



Why have a special signage system?

1. To make it easier to find your way.

La Défense is a very different, complex site. Defacto, the public body which manages, runs and promotes La Défense, has therefore introduced a new signage system to meet the demand from users for clarity and simplicity.

2. To make life easier for users.

160000 employees, 20000 residents and 8 million visitors work, live, shop and run this business district. The signs should make daily life easier for each of them, making it feel like a second home.

WHAT IS THE THINKING BEHIND THE SIGNS IN LA DÉFENSE?



1. Intuitive

The key principles were inspired by the historic East-West orientation of La Défense. This historical axis is the backbone of the signage system. Added to this was the need for an additional North-South axis.



ARCHE NORD



ARCHE SUD



ESPLANADE NORD



ESPLANADE SUD

2. Clear

The signage system cuts the business district into four! Delineated by its ring road, La Défense is effectively divided into **4 sectors** around the historic axis made up of the public transport access points. Those sectors contain the **14 districts** in La Défense.

THE SIGNAGE SYSTEM IN NUMBERS

→ 14 districts → 1700 arrow signs

→ 4 sectors

→ 110 general maps → 320 signposts



How do you find your way around La Défense?

→ THE 4 SECTORS

To simplify things, the 4 sectors are named after the main public transport, RER and Metro stations: Arche Nord, Arche Sud, Esplanade Nord, Esplanade Sud. The sector names are shown in capital letters. Each sector has its own colour code:



→ THE 14 DISTRICTS

No more numbers, here we use names. The 14 districts which make up La Défense are divided up between the 4 sectors and take their names from historic or geographic usage, such as "Reflets" (reflections) or "Coupole" (dome). They are always shown in lower case letters, between inverted commas ("district").



What signage is used for drivers?

Car parks are signposted off the ring road, which is the principal route for road traffic in La Défense.

• A word of advice: if you do not know which district your destination is in, it is easiest to head for the central car park.



→ 22000 public parking spaces available in the business district. The car parks have the same name as the district they serve.



Questions and Answers

HOW CAN I GET TO MY DESTINATION ON FOOT?

• **Start by using one of the general maps** to be found around the business district, most notably inside or close to public transport stations. That map will help you identify which sector/district your destination is in. Then simply let the new signs guide you. Signposts, along with maps of the sectors, districts, or the whole area, have recently been provided to help you easily find your way. Thanks to the colour code, you will know immediately which sector you are in.

• Example:

Do you want to get to Defacto's head office? Follow this route:



Sector : **Esplanade Nord**

District : **Iris**

Address : **5-6, place de l'Iris**

IF I'M COMING TO LA DÉFENSE BY TAXI, WHAT ADDRESS SHOULD I GIVE THE DRIVER?

• You should give the taxi driver the address you were given by the person contacting you. Be careful not to give the pedestrian address. For Defacto, for example: 30 voie des Bâtitseurs and not 5-6 place de l'Iris.

WHAT ADDRESS SHOULD I GIVE TO VISITORS?

A word of advice for those based in La Défense: never forget to tell your visitors your exact address and district, especially if this is their first visit. That is all they need to find their way to the right place.

If your visitor is on foot, be sure to tell them which route they should follow (sector and sector colour, district, address) so that they can find their way using the general and district maps.

If your visitor is coming by private car, tell them which car park to use.

If your visitor is coming by taxi, make sure you give them the underground access address.





Finding your way

To find out more

You need never be lost in La Défense! Defacto provides a number of information tools to help you get to grips with the signage system in the business district.

AN INTERACTIVE PORTAL

The portal at retrouvezvous.ladefense.fr is there to help and inform Internet users. There you will find news, maps of the districts and services, along with a guide to help you plan your journey (pedestrian and road access). The site can be used from your desktop computer or mobile phone.



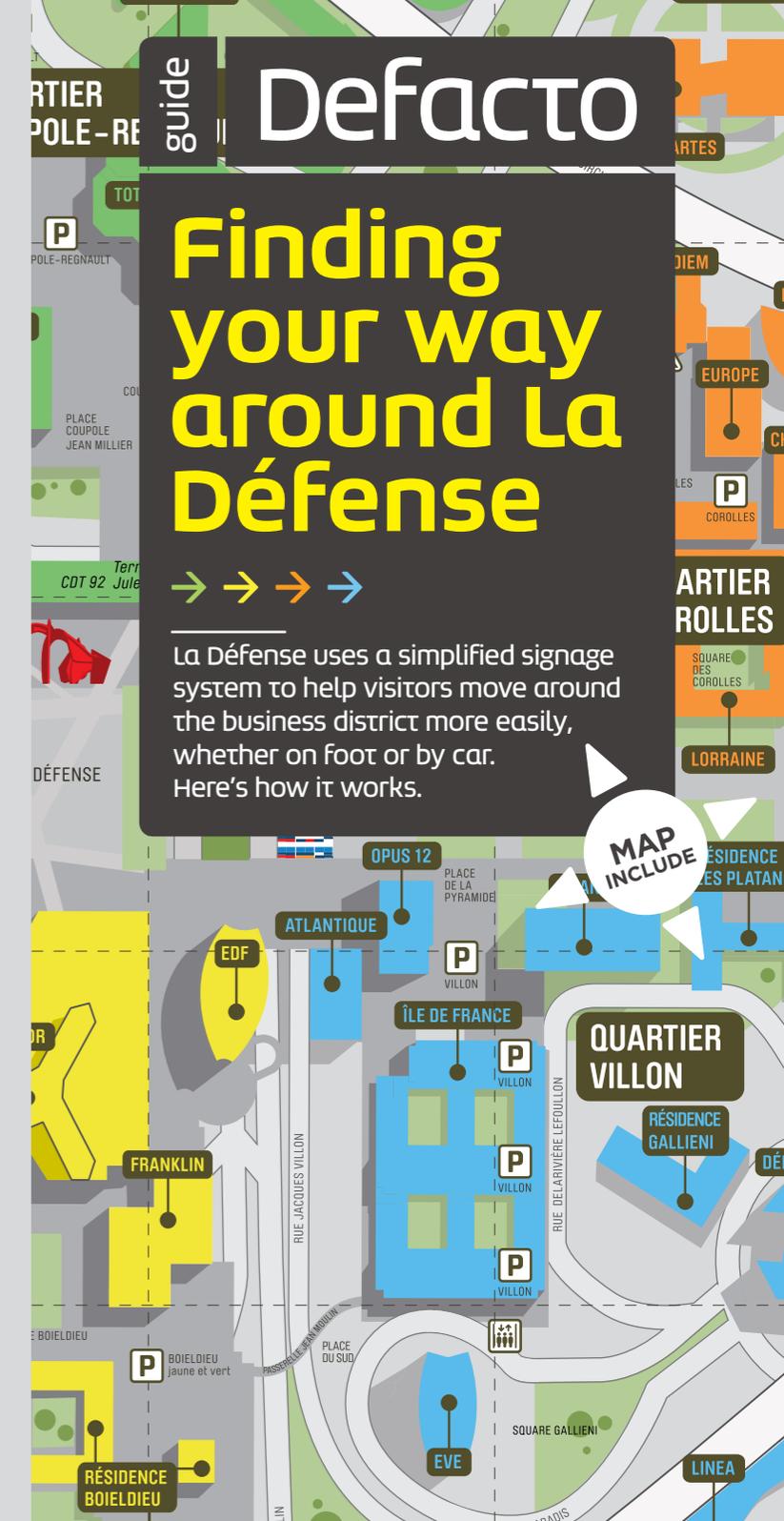
A FREE SMARTPHONE APP

The "La Défense" app for iPhone and Android is the essential Smartphone tool for finding your way easily around La Défense. In particular, it can help you:

- search for a location and look up its description;
- plan a route by car or on foot (with augmented reality) between two points or using GPS;
- manage your favourites (routes, points of interest);
- check the calendar of events at La Défense.



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Finding your way around La Défense

La Défense uses a simplified signage system to help visitors move around the business district more easily, whether on foot or by car. Here's how it works.

MAP INCLUDE