

showcase, promote, celebrate!

Gecina opens up its
properties for you
with a fresh perspective to
transform your
communications into
events.

experiences
by Gecina

The art of communicating with a fresh perspective

At the heart of Paris' most beautiful buildings, everything becomes possible: large-format displays, exceptional events, pop-up stores, fashion shows, product launches, private dinners, artistic performances...



Spectacular artwork on Louis Vuitton's flagship store, 101 Champs Elysées



MESSIKA brand decal at 44 avenue des Champs Elysées



Exclusive dinner on the 24-26 rue Saint Dominique rooftop

EXPERIENCE BOOK

Open up to new experiences

Gecina exclusively opens up its properties for you with a **fresh perspective**. Step inside and **bring to life your communication and event's project** to reach all your audiences.

Cultivate the unexpected

You have a **choice of the destinations and Atmospheres to create your universe**: innovative and intimate spaces, impressive "bare concrete" volumes, rooftops with views of the whole of Paris, and secret gardens.

Non-binding document – strictly confidential

experiences

supporting you

Any ideas or projects? Anything you would like to look at? Share them with us and **we will support you to find your ideal space**.

— showcase — promote — celebrate —



Enjoy the **outstanding visibility of Gecina's spaces** for **large-scale communications** while building work is being carried out, supported by our market-leading partners.

Already a client? Transform your facade into a large-format media showcase.



Embrace industrial features: **with exclusive pop-up locations**, before renovations, our spaces can welcome **catwalk shows** during Fashion Week, product **launches** or even **pop-up stores**.

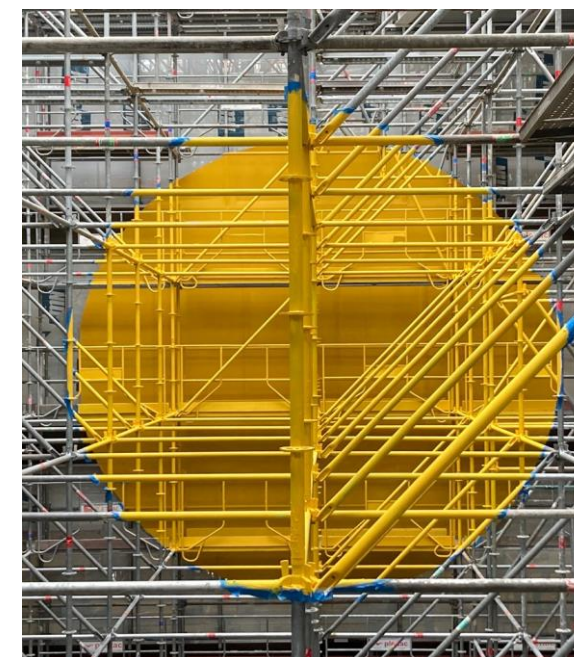
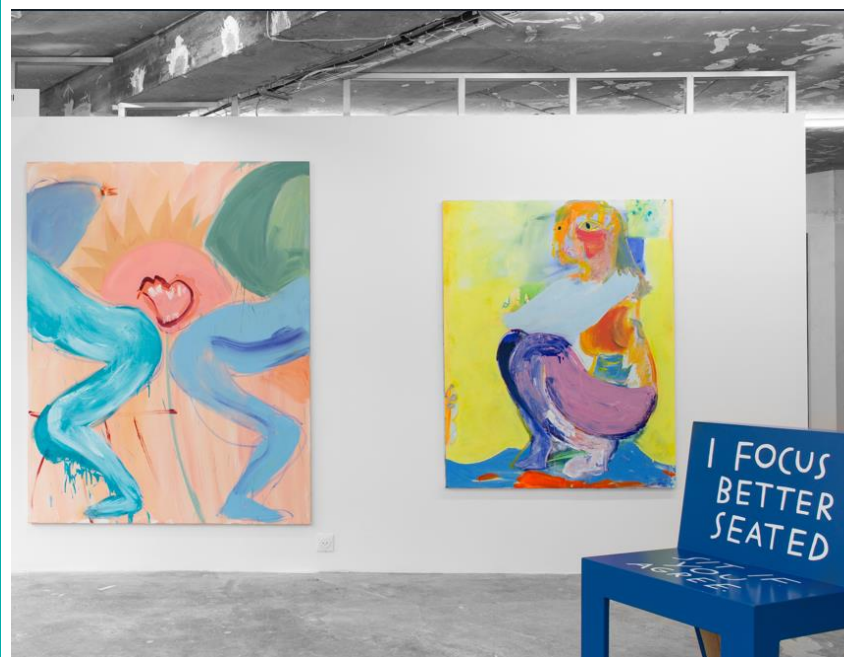


Create unforgettable memories for your: open-air **gourmet dinners**, **private evenings** or **summer parties...**

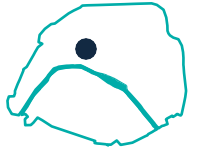
Exceptional experiences

Bringing together luxury design
and industrial features

Messika high jewelry show,
Paris Internationale contemporary Art exhibition,
WeAreOna dining experience,
Artwork created by Georges Rousse,
Valentino open-air dinner,
Courrèges after-show, Show-room
Preparation for Off White show...







5 Royale

2024 - 2025



Key features

- 📍 Rue Royale
- 📏 400 sq.m for displays
- ⊕ Outstanding visibility at the heart of Paris

Technical

Working with our market-leading advertising agency partners.

experiences



Displays



Carreau Neuilly

2024 - 2025



Key features

- 📍 Major corridor between Pont de Neuilly and Place de l'Etoile - 10mins from Paris 80m-long building
- ⊕ At the heart of Allées de Neuilly
- 🍷 Fashion shows, showrooms, cocktails, private dinners ...

Technical

Working with our market-leading advertising agency partners.





Jardin Vendôme

Through the year



"This beautiful garden is a tribute to a generous, fragrant, edible and sensory nature, as well as the elegance of this neighborhood."

Its refined lines of zinc echo Paris' rooftops and the kitchen gardens of the convents that could be found in this quarter before Jules-Hardouin Mansart rebuilt Place Vendôme in the late 17th century".

Atelier Gabriel



Key features

- 📍 Place Vendôme 800 sq.m garden + 400 sq.m of indoor spaces, capacity for 200-220 people
- 🏡 Beautiful landscaped lightwell
- ⊕ Possibility to set up installations overnight
- 🍹 Cocktail receptions, photo shoots, dinners, fashion shows...
- 📅 Available in 2024

Technical

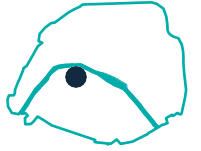
- Landscaped by Atelier Gabriel and inaugurated in 2021
- Several possible entrances
- Parking spaces available
- Equipped with water, electricity and toilets
- Cleaning-housekeeping and gardening service during the year

experiences



Saint Dominique

Rooftop



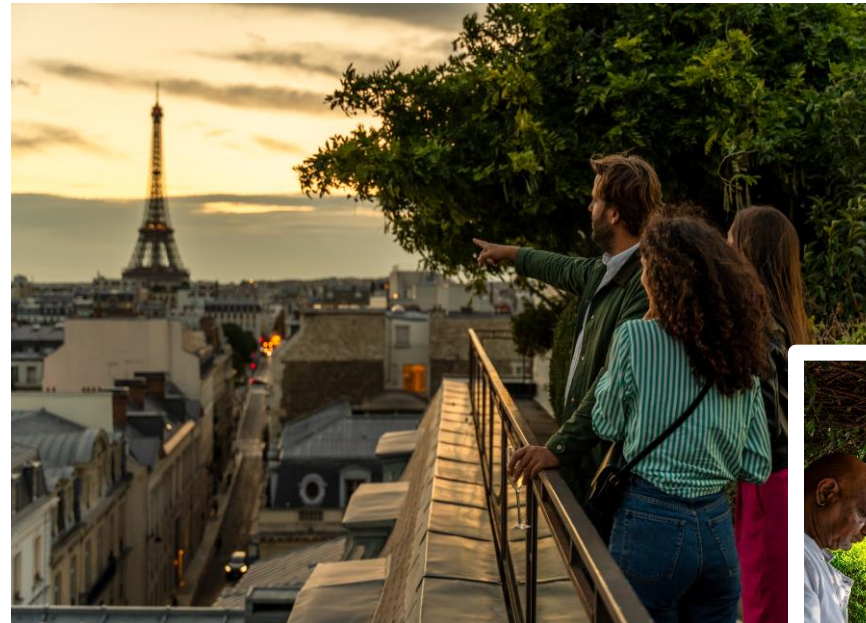
2024

Key features

- La Seine Left Bank, within Les Invalides and the Assemblée Nationale
- Large landscaped terrace with 400 sq.m of space
- Rooftops with views of Paris and its iconic monuments
- Very bright - Generous volumes
- Fashion shows, showrooms, cocktail receptions, private dinners...
- Available in 2024

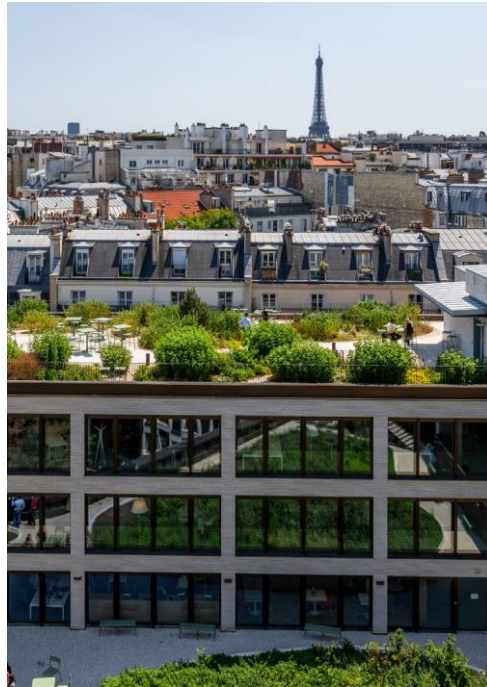
Technical

- 28m long
- 6th floor with access via independent elevators
- Capacity for 2 elevators / 630kg - 8 people



Pergolèse Rooftop

Throughout the year



Key features

- 📍 Rue Pergolèse close to Place de l'Etoile
- 📏 400 sq.m landscaped rooftop
- ⊕ Luxurious selection of plants
- 🍸 Ideal for cocktail receptions and private evenings
- 📅 Available throughout the year

Technical

- Independent elevator access
- Equipped with water, electricity and toilets
- Cleaning-housekeeping and gardening service during the year










Jules Ferry

2024



Key features

-  Boulevard Jules Ferry, close to Canal Saint-Martin
-  2,100 sq.m at the heart of the 11th arrondissement
-  Generous volumes with magnificent ceiling heights
-  Fashion shows, showrooms, private dinners, workshops
-  Available in 2024

Technical

Elevators on every floor

2.3m to 4m ceiling height

Maximum headcount: 260 people



155 Haussmann

2024



Technical

6 floors
3.3m ceiling height



Key features

- 📍 Boulevard Haussmann, at the heart of the Central Business District
- 🏠 2,200 sq.m of space with beautiful fixtures (moldings, herringbone parquet flooring, fireplaces)
- ⊕ 3.3m ceiling height
- 👗 Showrooms, fashion shows, dinners, exhibitions...
- 📅 Available in 2024



experiences

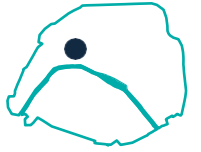


Events

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Saint Honoré

2024



Key features

- Rue du Faubourg Saint-Honoré, close to Boulevard Haussmann
- 3,000 sq.m of fully renovated space in the 8th arrondissement
- Breathtaking views of the Eiffel Tower and Sacré Cœur
- Fashion shows, showrooms, private dinners...
- Available in 2024



Technical

- 2 available elevators
- 2.6m ceiling height
- Capacity for 200 people



Gamma Gare de Lyon

2024

Key features

- 📍 Gare de Lyon business district Platforms
- 📏 900 sq.m Views of the whole of Paris
- ⊕ Very bright, industrial design, Intimate setting,
- 🍸 Fashion-shows, showrooms, cocktail, private dinners
- 📅 Available in 2024

Technical

1,000 sq.m of platforms - 2nd to 7th floors
900 sq.m of platforms - 8th to 14th floors
60m long - 8m wide
2.65m to 2.8m ceiling height Capacity for 500 people
2 elevators - 18 people / 1350kg
2 stairwells
Delivery bay - 3.60m high Possibility to set up installations overnight
Maximum noise level: 100 dB





Horizons 2024

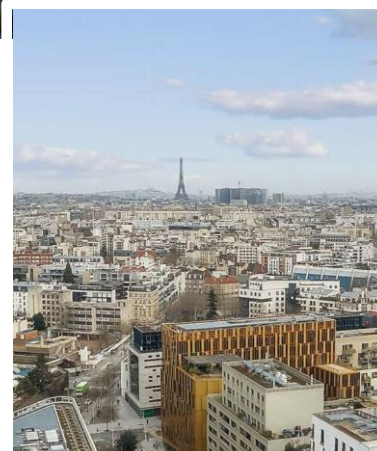
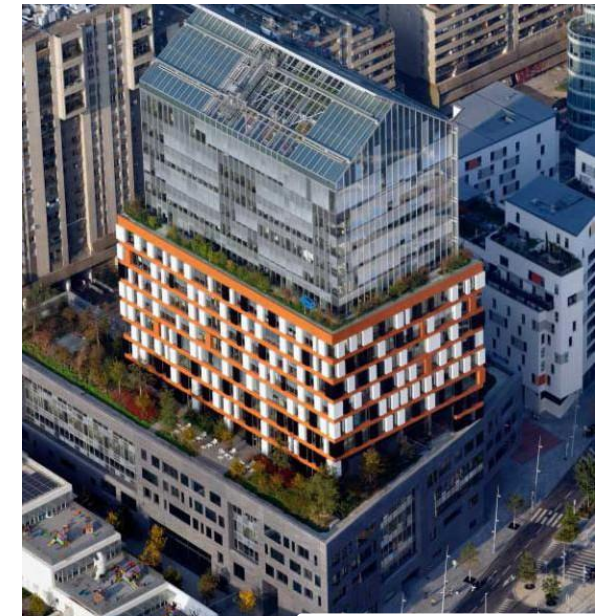


Key features

- 📍 At the heart of Grand Paris - Boulogne Billancourt - 10mins from Paris
- 🏠 Around 1,400 sq.m available
- 🌳 Tree-lined and landscaped atrium on the 18th floor with 360° views of Paris
- ☀️ Very bright - Generous volumes / Magnificent lobby - 10m ceiling height
- 🍸 Showrooms, cocktail receptions, private dinners...
- 📅 Available in 2024

Technical

- 600 sq.m fitted-out platform - 18th floor
- 600 sq.m cleared platform - 18th floor
- 225 sq.m mezzanine with terrace - 19th floor
- 2.80m to 7.60m ceiling height
- 1 service elevator / 1,350kg - 1.37x2.45m
- 5 elevators / 1,350kg - 18 people Possibility to have a private elevator










Carreau Neuilly

2024

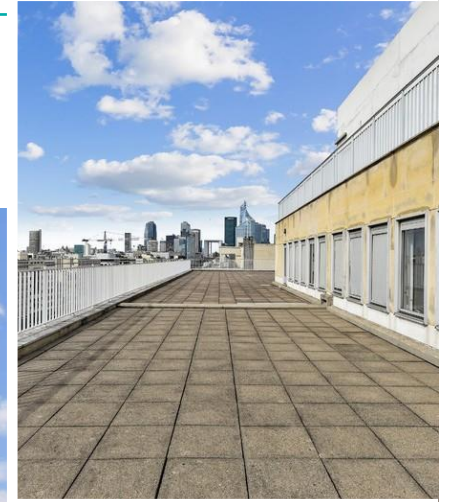


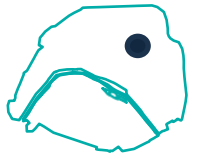
Key features

-  Major corridor between Pont de Neuilly and Place de l'Etoile - 10mins from Paris 80m-long building
-  At the heart of Allées de Neuilly
-  Very bright - Generous volumes
-  Fashion shows, showrooms, cocktails, private dinners, receptions ...
-  Available until 2024

Technical

- 1,100 sq.m terrace - 8th floor
- 1,550 sq.m fitted-out platform - 8th floor
- 2,650 sq.m cleared platform - 7th floor
- Ceiling height up to 2.70m
- 3 elevators / 750kg - 10 people
- Equipped kitchen - 8th floor
- 2 restroom blocks - 8th floor





27 Canal Rooftop

2024



Key features

- 📍 Avenue Flandres, close to Quai de la Seine
- 🏠 450 sq.m landscaped rooftop
- 🌿 Luxurious selection of plants, views of the Bassin de la Villette and Eiffel Tower
- 🍸 Ideal for cocktail receptions and private evenings
- 📅 Available in 2024

Technical

- Rooftop elevator access
- 7th floor rooftop





Pop-up stores



Boétie

2024



Key features

- Rue de la Boétie, next to Miromesnil Metro station
- 480 sq.m at the heart of Paris in the 8th arrondissement
- Natural light with a glazed facade and reflective bronze finish
- Ground floor with 4m ceiling height and 19m storefront
- Pop-up store, showroom...
- Available in 2024

Technical

ERP class 5 approved to welcome members of the public for dining and beverages (activity N)

Elevator available

Fit-out with various configurations



3 Opéra

2024



Key features

- 📍 Place de l'Opéra, next to Metro lines 3, 7, 8 and 9 and RER A
- 📏 290 sq.m of space available at the heart of Paris
- 👥 Major tourist destination, annual footfall of 7.5 million people
- ⊕ Outstanding visibility with a 9m storefront
- 🍹 Pop-up store, showroom, cocktail receptions...
- 📅 Available in 2024



Technical

Possibility to install a 12m terrace in the public space with magnificent views on Boulevard des Capucines

Listed heritage status in Paris' 2nd arrondissement



5 Royale

2024



Key features

- 📍 Rue Royale at the heart of the Central Business District
- 📏 30 sq.m available in a Haussmann building
- 👥 Major tourist destination, with annual footfall of 8.9 million people
- 🏆 Sports showroom, pop-up store
- 📅 Available in 2024



Technical

- Natural light
- 3m ceiling height
- Flexible fit-out (21 sq.m ground floor and 9 sq.m basement)



Quai de Jemmapes

2024



Key features

- 📍 Quai de Jemmapes, looking out over Canal Saint-Martin
- 🏠 190 sq.m in the 10th arrondissement at the heart of an urban ecosystem
- 👤 Charming views of Canal Saint-Martin, connectivity with all the urban hubs in just a few minutes
- 🏪 Pop-up store, showroom, medical center, sport
- 📅 Available in 2024



Technical

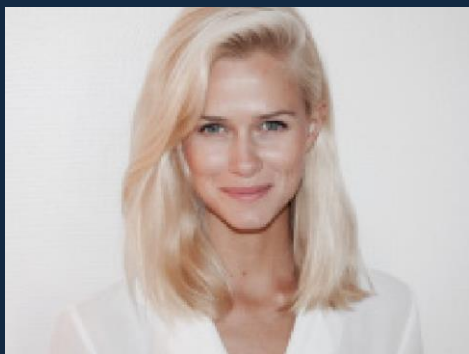
Close to transport links (100m from Jaurès Metro station)

Number of floors: 2 (117 sq.m ground floor and 72 sq.m basement)

Full glass facade



Contact



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