

**WELCOME  
BACK  
TO  
SCHOOL**

“

Dear student, **The Sustainable Design School** at Cagnes-sur-Mer is looking forward to be the place of your international experience.

The mixture of nationalities on our campus is a major part of our identity.

For us it is important that you feel well, that you learn a lot and that you become an entire part of our school community.

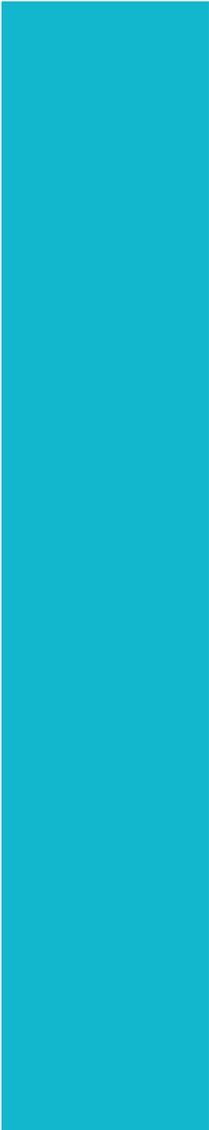
**Welcome to The SDS !** ”

Inken Krevet  
Director of International Academic  
Partnerships





# SUMMARY



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**hello !**

“

Welcome to **The Sustainable Design School**, we are very happy to receive you for your Design Education, and hope to share positive experiences in Design and Life with you for many years to come.

While your initial feeling may be of disorientation, with new surroundings, new people, and a new way of life, we hope you will engage with your fellow students, staff and professors of the school as we support each other throughout your time here on the French Riviera.

This book is not only to welcome you, it should be used to guide you and to help you to understand how to grow into your role as a Design Leader in Sustainability.

”

Grant Linscott  
Director of Pedagogy

# **The Sustainable Design School**

## HISTORY

The SDS was founded in 2013 in Nice by three leaders of Design in their respective fields. The school was founded in response to the profound changes occurring in the world today, that has been seen as requiring an entirely new set of skills to allow us to approach innovation in an entirely different way. We are convinced that Design, as a means of thinking and working towards better

solutions, plays an essential role in a new sustainable future for everyone. The school has continued to grow since its inception and has recently moved to its new location in Cagnes-sur-Mer, where it occupies a Brutal Architecture building less than 0.5Km from the sea.

## FOUNDERS



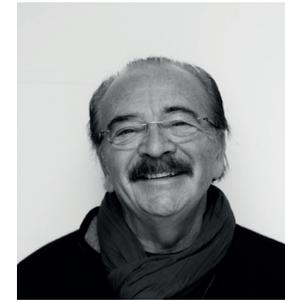
**Marc Van Peteghem**

Marc, with Vincent Lauriot-Prévoist, founded VPLP a French-based naval architectural firm (Est 1983) that is responsible for designing some of the world's most innovative racing boats, many of which currently hold many of the World Speed Sailing records.



**Maurille Larivière**

Maurille has co-founded two Design Schools in France: Strate School of Design, Paris in 1993 and The Sustainable Design School, Member of the University Côte d'Azur in 2013. Maurille continues to teach various aspects of Design at l'Ecole Polytechnique, Mines de Paris and Sciences Po.



**Patrick le Quément**

Patrick spent many years as Senior Vice President of Renault Corporate Design, and a member of the Management Committee. He continues to work as a Design Management consultant advising large companies on Design and its integration.

The current changes in the world affect us deeply, they inspire us to lead a positive and happy change, they encourage us to become fully aware of our role as actors and, thus, to spearhead proposals !

Therefore, we, students, instructors, staff and co-founders of The Sustainable Design School are committed to:

## MANIFESTO

- learning to recognize the **opportunities** of a world rich in poetic and sensitive values
- opening the **consciousness** of the designer of tomorrow, to be committed and optimistic about the world to come, by placing **Humankind** and **human rights** at the centre of the economy, politics and society on a global level,
- inventing, with new **values**, a **desirable future**, a **new well-being**, another **prosperity**, in **harmony** with the biosphere,
- “Designing” that is, to develop **sustainable** design and **innovation** methods adapted to the resolution of issues that **threaten** the continuity of life,
- imagining, creating with and for others, in a **transversal** and **altruistic** way,
- developing a **human attitude**, a particular behaviour towards the creative act, a way of being of the designer, a professional approach marked by our values: **humanism & empathy, openness & multicultural sensitivity, awareness & accountability, consistent** with a personal commitment and an **ethical** position towards all forms of life,
- experimenting with a **new pedagogy**, to discover the aspirations of the younger generations,
- and finally, to **nurturing a shared culture** so that it becomes the collective mission of the school towards the world, as well as the **individual responsibility** of each member of our community.

Nice - French Riviera, October 1st, 2019

## VALUES



Humanism  
&  
Empathy



Multicultural  
openness  
&  
Sensitivity



Awareness  
&  
Responsibility

It is very important that you understand what these concepts are, and what they mean for you; as they are the foundations of your Design Education and present the required posture from you as a student and as a graduate

**design &  
education**

## EDUCATION

The Design pedagogy of the school has been carefully considered to develop you and your skills in the domain of Design, Sustainability and Leadership.

The question asked by many is: What is Design? - The answer is not a straightforward one, and in many ways depends on our own personal journey and experience. I encourage you to reflect upon this question during your studies and beyond.

The current five years of the Design pedagogy at The SDS has been constructed with the knowledge that Design is concerned with understanding and addressing human needs: Understanding through observation and questioning of the world around us ; to see a need or opportunity that we can address with our creativity.

With this in mind it means that our creativity can be applied to offer solutions to issues in most domains of life, and you will see this in the diverse projects you undertake throughout the course of your studies. Traditionally and historically Design was concerned with developing products, and design education still uses Product Design as

a great way to develop your skillsets due to it's tangibility (most noticeably in the first three years of the program), however with experience you will understand that Design is used to develop Services, Experiences, Systemic Solutions, Business Models and more.

Design is not in any way a passive profession and Design Education is the same, you must engage and be stimulated to learn and to practice your skillsets, and to be motivated to work on yourselves and your projects outside of the program hours. The small (but extremely pertinent) design bookshelf is available to everyone and can help with inspiration, but also contains high level texts on many connected aspects of Design, I encourage you to borrow and share. Also, as courses finish at 4:30pm you should be using the early evening to advance your projects, whether at home, in the work rooms or in the workshop.

To be able to work as individuals, expressing your own creative ideas is as equally essential as teamwork and being able to discuss and call upon experts in any field required. Your learning experience is collective and as

such you should be constantly questioning, discussing and supporting each other, this applies within the student body, but also with members of the teaching staff, our doors and ears are open... we are here to guide you and assist you on your Design journey which we feel privileged to share with you.

Grant Linscott  
Director of Pedagogy



### A note about Design Output

Understanding the practical aspects of Design and your Design studies, immersion and applied research in a domain is the foundation of any project. Orientating the goal for your creativity is again as essential as the creative expression itself (in whatever form the project demands). Prototyping can help you refine and develop your concepts, but it is the quality of what you put on the table that makes people express "WOW" (The emotional response that we are searching for).

Design is in many ways about successful development and communication of ideas, a 'Kakemono' will only get you so far, any images or renderings will not have anything like the impact of a beautiful 3D model that we can walk around, that is on show on a presentation stand. This should be the goal of any major projects you undertake.

### The Partnership projects

The Partnership projects are a fundamental part of our Design Pedagogy, they are a great opportunity to work upon real Design projects that come from industry, you will be expected to function as a "professional" Designer, this includes teamwork, responsibility and support to others in your team. It is essential as a designer you are not a lone creative who is difficult to work with (!). You are expected to navigate the partners requests and to present the communication of your projects with a real sense of a professional project.

### Languages

The entire program is taught in English, with the first semester of L1 being a mix of French and English to help support this transition. Be brave to make the necessary mistakes to learn, we have all experienced the same thing!

### The 17 SDGs and design

The 17 Sustainable Development Goals (SDGs) are an essential guide to how we can use Design to develop solutions that will have an impact in the world today. It is essential that you, very quickly, become knowledgeable about sustainability and use this knowledge throughout your Design projects.



### The Design Challenges

In response to issues of creative development and lack of fluid sketching skills we are also running a Design Challenge each month for each year, these projects are short and fast. You should advance into creativity extremely quickly, the projects MUST be treated as fun and be filled with self expression, you will have minimal constraints to limit your creativity so let's go!

### A Hybrid Pedagogy

This year we have the obvious complex task of mixing our design pedagogy to be both on-line and within the school space. It is incredibly important that we continue to connect and share within the virtual space, we have some of the best software available for this task, but it requires us all to be conscientious of the difficulties involved, and flexible in the space. Try to practice good video call etiquette, and always mute your microphone while listening to others!

## The SDS PROGRAM

**B1**

This first year of Design studies begins with an immersion into the world of Design: Culture, Design Application Tools and understanding Design Methodologies. Sketching, Graphic Design, Computer aided Design (Adobe Suite, Rhino and Keyshot), mockup building, prototyping, model making and materials, Theoretical courses in Sustainability and the Circular Economy. Semester two is where the real fun really starts as we can now begin to use some of these newly learnt tools within Design projects that will run for the whole semester. - You will begin to see how to connect these tools and apply yourself throughout the whole Design process.

**B2**

This second year has three Design projects split across both semesters the year, you will continue to apply Design tools to develop your skills on increasingly complex projects, you will continue to be coached and supported by professors specialising in each Design skill (sketching, CAD, development, form giving)

**B3**

This year marks a transition as there are two major individual projects throughout the year, one each semester. However the complexity is increased as the initial domain is driven by an introduction into Sociology and Anthropology. These projects are 100% coached, by this point in your studies you should be able to navigate a full design project from immersion and research, through to conception, ideation and development to prototyping and modelmaking... AND communication of the finished solutions.

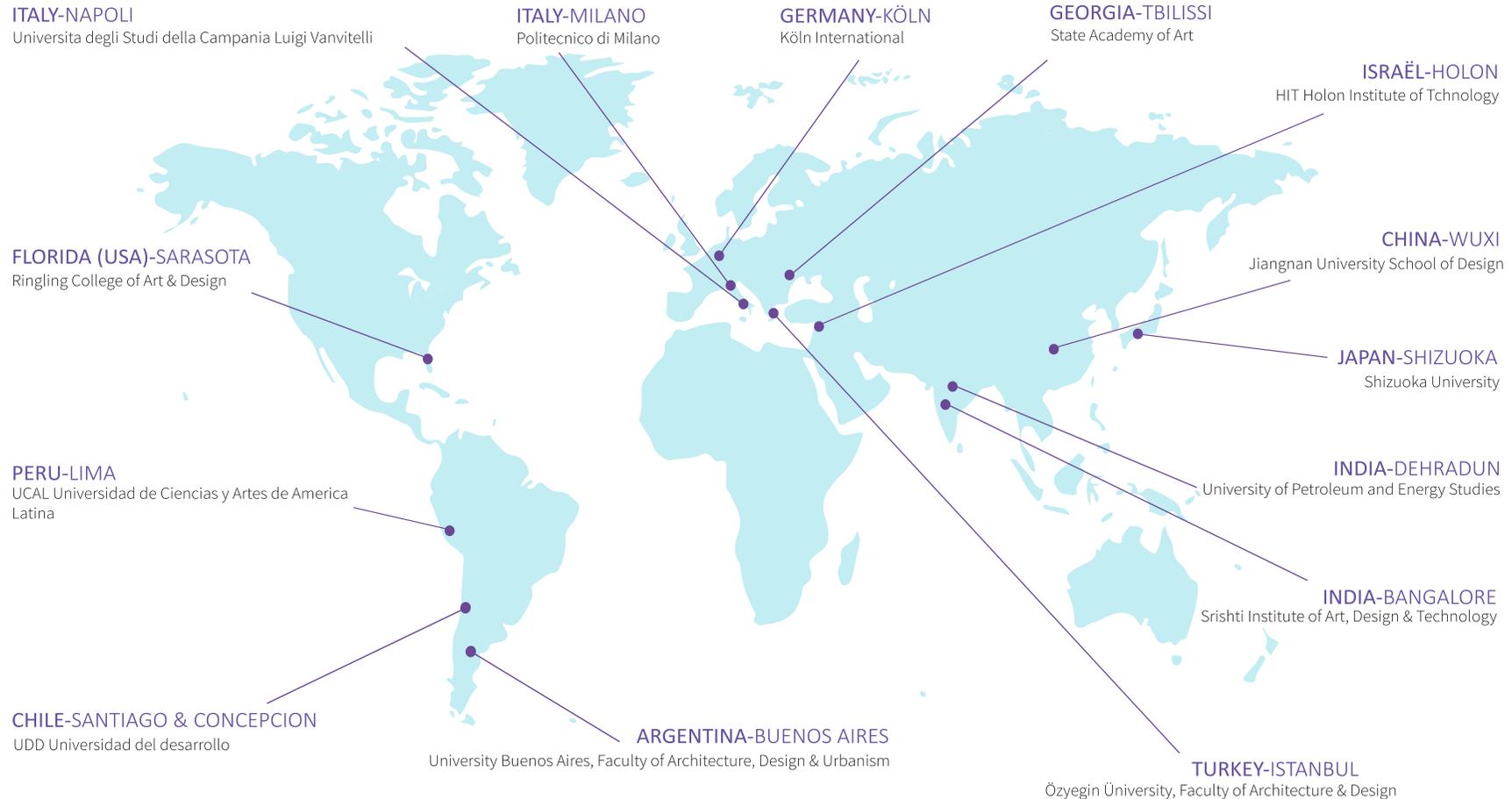
**M1**

In the fourth year you will be exposed to a much higher level of Design studies, with published knowledge in multiple domains driving the pedagogy, you will come to understand Contextual Design Research, Research methodologies, in-depth modules around the nature of Design, Design Thinking and Creativity, Sustainability, Biomimicry, Service and Experience Development.

**M2**

This final year of your studies is taken up with your final major project, usually with the subject stemming from your memoire completed during M1. This project is coached by a number of Design, Sustainability and Management professionals who will help to guide you through to the end of your studies.

## INTERNATIONAL



By his nature a designer is a curious person searching for multiple inspirations. The process of leaving the country of origin and adapting to a new cultural environment, is an integral part of becoming a designer. This is why an international experience is of added value on different levels: it is a major asset for employability and it has a strong influence on the personal development of every student.

Inken Krevet  
Director of International Academic Partnerships



# The SDS spaces

### The cooking and eating area

You are welcome to prepare food on site if you wish, or purchase from the surrounding area, keep this space clean - ESPECIALLY THE SINK ! Breakfast or lunch food and drink should only be consumed here. However, drinks and snacks can be consumed in the study rooms if ALL WASTE is disposed of.



### The main hall and presentation area

This shared space is for everyone to use to play ping pong, table football, there is a relaxing area that you are free to use. The only request for this space is that it is kept perfectly clean and that you respect the models on display, hopefully your models will be here soon!



### Fab'azur

Is an integrated part of the official The SDS workshop, that is open to the public. The Fab'azur is a laboratory with all equipment you need to bring your creativity into reality. You'll find 3D printers, laser cutter, and lots of others tools. If you need to prototype something for your company, for you or for a friend too, this place is for you !



### Opening hours

Official school opening hours are 8:30am -6pm, with classes running from 9am to 12pm in the morning and 1:30pm to 4:30pm in the afternoon. Usually students can continue to work later in the evenings as some staff tend to work late, ask who has lots of work to do!



### The workshop

The workshop is located in the basement, access is during certain classes with the professor and also during free workshop hours posted on the timetable.

Workshop use is an essential part of your Design Skillset development, you should be using the workshops whenever possible. Safety is obviously of paramount importance in this space, learn how to use each machine safely, and react with responsibility in this environment.

Goggles and earplugs must be used and long hair restrained. Learning the right tool for the job is good way to consider your education in this space. Keep the workspace organised and clean, it is shared by many students! It is forbidden to operate the machines if you are alone.

### The study rooms

There are shared spaces for prototyping, mockups and for your theoretical or Design application courses.

They are intended to be flexible, so you may use them as you wish in terms of organisation, however, you must respect that other students will be using the rooms, and they must be kept organised.

These rooms are part of your creative space, it is encouraged that you see them as such and personalise them. (in a non-permanent way!)



**student  
life**

## WORDS OF WISDOM

Education is supposed to be one of the richest times in our lives and should be approached in this way. You should be open to friendships and activities that enrich you as a person, you should by all means experience everything life has to offer, however certain aspects require moderation. Your stance and values at the school should ensure that you look after yourself and support the others around you.

## THE STUDENT UNION

In France, the Student's Union is called the BDE (Bureau des élèves). The BDE organizes evenings, sports events after courses and takes care of the student animation at the school. It is student run, and requires energetic participation from everyone to be successful. What can you assist with?



Megann Stephan, Camille Aoun, Gregory Luddeni  
Commucation and Student Life team.



**where  
are you ?**

## FRANCE

France has been at least an important and influential cultural centre since the twelfth century: its literature and its philosophers have influenced and still influence ways of thought around the world.

Characterized by an art of living, it maintains traditional values, among which it is recognised for gastronomy, marked in particular by its cheeses and its wines, and areas such as haute couture and fine jewellery.

French culture in the arts is extremely developed, but also stems from a long history that can be discovered in the many museums accessible to all. French culture covers all of the cultural practices found on French territory. Marked by its diversity, its richness, in particular thanks to its different regions, to cultures assimilated from other people, as well as by its diffusion and its influence throughout the world.

Due to France's diversity and richness it is advised that you travel when possible, begin local, but if possible explore wider France each department/and city has its own peculiarities and cultural "feel": Lyon, Marseille, Bordeaux and Brittany, the Ardèche... Paris.. all so very different, and so very stimulating in different ways.



## FRENCH RIVIERA

Cagnes-sur-Mer is the largest extension to the city of Nice and lies to the South-west on the coast in the Provence-Alpes-Côte d'Azur region.

It extends along a cove offering nearly four kilometers of beach and is surrounded by hills, including the castle, which rises to 90 meters.

This region is recognised as an area of outstanding natural beauty, that offers both sun, sand and sea and mountains within close distance of each other.

Local ski resorts are within easy driving distance while the Mediterranean can offer boating and watersports.

Some towns of note dotted along the coast are Cannes, Nice, Monte Carlo (Monaco), Saint Tropez, Saint-Raphaël, while further inland are the natural parks of the Préalpes d'Azur, The Mercantour, and the Verdon which offer incredible scenery and a chance to leave behind the bustle of the coastal region.

The French Riviera is the Mediterranean coastline of the southeast corner of France. There is no official boundary, but it is usually considered to extend from Cassis, Toulon or Saint-Tropez on the west to Menton at the France-Italy border in the east.



**partners &  
sustainability**

## PARTNERS



### Learning Network on Sustainability

LeNSin, the International Learning Network of networks on Sustainability (2015-2018), is an EU-supported (ERASMUS+) project involving 36 universities from Europe, Asia, Africa, South America and Central America, aiming at the promotion of a new generation of designers (and design educators) capable to effectively contribute to the transition towards a sustainable society for all.



### APCI

The objective of the agency for the promotion of industrial creation is to promote to all audiences, and in particular businesses, the transformative power of design in all its dimensions, whether systemic (strategies, organizations, management) or experiential (services, spaces, interfaces, objects).



### World Design Organization - WDO

The World Design Organization (WDO)<sup>TM</sup>, formerly known as the International Council of Societies of Industrial Design (Icsid), is an international non-governmental organization that promotes the profession of industrial design and its ability to generate better products, systems, services, and experiences; better business and industry; and ultimately a better environment and society.



### France Design Education - FDE

France Design Éducation is a non-profit entity made up of Design schools aimed at promoting Design and the Applied Arts, in all their diversity in terms of training, design, innovation and research.



### Cumulus

Cumulus is the only global association to serve art and design education and research. It is a forum for partnership and transfer of knowledge and best practices. Cumulus consists currently of 140 members, Universities and Schools of Art and Design from 61 countries.



### Dynamique Design Sud - DDS

The goal of the DDS association is to bring together teams from design schools in the south of France to promote the discipline through cooperation in the fields of teaching and research.



reddot

### Red Dot

Red Dot stands for belonging to the best in design and business. Our international design competition, the "Red Dot Design Award", is aimed at all those who would like to distinguish their business activities through design. The distinction is based on the principle of selection and presentation. Excellent design is selected by competent expert juries in the areas of product design, communication design, and design concepts.



UNIVERSITÉ  
CÔTE D'AZUR

### Université Côte d'Azur - UCA

Université Côte d'Azur has been an experimental university since January 1, 2020 and replaces both the Nice Sophia Antipolis University created in 1965 and the Community of Universities and Establishments Université Côte d'Azur created in 2015.

**practical  
information**

## ACCESS TO SCHOOL



### BY PLANE

Nice Airport  
+ Bus line 9, 200, 400, 500  
Stop : Val Fleuri (In front of the school)



### BY TRAIN

Stop : Cros de Cagnes  
+ 5 minutes walking (approximately 600m)



### BY BUS

Line 9, 200, 400, 500  
Stop : Val Fleuri



### BY VELO BLEU

(bike renting at Nice and Cagnes-sur-Mer)  
Station n°317  
+ 5min walking (approximately 450m)

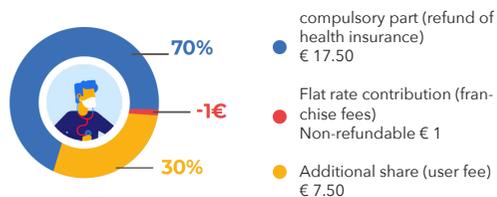
## HEALTH INSURANCE IN FRANCE

Health insurance is one of the branches of Social Security. To put it simply, this is the organization that allows you to benefit from the refund of your medical expenses (hospital, drugs, doctors, etc.).

In France, all medical procedures are covered by Social Security. It is this rate which serves as the basis for the refund system used by the Health Insurance. With an example it is better:

You see your doctor, the cost of the consultation is set at 25 euros and corresponds to the agreed rate.

Here is how the refund is divided :



You will understand that social security is generous but does not reimburse all of your health costs. Although not compulsory, the mutual insurance company is strongly recommended to supplement the reimbursements of the security.

### And for international students ?

As a foreign student you can take advantage of french social security system as french student. For that, registration is mandatory, free of charge and must be done on this dedicated website : [www.etudiant-etranger.ameli.fr](http://www.etudiant-etranger.ameli.fr)

### How to be refund ?



With the Carte Vitale, my refund request is sent automatically in 48 hours and I will be refunded in 7 days



With the care sheet, I send my refund request which is processed in at least 2 weeks

### Solutions of our institution partner HeyMe

	01	02	03	04
Hospitalisation	●●	●●	●●●	●●●●
Routine care	●	●●	●●●	●●●●
Dental	●	●●	●●●	●●●●
prevention packages	●	●	●●●	●●●●
Optical			●●●	●●●●
Hearing			●●	●●
	9,90€ /mois	15,90€ /mois	24,90€ /mois	39,90€ /mois

## IN CASE OF EMERGENCIES

All of the staff of the school are **approachable** and will listen to any issues you may have, small or large. We are present to help you in your education, but also to **support** you in any way you may need. Make sure you ask for **assistance** if it is required.

The main switchboard of the school is **+33 (0) 4 93 97 11 59** this will usually get you through to Amandine or Aurelie who can either assist you or direct you call.

- If you have issues or considerations regarding your **studies** please speak to Grant. ([grant.linscott@the-sds.com](mailto:grant.linscott@the-sds.com))
- For **administration** issues please speak to Amandine. ([amandine.juglaret@the-sds.com](mailto:amandine.juglaret@the-sds.com))
- For **study exchanges** please speak to Inken. ([inken.krevet@the-sds.com](mailto:inken.krevet@the-sds.com))
- For **student life** please speak to Camille and Greg. ([camille.aoun@the-sds.com](mailto:camille.aoun@the-sds.com) [gregory.luddeni@the-sds.com](mailto:gregory.luddeni@the-sds.com))

- If you prefer to speak to someone **in confidence**, there is also a free coaching psychologist service who can be reached on this number **+33 (0) 4 93 87 72 78** ([contact@bapunice.org](mailto:contact@bapunice.org))

**SAMU** : Call 15 Emergency Medical Services

**Police emergency** : Call 17 in the event of violence, theft, robbery.

**Fire Department** : Call 18 in the event of fire, gas leak, water damage, natural catastrophe, or traffic accident.

**Call 112** : European emergency services, number that's accessible from anywhere in the European Union in addition to the French numbers above.



The Sustainable  
Design School



@The\_sds



the\_sds



thesdsnice

Member of UNIVERSITÉ CÔTE D'AZUR 

## Announcement

### CENTER OF NICE: COLOCATION 3 LARGES BEDROOMS FOR 3 STUDENTS

From september to june included /by owner

500€ (excluding expenses) per student/month

Colocation « Buffa- Plage » furnished studio - 100 m<sup>2</sup>

Center of Nice, beautiful place : District « Carré d'Or». Grand Apt

Large appartement : 3 independents and larges bedrooms : 2 double beds, 2 single beds and 2 sofas. Living room, independent equiped kitchen : fridge, electric hob, oven, microwave, coffee machine, dishwasher... bathroom, washing machine, vacuum cleaner. wc, elevator, individual central heating, double exposure, great ceiling height, balcony, double glazing, electric awning. Internet Wi-Fi : unlimited flow -TV 16x9

The place : public transport ; tram, bus, parkings, garages... close to pedestrian streets, all stores and equipments, hobbies, culture, Promenade des Anglais and Sea.

acacha3@gmail.com  
06 13 50 58 10

videos and films :  
<https://drive.google.com/drive/folders/1t3kDn2bbnMJqxLJzXmndHPcYGAApMv3D?usp=sharing>  
<https://drive.google.com/drive/folders/17NO1JJVtstpQa9q8mKKDqCz8n6iLNJt?usp=sharing>

### CROS DE CAGNES : PRIVATE INDIVIDUAL RENT

From september to june.

570€ and 50€ for the expenses (include water, condominium expenses), in total 620 euros expenses included.

Caution 1000 euros. Guarantees requested.

21m<sup>2</sup> furnished studio with a 7m<sup>2</sup> balcony,

The flat is luminous and calm. at the 2nd floor with elevator in the residential district of Bréguières.

Kitchen with fridge, electric hob, extractor, multi-function oven. bathroom with shower, sink, wc, towel dryer, and washing machine. sofa convertible (140x190), TV and wifi with fiber included. 2 cupboards with wardrobe and shoe storage.

Ideally located : 5 min on foot to stores, to the Cros de Cagnes trainstation, and bus stop and 8 min to the sea. It is easy to move to Nice or Antibes/Cannes with the train and the bus.

the parking is free inside the district.

First contact by phone: 06 60 46 78 34.

