



A NEW  
APPROACH

TO THE MARINA  
ENVIRONMENT



BLUEBIRD

## A STRONG RELATIONSHIP BASED ON RESPECT

*“I have always had a special relationship with the maritime world and with boats, as my involvement as skipper and organiser of trans-oceanic races goes to show. The experience that I have gained from such major ventures and my awareness of their exceptional nature are what motivate me now to promote the marine and coastal environment in new ways. The founding of the **company BlueRing** and the creation of a patented concept with the same name are a result of this. BlueRing is an incredible project in human, technical and urban terms and since it is driven by passion, it is certain to generate tremendous support.”*

Damien Grimont



## THE COMMITMENT

The BlueRing concept emerged from an **alternative vision** of the marina environment. It takes a new approach to function, use and attractiveness - and with four dimensions rather than the three dimensions of a traditional marina – **BlueRing creates a genuine happening.**

The BlueRing concept is distinctive in that it focuses on building marina spaces which are innovative, adaptable and spectacular, and which can enhance urban areas. Through a comprehensive approach, BlueRing aims to offer solutions to **societal** and **environmental issues** and to create not simply marinas, but places with genuine character, places to live, places where dreams can be realised...

Furthermore, BlueRing promotes **environmental values** by adhering to the strictest standards at every stage of marina development in order to preserve and enhance coastal and maritime heritage.

**BlueRing** is reinventing the relationship between land and sea.

*“To invent means to think outside the box.” Albert Einstein*

## A SOLID AND TALENTED ALLIANCE

*BlueRing is a **collaborative project** par excellence. Developing the concept and implementing the first marina of this kind required a **synergy of skills** in order to meet the technological and economic challenges. The project has greatly benefited from the support of its expert partners: **SCE** engineering consultancy in charge of design and project management and **SOLETANCHE BACHY** in charge of implementing the project in compliance with the concept.*



## RELIABILITY

The engineering firm BlueRing is responsible for developing and promoting the concept. This association of firms guarantees the use of **proven building practices** and capitalises on partners' extensive know-how and **international experience**, to ensure the technical and economic feasibility of the project.

BlueRing provides project coordination from the initial design phase through to implementation. This involvement ensures that **new marina developments** respect the coastal and maritime environment, in line with the BlueRing philosophy, by incorporating all the measures necessary for good environmental management:

- reuse of wastewater
- implementation of an anti-silting system
- preservation of pristine water quality.



## REVITALISED AND ENHANCED AREAS

*When a BlueRing marina is implemented, it creates a new town infrastructure which is much more than a simple harbour. It generates **economic and social benefits** and becomes a hive of activity, primarily for water sports, but also as a location for events and cultural happenings. On a **conceptual level**, BlueRing's strong identity makes a bold statement and bestows a distinctively innovative status upon any town.*



## ATTRACTIVENESS

**Re-developing** a marina area with BlueRing generates new uses and a new interest in nautical activities. By promoting mobility, BlueRing can **revitalise** a whole area, having a direct influence on urban re-development and helping to improve quality of life.

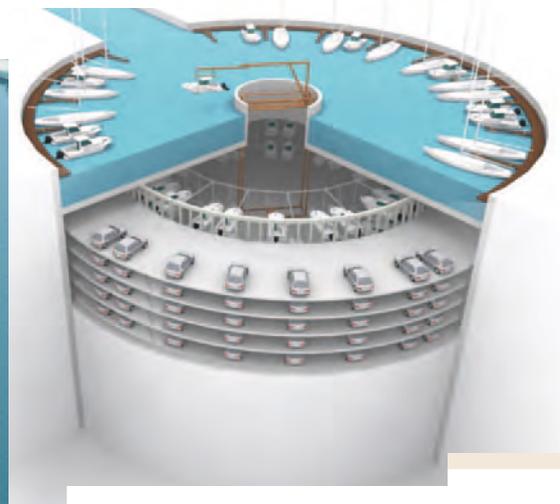
The creation of a BlueRing complex **offers everyone** - sailing enthusiasts, residents, visitors, and holiday-makers alike – an outstanding place where anything is possible, an amazing marina, a **memorable water-side destination** and much, much more.



## AN AMBITIOUS BUT REALISTIC CONCEPT

The BlueRing concept consists in combining large, self-supporting, **modular rings** to create a new kind of multifunctional marina.

BlueRing **optimises available space** thanks to a radically new structure consisting in a circular dock in open water (the **wet dock**), surrounded by a diaphragm wall. **Additional technical features** (dry boat storage, marina services, parking) as well as shops and other services, are located at the lower levels.



## ADAPTABILITY

The BlueRing concept can be integrated into any site. As a **modular solution** BlueRing can be applied to any development within the simplest to the most complex of scenarios. The vertical structure facilitates marina extensions while respecting the coastal environment.

By stacking up and pooling facilities and services, the BlueRing concept, when implemented in re-development or new marina projects, represents an **advantageous land management** solution.

It offers a genuinely effective solution to the spatial challenge posed by marinas, transforms the **relationship with the water**, facilitates access to boats and does away with sea walls, with a constant concern for conserving coastal landscapes and ensuring **sustainable development**.

With a variable format and scalable functions (number of docks, number of levels, types of use, etc), the BlueRing concept allows a multitude of possibilities and adaptations. Moreover, it combines the advantages of a single **economic response** with the prestige of a **regenerated area**.

BlueRing offers a turnkey solution for a new marina environment and, above all, makes a **bold architectural statement**.





[www.bluering.fr](http://www.bluering.fr)



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