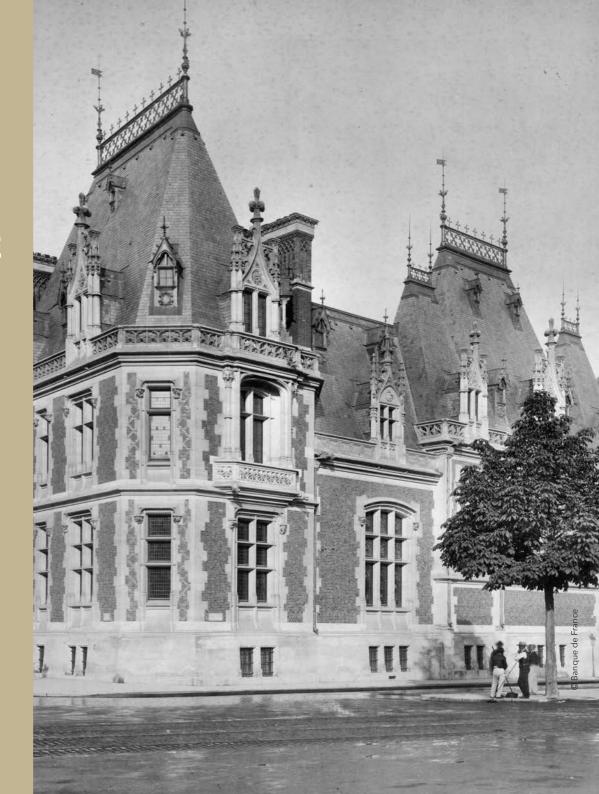


Opening on June 14th



HOTEL
GAILLARD:
A NEORENAISSANCE
MANSION
IN THE HEART
OF PARIS

Installing the City of the Economy in Hotel Gaillard has been an opportunity for discovering a unique building classified as a Historical Monument in addition to appreciating the special features of the facade and also inside the house.





Portrait of a banker who was also a collector

Émile Gaillard (1821-1902) was characteristic of 19th century bourgeois dynasties. His family came from Grenoble and he was the grandson of Théodore François Gaillard who founded a bank in the second half of the 18th century, himself the son of Théodore Eugène Gaillard, Mayor of Grenoble from 1858 to 1865. Émile was the representative of the family bank in Paris. He met the mainstream bankers of his time, especially the Pereire's and was a mover in the economic adventure of the century. He engaged in varied banking transactions such as funding railway companies, managing the assets of the Count of Chambord, contracts with Victor Hugo and more

Doing business was not his onlycentre of interest. He studied under Chopin in his youth and people say he was his best pupit such that Chopin dedicated a mazurka to him. Gaillard also composed music for the piano. He was very taken by Middle Age and Renaissance art and had had an amazing collection of furniture, decorative objects tapestries and other works of art of the period.







BRANCH OFFICE OF THE BANQUE DE FRANCE, 1923-2006

Once hotel Gaillard had been converted into a branch office of the Banque de France in the 20s, it was to live a second life as seen on the walls of the house and that people can now visit.



Alphonse Defrasse, the treasure architect



In 1897, the Banque de France launched a major redevelopment scheme and as part of its privilege to print banknotes was required to open a branch in the main

city of each mainland «département» Alphonse Defrasse was just 37 years of age. He taught at the School of Fine Arts where he had been a brilliant student, was also a former resident at the Villa Médicis in Rome and was awarded the Grand prix de Rome in 1886, when he joined the Central Bank in Paris. Promoted Head of the Architecture and Development Department in 1899, he designed a standard blueprint for the new bank branches in mainland France and went on to design another one in 1905. Whilst supervising the building of 70 bank branches, he designed a series of plans for the extension at the Banque de France in rue Croix-des-Petits-Champs in Paris. The enormous underground vaults with a ceiling supported by 720 concrete pillars is reminiscent of the hypostyles of ancient Egypt and was to house the national gold reserves and win him world class renown. The reworking of the interior of Hotel Gaillard from 1919 to 1923 was also a sign of his enormous talent. He died in 1939 and left a reputation of being a specialist in government buildings even if he did sign the plans for a small cinema and and a moving headstone erected near Liévin in memory of one of his two architect sons, Jacques, who died for his country in 1915.

1923, HOTEL GAILLARD BECAME A BANK

A soft landing

Malesherbes : an ideal location for a branch

At the end of the First World War, the Banque de France was pursuing a policy of expansionism and opening bank branches all over the country. In 1920, the Bank decided to build three main downtown office blocks in Paris at place de la Bastille, boulevard Raspail and place Malesherbes. Ever since the end of the 19th century, the Plaine Monceau neighbourhood changed: the families of major industrialists replaced the painters who had made the area famous when Emile Gaillard was alive. Thus it was that the Peugeots, the Breguets, the Guerlains, the Michelins, and the Havilands started living in this new bourgeois area.

As a matter of fact the Malesherbes branch held the biggest security portfolios.

In 1919, Banque de France buys the mansion

The mansion had been for sale since 1904 but as no one wanted to buy it the bulding was sold off for 2 million francs which was something of a deal as it had cost 11 million to build. The Banque de France did not only acquire the mansion it also bought the private residence in rue Berger (the Manager's residence). As for the private residence in la rue de Thann that had been sold to the Union des Femmes de France it was exchanged against another building in the neighbourhood. Thus it was that all three properties including the Hotel Gaillard became the property of the Banque de France.

Interior work needed

Transforming this «Renaissance Mansion» into a bank branch required extensive work lasting 4 years -1919 to 1923. The site was entrusted to Alphonse Defrasse, the architect (cf inset opposite) and Jean-Henri Jansen the interior decorator. The Bank was definitely not going to give up such an original and fastuous building which was well suited to attracting the customers. Then again the house is not going to be a family house anymore, it will be for members of the public, staff and the vaults. As such the new building will need to be functional and inspire customer confidence.

Alphonse Defrasse undertook the requisite restructuring by creating a hall for the public (called the Defrasse room), the vaults and administrative offices. The private residence in larue de Thann merged with Hotel Gaillard to form new more functional rooms.

The historical rooms with such a remarkable decor were kept except for the gallery of paintings—that overlooked the rue de Thann. the enormous main stairway lead to the offices that had been relocated in the former appartments and reception areas. Customers had to climb the stairway to reach the information desk (the former petit salon) and then on to the securities gallery for stock exchange transactions or to the public hall with its cubicles where staff can talk privately with customers.





CITÉCO, THE CITY OF THE ECONOMY

First, a banker's mansion and then a bank branch, the history of this mansion predestined it to become Europe's first ever interactive museum dedicated to the economy. In order to house the areas open to the public and the permanent exhibition the mansion has been transformed architecturally and also entirely restored.

News from the worksite

It has taken several years to turn the mansion into a museum: a complicated project, as David Jolly, architect from les Ateliers Lion Associés, tells us : « Hotel Gaillard is a complex building and also a Historical Monument. It is a patchwork with many facets- the original building and the development work done by the Banque de France- presenting very varied architectural volumes and discontinuous flooring. Previous architects used a number of effects. Even though the facade makes you think the building is sturdy and strong, it actually houses a number of vulnerabilities. The interior is made of iron, steel, false bricks and stucco decorations. The vulnerabilities were not apparent as they were all «wrapped up» in the restructuring work conducted in 1920 for creating the Banque de France's branch office. The new work also turned up a number of weaknesses requiring attention, such as: reinforcing the flooring, flocking the beams and structural consolidation. The building also had to be cleaned of all its asbestos and lead which all explain why the work has taken so long.







DISTRIBUTION

Permanent exhibit area: 2 400 m² Temporary exhibit plateau: 430 m²

Auditorium: 99 seats, 35 m² foyer

Workshops: 2 x 47 m² rooms + 1

multimédia room: 33 m²

Multi-activity salons: $2 \times 45 \text{ m}^2 \text{ rooms}$

+ 1x 48 m² workshop

Café for the public: 50 m^2

Shop: 60 m²,

opens onto the public hall



offer a broad range of items from 1 to 200 euros in connection with the history and the fixtures and fittings including symbols of the economy: small souvenirs (magnets, stationery, etc.), exclusive items designed by creators in France, a collection of iconic products made in the workshops at Citéco by producers during the fablabs, games and books for understanding the economy differently.

The restaurant area Main stairway

Visitors will start their tour of the permanent exhibit by climbing the stairs. An enhanced reality live experience transforms the entire building and highlights the current questions facing the economy with motion picture mapping alternating with special effects to enhance the architecture of the stairway.

Located in the inner courtyard protected by the skylight, Bistrot Gaillard can be reached from the entrance hall and also from the street (rue Georges Berger). Open to the public, vistors or passers-by to be managed by a concessionnaire. Offering meals to eat on the spot or take away, coffee and tea breaks.







Exposition permanents L'économie s'intéresse à certaines de nos activités. Les économietes proposons des outils pour aider à comprendre les phénomères et les mècnimes qui y sont à l'œurre. Les rois premières séquentes de l'exposition permanente décrivent les fondamentaux de l'économie: l'échange, la production, les acteurs et les marchés. Les deux séquences suivantes se focalisent sur les instabilités et les crecises, que les institutions publiques cherchent à réguler. La demière séquence séquence séquence sévelle, dans la saile des coffres, des trésors numiematiques. Permanent exhibition Exposures souvers the mily, d'once de l'expositabilités et les marchés l'exposition permanente proposition permanente proposition des l'économies et les marchés l'exposition permanente l'exposition permanente l'exposition permanente l'exposition permanente l'exposition des l'exposition des



number of proposals

Scenography attracts people's attention surprises them and encourages them to read, look, listen question and take part in the game. Each sequence will involve various proposals to keep visitors interested. Visitors will get hands-on experience, see film clips, photos and objects in showcases, as well as spectacular events and large screens, artistic endeavour, individual and team games that visitors will use for discovering the economy.

As each sequence unfolds videos will showcase the points of view of a number of experts on current economic affairs.

Visitors will be encouraged to take their time going around the exhibit.

Approaches galore

- 58 original videos lasting a total of 6 hours,
- 20 individual multimedia games
- 6 group multimedia games
- 15 interactive events
- 390 objects
- 60 photos
- 1 enhanced accessibility tour for people with a mobility impairment, accompanied blind people, the visually impaired, deaf people and those with a hearing impediment.

Spectacular effects

- Mapping (motion picture mode) on the main stairway
- A metal sculpture of a real life size cow (Trade sequence)
- The « corporate tower », a decor building to talk about coporate diversity (Stakeholders sequence)
- The « turmoil cylinder », a metal carry through structure 4.5 metres high, to plunge the visitor into the heart of an economic crisis (Instability sequence)
- The « Boardroom»: a team game simulating multilateral negotiations and interacting with video shows, (Regulations sequence).

THE CHALLENGE: MAKING THE ECONOMY ATTRACTIVE

Ours is the only museum dedicated to the economy and as such we have an educational role to play. The setting is indeed unexpected and interactive museography has much to offer culture in addition to being an attractor for the public at large.





1 TRADE

Trade in goods and services: the very foundation for economic endeavour

In everyday life we buy goods (such as a bicycle), or services (such as renting a bicycle), we buy or we sell. Trade in goods and services is the foundation for economic endeavour. People tend to specialise in one or another production sector in order to cater to consumer rquirements. For transactions to take place we need to set valus and avail ourselves of means of payment. What is it that makes trade values change? What role does the currency play? What does trade represent? What influence does trade of on economic development?

There's a toaster right in the middle of Emile Gaillard's dining room

Sequence 1 takes place in Emile's private appartments and trade is explained in small rooms with superb fireplaces and panelled walling.

As soon as you enter the room the scene is set with two events that take up all the room in the dining room. One is an interactive game and the interesting and original history about an everday object, the toaster.

The component parts of the toaster just go to show that we can't make our own toaster by ourselves as can be seen from the film about Thomas Thwaites. What looks like a very pedestrian object actually turns out to be a highly complex one with 400 parts made of all sorts of raw materials that we need to know how to produce them and assemble them. The young artist spent nine months running from one disused mine to to a plastics dump to get all the parts he needed for his project. He succeeded in making a very singular looking object that only worked for a few seconds before it melted down entirely.

Barter or money

The subject here is dealt with by a system involving 5 players. They all have to feed their chicks that never stop demanding something to eat and do so by exchanging with the other players. At the start, they can only barter and then use money to facilitate the game.

2 ACTORS

States, companies, banks...

An economy involves a number of ongoing interactions between stakeholders such as companies, banks, associations, the State or households (people living in the same housing unit) so basically everyone. Goods, services and money are echanged and circulate freely between th stakeholders. What are the specifics for each stakeholder and how do they finance their requirements and what are the interdependencies between them?

Sequence 2 unfolds in the rooms painted red and visiotrs enter through a richly decorated antechamber with a rather original object: everyday objects are put through a scanner just like in an airport and visitors then see each separate stage of the process. After that we go forward into the ballroom and discover the role of the various economic actors.



The role of the State

To appreciate the role of the State as an economic actor a whole series of mechanisms describes forms of State intervention and invites the visitor to view the world as a diverse whole. A team game then invites visitors to identify the services funded by the State.





In the shoes of a banker

In order to materialize the role of the banks as economic stakeholders, the visitor is invited to act as a banker receiving customers, people who want a loan or who want to invest their savings. Thus the visitor has to do the role play and consider the profile of the customer and the risk factor for the bank.

The company tower

Companies are all different with respect to size, status and objectives but what they all have in common is that they want to cash in as best they can on how their products are going to be sold on the market. The company tower is overwhelming and shows how different they all are. All of the ground floor windows on all four sides provide access to ortraits, slideshows and videos.

52 photos were taken by artists to enhance diverse entrepreneurial situations. The «tower» is a see-through structure and offers three solutions: a two person game to implement companydevelopment strategies and do so via three variables (cost reduction, innovation and communication); an exercise to learn a bit about company accounting via the income and expenses; an audiovisual presenting six different companies.







3 MARKETS

The supply and demand situation

We acquire most of the goods and services we need on markets and they can be very diverse. So we have labour markets, property markets and finance markets. Buyers and sellers get together on these markets and work out the prices for the transactions. How are markets organized? What mechanisms are involved? and what are the operating rules?

Strategies background

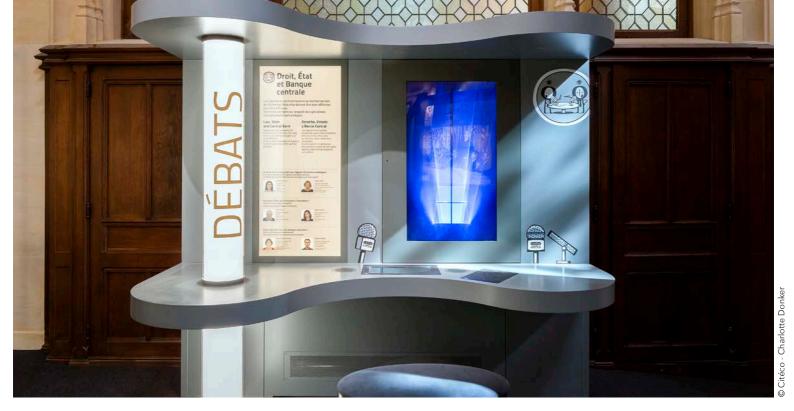
Once visitors have had a chance to see the various kinds of markets thanks to the films, they are placed in a position to understand how things work thanks to simple manipulations. As the demiurge, they can manipulate two giant knobs representing supply and demand to get a better understanding as to how they set the scene.

for fixing prices and quantities on a given market. A team game can even be used to come to grips with the stock market if they want to.

Recovery or a liberal policy?

The efficiency of a market economy is discussed from the theoretical point of view. Discussing how markets operate is also an opportunity for deepening one's understanding of the various facets of being an economist and also of the history of economic thought. A huge interactive fresco presents the the main stakeholders in te history of economics. Then, with a set of questions the visitor on strike up an imaginary dialogue between two of the most eminent economists of the 20th century and whose theories are still being debated: they are John Maynard Keynes and Milton Friedman?





4 INSTABILITY

All sorts of turmoil

A market economy is subject to disruption and this can lead to a crisis. Market participant interdependencies can be a strength and also a weakness and this will also lead to fluctuations in economic endeavour. When a market expands production of goods and services tends to expand every year. But when there's a recession they tend to contract. A crisis is a turning point for an economy at the start of a recession. How do all these processes fit in and what the end results?

Depression, recession, unemployment...

As soon as the sequence starts the visitor is "pushed around" and is invited to go into a big metal cylinder open at both ends and that's when sound and light effects are used to characterise a crisis. From a slight recession to a deep one the visiitor is placed in a position to know more about the causes, the kinds and the mechanisms of a crisis. Raw material prices rise, bubbles burst and the whole cohort of recession related events: lack of confidence, labour crisis and unemployment.

Imbalances

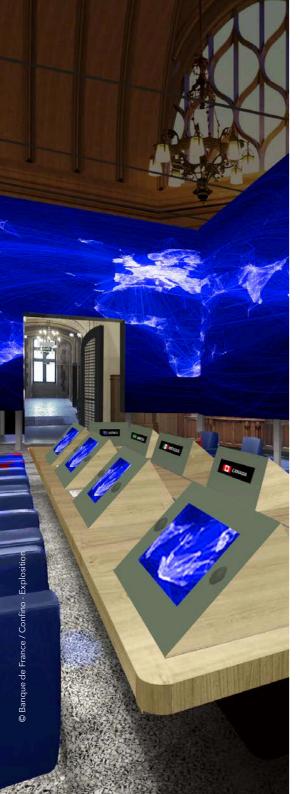
There are plenty of factors that can destabilize an economy: contraband, the «underground» economy, price increases in energy-producing raw materials, are some examples. An interactive game will invite invite 4 participants to do a role play whereby they are fishermen who are asked to resolve

an imbalance in the use of natural marine resources to ensure that they are sustainable The set-up for this game is original and shows how the domino effect takes place and the interdependence of economic actors or how the failure of one market participant can bring the others down as well. The game also includes a life-saving knock-on effect so as to stop the process.

Four major crises during the 20th century

Four films show interviews that illustrate the specifics of the historical crises: hyperinflation in 1923 in Germany, the world crisis during the 30s, the oil shock in 1973 and then more recently the subprime crisis in 2007.

Film excerps (the Franck Capra film «It's a wonderful life») offers coping mechanisms in addition to standing back and looking at the harsh reality of a crisis.



5 REGULATIONS

There are many objectives and they can relate to the short term or the longer term and there are specific instruments for all. How are they used and how efficient are they? Correcting imbalances, improving collective well being, trying to change behaviour patterns... how do objectives and regulatory instruments prevent disruption? What resources do governments have for regulating?

The role of public institutions

Budget policy, tax policy, witholding taxes are tools that governments have for regulating and steering production resources support innovation, stabilise economic activity, enhancing purchase power and reducing social inequalities.

The extent of intervention is dependent on policy and social choices from one country to another. Regulations are also promoted by European and international bodies

Practical work

Once the visitor has grasped the various regulatory instruments and familiarised himself with trade rules he can go on to the the practical work and familiarise themselves with how to fund pensions according to two variables: age of retirement and pension entitlements. After that the visitor will be given the opportunity of changing the ECB policy rate so as to keep inflation as close to 2 per cent per annum as possible.

The « boardroom» for simulating decision making

At the heart of the public hall there are high walls and a half open space for 9 players at most or 4 players as a minimum can sit around a table. They will play the role of a negotiator representing a country and engage in multilateral negotiation on climate change. Objective: produce electricity by increasing renewable energy according to factor in a number of considerations: the objectives defined by the European Union, international agreements, budget, taxing non renewable energy... Contextualised images are projected on two giant screens.



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6 TREASURES

All kinds of money

In the basement there is the upper basement and the lower basement level that are not being used for storing money so as to show other treasures to the visitors. The safes have been changed into showcases and no longer house the valuables of the former Malesherbes branch customers. They present collector's items. The original furniture and the booths that customers used to use are now being used as audiovisual.

There are ten booths that present all forms of money: production, circulation, how money is presented in films, art and literature, with a surprising piece written by Stefan Zweig on the « Souterraine », the name given to the room that houses the gold reserves guarded by the Banque de France. Proto-money (shells, pearls) cheques and bank cards, all of which attest to how trade is organized and go into the details about economic and political history. Side views of Roman emperors and Kings of France engraved in metal that was used as the very first means of dissemination. Exceptional coins can be seen in showcases and especially the gold ecu of Saint Louis that was minted in 1266, or the very first franc in 1360, created to pay the ransom for King Jean le Bon, who was being kept prisoner by the English.

Three big machines show how coins were minted and how coinage production techniques have changed: an assignat press from the 18th century, an intaglio press that raises lettering and makes forging much harder and the famous press by Nicolas Thonnelier that replaced the ram press for striking coins.



The appeal of gold. A recess is dedicated to this precious metal and a real ingot is put on show (in a secure showcase) plus a false one weighing 12.5 kilos and measuring 26.5 cms) so people can appreciate how heavy this metal really is. Live indications are also given for the price of gold and visitors can also view the bullion on photos at the Banque de France (photos are printed on the former safes).

Life cycle of a bank note. Starting with the raw material and the graphics, then printing and wear and tear or forging, we learn all there is to learn about the life of a banknote. The creation process is like a work of art as can be seen from the selection of iconic banknotes in true French style. More time is devoted to remarkable coins: the very first banknotes, the assignats, high value banknotes such as the Bonaparte 10 000 francs (issued in 1955). Visitors can also spend some time creating their own banknote that they will keep as a souvenir of their visit.

THE CITECO.FR WEBSITE

A portal with resources

The Citéco web site is both

- an educational website and a media as well
- a regular museum website providing access to practical information on the museum and its cultural offering.

« LES RENDEZ-VOUS DE CITÉCO »

- 12 evening functions on thursdays for celebrations
- 10 conferences by experts
- 6 thematic lunches
- 3 non permanent Fablabs, alongisde the associations
- 1 Hackathon, for creating prototypes
- 1 Game jam
- 1 *Masterclass* per year on innovation

The Citéco website is truly dedicated to the economy and is full of resources and has been running since 2011, and was reworked recently. When Citéco opens for business, it will enable visitors, teachers and special educators to find the teaching resources they need to prepare their classes and the oublic at large will be able to familiarise itself with economics.

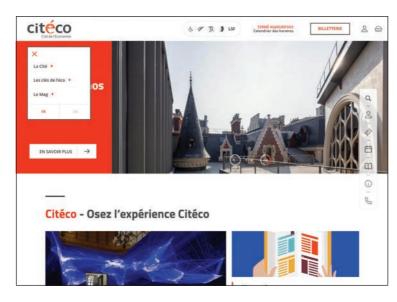
The website proposes a whole range of resources: videos, dataviz, games, bibliographies and filmographies. The resources deal with economics in the broad sense: work, sustainable development, European institutions, the history of thought, etc.

Original outputs offer an overall vision and various approaches:

- the interactive frieze, « 10 000 years of economics », provides a timeline and a backdrop on economics with 200 dates.
- « See the world differently » using anamorphosis and warp maps according to several indicators (24 all told) in order to elucidate real life situations.
- « Pictures showing crises » mentioning four main historical crises using audiovisual archives in partnership with the National Audiovisual Instute (INA).

The contents of the website is constantly updated and added to. Every month citéco.fr proposes:

- a dataviz vidéo explaining an economics concept in addition to providing text to go deeper into the same subject.
- an article on the Hotel Gaillard estate.
- an article entitled « economics and society » that links up with a concept in economics, art, fashion and even health.



PRACTICAL INFORMATION

ACCESS

1, place du Général-Catroux 75017 Paris

Metro:

line 2 : stations : Monceau / Villiers line 3 : stations : Villiers / Malesherbes

Bus: 94, 30, 31

OPENING HOURS

From tuesday to Sunday: 10am - 6pm

Saturdays: 10am - 7pm

One Thursday per month: 10am - 10pm

Opened on Mondays and "C zone-holydays"

from 10 am to 8pm

Closed on May 1st, December 25th,

January 1s

TARIFS

Full fare: $12 \in / 18-25$ years old : $9 \in / Y$ Youth fare (6-17 years old) : $6 \in / Y$ Free admission for the visitors less than 6 years old

Pass tribu : 29€

Nocturnes on the first Thursday of the month - night tickets from 7pm to 10pm

(last entrance at 9pm) : 8€

Happy hour from Monday to Friday from 4:30pm (except on bank holidays) : 6€ (tickets on sale up to 5pm)





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