



PRESS RELEASE

## EMLYON BUSINESS SCHOOL AND ALTAREA ARE PLANTING THE FIRST TREE OF OUR FUTURE CAMPUS IN LYON



Paris, October 05<sup>th</sup>, 2021 - Isabelle Huault, President of the Executive Board and Dean of emlyon business school, and Alain Taravella, Founding President of Altarea, planted today, the first tree of the School's future campus, in the presence of Philippe Chiambaretta, architect and founder of the architectural office PCA-STREAM. Covering close to 30,000 m<sup>2</sup> including 7,000 m<sup>2</sup> of collaborative and experiential areas, a center place for encounters, for research and training programs, which will be handed over at the end of 2023 and shall welcome the students of emlyon business school in 2024, in Gerland, at the heart of the Lyon's 7<sup>th</sup> district.

### A project up to the School's strategic ambitions

Born 150 years ago in the city of Lyon, and after 50 years in Ecully, emlyon business school marks its **return to the City** with this new campus. This campus is shaping the ambitious strategic plan "*Confluences 2025*", aiming at ranking among the top 15 Global Business Universities within 5 years.

The Lyon Gerland campus embodies that **fresh impetus the School is experiencing on the academic scene**. Showcasing the excellence of emlyon, it does meet, on the one hand, its multiple needs in terms of digital innovation, space modularity and access to resources, with a view to offering users a modern and unique experience. And on the other hand, the hybridization of teachings and research, stimulated by high quality neighboring organizations - the ENS of Lyon, Isara, the Lyon 1 University and ISFA, Lyon 2 and Lyon 3 Universities, the Gerland bio-district and the future WHO academy.

Just a few steps from the banks of the Rhône River, the School wants to **relocate at the heart of a European and historical crossroads and reinforce its international span**. Open to its environment, this place will favor the development of new international academic partnerships and welcome students from all over the world. This will be a source of multicultural diversity catalyzing the academic and economic attraction and dynamism of the metropolis and the region, far beyond the Auvergne-Rhône-Alpes regional outreach.

As emlyon turned into a *Société à Mission* last July, the School's future campus embodies its social and environmental commitment. In close proximity with the actors of the local socio-economic life, emlyon will contribute to the transformation of the Lyon Gerland district and its businesses, and more broadly, to that of citizens, organizations and society. This new site will favor users' virtuous and responsible behaviors, starting with the use of public collective transports and soft mobility.



**Isabelle Huault, President of the Executive Board and Dean of emlyon business school**, explains that: *“The future Lyon Gerland campus embodies the very scientific and pedagogical project of emlyon: Academic excellence, hybridization of learnings, social and environmental responsibility and network globalization. It identifies as a place where we involve our stakeholders in an active community sharing our educational projects; a place where everyone is committing to transforming businesses and organizations, for the purpose of a society with more solidarity and more respectful of the Planet. Welcome to emlyon. Welcome to the **“agora of transformations”**.”*

### **The expertise of the real estate service industry serving the purpose of learning and urban transformation**

Altarea - via its Cogedim brand -, places its expertise of the real estate service industry at the service of the strategic plan of **emlyon** business school, by developing an exemplary building in terms of innovation, social and environmental responsibility and urban transformation.

Drawn from contemporary offices, the campus is based on the **multifunctionality and the adaptability of the space**, in order to meet the multiple needs of emlyon’s community. This versatility will allow to adapt to the various pedagogical formats, their future evolutions, but also to provide various floor spaces to combine collective moments and those more individual-oriented. Discussions, transversality, collaborative work, openness are all essential to pedagogical projects and this building, thanks to its adaptability and flexibility, will perfectly meet such needs.

Building design and development will also be tailored to users’ health and well-being, with a strong focus on fundamental needs and critical factors for professional fulfilment: air quality, water consumption, light and brightness, physical activity opportunities, comfort, acoustics, food, psychological well-being...

The new campus of **emlyon** business school will be an example in terms of environmental responsibility. A 9,000 m<sup>2</sup> landscape park will allow to restore nature and biodiversity on a site which was, up until now, a brown-field site. The bioclimatic building design will allow to optimize the energy consumption of the buildings. The building is going for the French HQE™ Excellent certification, and the BREEAM Very Good one.

The whole real estate complex will contribute to the transformation of the Lyon Gerland district. With an “indoor street” opening onto the city which will host various events and venues throughout the year, the building will truly be a living place at the heart of a mutating neighborhood.

**Alain Taravella, President Founder of Altarea** says: *“This emblematic project represents a fabulous opportunity for Altarea to put its expertise of the real estate industry at the service of tomorrow’s talents. It embodies our ambition to develop our activity in the education sector. The future campus of emlyon business school perfectly illustrates our vocation, which is to transform the town and stand as an example in terms of flexibility, adaptation to the latest uses, and social and environmental responsibility. The building will be an international reference in the world of business schools.”*

**Philippe Chiambaretta, Architect and Founder of PCA-STREAM** states that: *“emlyon will be the new house for an international business university open to the world and anchored in its territory. The simplicity of its plan, its beating heart opening onto a landscape, its large sunlit terraces all calls upon a new form of intelligence.”*

#### **PROJECT ACTORS:**

**emlyon business school:** Future user / project owner

**Cogedim Grand Lyon (subsidiary of the Altarea group):** real estate developer

**PCA-STREAM:** architect representative

**Insolites Architectures:** project architect

**DATA AND KEY FIGURES:****July 2021:** launching of works

End of 2023: handing over the campus by Cogedim

Early 2024: commissioning of the campus by emlyon

**30,000 m<sup>2</sup> including 7,000 m<sup>2</sup>** of collaborative and experiential areas

A real estate complex, and a type 1 public building

€100.5 M of investments

**Labelling:** HQE, BREEAM Very Good**Certifications:** R2S, OsmoZ**ABOUT EMLYON BUSINESS SCHOOL**

Founded in 1872 by the Lyon CCI, emlyon business school has an enrollment of 8,900 students of 121 nationalities over 7 campuses worldwide (Lyon, Shanghai, Saint-Etienne, Casablanca, Paris, Bhubaneswar and Mumbai). emlyon draws on a Faculty of 170 international professors and researchers, and a network of 190 global academic partners, to provide learning tracks of excellence and open to the world. emlyon runs a community of 37,500 alumni spread out in 130 countries. As a Société à Mission since July 2021, emlyon's raison d'être consists in: "providing life-long training and support to meaningful individuals able to transform organizations, for a fairer society, with more solidarity and respect for the planet." In its early makers pedagogy, action and reflection are closely intertwined. Skill hybridization and social responsibility are at the heart of its training programs, where the best of both socio-economic and academic worlds meet.

**ABOUT ALTAREA - FR0000033219 – ALTA**

Altarea is the first real estate developer in France. Both a developer and an investor, the Group is active on the three main markets of the real estate industry (Sales, Housing and Corporate Property), allowing it to stand as a leader in great mixed-use projects of urban renewal in France. For each of its activities, the Group has developed competences in designing, developing, selling, and managing tailor-made real estate products. Altarea is listed in Compartment A of Euronext Paris.

**ABOUT COGEDIM GRAND LYON**

A European crossroads with a strong demographic and economic growth, the *Grand Lyon* ranks among the most attractive metropolis worldwide. Willing to develop a territory demonstrating more solidarity and more balanced, and to improve the quality of life for everyone, the metropolis of Lyon has been multiplying urban planning projects. Driven by the same ambition, the Altarea Group, via its Cogedim Grand Lyon subsidiary, works on the contained and coherent development of the metropolitan territory of Lyon, thereby contributing to its national and international outreach. Rooted in the region of Lyon since 1974, Cogedim has become a major regional actor for the promotion of real estate, both for housing and corporate property.

**ABOUT PCA-STREAM**

Born from a research-and-action-based dynamic, the PCA-STREAM agency is built around two hemispheres. PCA, the urban planning and architectural office, in charge of large-scale concrete projects, with a team of 90 architects, urbanists, designers, engineers, researchers, able to understand and address the issues of a complex world. STREAM, the transdisciplinary research program, establishes reflexivity with the constructive practice of the agency, and examines major contemporary issues based on contributions from different disciplines and creative practices, to address transversally and collectively, the core questions of tomorrow's architecture and urbanism.

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