

9 october 2025

WITH ITS NEW CAMPUS IN AIX-EN-PROVENCE, ESSCA CONNECTS THE CITY, STUDENTS AND THE WORLD

Ten years after establishing a presence in Aix-en-Provence, ESSCA School of Management is entering a new chapter with the opening of a 5,600 m² campus in the Jas-de-Bouffan district. Designed as an ecosystem, this new site combines learning, student life and openness to the city. It embodies the school's Kairos 2030 strategy, which places the student experience at the heart of its mission and strengthens ties between the ESSCA community, its local environment and international partners. With a current capacity of nearly 700 students, the new campus is set to become a hub for study, connection and influence in the southern region of France.

"We want this campus to be a place where students not only learn, but also engage, connect and thrive. It is a key tool in delivering our Kairos 2030 strategy: putting the student experience at the centre and linking the ESSCA community to its region and the wider world," says Jean Charroin, Director General of ESSCA.

A campus at the heart of an open and attractive city

Located in the Jas-de-Bouffan district, just minutes from the historic city centre, the new ESSCA campus spans **5,600 m² across three floors**. It currently hosts 550 students, **with capacity to accommodate up to 950 in the future**. It serves as a new gateway to Aix-en-Provence – a city with a strong international outlook, ranked by the *New York Times* as one of the top ten must-visit destinations of the year.

The architectural project was led by **Rougerie + Tangram**, with support from **COGEDIM** and **SPIRIT Provence**, the landlord **CEPAC Immobilier**, and project management consultancy **Profils Consultant**. Interior design and signage were developed by **Univers 360**. The building meets the highest environmental standards, with **HQE certification at "Excellent" level** and the **E+C- label at E3C1 level**.

More than a campus – a place for learning and living

The campus has been conceived as an ecosystem where each space plays a specific role in student life:

- **La Forêt** (*The Forest*): the central hub – a space for breaks, dining, group work and informal exchanges;
- **La Source** (*The Spring*): a quiet, resource-rich area designed for concentration and research;

Press release



- **La Ruche** (*The Hive*): the student common room – the heart of student associations and social life;
- **Le Nid** (*The Nest*): a business nursery – an incubator for student entrepreneurial projects.

These spaces follow a design charter that prioritises accessibility, inclusion and well-being: visual contrasts for the visually impaired, hearing loops for the hearing impaired, and modular, comfortable furniture.

The Aix-en-Provence campus offers a thoughtful blend of pedagogical and social spaces. In addition to 31 classrooms, a 218-seat lecture theatre, and both open and closed collaborative workspaces, students benefit from a range of facilities: a gym, student lounge, outdoor amphitheatre, pétanque court, and even a connected fridge stocked with locally sourced ready meals provided by Refectory, which also offers affordable delivery services.

Programmes integrated into ESSCA's multi-campus strategy

The campus hosts ESSCA's two flagship programmes: the **Grande École Programme** and the **Bachelor in International Management**. It will also include a dedicated space for **Executive Education**, designed to meet the needs of local professionals.

Work-study programmes are also available, with tracks in marketing and finance that bring students closer to local and regional businesses. Additionally, English-taught courses enhance the site's international appeal and foster a more diverse student community. Aix-en-Provence is thus becoming a key anchor in ESSCA's multi-campus network, linking the city to the school's other French and European locations.

A campus open to the city and its stakeholders

Designed as an open space, the campus will host conferences, seminars and events with economic, academic and institutional stakeholders from the region. This autumn, a **hackathon in partnership with Arts et Métiers and several industrial partners** will bring together students and professionals to work on real-world projects.

The school also continues its social commitments: adjusting tuition fees to broaden access to top-tier education, supporting student-led initiatives such as the **ASE (Environmental Student Association)**, and organising shared events with the local community.

"This campus is designed as a place of exchange – between students and faculty, between the city and the school, between researchers and economic partners, between France and the international community. We want it to be a space where connections are made, projects are built, and the future is shaped," adds Claire Bourgeois, Director of the Aix-en-Provence campus.

About ESSCA

With a 115-year history, ESSCA School of Management is a recognised French and European institution. A pioneer in pedagogical innovation and social and economic inclusion, it is committed to continuous development, integrating the demands and challenges of the contemporary world, with the ambition to train responsible leaders and entrepreneurs to support organisations in their transformations.

A private higher education institution of general interest (EESPIG), operated by a non-profit association and a member of the Conférence des Grandes Écoles, ESSCA offers a Bachelor in International Management (state-recognised and

Press release



awarded the grade of licence), a Grande École Programme (state-recognised and awarded the grade of master), Masters of Science (awarded the grade of Master), and an MBA in Business & Technology (state-recognised). The School also provides a range of programmes specifically designed for executives, managers, and operational teams, including degree programmes (such as an Executive Master in Global Management...) and inter-company training courses. Finally, ESSCA develops online programmes through its ESSCA Online Campus.

Thanks to its triple accreditation (AACSB, AMBA, and EQUIS), which brings together less than 1% of the world's top business schools, ESSCA is an internationally renowned institution. It is ranked among the top 100 Masters in Management worldwide by the Financial Times and 53rd globally for customised executive education programmes. In terms of impact and research, ESSCA appears in the Times Higher Education and ARWU (Shanghai Ranking) listings.

With a multi-campus structure, ESSCA contributes to strengthening the attractiveness of regions and promoting French expertise in higher education and research, both nationally and internationally. The School relies on a network of more than 22,800 alumni across the globe and currently welcomes over 500 faculty members and staff, as well as 7,800 students across its campuses in France (Aix-en-Provence, Angers, Bordeaux, Lyon, Paris, and Strasbourg), China, Spain, Hungary, and Luxembourg.

www.essca.eu/en/

ESSCA

**Marguerite Moulin /
Cloé Bousseau**

Tél. : 02 52 09 40 27 / 02 44 01 51 40
marguerite.moulin@essca.fr
cloe.bousseau@essca.fr

Communication

**Myriam Boukaïa/
Stéphanie Masson**

Tél. : 07 50 69 52 56 / 06 84 65 17 34
mboukaia@madamemonsieur.agency
smasson@madamemonsieur.agency