

Erasmus + Strategy statement 2025

The International strategy of L'Ecole de design Nantes Atlantique is closely linked to the nature of the profession for which we train designers. Design is a discipline which involves creating and innovating for the service of people. Being creative implies understanding one's environment, its culture, its history, but also being aware of other people's cultures, and different sources of innovation. Being creative also requires a designer to understand the users for whom his/her work is destined, whether these users are similar or totally different, in culture, in environment, in origin...For this reason, we affirm that the best way to become a designer is to be confronted with different cultures whether they be European, Asian, African, Oceanian or American and to understand this otherness to better meet the individual expectations of multiple users.

Our presence in the world: Our school is deeply rooted within the Loire Region of France where it originated and developed. Our school greatly contributes to the influence of our region. In this way, we are working to make our region more visible and more competitive and to bring more and more European and international students to it. We aim to consolidate our network of 110 international partner schools to encourage an increasing number of incoming international students, whether it be for short-term mobility or degree seeking students.

A European School : for more than 15 years, we have gradually set up 4 Master programs in China, India, Brazil and Canada, in partnership with local academic partners.

We aim to continue the development of our international studios giving them the autonomy to recruit local students, to affirm the unique nature of our education in creation and design and to promote the international reputation of our school.

In 2023, we created an International Master program in Benin to take full advantage of the opportunities offered by Africa in terms of creation and culture and from the development of digital activities considering there is no academic education in digital in Africa.

Several other destinations are in the scope, in particular Indonesia and Turkey.

In 2021, we created NACAA, the 1st Sino-French school of design recognized by Ministries in Hangzhu with the creation of a double-degree.

We also work to develop other European cooperations, particularly the creation of a design-factory in Nantes with Nantes University, on the model devised by Aalto University in Finland. This initiative leads to double degrees with different European partners, such as Oslo Metropolitan University.

A multi-cultural network : with our French culture and our design curriculum based on professionalization and transdisciplinarity, we aim to share our experience with other countries. After having created Africa Design School in Benin, we are currently working on the creation of a school in Quebec. The purpose is to build and develop a multicultural network which is both inclusive and respectful of everyone's culture and identity.

Christian Guellerin, the director of L'Ecole de design, is Honorary President of Cumulus, the most important International association of Universities and schools of design and as such he is invited to participate in the work of the EUIPO commission.