Manifesto

A new approach for a more conscious habitat that safeguards our planet and its inhabitants.

We inhabit the world; we’re not accommodated by it.

The Egyptians believed that each thought takes on meaning only when expressed by a plan, and later constructed. Real estate is a thought in action. It possesses an exceptional transformative power. There must be the courage to not simply stop at grand declarations of intent, and to mobilise action.

I am committed to building the real estate of the future: one that puts the planet and its inhabitants at the heart of its considerations, that is environmentally conscious and practical, and that does not neglect a single parameter: both human and environmental.

I offer a holistic approach of this profession by daring to consider both the irrational and the rational. I respect all standards, measures, performances, and take symbolism, aesthetics, and utility into consideration.

I do not simply offer a real estate project, but an ecosystem.

I want to design and create – with and for you – places that forge links and create harmony between nature and its inhabitants. Through my real estate projects, I hope to reintroduce the too often neglected values of unity, authenticity, and common sense.

I pledge to not participate in the sprawl of urbanism or artificialisation of soils. I offer real estate in territories which value these long forgotten issues.

I believe that real estate can have a positive impact and can participate in regenerating the planet.

Lauranne Schied
Founder
Vision

While ecology has become a central subject a few years ago in a lot of growing industries (alimentation, cosmetics, fashion, etc.), and is still the big absentee of the BTP, LSRE initiates national debates on “building well”.

« If we take care of nature, nature will take care of us. »

Sir David Attenborough
Method

Placing nature at the heart of each project...

I engage in real estate development using a method that puts practical wisdom at the center of the project, and no longer theory.

I want to incorporate common sense in our ways of functioning. I want to create coherence around each project and each time forge a team with converging ideas, a cohesive team whose only objective is to maximise the elements ensuring that the project is ecological.

I therefore reverse the usual process: the data of the plot are first entrusted to design offices. The resulting ecological prerequisites are then transmitted to the architects.

Just like the Local Urban Plan, these prerequisites are indispensable to ensure the project’s ecological character.

I want to work on the reuse of waste, (plastic, paper, carton and local soil). As the construction industry is responsible for 260 million tons of waste per year in France, it is now crucial to face this issue head on as a matter of urgency.

Instead of artificialising soil, I want our projects to participate in its regeneration, serving us as free surfaces to assemble, for example, shared pharmaceutical gardens that are not only beneficial for the Earth, but its inhabitants also.

... And common sense at the heart of the action

I want to propose rural projects, where promoters usually overlook in investments and rarely get involved.

I want to use local, biobased material to be closest to the raw material on the ground, to value the territory’s identity by entrusting traditional know-hows, to create jobs and support local companies.

Additionally, I think material plays a major role in affirming the building’s character.

When advanced and desired by elected local officials, LSRE proposes modular solutions that cut delays in half, thus reducing nuisance for locals.

LSRE will neither forsake nor delegate any subject: while the grounds are commercial, LSRE remains a partial or total proprietor to keep a rein on aesthetics and on the eco-responsible dimension of the project as a whole. This will, in turn, offer opportunities to smaller, more virtuous local businesses.

Finally, obtaining labels is not the priority. We will only ask for them when they are deemed necessary to obtain an authorisation. We prefer to refer to what nature, the best of labels, has already done.

Life is about evolution. LSRE will flexibly adapt to arising challenges. Therefore this method may evolve.
Ongoing projects

St Martin, Caribbean Island, Northern Islands:
2 Projects - Property acquisition funds

Portugal, Alentejo region:
2 Projects - Property acquisition funds
Floating Houses

Flow was born from the desire to follow the movement, the ebb and flow, to adapt to nature, and reconnect with its vital power rather than imposing a fixed and artificial real estate in an already-oversaturated landscape.

Building on water allows houses and even entire cities to be more flexible: rather than considering water as an obstacle or a danger, this element becomes a new opportunity which may provide solutions to problems of urbanisation.

Floating houses are a way of increasing available and buildable space while freeing up more land for storage of overflow water. They also allow for the redevelopment of abandoned docks and the renewing of the city’s landscape.

Faced with rising waters and the risk of flooding, floating houses offer new prospects that are much more viable than building on land and risking repeated flooding.

Flow is also an invitation to reconnect with nature and its cycles. Living on the water’s edge allows you to reconnect with nature and gives you a sense of freedom.

In these times of limited geography and land restrictions, Flow looks to expand the horizon.
Why live on water?

Building on water, and thus living on water, allows houses and even entire cities to be more flexible: rather than considering water as an obstacle or a danger, this element becomes a new opportunity which may provide solutions to problems of urbanisation. They enable us to renew the city’s landscape.

We can take as an example the floating district of Ijburg in Amsterdam which compensates for the obvious lack of buildable space in the Dutch city. The multiple houses on the water forge a new ecosystem which enables individuals to evolve in the city while being closer to nature.

We consider water as an ally and not as an untameable obstacle. In France, we have an extensive legacy of urban planning and public health dating back to the 19th century, which have kept inhabitants away from rivers’ shores, from which we can now free ourselves.

How to live on water?

The Floating Houses are designed by Flow, LSRE’s subsidiary dedicated to river projects. Created on order, they are manufactured in six months thanks to the collaboration of Marchi Architects, the design firms Bow and Berim and the modular builder Vestack. Each property is named after a woman who worked on the project: the first Floating House, Marta, being named after the Spanish architect Marta Guedan.

The speed of their construction is facilitated by the choice to work on modular elements in environmentally-friendly wood. Their surface is about 100m² and are enriched by a garden and a Nordic bath.

The installation of a house does not require a building permit but an authorisation called Temporary Occupation Agreement (COT) delivered by the administration which guarantees a site to its owner.

These houses seek to reconcile inhabitants with their local ecosystem. Their objective is to relieve urban congestion but also to offer sustainable housing, and provide solutions to problems of continued urbanisation.