

imvt - institut du management
des villes et du territoire

heg - haute école de gestion



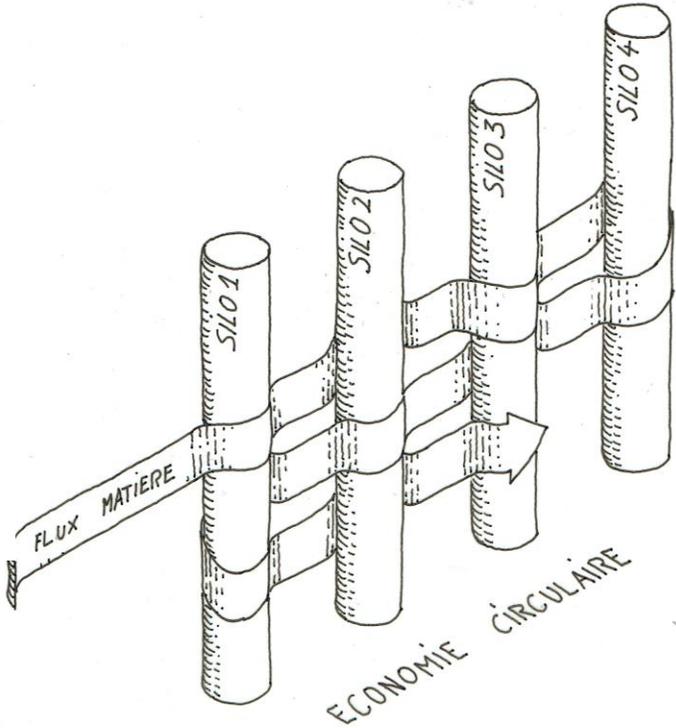
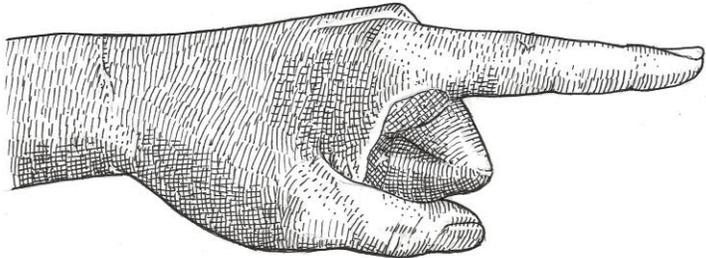
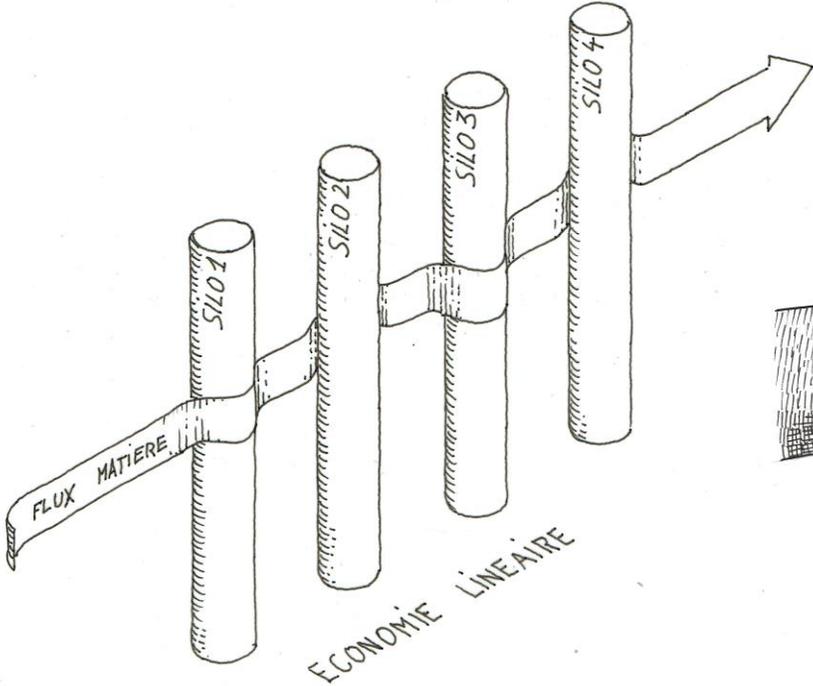
Comment bien tisser les rues?

Prof. Nicolas Babey, Doyen de l'IMVT

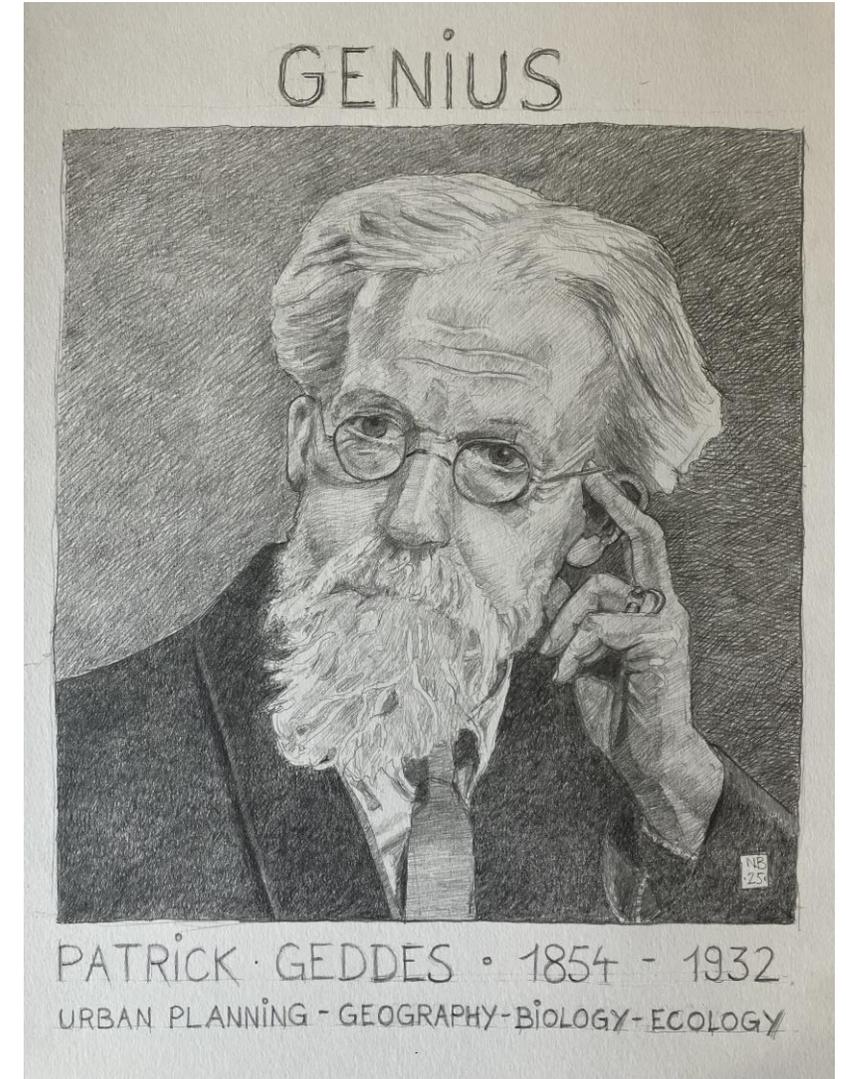
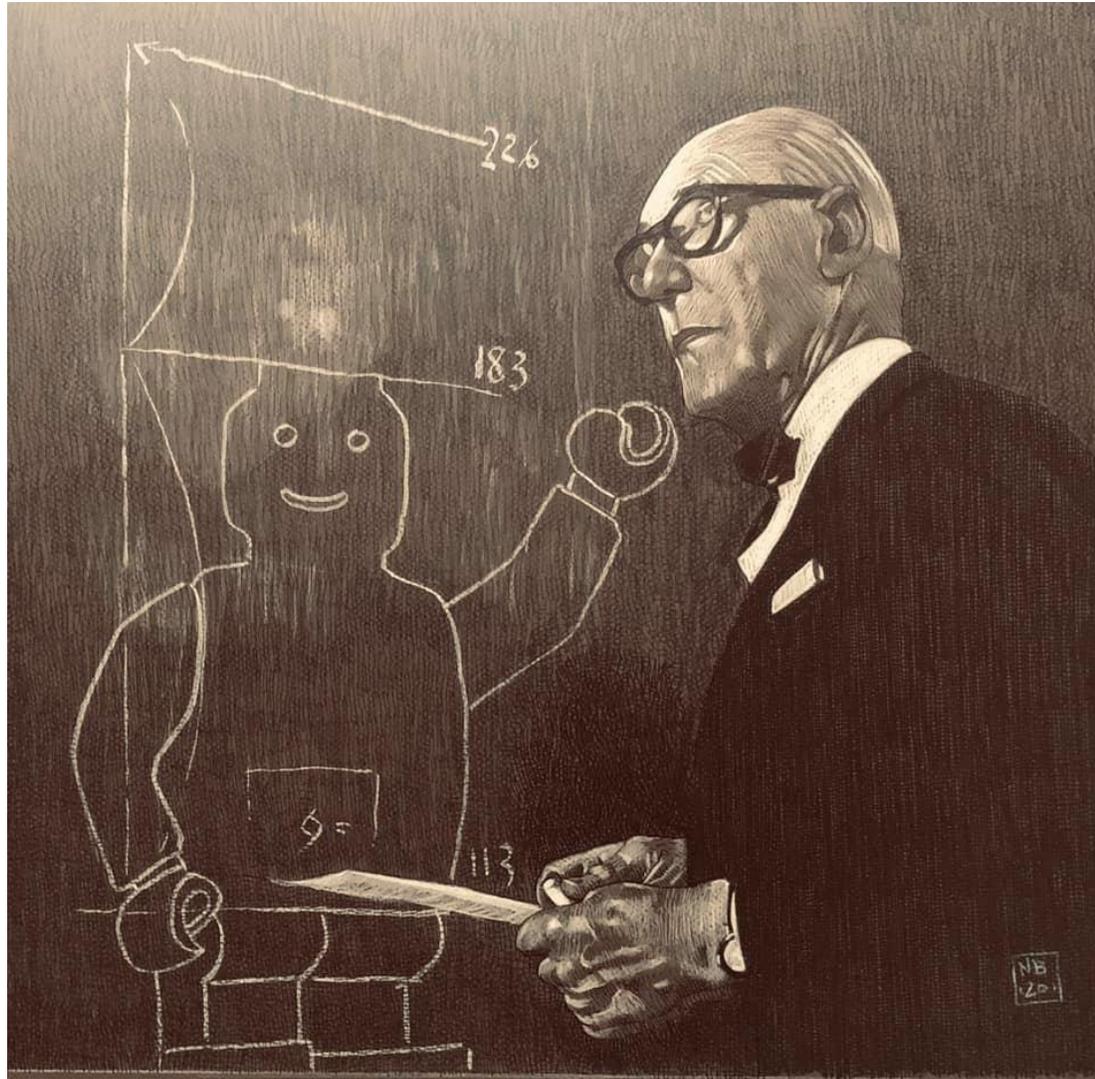
Martigny, le 25 septembre 2025



Tisser: fils de chaîne et fils de trame



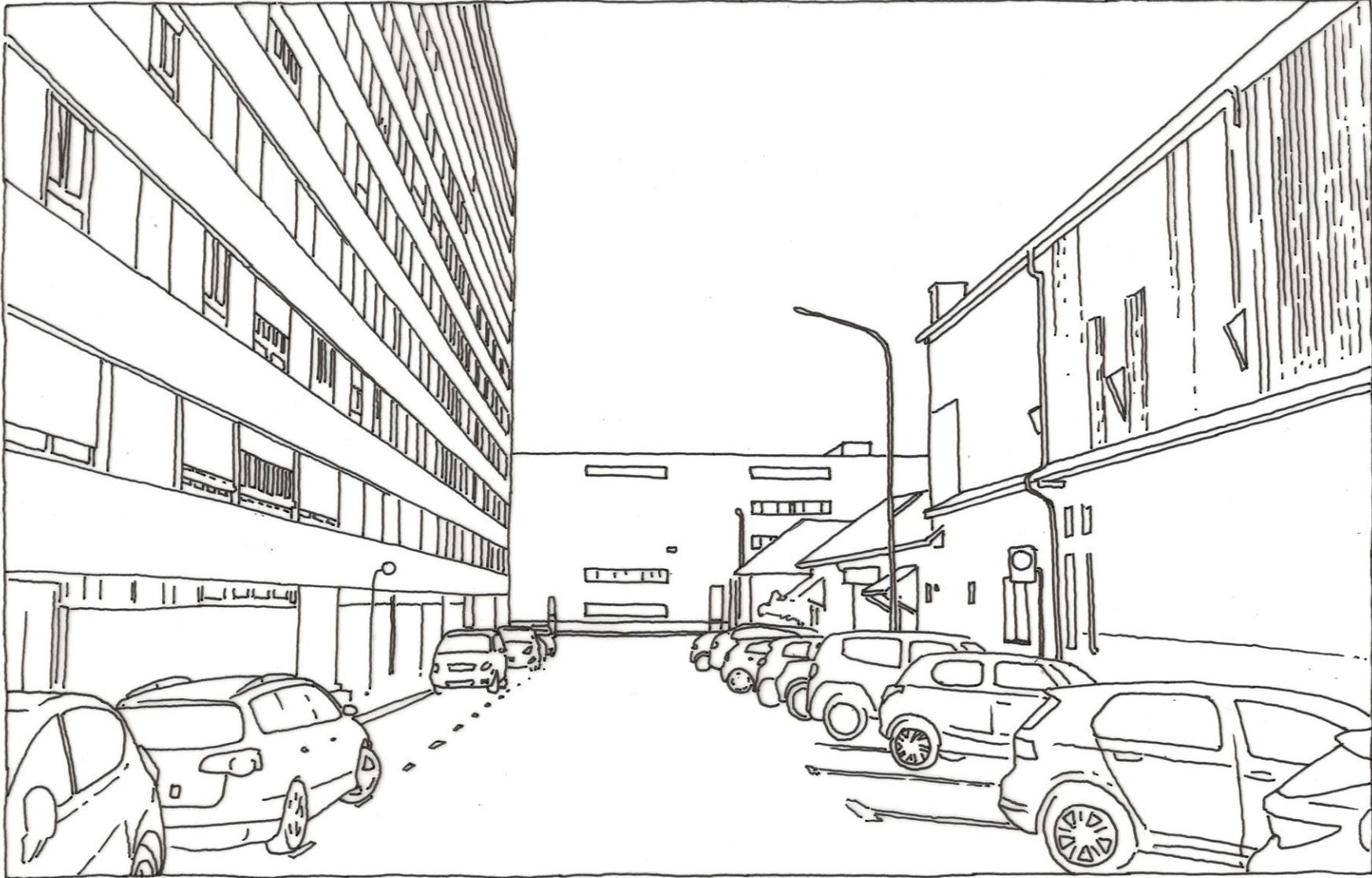
Le Corbusier (chaîne) *versus* Patrick Geddes (trame)



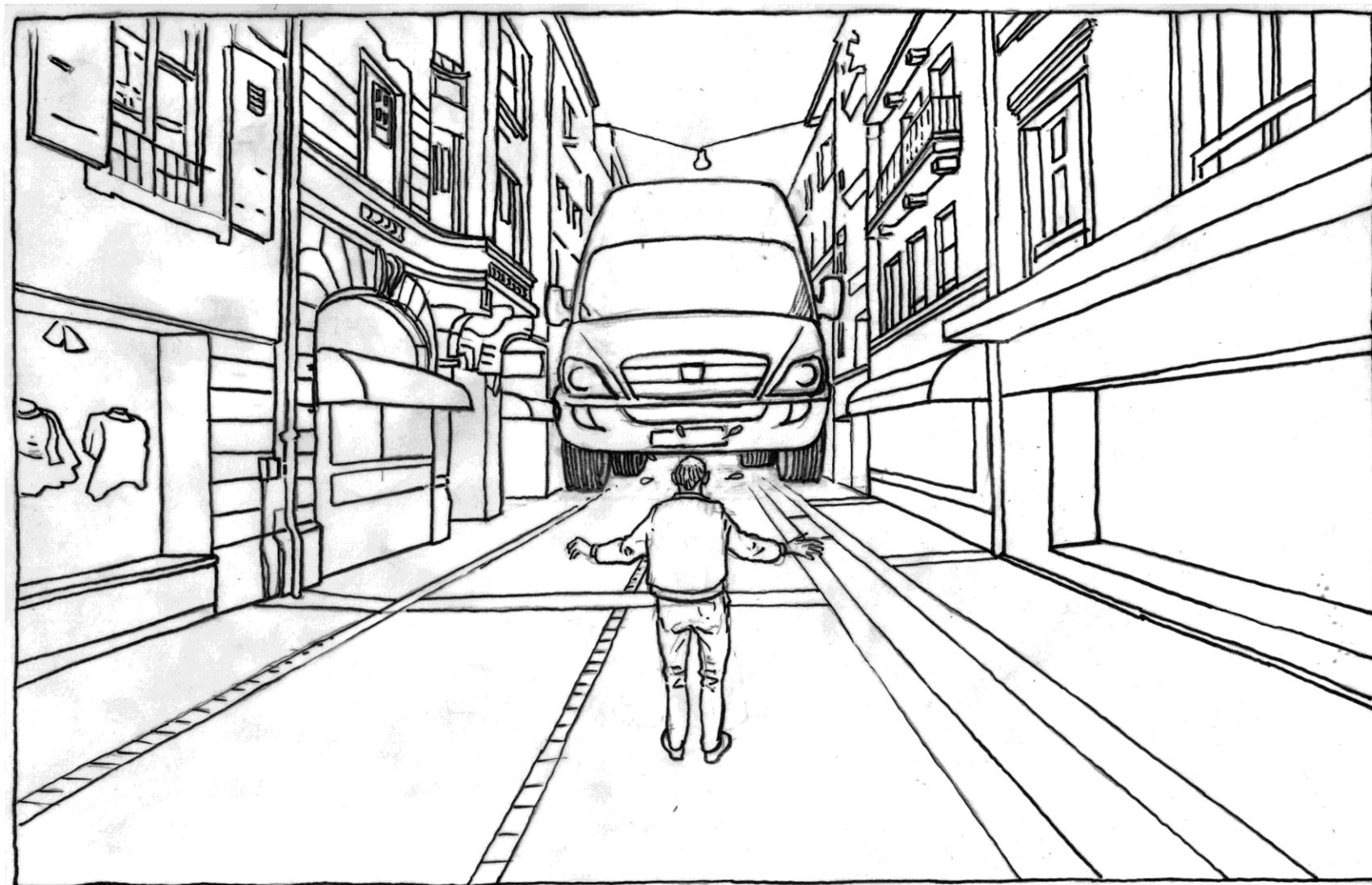
Démesure



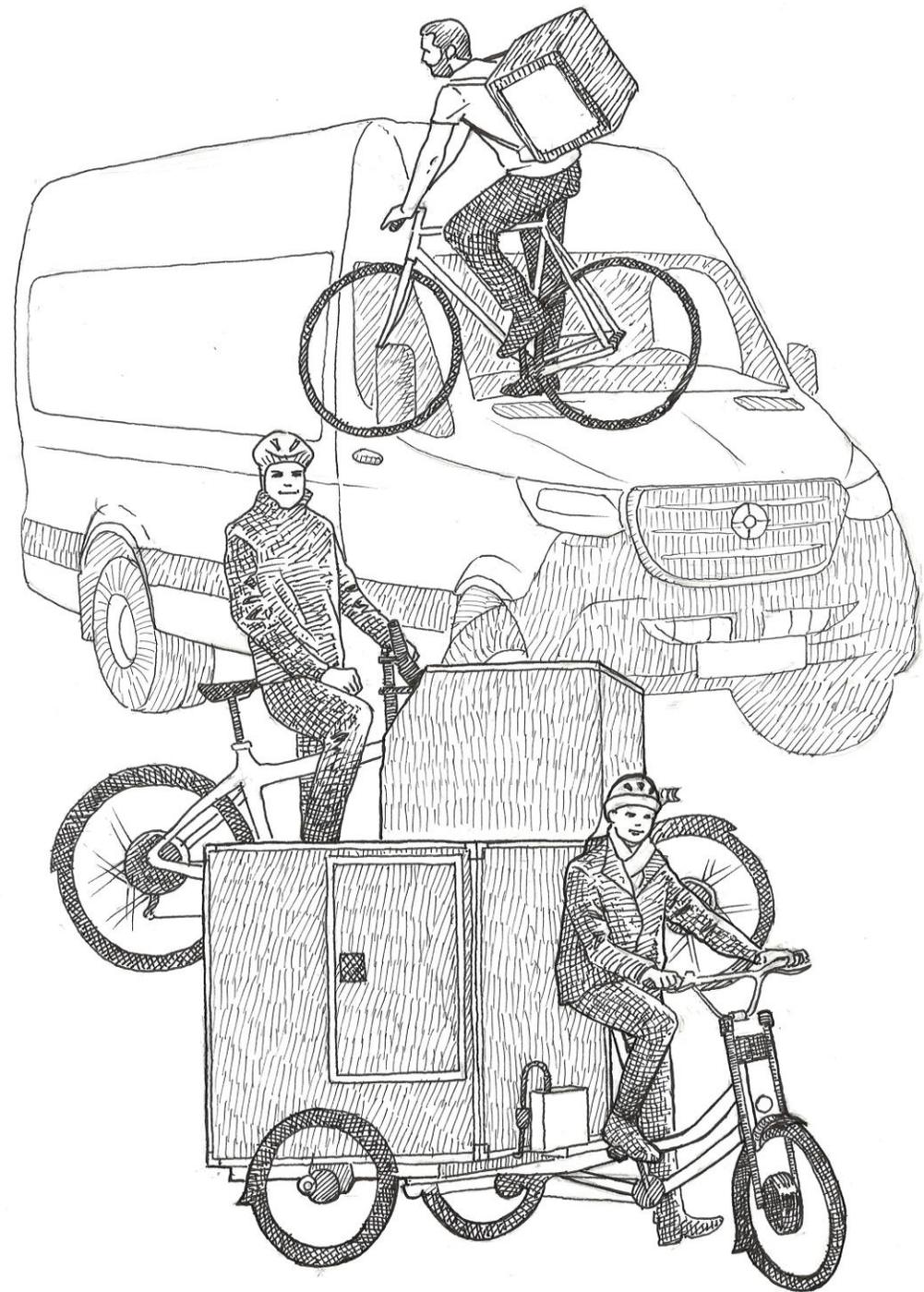
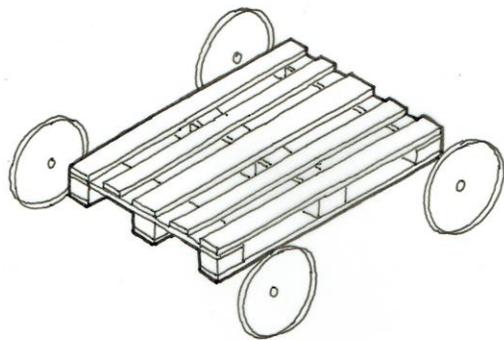
Une rue à 3 usages



Un truc trop grand



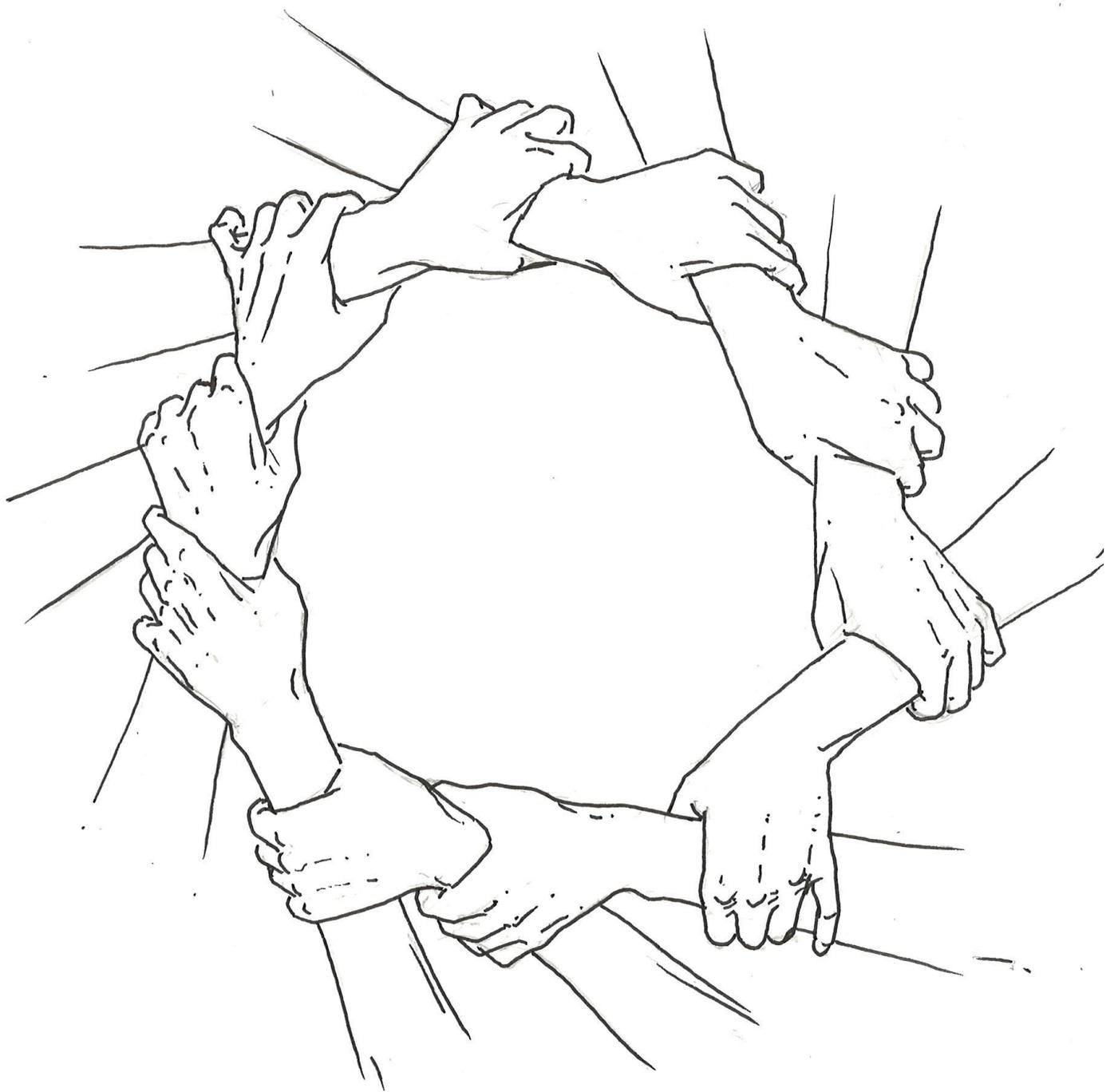
Marchandises en mobilité douce



Business et marketing: une logique de chaîne



Coopération et
participation: logique
de trame



Merci de votre attention!

