



Villeneuve | Videogazette

This plan, a true urban utopia of the 1970's, was supported by a whole generation. It revealed the dream of a new city without the problems of the city.

Villeneuve was a model. A model of co-habitation between people of different backgrounds. A model of a communal life. A model everywhere it counted.

(Fabrice Neyret, History of Villeneuve)

VILLENEUEVE

On the eve of the 68 Olympics, the City Council, SADI (Society for the Development of Isère) and mayor of Grenoble, Hubert Dubedout announced their support for a proposed urban plan that would utilize 300 acres of vacant land south of the city centre, the future Villeneuve. The initial funding for the city was provided by infrastructure funds of the 1968 Olympic Village.

The design objectives were:

- Mix of Housing
- Simultaneous commissioning of housing and a wide range of public facilities
- Priority to public transport and pedestrian paths,
- Creation of areas of employment to be integrated into neighbourhood
- A team on site of all common agencies involved in the design and execution: *Team Villeneuve*

VILLENEUEVE | BACKGROUND

- Villeneuve is the southernmost district of Grenoble and as its name indicates was constructed recently, at the start of the 1970's.
- Of the 3 urban propositions, the proposal by Loiseau Tribel architects was selected and approved in early 68.
- The project team included landscape architects (Courajoud, Henri, Huidobro), planner (Parent), teachers and sociologists. All of whom installed themselves temporarily in Grenoble during the construction of this *city within a city*.



VILLENEUEVE | BACKGROUND

- The architects design principles were clear and were an elaboration of the initial objectives by SADI.

- Priority to Pedestrian Traffic
Pedestrian access only within city

- Abundance of Green Space
11 hectares of green space

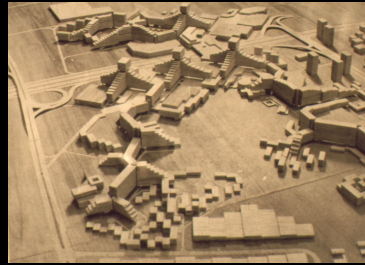
- Varied Residences
No 'towers and bars' different housing typologies

- Principles of Social Diversity
50% social housing, 50 % home ownership

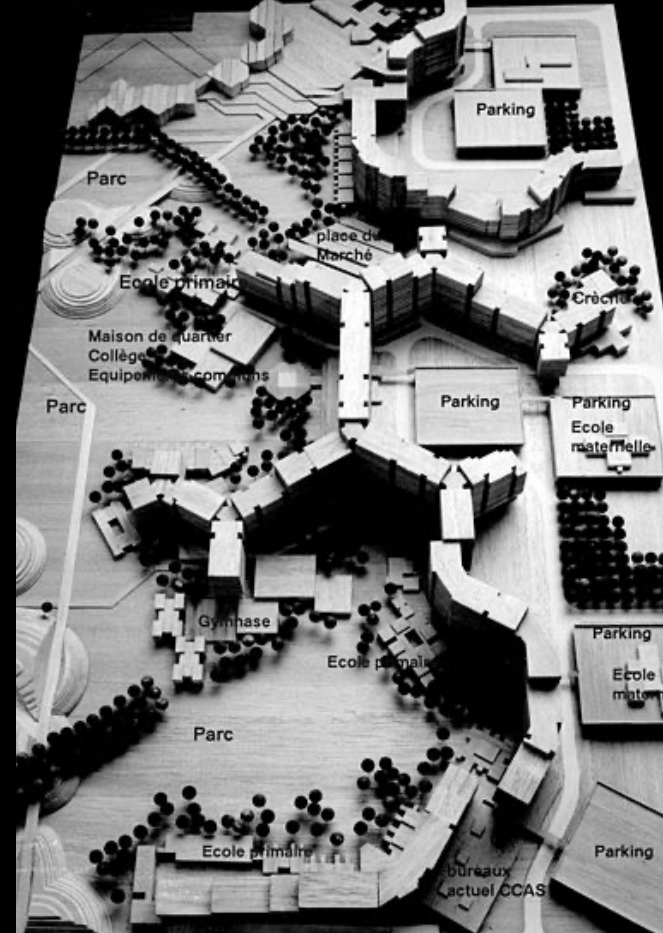
- Services & Residence Proximity
Public facilities located at the foot of buildings

- 1970 - 73 Construction started and was completed.

- 1972 first residents moved into L'Arlequin, one of the 6 districts of Villeneuve. This district encompasses 75 % of the cities housing.



Photograph of Arlequin architectural model
Photograph of entire architectural model



VILLENEUEVE | SPIRIT OF THE TIMES

An island for socialism
(Loiseau Tribel)

- Villeneuve was created at a time where education was still a vast experimental terrain. Children were able to receive an 'open education' at the 12 schools within the city and there was little curriculum difference between formal and hobby activities.
- As part of the schools curriculum and in service to the population were a wood and metal workshop.
- Students were able to use the workshops under supervision every Wednesday and during their vacation. Adults whenever they had free-time.
- The wood workshop remains open today, but functions differently, as inhabitants claim to 'have less free time' (LA Villeneuve 1974). Another workshop of sorts was Vidéogazette.



VILLENEUEVE | VIDEOGAZETTE 1972-76

During this period, impelled by the critical vision of the economy and aesthetics of industrial cinema, local activists in Villeneuve created Vidéogazette...It is an example of community action through video and communal experience.

A real labour of representation, with the people who are going to watch their broadcast in the evening (pg. 61 Art in America)

- Vidéogazette is a televised journal of daily life, one of the first neighbourhood television channels created by and for the inhabitants of Villeneuve. It was considered a 'pioneering work of social experimentation' as it pushed on ideologies of 'advanced democracy' and gave residents a voice.
- A series of technicians were made available to the inhabitants and school teachers, the intention was to educate inhabitants in audio-visual technology.
- Each school was equipped with a television and a large part of the teaching curriculum incorporated audio visual technology, either part of curriculum or to document activities.
- Program subjects included anything local, often the content was spontaneous. Program examples include, children from a school who create a film, a strike or manifestation that passes nearby or the problems of the city, like problems of parking, problems of security.
- Approximately, every 15 days a program was screened at Villeneuve, either in a projection room (espace 600) or outside when weather permitting.

Rushes from Grenoble LA Villeneuve 1974



Today Villeneuve doesn't correspond at all to the society present during it's construction.

During construction, there was unemployment, but that was the exception and there was still a hope of permanent improvement. Then, society was more open to experiences and innovations, even if social, cultural and financial difficulties existed.

... Today, it is not the ideals that have escaped from the quarter but the population. (Jean François Parent)



Recent History & Future Plans:

- July 16th, 2010 Shooting by police of Karim Boudouda
- July 17-18, 2010 Riots at Villeneuve
- July 30th, 2010 Sarkozy Speech of Grenoble

- Feb 2011 Ville9 television series win the call for proposal from the city of Grenoble
- 2013 Villeneuve Rehabilitation Plan: demolish 50 Galerie de L'Arlequin
- 2014 Villeneuve Rehabilitation Plan: Arlequin restructuring plan
- 2015-2016 Villeneuve Rehabilitation Plan complete

Rendering of 'Quartier Vigny-Musset' and new artery into Parc Jean Verlhac, Gre City Local News October 2011.

Proposition de Restructuration Phase 1, Le Monde Nov 2011

