

**LA BIENNALE 1.618**  
CINQUIÈME ÉDITION

CELEBRATE THE BEAUTY OF THE INNOVATIVE & SUSTAINABLE NEW LUXURY

**1-3 JUIN**  
LE CARREAU DU TEMPLE  
PARIS 4 RUE EUGÈNE SPULLER  
75003 PARIS

SALON LIFESTYLE  
ART CONTEMPORAIN  
CONFÉRENCES  
EXPÉRIENCES

Culture HEC PARIS LE CARREAU DU TEMPLE

*Celebrate the Beauty of a New Luxury, Innovative and Sustainable*

Since 2009, 1.618 PARIS has been promoting a New Luxury, a luxury that is sustainable, innovative, committed and more in line with its time. The Flagship event of the agency, THE 1.618 BIENNALE, a veritable platform of influences and inspirations, will be held from June 1<sup>st</sup> to 3<sup>rd</sup>, 2018 at the Carreau du Temple in Paris, opening the European Week of Sustainable Development. (PRESS PREVIEW ON MAY 3 AFTERNOON)

*This exciting, participative and innovative event will feature five exceptional spaces and a series of round tables:*

The **SUSTAINABLE LIFESTYLE FAIR**, which will give the opportunity to *creative* and *committed* brands, carefully selected by 1.618 PARIS and validated by its *committee of experts in sustainable development*, to present their products and exchange with demanding consumers but also media, influencers and specialists of the sector. These companies will be nominated for the **1.618 x HEC AWARDS**.

The **CONTEMPORARY ART EXHIBITION** « *Pure Waste* » will bring together the creations of artists - selected by our Commissioner **Coal** - who, with *poetry, humor* or *irony*, sublimate waste by enhancing the rare beauty of the material and challenge visitors on nowadays's issues, but especially on the *challenges of tomorrow*.

The **INNOVATION OF THE FUTURE SPACE** designed to create scenarios of a *positive future* and make us discover prototypes of the future and connected objects for the planet well-being.

New this season, the « **EMOTION SQUARE** », a space of *experiences* and *performances* designed to awaken unique emotions related to the issues of sustainable development.

The **SOLUTIONS AREA** will offer a selection of *eco-friendly, innovative* and *alternative* raw materials to accelerate progress and inspire the creative industry.

Finally, in the 250 seats Auditorium, **ROUND TABLES** are organised on the luxury of tomorrow and our changing world. We reveal a few themes:

« *Responsible Finance, New Accelerator of Transition* »,  
« *The Lab-grown Diamond, New Alternative* »,  
« *Sourcings and Sustainable Solutions for a New Luxury* »,  
« *The Future of Mobility* », « *Luxury and Biomimicry* »,  
« *Virtual Reality and Artificial Intelligence at the service of the planet* » (...)

We will also receive five « **NEW HEROES** », inspiring entrepreneurs of change, who will share *their journeys, their challenges, their successes!*



At the crossing of a *fair* and *exhibition*, place of *meetings, experiences, awareness* and *debates*, **THE 1.618 BIENNALE**, at its fifth edition of being an event rich in discoveries of targeted initiatives, will give birth to concrete, positive and desirable actions, for the future of men and the planet.