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Typology of third-places

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Typology of third-places : services, support and sponsors

Romane SERRANO, Corinne SIINO, Claudia Ximena LOPEZ, Mathieu VIDAL, Martin JOFFRION, Tanguy KERLAU, Maxime PETITGAS

Context et methodology

The typology used in the study area is essentially based on Raphaël Besson's one, who defines third places in 5 categories, after their functions (M. Kemdji, 2021):

- Business centers
- Innovation centers
- Cultural third places
- Social third places
- Public service and innovation third places

This classification is not the only one: other researchers have established typologies such as Aurore FLIPO's one, which also tend to be similar to the one in this study. Other authors, such as Évelyne Lhoste and Marc Barbier, developed very different typologies, seeking a more detailed analysis of diversity within fablabs.

Questioning :

- **What are the relationships between sponsors, service offerings and territory in the creation of third-place ?**

Hypothesis :

- The service offering proposed by third places differs depending on the urbanization of the environment (high or low density).
- Services are more diverse in low density territories.
- Urban third-places are more specialized.
- Service offerings depend on the nature of sponsors.

- 28 semi-structured interviews with third-place managers
- Complementary data retrieved from third-place web pages

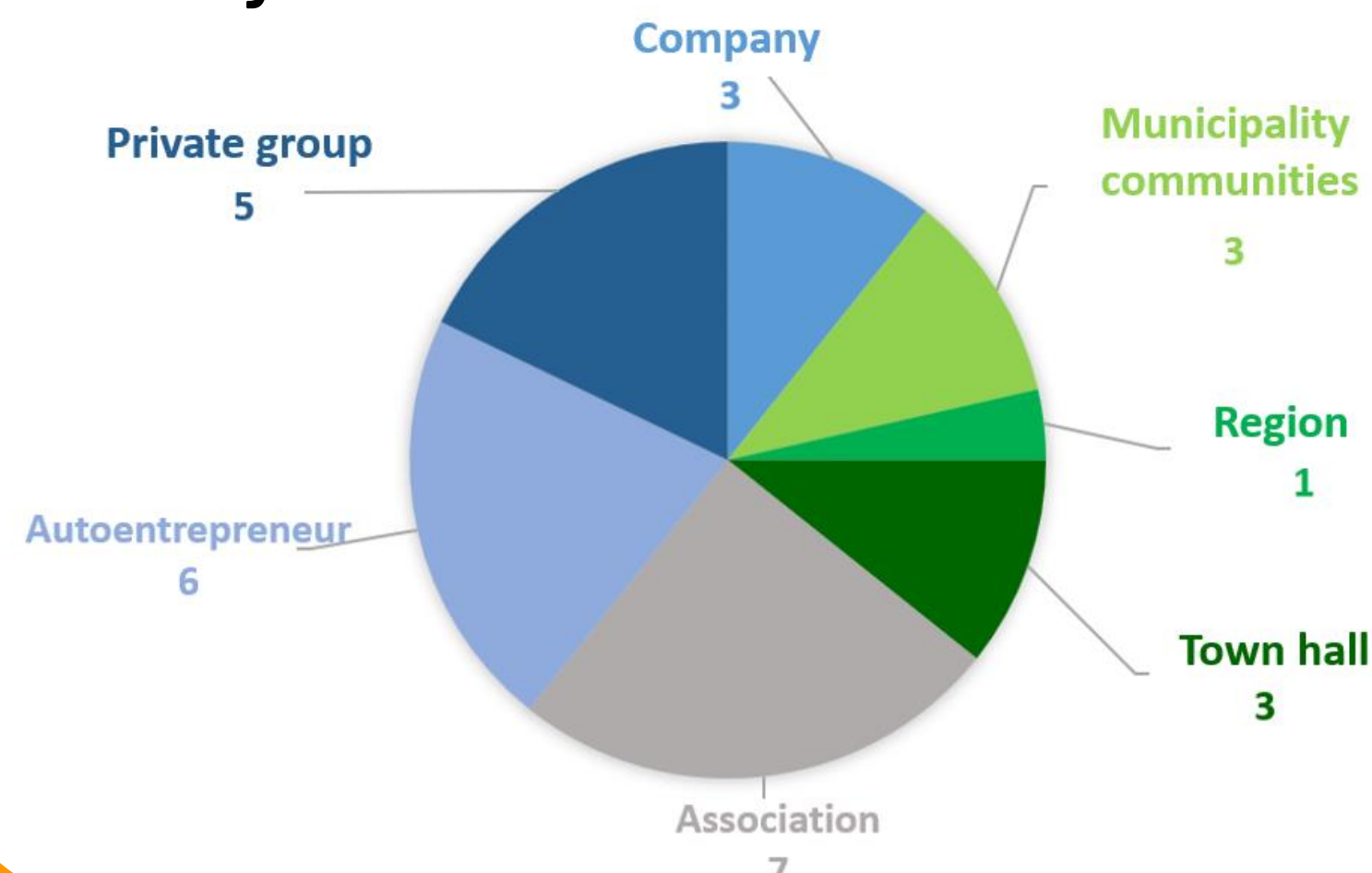
Qualitative → quantitative

Third-place characterization grid :

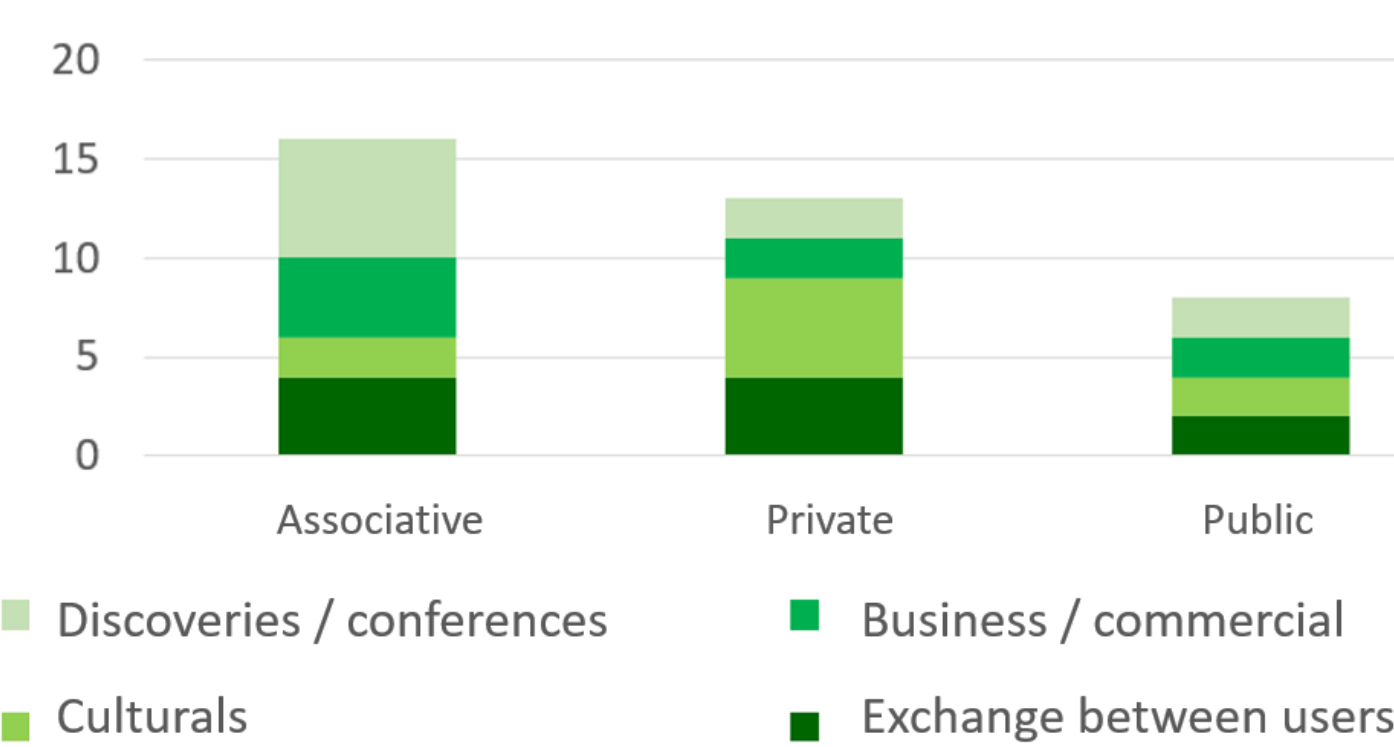
Offer	Sponsors	Territories
Services	Public	Dense urban
Events	Private	Peri-urban
Equipments	Associative	Rural center
		Isolated rural

Sponsors and service offerings

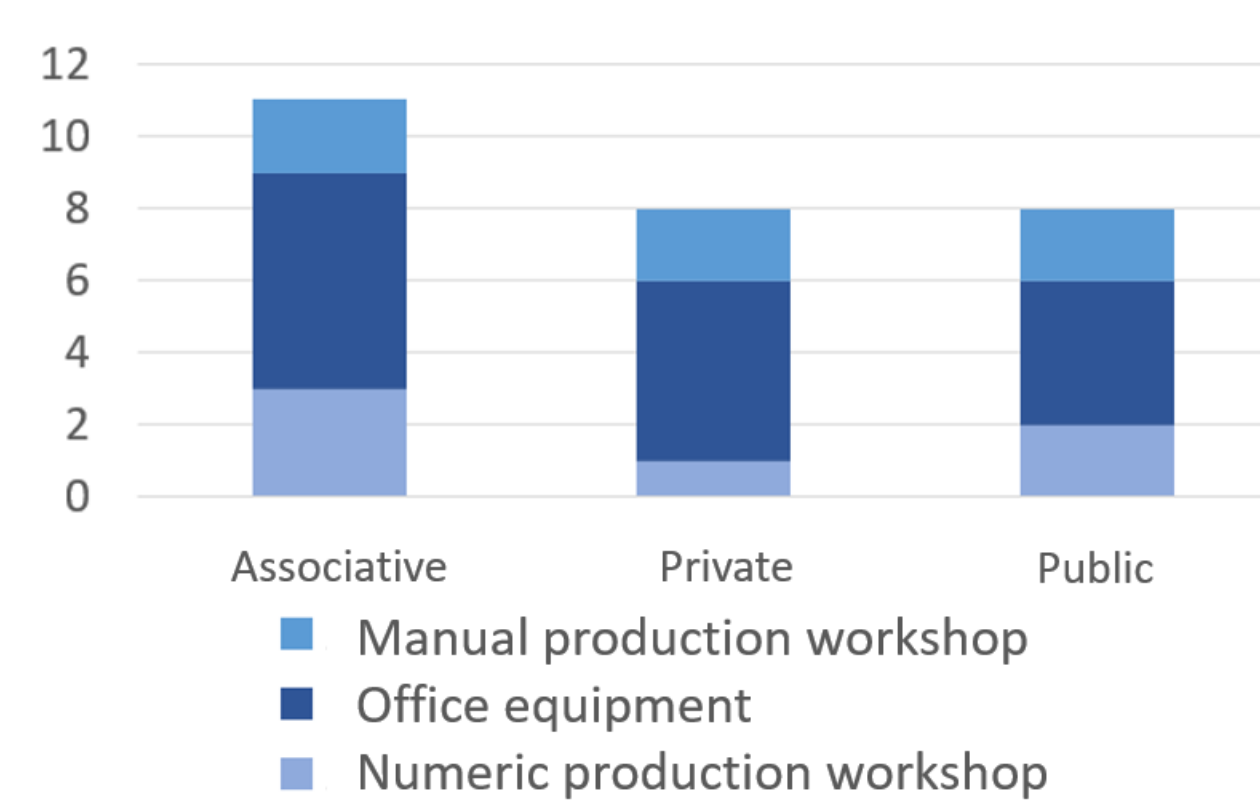
Identity of the interviewed owners



Event types - sponsors



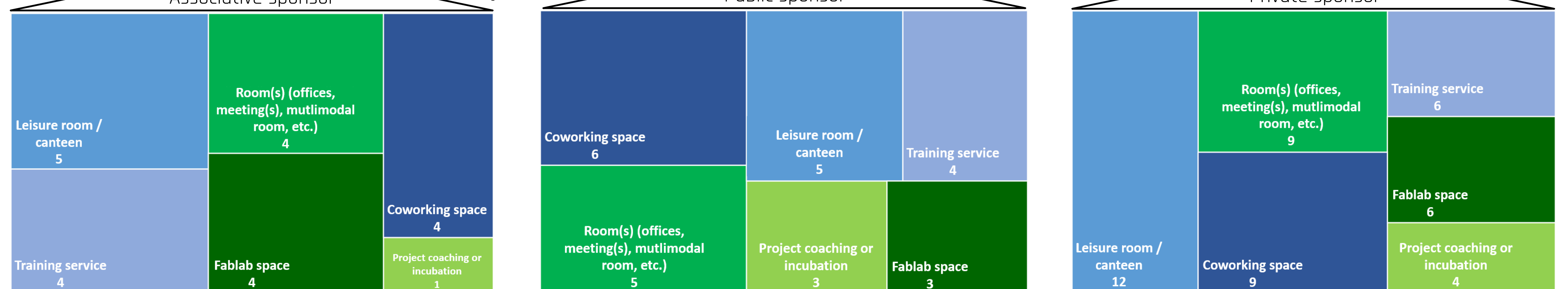
Equipment types - sponsors



A very wide range of sponsors

Associative third places have a socializing function based on numerous events and diversified facilities

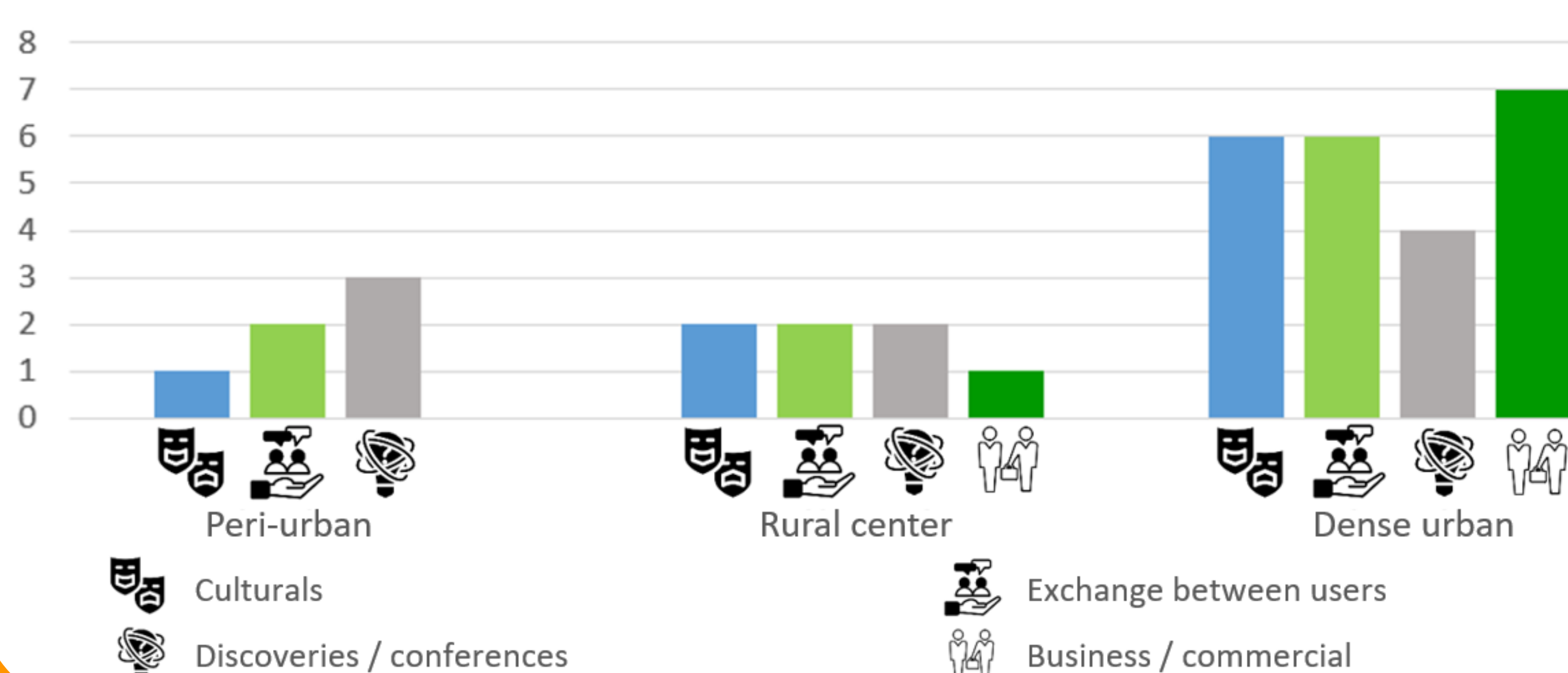
Service types - sponsors



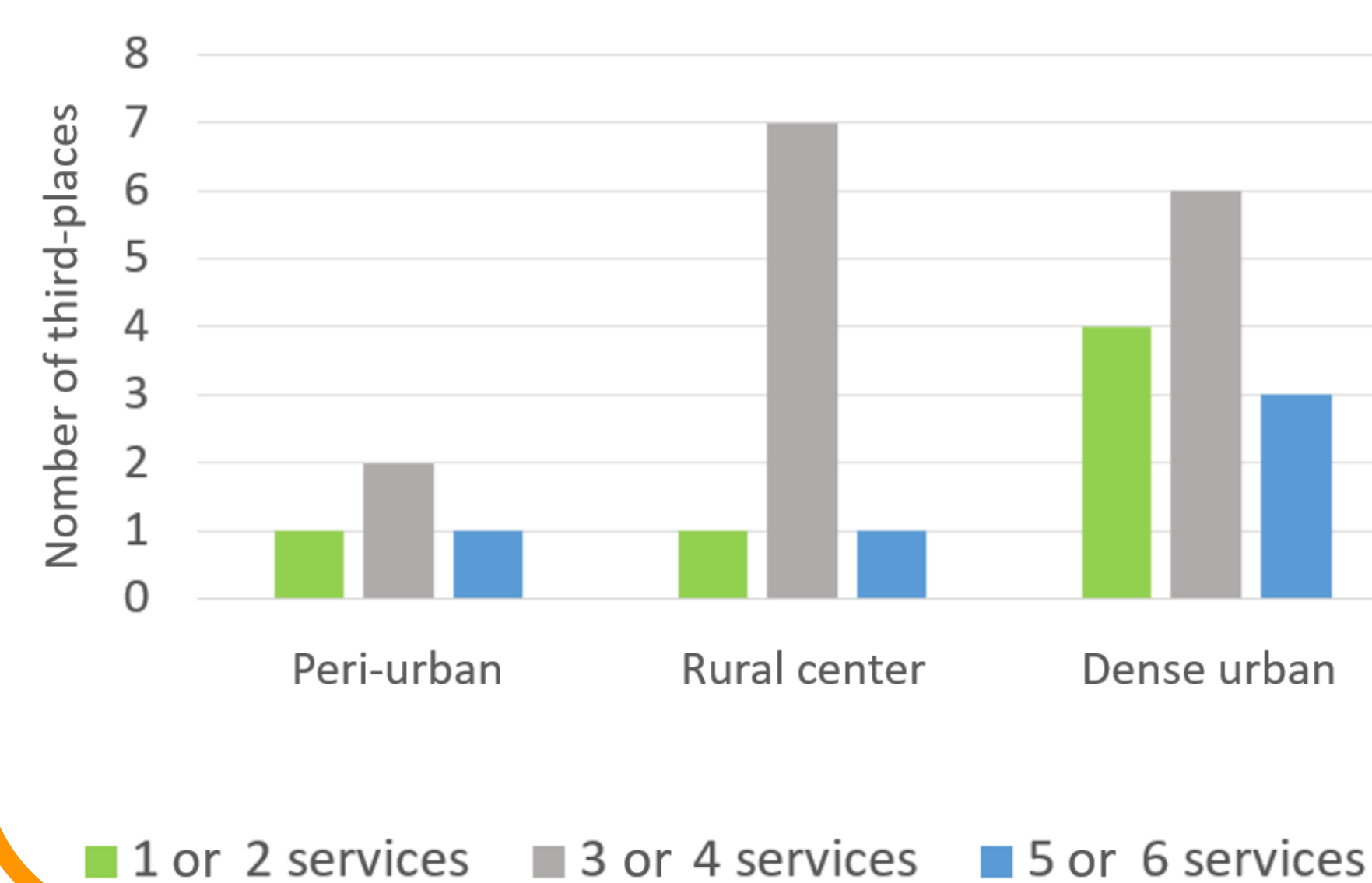
The manager identity is not a discriminating component in the service offers

Amenities offered depending on territories

Amenities by territory



Distribution of offerings in third-places



diversity of services is the same either in dense urban or in rural areas

Most entrepreneurial and commercial events take place in urban third places

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