

## Erasmus + strategy statement 2021

The international strategy of L'École 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 knowing your 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 work is destined, whether these users are similar or totally different, in culture, in environment, in origin... For this reason, we believe 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 to bring more and more European and international students to it. We aim to consolidate our network of 110 international partner schools to encourage ever more incoming international students, whether it is for short-term mobility or degree seeking students.

**A European school:** For twelve years, we have gradually set up 4 second cycle Master programs, in China, India, Brazil and Canada, in partnership with local academic partners. We aim to continue the development of our international studios, which allows our students and our staff to see the world in its great diversity. Several new destinations are being studied, in Asia (Japan, Thailand, Singapore), in Central America (Mexico) or in Europe (Germany and Turkey). The foundation of a Franco-German program will however be our priority, in order to better support the essential values of the European Union. It should allow study paths between our two countries for French and German students, ideally leading to a double diploma. We will also work to develop other European cooperation: creation of a Design Factory in Nantes, with the University of Nantes, on the model devised by Aalto University in Finland; development of a joint diploma with Oslo Metropolitan University and a 3<sup>rd</sup> European establishment.

**A multi-cultural network:** With our French culture and our design curriculum based on professionalization and transdisciplinary, we aim to be able to share our experience for the service of other countries: in 2019 we founded a new school in Benin (Africa Design School) and are working on the creation of a school in Quebec. This development is a great opportunity to build a multicultural network, the different locations of which will be great sources of cultural and professional enrichment.

