



Paris, 28 June 2023

## **Launch of call for projects: VIPARIS EXPERIMENTATION**

**Seven Viparis experimentation venues are open to applications for the deployment of new innovative solutions from the cultural and sporting world.**

**As part of the Viparis 2025 trajectory, which aims to durably diversify the appeal of its iconic venues, this Call for Projects aims to deploy innovative ideas that will enhance the visitor experience on site. From 3 July to 6 October 2023, all economic players with a cultural or sporting project are invited to submit their entries.**

Viparis wishes to accelerate the deployment of innovation from **cultural and creative industries (CCI)** in its venues. These include the filmmaking and audio-visual media sectors, music and the performing arts, visual art, publishing, videogames, design and architecture. The technology associated with creation (VR, AR, XR, mapping, spatialised narrative, etc.) remain a driver of social connection and engagement with audiences. Furthermore, new urban sports (parkour, paddle tennis, 3x3 basketball, etc.) can fulfil the needs of certain “Viparisian” communities illustrated in the application file.

**This experimentation will allow Viparis to prepare the future by testing innovative ideas and thereby gain heightened community appeal.** Viparis venues are entrenched in the city and are genuine laboratories for experimentation. This project will help Viparis acquire better methodological agility and envisage the development of new business models that are complementary to its traditional activities. It will also help to source innovations on a wider scale, from abroad, and in so doing draw inspiration from the best practices of its potential partners.

**In this call for projects, three Viparis sites have been identified for the deployment of experiments:**

- Palais des Congrès de Paris, at the heart of Paris, ultra-accessible and connected with the world,
- Paris Nord Villepinte, the benchmark reference for major professional events,
- Paris Expo Porte de Versailles, a unique destination in Europe, a city in the city.

**Co-designing in real-life conditions is a critical success factor in market launch.** This testing in live conditions offers a pertinent setting in which to ramp up a business model, better understand the environment, explore new markets, and establish business partnerships with key ecosystem stakeholders, while benefiting from the visitor footfall of the sector’s leader on a playing field spanning nearly 665,000 sqm of operational space.

***“Viparis is dedicated to a partnership approach, and experimentation remains a means and not an end, to co-construct new durable models that bear value for users. Our aim is together to shape the Parisian venues that resemble who we are, give them substance, and most importantly, soul.”***

### **Contact**

Companies interested in proposing their project can submit their application up to the deadline of 6 October to [innovation@viparis.com](mailto:innovation@viparis.com) on <https://plateforme.frencheventbooster.com/program/experimentation-challenge> online at:

(Platform opens on 3 July 2023)

### **About Viparis**

A joint-owned subsidiary of the Paris Île-de-France Chamber of Commerce and Industry and the Unibail-Rodamco-Westfield group, Viparis is the leading holder of congresses and exhibitions in Paris.

Operating 12 major event venues in the Paris region, Viparis strives every day to make its venues and service offering ever more efficient and flexible. Viparis has created the Guest Attitude dedicated to the well-being of its clients: a unique blend of prestigious venues and premium-quality services deployed for the benefit of its 11 million visitors (general public, professional visitors, spectators) and the 800 events hosted every year on its various sites (CNIT Forest, Espace Champerrêt, Espace Grande Arche, Hôtel Salomon de Rothschild, La Serre, Les Salles du Carrousel, Palais des Congrès d'Issy, Palais des Congrès de Paris, Paris Convention Centre, Paris Expo Porte de Versailles, Paris Le Bourget, Paris Nord Villepinte).

Viparis moreover encourages positive impact synergies between stakeholders in the event sector through French Event Booster, a unique sector-focussed innovation platform of which it is one of the co-founders. Furthermore, as part of its CSR strategy entitled Better Events 2030, Viparis is deploying actions across all its sites in the aim of reducing its impact and offering venues and services for responsible and value-creating events.

For further information, visit [Viparis.com](https://viparis.com), or join us and follow us on [Twitter](#), [Facebook](#), [Instagram](#) and [LinkedIn](#).

### **MEDIA ENQUIRIES**

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