

Beat: Entertainment

## **CRQUIOCHE & BOURGAULT TRANSFORM A TOBACCO MANUFACTORY INTO A UNIQUE CINEMA**

### **A ONE OF A KIND MULTIPLEX IN NORMANDY**

Paris, Dieppe, Normandie, 04.01.2020, 18:27 Time

**USPA NEWS** - Aldo BOURGAULT and Jean Edouard CRQUIOCHE, are the happy owners of the new Multiplex Cinema and RV in Dieppe, which was able to be born after three years of hard work, because they put all efforts not to distort the place endowed with a soul, a heavy personal investment and above all the success obtained in the face of almost impossible obstacles from Aldo and Jean Edouard. Jean-Edouard & Aymeric CRQUIOCHE bear this name from the very Old French and according to legend the descended from that of one of the four Musketeers. It is Jean Edouard CRQUIOCHE, the adventurer of the duo, who tells us with jovial ease and temerity, their culmination of the project of transforming the tobacco factory into multiplex cinema, him, who was long ago, Paratrooper in the French army, section of the Dragons, then turns out to be Adventurer sailor by crossing the Transat Jacques Vabres and working for decades for the National Federation of Cinema. Aldo BOURGAULT, meanwhile, a tall fellow, more introverted, very warm, welcomes us and gives us a guided tour of their magnificent building, with exposed beams, and vaults of ers ceiling height, recalling the atmosphere of the factory. tobacco Manufactory

### **THE SUCCESS OF THE MULTIPLEX PROJECT IS BASED ON A HUMAN ADVENTURE AND A BEAUTIFUL STRONG FRIENDSHIP-----**

Aldo BOURGAULT and Jean Edouard CRQUIOCHE, have known each other since childhood, Aldo, worked at the CRDP, at the Ministry of Education, in the section of the ministry that makes documentaries for schoolchildren, in Rouen. They were the first to have invented the first video downloads, even before the internet, which is very avant-garde, "explains Jean Edouard and he continues" While I worked with Michel Patrick of the National Federation of Cinema, we didn't have the same visions, so I left Neo cinema and it was Aldo who replaced me at my other cinema, North West exaltation by Aldo. Later I wanted to do this huge project. "

### **A CITY CINEMA PROJECT IN THE TOWN OF DIEPPE IS HUGE WITH A TOTAL INVESTMENT OF M€ 8-----**

"I wanted two brains for this human adventure" says Jean Edouard CRQUIOCHE "And Aldo kept his communications company dormant and for 1 year, we worked together 7 days a week, on a project that required a total investment of 8 M €, from our equity. We made a loan to the bank, without depending on any money from the state. We managed to take the best of the other, with Aldo, we bet on designers and we did it differently, keeping the authenticity of the place while bringing in the best materials and being very meticulous about safety standards. We got out of this adventure, which today is proud to have created thirty five (35) jobs "

### **A CINEMA WITH 8 ROOMS WITH AN AMBITIOUS AND PHASE PROGRAMMING OVER THE DEMAND OF THE PUBLIC.-----**

"Our best reward is to see this energy flowing" enthused, Jean Edouard CRQUIOCHE, when asked about this wonderful place of life where three generations mix and mingle from childhood to elderly age, who declared to be astonished by the " marvel of this place" at the very original beat and whose derogation adds to the uniqueness of this historically modern place. The eight cinemas presenting films worthy of a wide program in the big competing cinema chains like UGC Cinema or Pathé Cinema. This theater, therefore, has nothing to envy to other Parisian theaters, with the small bonus, of VR, Viirtual Reality, resulting from a partnership with China and Canada. Jean Edouard CRQUIOCHE, tells us how with his wife he went to China in search of the best Reality Virtual designers, to identify their future partner, without having little knowledge of Chinese or even of Asian culture.

### **A HISTORICAL BUILDING THAT RISES FROM ITS ASHES AS A PHENIX OF CULTURE FOR NORMANDY AND NOT ONLY.-----**

Jean Edouard CRQUIOCHE, tells us how the project initially planned, was to take place in Vernon - which the mayor did not want - which was finally carried out in Dieppe, in the city center, opposite the SNCF station. "It's done by an opportunity, in 2018. We bought the historic cinema REX on January 1, 2018, for study study, etc. Then we realized the financial package which took us a one (1) year period. Then we started the work in November 2019, all the asbestos removal part, we have to remove the asbestos, which would ' ve cost 500,000 € in 10 days, Aldo and I worked hard as we did it ourselves and we saved that amount of money. From the moment

when the tiles had to be removed, using a squeegee, it was part of the hardest manual work! We had to face up obstacles, especially from the Architects of France, who control the French Heritage, (ABF),. So they have imposed standards, incredible, even aberrant for some cases. They are so powerful, that the only authority above, is the prefect, since they themselves are not subject to any control. This is how the sub Prefect, Jean Eric WINCKLER and the mayor Nicolas LANGLOIS, who saved us from this insistence of the ABF." Sighs Jean Edouard CRIQUIOCHE at the mention of ABF, the authority of the Architects of France which has caused them the most concern in the realization of the restoration, of the beautiful yet very of, Building of the Manufacture : "It took mental strength, guts, and personality to break down unfounded state and inspectorate barriers. "Added Jean Edouard, confirmed by his associate friend Aldo BOURGAULT" It had required strength and abnegation to face these obstacles! All this being done, it is the CDAC (Departmental Commission for Commercial Action) which must eventually validate the file so as not to despoil the other operators for two months.

#### HISTORICAL BUILDING THAT RISES FROM ITS ASHES AS A PHENIX OF CULTURE FOR NORMANDY AND NOT ONLY.-----

Jean Edouard CRIQUIOCHE tells how he discovers this place for which he has a thunderbolt despite the dilapidated state of the old building, he immediately perceives a great potential "In December 2017, I discovered the place (6000 € rental public space) because the exteriors are rotten, the whole building was broken with false ceilings that fall into disrepair. Except that the volume was super interesting in the city center, and I guess a potential. " "The city of Dieppe owned the walls and wanted to have a multiplex that remains in the city center. But the authorities feared that a large outdoor chain would weaken the city's business ecosystem and wished to improve the city's attractiveness. " Aldo and Jean Edouard arrived with the right project at the right time and in the right place for this city of Dieppe, whose Multiplex is located very close to the pAris motorway and located opposite the SNCF station, and next to a nursing home , in the city center, and a stone's throw from the Port of Dieppe, where fishermen come to see a film.-----

From the Walking Study, the two partners Aldo and Jean Edouard had identified that Le Périmètre was 30km, "We created a sense of movement of people who usually went outside, which is now the other flow direction. Since we installed the Multiplex including the Coffee Shop, cinema and Stadium, we have noticed that most people go to Dieppe, the center of attraction in Dieppe. "Explains Jean Edouard Indeed, the Multiplex offers in addition to the friendly place of American Coffee Shop, four (4) places with different atmospheres, for all ages, all confused and social bond, perch and seniors of Nursing Home. In addition, the Stadium is open until 2 am, which is quite rare in Dieppe. "There are new customers never seen before. We have created a new attractiveness, because it coincides with an offer that meets a demand, and moreover in a place that has a soul. " acknowledges Jean Edouard CRIQUIOCHE-----

As soon as we started breaking down the false ceiling and we discovered all the framework that had been hidden for 50 years I told myself that the Building fell in love with us and us too! " Exclaims Jean Edouard, In the same genre when I arrive I see the metal fittings and the bases of the heels and we rebuilt them to move the tobacco carts, which we kept hanging up, in tribute to the work of people who worked here making tobacco. As for the little old people who came to visit the Multiplex, some of them told us that they had one of their grandfathers, who works there, it is very moving and also very much in line with our approach to authenticity. "And he adds proud of his work alongside Aldo" Since an opening week all the people who come naked say how they find The magnificent building, which is indeed respectful of more than 3 centuries of history, or people lived and we are proud to have respected this life that took place here. "Explains Jean Edouard CRIQUIOCHE

#### JEAN EDOUARD AND ALDO ARE TWO NORMANDS WHO MADE A BEAUTIFUL MODERN SUCCESS STORY

Jean Edouard CRIQUIOCHE, passionate, talkative and full of spirit, is first of all a former military paratrooper of the 13 th Dragon regiment, a deep search commando, which he exercised for ten (10) years, high risk, then he journey towards the crossing of the Route du Rhum, and Transat Jacques Vabre, before working in cinemas, He claims to be an expert in cinema, by the strength of his experiences, without being cinephile. And as in parallel, he started in cinema at the age of 16, Jean Edouard worked in cinema already in immersion, to become a cinéphage, far from the glitter of the Cannes Film Festival and without obeying "cultural fascism" according to himself.-----

Aldo BOURGAULT comes from Elboeuf, a working-class town, the poorest in Normandy where his parents worked at the Renault factory, like that of Jean Edouard. Coming from the same modest background as that of his partner Jean Edouard, this hunger to win, conditioned him to try to "sublimate us and as wine coming up from a very difficult socially context, we must learn to fight to get there. As a kid one's brain is mixed up and twisted to create brawler programs, which will defend later to achieve their own work. It is like with the motorcycle, never to back down, This puts a lots of force and mental strength, that is reinforced by convictions and values, especially the idea not to submit to his authority, as was the ABF."

KEANU REEVES THE CYBERNETIC ACTOR WOULD BE AN IDEAL GUEST HONOR TO TEST OUR VR AT

**MULTIPLEX-----**

Asked about the possibility of having pre-premiere evenings for certain blockbuster or lower budget films, Jean Edouard CRIQUIOCHE replied: "They are being reviewed, in the future and why not bring in big players like Keanu Reeves, who could test our RV. On the other hand, We made an inauguration the day before the fair opening with the team members and those who worked on the project. It's not our style to put on a big show to invite notables or celebrities "[?]"-----

We participated in the operation "COEUR DE VILLE NATIONALE". We experienced an economic model of funding for this project, backed by that of cinema, in two hundred (200) selected cities in France, including Dieppe. The economic package offers, the first private project to come out of this project. If the project makes an envelope of 200 Million with the necessary guarantees it is a real impact on other businesses. It can only work if the proximity is in the city center. This was the case for Multiplex.

**Article online:**

<https://www.uspa24.com/bericht-16357/criquioche-und-bourgault-transform-a-tobacco-manufactory-into-a-unique-cinema.html>

**Editorial office and responsibility:**

V.i.S.d.P. & Sect. 6 MDSiV (German Interstate Media Services Agreement): Jedi Foster P/O Rahma Sophia Rachdi

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