

Paris Plage - Paris, France	
Keywords	Promotion of Unmotorised Forms of Transport, Reclaim of Urban Space
Pictures	
Description	<p>In 2001, the City of Paris performed the first of its annual "Paris Plage" events. For a period of about one month the embankment roads of the river Seine, usually exclusively open for cars, were transformed into beaches and enlivened with various forms of entertainment.</p> <p>From the Voie Georges Pompidou des Tuileries (1st arrondissement) to Mazas (12th arrondissement), pedestrians, roller-bladers, and cyclists were able to circulate freely along the riverside roads bordering the islands of Cité and Saint-Louis. There were sports activities: golf practice on the quai Henri IV, boules on the Pont-Marie, climbing walls near the Pont-Neuf, roller blade lessons at the base of the Pont Sully, and the party continued with beach-ball and volley in the square in front of the Town Hall. Cultural events (for adults and children) were organised everyday, especially in the evenings: street performers, circus and dance, concerts. There were also opportunities to relax: cafés, refreshments stalls, children's beach clubs, and the beach itself: 1,000m² of the quai Henri IV. The riverside area was open day and night but the entertainments stopped at about 11pm.</p> <p>The "Paris Page" event is part of the City's activities in improving the living environment, and of sharing public space more evenly with pedestrians and unmotorised traffic.</p>
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