

Press release – Nice, September 19, 2024

Partnership in Nice between Dusens Group and Condé to Promote the Next Generation of Spatial Designers

First joint event: an exhibition hosted by Dusens Group featuring workspaces imagined by Condé students

Dusens Group, an international communication consultancy founded in 1989 in Nice, and the Condé campus in Nice—one of the leading private higher education institutions for design, visual arts, crafts, and heritage—are launching their partnership with the exhibition **“Rethinking the Work Experience and Workspace” at Dusens Group. The exhibition opens today and runs through October 18, 2024.**

An exhibition aligned with today’s workplace challenges

One of the key reasons for employee dissatisfaction is poorly designed workspaces. In France, a quarter of employees feel their offices are not suited to their needs, and 94% consider wellness and ergonomic features to be important. Responding to this reality and a desire to anticipate social changes—including evolving employee expectations and intergenerational dynamics at work—Dusens Group asked Condé’s young talents to explore the role and design of the office.



This eight-month collaboration has led to an exhibition featuring the work of 10 students, selected from among 30 third-year Spatial Design students for the creativity, boldness, and relevance of their proposals.

3D visuals by Arghavan KHOSRAVI, showcased in the exhibition.

A school-business synergy focused on student employability

This exhibition embodies the shared goals of Dusens Group and Condé: supporting innovative educational projects and fostering intergenerational collective intelligence. It shines a spotlight on students’ work and offers them access to professionals (architects, decorators, etc.) to open doors for future collaboration.

“Our collaboration with Condé’s Nice campus is a key moment in our school partnership strategy. This exhibition highlights our commitment to students in the Alpes-Maritimes region. We’re turning our headquarters into a showcase of their work and a hub for networking with our professional community to support their employability. It also provides a space for reflection with our teams on the purpose of the office—what we seek there, what we bring, and what we experience together. This initiative perfectly reflects what drives us at Dusens Group: making our agency a vibrant space rooted in its community and open to all cultures, knowledge, and innovations,” explains Delphine Penalva, Talent & Culture Director at Dusens Group.

“At Condé, we value engaging our students with real-world challenges in their community. We are proud that Dusens Group chose our third-year Spatial Design students to work on workspace challenges, from open-plan layouts to privacy and quiet zones. Today’s offices borrow from home design codes, and schools borrow from business. The relationship to work is evolving, and our young designers are tomorrow’s workforce. They challenge us, even disrupt us, but their innovative perspectives allow us to redefine the codes and develop solutions tailored to the emerging generation’s needs—while also considering economic, social, and environmental issues,” adds Amandine Brincat, Director of Condé Nice.

This applied arts event is part of Dusens Group’s ongoing commitment to working with higher education institutions through internships, work-study programs, real-life projects, masterclasses, mentoring, and more. It also kicks off a new dynamic within the agency, with the upcoming launch of a multidisciplinary speaker series addressing contemporary challenges.

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About Dusens Group

Dusens Group is an international communication consultancy operating in Europe, Africa, and the Middle East, structured around five areas of expertise: Consulting, Branding, Digital, Growth, and Innovation. With 35 years of experience, the group is known for turning stakeholder engagement into a lever of trust and growth for individuals, companies, and society as a whole. Dusens Group supports major international players such as Engie, Renault Group, Nexans, Viatris, Accor, Hermès, Bouygues, Sanofi, Vinci Energies, BNP Paribas, Faderco, Ifri, Palmery, Cevital, Schlumberger, and Thales.

More information: www.dusens.group/en/

About Condé

Condé is one of the leading private higher education institutions in design, visual arts, crafts, and heritage. Its eight campuses (Bordeaux, Lyon, Marseille, Nancy, Nice, Paris, Rennes, and Toulouse) host 4,000 students and offer RNCP level 7 Master's programs. Condé aims to be a vibrant space where students across all disciplines collaborate on real-world projects. Its four core areas—Design (graphic, interior architecture, product, fashion), Visual Arts (photography, illustration, 2D-3D animation), and Heritage (restoration in painting, graphic arts, ceramics)—cover all fields of contemporary creation and foster cross-disciplinary exchange. Closely connected to the professional world, Condé adapts swiftly to changing industries. Through its Manifesto, Condé is committed to environmental transition and shaping the world of tomorrow. Tailored European programs (including second-year study abroad, dual-nation master's, and English-language courses) offer international perspectives.

Since November 28, 2023, Condé has been a member of the Conférence des Grandes Écoles (School College, Affiliated Schools group).

More information: [ecoles-conde.com](https://www.ecoles-conde.com)