

BSB Lyon

Interior design of the new campus of the Burgundy School of Business in Lyon.

CLIENT
Burgundy School of Business

TEAM
Sud Architectes (Lead Architects)
Patriarche (Interior Architecture, Narrative Design, Space Planning, Signage, Furniture)
Credits:
3D Renderings: © Patriarche
Photos : © Romuald Nicolas

KEYPOINTS
Panel of innovative learning spaces.
A place for expression, learning, and social interaction.
Flexible furniture.

Historically involved in wine and spirits management, the business school now offers a wide range of programs in marketing, business, management, and more. Our mission focuses on the interior design of the future BSB campus in Lyon.

For this project, the client aimed to create a campus defined by spaces dedicated to all forms of learning—both formal and informal. The campus is also intended to embody BSB’s identity and core values, such as kindness, creativity, and boldness.

The project provides a spatial response to the need for flexibility and collaboration within learning environments. It supports new ways of studying by offering a wide variety of learning space typologies.



Typology Education	Construction cost N/A	Status Delivered in 2025
GFA 8,233 m²	Location Lyon, France	Type of contract Private project management contract

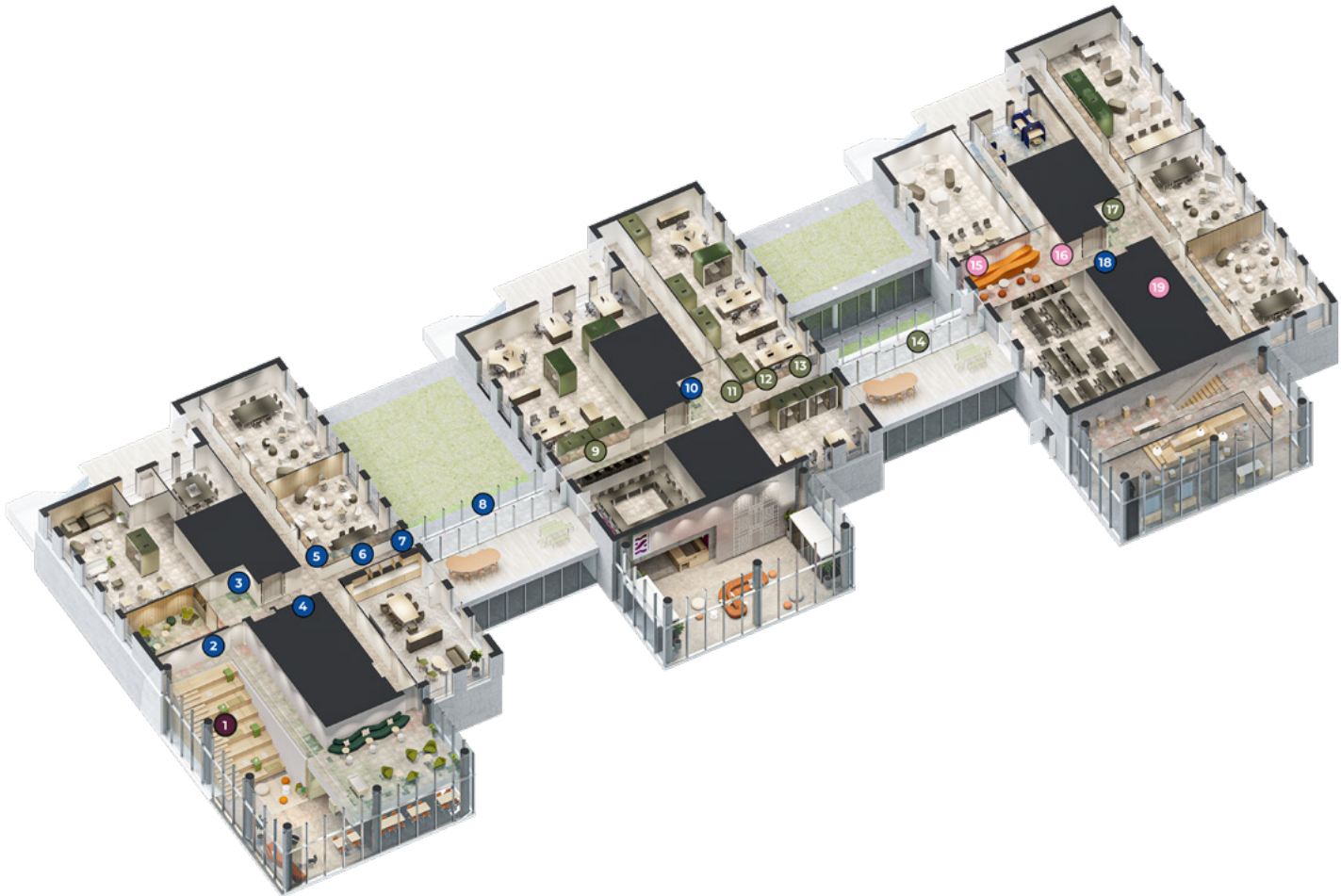
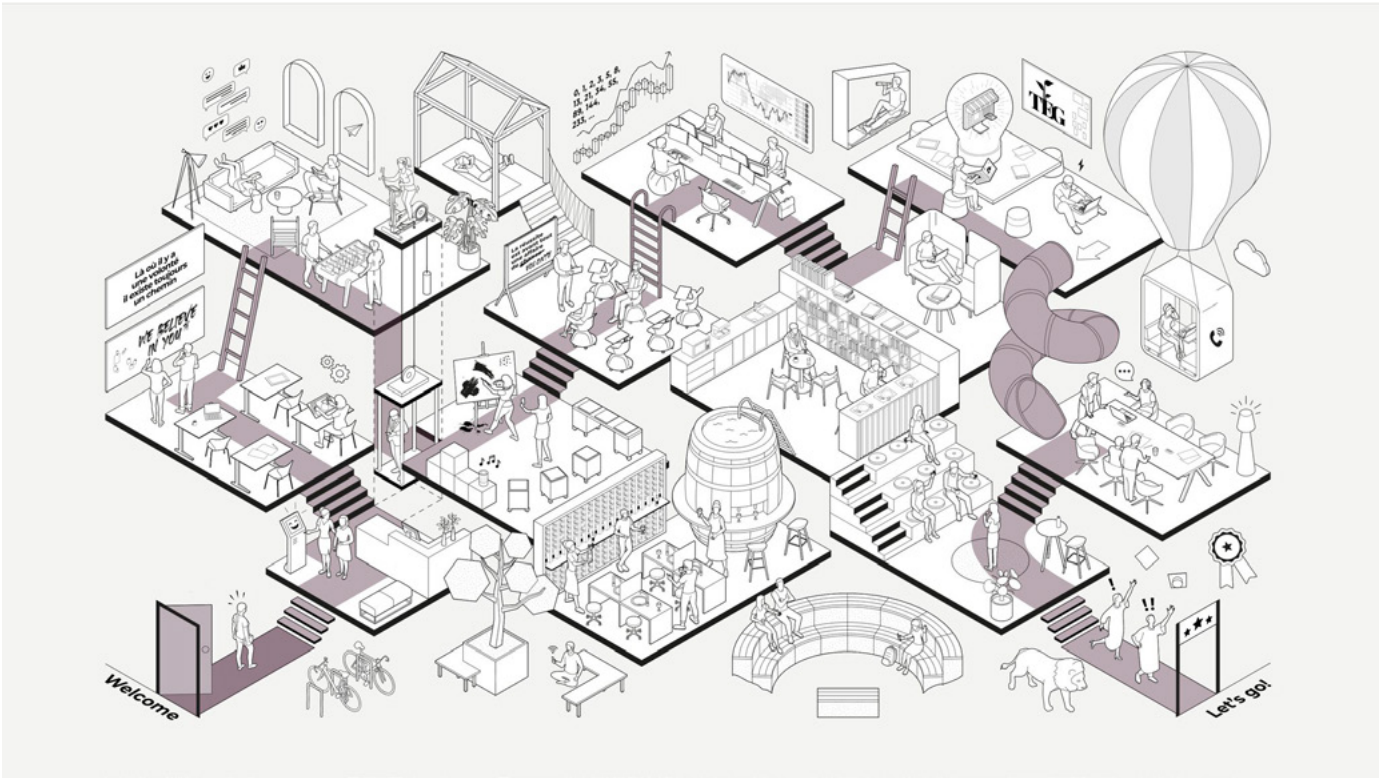
Living and learning spaces

The Street

The educational space unfolds into a multitude of adaptable living and learning areas tailored to users' needs. These spaces are organized around a central "street" that hosts microarchitectures designed for individual or group work. Agora, auditorium, acoustic pods, collaborative or creative workrooms, incubation space... The project includes a wide range of typologies offering unique and innovative ways to learn.

Beyond designated workspaces, the project is animated by informal learning areas. Corridors, vertical circulation, patios, terraces, café, reception hall, lounge, outdoor spaces... Students make these spaces their own depending on the task at hand and their preferred learning style.

BSB turns every space into an opportunity. All areas are designed to be flexible and adaptable to change, supporting diverse ways of learning.



A Signage Gateway

The campus entrance acts as a visual landmark, reflecting the school's colors and values. This historic doorway invites users to cross the threshold and follow a guiding thread, materialized as a ribbon-like floor design that leads them from one space to another. This ribbon unfolds and transforms—sometimes into a surface for expression, a place for social interaction, or a learning environment.





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