

ESCP Turin Campus: It All Starts Here

Official Opening of the New ESCP Business School Campus

From the restoration of historic heritage to the creation of cutting-edge educational spaces: 8,000 square metres for over 1,000 students ready to become tomorrow's leaders.

Turin, Italy —The new Turin Campus of ESCP Business School has officially opened to the public, welcoming over 1,000 students and faculty from around the globe, thereby strengthening the connection between the business school and the capital of Piedmont, Italy.

The 2024-25 academic year stands out for its exceptional diversity, with students from 76 different nationalities, representing all continents and achieving an internationality rate of 75%. Among the enrolled students, only 259 are Italian, highlighting the multicultural and dynamic atmosphere that characterises the Turin campus.

Located in the heart of the city, the campus occupies a historic building owned by BNL BNP Paribas, which undertook the renovation for ESCP. The campus spans over 8,000 square metres and is one of the symbols of the architectural restoration of historic buildings in Turin. Originally built in 1877 as a prestigious neoclassical residence, the building was damaged during the bombings of 1942 and was later transformed by BNL in 1983. The current project, developed in collaboration with TRA - Toussaint Robiglio Architetti, GAA*, Subhash Mukerjee Studio, Conrotto Progetti, Fionda, and Fred s.r.l, preserves the historical identity of the building while integrating it with contemporary extensions. This blend of tradition and innovation perfectly embodies the core values of ESCP Business School – founded in 1819 and the first business school in the world – making the Turin Campus not only a model of innovative academics but also a tangible manifestation of ESCP's vision: to address modern educational needs without losing sight of its historical heritage.

Designed as a space where tradition meets technological innovation, the Turin campus is central to significant reflections on educational spaces in relation to pedagogical innovation. The physical spaces of the new campus interact with technological transformations, particularly artificial intelligence, which plays a key role in defining new modes of learning and interaction. AI is an integral part of teaching and research activities, always considered in conjunction with human intelligence, which remains at the heart of the educational process. This approach underscores that while technological innovations are crucial, it is intellectual ability and the more human qualities of empathy, creativity, and critical thinking that enable genuine growth. Thus, the campus serves as a dynamic laboratory where the integration of technology and humanity is at the core of building the future of education.



The campus promotes interaction among students, faculty, and guests through common areas such as the Library, MeetUp rooms, the future café, corridors, and lounges designed as spaces for dialogue. In particular, the Agora, a covered and glassed-in square accessible to all, represents an important solution developed in collaboration with the City of Turin. The classrooms, flexible and reconfigurable, feature arrangements that stimulate collaborative learning. A unique aspect of the new facility is the semicircular classrooms: an evolution of traditional lecturing, offering spaces for dialogue for seminars, discussions, and workshops, both in-person and online. Their design ensures optimal visibility and perfect interaction between faculty and students, along with acoustics tailored for maximum effectiveness.

Finally, the modular auditorium and modern, accessible signage complete the new ESCP Business School campus, defining it as a cutting-edge learning environment that prepares tomorrow's global leaders.

ESCP thus establishes itself as an institution that not only looks to the future but actively contributes to building it, with a focus on a cornerstone for all sectors of development: sustainability. The project includes the integration of solar panels, the use of recycled materials, and an innovative energy management system to reduce environmental impact and ensure efficiency.

ESCP offers a wide range of academic programmes that highlight the Piedmontese and Italian territories, thanks to numerous collaborations with local companies. Among the programmes offered are the Bachelor in Management (BSc), the Master in Management (MIM) - recently ranked sixth in the world, the MSc in International Food & Beverage Management (IFBM), the MSc in Luxury Management, the MSc in Hospitality & Tourism Management, the MBA in International Management, and the Executive MBA (EMBA). This broad and high-level academic offering includes, among others, the EMBA, which ranks second in the Financial Times global rankings.

In this context, the Blue Factory, the business incubator of ESCP Business School, fosters interaction with the local entrepreneurial ecosystem, supporting the creation and development of new initiatives and start-ups, contributing to a positive impact on the community. The ESCP Turin Campus thus reaffirms itself as a window to the future, where tradition and innovation intertwine to train the global leaders of tomorrow. With this project, ESCP continues to set new standards in managerial education, consolidating Turin as an international crossroads of knowledge and development, thanks to partnerships with both international players and local entities. This campus not only represents a step forward for the school but also an investment in the future of the city and the generations to come.

Contributions from Press Conference Participants

Dominique Restino | President, French Chamber of Commerce in Paris Ile-de-France.

"The location of ESCP's new campus in Turin places the school at the crossroads of education and impact. Its close proximity to innovative companies in the city

positions the campus as a dynamic hub for collaboration with the business community."

Dario Gallina | President, Turin Chamber of Commerce

"Today is a very important day for us as we celebrate a twenty-year collaboration with the Paris Chamber of Commerce. It is thanks to this close relationship between our two entities that ESCP has arrived in Turin, the only city in the network that is not a capital, since the other campuses are located in Berlin, London, Madrid, Paris, and Warsaw. Over the years, we have consistently supported campus activities, backing specific initiatives such as specialised Masters and more recently the Incubator. We are convinced that this presence in the city is not only a source of great pride but also a catalyst for international development and growth for students and businesses."

Philippe Houzé | Chairman, ESCP Business School Board of Directors

"The renovation of ESCP's European campuses is a strategic priority. As a thriving 200-year-old institution, ESCP is guided by principles of innovation and progress, reflected not only in its curricula but also in its commitment to providing students and partners with cutting-edge spaces for learning, collaboration, and fulfilment."

Léon Laulusa | Executive President and Dean, ESCP Business School

"Relocating our fully-fledged Turin campus to a vibrant new site marks a pivotal milestone for ESCP. This state-of-the-art facility strengthens our unique European multi-campus model, providing students with an unparalleled multicultural experience across Europe. It reinforces our commitment to shaping the future of global education and solidifies our position as a leading force in the international academic landscape."

Francesco Profumo | President, ESCP Business School Turin Campus

"Our goal is to prepare our students to become global citizens, capable of navigating a complex and ever-evolving world. The Turin campus is a symbol of this mission. Here, our students have the opportunity to experience a unique educational journey that goes beyond the classroom. They interact with local and international companies, engage in cutting-edge research projects, and immerse themselves in an extraordinary cultural and professional environment. ESCP has always combined theoretical learning with practical experiences, where internationality is not just a concept but a lived reality every day. In fact, ESCP's mandatory multi-campus pathway for every student emerges as a pioneering European educational space, ahead of the 'Alliances' promoted by the European Commission."

Alberto Cirio | President, Piedmont Region

Elena Chiorino | Vice-President for Education, Merit, and University Study Rights, Work and Vocational Training

"Our objective of making Turin and Piedmont increasingly attractive to students is achieved through spaces like this that combine educational excellence with the beauty and modernity of a campus capable of fostering productive relationships

between students and faculty. The recent study by Ambrosetti on Piedmont ranks our region first in Italy for the number of foreign students enrolled in our universities: this is a strategic milestone we value greatly, confirming the appeal of our educational system and the growth potential of this territory.”

Stefano Lo Russo | Mayor, Turin and Metropolitan City

“Today, the international campus of ESCP Business School officially opens its doors to students and faculty, and we are thrilled by this achievement. For the city of Turin, it represents the establishment of a new academic centre of excellence, with solid roots and a forward-looking vision. The choice of location, which has allowed for the restoration of a magnificent building in the heart of the city, is a testament to this. Turin is undergoing significant transformation, and the investments made in recent years will make it increasingly dynamic, attractive, and international. It is an ideal destination for young students from around the world, offering them a conducive environment to build their future, alongside experiences in study, work, and integration into the city’s economic and social fabric.”

Francesco Rattalino | Executive Vice-President & Dean for Academic Affairs and Student Experience, ESCP Business School

“The learning environment is an active participant, capable of profoundly shaping the educational experience. In this sense, architecture becomes a strategic tool to promote innovation, collaboration, and student well-being. Flexible, technologically advanced, and sustainable spaces create the ideal ground for dynamic teaching, stimulating creativity and entrepreneurship. In this context, the introduction of cutting-edge tools such as AI further enhances learning experiences, personalising and making them more interactive. Thanks to the partnership between ESCP Business School and OpenAI, our students and faculty will have access to advanced tools like ChatGPT Edu, fostering not only innovation in teaching and research but also the operational efficiency of the campus. This represents an important step in the transformation of education, preparing students to lead change in the business world with sustainable skills and a solid professional ethic.”

Alberta Di Giuli | Director, ESCP Business School Turin Campus

“The new ESCP campus in Turin is a concrete example of how architecture can integrate and engage with the local area, becoming a reference point for local development. This space is not just a place of learning but a catalyst for research, innovation, and growth for the entire local and national community. Through initiatives that promote dialogue and exchange, collaborations with companies, and joint research projects with academic excellence, the campus actively contributes to the progress of the economic and social fabric of Turin and Piedmont. These partnerships not only enrich opportunities for our students but also generate value for the territory, creating a virtuous exchange between academia and the business world. Looking to the future, we are committed to further strengthening these connections, promoting a positive and lasting impact that can consolidate the role of the campus as a reference hub for sustainable growth in the region.”

Filippo Gelosi | Head of Project Management and Engineering, Real Estate Development, BNL BNP Paribas Group

“BNL BNP Paribas is particularly proud to have played an active role in the creation of the new ESCP campus in Turin, alongside the businesses and professionals who partnered in this project. The initiative has been carried out innovatively through urban regeneration and the energy efficiency of the existing building stock, adhering to criteria of sustainability, safety, and environmental and architectural quality. This initiative demonstrates the bank's attention and commitment to the city of Turin specifically and, more generally, to all initiatives that engage the community at both national and local levels. This aligns with BNL's role not only as a financial operator but also as a company that, like the entire BNP Paribas Group, is attentive to society, its people, and their needs.”

Isabelle Toussaint | Architect and Co-Founder, TRA

“The opening of the new Turin campus of ESCP demonstrates how historic urban fabrics can accommodate new functions of excellence through careful and courageous integrations, balancing preservation and transformation. The curvilinear metal veil that envelops the volumes of the new classrooms introduces a controlled exception within the rigour of the Turin urban grid, showcasing the potential of reuse for a new season of growth, no longer based on quantity and expansion but on quality and intensification of the existing.”

Attilio Giaquinto | Owner and Senior Architect, G*AA

“Our interior design project for the new Turin site aims to establish a relationship with the building's architecture and with the surrounding urban spaces. From a pedagogical standpoint, we have designed flexible classrooms and learning spaces intended for use by both on-site students and those located elsewhere in the world. It is an honour to have contributed to the development of an institution that has significantly shaped my professional training, and I believe that my experience in the classrooms of ESCP, combined with that of Subhash Mukerjee as a professor at the Polytechnic University of Turin, has profoundly influenced the outcome of this project.”

Anna Maria Bernini | Minister for University and Research

“Living the University, as a dimension, as a community. The campus embodies this: high-level education immersed in life. ESCP Business School, whose mission is to train a responsible, multicultural European management, has been present in Turin for twenty years. Six years ago, we recognised it as a foreign university in Italy. Today, with this opening ceremony for the new campus, we celebrate the growth of a project that expands not only in terms of territory and spaces but also in ambitions and opportunities.”



ESCP Business School was founded in 1819. The School has chosen to teach responsible leadership, open to the world and based on European multiculturalism. Six campuses in Berlin, London, Madrid, Paris, Turin and Warsaw are the stepping-stones that allow students to experience this European approach to management.

Several generations of entrepreneurs and managers were thus trained in the firm belief that the business world may feed society in a positive way.

This conviction and ESCP's values - excellence, singularity, creativity and plurality - daily guide our mission and build its pedagogical vision.

Every year, ESCP welcomes 10,000+ students and 6,000 managers from 135 different nationalities. Its strength lies in its many business training programmes, both general and specialised (Bachelor, Master, MBA, Executive MBA, PhD and Executive Education), all of which include a multi-campus experience.

It all starts here.

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