



## ICADE PROMOTION TO BUILD “LA PLATEFORME”, A 25,000-SQ.M DIGITAL CAMPUS IN A NEWLY DEVELOPED AREA OF MARSEILLE’S EUROMÉDITERRANÉE DISTRICT

Icade Promotion was chosen to build an innovative campus in a newly developed area of the Euroméditerranée business district following a selection process launched last March.



Headed by entrepreneur Cyril Zimmermann, “La Plateforme” is a school specialised in digital and emerging technologies co-founded with the Top 20 Club which brings together major companies located in the Aix-Marseille metropolitan area. It offers a wide range of continuing education courses for coders and web developers, security experts, artificial intelligence engineers and company executives.

Temporarily based in the second district of Marseille, “La Plateforme” will be developed into a 25,000-sq.m digital campus with the help of Icade Promotion. The campus will include:

- The “La Plateforme” school;
- Approximately 2,500 sq.m of cultural spaces (cinema, auditorium, etc.);
- Local shops and socially responsible services (incubator dedicated to associations, socially responsible grocery shop, café, restaurant, repair and craft workshops, etc.);
- A cooking school;
- A sports field, etc.

The campus will be located in the new Littoral development zone in Euroméditerranée and aims to create the Mediterranean coastal city of tomorrow. This sustainable and innovative project will give Marseille an international dimension, with 30,000 additional residents and nearly 20,000 new jobs.

Designed by architectural firm Encore Heureux, the project will regenerate a former industrial site with a focus on its heritage by preserving some of its existing buildings.

The project aims to obtain the best environmental certifications and labels (BDM, BREEAM, RE 2020, E+C- with E2C1 rating).

It is expected to be completed in July 2025 before the start of the school year in September. Certain areas will be open to the public during the partial completion phase with some events scheduled.

---

## ABOUT ICADE

### DESIRABLE PLACES TO LIVE

As an office and healthcare property investment company (portfolio worth €15.5bn on a full consolidation basis as of 12/31/2021) and a developer of homes, offices and public amenities (2021 economic revenue of €1.1bn), Icade designs, builds, manages and invests in cities, neighbourhoods and buildings that are innovative, diverse, inclusive and connected, with a reduced carbon footprint. Desirable places to live and work. In collaboration with its stakeholders, Icade has made low carbon a strategic priority in order to reinvent real estate and create cities that are healthier, happier and more hospitable. Icade is a key player in Greater Paris and major French cities. It is listed as a "SIIC" on Euronext Paris and its leading shareholder is the Caisse des Dépôts group.

The text of this press release is available on the Icade website: [www.icafe.fr/en](http://www.icafe.fr/en)

## CONTACTS

### Charlotte Pajaud-Blanchard

Press Relations Manager

+33 (0)1 41 57 71 19

[charlotte.pajaud-blanchard@icafe.fr](mailto:charlotte.pajaud-blanchard@icafe.fr)

### Anne-Sophie Lanaute

Head of Financial Communication and Investor Relations

+33 (0)1 41 57 70 29

[anne-sophie.lanaute@icafe.fr](mailto:anne-sophie.lanaute@icafe.fr)