

Beat: Business

## **MOBICAP A FRENCH ORIGINAL CONCEPT FULLY AUTOMATED INCLUSIVE HOUSING FOR DISABLED**

### **CHRISTOPHE CLAMAGERAN IS FOUNDER & CEO**

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**USPA NEWS** - MOBICAP, means a new wording of real estate dedicated to disability, and largely to the PRM. The word itself, of MOBICAP, is the French contraction of the words "Real Estate" and "Handicap", a new concept which is arriving (finally) in France, launched by its founder Christophe Clamageran, and CEO of this real estate group, inventive, and of avant-garde. Indeed, Christophe Clamageran, the CEO, who is a real estate specialist (He has a strong background in Finance and real Estate for decades in Paris), explains to us that he was "fed up with designing and building conventional offices, and dared to launch his concept of prestigious residences. It thus responds to a real offer, and positioning itself on a niche in the French real estate market in the private sector, by offering a concept, smartly designed, modern, and not only meeting the standards of accessible tenants with reduced mobility, but also to offer prestigious French touch to the combos residences ».

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### **CHRISTOPHE CLAMAGERAN EXPERT OF REAL ESTATE FOUNDER AND CEO OF MOBICAP LAUNCHED AN AVANT-GARDE INCLUSIVE HOUSING-----**

Christophe Clamageran, is young successful serial entrepreneur, dans l'Immobilier de bureaux. He explains to us how he after decades of running various businesses in real Estate and got bored, before he had the idea to conceive a new type of housing adapted to the disabled and elderly, who lost their mobility. He explained also, that it is the Scandinavians who took another uninhibited approach to disability, brought Swedish investment funds, who believed in the concept that was both innovative, avant-garde and inclusive with regard to seniors and disabled people, with reduced mobility He explains to us that this is a "great business and in the public interest" because he matches his offer with real and strong demand. This is a business win win, and which promises to be not only successful but will serve as an example to copy or multiply them, as the supply of suitable housing, currently based on public housing remains very minimal, in the face of growing demand"; The Post-COVID-19 period, which will have reduced vulnerable people who are more dependent, and will increase the rate of people with reduced mobility seeking suitable accommodation. The slogan of MOBICAP is "Better living, Living at home" like the offer for people with reduced mobility who wish to live at home and not in a medical place and / or in a hospital for the disabled, or nursing home , for the elderly, rare games adapted and accessible for PRM people.-----

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## MYRIAM MALIDOR HEAD OF MARKETING & SALES IS FULLY DEDICATED TO MATCHING THE DISABLED NEEDS TO MOBICAP' OFFER-----

Myriam Malidor, Head of Marketing and sales, is totally dedicated to the promotion of the inclusive housing, for MOBICAP « I'm fully committed to my mission, as I travel, from one place to another, meeting up the future tenants who are specifically disabled, or elderly, who have difficulty to access to adapted housing. I'm so glad and feel very effective when it comes to fulfill their dream of access to a modern and automated apartment, where they seek autonomy. As far as the handicapped are concerned, the public housing offers, which are oversaturated, are unfortunately the only and scarce option that take care of the adaptation to the disability, with respect to the French law of 2005.-----

On the other hand, the elderly, they usually end up (unwillingly, most of the time) in nursing homes, which are very expensive, and lacking the independence. MOBICAP concept, offers the seniors the ability to live by themselves, and can count on the caregivers, (Only if they wish for) who can give assistance at home, under the management of MOBICAP (Or not, it is an optional service but not mandatory). Likewise for the disabled people tenants who can apply for the helpers service, according to their range and degree of disability. The tenants can choose to have a furnished apartment or with their own decoration. So for all these reasons I'm so glad and satisfied due to the big success of our concept of inclusive housing which is perfectly matching with the most in need, in terms of adaptation of their housing.

## MOBICAP IS A MODERN FULLY AUTOMISED INCLUSIVE HOUSING AND ECOFRIENDLY-----

Led by Christophe Clamageran, this new structure aims to build up, on equity, a real estate portfolio of 5,000 units within five years in France. This inclusive, innovative and ultra-modern, domestic, pragmatic (Close to shops, transportations, and / or the beach, and / or hospital) and eco-responsible program (Green Spaces, Ambitions, partnerships and strategy ...

The strength of this program is that it responds to a very strong demand from residents with reduced mobility who rarely find in France a home that is accessible and adapted to their disability or illness. The other advantage is to offer an inclusive type of accommodation, with regard to this minority of the French population, which until now is "excluded" in fact from conventional housing, for which the standards imposed by the law in force are only rarely applied"; There was then just an offer of public housing, (of a social nature, and therefore of mediocre quality), which was imposed on people with reduced mobilization and this despite their purchasing power, or even their desires to access prestigious housing.

It is in this sense, that Christophe Clamageran, imagined which explains "to offer beauty to senior and / or disabled people, and to give meaning to my future constructions".-----

We attended an information meeting, the team of the historic town hall (Historic Monument, a gothic style dating from the 17th century) of the city of Blois, and who signed the contract for a future delivery of a residence of thirty two (32) dwellings. These 32 adapted PRM housing for people with disabilities or elderly people with loss of autonomy, to be delivered on Summer 2022. Reservations are already open. Were present at the public information meeting which took place on January 12, 2021 : Christophe Clamageran, the founding CEO of MOBICAP, Myriam Malidor, the Sales and Marketing director of MOBICAP, Sophie Provost, program manager in Blois, the deputy mayor from Blois. The mayor of Blois, Marc Gricourt was already busy at another meeting, was unable to attend this MOBICAP meeting. He was represented by his assistant.

## THE INCLUSIVE PRIVATE HOUSING PROGRAM OF COMBOS MOBICAP UNVEILED AT CITY HALL OF BLOIS --

An official meeting was held on January 12, in the City Hall of Blois, by MOBICAP, to unveil the new inclusive concept housing concept that offers the alternative solution between home and nursing home. The MOBICAP Team, led by its CEO founder, Christophe Clamageran, and Myriam Malidor Director of Sales and Marketing, Maxime Ginsberg Asset manager in charge of BLOIS program with Amelie Nouvellon from "SEM 3VALS", Sophie PROVOST sales representative for Mobicap Blois and Bourges and Hamou BOUAKAZ (blinded man) - Consultant Inclusion handicap for Mobicap .

â—[?] The county of Blois (45,700 inhabitants) is the most populous commune of Loir et Cher. It is a Royal city, located on the Loire, halfway between Tours and Orleans and was ruled by the former Mayor by Jack Lang, who is currently the President of the Institute of Arab World (Before he was the Minister of Culture).

â—[?] Located in the heart of the new LAPLACE district, the Mobicap Residence is close to the city center (less than 3 km).

â—[?] This district has easy access to the Biocoop store (300 m), but also to public transport with a bus stop 200 m away.

â—[?] Public transport lines A, B and C serve the city center, medical center, shopping center (Leclerc), the library, the cinema, the swimming pool and the aquatic center.

â—[?] The SNCF train station and the hospital center are less than 4 km away.

â—[?] The Residence offers 23 one-bedroom apartments and 9 three-bedroom apartments spread over 3 levels distributed by lifts.

â—[?] Each apartment has a motorized landing door and a large private balcony accessible without a threshold bar through a bay window which is also motorized

â—[?] Residents have a closed and secure residence with access control. From 900 € incl.

A TWO BEDROOM 100% ACCESSIBLE FOR PRM APPARTMENT DESIGNED BY MOBICAP IN BLOIS-----

Access from the gangway via a motorized landing door to facilitate your entry and exit

PMR kitchen with cupboards with adjustable fixing height, induction hob, extractor hood, low fridge with -6 ° freezer, microwave and crockery

Living room furnished with a table and 4 chairs with access without threshold to a private balcony through a motorized bay window

1 bedroom equipped with a 140 cm double bed with electric shutter and 1 cupboard

PMR shower room equipped with an open walk-in shower, adapted toilet, fixing points for personalized handrails

THE RENTAL CHARGES INCLUDE :-----

Maintenance of green areas

Maintenance of common areas

Cleaning of private apartments once a month

Supply and maintenance of household linen once a month

**Article online:**

<https://www.uspa24.com/bericht-18098/mobicap-a-french-original-concept-fully-automated-inclusive-housing-for-disabled.html>

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