

THE 1.618 BIENNALE  
IN THE MAKING

{ LATEST NEWS }

*The 1.618 Biennale celebrates the beauty of New Luxury, innovative and sustainable.*

From **June 1<sup>st</sup> to 3<sup>rd</sup> 2018**, at *Le Carreau du Temple* in Paris, this exciting, participative and innovative event will be held at the opening of the *European Week of Sustainable Development*.

## CELEBRATE

**THE 1.618 BIENNALE** is the ultimate meeting place for creation, innovation, art and sustainable development. This event offers a transversal and global vision on the most beautiful, innovatives and desirable brands and initiatives, who already propose responsible answers to the challenges of tomorrow. *Discoveries, virtuous shopping, experiences, inspirations, and emotions join artworks and solutions, awareness and demonstrations!*

## THE BEAUTY

**1.618**, the golden ratio and divine proportion is the reference of *beauty in the world* and of *universal harmony*. A magic name implies exceptional circumstances: **THE 1.618 BIENNALE** will celebrate the opening date of its event in big pumps, with surprises and performances: **the 1<sup>st</sup> of June 2018 = (1. 6.18)**. It is **THE** golden number's and universal beauty's day !

EXTRACT OF  
REMARKABLE BRANDS*Native or transformative, selected for The 1.618 Biennale*

## JEM - JEWELLERY ETHICALLY MINDED

Pioneering brand of ethical jewellery from France, whose gold jewellery is certified Fairmined, **JEM - Jewellery Ethically Minded** perfectly masters the alliance of contemporary aesthetics, traceability of materials, French craftsmanship and responsible know-how. The brand, a member of the **1.618 Community** since 2016, will present its new exclusive collection at The 1.618 Biennale.



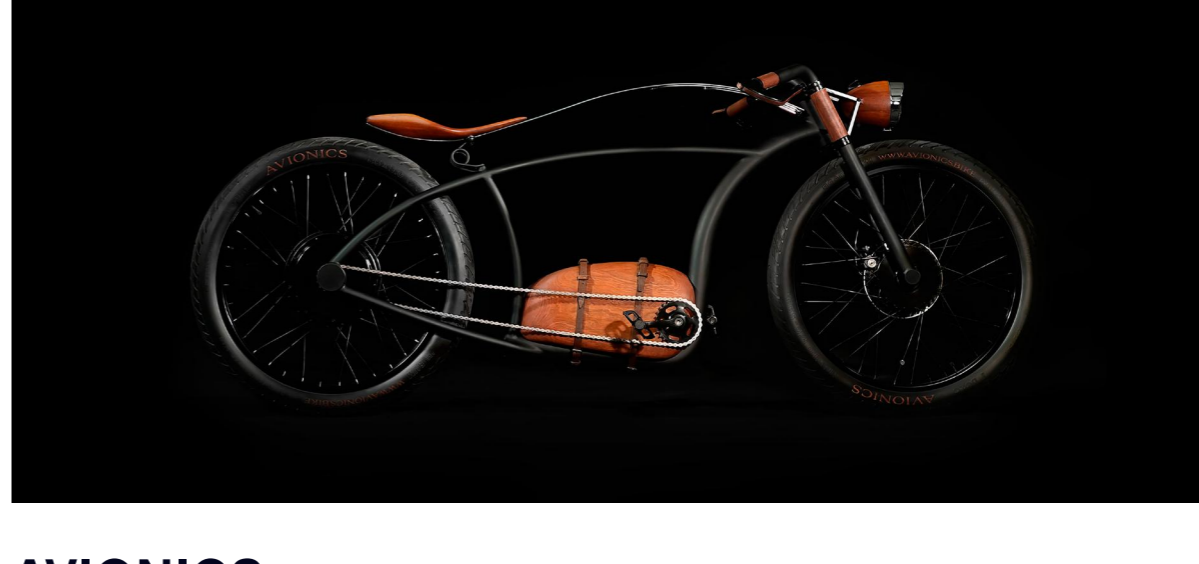
## JAGUAR I-PACE

For more than 80 years, **Jaguar** has been recognized as a leading manufacturer of sports vehicles, combining technology and exceptional design. The brand, which launched its very first **100% electric** car in 2018, will present the **I-PACE** model, a real innovation for electric vehicles because it deliciously combines the bold silhouette of a Supercar, the performance of a sports car and the smarter, more efficient and cleaner technology of an electric SUV.



## ORGANICA

**Chargeurs Luxury Materials** has created **Organica**, its new, ultra responsible and transparent label of Merino wool. A global actor in the **sustainable Merinos wool** industry it is a pionner and a leader in terms of quality and commitment.



## AVIONICS

**Avionics** is an artisanal brand of Polish origin, the quintessence of *retro-futuristic* mobility. The brand will present its model **Avionics V1**, an electric bike without noise or emissions with a clean, functional and durable design.



## AKONITE

**Akonite** is an institution of reference in the world of French and international skiing. Having become a veritable **laboratory of creation and design** and spotted by major luxury players, the brand is based on the development of sustainable and environmentally friendly sporting articles (*sledges, skis, longboards, skateboards and accessories*) made from plant-based fibers.



## MATEA BENEDETTI

**Matea Benedetti**, a young Slovenian fashion designer, created her eponymous brand focusing on the development of high quality natural fabrics. The materials used in her creations, such as **Apple Leather**, are *biodegradable* and derived from biologically and renewable crops, ensuring respect for the environment throughout the value chain and the creative process.



## OSKLEN &amp; INSTITUTO E

Behind the brands **Instituto-E** and **Osklen** hides **Oskar Metsavah**, an internationally recognized precursor of « *New luxury* », which promotes responsible fashion and sustainable luxury. While **Osklen** is an innovative fashion brand, **Instituto-E** identifies, in partnership with other research centers and institutions, highly innovative and sustainable fabrics and materials such as fish leather, Amazonian jute or fiberglass silk straws. *To be discovered at La Biennale 1.618!*

## PROGRAM

## THE « GOLDEN RATIO DAY »

**June 1<sup>st</sup> 2018 (1.6.18)** is the **Golden Ratio Day**. This date will be immortalized by 1.618 Paris in several ways ...

*Stay tuned!*

Prepare your research on the « *Golden number* », the Fibonacci sequence and works created from the 1.618 proportions, games will be organized for you to get to know this magic number better and to win free tickets to The 1.618 Biennale.



## THE ROUND TABLES

A 3-days **cycle of debates** will be held in the 250-seat auditorium, designed to inform and inspire the public and creative industry.

**EXCLUSIVELY, HERE ARE THE TOPICS IN PREPARATION;  
INTENDED PRIMARILY FOR PROFESSIONALS ON FRIDAY, JUNE 1<sup>ST</sup>,  
THEY WILL DEAL WITH SPECIALIZED TOPICS SUCH AS:**

« RESPONSIBLE FINANCE, NEW TRANSITION ACCELERATOR »

« INVENTORY OF RESPONSIBLE AND INSPIRING SOURCING FOR THE CREATIVE INDUSTRY »

« LUXURY AND BIOMIMICRY: HOW CAN THE LUXURY INDUSTRY TAKE INSPIRATION FROM NATURE? »  
IN PARTNERSHIP WITH THE CEEBIOS

**SATURDAY 2<sup>ND</sup> AND SUNDAY 3<sup>RD</sup> OF JUNE, COME TEST YOUR KNOWLEDGE  
AND INCREASE ITS SCOPE BY PARTICIPATING IN THE DEBATES ON:**

« THE LAB GROWN DIAMOND »

« VIRTUAL REALITY & ARTIFICIAL INTELLIGENCE, SMART TECHNOLOGIES AT THE SERVICE OF THE PLANET? »

« EMOTION, THE NEW LUXURY OF THE 21<sup>ST</sup> CENTURY »

« ANTICIPATE THE NEW REQUIREMENTS OF THE ALPHAS: BRANDS IN THE FACE OF FUTURE GENERATIONS »

« WHAT EXACTLY IS BLOCKCHAIN? »

« THE 1.618 PHILOSOPHY: BEAUTY AND UNIVERSAL HARMONY AT THE SERVICE OF CHANGE »

## NEW HEROES

Five personalities, **ultra-inspiring** entrepreneurs of change, will share their journeys, their challenges, their successes in-between the conferences. We are pleased to present you the first two of these entrepreneurs:



## OSKAR METSAVAHT

Founder of **Osklen**, one of the most emblematic sustainable fashion brands in Brazil and of the **Instituto-e**, an institute that identifies fabrics and materials developed according to socio-environmental criterias, **Oskar Metsavah** is also a goodwill ambassador of **UNESCO**.

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MEET HIM ON JUIN 1<sup>ST</sup> 2018  
AT THE 1.618 BIENNALE



## YACINE AÏT KACI

Famous cartoonist, artistic director and transmedia artist since 1994, **Yacine Aït Kaci** is the creator of **Elyx**, the first virtual ambassador of the **United Nations**. Between simplicity, distributor of smiles and poetry, **Elyx** is an « *ambassador of our ability to imagine* » the world that is coming.

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MEET HIM ON JUIN 3<sup>RD</sup> 2018  
AT THE 1.618 BIENNALE

*It is therefore under excellent conditions  
that this next 1.618 Biennale is preparing itself,  
where we hope to meet many of you!*

## FOR YOU, JOURNALISTS:

Take out your diary! The preview organized for you, on accreditation, will begin on May 31<sup>st</sup> at 2PM and will conclude with a private cocktail.

## FOR YOUR READERS:

Tickets are available at: [www.weezevent.com/labiennale1618](http://www.weezevent.com/labiennale1618)

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