



nantes

saint-nazaire

HERE, CREATIVITY
IS IN OUR DNA!

WELCOME TO THE LAND OF THE BOLD!

Nantes - Saint-Nazaire, the driving force of the Grand Ouest region just 2 hours from Paris. The metropolitan area is doing more than ever to spread its wings and invites budding Jules Vernes, entrepreneurs, visionaries and lovers of local produce and fine living to join our chosen land.



COMPANIES ALREADY HERE INCLUDE:

VORWERK - MAN - GROUPAMA - SIGMA - AIRBUS - CHANTIERS DE L'ATLANTIQUE - IBM - EUROFINS - SOPRA STERIA - TOTALENERGIES - CAPGEMINI - ACCENTURE - DOCTOLIB- ARMOR - IADVIZE - DAHER - VOYAGES SNCF - NAVAL GROUP - TIPIAK - BÉNÉTEAU - BN...

AND MANY MORE

NANTES SAINT-NAZAIRE
Airport connected to more than 80 international destinations

THE BIGGEST FRENCH PORT HUB ON THE ATLANTIC SEABOARD

- LONDON 1H10 > by air
- AMSTERDAM 1H35 > by air
- BRUSSELS 1H20 > by air
- PARIS 1H > by air / 2H > by train
- GENEVA 1H15 > by air
- LYON 1H10 > by air
- MILAN 1H35 > by air
- ROMA 2H05 > by air
- MADRID 1H30 > by air
- BERLIN 2H05 > by air

NANTES
No.1
in France for quality of life
l'Express - september 2019

2ND GREENEST CITY
in France
Observatoire des villes - february 2020

SAINT-NAZAIRE
2ND CITY
of less than 250,000 inhabitants
in terms of economic attractiveness
Le Point - june 2019

Population
800,000
1 million by 2030

65,000
students

€2.3 BILLION
of public investments
by 2030

6 SECTORS OF EXCELLENCE:

- HEALTHCARE
- AERONAUTICAL AND SHIPBUILDING INDUSTRIES
- OFFSHORE RENEWABLE TECHNOLOGIES
- DIGITAL
- CREATIVE INDUSTRIES
- NAUTICAL



HERE IT'S ALL ABOUT... BIKING, WORK, EXHIBITIONS!

Nestled next to the ocean, Nantes is a metropolitan city that holds creativity at the heart of its DNA. Here, experimentation thrives in all its forms: daring urban projects, art in public spaces, social innovation ... Hailed for its quality of life, this city places its people at the heart of every project.

Beaches, greenery, public transport options ...
Here, you can breathe easy!



**2ND BEST CITY
FOR CYCLISTS**

FUB - Feb. 2020



**300M
GREENERY
WITHIN OF
EVERY HOME**

4



**2ND
MOST ATTRACTIVE
CITY FOR FAMILIES**

Le Figaro - Feb. 2020



**350 KM
OF COASTLINE**
Less than 1 hour away!

“Culture is like jam, the more there is, the more we love it!”

An old French proverb given a different twist by Nantes' high-impact actors

THE VOYAGE À NANTES



Over 20km of culture to discover all year round!

Follow the green line all year round to visit cultural sites ranging from artworks signed by top contemporary artists to remarkable sites of cultural heritage. Through historic alleyways and between contemporary architecture, discover the best-known “must-sees” of the destination as well as hidden treasures.

Among the artworks, **the Machines de l'Île** and the famous elephant constitute a completely new artistic project. The project is located at the crossroads of the «invented worlds» of Jules Verne, the mechanical world of Leonardo da Vinci and the industrial history of Nantes, on the exceptional site of the former shipyards.

UNMISSABLE EVENTS



- **La Folle Journée** : This classical music festival has expanded over the past 10 years to several cities around the world, with 300 concerts and 140,000 tickets sold in 2020.
- **Le Hellfest** : One of the biggest metal festivals in Europe (180,000 participants in 2019)
- **Scopitone** : The festival of electronic cultures and digital arts (30,000 festival-goers)
- **Les Utopiales** : The international science fiction festival
- **Les Escales** : World music festival ; pop, rock, and electro on the port of Saint-Nazaire
- **Festival des 3 Continents** : This is an annual film festival devoted to the cinemas of Asia, Africa and Latin America.

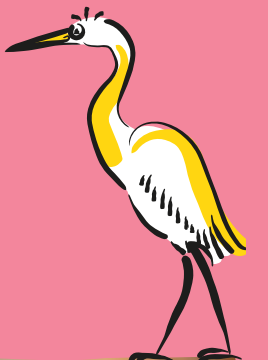
... and many more to discover!

Sometime between now and 2027, we'll be
able to fly on the back of a heron ...

32 metres high with a 50-metre wingspan!

The colossal size of the Herons' Tree is dizzying. Its treetop is crowned by two giant herons built to take turns carrying 16 passengers for a circular flight.

As the greatest urban tree on earth, it will take root in the Extraordinary Garden which already occupies the western part of a quarry carved out in black granite in the heart of the city, in the Bas-Chantenay neighbourhood.



JOURNEY TO THE LAND OF HIGH-IMPACT ACTORS!



Ecological transition, diversity in the workplace, engagement on a local level ... With 39% of its companies engaged in these kinds of efforts, Nantes leads the way among French metropolitan areas.

39%

of companies with more than 200 employees adopt CSR policies

24% in Lille / 19% in Bordeaux

FRANCE No.1 METROPOLIS in terms of engagement!

The OïKOS Foundation led a study on French companies and their CSR engagement by comparing the different dynamics at work in the country's top 10 agglomerations. The study revealed striking differences from one region to another in terms of how heads of companies and employees mobilise themselves. **Nantes was by far the highest ranking!**



8 BCorp companies

Cedreo, Connexing, Wedogood, LR Technologies, BSide, Toovalu, NGOShoes, Digital4Better

Companies with a purpose
Faguo, Réalités

10 years of awareness in Nantes!

For the past ten years, initiatives such as **#Négotraining**, **Planet 'RSE** or the **CSR Platform**, often backed by a network of Nantes-based companies, have cropped up in the city to help businesses and employees make the move towards a more responsible approach.



The Social Change trade fair

This is an annual event in Nantes devoted to sharing best practices among businesses

The CSR platform for Nantes' metropolitan area

Created in 2013, it is recognised as one of the leading territorial platforms in France. It has become a coordination hub collecting all the CSR initiatives undertaken, financed and supported by the city or its partners in favour of CSR. It includes CSR best practices, players, tools, guides, solutions and events in the Nantes metropolitan area.



Networks of engaged entrepreneurs

- Les Dirigeants Responsables de l'Ouest (DRO) - 163 members
- Les 26000 de l'Ouest
- L'association RUPTUR
- EntreprisesPositives.org

« Nantes is the only city that fits well with our values... »

« The Pays de la Loire region has the highest number of fashion businesses after Paris, most of them already engaged in this eco-responsible momentum. If others want to join us, they'll have to bring real environmental and social added-value to the territory, which is exactly what the Nantes Saint-Nazaire Economic Development Agency works to accomplish. »

Nicolas ROHR

Co-founder of FAGUO

A shoes and apparel brand with a mission



NANTES,
one of the nine pilot cities for the
Innovative Sustainable Destination label



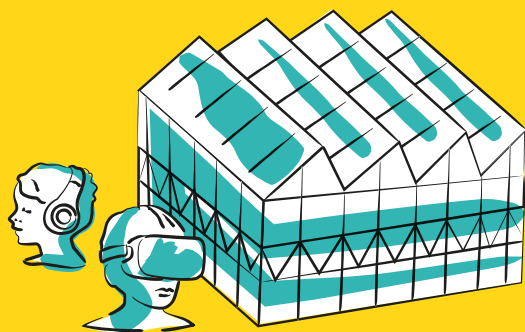
NANTES,
THE FIRST CITY IN FRANCE
to be named **the European Green Capital**

2ND PLACE IN THE FRENCH OBSERVATORY FOR
GREEN TOWNS' RANKING (February 2020)

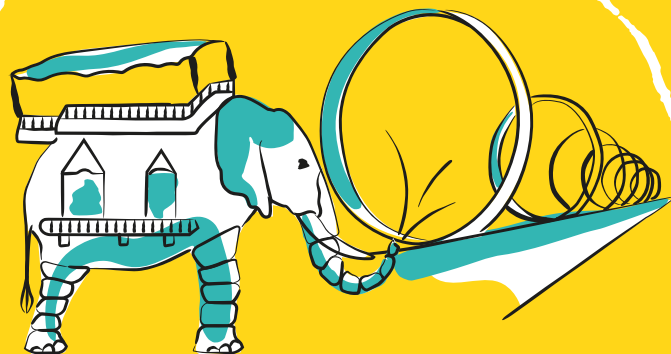
3RD PLACE IN THE FRENCH OBSERVATORY FOR
ACCESSIBLE CITIES' RANKING (February 2020)

NANTES, CULTURAL VITALITY CONDUCTIVE TO CREATIVITY!

In Nantes and Saint-Nazaire, the spirit of Jules Verne, a French novelist, poet, and playwright, runs through the veins of cultural and creative industries. Creativity is everywhere in the city. Artists and creators are free to experiment and express themselves boldly!



CREATIVE DISTRICT
A living laboratory to invent the city of the future, with 337 hectares of the Île de Nantes that have been evolving for several years



LE VOYAGE À NANTES
A cultural journey of more than 20 km all year round with stops at the Machines de l'île and its famous elephant ride offered daily

KEY FIGURES*



4,500
companies



+20%
growth per year
for start-ups



11,000
jobs



22,8 M€
funds raised in seven years by
SAMOA-backed businesses*



7,500
students



L'ÎLE DE NANTES
1^{er}
second-ranking creative
campus behind Paris



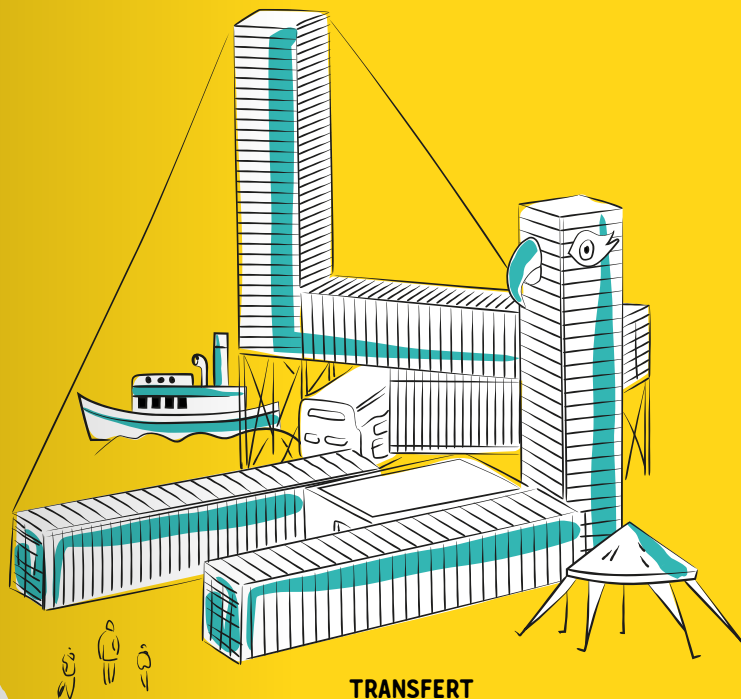
169
training courses



55
educational
institutions

CREATIVITY

À LA NANTAISE



TRANSFERT
An evolving pop-up entertainment project. Designed and developed by Pick Up Production, it is a cultural space that gives free reign to experimentation, artistic renewal and to dialogue between art, urban planning, sustainable development and citizenship



ROYAL DE LUXE
Streets and public open spaces become the venue where objects from modern day life and giant puppets are on show.



NANTES
voted best
European
destination
for culture
and tourism
in 2020*

* Source : European Cultural Brands Awards

THEY'RE HERE !

#Image
ROSEMOOD
MSTREAM
TELENANTES
CAPRICCI
INCROYABLE STUDIO
WIZTIVI
BLACKMEAL

#Design
METALOBIL
GROUPE COUPECHOUX
FICHTRE
SENSIPODE
D'ICI
STUDIO KATRA

#Architecture
AIA
TETRARC
FORMA6
RAUM
BERRANGER ET VINCENT
THE ARCHITECTES

#Communication
THE LINKS
NOTCHUP
NOUVELLE VAGUE

#Fashion
GROUPE ERAM
FAGUO
N'GO SHOES
And many more...

THE SECTORS

ARCHITECTURE
DESIGN
VISUAL ARTS
APPLIED ARTS
FASHION AND ACCESSORIES
LIVE PERFORMANCES
AUDIOVISUAL
DIGITAL
COMMUNICATION
PUBLISHING
MEDIA
HERITAGE

EVENTS

ALMOST 150 EACH YEAR
with

#Graphisme
MOTION MOTION
EXTRANIMATION
#VideoGames
NANTES
GAMESEXPERIENCE
#Digital
NANTES DIGITAL WEEK
WEB2DAY
#Music
SCOPITONE
LA FOLLE JOURNÉES

#Design
NANTES DESIGN WEEK
#Comics
FESTIVAL FUMETTI
#Cinema
SOFILM SUMMERCAMP
#Medias
FESTIVAL DE L'INFO LOCALE
AND ALSO...
BIENNALE INTERNATIONALE
DU SPECTACLE (BIS)
LES UTOPIALES

* Sources : Study AURAN « Portrait of ICC in Pays de la Loire », sept. 2016 and summary AURAN « The sector ICC on the metropolis of Nantes », oct. 2019
** Development company of Metropolis West Atlantic

ICONIC SPACES FOR CREATIVITY

In the 2000s, cultural and creative expression took root in a neighbourhood on the west side of the Île de Nantes, historically occupied by shipyards and industry. And now Nantes' creative vibrancy has spilled into every corner of the city with installations conceived by many artistic and creative collectives.



400 m

≈ 1 min by bike



LES HALLES

As the epicentre of Nantes' Creative District, the newly redeveloped Alstom Factory halls is currently home to economic players from cultural and creative industries, students, researchers (the Nantes Université interdisciplinary centre for digital culture) and living spaces.

LA CANTINE NUMÉRIQUE

A network of players in the fields of the web and digital innovation in the Pays de la Loire region. 120 events per year / 300 members / 1,000 m2 of event and work spaces.



LE MÉDIACAMPUS

As a diversified ecosystem of media and communication sectors, the Mediacampus offers a hybrid space devoted to training, research and content creation and communication.



STÉRÉOLUX

A local cultural and artistic initiative geared towards contemporary music and the digital arts.



UNIK.X BUILDING

A totem building for French PropTech, a movement reshaping the real estate industry



LA MADELEINE

Provides premises for start-ups, designers and creators in an aim to accelerate innovation and creativity.



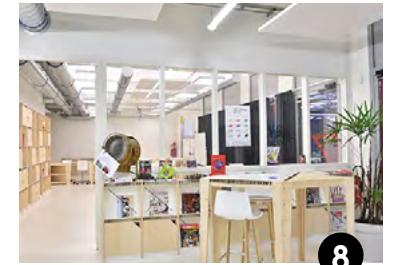
SOLILAB

Offices for businesses and associations from the social and solidarity economy.



MAKE ICI NANTES

A network of collaborative and solidarity-driven manufactures for artisans, artists, designers, start-ups and entrepreneurs from "FAIRE".



LA CENTRALE

This venue of 1,400m2 welcomes businesses working in the image, film and transmedia sectors. It offers 120 shared workspaces.



LE KARTING

This former go-karting track, refurbished by SAMOA, houses around 40 creative companies.



MIN DE RIEN

A hub of art, design and urban agriculture. We can expect a gradual gain in momentum between now and 2028 when it will be able to accommodate new activities in its 8,500 m2 of space.



STÜTZ

An artisan coworking space Stütz located in Bouguenais on the south side of Nantes' metropolitan area. Ideally located, it has spaces for all kinds of work, including carpentry, metalwork, artist workshops, hand crafted goods, etc.

THE CREATIVE ISLAND, THE CORE OF NANTES' CREATIVITY

66 « We're lucky to live in a city with an international outlook, one that has a rich cultural heritage. It's a daily source of inspiration! Particularly open to creative expression, Nantes' ecosystem favours all kinds of genres, which stimulate our imagination and help us come up with innovative design concepts. »

Jean-François MICHON
CEO at MAISON LESCOUR
An atmosphere and precision lighting company

The Creative Island is an open-air laboratory that fosters creativity ...

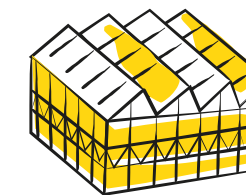
Formerly occupied by shipyards and industry, this old industrial site on the west side of the Île de Nantes now has a strong cultural and creative dimension. This urban space has become the island of creation, a real living lab to invent the city of the future.

Creativity, innovation and collective efforts have always defined the city of Nantes, and the Île de Nantes is teeming with those kinds of initiatives. Stakeholders join forces there to create tomorrow's city.



THE CREATIVE ISLAND
337 HA
of territory in constant evolution

LES HALLES ALSTOM : THE EPICENTRE OF CREATIVITY



The Alstom warehouses, which was home to the old shipyard named Atelier et Chantiers de Bretagne, have been transformed into an urban campus devoted to training, research and innovation

1,5 HA
of refurbished old industrial sites

60 M€
of public investments

- **WAREHOUSES 1 & 2 (set to finish at the end of 2022) :**
 - Includes a 3,400 m2 hub to support cultural and creative industries, with a business accelerator, spaces for events and project development, a fablab, etc.
 - A 1,000 m2 food hall
- **WAREHOUSES 4 & 5 :**
 - The Nantes Saint-Nazaire Higher School of Fine Arts (ENSBAN) (9,500 m2 / 400 students)
- **WAREHOUSE 6 (est et ouest) :**
 - Nantes Université interdisciplinary centre for digital culture, a business accelerator, a complex to support creative startups and Nantes' digital ecosystem (8,600 m2)
 - More than 30 researchers committed to digital
 - An 'Art, Architecture & Design' fablab (550 m2)
 - A 'Uses and new media' lab (160 m2)



SAMOA, A STRATEGIC PARTNER

Samoa is a publicly owned agency with a dual mission to steer the urban redevelopment project of the Île de Nantes and the economic development of the cultural and creative industries. It accommodates, supports, leads and connects Nantes' cultural and creative industry players.

A COMPREHENSIVE SERVICE OFFER

- Business support
- Offices and workspaces
- Event services
- Urban experimental projects that combine new technology, creativity and uses on the Île de Nantes



A total of
17,2 M€
has been collected over the past seven years
(fundraising, crowdfunding, grants, loans)

3,2 M€
financing received in 2019

334
hosted and oriented businesses

80
businesses supported



A WEALTH OF TALENT BOLSTERED WITH HIGH-QUALITY TRAINING

Nantes is crawling with future creative industry players! The Creative Island alone offers an environment rich in specialised training courses, not to mention all the other schools located in the city.



7,500
students in
creative and
cultural industries

2,000
degrees in the field of
digital awarded each year

68
digital
training

Schools for the arts:

- LISAA
- AGR
- Ecole des beaux-arts
- E-ARTSUP
- Pivaut
- ESMA Ciné-Creatis
- Pôle des arts graphiques
- 3iS - Cinéma audiovisuel
- ECV
- Chardon Savard
- Ecole Supérieure d'Architecture de Nantes
- Ecole de Design Nantes Atlantique

Engineering schools:

- EPITECH
- EPSI
- SUPINFO
- ENI
- Ecole Centrale
- ISEN (Groupe Yncréa)
- Groupe YNOV
- IMIE
- CESI

NANTES SCHOOL OF ARCHITECTURE



800
STUDENTS

The building designed by Lacaton & Vassal, who won the French National Architecture Award in 2008, is more than just a school! It is a public space that, beyond preparing students at a school in the heart of the city, was the first building to inaugurate the Creative District on the Île de Nantes.

This institution, where experimentation and training develop in sync, is both a school and a display of a global city within the city, its outreach extending far beyond the Loire River that it overlooks.

L'ÉCOLE DE DESIGN NANTES ATLANTIQUE

Located on the technological campus La Chantrerie since 1998, with several sites spread out over the metropolis, L'École de design Nantes Atlantique will move to an extraordinary site on the Île de Nantes in 2022.

This new location nears the school to actors in the Creative District and will be the opportunity to solidify its position as a European hub of excellence in cultural and creative industries, mixing communication, design, performance, architecture and visual arts.

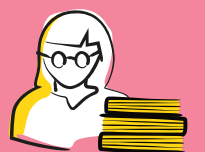
66

« Nantes is fertile grounds for design. The design community is structured around the school of design, which is the largest in the territory and third ranking in France (after ENSCI and Strate in Paris). Graduates enter the workforce directly after their studies. There is a culture of design that is much more present here than anywhere else »

Jean-François MICHON
Founder of DICI DESIGN
Sustainable and responsible design



SET TO OPEN
SEPTEMBER
2022



1,500
STUDENTS

ARE YOU THINKING OF STARTING A **BUSINESS** IN NANTES SAINT NAZAIRE?

WE CAN SUPPORT **YOU** every step of the way:



YOUR CONTACT:

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