MÉDIAS NUMÉRIQUES





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An Exceptional Place

Hinged around Arenberg's Pit, opened in 1899 by the Anzin Mining Company and put into exploitation in 1903, the Arenberg site incorporate all the pit system components in a relatively small geographical area.

Flagship of the company, the pit has fully benefited from its subsoil rich in lean coal and its proximity to the steel industry of Denain. Very quickly, it became one of the most productive of the Company: 218 915 tons in 1906; up to 452,630 tons in 1930 (the year when the production of coal increased dramatically while mining techniques were still evolving).

In 1954, the National Coal Mines created in Arenberg a new headquarter and built a more efficient coal washery. The site becomes a powerful headquarter of concentration, equipped with the most modern equipment. Yet the recession in the 1970s and the depletion of resources are shattering production. The operation will cease in March 1989.

In total, nearly 32 million tons of coal have been hoisted at the Arenberg pit and up to 2,200 people have worked on the site, of which 1,800 "went down" in the pit (about 600 meters deep).

The end of the industrial activity also marks the announced destruction of the site. In the 1990s, old miners and the current municipality mobilized themselves to stop the demolition. Their action is reinforced by the arrival of the director Claude Berri who, in 1992, started filming "Germinal", an adaptation of Zola's novel to the cinema. He filmed on the site most of the film for several weeks, sympathizing with the former miners still present and who became extras for the occasion.



The coverage around the film connected with the creation of the Association of the "former minors" largely contributed to save the site from its destruction. It is definitively stopped in 1992, when the site is classified with the Historical Monuments.

The Preservation of the Site

When the Agglomeration Community of La Porte du Hainaut was created in 2001, they decided to establish the headquarters on the Arenberg site; the Community will become the owner a few years later. Then they undertake a vast operation called "Clos et Couvert" to initiate the main renovations, while thinking of a sustainable future for the site.

In 2005, the restoration work began: the oldest buildings, then the ones of 2005-2006, the siding of buildings dating from the 19th century. The masonries are in local brick crowned with Lunel stone cord coming from the "Boulonnais quarries". In January 2007, it is the time to restore the "shell and core works" of the main building, the footbridge, the sanitary building and the hanging room. Part of this vast building is also transformed into an event room called the Space "Claude Berri", in tribute to the director of the movie "Germinal". A total of €11.5 million will have been invested in the restoration of the different places.

Unique with its three headframes, Arenberg is now listed as a Historical Monument and, since July 2012, an iconic site of the UNESCO World Heritage.



Headquarters of the Community of Communes of La Porte du Hainaut and emblematic place of the Mining area UNESCO World Heritage, the mining site Arenberg has been the subject of new investments, since 2014, in filming to orient it towards its thematic of the future which is the image.

The objective: to make Arenberg a center of excellence in image and digital media.

Alain Bocquet Président La Porte du Hainaut

The Fondations of the Project

In 2002, to expand its field of investigation, *La Porte du Hainaut* launches a contest of ideas which will bring many ways of developments, many of which focus on cinema. Over time, the project is built up until the decisive meeting in 2006 with the UVHC which marks the concrete initiation of the conversion. Together, the University and the Community of Communes work to position Arenberg as a place of meeting and of development among scientific, economic and cultural environments.

The conversion is based on three axes:

- to develop the research and the scientific culture, with the on-site installation of the DeVisu University Laboratory;
- to favor the reception of the shootings, with the particular presence of a test hall with cyclorama and all the equipment allowing to fully produce a film;
- > to enhance heritage, cultural and touristic advantages of the site.

The overall project represents an investment of €49.5 million excluding tax. It is dissociated into three phases of realization, both spatial and temporal, which correspond to a prioritization of the objectives of the project.



Since June 2011, Valenciennes University and La Porte du Hainaut approved the Public-Private Partnership (PPP) contract principle. It has been signed the 12th November 2013 between the Agglomeration Community and Pimawa, project society regrouping the financial investors (*Caisses des dépôts et consignations* (81%) and *Bee Invest 2*) and industrial investors (*Bouygues Bâtiment Nord-Est, Bouyges Énergies et Services*).

The start of work is officialised on 19th June 2014, which initiates the operational execution of the first step in the reconversion. This represents €21.1 million and is 81% subsidized:

- Fonds Territoriaux Bassin Minier Région (€8 million);
- FEDER Axe 1 research (€6.322 million); and
- FDAN Grand Projet du Département (€1.5 million).

La Porte du Hainaut has brought the complementary funds and assumes the adjacent costs related to the project, which represents around €8 million in total.









The Group's Partners



The Agglomeration Communauty of La Porte du Hainaut joins 46 communities (159 706 habitants), in the

heart of Nord-Pas de Calais and next to Belgium border. From l'Amandinois to l'Ostrevant passing by Denaisis, the territory enjoys a dynamic activity, with the attreactiveness of green and blue tourism, and an economic development in constant growth (food industry, logistics, railways, automobile, pharmaceutic, etc.) La Porte du Hainaut manages about 30 parks of activity, as well as an urban zone. Also, they have three business centers (Denain, Escaudain, Escautpont) and a company incubator (Denain). The reception of companies and start-up in the audiovisual sector is in process on ACM's site. €27.7 million of the total yearly budget (€192.46 million) are dedicated to the economic development and employment which are La Porte du Hainaut's priorities.



L'Université de Valenciennes et du Hainaut-Cambrésis (UVHC) welcomes 10,000

students in their different campus in Valenciennes, Cambrai and Maubeuge. The university gives the opportunity of training in 150 different career paths from BAC +2 to BAC +8, within 4 fields (Sciences, technologies, and sport; law, economics and management; arts, literature and languages; and social and human sciences). In the research field, UVHC is identified as one of the principal regional actors in the sustainable transports sector with their certification as an "innovative campus in sustainable transports", with the creation of the Technopole Transalley and creation of the RT Railenium establishment. Also, they set their researches into different topics such as security and risk control, health and disability engineering, and digitalization with the Creative Mine in Arenberg.

The two public organizations led the dialogue with PIMAWA (Patrimoine Investissement de la Mine et de l'Audiovisuel de Wallers-Arenberg), a project society where the principal investors are :



la Caisse des Dépôts, public group; long term investor working for the public benefit and for the economic development of the country.



. Bouygues Bâtiment Nord-Est, which were in charge of the reconstruction of the site.



. Bouygues Énergies & Services, a subsidiary company of Bouygues Construction; they manage the maintenance of ACM's installations.



The buildings were designed by the group of architects Nathalie T'Kint and Skope in partnership with Seca drawing office. The audiovisual infrastructures design was realised by TF1, 42 Consulting and Firefly Cinéma.

An Ambitious Project

The first phase of the project started in June 2014 and consisted in the rehabilitation of the compressors' building to install the reception offices of DeVisu Laboratory, the test room, the TV set, the warehouse and the maintenance workshop, and in the construction of the Leaud, a building equipped of two projection rooms.

The site being classified as "Historic Monument" and registered on the list of the elements of the UNESCO Mining Area World Heritage, different constraints bound to the places protection had to be considered: the commitment to preserve the places has dictated the whole reconversion of the site.



The architects of "Bâtiments de France" demanded that all the facilities to be "reversible", so they can be removed without leaving any traces. The idea consisted in creating "a box in the box" in order to respect the identity of the places.

Furthermore, facades should not be impacted by the internal works. So, no more than 30% of additional floor could be added, in respect to the 2011 seismic regulations. Also, a work on conception optimization has been achieved to respect the specifications and to make an operational place.



A work of design optimization was engaged in order to respect specifications and to make it a lovely operational place. Moreover, during the construction phase, many gimmicks were used to respect the constraints imposed by *Bâtiments de France*. The main one: the interior layout should not be seen from the outside.

The building of compressors has been cut in two parts to create, on one hand, an area dedicated to laboratories, and on the other hand, an area for various uses. For example, the exhibitions in which are the historic compressors. The cut was made by an impressive glazed curtain wall on the entire height so that the mirror effect creates a depth effect to the whole building.

Beyond the architectural constraints, the use of the building required the consideration of strict specifications to guarantee the working comfort of the users and the quality of the services proposed by the site, particularly for the acoustic.





Arenberg Creative Mine is a structuring and complementary site to the existing offer, matching with the level of the big sites of the Memory in reconversion, but also with the structuring centers of the regional image sector carried by Pictanovo:



The *Plaine Images in Roubaix*, is installed on the former fallow land Vanoutryve. It combines on the same site companies of the image sector – culture – media (internet, photos, communication).







The *Carreau* 11/19 de Loos-en-Gohelle is today a center of reference of the sustainable development, with high value-added activities, such as eco construction, renewable energies, and eco-materials.



9/9 bis de Oignies is devolved to the musical practices and to the accommodation of the association of Scientific Culture of the Sites of Oignies.



The Serre numérique, in Valenciennes, is installed on the former fallow land Vallourec. Centered on Rubika's famous school, it develops its activity around the "serious game" (use of a video game for professional purposes and/or educational).



The Historic Mining Center of Lewarde is the biggest mine museum in France.



The **City of the Electricians in Bruay-la-Buissière** is a place of cultural reference.

Arenberg Creative Mine is one of the pillars of Pictanovo which gathers near of a hundred companies, a dozen of schools and six laboratories today, so a total of more than 3 000 qualified people. Stemming from the Economic Development Regional Plan, it has for vocation to develop and to organize the image sector in the region, to develop the economic activity related to this industry.

The objective: to position Northern France among the ten regions of Europe where the new images, new formats and the new economic models are created.

Arenberg Creative Mine is one of the symbolic sites of the ALL (Around Louvres-Lens), a federative, ambitious project which allows to develop the attendance and the quality of the regional touristic offer, and to confirm the status of worldwide excellence destination. Four countries are the main target: the Benelux, Great Britain, Germany and Japan. The tourist attractiveness of the region is a first-rate economic stake with a high potential of repercussion for tourism, industry, local shops and crafts in the next years.



Dedicated to the audiovisual making and to the professional improvement, the site attracts a multitude of public: directors / producers, companies in relation with "image" in its widest panel, start-ups, researchers, and many others. Equipped with cutting-edge audiovisual equipment, it allows realizing a full movie in a same place:

- **«Test Hall»**: Studio of 500 m² equipped with a green cyclorama screen of 9 m long with lighting, motorized structures grids, a large entrance for the access of big volume.
- «The Leaud»: Studio of $500 \text{ m}^2 + 150 \text{ m}^2$ hall. The set is customizable into a shooting studio, events room or projection room 4K / sound 7.1 (300 seats on retractable terraces / 900 stand-up places).
- «The TV Studio Set»: Studio of 120 m² equipped with a cyclorama wood of 3 faces of 5 m large, motorized structure, LED projectors with selectable colour temperature.
- Reception Spaces, Meeting Rooms, Production Offices, Lodges; all height stock areas.
- Motion control « Modula Rig » Mark Roberts
- Manual Crane 12 m, travelling platform (straight, curved rails and Dolly)
- Motion capture Vicon (12 cameras), Eye tracking Mocaplab
- **HD Video Control** with realization posts, special effect, tape recorder, vision, light, and sound. Possibility of capture in all the studios.
- Sound Studio and Recording Cabin: Console SSL AWS 924, Protools HD11, listens 5.1, microphones, voices and instruments (Neumann U87 et KU100, AKG, Schoeps, Sennheiser, Shure, Crown...)
- 5 HD cameras, 2 robotic heads, prompter, report cameras, 4K Standard camera C500
- **Post-Production Room** Avid Media Composer, Adobe Creative Suite, Nuke...
- Calibration Room (Firefly or DaVinci) and experimental projection (HD, 6 places)
- Emotion Capture System Tea, Eye tracking Tobii











Arenberg Creative Mine works with DeVisu Laboratory of the University of Valenciennes. Their focuses researches on technologies in audiovisual and digital media, on service designs of the habitat and the city and on information regarding decisions of action. The methods developed by DeVisu and the existing equipment at Arenberg Creative Mine enable a precise analysis of how users react when they are experiencing a particular situation (i.e. viewing, walking and deciding). Attached to the transfer of its researches in economics and to a life formation, DeVisu develops an ecosystem which includes professionals from the different sectors and does a voluntarism politic concerning the multiplication of its works: filing of patents, transfer of operating licenses, projects in incubation...

DeVisu Laboratory

Specialized in information and communication sciences, the university laboratory DeVisu includes many disciplines (automatic, signal treatment, esthetic, art sciences, education sciences, sports and physical trainings sciences, psychology, literature, informatics, mechanic engineering, etc.), that enable them to innovate their methodology as well as their different protocols and tools related to those disciplines.

Arenberg is a formidable site with an infrastructure and equipments which will develop a high level search.

Mohamed Ourak
President ComUE Lille Nord de France

Headed by the Professor Sylvie Leleu-Merviel, the laboratory has 45 searchers that cover three main fields:

- Audiovisual document engineering and multimedia and transmedia;
- Communication applied to architecture and urbanism;
- Quality of information, knowledge and communications representations.

With their different works (audiovisual; cities and habitat; organizations and firms), DeVisu find concrete applications in many economic sectors. Also, they are solving specific problem for all type of activities or industries. For example, conception processes, business intelligence, technological watch, advertisement, marketing, services and many others.

Research Projects 2016/2020



The DeVisu Laboratory has been selected to work on different research projects related to image and digital media, for example:

EclairColor

Type: Private contract 2016

Objective: this work concerned the cinematographic coding (HD-R) developed by Ymagis-Éclair. The goal is to compare the viewing experience between a standard projection sequence and one with EclairColor to validate the pertinence of this system and to improve drastically the viewing experience.

Partner: Ymagis-Éclair

Mémo-Mines

Type: ANR, Duration: 4 years (2017-2020)

Objective: conversion of memorial traces in digital contemplations by using the example of mining memory. The saving of individual memories, conversion in memorial traces, provision in the form of a corpus of indexed archives, contemplation for circumscribed social uses, and set/transmedia installation in dedicated memory places.

Partners: INALCO, COMUE SPC, PLIDAM Laboratory; Human Sciences Lille University, COMUE Hauts de France, GERiiCO laboratory.

M4X: Motion, Mood Mapping & sense Making eXperience

Type: Maturation Program SATT NORD, Duration: 18 months (mid 2016-end 2017). Can be prolonged with new funding.

Objective: Proof of concept: inventing a complete device (epistemological, theoretical, technic, and convenient) which allows to record, to map and to verbalise the emotional states of an actor during an activity.

C2L3PLAY (CREATIVE LIVING LAB TRIPLE PLAY)

Type: INTERREG France Wallonie Flandres / FEDER

Duration: 4 years

Objective: Set up of a cross-border living labs network. Research and innovation increasing of the cross-border zone in strategic sectors and in high complementarity sectors.

Partner: U-Mons. Buda Fabriek/AGB Buda, Transcultures, Cluster Twist, Game Agglomeration Community Porte du Hainaut, Designregio Kortrijk, Fresnoy, Mundaneum, SAEML Phénix, Lille 3 University, Pictanovo, Rencontres Audiovisuelles...

Accompagnement Margot Moyaux

Type: Dispositif CIFRE, Duration: 3 years

Objective: To maintain the identity of a region by its habitat: the brick face to the needs of thermal

renovation and energy saving Partner: Briqueterie Lamour

ERFICREAD

Type: CREST (Consortium for Research Excellence, Support and Training) Duration: 3 years (mid 2017mid 2020)

Objective: Close mesch among research, training, industry and culture through the synergies within the different actors. It aims to highlight the two specialities, Graphic Design – Interaction Design and Scenes & Digital Images, to the excellence level of the best national (ATI in Paris 8, RIM RAM in Saint-Etienne, etc.) and international (Interface Culture Program in Linz, Visual and Media Arts at UQAM, Media Arts at UCLA, etc.) training by tightening the connections between research and pedagogy, theory and practice, and digital technologies and sciences. The project is coordinated by recognized cultural structures in order to spread and to dynamize research while strengthening the crossborder regional economy of creative industries.

Partners: Phénix, Fresnoy.

Other projects are currently examined to obtain funding.



Since Germinal, the site has regularly been chosen by cinema professionals due to its visual potential. Its natural sets, its brownfields, its different studios and its advanced equipment (Motion Capture, Motion Control, and many others) are complementary assets allowing to host film shootings, television or advertisement in perfect conditions.

Renowned Sponsors

During its inauguration on September 25th 2015, Arenberg Creative Mine received the support of renowned sponsors: Costa Gavras (director) and his wife, Michèle Ray-Gavras (producer). Among them, many other directors and producers such as Frédéric Auburtin, Thierry Binisti, Patrick Bordier, Julie Lopes-Curval, Sylbain Razemon, Manuel Pradal, and Evelyne Dress.



Sophie Marceau has also been received for the preview of "Une histoire d'âme", as well as the director Bénédicte Delmas for the projection of "Elles... les filles du Plessis".



Examples of clips

Les Corons, by Stentors (2011)

Vincent Niclo et les chœurs de l'Armée Rouge, by
Thierry Vergnes (2012)

Raise me up, by Corson (2013)

Examples of Feature films

Germinal, by Claude Berri (1992)

Moi Louis, enfant de la Mine — Courrières 1906, by
Thierry Binisti (2006)

L'Affaire Salengro, by Yves Boisset (2006)

L'œil de l'Astronome, by Stan Neuman (2009)

Examples of Short Films

Le Jour où le fils de Raïner s'est noyé, by Aurélien Vhernes-Lermusiaux (2010)

Le Sac, by Caméra en Nord (2012)

The Uncomputable, by Fabien Giraud & Raphaël Siboni (2016)

Fraktur, by Gilles Ribero (experimentation with Le Fresnoy - 2016)

Examples of Documentaries

La Cordillère des Ch'tis, by Bernard Gillain (2011) L'Honneur des Gueules Noires, by Jean-Luc Raynaud (2012)

Le Choix de Peindre, by Henri de Gerlache (2015)

La Bataille du charbon, by France 3 (2015)

L'Histoire au quotidien: la révolution industrielle,
by François-Xavier Cardon (2015)

Examples of TV Movies and Shows

La Compagnie des Glaces, by Paolo Barzman (2006) Quand l'Amour s'emmêle, by Claire de la Rochefoucauld (2010)

La Vie devant elles, by Gabriel Aghion (2014-2016) Les Petits meurtres d'Agatha Christie, by Rodolphe Tissot (2016)

Les crimes silencieux, by Frédéric Berthe (2016)

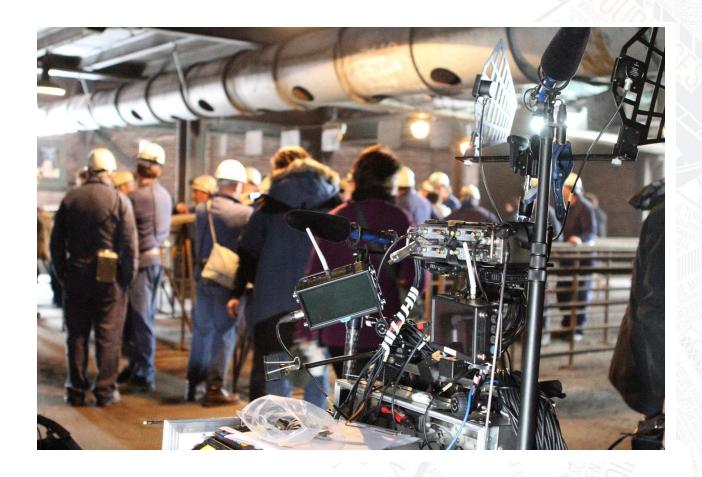
Everything available on site... and Around

The Agglomeration Community of Porte du Hainaut works in partnership with different structures such as the *Bureau d'accueil des tournages* of Pictanovo, the Tourist Office, the University of Valenciennes and the audiovisual advanced formation DREAM (qualified students who reinforce the filmmaking team), the Association of "Anciens mineurs, amis de Germinal". Together, they work to organize a global welcome and team qualification.

Other asset of the site: the equipment. The filmmakers can produce complete movie on the site which help to save time and money.

Arenberg is an amazing tool for audiovisual, cinema, television. Here,there are possibilities that don't exist elsewhere in Europe!

Costa Gavras Director and Sponsor of the inauguration





Since its opening, in relation with Tourist Office of La Porte du Hainaut and the Association of "former minors", the site also specializes in hosting corporate events: professionals fairs, seminars, plenaries, colloquiums, etc.

Its different interior and exterior spaces enable the organization of all event configurations, plus, the possibility on site or at proximity, of "à la carte" formulas with different sport, nature, cultural, gastronomic and other activities. Several companies have already been welcomed, among which: CIC, Ecoburotic, Comité Grand Lille, APM, AG2R, SNCF, DREAL, Caisse des Dépôts, Bouygues, Renault-Dacia, Orange, Leroy Merlin, In Extenso, ErDF, Bombardier, and ASO.









As image structuring pillar in the region, Arenberg Creative Mine also organizes different animation programs dedicated to public and professionals. The team offers a continued annual cultural program giving appointment to the public on a regular basis (previews or different kind of animations).

As such, the site hosted the Factory of Amateur Films by Michel Gondry for example. Finally, as far as heritage level is concerned, the site participates in major regional or national events such as Heritage Days, the World Heritage Day...



The potential of Arenberg Creative Mine is still wide, with the asset of being relatively free in its shaping. Indeed, the overall project includes different conditional parts which can be engaged in any order, subject to financial capacities and private funding.

Two main projects are in progress:

1/ The developement of the tourist offer

Since July 2017, a temporary antenna is opening by the Tourist Office of La Porte du Hainaut, so they can inform more the tourists and perhaps propose a visit of the site (subject to a certain number of people).

They also made a reflexion about the heritage tour. A new circuit exists, including rehabilitated buildings or even the roof of the LEAUD, if the weather allows it. The creation of a panoramic lift on the main headframe will eventually complete the tourism offer. It will let the visitors discover, at 68 meters high, the exceptional natural environment: Raismes-Saint-Amand Forest, Goriaux's Pond, Arenberg span and other landscapes.

2/ The reception of companies and innovative startups

From 2019, a first block will arise on the site. This building will be RT 2012, consisting of a ground floor and two floors with a ground attachment of about 400 m², or 1.200 m² total adjustable trays which can accommodate between 60 and 70 workstations. The offices will be interconnected with the entire site (VDI network) and, upon request, can be equipped with furniture. In the end, it is planned to have four identical blocks which will constitute a village of companies. Nearby, the "Transformer" building will be reconverted into meeting rooms.

In a second time, La Porte du Hainaut plans to renovate the two houses that are located at the entrance of the site. One to receive the antenna of the Tourist Office; the other to develop the communic'home project: an experimental house where innovative communicating communication devices in accordance with energy performance, health, leisures, will be tested. This project integrates a research program carried by the University of Valenciennes and the DeVisu Laboratory. In the future, this unit could be occupied by the janitor of the site. The restitution of the experiments could be done on screens set in the Tourist Office's antenna to be visible for the public. The two homes will be joined by the "WATTWAY" project, a 50 m² road equipped with solar collectors that will supply electricity to both houses.





1989: End of mining.

1992: Classification of the Wallers Arenberg mining site to historical monuments.

1993: Reception on the site of the filming teams of Claude Berri to realize the movie "Germinal".

2001: Installation of the headquarters of the Agglomeration Community of La Porte du Hainaut, on the Arenberg mine site.

2002: Launch of a competition of ideas to define the future vocation of the site of Arenberg.

December 15th, 2003: Registration of the requalification of the site in the work axes of the territorial project.

Between 2005 and 2008: Commitment of a vast "closed and covered" operation to rehabilitate the site.

2006: A decisive meeting between La Porte du Hainaut and the University of Valenciennes which, by agreement, decide to install searchers from the DeVisu Laboratory on the site.

2007: Definition of a pre-program.

November 2010: Launch of the definition market.

June 29th, 2011: Signature between the University of Valenciennes and Hainaut-Cambrésis (UVHC) and La Porte du Hainaut of the agreement protocol concerning the conditions of reception of DeVisu Laboratory's searchers, to the use and the operation of the first platforms and equipment on the Arenberg site. Approval of the Public Private Partnership contract principle to carry out the reconversion project.

July 2011: Launch of a competitive dialogue to entrust an economic operator with the design, construction, conversion, building's maintenance and financing of the operation (net of subsidies that will be collected).

November 2011: Commitment of the competitive dialogue.

June 30th, 2012: Classification of the Wallers-Arenberg mining site as a UNESCO World Heritage Site.

April 2013: Deposit of the final offer of Bouygues Bâtiment Nord-Est.

July 2013: Deliberation in the Community Council of La Porte du Hainaut giving a favourable opinion on the general scheme to the partnership contract and authorizing the President to proceed with its finalization.

November 13th, 2013: Signature of the Public Private Partnership Contract - Official launch of the project.

April 2014: Laying of First Stone.

September 25, 2015: Inauguration of the LEAUD and new equipment in the presence of the director Costa Gavras and his wife, the producer Michèle Ray-Gavras.

October 2015: Installation of the DeVisu laboratory and initiation of the following phases (study on the restaurant and the business reception building, upgrading of the Hanging room).

2016 - 2017: Feasibility study of the following phases of development (business real estate, heritage trail, etc.)

June 2016: Validation of works related to the real estate business in the Community Council.

July 2017: Inauguration of the Tourist Office of La Porte du Hainaut on site and of a new heritage trail.

PORTEURS DE PROJET











FINANCEURS









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