

Model case study: Paris game on Champs-Élysées area

The Paris game is inspired from an existing redevelopment plan of Paris municipality called “Greening Champs-Élysées” while enlarging the focus area and objectives.

The initial Champs-Élysées redevelopment scheme is aimed at:

- reducing traffic and pollution by giving back car space to pedestrians and bicycles in the Champs-Élysées avenue
- making the Champs-Élysées avenue a more livable and attractive place by greening open public space

The fictional Paris set up enlarges this initial plan by focusing on all the area around the Champs-Élysées. The goals are:

- widening the streets
- greening streets and buildings
- redesigning the layout
- giving back space to pedestrians and bicycles

Through this game, users can have some perspective on potential stakeholders and interactions that could happen in real life for such a redevelopment plan. The chosen stakeholders for the previously exposed objectives are: Paris municipality, architect, project developer, shopkeepers association and residents. All stakeholders do not have the same targets to achieve and the same share of responsibilities. The municipality has an important role to play so as to improve the overall livability of the area whereas residents and shopkeepers association can negotiate on the land transactions and give their opinions on the project. Regarding the architect, as a designer of buildings redevelopment, he has to work closely with the project developer. Considering the ground price for Paris (above 10,000 euros/m²), a sufficient budget is required for the municipality and the project developer, who are the main master builders of the Champs-Élysées area.

This model case was used for students to learn about scenario building; each team had to develop its own scenario for this area namely the stakeholders, indicators, actions and interactions that make sense to achieve the goals. Through the construction of the story, they have learned to question themselves on the role of stakeholders, on the suitable actions to achieve specific targets, on the existing urban issues and through the testing of set ups, they have assessed if the created scenarios are feasible and realistic