



# A SPA TO CURE THE VALLEY

The town of **Die**, Drôme, France

## Development opportunity

In the south-east of France, trapped between the magnificence of the Alps and the quiet beauty of Drôme river, lies a town that, despite its beautiful and amazing panorama, dies slowly. Although the name of this town is Die, there was no reason to think that it would come to this conclusion. Built under the roman empire, it is nowadays a pleasant and charming tiny town of 5000, that live mainly of agriculture and tourism, but only during summer. Nationally reknown for its wine, it has also long been recognized for the culture of herbs and aromatic plants such as lavender and thyme. Nonetheless, despite all this cultural wealth, its population stagnates and unemployment rate is booming. Then, some issues appear clearly : poverty of the population, bad distribution of wealth and a brief tourism season that isn't enough to cope with all of these issues. However, the ressources are numerous : a magnificent landscape, a well-known agricultural industry and an old traditional downtown.

Thus, in order to restart the economy and attract tourists at any season, the project will be to implant a wellness center on the slope of the mountain facing the old city centre and following the river course, so as to create a privileged and relaxing place for cutomers. Besides, of the 14 hectares of the actual meadow, half of it will be dedicated to lavender culture in order to develop local ressources, create new jobs and use lavender oil as a care product for the spa. The idea behind this project is to promote a wellness place which will be available all year long, so that any foreigner would come and enjoy the facility at any time, and thus help promoting the rest of the valley. The desertification of rural areas is a major issue in today's world, and this spa is a starting idea to pave the way for the rebirth of Die, reveal its beauty any time of the year and encourage people to visit and work in these breathtaking mountains. This piece of land is a unique opportunity to help both socially and economically, but also in an ecological way a dying place, while promoting a sustainable architecture.

310.000 \$





Axonometric view 1:1 000



View from the rooms



Hydrotherapy pool



Actual overview from the site



Cross section 10 m