

**Further construction  
and development  
of the Artem project  
today require us  
to exploit  
all the facets  
of the original Latin  
word *artem (ars, artis)*:  
talent, know-how,  
ability, art, skill,  
practice, profession,  
science, knowledge,  
culture, arts, humanities,  
theory, technique,  
production, etc.**

**ARTEM**

The Artem Alliance traces its origins back to 1901 and the now legendary art movement known as the *École de Nancy*, which gave birth to a whole range of industries associated with art. Hence, the creation of the Artem Alliance at the dawn of the 21st century is also the result of the ambitious vision of the Alliance's founding fathers.

The progress that has been made since that defining era is indeed proof of the visionary character of the founders' conception of society and their ability to anticipate the globalized nature of the world in which we now find ourselves.

## **ARTEM 2020: A Vision, A purpose**

Today, 15 years after its creation and in an ecosystem which is undergoing profound change, many of the Artem Alliance's creative productions have become tangible realities. Consequently, we, the Directors of the three partner Schools in the Alliance – Nancy School of Art, ICN Business School, and Mines Nancy – hereby confirm our commitment to strengthening this unique experience and giving it a further impetus, an added dynamic.

The Artem Alliance, a major player in the interaction between higher education, research and the socio-economic environment, seeks to promote inter-disciplinarity and cross-cultural competencies (transversality). Its mission is to create, develop, implement and assess practices in teaching, in science and engineering, in the arts, and in the economic and social sciences, which have the potential to drive new ambitions, new professions and new talent. We seek to achieve this responsibly and ethically, respecting both the resources of the natural environment and the human resources of our organizations and society at large.

This is our ambitious objective for Artem 2020. We will use our agility, our sense of responsibility, our expertise, our commitment, our collective effort and above all our uniqueness, to build on the experimental inter-disciplinarity promoted by the Alliance's founders and create an innovative and productive transversality which will benefit tomorrow's society and tomorrow's economy.

## **nancy school of ART**

The Nancy School of Art (Ensa Nancy), which is fully committed to an ethic of public service, is one of the group of ten National Schools of Art coming under the aegis of the Ministry of Culture and Communication. Among the seven National Schools outside Paris, Ensa Nancy offers the largest choice of programs leading either to a Degree or a professional qualification in fine art, communication and design. Teaching at the School of Art is geared to the 'LMD' (Bachelor, Master, Doctor) structure, and trains students for two national Degrees after three or five years of study. With ANRT (*Atelier National de Recherche Typographique*), the School also offers a post-Master's research program in typography. This is a doctoral level program, which is international in scope.

## **icn business school**

The ICN Business School is proud of its reputation as one of the top Graduate Management Schools in France. Inspired by the concept and the practice of transversality, the ICN bases its approach to teaching on three basic values: open-mindedness, commitment, and team spirit. It prepares students for a Master's Degree in Management, which is, according to the Financial Times, amongst the best in the world. In particular the School enjoys an excellent reputation with employers and recruiters. It trains students and practising managers who, after graduation, go on to manage companies and organizations with effectiveness and a sense of responsibility, whilst at the same time using their creativity to contribute to innovation.

## **mines nancy**

Teaching and courses offered by Mines Nancy are all geared towards the international, the innovative and the human. Teaching methodology is centered on student practice and action, driven by the strength of the close links the School has forged with its corporate partners, and inspired by the intercultural and trans-disciplinary environment, which is part of the professional expertise of its lecturer-researchers. In addition to their qualities as intellectual and scientific leaders, graduates from Mines Nancy commence their professional life armed with skills in creativity and a sense of corporate responsibility and personal ethics, which make them adaptable and effective players in companies and organizations.

## ARTEM ECOSYSTEM

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### **Artem Alliance**

and their experience in education and research,

### **Artem Companies**

bringing together the combined expertise of the Alliance's corporate partners,

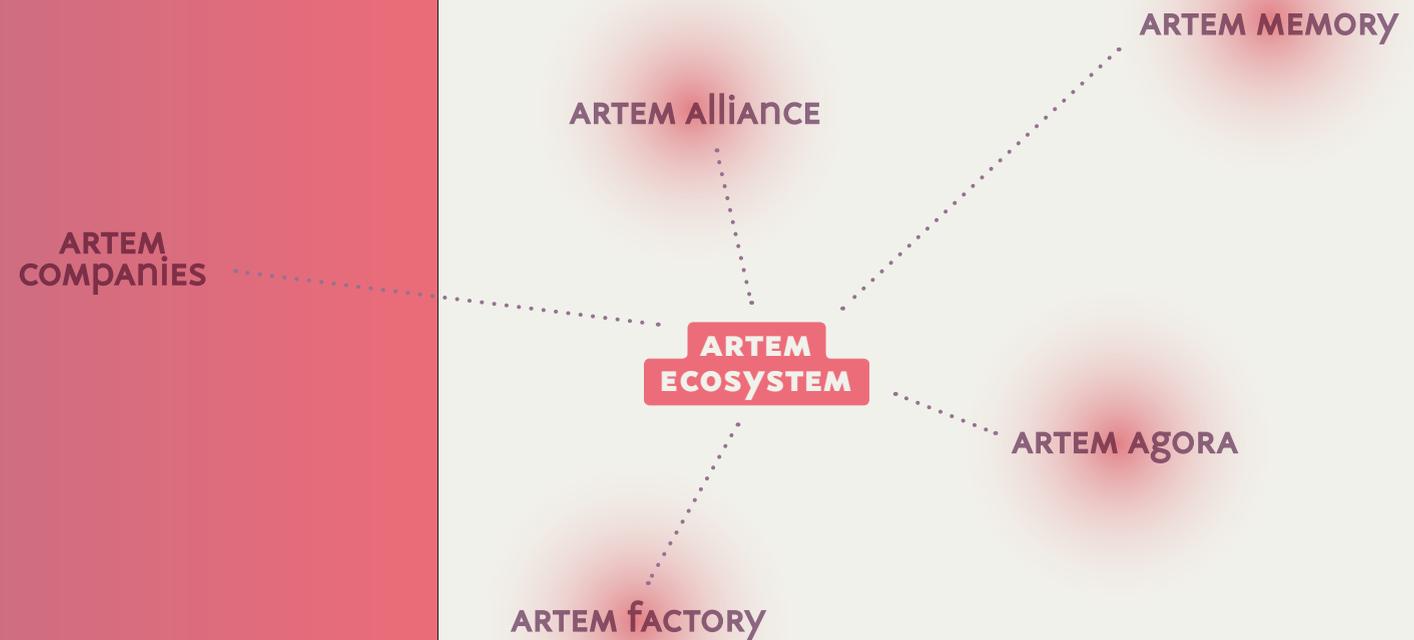
### **Artem Factory**

and its shared resources, purpose-built for economic innovation and creativity,

### **Artem Memory and Artem Agora**

for the historical dimension and for cultural events...

The Artem ecosystem is a transparent and continually developing community. Its many stakeholders contribute by adding to the dynamic of cross-fertilization, which is at the core of the original Artem concept.



› **A unique  
Alliance  
of CENTERS  
of EXCELLENCE**

**Because it transcends the boundaries between cultures and disciplines (the cultures of the scientist or engineer from Mines Nancy, the business manager from ICN Business School and the artist or designer from Nancy School of Art) the Artem Alliance compels students to think outside the box, giving them an 'open window on the world'.**

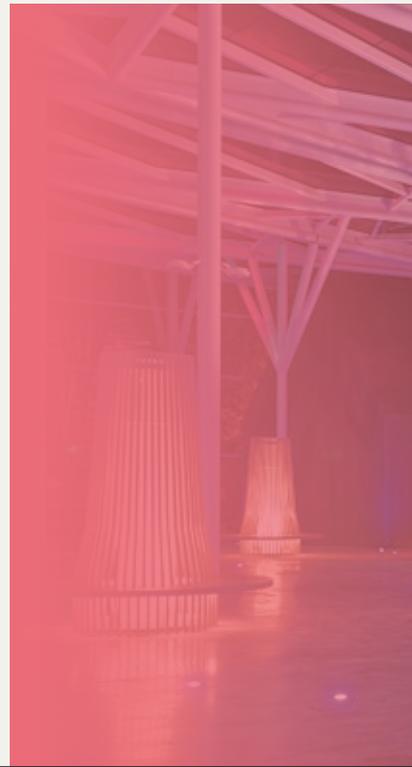
Each School has its own special character... but together, they are something unique! The 3 Schools in the Artem Alliance offer students the chance to venture into worlds and ways of thinking which are far removed from their original field of excellence. Artem seeks to develop in students new attitudes and behaviors which are more appropriate to the complex and inter-disciplinary nature of contemporary practice and to society's need for agility, mobility and rapid reaction.

To achieve this, Artem recruits a different breed of lecturers and researchers, and bases its teaching on a wide variety of disciplines: art, communication, design, corporate management, marketing, finance, energy, materials, process engineering, geo-engineering, applied mathematics, information systems... to name but a few. This inter-disciplinary

approach responds to the needs of the local authorities and economic players, in the sense that it fosters the development of new points of creative contact and partnership, it revitalizes the links between research, creativity and production, and it gives rise to new skill bases and new opportunities for development.

**Openings**

Combining talents, thinking differently, exploiting complementary approaches... these objectives are also visible in the design of the Artem campus itself. It is an exceptional concept, which symbolizes the Alliance in its innovatory character, the boldness of its technology and its purpose-built spaces adapted for transversal activity. On the 20 acre campus, endowed with the latest information technologies, the majority of the space is allocated to joint or transversal activities between the three Schools: a teaching zone appropriate for interdisciplinary learning, areas set aside for meeting and mixing, a students' union building, a multimedia resource center... all linked by a covered gallery.



**Transversality(ies)**

Designed by the urban architect Nicolas Michelin, the Artem campus encapsulates the Alliance's insistence on transversality. In addition to the Nancy School of Art, the ICN Business School and Mines Nancy, the 20 acre site will become home, over the coming years, to three more exceptional partners: the Jean Lamour Institute, a public sector research laboratory which is ranked among the most influential in Europe in the field of Materials Science (2015), the *Centre Européen de Recherche en Économie Financière et Gestion des Entreprises* (CEREFIGE), a research laboratory in Management and Economic Sciences, and the *Institut Supérieur d'Administration et de Management* (ISAM-IAE), the School of Management of the University of Lorraine (2016). It is a huge operation, which has received financial support from French Central Government, French Local Government (*Communauté urbaine du Grand Nancy*, *Conseil général de Meurthe-et-Moselle*, *Conseil régional de Lorraine*) and the European Union.

A unique  
Alliance  
of CENTERS  
of EXCELLENCE

ENRICO LUNGI

Chair of the Board  
of Governors  
Nancy School  
of Art

“For students entering the Nancy School of Art, beginning a course of study in art may seem risky, but risk for creators is an essential condition of their work. It is also at the core of the Artem project, which has understood that creation is not an ornament or a trinket that we bring out for show on special days, but it is rather a blueprint for the future. The cross-discipline approach of Artem teaching, the Artem research days, and the Artem strategic objectives set for the year 2020, have clearly set the course for a project which goes far beyond the academic. As the Artem partner companies often put it: when the School of Art is involved, then the project really starts to get off the ground, and the spirit of enquiry becomes more acute, more unnerving, and therefore more productive for all concerned.”



CHRISTIAN WIEST

Chair of the Board  
of Governors  
ICN Business School

“The Artem Alliance exposes students to fields of study related to their speciality, an opportunity which will bring them benefits and advantages in their subsequent professional career. There can be no doubt that the additional training provided by the School of Art and Mines Nancy is very much appreciated by employers, who recognize the value of graduates with broader talents and who know how to put them to good use in their organization. In this way Artem responds fully to the demands of today's and tomorrow's economies.”

ANNE LAUVERGEON

Chair of the Board  
of Governors Mines Nancy  
Chair and Managing  
Director of ALP  
Chair of the Innovation  
Commission 2030

“Experimentation, boldness, creativity, and a culture of project development must be encouraged. Training in methods of innovative thinking and design must be promoted, particularly in professional life. Training programs must be designed to enable engineers, designers and managers to work together. For example, design is an integral part of creating innovative systems and making new technology more user-friendly. And for companies, whatever their size or sector of activity, thinking in terms of industrial design, educational and cultural change is necessary. Our own educational system needs to be more innovative, in order to bring forward new talent and generate confidence and trust.”

Extract from  
'One Principle  
and Seven Objectives  
for Innovation'. Report  
of the Commission  
under the Chairmanship  
of Anne Lauvergeon.

“To train tomorrow's engineers, Mines Nancy, situated as it is between Paris and Frankfurt, has enhanced its excellence in science and engineering by creating an alliance with a Graduate School of Management and a Graduate School of Art and Design. Artem, the partnership between Mines Nancy, the ICN Business School and the National School of Art, is unique in France. The cross-fertilization that Artem creates, also generates the multi-disciplinarity which is vital for innovation in industry, commerce and art. It is this source of innovation which provides the model which France needs.”

› **history**

**1998**

The Nancy School of Art, the ICN Business School, and Mines Nancy create Artem, a bold project in the field of higher education uniting the three cultures of Art, Technology and Management.

**1999**

As part of the celebrations for the centenary of the art movement *École de Nancy*, the Artem Alliance begins to take shape when the three School Directors sign a common Declaration.

**2000**

Approved as part of the 2000-2006 Government-Region planning agreement, Artem receives official recognition and support from the Ministry of Higher Education and Research, the Ministry of Culture and Communication, and the Ministry of Industry. The first 15 Artem workshops, bringing together students from the three Schools, are launched.

**2006**

The Nicolas Michelin & Partners Agency, winner of the international architecture competition organized by the Nancy Conurbation, together with a landscape artist, Claire Alliod, draw up the first plans for the Artem Campus: a major architectural project sited in the center of the city of Nancy.

**2007**

The 2007-2013 Government-Region Plan extends the Artem project to include the Jean Lamour Institute, a research center partnering Mines Nancy in the field of Materials Science.

**2009**

The Artem Campus foundation stone is laid.

**2012**

Mines Nancy moves to the new campus (Architects: Nicolas Michelin and partners).

The Nancy School of Art (Architects: Dietrich/Unter-Trifaller & Zomeno Agency) and the Jean Lamour Institute (Architects: Nicolas Michelin and partners) move to the new campus.

**2016**

**2016**

ICN Business School moves to the new campus (Architects: Lipsky-Rollet Agency).

➤ ARTEM ALLIANCE  
EDUCATION

## CREATIVE TEACHING AND COMBINED INSPIRATION

The Artem concept can be seen first and foremost in the Artem workshops\*. These are ideas laboratories and forums for discussion, where students from the three Schools in the Alliance learn to work together and appreciate their differences. Then there are Artem's teaching and research programs, which, since the beginning of the project, have continued to develop further. They now include company simulations, major projects, elective classes and dual qualifications. Artem subsequently added Master's-level professional qualifications, the latest of which, the MSc. Luxury and Design Management, is taught jointly by all three Schools in the Alliance. And the concept continues to grow. Today, it even goes back in time and mixes the historic origins of the three disciplines. This has led to the development of the 'CB Days' or Creative Business Days, a business game, which puts students straight into the deep end of enterprise creation and the entrepreneurial spirit.

### Competitive edge

In essence, Artem is in a process of permanent invention. Sometimes it innovates to increase the flexibility

\* The Artem workshops are open to students at Mines Nancy (Master 1 level Degree in Science and Engineering Management), ICN Business School (Master 1 level *Grande École* Diploma) and the Nancy School of Art (Master 1 and Master 2 level Degrees).

**Both singular and plural... behind this oxymoron lies an ambitious teaching community, which has made transversality its trademark. In the Artem environment students are exposed to teaching methodologies with which they are not familiar, a valuable asset when considering their future careers.**

of its time management and pave the way for new collaborative initiatives. At other times it innovates to enrich the network of links, which bring together Schools and companies in action-oriented student projects. With Artem there are so many opportunities for students, who, graduating from multidisciplinary thinking to shared experiences, reinforce their competitive advantage.

### higher

The Artem Alliance created the first 'Pathway to Success' (*Cordée de la Réussite*) project combining an Engineering School, a School of Art and a School of Management. As a reminder, the Pathway to Success projects are a national initiative and have a double objective: to encourage more young people to take up courses in Higher Education, and to widen the social catchment area for the French Graduate Schools. The Artem Pathway to Success project, called 'Artem Nancy: Succeeding Together', has attracted no less than 300 high-school students and 450 middle school students, from 8 high and 10 middle schools in the Lorraine Region.



### further

Each year the Artem workshops attract over a hundred international students, thanks in part to support from the combined network of international partners the three Schools have developed. These students have chosen to come to Nancy on an academic or artistic exchange or to study for a double-degree. Moreover, Artem encourages other institutions which are experimenting with similar innovative initiatives to share best practice: examples include the University of Aalto, Finland, the Universities of Shanghai, China, and the University of Stanford, USA.

### stronger

Bringing people together, and combining their academic disciplines, their knowledge and their skills to create a new generation of decision-makers and creators... this ambition is the basis of the Artem concept. It can be seen in the MSc. Luxury and Design Management. This course, jointly delivered by the three Artem Schools, approaches the world of Luxury from a totally multi-disciplinary angle. In this way it complements the professional qualifications, which are part of the Master's Degree in Global Design (focusing on Industrial and Architectural Design), and the Master's Degree in Design, which is a special option on the School of Art's national Diploma program.

Alum presents the work of 42 artists who graduated from the Nancy *École nationale supérieure d'art* between 1988 and 2011. This publication, specially designed for iPads, is the very first transversal catalogue devoted to artists and produced by the School. It is published by Pandora Editions and the entire project was designed and produced by students from the Artem Alliance as part of the Ensa Nancy workshop, titled *Coédition*.

## CREATIVE TEACHING AND COMBINED INSPIRATION

The **Center for the study of Foreign Languages and Cultures** is emblematic of the Artem campus and its philosophy. It provides support for the courses and teaching methodologies, which are delivered in each of the three Schools, and also subscribes to the principle and practice of life-long learning. The Center houses language laboratories which are designed for self-learning, a room which is earmarked for inter-cultural discussion, other special-purpose meeting rooms, and facilities for video-conferencing. These resources are also used to support contact with the Schools' networks of international partners.

### ARTEM GENERATION



#### INTERNAL MUSIC

Willy Huschard, a pianist who trained at the Reims Regional Conservatoire, chose ICN Business School because he feels totally 'at one' with the Artem concept. "The fact that we can discuss and work together with future designers and engineers is, for a manager in training, an opportunity to have a foot in the world of work. Artem requires us to demonstrate creativity and become more open-minded..." Everyone has a role to play in the common endeavor.

— **Willy Huschard**  
Year 2 student  
and President  
of the Students' Union  
ICN Business School



#### A FORETASTE

— "Coming to the School of Art meant that I could combine my two passions in life: creative communication and everything that is to do with imagery and the image. And for me, Artem brings added value to this. In my future career I will have to work with professional people who have different backgrounds, different profiles and different skills. At the moment I am learning to work, share and communicate with them, so it's the best opportunity I could have to prepare my future".

— **Raphaële de Quatrebarbes**  
Year 5 student following  
the Special Option  
in Visual Communication.  
School of Art



#### THE SCHOOL TO BROADEN YOUR MIND

— "In companies, the problems associated with engineering, design and business are inextricably linked. By developing the interface between these three worlds,

Artem has proved to be a real asset. Moreover it's thanks to the experience I gained during my Artem project that I managed to get my year 2 internship in London. Today I am certain that

my future professional career will be based on pluri-disciplinarity. Artem is really a School for opening up your mind".

— **Hadrien Chastant**  
Year 3 student  
in Science and  
Engineering Management,  
Mines Nancy

➤ ARTEM ALLIANCE  
RESEARCH

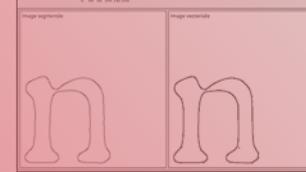
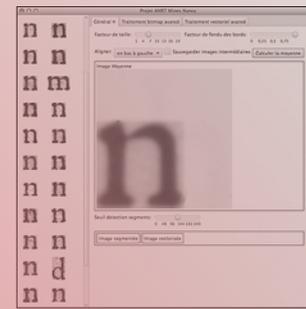
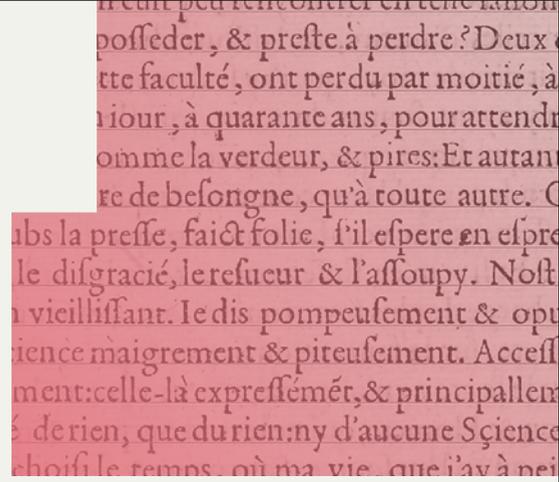
## INTERDISCIPLINARY RESEARCH AND PRODUCTIVE DIFFERENCES

**The different specializations of the School of Art (Fine Art, Design and Communication), Mines Nancy (Science and Engineering) and the ICN Business School (Management) are rich in overlapping similarities and, even more so, in their divergences. It is this valuable source of innovation that the research activities of Artem seek to prioritize and develop further.**

It is not immediately obvious how to combine the research interests of an engineer whose task is to protect the population against industrial hazard, those of a manager seeking the best possible outcome to a choice between profitability and risk, and those of a contemporary artist, for whom risk-taking is an integral part of the act of creating. However, bringing their mindsets together can in itself create meaning, in the sense that the activities of one may well, one day, become the methodological tools of the others. It is in this, at first sight paradoxical, rationale that Artem finds its true added value: rather than trying to find convergence or commonality at any cost, Artem research tries to exploit divergences to the full in order to produce new relationships, with a potential for providing solutions which are atypical, innovative and as yet undiscovered.

### Achievements

Since 2011 the Artem research center has concentrated on three inter-disciplinary problem areas: work, performance and creativity, and risk and uncertainty. This focus has led to the organization of research days, seminars and conferences, to publications in scientific journals, and to information sessions for the general public.



**“Re-typographe” Project.** Discussion, experimentation, and production of new tools capable of re-working existing type fonts and creating new ones from images taken from digitalized Renaissance works. This is a partnership project with LORIA, a Mines Nancy support laboratory in information technologies.

*constance du Sage.*  
noissance. Il cōbatit contre  
bition, qui est vn monstre  
vifages; il combattit cont

*constance du Sage.*  
noissance. Il cōbatit contre  
bition, qui est vn monstre  
vifages; il combattit contr

### TODAY, TOMORROW, TYPO

The National Center for Research into Typography (*Atelier National de Recherche Typographique* - ANRT), has, since its creation in 1985, made a major contribution to increasing the awareness of typographical creation in France and to modernizing its teaching in Schools of Art and Design. The Center, operating at post-Master's level, is now located on the Artem campus, in close proximity to research staff from Mines Nancy and the LORIA, the information technology research laboratory. It is a natural co-siting of research groups for such a trans-disciplinary project, where hi-tech research concerns both the existing corpus of knowledge on typography and new techniques and practices.

### SHANGHAI CALLING...

The Nancy School of Art's 'offshore' School in Shanghai was set up and developed as part of its contribution to Artem. It forms part of an existing research partnership with Shanghai universities and the Rockbund Art Museum, and provides an opportunity for young creators and researchers to pursue a personal project focusing on creation in the intercultural context of globalization. The student is required to spend a year involved in different activities in one of the huge conurbations, which are illustrative of the economic and cultural changes which are taking place in the contemporary world.

› **ARTEM Alliance  
RESEARCH**

**interdisciplinary  
RESEARCH  
and productive  
differences**

**CORPORATE SOCIAL  
responsibility  
AS A CATALYST  
FOR GROWTH**

“The ‘Organisational Best Practices’ workshop owes its origins to the following observation: there are small and medium-sized enterprises in the Lorraine region which are exemplary for the excellence of their products and/or their services. This is the visible aspect. There are other companies which are just as exemplary for the values which they uphold: for example, their commitment to sustainable development, to the health and well-being of society at large, and their observance of current legislation, rules and regulations, and international norms... This, the less visible side of corporate activity, is the aspect which is of particular interest to us in the workshop.

**KRISTA  
finstad-milion**

—  
Professor  
ICN Business School  
**Workshop Leader:  
‘Organisational Best  
Practices’**  
—



During the workshop sessions we make a special study of the case of De Buyer, an SME located in an area of protected natural beauty in the Vosges region, and which has, for over a hundred years, been manufacturing top of the range kitchen utensils, which are then exported all over the world. This means that student engineers, managers and designers, tutored by a multi-cultural and multi-disciplinary team of lecturers, researchers, and professionals work alongside practitioners from the company. Their task is to respond to the challenge of obtaining for the company the ISO 26000 norm. This certification is the guarantee of corporate social responsibility and is today’s international benchmark for quality.”



**THIERRY VERDEL**

—  
Professor, Mines Nancy  
**Workshop Leader:  
‘Risk Management  
(Cindynique)’**  
—

**risks...  
TAKE THEM,  
UNDERSTAND  
THEM, AND  
MASTER THEM!**

“In addition to risks due to natural or technological causes, the workshop ‘Cindynique’ (Science of Hazards and Risks) looks more broadly at the role of risk in contemporary society: its impact on the entrepreneurial spirit (risk aversion), its influence on public policy-making (priority for precaution and prevention, for example) or its effects on individual and collective behavior (psychological and sociological perceptions of risk). All this is studied using the expertise of the engineer, the skills of the manager and the vision of the artist. These different perspectives enable students to look at their project in a global way, making use of systemic methodologies. It is an essential requirement for analyzing risk in an organization, for studying the vulnerability of a system to different hazards, or for suggesting modes of organization or analysis, which will enable enterprises to anticipate or react to the risks to which they are exposed. The workshop also devotes a part of the program to understanding accidental situations.

Consequently we organize each year a realistic simulation of an example of crisis management. This exercise, in which professional experts are invited to participate, is designed to make students aware of the complex and uncertain nature of situations they may meet, and how important their personal and creative skills, rather than their technical skills, will be in dealing with them.”

## › ARTEM COMPANIES

# COMMITTED PARTNERS AND FUTURE PROMISE

**Beyond being an alliance of three Graduate Schools, Artem is also a network of committed company directors who share our belief in the need to train executives who are fully aware of the complexities of the world.**

Since the creation of *Artem-Entreprises* in 2002, more than 40 companies from the Lorraine region, including a number of national companies, have supported the project. This is precisely because they recognize that this new model of inter-disciplinary education is an appropriate response to the way that the professions are evolving and that it therefore gives graduates added value when they enter the labor market. As Emmanuel Del Sordo, Chairman of *Artem-Entreprises*, explains: “Once new recruits set foot inside a company, they have to be able to communicate and work together with many different colleagues, which requires a period of adaptation. In this respect, the students trained at the Artem Schools have a distinct advantage. They have already acquired the habit of involving other colleagues in their projects. They also know how to be flexible, quick to react and creative.” These are exactly the kind of qualities, which are essential for their future career development.

### Effective in a different way

As a natural supporter of the three Schools in the Alliance, *Artem-Entreprises* sponsors the Artem workshops in a practical way by hosting and accompanying students and their projects: “Companies are used to taking on students for internships. But in this case, they accept students who tackle real problems, using technical, marketing and esthetic perspectives as necessary. This constitutes a holistic approach which, as well as producing tangible results, opens the company up to other ways of functioning.” In addition to this kind of involvement, Artem business partners contribute to its success by providing other developmental and communication activities: for example, suggesting problems for study by internship students, contributing to teaching, discussing the types of profession which could be appropriate for students with inter-disciplinary skills, suggesting real problem-solving cases, communicating Artem to local, regional and national governments, supporting other student initiatives, etc.

### Cultural mix

To show its full commitment to the Alliance, *Artem-Entreprises* is now permanently present on the Artem campus, where an ‘entrepreneurial zone’ has been designated for them, creating a close working relationship between students and lecturers/researchers, which is more than ever a requirement of the contemporary economy.

### When SUCCESS COMES FROM THE ARTEM WORKSHOPS

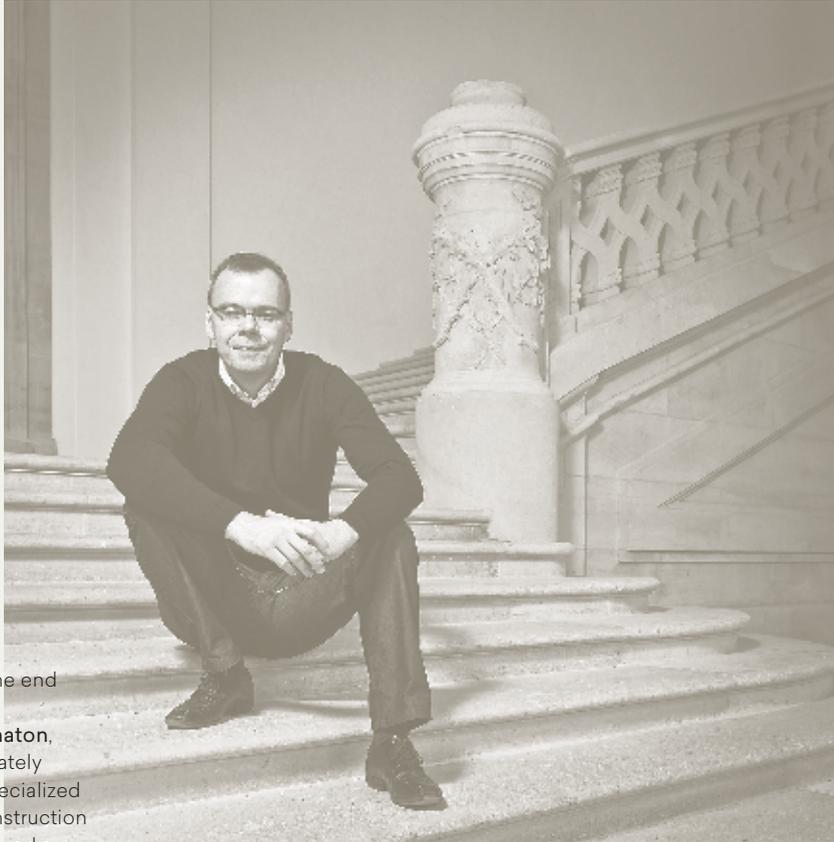
—  
Artem workshops are facing a new challenge, called Startem. This is an initiative which, each year, offers a reward to the student groups, which are the most transversal, the most inter-disciplinary in their Artem workshop project.

### EXPORT TALENT

—  
The Artem Alliance was the first international partner to be welcomed onto its campus by a recruiting office opened by the town hall of Longquanyi (Sichuan, China) and the National Chengdu Economic and Technological Development Zone. The aim of the initiative is to encourage graduates from the three Artem Schools (and more generally from all the institutions of higher education in Lorraine) to work in China and promote relations between Chinese companies and French students seeking internships.

## › ARTEM COMPANIES

### COMMITTED PARTNERS AND FUTURE PROMISE



Founded in Nancy at the end of the 19th century, **France Lanord et Bichaton**, an SME with approximately 100 employees, has specialized in the building and construction trades (major building works, stone carving, wall-coatings, etc.), for businesses based in Nancy and Lorraine, and woodwork-carpentry where a majority of the projects are in the Paris Region.

### AN OPPORTUNITY TO MOVE FORWARDS FASTER

—  
“I really discovered Artem six years ago when I joined *Artem-Entreprises*. As the Director of a Nancy SME, I felt that I wanted to support a Nancy-based project, even if I had no prior knowledge of the Graduate Schools. Now, with hindsight, I don’t regret my decision. I have, for example, been able to lead a project in technology transfer which I would never have thought about, if I hadn’t been put in touch with future engineers and designers.”

#### A beneficial relationship

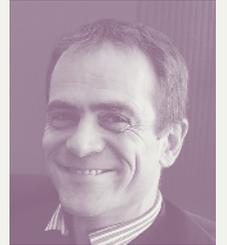
“In a building, strategy is like a pile of small bricks where the multi-disciplinarity of Artem provides the cement. The fact that you interact with students of different profiles and you are close to the Schools and the laboratories has many advantages. In the first place I would mention openness to innovation, the opportunity to benefit from up-to-date technological know-how and access to new skills and knowledge. For an SME like ours, which is well-known in the field of top of the range modernisation and restoration of prestigious and heritage sites, I am now convinced that Artem provides the opportunity to move forwards faster.”

—  
**Olivier Crancée**  
Chairman France Lanord  
et Bichaton  
Vice-President  
*Artem-Entreprises*

### LOCAL SME’S could well PROVE TO BE ATTRACTIVE TO GRANDES ÉCOLES STUDENTS

—  
“More than just a business venue, *Artem-Entreprises* is an environment where company directors can meet to discuss and share their ideas. The close relationship between Schools and companies is of course a bonus, in terms of the balance between training supply and recruitment need. It is also an opportunity to utilize specific skills and competencies. At Soludoc we welcomed a team of students from an Artem workshop and their combination of talents and multi-disciplinary approach enabled us to explore avenues which we would never have dreamed of... and probably would never have dared to explore within the company. Moreover the local SME’s are a size which makes them ideal for demonstrating entrepreneurship. *Artem-Entreprises* can also put them in touch with large multi-national Groups, which can be very attractive to *Grandes Écoles* students. We need their skills, and the best way to attract them into our companies is to accompany them in their Artem projects.”

—  
**Damien Laurent**  
Chairman  
Groupe Soludoc



Soludoc is an SME of 30 employees established in the North-East Region of France. It has put the electronic management of documentary sources at the core of its specialist business.

## › ARTEM AGORA

### OPEN TO THE WORLD... YET PART OF THE CITY

**Artem Agora is the events dimension of Artem. It is a platform for artistic, cultural, economic and social activities and discussion, and as such it provides an arena for exhibitions and an open forum for debate and the circulation of ideas.**

Artem Agora, the ideal environment for synergies at different levels, promotes dialogue between different cultures, encourages the confrontation of ideas and experiences, and hence contributes to the sharing of information, knowledge and skills. Artem Agora's objectives target a worldwide audience, while remaining very much part of its urban community. Artem Agora organizes conference-debates, exhibitions and other artistic, philosophical and cultural events, which highlight the aims and activities of Artem and its future plans.

**A mover of ideas,  
a creator of events**

Artem Agora played a major role in the celebrations of the 'Jean Prouvé Year' (2012) and 'Nancy 2013 – the Renaissance effect'. This meant that the general public were able to see the exhibitions 'Still Moving', 'Rubbing Glances', 'the Matsuri festival', 'Molitor 1/2/3/4/5/6/7', 'Arc Creative Design and the Work Environment', 'Design', 'Marco Godinho', 'Nancy-Kanazawa: crossed paths' etc. Artem Agora was also the venue for conferences and debates held as part of the centenary celebrations for the composer Pierre Schaeffer and the '*Forum Libération*'. In these projects Artem Agora is supported by its partners, including: institutions (Fondation Sasakawa, the Japanese Embassy, the Japanese '*Maison de la Culture*' in Paris, the *Grand Palais* in Paris, the André Malraux Cultural Centre), media (INA, the daily newspaper '*Libération*'), and non-governmental organizations, cultural associations, university departments, companies and local authorities.

## AN ECONOMIC INCUBATOR ..... AND A (NEW) STRUCTURE



### ARTEM FACTORY

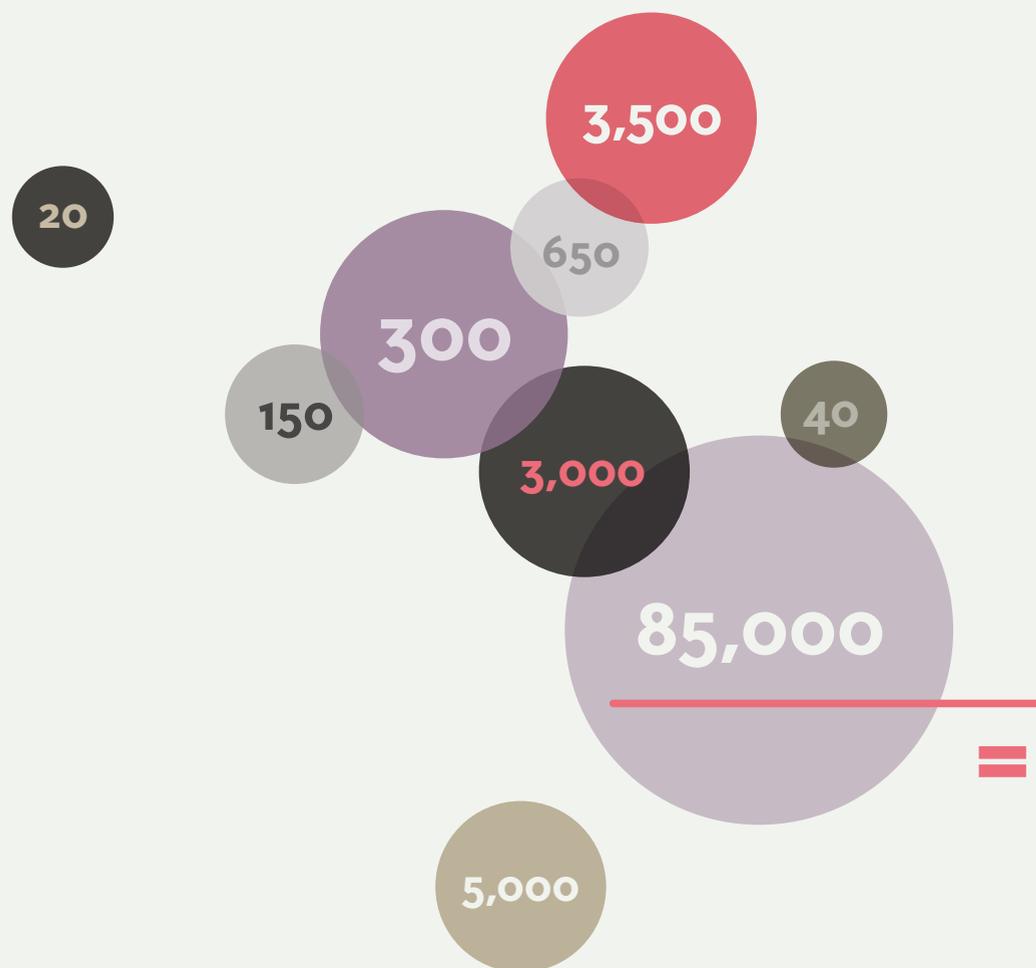
**Artem Factory brings together students, lecturers, researchers and experts from the professions, to work on transversal projects leading to new creations or products. Its mission is to develop ideas and encourage new young talent.**

The Artem Factory is a meeting point between the economy and enterprise. As such it combines players from the economy, from society at large and from the university institutions, to work together on productive and creative projects. It has all the high-tech facilities of the Artem campus at its disposal. These are arranged into work areas based in the Artem-Lab at Mines Nancy and in the Center for Foreign Languages and Cultures (*Maison des Langues et des Cultures*), providing opportunities to exploit the whole range of pooled resources and methods.

## › ARTEM MEMORY

Located at the center of the campus, Artem Memory will collect and conserve the archival material built up since the origin of the Alliance, and make this available to the largest number of stakeholders. It is housed in multi-discipline premises, which have been carefully designed to respect the standards and norms of museums, multimedia centers and exhibition halls. The 'memory center' will be open to the general public and hence make all the information on Artem as widely available as possible: information on its origins and history, and its creations and productions, whether real or virtual, tangible or digital. It will constitute a rich source of documentation, on which to build the future.

**Collecting, structuring and contextualizing. This is the aim of Artem Memory: a documentation center with easy access to information, to show the immense value of Artem and its high potential.**



**A Campus of excellence:**  
**85,000m<sup>2</sup>** of surface area,  
**almost 3,500** students,  
**300** lecturers and researchers,  
**150** administrative  
**and technical staff,**  
**more than 20** Artem workshops,  
**totaling... 3,000** hours  
**of teaching per year,**  
**650** future engineers,  
**creators and managers**  
**participating every Friday**  
**in the Artem workshops,**  
**more than 40** companies  
**participating in Artem-Entreprises**  
**5,000** students who have  
**completed an Artem workshop**  
**since they were started.**

**3** *Grandes Écoles*

Nancy  
 School of Art,  
 ICN Business School  
 and Mines Nancy

