Paris-Sorbonne University and the Ecole nationale supérieure des Arts Décoratifs join KEDGE Business School and the China Central Academy of Fine Arts as partners in the Sino-French Institute for Arts and Design Management

On Thursday 30 June 2016, at the Sino-French Higher Education forum at Paris Descartes University, in the presence of the Chinese Vice-Premier Liu Yandong and French Minister of Education Najat Vallaud-Belkacem, Professor FAN Di'an, President of the Académie Centrale des Beaux-Arts of China, Barthélémy Jobert, President of Paris-Sorbonne University, Marc Partouche, Director of the École Nationale Supérieure des Arts Décoratifs de Paris, and François Pierson, President of KEDGE Business School, signed a cooperative agreement regarding the “Sino-French Institute of Arts and Design Management” of the China Central Academy of Fine Arts.

The first cooperative agreement, officially signed 29 January 2015 in Beijing, established the “Sino-French Institute for Art and Design Management” between the Central Academy of Fine Arts in China and KEDGE Business School, in attendance were the French and Chinese Prime Ministers. This most recent cooperative agreement welcomes two new French institutions in the partnership. Université Paris Sorbonne and the École nationale supérieure des arts décoratifs have made their partnership official, working with KEDGE BS and China Central Academy of Fine Arts to create the Sino-French Institute.

The goal of this agreement is to establish an unprecedented international scientific and academic cooperation in the field of art, culture, design and creative industries management by creating a high-level institution of university education that trains highly qualified managers. The institution seeks to provide strong strategic and operational support for social and economic development in the arts and cultures of both countries.

The Art and Design Management programme at the Institute is first of its kind in the world among combined institutes of higher education. Bringing together art and management, this programme of excellence is unparalleled. It is taught in Shanghai, China and Bordeaux and Paris in France, in three languages (Chinese, English, French) to students who have passed a rigorous selection process.

The first year will be held in September 2017. Eighty students will be enrolled in the five-year programme, spending three of those years in China and two in France. They will also receive a double Chinese-French diploma at the Bachelor and Master level. The programme will be taught in English and students must undergo intensive French language courses.

The Sino-French Institute will benefit from the academic resources of four teaching institutions:

- the Central Academy of Fine Arts will teach courses on art history, art theory, applied art and design,
- Paris-Sorbonne University will bring a Western perspective to art history and museum studies,
- KEDGE Business School will teach all management courses and management for the arts and creative industries, and
- the École Nationale Supérieure des Arts Décoratifs de Paris will teach all design courses.

The Musée d’Orsay, alongside a plethora of other artistic and cultural institutions in France and China, will be invited as a partner to KEDGE Business School to lead certain hands-on workshops and professional seminars. Mosaic, the Centre for Creativity and Innovation at HEC Montréal, will also be a KEDGE BS partner, teaching some graduate courses.
A comparative research programme focusing on managing Sino-French art will be launched as a part of the Sino-French Institute and KEDGE Business School’s research centre for arts, culture and creative industries management.

Paris-Sorbonne University and KEDGE BS are both already recognized as having strong expertise in French-Chinese partnerships in higher education. Indeed, Paris-Sorbonne University, KEDGE BS and Paul Valéry University established the first Chinese-foreign Institute for social science in March 2012 in Suzhou: “Sino-French Institute of Renmin University of China”. Two hundred trilingual Chinese students graduate each year after completing a double degree programme over five years, focusing on finance, economics, management, applied foreign languages and the humanities.

**About the Central Academy of Fine Arts:** The Central Academy of Fine Arts (CAFA) is the main modern art education institute in China and the only higher education establishment in the arts that is directly under the Chinese Ministry of Education. Founded in 1950, CAFA offers seven schools and faculties, including the School of fine art, School of Chinese painting, School of design, School of humanities and social sciences, the urban design university, School of continuing education and the affiliated high school for fine arts. There are approximately 4,000 full-time students. CAFA offers undergraduate degrees, Master’s degrees in Fine Arts and Conceptual Art, and PhDs in art, architectural design and artistic design.

**About Paris-Sorbonne University:** Paris-Sorbonne University is the inheritor of the “College” founded in 1257 by Robert de Sorbon in the location of today’s Sorbonne, which was the former Humanities and Language faculties of the University of Paris. Paris-Sorbonne University (Paris IV) was established under the decree of 23 December 1970. With 54,680 students in 2016, of which more than 12,000 were international, 7,685 professors, 5,200 doctoral students enrolled in 26 doctoral schools, Paris-Sorbonne University is the largest university in France focused on research and higher education in the humanities, languages, civilizations, art and social sciences. Paris-Sorbonne is also a founding member of “Sorbonne University”, a community of 11 French universities and establishments, all recognised for their academic excellence and wide array of disciplines. In 2010, the community decided to come together to form a comprehensive scientific, cultural and social university. The Art History and Archaeology department at Paris-Sorbonne University is one of the 18 teaching and research departments of the University. The programme offers a complete programme of study, going from the first year of university to a PhD. Teaching and research are very diverse within the programme, covering European Art History from the classical era to the contemporary period, as well as Egyptian, Islamic, Indian, Chinese and Native American art history. Disciplines such as photography, decorative arts, historical cultural heritage and contemporary archaeology have specialised programmes. A rich library perfectly complements the wide array of programmes offered to students.

**About the École nationale supérieure des Arts Décoratifs - Paris:** L’École nationale supérieure des Arts Décoratifs - Paris is a public institution of higher education under the French Ministry for Culture and Communication. It provides high-level training in the arts, sciences and artist and design techniques. As a flourishing intellectual breeding ground, the School offers ten specialisations: Interior architecture, Art, Film Animation, Graphic Design, Product Design, Textile and Texture Design, Fashion Design, Printed Images, Photography/Video and Stage Design. The School welcomes approximately 700 students from France and around the world. The courses are taught over five years. A diploma from the School is recognized as Master's level. The pedagogy focuses on a multidisciplinary approach, including workshops and business internships. The research lab (EnsadLab) offers several research programs covering the fields of art for about 50 research and doctoral students. EnsAD is a member of PSL Research University [Université de Recherche Paris Sciences & Lettres] As a member, the School participates in the SACRe (Sciences, Arts, Creation, Research) PhD programme, which seeks to bring together artists, creators and scientists. The School is a member of a large network of international associations and is actively building partnerships with 110 higher education schools and art universities throughout the world. Founded in 1766, the School is celebrating its 250th anniversary this year! [www.ensad.fr/en](http://www.ensad.fr/en)

**About KEDGE Business School:** KEDGE Business School is a leading French management school with four campuses in France (Paris, Bordeaux, Marseilles and Toulon), two in China (Shanghai and Suzhou) and four associate campuses (Avignon, Bastia, Bayonne and Dakar). The KEDGE BUSINESS SCHOOL community includes 12,000 students (of which 25% are international) 196 permanent professors (of which 44% are international), 300 international academic departments and 50,000 alumni around the world. KEDGE BS offers 31 management training programmes for students and professionals, as well as bespoke training for companies both in France and internationally. Ranked by the Financial Times as the 30th best Business school in Europe and 23rd worldwide for the Executive MBA programme, KEDGE Business School holds triple accreditation (AACBS, EQUIS and AMBA), is recognized by the French government and is a member of the Conférence des Grandes Ecoles, the association of France’s leading schools. KEDGE Business School’s Institute of Excellence in arts, culture and creative industries management is the only one of its kind in France. Twenty professors who are
specialised in the field make up the faculty. The Centre conducts research and teaching research throughout France and internationally for different organisations in the arts management field, the results of which are regularly published in academic and professional publications.

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