

# LV1 – ANGLAIS

**DURÉE : 4 HEURES.**

*(La note sur 80 sera divisée par 4 pour obtenir la note sur 20, qui sera arrondie au dixième supérieur.)*

*Les candidats ne sont pas autorisés à modifier le choix, effectué lors de l'inscription, de la première langue dans laquelle ils doivent composer.*

*Les candidats ne doivent faire usage d'aucun document, dictionnaire ou lexique ; l'utilisation de toute calculatrice ou de tout matériel électronique est interdite.*

*Si au cours de l'épreuve, un candidat repère ce qui lui semble être une erreur d'énoncé, il la signalera sur sa copie et poursuivra en expliquant les raisons des initiatives qu'il sera amené à prendre.*

IENA

SUJET

## Versailles in the valley

Cupertino looks like many other small, drab cities in northern California, with serried houses and shopping centres. Later this year, however, it will become the only place to find Apple's newest creation: the enormous ring which will serve as the technology firm's headquarters. Several months before he died in 2011, Steve Jobs, Apple's founder and the mastermind of the project, predicted that the spaceship-like structure would become "the best office building in the world" and that people from everywhere would travel to see it.

To prove Jobs right, around 13,000 construction workers have laboured for years behind thick, high walls. The site spans several city blocks. Earlier this year, everything was hidden from view except cranes and a huge sand pile that rose a few hundred feet high, like the Great Pyramid of Giza. The scale of the project rivals the ancient Egyptians' monuments. Every piece of glass on the four-storey exterior is curved, requiring special panes to be made in Germany – the largest pieces of curved glass ever manufactured. With a price tag of around \$5 billion, it may be the most expensive corporate headquarters in history. [...]

"Silicon Valley is having its Versailles moment," says Louise Mzingo, a professor at the University of California, Berkeley, and the author of a fine book called "Pastoral Capitalism" about corporate headquarters. Last year Facebook opened a new, 430,000-square-foot building in Menlo Park designed to embody the company's informal culture. Resembling a giant warehouse, it is reputedly the largest open-plan office in the world. Meanwhile, Google is working on a zany idea for a new headquarters to replace its Googleplex, which involves constructing movable glass buildings. Other technology companies, including Nvidia, Samsung and Uber, will, collectively, spend well over \$1 billion on new buildings that broadcast

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their success. These ambitious projects will transform a bland architectural landscape of generic-looking office parks. But they also mark a cultural shift for the Valley, whose ethos is to value garages (in which firms like Hewlett-Packard and Apple were born) over glitz. [...]

Google's plans are the most audacious – on brand for a firm working on imaginative projects like exploring space, extending human life and creating a self-driving car. **As it continues to grow quickly in profits and headcount, Google has decided it wants to devise new ways to make its headquarters expandable.** The company has hired two architects, Thomas Heatherwick and Bjarke Ingels, who have come up with an idea that feels as though it was concocted at an all-night party at Burning Man, the annual gathering of hippies and techies in the Nevada desert. Their plan is to construct a mobile set of glass buildings that would expand and shift like Lego blocks as different departments' space requirements changed. A specially designed crane will be needed to rearrange the structures. The proposal suggests that Google, having disrupted many industries, now wants to rethink a central tenet of architecture: that buildings are immovable.

These firms' visions for what they want to erect may differ, but they share common elements. They are designing functional, open-plan offices to increase collaboration among employees: "activity-based" working, which involves people doing their jobs from different places within an office, including outdoor benches, on-site coffee shops, napping pods and meeting rooms, is becoming the norm. They are also softening the buildings – and the whiff of corporate might – with greenery. Apple is using renewable energy to power its spaceship and is planting 9,000 trees. At nine acres, the roof garden on top of Facebook's Building 20 feels vast. There is a juice bar and food carts, and sprinkled throughout it are map legends, designed to look like those consulted by backpackers in a state park.

But while this wave of construction captures the optimism and wealth of a cohort of companies that are imagining and packaging our digital future, Silicon Valley could lose something in the long term.

The Valley thrived because people met and shared ideas in office parks, restaurants and cafés, and talent has historically moved around easily within and between companies. As firms build self-enclosed universes, that mixing may stop. **Innovative architecture may attract talent and tourists initially, but it also risks altering an environment that has fostered world-beating ideas and products.** Cupertino and other Silicon Valley towns may come to long for the time when they had no interesting buildings to distinguish them.

Alexandra sulch, *1843 Magazine (The Economist)*, April/May 2016.

## I. VERSION

(sur 20 points)

Traduire à partir de "These firms' visions..." jusqu'à "...Silicon Valley could lose something in the long term."

(De la ligne 44 à la ligne 57)

**II. QUESTIONS***(sur 40 points)***1. Question de compréhension du texte****Explain what the following sentence means:**

*'As it continues to grow quickly in profits and headcount, Google has decided it wants to devise new ways to make its headquarters expandable.'*  
(lignes 33-35)

*(100 mots + ou – 10%\*; sur 10 points)***2. Question de compréhension du texte****Explain what the following sentence means:**

*'Innovative architecture may attract talent and tourists initially, but it also risks altering and environment that has fostered world-beating ideas and products.'* (lignes 61-63)

*(100 mots + ou – 10%\*; sur 10 points)***3. Question d'expression personnelle**

Do you think public opinion can have a significant impact on companies' policies?

*(300 mots + ou – 10%\*; sur 20 points)*

\* Le non-respect de ces normes sera sanctionné.  
Indiquer le nombre de mots utilisés.

**III. THÈME***(sur 20 points)*

En 1993, la mine de charbon de Shirebrook, dans le nord de l'Angleterre, a fermé, mondialisation oblige. À son emplacement, comme un symbole, se trouve aujourd'hui un immense hangar de 75 000 mètres carrés.

Une armée de 3 200 travailleurs y trie, emballe et distribue les produits importés directement d'Extrême-Orient par Sports Direct, la plus grande enseigne britannique de magasins de sport. Vingt-quatre heures sur vingt-quatre, chaussures de football, survêtements et autres shorts sont envoyés par milliers pour répondre aux commandes sur Internet et pour fournir les 400 magasins du groupe au Royaume-Uni.

Une chose n'a pas changé pourtant, entre la mine et l'entrepôt: les conditions de travail. «Victorienne», a asséné, fin juillet, un rapport parlementaire britannique. Contrats précaires, brimades en tout genre, sanctions sur les salaires... Toute la panoplie des pires excès du droit du travail britannique est utilisée. La prochaine assemblée générale de Sports Direct s'annonce houleuse.

Eric Albert, *Le Monde*, 5 septembre 2016.