



MEDIA ADVISORY

iMagination Week at ESSEC Business School, Asia-Pacific

Students at ESSEC imagine the working world of tomorrow – work to live, live to work

Singapore, 6 January 2016 - ESSEC Business School, a leading business school in Europe with over 108 years of heritage, is pleased to present the first iMagination Week at its Singapore campus from 11 January to 15 January, 2016. It will be a unique week-long cross-disciplinary seminar dedicated to imagination and creativity involving some 200 students and several high level guests from various fields of expertise at ESSEC Business School on its Singapore campus.

The first edition of iMagination Week in Asia-Pacific is placed under the extended patronage of Ms Bénédicte Richard, an alumna of ESSEC, Director of Human Resources and Development at Chanel. Throughout the week, ESSEC will welcome distinguished guests who will each discuss their experiences in association with the theme of the week: **work to live, live to work**. Mr Desmond Kuek, CEO of SMRT and former Chief of Defence Force of the Singapore Armed Forces, will deliver the opening address on Monday, 11 Jan 2016 at 2pm. This will be followed during the week, by other international experts from Singapore such as: Dr Liu Jianjun from the Genome Institute of Singapore; Dr Alan Chong, Director of the Asian Civilisations Museum and the Peranakan Museum; the architects from Grants Associates behind the Gardens by the Bay project; Mr Alvin Tan, Founder and Artistic Director of The Necessary Stage; Prof Anastasios Bezerianos from SINAPSE (Singapore Institute for Neurotechnology) at NUS; as well as comedian, Mr Hossan Leong and visual artist, Ms Eunice Lim.

iMagination Week is currently in its fifth edition at ESSEC's main campus in Cergy, Paris. "Our objective is to culturally enrich the students by taking them out of their usual work habit and exposing them to experts from various disciplines like life sciences, future studies, art, technology, and sciences, among others. It is also to invite the students to envision the future and develop their creative minds by stimulating

their imagination and team work capabilities.” explains Prof. Xavier Pavie, Director of the iMagination Center at ESSEC.

During the week, students will work in groups of 5 or 6 to develop a group assignment highlighting their vision of work-life balance. At the end of the week, the groups will present their project which must be rendered in literature, art, multimedia or live performance formats without the use of the traditional Powerpoint presentation.

iMagination Week will also present the opportunity to implement the “Build Your Own Course” program (BYOC) for the first time on the Singapore campus. Launched in 2015 in ESSEC in France, BYOC is a unique and innovative approach to give students the opportunity to imagine new courses, the way they would like them to be taught, by co-creating the course content and format together with the professors. This year, students participating in iMagination Week will also be involved in the BYOC program. They will work on a proposal of several new courses during the week, among which one will be chosen by the students at the end of the week to be added as a new course in the 2016 ESSEC course catalog.

Members of the media are warmly welcome to visit ESSEC during the iMagination Week to find out more about the happenings of the week and speak with ESSEC faculty and students.

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About ESSEC Business School

Established in 1907 in Paris, France, ESSEC Business School is an academic institution of excellence which has been characterized by its pioneering spirit throughout its history.

A centennial institution with a wide network of corporate and academic partners across the globe, ESSEC focuses its strategic development on three principles: innovation, involvement and internationalization. A research-driven institution committed to an ambitious development of alliances with leading universities, ESSEC constantly strives to expose its students to the latest technologies and cutting-edge knowledge across all disciplines.

With more than 4,880 full time students, 5,000 managers in executive programs and a faculty of 141 full time professors, it is well recognized for the quality of its programs and influence of its research. The school has a network of 46,000 alumni undertaking business challenges all around the world, and partnerships with many of the world’s leading universities. ESSEC runs a wide range of academic and executive programs internationally.

Hallmarked by a profound humanistic tradition, ESSEC has succeeded in making the link between business and society a major subject of research. This is also one of the fundamental components of its philosophy in training responsible managers. ESSEC thereby affirms the necessity of placing innovation, knowledge and the creation of value at the service of the wider community. For more information, please visit www.essec.edu

About ESSEC Business School, Asia-Pacific

ESSEC Business School, Asia-Pacific was established in Singapore in 2005. The campus has since welcomed over 5,000 students and managers. ESSEC's operations in the Asia-Pacific region present the perfect foothold for ESSEC to be part of the vibrant growth of Asia and to bring its expertise to the expanding region.

ESSEC Business School, Asia-Pacific offers innovative academic and executive programs with Asian insights and Western perspectives. Backed by a multicultural faculty, ESSEC Business School, Asia-Pacific aims to achieve influential world-class research in Asia. The school also leverages on its Asian experience and regional network of premium academic and corporate partners to offer customized corporate and open-enrolment programs designed to suit the specific needs of organizations and individuals. For more information, please visit www.essec.edu/asia

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