aerial view of M and its surroundings



Eglise de la Madeleine

THE NEW HIGHLIGHT IN THE CENTRE OF PARIS

M is extremely accessible with its excellent transport links.

TRANSPORT

METRO / RER

- 8 12 14 * Madeleine
* Only airport extension planned for 2024
- 3 9 Havre-Caumartin
- 3 7 8 Opéra
- 1 8 12 Concorde
- 3 12 13 14 RER (E) INTERCITÉS
Gare Saint-Lazare
- RER (A) Auber
- RER (C) Invalides

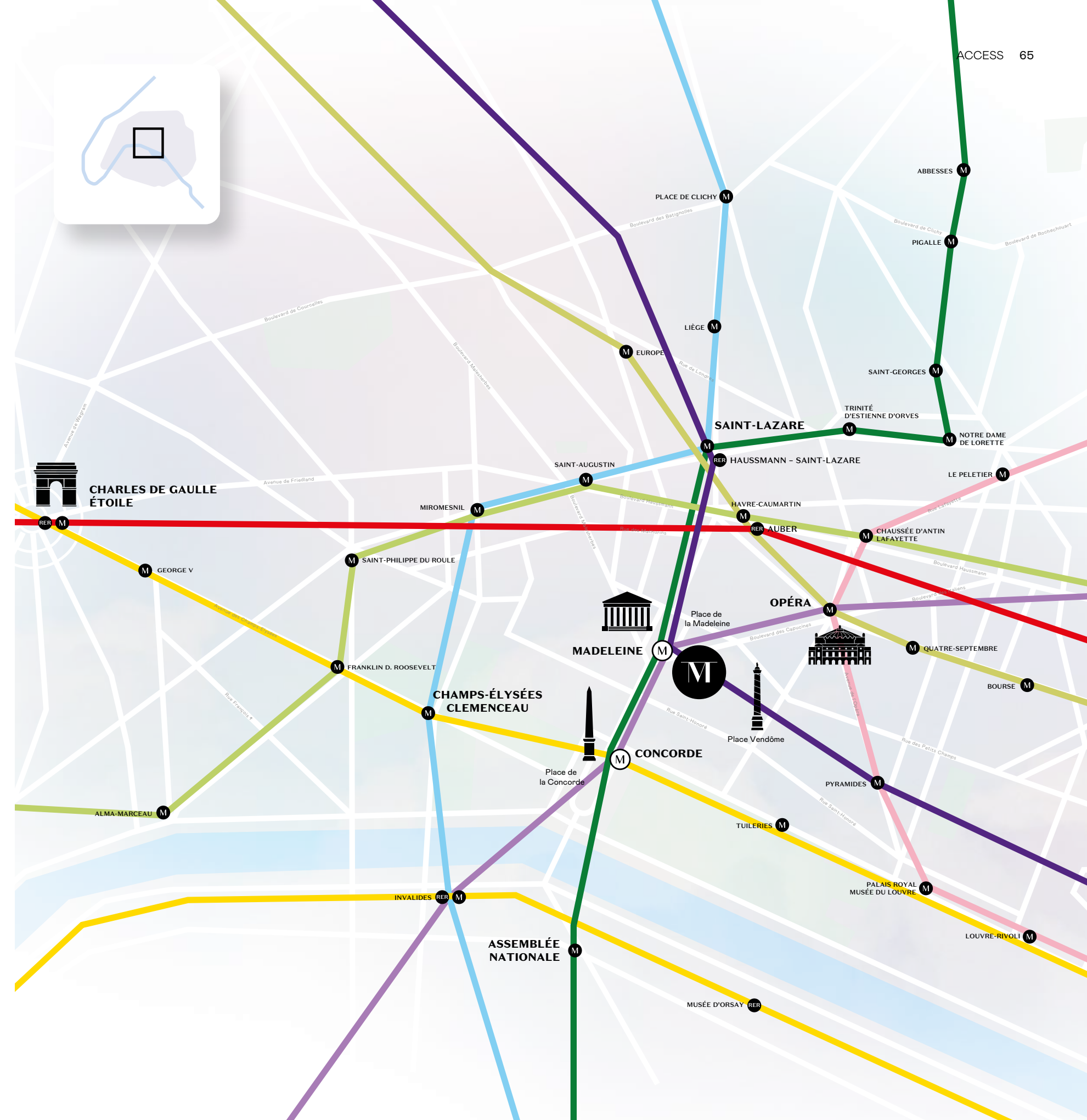
TRAVEL TIME

BUS

- 42 45 52 84 94
- Madeleine bus stop

CYCLE HIRE

- 4 place de la Madeleine, 8th arr.
- 4 bd Malesherbes, 8th arr
- 2 rue Godot de Mauroy, 9th arr
- 2 rue Cambon, 1st arr.





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RER  Auber

RER © Invalides

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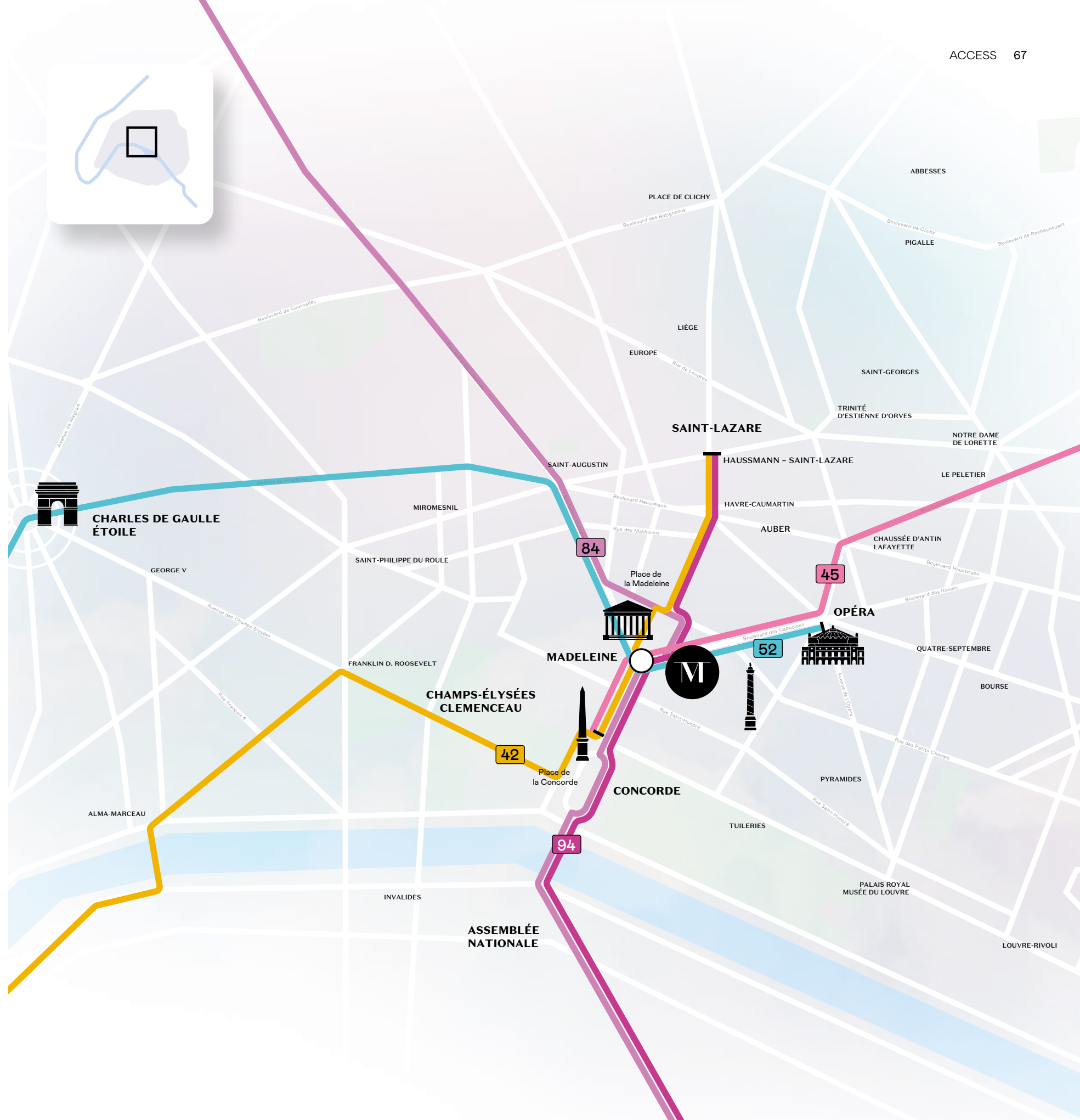
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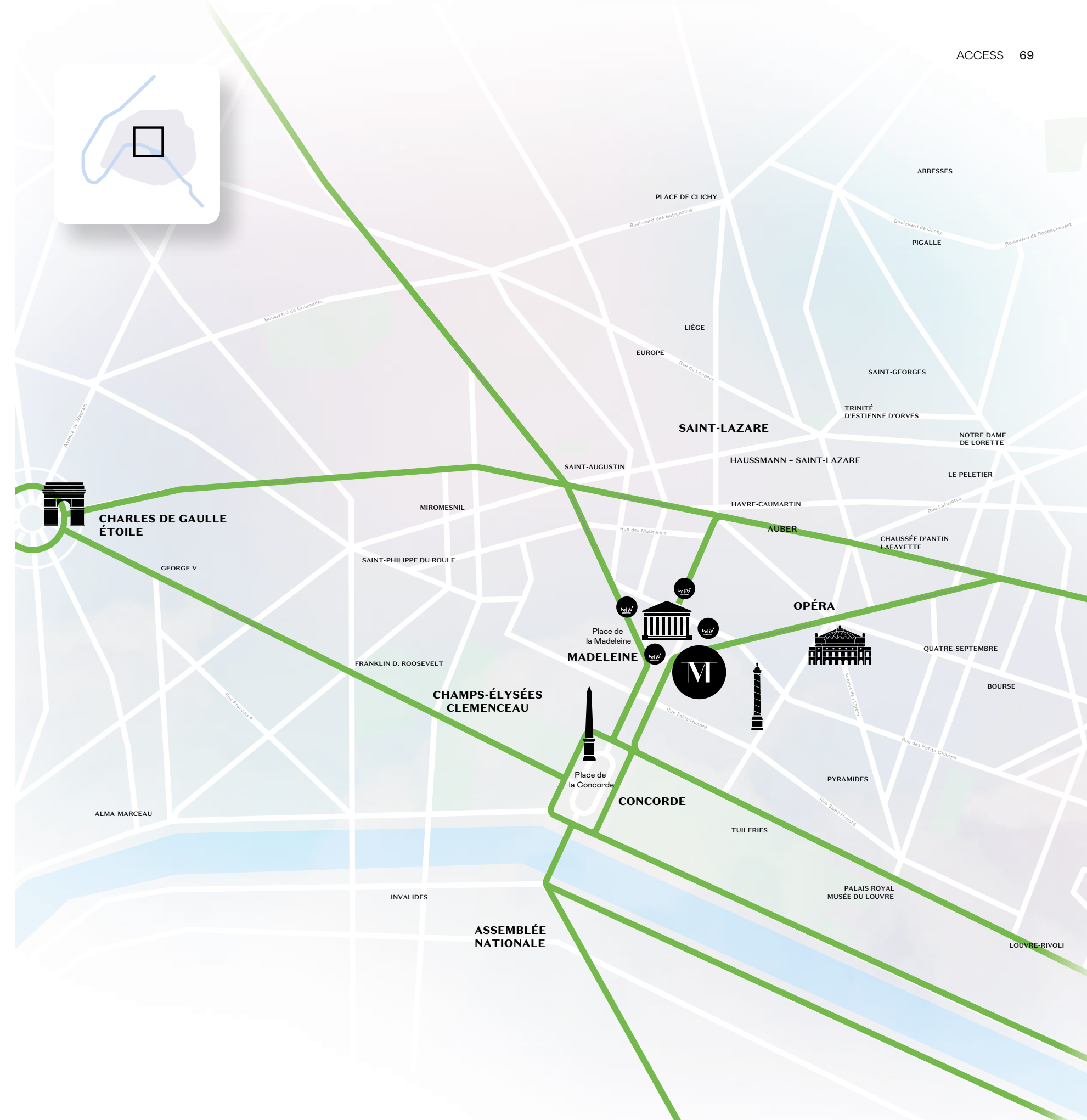
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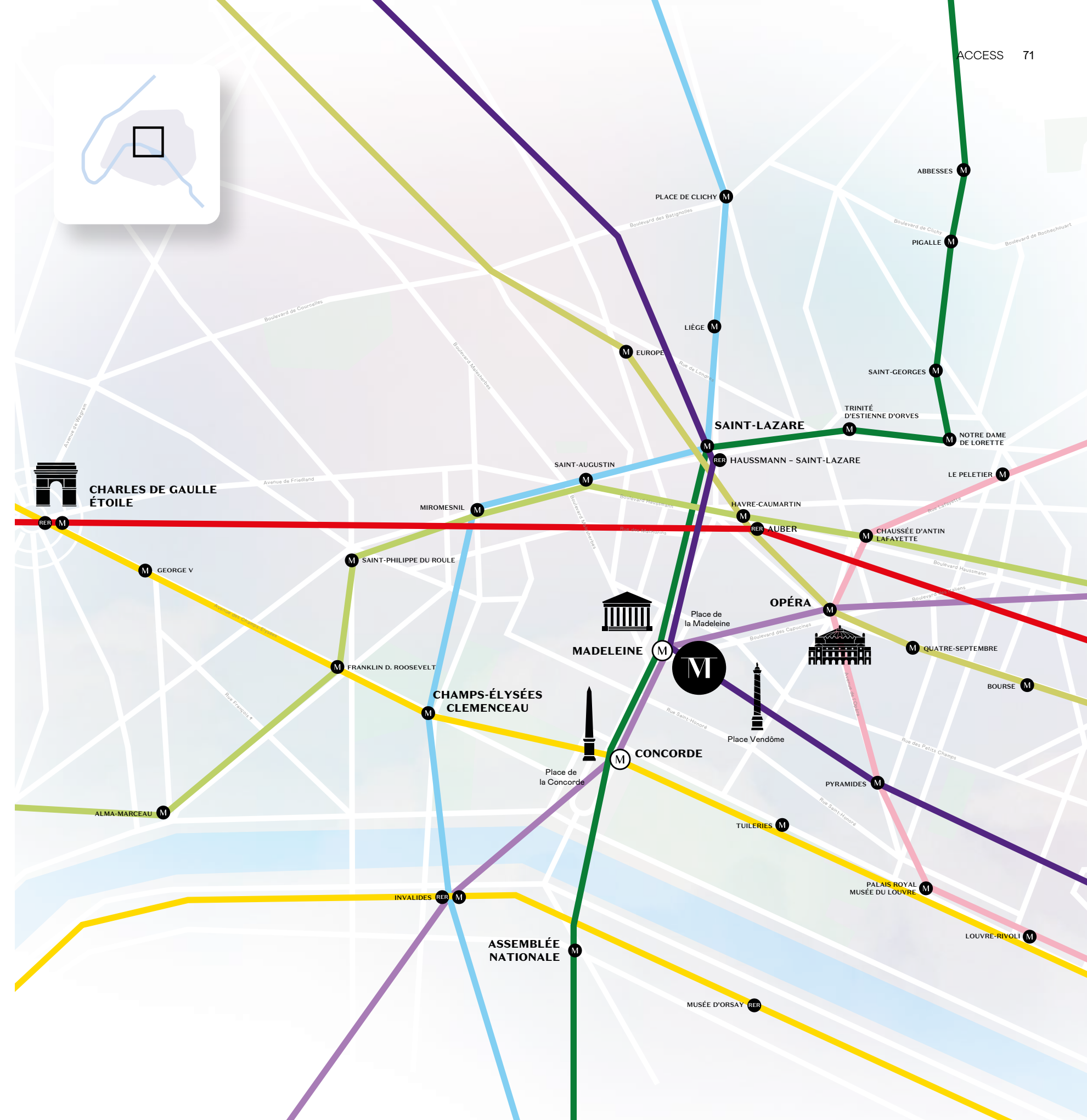
THE NEW HIGHLIGHT IN THE CENTRE OF PARIS

M is extremely accessible with its excellent transport links.

TRANSPORT

TRAVEL TIME

	METRO	BY FOOT	BY BIKE	CAR
La Défense	18 min	-	35 min	49 min
Châtelet-Les Halles	12 min	28 min	10 min	24 min
Gare Saint Lazare	7 min	10 min	4 min	10 min
Gare du Nord	18 min	39 min	17 min	30 min
Gare de l'Est	15 min	37 min	13 min	26 min
Gare de Lyon	16 min	1 h 07	28 min	39 min
Gare Montparnasse	21 min	52 min	20 min	32 min
Bastille	18 min	49 min	19 min	33 min
CDG 1	57 min	-	-	1 h 04
CDG 2 - TGV	54 min	-	-	1 h
Orly Airport	30 min	-	-	56 min





CREDITS

Design and production: Terres Rouges

Perspectives: Kreaction

Space planning: Majorelle

Nouvelle AOM photo: Alexandre Tabaste RF

Studio photo: Alice Fenwick

Images: Getty, Adobe Stock

LES
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LA MADELEINE



17-23 boulevard de la Madeleine
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