

Nancy, March 3, 2025



## Transmission

# Duty of Remembrance: ICN Business School Students and OMh Grand Nancy Pay Tribute to an Iconic Building Soon to Be Demolished

For the past 20 years, the Plateau-de-Haye district in Nancy and Maxéville has undergone numerous transformations. With just a few months left before the demolition of one of its emblematic buildings, the Panoramic Tower, a group of students and professors from ICN Business School has collaborated with OMh Grand Nancy to create a book and a documentary film entitled *Hauteurs et mémoires*. This project chronicles the history of the neighborhood and its residents.



In 2023, the Office Métropolitain de l'Habitat (OMh Grand Nancy) reached out to ICN Business School's Corporate Lab. This department, dedicated to fostering relationships with businesses, offers various services, including coaching, diagnostics, consulting, training, and support for short- and long-term projects or strategies. By leveraging the expertise and creativity of its professors and students, the Corporate Lab provides innovative solutions to external partners.

OMh tasked the Corporate Lab with designing a project that would honor the Panoramic Tower in the Plateau-de-Haye district before its scheduled demolition in 2025. The Corporate Lab immediately recognized the creative

potential and the opportunity for historical preservation that this ambitious initiative offered. By late 2023, the project was presented to second-year students in ICN's *Grande École* program who had chosen the "Memory Transmission" workshop. This workshop, comprising 90 hours of coursework throughout the academic year, brings together not only management students but also students from Mines Nancy and the École Nationale Supérieure d'Art et de Design de Nancy (ENSAD), as part of the Artem Alliance and its ATM pedagogy.

### What Is Memory?

*"Initially, before we were even introduced to the specific subject of our project, we conducted extensive research in groups of about ten students on the question: What is memory? Our reflections were enriched by the insights of several specialists,"* explains Célia BENMOUSSA, an ICN student participating in the workshop.

With the guidance of several professors and support from OMh, the students got to work. They gathered data and met with current and former residents of the tower, as well as local business owners. This fieldwork led them to ask crucial questions: What are the origins of this tower and, more broadly, its neighborhood? How can we convey its impact on the



region and on the lives of those who lived and worked there? What format and tone should we use to respect the memories of those for whom it was significant? *"For some, these towers are nothing but prisons, social barriers. For others, they are memory boxes, holding much more than just moments of life,"* notes Célia BENMOUSSA.

From this rich collaboration between OMh, ICN students, and professors emerged two key deliverables: a documentary film and a book. The film recounts the history of the tower and captures moving testimonials from those interviewed, while the book compiles photographs, reflections, and quotations that particularly resonated with the students involved in the project.

COMMUNIQUÉ DE PRESSE

## Passing Down Memories to Avoid Forgetting

"Through this project, I realized the importance of collective memory," says ICN student Kiyane BENAMAR. "I learned so much: working in a team, respecting and listening to everyone's opinions, producing a concrete and professional project for a client, but also approaching strangers, asking the right questions, and collecting authentic stories," adds her classmate Célia BENMOUSSA. "This experience made me understand that memory is not static. It is shaped by stories, places, emotions, and encounters. Through this documentary and book, we have provided these residents with a means to preserve a part of their history."



"Hauteurs et mémoires" embodies **one of ICN Business School's core values: transmission**. The transmission of images, testimonials, and knowledge ensures that history is not forgotten and that the essential need to understand our shared past is carried forward from generation to generation.

"These values do not exist on their own; they are continuously created and nurtured. They come to life in our educational activities. This collective investigative work on the Panoramic Tower is not just another academic exercise—it **was a life experience where communication, commitment, empathy, and cooperation became key elements of the students' success**.

ICN stands out among top business schools for its unique pedagogy, which integrates disciplines beyond traditional management. By confronting students with artistic and technical approaches, we encourage creativity, critical thinking, and curiosity while instilling a commitment to **our mission: shaping engaged individuals who are aware of their environment, grounded in the realities of their time, and determined to contribute to society**," explains Marie-France CLERC-GIRARD, Director of the Academic and Professional Art & Technology Department and Associate Professor of Strategy and Entrepreneurship at ICN Business School. She supervised the students in the "Memory Transmission" workshop.



"The launch of the New National Urban Renewal Program (NPNRU) is **bringing profound changes to the Plateau-de-Haye district**. While this transformation is positive, it also marks the loss of an era and memories that will remain only in people's hearts. In such a transformation, **we cannot focus solely on buildings without considering the human element**. This is why OMh wanted to give a voice to the generations that have shaped this neighborhood. The idea of historical remembrance was born with the demolition of the Panoramic Tower as a starting point, allowing its residents—many of whom have lived there since its construction in 1971—to share their stories. **ICN's expertise greatly enriched our project, helping us document and understand this collective memory**.

By placing tenants and economic players at the heart of this narrative, we aimed to ensure their history, their memories, and perhaps even their well-deserved recognition would not be forgotten," says Jérôme DAL BORGIO, General Director of OMh.

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Watch the documentary film created as part of this project at the following link:

<https://youtu.be/bc-iUkFnnC8>

## ABOUT ICN BUSINESS SCHOOL:

ICN Business School is a triple-accredited institution (AACSB, AMBA, EQUIS) and a member of the CDEFM within the Conférence des Grandes Écoles. It educates students and professionals to foster innovation through creativity in business. The school applies its #ArtTechnologyManagement pedagogy across its three campuses.

The ICN community is guided by three core values: openness, commitment, and teamwork. ICN Business School boasts:

- 3,300 students, 38% of whom are international,
- 89 permanent professors and 27 affiliated faculty members,
- 3 campuses: Nancy, Paris La Défense (France), and Berlin (Germany),
- 10 international representative offices,
- Nearly 130 partner universities worldwide,
- 30 student associations,
- 150 corporate partners,
- 23,000 graduates.

Founded in 1905 within the university system, ICN became a private institution in 2003. Recognized by the French government as an EESPIG-certified private higher education institution, it offers Bachelor's and Master's degrees.

**Learn more about ICN Business School's Corporate Lab:** [click here](#)

## ABOUT THE OFFICE MÉTROPOLITAIN DE L'HABITAT:

OMh is the social housing provider for the Grand Nancy Metropolis. With a portfolio of over 6,600 social rental units, OMh aims to house the most vulnerable populations while meeting the broader demand for social housing. As a close and attentive partner to local authorities, OMh also participates in urban planning and development projects at their request.

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