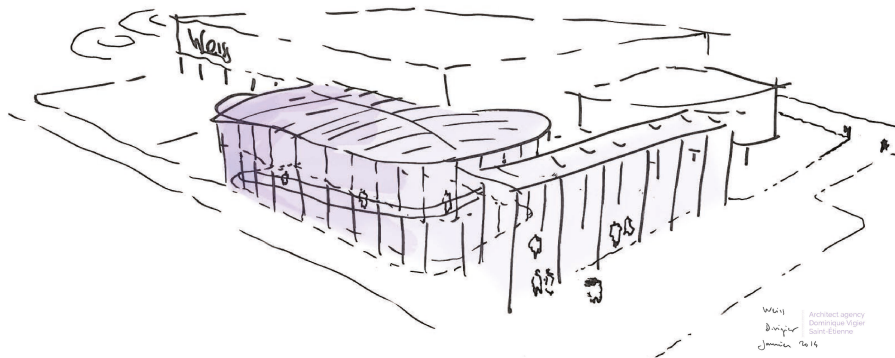




Weiss

Les ATELIERS

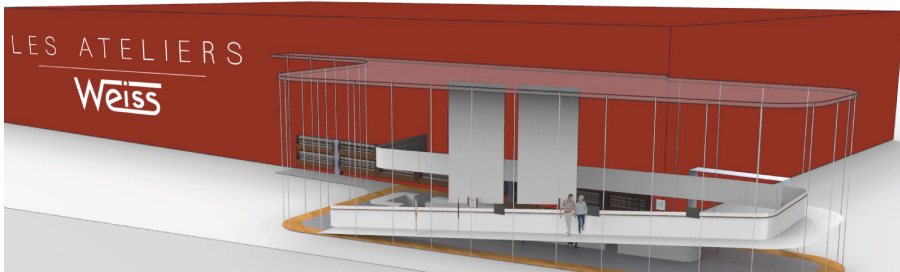


Weiss
Dominique Vigier
Saint-Étienne
Janvier 2014

Architect agency
Dominique Vigier
Saint-Étienne

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How the idea for Les Ateliers Weiss came about ? The idea for Les Ateliers Weiss came about very naturally, following the many requests from the people of Saint-Etienne who wanted to visit the factory, and from the desire of the teams at Weiss to talk about their work and their pride at demonstrating their expertise and sharing it. Indeed, the very name of Les Ateliers Weiss was a very natural choice.

Our aim is to create a unique gathering place in Saint-Etienne where chocolate, culture, and gastronomy can come together. We want to bring Le Haut Chocolat®, or the Weiss approach to luxury chocolate, to life with all our visitors and to share the history of Weiss, its craft, and its sophisticated products. This project is very close to our hearts and it embodies all the

values of the business : our passion for our clients, our flexible approach to innovation, and the flavor of Le Haut Chocolat®. We are very proud to be able to show and share our expertise.

We want to make Les Ateliers Weiss a flagship destination in the Saint-Etienne region, in order to share something of which the local people are extremely proud with as many visitors as possible. We are working tirelessly to ensure that in the fall of 2016, we can offer you a contemporary, gourmet experience that will fire the imagination. We are certain that Les Ateliers Weiss will meet your every expectation.

Regale your senses and enter the world of Le Haut Chocolat® !

Clémentine Alzial
CEO Chocolat Weiss

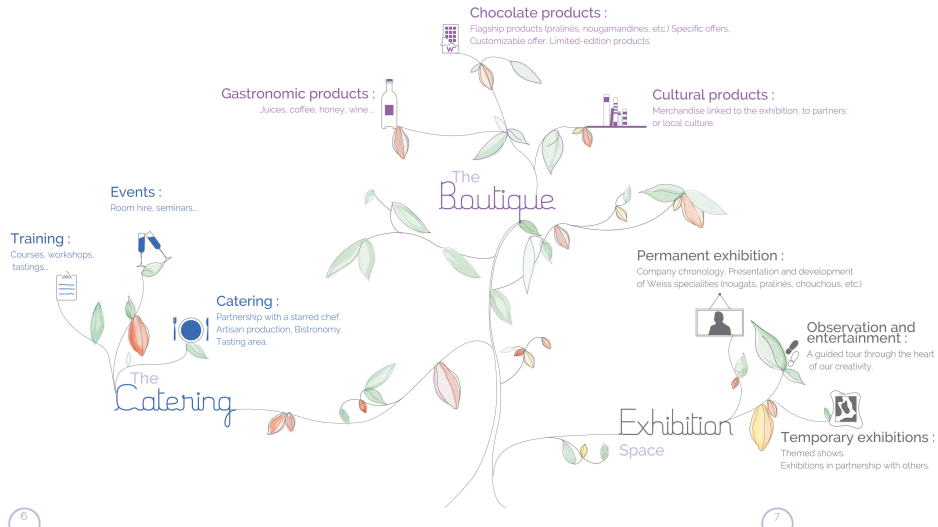
Les Ateliers Weiss, a three-dimensional living space

Les Ateliers Weiss have been designed as a simple and accessible living space where visitors can revitalize, relax, imagine, discover, learn, sample, contemplate, taste, touch, smell, and treat themselves or others.

It is an open space within the heart of the chocolate factory, and has been created in 3 dimensions: with exhibitions, a boutique, and a restaurant. The original exhibitions and innovative culinary activities will be dedicated to chocolate, its history and the wider culture surrounding it, and will be combined with exclusive products and limited editions.

- The boutique will include interactive services where visitors can select their own ingredients for their chocolate bar and have it tailor-made by our master chocolate makers,
- There will be both temporary and permanent exhibitions, and there will also be guided tours of the Weiss workshops,
- The restaurant will offer a menu created by a local starred chef.

Visitors can immerse themselves in the world of chocolate through mind, heart, nose, and mouth !



Architecture that embodies the Weiss spirit

A competition was run to find the best proposal, and it was won by Dominique Vigier, an architect from Saint-Étienne.



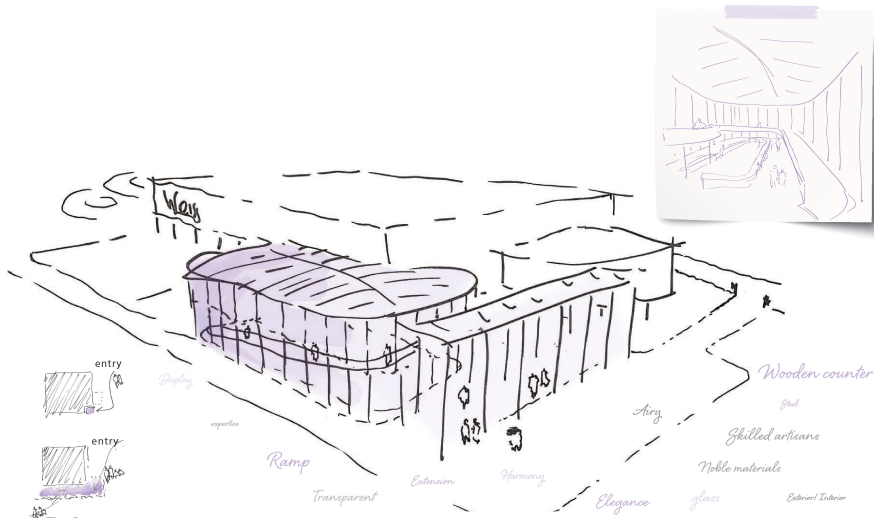
« - My plan for the project is for an extension within the framework of an existing environment. It's a 'showcase'

building, visible from afar, where from the outside, you can see what's happening on the inside. We favored simple forms and uses, and used the rules of the art of architecture to serve the 'Weiss spirit'.

The wavy, curving shapes bring elegance and finesse to the building. We have opted for materials like glass and

steel, noble and simple materials to give a feel of airiness and transparency. The local artisans we have appointed to create the building were selected for their knowledge and expertise. The artisan metalworker who is creating the envelope of the building and the ramp also made the prototype for the Canopy of Les Halles in Paris. The central counter will be made-to-measure by a carpenter. And inside, visitors will be able to see Weiss's artisans creating their chocolate confectionery. The atmosphere of the workshops will be preserved and very carefully handled »

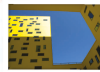
Dominique Vigier
Architect of Les Ateliers Weiss



A locally integrated and networked project

The Weiss heritage is part of the history of Saint-Etienne. And this confectionery heritage, which has been cultivated by the company since 1882, is also a source of great pride for locals. Creating something that is truly part of the local area was very important to Weiss in its desire to bringing to life the confectionery traditions of the 18th century, when the streets of Saint-Etienne were filled with the delicious scents emanating from its chocolate factories. This project takes a fresh look at « Chocolate Country ». And as a major partner of the International Design Biennial, the company wanted to invest, though Les

Ateliers Weiss, in cultural projects that offer synergies with local institutions such as the Cité du Design. Weiss proudly sports the « Entreprise du Patrimoine Vivant » (Living Heritage Company) label, which recognizes the company's traditional expertise and craftsmanship. This label is powerful vector for boosting the appeal of the greater Saint-Etienne region. Located at the hub of a local development strategy, Les Ateliers Weiss will provide an excellent way to pay homage to the local population and their history, and to help promote the image of the city of Saint-Etienne.





A place to explore our extensive savoir-faire

Weiss is unique because it produces high-quality chocolate, handing on its savoir-faire from generation to generation through its master chocolate makers and confectioners. They are driven by a desire to share their craft and as such, will invite visitors to explore their confectionery workshops. Visitors will thus learn all about the different stages in the production of chocolate bonbons, including framing the ganache, coating, and decoration.

To understand Weiss in all its guises, we have created Les Ateliers Weiss, a living space that pays homage to our customers, whether they are professionals in the gastronomy sector or gourmet individuals, and also to all those talented suppliers with whom we partner, to promote their craft and to share every aspect of the world of chocolate confectionery.

8 reasons to visit Les Ateliers Weiss

*Experience
Le Haut Chocolat®*

*Meet the people
who work at Weiss*

*Understand how
chocolate confectionery
is made*

*Discover a modern new
space where culture meets
gastronomy meets
chocolate*

*Explore a temple of
creativity that is 100%
local*

*Make your own
personalized
chocolate bar*

*Sample the delights of
a menu designed by
a starred chef*

*Understand the artisanal
expertise of a
"Living Heritage
Company"*

SEE YOU IN THE FALL OF 2016 FOR THE LAUNCH OF LES ATELIERS WEISS



THE PROJECT :

1st September 2015 : construction work begins
October - November 2015 : landscaping
15 October 2015 : the first stone will be laid
December 2015 - January 2016 : roofing
January 2016 : installation of the ramp
Mid - March 2016 : doors and windows completed
June 2016 : installation of the counter
August - September 2016 : interior design
Autumn 2016 : the grand opening of Les Ateliers Weiss

EXCLUSIVE PRODUCTS

An exclusive product designed and co-created with the local population during the International Design Biennial, to be personalized to suit the desires of the visitor.

« You dreamed it, Weiss created it ».



CONTACTS

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PRACTICAL INFO

- Tour guides available in French and English
- Car and coach visitor parking available
- Groups welcome

KEY FIGURES :



100 000
visitors/year
expected every year



30
Jobs
direct and indirect jobs
to be created



9/10
artisans
working on the site are from
the Saint-Etienne region



2 Million euros
invested through 100% private
financing



Weiss

Les ATELIERS

Experience le Haut Chocolat®
with us !



CHOCOLAT WEISS

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