



inspired by **life**

the THNS,
an impact on a city's identity



is a design and communication agency located in Tours (France). The agency works in various fields : public transportation, public spaces, urban outfitting, education, culture and tourism. For the past 20 years, rcp has been provided services in design and communication for industry, services and public institutions.

understand
a city's identity



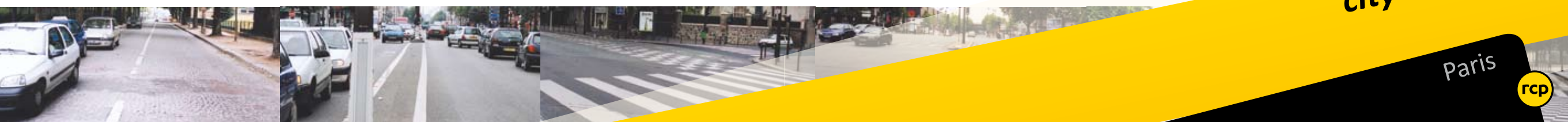
our customers



Paris
Le Mans
Alger
Chong Qing
Cheng Du



the PARIS tramway

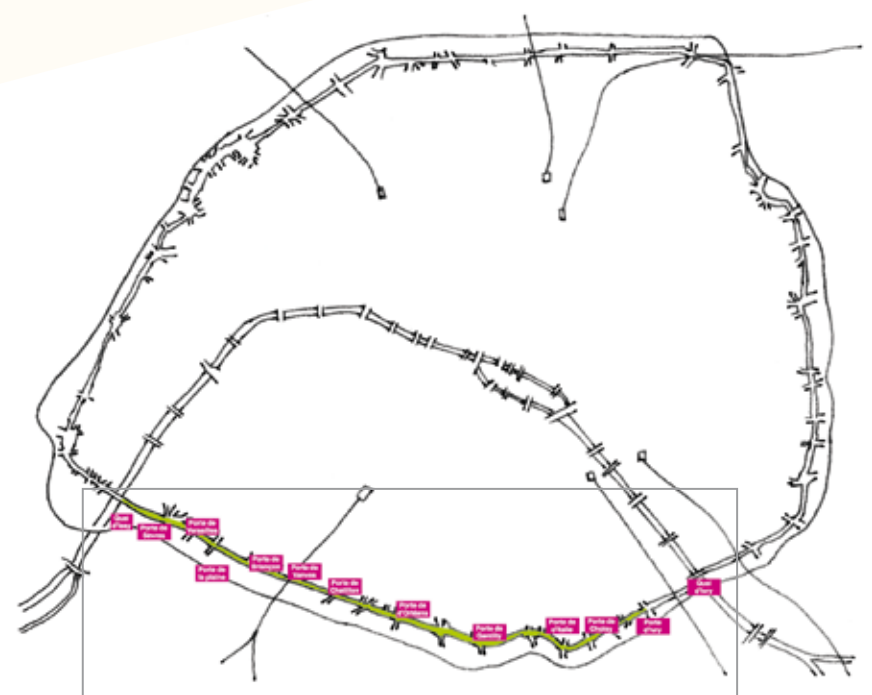


city analysis

Paris



the PARIS tramway



connexion

barres

parc

stade

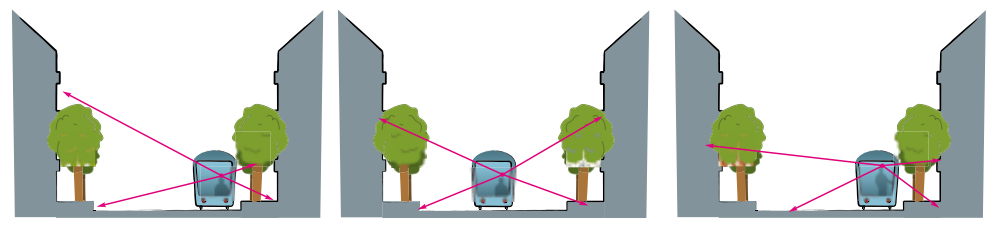
tours

grande entité

front bâti HBM

cité universitaire

ceinture verte



an urban strategy

Paris





the PARIS tramway



transportation network system

Paris



the PARIS tramway



design

Paris



the **PARIS** tramway

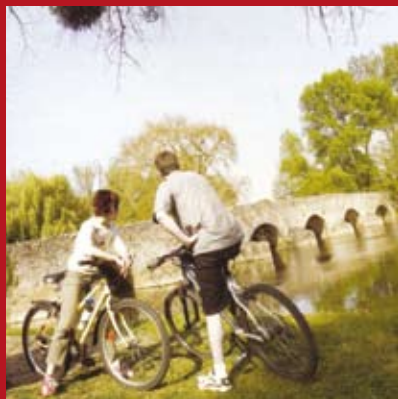
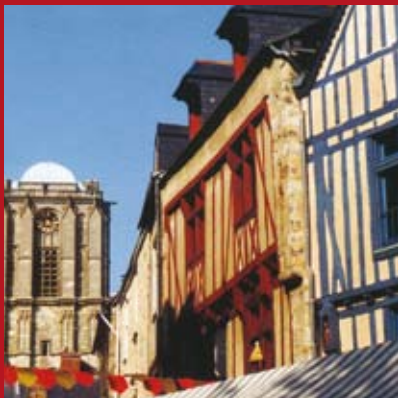


design

Paris

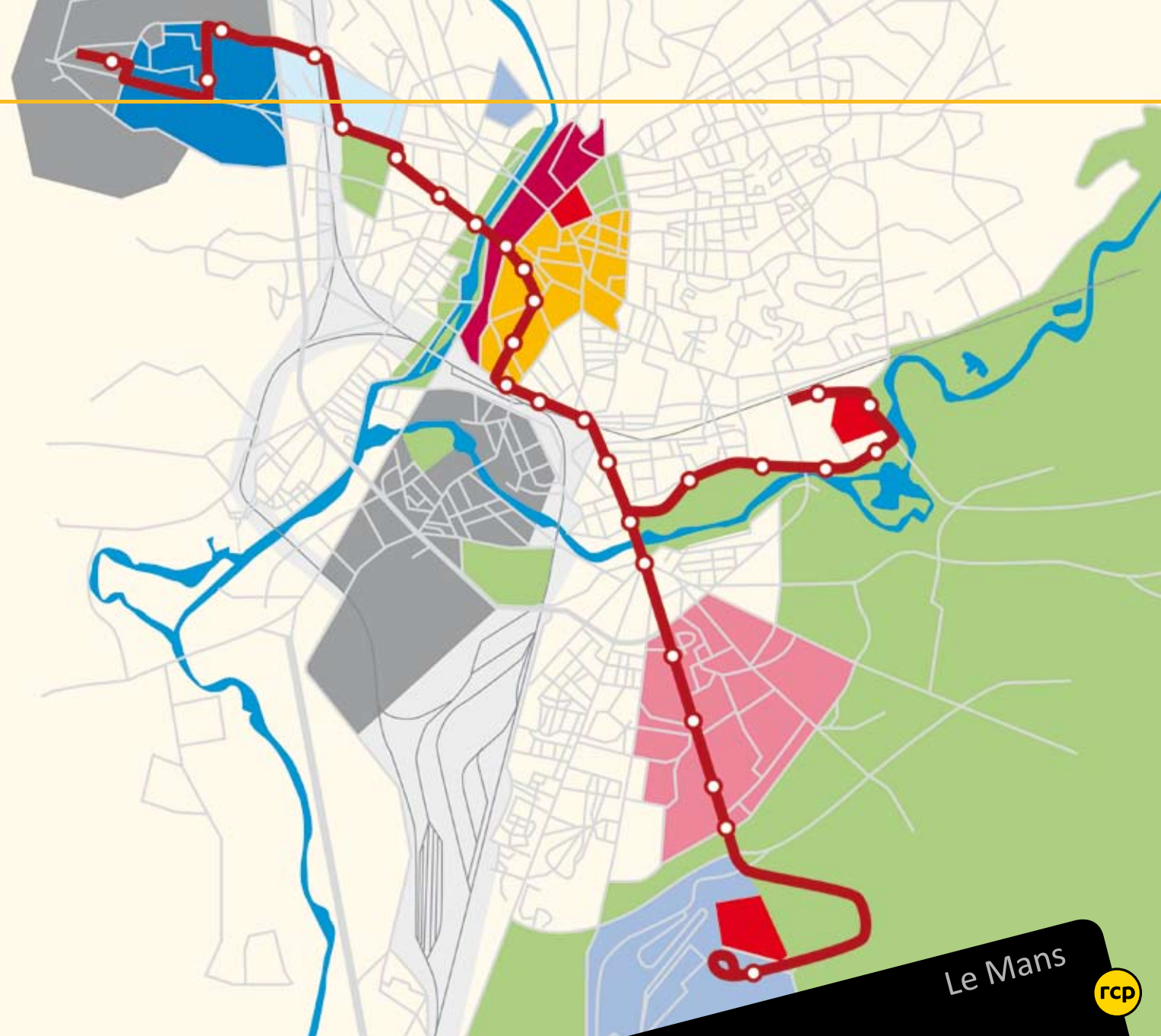


the Le Mans tramway



an organized transportation network system

the Le Mans tramway









ALGER - city analysis



ALGER - *city identity*

Alger





ALGER - *design*



Alger



study on a planned metro line

成都

CHENG DU

Cheng Du

rca



Future strategy



Develop the economy in the provinces the ground and progressively lay out the city into different economical zones according to local skills, thus develop economic, scientific, business and financial areas of modern manufacture, study and research.





The environment and main stations



火车南站
Huochenanzhan

南三环
Nansanhuan

新益州
Xinyizhou

孵化园
Fuhuyuan



Cheng Du : «city of hapiness»



Nature

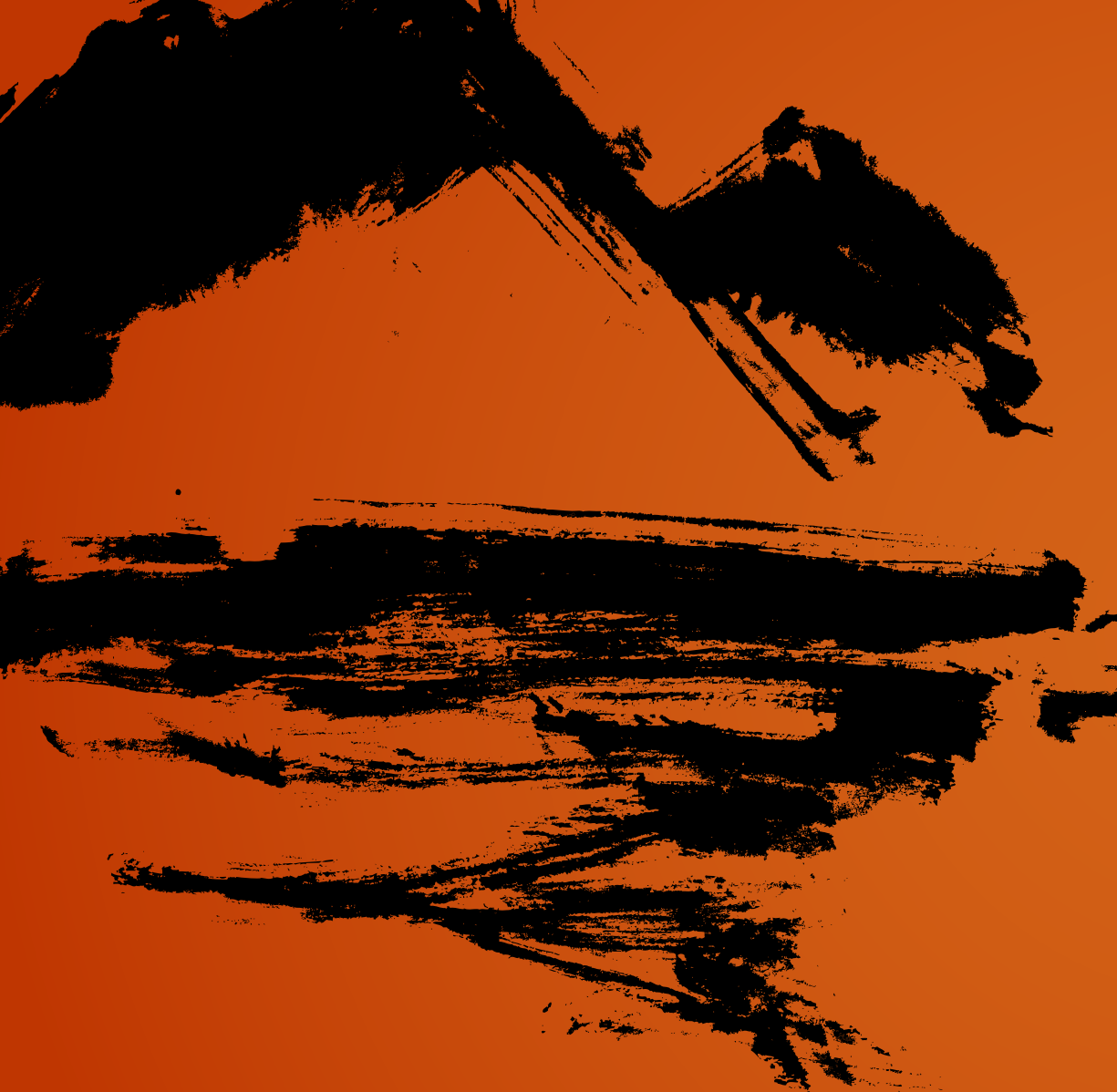
Savour



Living

Culture





study on a planned metro line

重庆

CHONG QING



Chong Qing



Culture, Habits



Géography, Climate



Landscape, History



Economy



Population



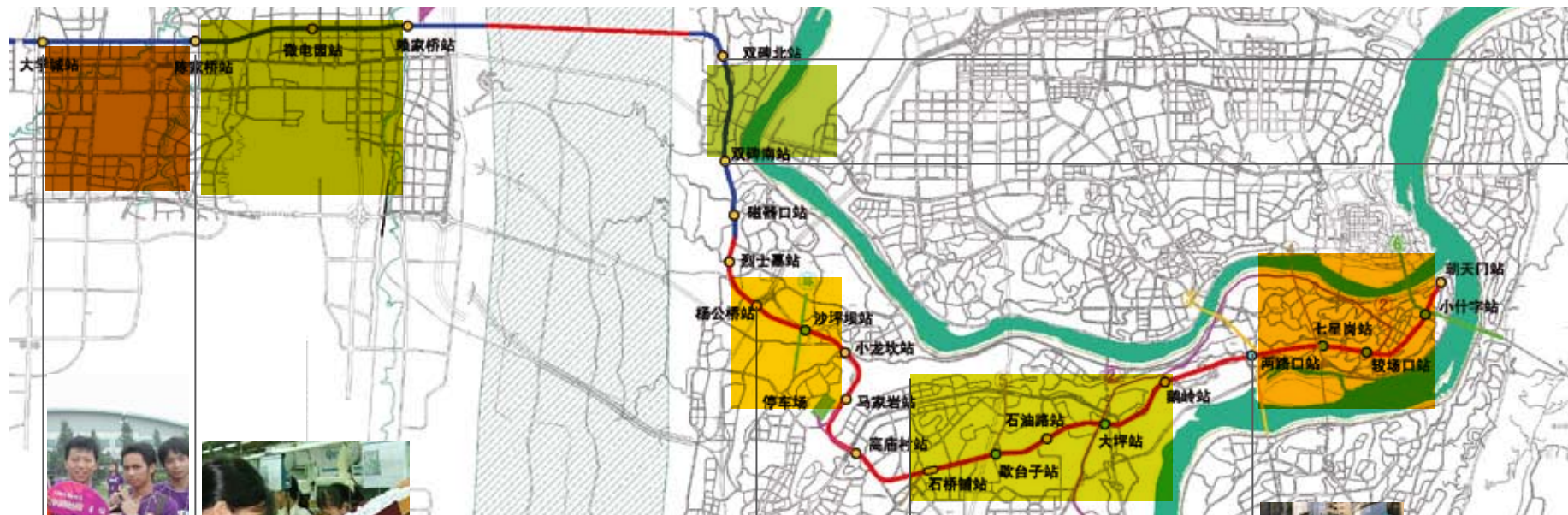
Extract
from analysis

Chong Qing

rqp



Districts the metro passes through and the potential passengers



Industrial centre



University area



Business and technology centre



Educational, cultural and business centre



Residential area



Business and cultural centre



重庆

融合之城

Chong Qing city of fusion
a concept that defines this city's identity

Chong Qing

rqp



design and communication agency
工业设计及文化传播公司

adress france

56 avenue marcel dassault / BP 405
37204 tours cedex 03 / france
phone : +33 (0)2 47 75 25 25
fax : +33(2) 47 20 10 56

contact

régine charvet-pello
夏荷薇贝罗 黑金娜
cellphone 33 (0)6 85 40 12 12
email r.charvet.pello@rcp.fr

adress china

novotel xinqiao , 6/F, 2 dongjiaominxiang street dondcheng district
beijing 100005
中国代表处
北京市东城区东郊民巷2号新侨饭店B区6层
Tel : 86 (0)10 6512 1740 ext 20
传真 : 86 (0)10 6512 1496

www.rcp.fr

