

## EM Normandie makes its mark with its new resolutely contemporary, eye-catching high-tech Parisian campus

#StudentExperience #Wilmotte #Modern #Digital #EcoBuilding



EM Normandie Business School opens its new campus in January 2022, designed by architect Jean-Michel Wilmotte. This 14,000 m<sup>2</sup> development is located just within Clichy, at the gateway to Paris. It embodies the Business School's unique student experience with its warm and contemporary feel, functional, modular and connected features and green credentials. Students will have access to beautiful interior terraces and gardens, EdTech equipment, comfortable spaces for learning, co-working, dining and sport, and staff based on-campus. This open-plan, futuristic campus comprises ten floors of elegant training and shared spaces for students, professionals, entrepreneurs and graduates. With a capacity of 3000, it will offer a wide range of training, from post-Baccalaureate to executive education.

### EM Normandie's ambitions met with this ultra-modern campus

EM Normandie is outgrowing its current campus based in Paris's 16th arrondissement, which opened in 2013 and covers an area of 3,700 m<sup>2</sup>. The School now needs more space to support its strong growth and ambitious targets, based on digitalization, innovation and exchange. 1,600 students are currently based in this building,

studying for the Master's in Management (Programme Grande Ecole) the Bachelor's in International Management, MS/MSc courses or lifelong learning programmes.

Following the example of the Le Havre campus opened in September 2020, EM Normandie's management team were seeking a location which fits the School's ethos and ambitions. This new 14,000 m<sup>2</sup> campus is vast enough to accommodate 3000 people at one time. The ten floors of this superstructure will boast numerous classrooms equipped with cutting edge technology for face-to-face, remote and hybrid teaching, a tiered auditorium opening into two interior gardens and an eighth-floor lecture theatre with an unobstructed view of Paris. It will be home to 2,000 m<sup>2</sup> of interior gardens and planted terraces, relaxation and wellbeing areas, co-working, flex-office, motivational, dining and afterwork spaces, sports facilities, an educational technology showroom, EdTech rooms, a Learning Center, a student association gaming zone, an Alumni House and an incubator. The next-generation campus has both a striking external identity and a unique interior design, and is designed to provide optimum comfort to its users.

The light, open-plan and adaptable space is fully accessible to people with a disability or with reduced mobility, and will lend itself to developing new teaching methods and programmes and fostering social connections, creativity and innovation. The smart campus developed by GDG Group provides strong environmental performance which is in line with EM Normandie's responsible approach. It has been designed to meet the most stringent certification and labelling processes for service sector buildings. This approach both reflects the Business School's environmental values and reduces its ecological footprint.

### The perfect environment for the EM Normandie student experience



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This ambitious building, featuring the signature architectural design of **Jean-Michel Wilmotte**, is located at 30-32 rue Henri Barbusse, at the gateway to the commune of Clichy and on the outskirts of the city of Paris. This is a rapidly changing urban area, boosted by the Clichy-Batignolles project (Paris 17th arrondissement) and the judicial district just a few hundred metres away. Clichy aims to create an environment which attracts students, young executives and their families, as part of the plan to create a stronger economy in Greater Paris.

The EM Normandie campus rubs shoulders with over 7,000 businesses, including the headquarters of L'Oréal, Etam, Simone Perele, Monoprix, SNCF, McCann, Amazon, Econocom, SQLI, Kapten, Eiffage, Geodis, G7 and Swisslife.

Under a fixed, 12-year BEFA lease<sup>1</sup>, EM Normandie will lease the entire development and will move in from January 2022.

One of the many benefits of this campus is its transport links, with access to a full range of multimodal transport options. Metro lines 13 and 14 are just minutes away, and the Transilien TER L and U line trains are

<sup>1</sup> BEFA: "Bail en l'État Futur d'achèvement" (Off-plan Lease)

one stop away from Paris Saint-Lazare and also run to Paris's western neighbourhoods. Other links include the RER C, the tram, numerous bus routes, bicycle rental points and taxi ranks.

The building's underground level is home to 65 parking spaces, 45 scooter and motorbike spaces, and 250 m<sup>2</sup> of bicycle storage space. Clichy has much offer to future campus regulars, including two student residences, a thriving dining sector, welcoming parks and gardens, a huge sports centre and an olympic-size swimming pool under construction.

EM Normandie's Managing Director Elian Pilvin is delighted with the new campus: *"We are extremely proud to be part of this superb building, which provides us with the space, facilities, environmental credentials and comfort that we need. The 150-year-old School has accumulated a range of resources which enables it to offer its students and the entire community the best possible setting for study and discussion, which supports its development going forward."*



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*"We are delighted to be welcoming EM Normandie to this new development. The fact that a prestigious French business school will make the campus its future home shows how important it is to reinvent our regions and buildings for a more promising future"*, adds Rémi Gaston-Dreyfus, Chairman and Founder of the GDG Group.

See the guide - Virtual tour: <https://youtu.be/fX84pFZXAYs>

### More about EM Normandie

Founded in 1871 as one of the very first Grande Ecole Business Schools, EM Normandie enjoys nowadays the status of an institution of reference in the Business School world. The School is accredited by EQUIS, AACSB International. 5,000 students and professionals are welcomed in its programmes and the Alumni EM network federates some 20,000 members spread across the world. The School operates 5 campuses: Caen, Le Havre, Paris, Oxford and Dublin.

EM Normandie trains the managers of tomorrow, as future responsible executives prepared for leading change in a multicultural environment, and it also supports those already in employment and senior managers throughout their careers.

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