

REYERS : TOWARDS A MULTIMEDIA CENTRE



TOWARDS A MULTIMEDIA CENTRE

- **The Media Park**
 - Urban context
 - Added value
 - Planning
- **RTBF Media Square**
 - Ambitions
 - Draft project
 - Construction

THE MEDIA PARK

Urban context

- **Main stakeholders**
 - Brussels-Capital Region
 - Municipality of Schaerbeek
 - VRT and RTBF
- **Current site VRT-RTBF : ~20 hectares**
 - Planological study (Bureau bruxellois de la Planification – Brussels office for planification)
 - Urban-planning study → Master Plan (Agence François Leclercq)
- **Construction of ~380.000 m²**
 - 55 % housing
 - 34 % business activities (including the new buildings of VRT and RTBF)
 - 6 % shops and leisure
 - 5 % equipment (schools, nursery facilities, etc.)

THE MEDIA PARK

Heart of an
ecosystem

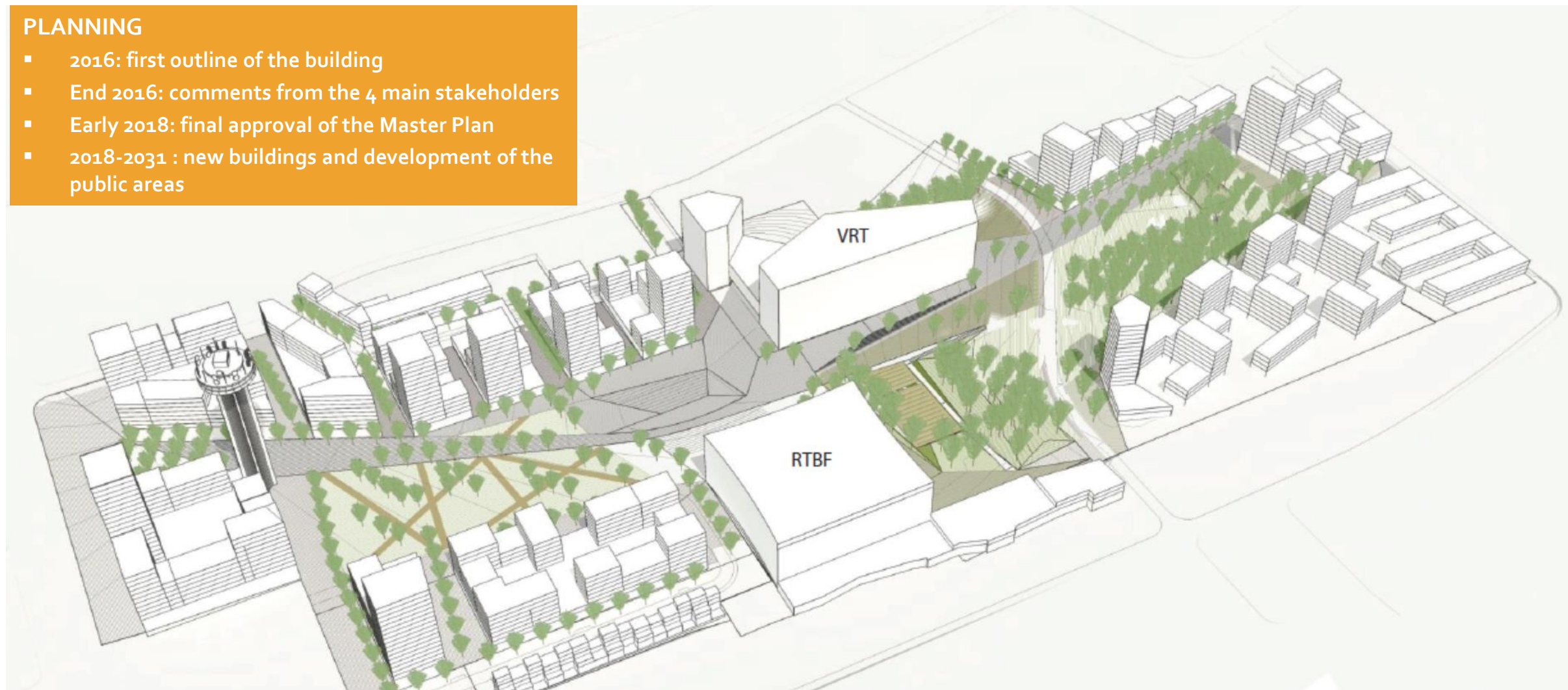
- Housing
- Stimulate creativity and innovation in the media sector
- Economic benefits
 - For companies, the Brussels-Capital Region and the Municipality of Schaerbeek
 - Study conducted by Deloitte



THE MEDIAPARK: HEART OF AN ECOSYSTEM

PLANNING

- 2016: first outline of the building
- End 2016: comments from the 4 main stakeholders
- Early 2018: final approval of the Master Plan
- 2018-2031 : new buildings and development of the public areas



RTBF MEDIA SQUARE

Background about RTBF in Brussels

- 1930 : the public broadcaster (INR-NIR) was created and located in a building in the Place Flagey
- 1962 : purchase of the Tir National's site (along the Boulevard Reyers)
- 1966-1977 : the present buildings of RTBF and VRT were built
- Recent developments
 - Media convergence, which requires breaking down the silos
 - Patterns of production and distribution are evolving (rise of digital)
 - Structural deficiencies in the present building
- June 2014 : decision to build a new building

1926 – 1st news
programme on
Radio in BE

1956 – 1st news
programme on
TV in BE

2005



RTBF MEDIA SQUARE

Ambitions

- Develop the necessary infrastructure to cope with the changes in the media industry
- Express our corporate values: transparency, creativity, innovation, etc.
- Take an active part in the development of a very promising area
- Become part of a network and build value-creating partnerships
- A building with an architectural identity and structural qualities
- Control construction and operation costs

RTBF MEDIA SQUARE

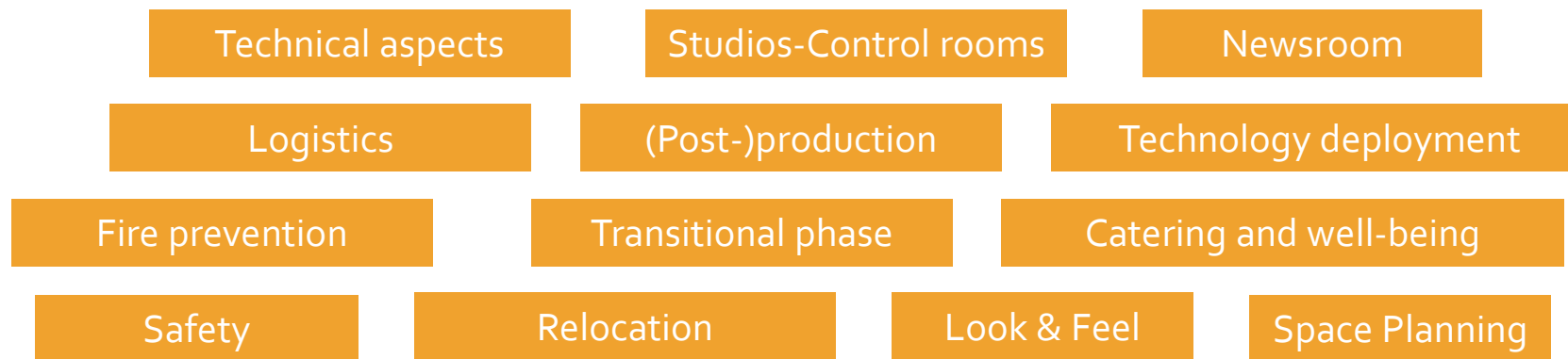
Selection of the designer

- 47 application files were received (involving different fields of expertise, from different countries)
- With the support of the BouwMeester (Master Architect of the Brussels-Capital Region)
- 5 candidates were selected to present first sketches
- Criteria : skill, urbanity, technique and price
- Advisory committee including internal and external experts (urban planners, engineers, architects, real-estate economists, etc.)
- The contract was awarded to MDW Architecture, Vers plus de bien-être (V+) and Tractebel Engineering (March 2016)

RTBF MEDIA SQUARE

Participatory development of the draft project

- The project RTBF Media Square is part of a broader programme for improving the work environment of RTBF's employees: a programme called IMAGINE
- In addition to a unit responsible for communication and change management, 13 multidisciplinary working groups were created to feed into the designer's work



- The name of the new building was chosen by the staff: Media Square (after Mediarives in Liège and Mediasambre in Charleroi)

Vision 2022



VISION 2022

Réinventons ensemble la RTBF

1. Enhance public service values in the digital world
2. Be leader in the French-speaking Belgian production
3. Be a 'learning organisation'

RTBF MEDIA SQUARE: DRAFT PROJECT



FEATURES

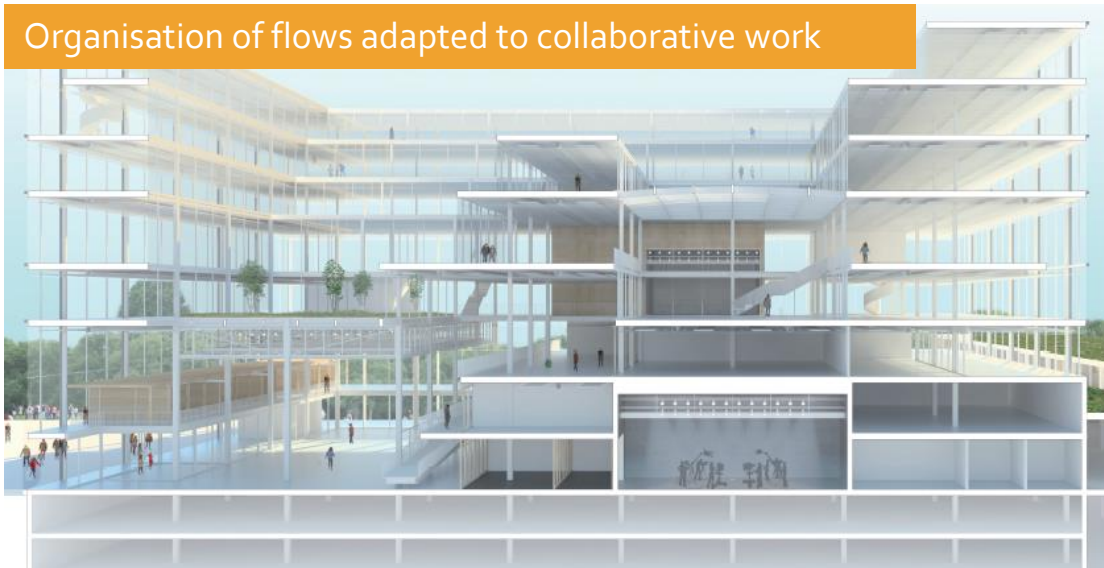
- Open and transparent
- Identity marked by curved façades
- 38.000 m² gross
- 550 underground parking spaces
- Complementarity with the VRT building

PLANNING

- June 2017: permit application
- End 2018: authorisations granted
- Early 2019: start of construction works
- End 2020: delivery of the building

RTBF MEDIA SQUARE: AN EFFICIENT AND FRIENDLY WORK ENVIRONNEMENT

Organisation of flows adapted to collaborative work



Multi-purpose room – Modularity and flexibility



Restaurant – Quality of spaces



Newsroom – Bright and ergonomic



RTBF MEDIA SQUARE

Technical aspects

Public contract for construction

- Building structure: simple and repetitive (basic frame: 8,10/8,10 m)
- Underground parking on 3 levels
- Permit application on 30 June 2017 (authorisations granted ~end 2018)
- Public contract for construction
 - General contractor
 - Estimated amount: 80 MEUR (excluding VAT and soft costs)
 - Launch of the contract in 2018
 - Award of the contract in autumn 2018
 - Start of the construction works: early 2019
 - Delivery period: 24 months



THANK YOU FOR YOUR ATTENTION