

**FUTURE**

INVENTER LA VILLE DE DEMAIN



# URBAN PLANNING AND CITY BRANDING

ECOLE DES INGENIEURS DE LA VILLE DE PARIS

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PARIS SCHOOL OF URBAN ENGINEERING



The Graduate programme “Urban Planning & City Branding” at EIVP, Paris School of Urban Engineering provides a multidisciplinary perspective on complex, on-the-ground urban issues, including sustainable planning, mobility and urban governance.

The core of the programme is based on an Urban Planning Project, complemented by a series of seminars focusing on planning and mobility issues, and a territorial marketing module. The courses, delivered entirely in English, will give a significant place to case studies from international urban contexts. The programme is completed by an immersion into France leading research Institution in Transport Planning and networks, IFSTTAR.

## **An international experience in the heart of Paris !**

If Paris has always been an inspirational city for architects and art lovers, the region has also become an internationally recognized hub for urban innovation. The Paris and the Greater Paris Region is undertaking one of the biggest urban development program of the last century, including major equipment projects (launch of the Grand Paris Express line), multiple urban regeneration schemes, creation of competitive centers and public spaces that are socially inclusive, environmentally sustainable and economically viable. Choosing Paris is also a great opportunity to connect with a stimulating professional environment!

You will be studying in the very center of the city. EIVP campus is located in the colorful and multiethnic neighborhood of Belleville, birthplace of Edith Piaf and hotspot to contemporary urban artists. The school, easily accessible by public transportation will provide you with a genuine Parisian experience.



# Programme structure

The programme runs for one semester and comprises courses totaling 30ECTS. Students attend an obligatory fieldwork undertaken by the whole class in an urban context relevant to the program.

The Urban Design Project enables students to get practical experiences in designing an urban development plan. Students will work on a small urban area located in the Paris region with hands-on challenges for transformation. Students will be provided with professional documentation and contacts of key-resource people in order to conduct their analysis under real-life conditions. By the end of the Project, students will get the expertise to conduct an in-depth diagnosis of an urban area, identify community needs and develop planning solution with various urban stakeholders.

Special topics in Transport Planning offers a cross-disciplinary and innovative introduction to theory and methods concerning contemporary mobility and urban environments. The objective is to strengthen the student's ability to understand and analyse specific cases of contemporary mobilities, delivered by top notch experts from EIVP partner universities and IFSTTAR.

The City Branding course offers an original yet highly topical take on urban governance issues. As a future city planner, consultant or policy analyst, you will always be faced with the challenge of making your city stand out in a highly competitive environment. The course aims at giving the student the opportunity to reflect on the impact of urban projects on territorial attractiveness, either for visitors or investors.

The research project is one of the highlights of the programme and spans the whole of the semester. Each team of four or five student spend one day a week in IFSTTAR laboratory, working under the supervision of one researcher, on a topic related to urban issue. The supervising researcher provides methodological expertise and academic guidance.

Finally, International students will also have the opportunity to be initiated to the French language in addition to cultural visits, which will contribute to a perfect understanding of the local social and professional environment.

## Urban Planning & City Branding

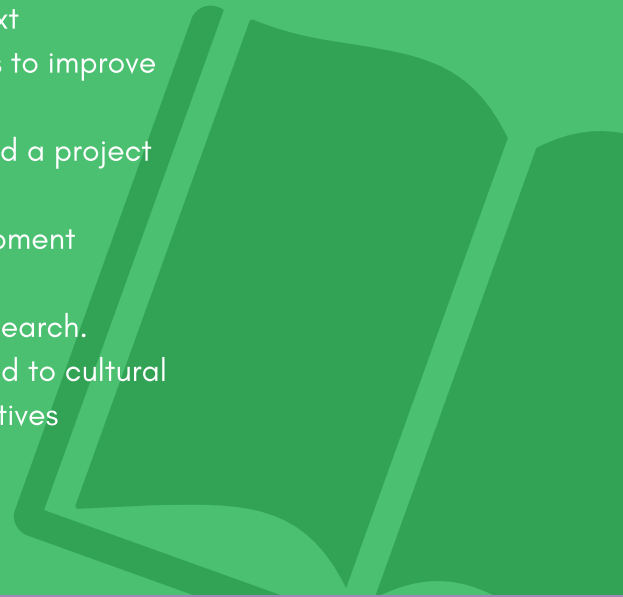
Courses	Credits
Urban Design	10
Special Topics in Transport Engineering	2
City Branding	3
Research track	12
French language & Culture	3
<b>TOTAL</b>	<b>30</b>

All courses are taught in English and take place either EIVP Campus in Paris, with the exception of the research program, conducted in IFSTTAR laboratory in Marne la Vallée.



## What you will learn

- Capacity to analyze, compare and deal with different transport systems, mobility practices and public action in an international context
- Ability to recognize local assets and competitive advantages to improve the positioning of a territorial offer
- Ability to produce an urban diagnosis, a planning program and a project for the development of a small urban area
- Skills to engage with varied stakeholders in the urban development processes
- Experience in executing theoretically grounded academic research.
- A high level of awareness and skills to understand and respond to cultural diversity and difference in national and international perspectives



## Why study " Urban Planning and City Branding" ?

- Benefit from a state-recognized expertise in urban engineering at EIVP
- Validate a full 30 ECTS semester of training with a condensed program promoting a balanced view towards project-based learning and research, local and global perspective
- Study in Paris, an open air urban laboratory
- Learn from research lecturers and urban-planning professionals from highly diverse backgrounds

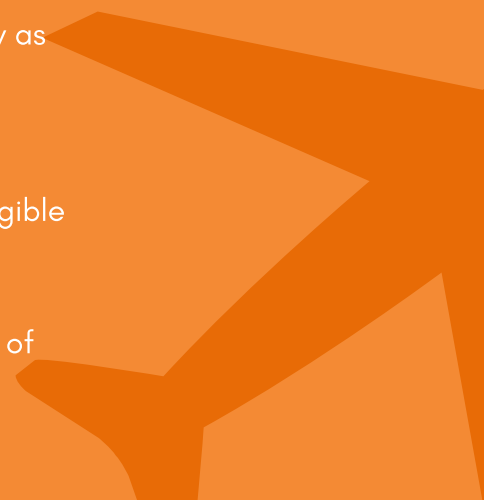


## Admission

Candidates with BSc / BEng degree or the French equivalent "licence", preferably in Civil Engineering, Urban Planning or Architecture may apply as well as first/ second year students of relevant Master degree.

This programme is open to all students who complete admission requirements, including free movers from non-partner institutions. It is eligible for ERASMUS exchange.

Candidates must provide a proof of English proficiency equivalent to B2 of the CEFR. Knowledge of French language is recommended but not mandatory.



## Your school

Established in Paris since 1959, the EIVP, *Ecole des Ingénieurs de la Ville de Paris* is the only institution in France that delivers an engineer diploma in the sought-after domain of Urban Engineering – a degree chartered by the Commission des Titres d'Ingénieurs (CTI), an independent body evaluating higher education institutions in engineering. The school is also part of the Conférence des Grandes Ecoles, a network representing business and engineering schools training their students towards excellence.

The EIVP has developed a consistent international strategy throughout the years, being involved in ERASMUS + and BRAFITEC among other programmes. "Urban Planning & City Branding" is EIVP first ever 100% English-taught programme and addresses both international students willing to expand their knowledge in urban engineering in the French environment and local students who seek to advance an international career. In 2019, the programme is supported by I-site FUTURE.



### About IFSTTAR

The French Institute of Science and Technology for Transport, Development and Networks, IFSTTAR, is a major player in the European research on the city and the territories, transportation and civil engineering.



Two parks at nearly five minute walks from the school will give you a stunning view of Paris skyline.

# FUTURE

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## Graduate Programme Urban Planning and City Branding

### Key dates

Application deadline: *1st of June*

Selection: *15th of June*

Programme start: *3rd week of September*

Programme end: *last week of January*

### Contacts

Eugénia Llamas – Director of International Relations

Clémence De Laigue – Scientific Director

Amélie BENSIMON – Programme coordinator

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