

During the European Sustainable Development Week

Under the patronage of the Ministry of Culture and in partnership with Paris City council

LA BIENNALE 1.618

5^{ÈME} ÉDITION



SALON LIFESTYLE
ART CONTEMPORAIN
CONFÉRENCES
EXPÉRIENCES

*Celebrate the beauty
of the innovative &
sustainable new luxury*

1 • 2 • 3 JUIN

**LE CARREAU DU TEMPLE
4 RUE EUGÈNE SPULLER PARIS 3^{ÈME}**

WWW.1618-PARIS.COM

#1618BIENNALE



The New York Times



CIFF

HEC
PARIS



1.618 PARIS

Since 2009, 1.618 Paris gathers an international community of brands, entrepreneurs, visionaries and creatives who redefine tomorrow's Luxury and are committed to a new way of life, more sustainable.*

Surrounded by a committee of independent experts in sustainability, **1.618 PARIS** selects and brings to light the innovative, disruptive and inspiring brands and services that embody the New Luxury. Whether they are « *native brands* » or « *historic luxury brands* », they are more ethical, more responsive, more in tune with their time.

Part prospective think tank, part consulting agency and part experience creator, **1.618 PARIS** brings to light pioneering brands through unique events, an online magazine, a digital reference guide and exclusive curations.



— *What if Beauty could sincerely change the world?*

— *What if sustainable development was creative and innovative?*

— *What if tomorrow existed already today?*

*1.618 = THE GOLDEN RATIO, RESULT OF A CALCULATION FROM THE OBSERVATION OF NATURE WHICH DEFINES UNIVERSAL HARMONY. IT IS USED IN MUSIC, ART, ARCHITECTURE BUT ALSO ECONOMICS. IT IS EVERYWHERE IN NATURE AND IN HUMAN CREATIVITY, IN THE LINES OF TREES, THE SHAPES OF A SHELL, THE ARCHITECTURE OF THE PANTHEON, LEONARDO DA VINCI'S PAINTINGS, LE NÔTRE'S GARDENS, LE CORBUSIER'S WORK AND IN CHOPIN'S MUSIC...

EDITORIAL OF BARBARA COIGNET, FOUNDER OF 1.618



I always loved beautiful stories and I always loved to tell them.

1.618 Paris is first and foremost an adventure, based on convictions, exceptional encounters and the desire to translate an ideal into reality. To bring together all those, entrepreneurs and consumers, ready to leave the old world and move into the new. More harmonious, more innovative, more responsible and more ethical. I hope you enjoy taking part in this adventure. Thank you, to those who have already joined.

The future is encouraging, insolent and inspiring.

BARBARA COIGNET



#1618BIENNALE

THE 1.618 BIENNALE

THE 1.618 BIENNALE is the 1.618 agency's flagship event, a true platform of influence and inspirations. It will be held for its fifth edition, from June 1st to June 3rd, 2018 at the Carreau du Temple, opening the European Sustainable Development Week.

Supported by Paris City Council and the Ministry of Culture, this one of a kind demonstration, acclaimed for its audacious and eco-conceived scenography, gathers since 2009, brands, entrepreneurs, creatives, forward thinkers, NGOs, artists...who are committed for a better world.

Part **EXHIBITION** and part **TRADE FAIR**, meeting place, inspirations, experiences, awareness and debates, the 1.618 Biennale showcases brands and high-end products, artworks, solutions, innovations and actors of change.

The fifth edition of the event is open to all and contributes to change consumer behaviours by offering tangible, positive and desirable alternatives and a different approach to sustainability: guilt free and sensitized through beauty.

A HYBRID AND ECO-CONCEIVED EVENT

Eco-conceived and aerial, the scenography tells, in an elegant and structural disorder, the fertilization, the collective and the manifestation of life. Born from the imagination of the creative director *Grégory Loui* and the atypical place designer *Philippe Schiepan*, the scenography in bamboo pays tribute to the habitat of tribes and ancestral communities. Like a modern and complex forest, it invites the visitor to roam, discover, be amazed, receive and celebrate the modern actors of our world in mutation. Its eco-conception requires an upstream reflexion to optimise the use of the scenery and the energies and to minimise its impact.

We try to make the ephemeral more durable!

In creating this event, our goal has been to minimize its environmental impact. For example by limiting energy consumption, surplus materials, waste and transport. We rent or recycle necessary materials for the decor and chose eco-friendly suppliers as much as possible.



THE SUSTAINABLE LIFESTYLE FAIR

The lifestyle fair presents a selection of around forty French and international brands from all the lifestyle industries: architecture, design, mobility, tourism, gastronomy, new tech, fashion, jewelry, well-being...

Consumers are more and more informed, committed and in search of alternatives for a qualitative and responsible consumption, in line with their ecological and societal awareness. The lifestyle brands selected and validated by our experts in sustainability present their approach and sell their innovative and sustainable products. They prove that *beauty, quality, creativity* and *innovation* are compatible with sustainability and set their competitive advantage.

THE 2018 VALIDATION COMMITTEE

The brands identified by 1.618 have to fulfil creative, ethical and esthetical criteria and answer to the expectations of a public in search of meaning, that requires transparency and commitment. 1.618 Paris demands that the *sustainable approach* of each brand is validated by its committee of recognized independent experts in order to avoid any kind of greenwashing.



ALICE AUDOUIN
FOUNDER OF ART
OF CHANGE 21



GILLES BERHAULT
GENERAL DELEGATE OF THE
THINK-DO THANK « FONDA-
TION DES TRANSITIONS »



CAMILLE ROJOT
CO-FOUNDER OF ORIGEM,
SUSTAINABLE SOURCING



GUILLAUME CROMER
DIRECTOR OF
ID TOURISM



SYLVAIN LAMBERT
RESPONSIBLE FOR THE SUSTAINABLE
DEVELOPMENT DEPARTMENT OF
PRICEWATERHOUSECOOPER

The selected brands



JEM - JEWELLERY ETHICALLY MINDED

The first French jewellery brand using *fairmined* gold. Ethics, know-how and traceability for refined and minimalist jewellery.



VIRGINIA STONE

Cosmetic brand offering 3 avant-garde collections formulated on the complexion of every skin and conditioned in a luxurious artisanal stone, the Luxador.



MATEA BENEDETTI

Young Slovenian fashion brand using innovative and biodegradable fabrics in their creations such as apple leather and other biologically grown materials.



CHA LING

Sino-french cosmetics brand, born from an ecological dream: to integrate for the first time in cosmetics the natural active ingredients of the Pu'er tea leaves.



AITCH AITCH

Young leather goods brand inspired by nature and travels, whose products are made from salmon skin, a natural by products coming from organic farms in Europe.



EDEN DIODATI

Ethical jewellery at the cross road between progressive philanthropy and a committed luxury for the modern woman.



EVE & DAPHNÉE

Designer of exceptional natural fragrances. A pioneer, the brand is part of a sustainable art of living, cherishing a « slow » creative process and the poetry of the hand-made.



ROSAZUCENA

Natural cosmetics brand getting its benefits from the fruits of the rosehip flower of Patagonia and the craftsmanship of French artisans.



MIANQA

Contemporary leather goods brand creating handbags in first quality leather involving an innovative zero waste hand woven technique.



OZENTO and ZEST

Customizable and sustainable panoramic loft with intelligent solutions offering an experience of life in harmony with our biotope and respectful of the environment.



DUFFY LONDON

British agency that crafts design furniture in a sustainable way while playing with the concepts of gravity, geometry and illusion.



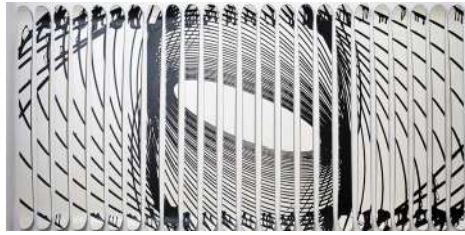
INSEEC U. LUXURY

Specialist in education for 40 years whose courses, recognized worldwide, allow students to specialize in luxury, marketing, communication and digital.



LES BONNES BASES

Cruisers and Longboards, designed and made in France, molded wood and very limited editions. Technical and effective, these boards are both personal and idealistic.



AKONITE

A reference brand in the French and international sports sector that develops sporting goods created from composite materials and plant fibres.



UJET

Combining style and practicality, Ujet offers urban communities an innovative mobility solution integrating clean technologies, smart connectivity and refined design.



RAYVOLT BIKE

Elegant and ecological E-bike with racy vintage design, equipped with the highest technology in electric bikes.



BEBOO BIKE

A designer of bamboo bicycles which offer an ecological and supportive alternative to conventional bicycles, placing the human at the center of its approach.



KNGB Création

KNGB Création designs high-end luminaires that combine modernity and craftsmanship while offering Made in France local manufacturing.



JAGUAR I-PACE

Leading manufacturer of luxury vehicles combining technology and performance that has created its very first 100% electric vehicle.



UNU MOTORS

German start-up and its 100% electric and avant-garde intelligent scooter that revolutionizes urban mobility and brings people closer to their city.



ROMBAUT

The first vegan shoe label founded by Mats Rombaut, whose products are made from plants and other eco-innovative and sustainable materials such as coconut fiber.



CHAMPAGNE JEEPER

Champagne house whose vineyards are certified « *sustainable viticulture* » and « *HVE* ». One of the cuvées of the range obtained the Organic Agriculture certification.



MAISON RUCHER

Created in the South of France, Maison Rucher is inspired by the unrelenting rigor of bees to offer a monofloral honey from sweet and responsible agriculture.



ARAKU COFFEE

Born from a social and agricultural project between Indian farmers with ancestral know-how and passionate coffee experts, for a healthy product, respectful of man and nature.



CHRISTINA KRAMER

Haute couture cashmere collection for men and women, representing a symbiosis between a durable natural luxury and traditional craftsmanship.



JUNIPER & BLISS

Creative brand of handmade textiles made exclusively from organic materials and 100% natural dyes.



FILS DE PØMME

First French brand of 100% organic and natural ciders whose organic cider *Le Sauvage* was elected 2nd in World's Best Cider in 2017.



ANIZA DESIGN

Åniza presents a collection of home accessories with natural fibers interweaving Mexican craftsmanship and the refinement of European fabrics.



**NELLY WANDJI et
MAISON INTÈGRE**

A « cabinet de curiosités » and a publisher of limited edition objects that tell contemporary creative stories from Africa, mixing design and craftsmanship.

THE SOLUTIONS SPACE *{New in 2018}*

Eco-innovation in raw materials is the accelerator of progress for the creative industry. Creative companies, beyond their own interests, must now be drivers to create sustainable value chains that benefit all stakeholders, including their consumers.

Faced with these challenges, 1.618 asked the creative industry stakeholders who repeatedly expressed the difficulty of accessing a supply chain of sectors and materials that are responsible, ethical, qualitative and creative. On the occasion of its Biennale, 1.618 wants to demonstrate that qualitative and responsible sourcing solutions exist! A highly qualitative selection of the best alternative and innovative solutions will be showcased.

Our selection



ORGANICA PRECIOUS FIBER

Ultra-responsible and transparent label of the *Chargeurs Luxury Materials* group, first merino wool sector, leader in terms of quality and responsibility for its raw materials.



OSKLEN and INSTITUTO-E

International fashion brand from Brasil and its foundation, which identifies and develops very innovative fabrics and materials such as fish leather.



AUTHENTIC MATERIAL

Designer of exceptional natural materials born from the encounter between high technology and craftsmanship. The company reinvents the material to preserve and sublimate it.



ART UNIC

Art Unic is a showcase of materials for more ethical and creative wall decoration solutions. The agency exclusively works with recycled and recyclable products.



FAIRMINED

Certification label created by the ARM, recognized worldwide as a leader and pioneer of responsible and small-scale artisanal mining.



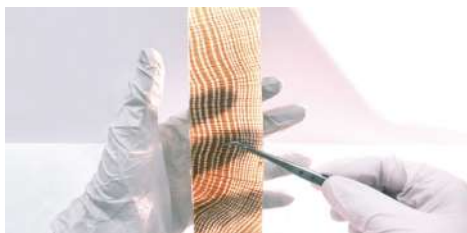
THINK BEYOND PLASTIC

Organization dedicated to the research and innovation of circular materials and to the creation of a more sustainable world through better responsible packaging choices.



SAS MINIMUM

Company that values waste and plastic waste by experimenting and playing with architecture and materiality.



WOODOO

Woodoo, founded by Timothée Boitouzet develops an innovative, bio-based wood for tomorrow's low-carbon industry.

THE CONTEMPORARY ART EXHIBITION

Raising Awareness Through Art: THE 1.618 BIENNALE gives voice to contemporary creation. Art questions people's consciences and encourages reflection on the world around us. It provokes, disturbs, moves and brings answers to a society in search of meaning. The selection of art works is entrusted to a curator, expert in art and sustainable development. This creative encounter is a signature of the event, a real singularity.

PURE WASTE

Around the theme « *Pure Waste* », the Contemporary Art exhibition of the 1.618 Biennale's 5th edition will bring together the works of international artists - selected by our Commissioner **Coal** - which, with poetry, humour or irony, reinvent waste by upgrading the rare beauty of the material, to challenge visitors on today's problems, but especially on tomorrow's challenges.



MANDY BARKER, EVERY... SNOWFLAKE IS DIFFERENT, 2011 © MANDY BARKER

Oceans of plastic, food waste, disposable materials, rubbish piling up endlessly in our garbage cans, on our sidewalks; nature twisted by humanity, electronic carcasses, toxic waste, tainted resources, pollutants which accumulate everywhere on the planet ... These are the images from around the world which haunt us without profoundly modifying our own behaviour and nor that of our industries. Yet in this world of limited resources, each scrap of material is a resource that has the potential to become the raw material for something else. In nature, matter moves in a continuum where the notion of rejection does not exist.

The artists of *Pure Waste* magnify, reveal or disguise the potential and qualities of neglected matter, use the absurd to dismantle the industry of false solutions and greenwashing, and dare to attempt to reverse the cycle of destruction. Toxic or waste material turns into forest, objects are returned to their essential function or acquire some unexpected ones, while our beliefs, they crack, suddenly becoming as ephemeral as the screens of our iPhones ...

WITH : Benjamin Sabatier, Laurent Gongora, Aliza Eliazarov, Lor K, Mandy Barker, Le Nouveau Ministère de l'Agriculture, Mathilde Pellé, Benjamin Gaulon, Eva Jospin, Stéfane Perraud and Aram Kebaddjian

CURATOR: COAL

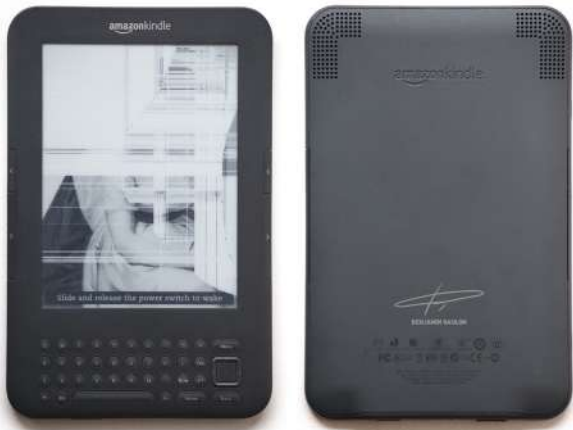
Lauranne Germond & Phoebe-Lin Elnan

COAL

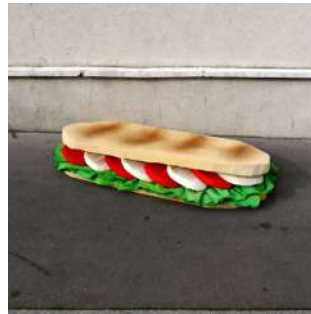
COAL DESIGNS AND ORGANIZES CONTEMPORARY ART EXHIBITIONS AND CULTURAL EVENTS AROUND THE ISSUES OF SUSTAINABLE DEVELOPMENT (UNESCO, LA VILLETTE, LAI GAIE, FIAC, DOMAINE DE CHAMARANDE (2011-2015 ARTISTIC DIRECTION), MNHN, HUNTING AND NATURE MUSEUM, SEINE SHORES, ECCAS...), GIVES EVERY YEAR THE COAL ART AND ENVIRONMENT PRIZE, SUPPORTS ARTISTS WITH ARTISTIC SPONSORSHIP AND PRODUCTION HELP AND CONTRIBUTES TO THE TERRITORIES' TRANSFORMATION WITH ITS SUSTAINABLE CULTURE LABORATORY. THESE RECONCILIATIONS BETWEEN CULTURE AND SUSTAINABLE DEVELOPMENT ARE TODAY THE SUBJECT OF A TRUE INTERNATIONAL DYNAMIC TO WHICH COAL PARTICIPATES AS FRENCH LEADER. AS SUCH, COAL IMPLEMENTED IN 2015 ARTCOP21, THE COP21 CULTURAL AGENDA.



LE NOUVEAU MINISTÈRE DE L'AGRICULTURE,
LES DIAMANTS MAQUIGNONS, 2016
© SUZANNE HUSKY ET STÉPHANIE SAGOT



BENJAMIN GAULON
KINDLEGITCHED, 2012
© DROITS RÉSERVÉS



LOR K
EAT ME, RECETTES URBAINES, 2016
© LOR K



MATHILDE PELLÉ
SOUSTRAIRE, LA PREUVE PAR 1/3, 2017-2018
© MATHILDE PELLÉ DESIGNER



EVA JOSPIN
FORÊT, 2018
BOIS ET CARTON, 240x170x30CM
COURTESY OF GALERIE SUZANNE TARASEIVE
© DROITS RÉSERVÉS



STÉFANE PERRAUD ET ARAM KEBADDJIAN
ZONE BLEUE, 2015
© STÉFANE PERRAUD ET ARAM KEBADDJIAN



BENJAMIN SABATIER
CANS 3, 2012
COURTESY GALERIE BERTRAND GRIMONT
- PARIS © DROITS RÉSERVÉS



LAURENT GONGORA
OSTRIA CLIQ IV, 2017
© DROITS RÉSERVÉS



ALIZA ELIAZAROV
WASTE NOT: BREAD, 2011
© ALIZA ELIAZAROV

THE EMOTION SQUARE *{New in 2018}*

Based upon a reflection of what real luxury of tomorrow should be, the Emotion Square is an exploration space that invites the human being to experience around its radical presence to this world. Because, only the senses and emotions can guide the action and make it intelligible, it became relevant to set a place of meetings and experimentations where everyone can afford the luxury of listening to oneself and listening to its environment.



WYNKL



JINA JUNG



LA BOUCHE



Because only the senses can guide the action and make it intelligible, 1.618 Paris wanted to propose an exploration space both « *in margin* » and « *at the heart* » of the 1.618 Biennale. The space is designed as a wooden geodesic dome that can recall a giant heart, allegory of the central organ of every emotion.

*The public is at the centre of the space and action:
to show everyone's commitment in building tomorrow's luxury.*

THE EMOTION SQUARE is not an exhibition area, nor dedicated to speeches. No objects or works will be exhibited. It is a space voluntarily devoid of technology that gives way to the human, the presence of bodies and the interaction of emotions. During the three days of the 1.618 Biennale, the Emotion Square will run a rich program where the public will be able to live experiences with high emotional value.

An enchanted parenthesis through experiences curated by *Les Merveilles*, an inner travel platform: sound and sensory immersions, tasting the elements, invitation to refocus on the sensation of the moment and experiment a more conscious view on the world.

HAPPENINGS WITH:

Jean-Marc L'Hôtel (artist), Christophe Daviet-Thery (editor),
Wynkl (dance), La Bouche (culinary experience),
Florence Dugowson and Anne Vandewalle (taste of elements),
Laurence Monce (silvicultural experience)
Anaïs Joseph (eating with consciousness), Jina Jung (fashion)
Sylvie Ferré (relaxation), Cha Ling.

CURATOR:
SIBYLLE GRANDCHAMP
/ LES MERVEILLES




PHOTO: JULIE ANSIAU / LES MERVEILLES

LES MERVEILLES

CREATED IN 2016 BY SIBYLLE GRANDCHAMP, LES MERVEILLES.FR, INNER TRAVEL PLATFORM AIMS AT SHARING AN EXPERIENCE OF WONDER AND AWARENESS OF OUR CREATIVE AND ENERGETIC RESOURCES THROUGH NATURAL IMMERSIONS AND RETREATS (YOGA, DANCE, MEDITATION, HIKING): EXPLORING THE BODY AND PERCEPTIONS, PHILOSOPHICAL IMMERSIONS, WRITING WORKSHOPS...

EMOTION SQUARE - PROGRAMME :

FRIDAY, JUNE 1

- 10H « FOR THE PRIMARY FORESTS TO STILL SING », *a sound installation of Jean Marc L'Hotel with Anne Sibran*
- 11H - 12H « TRAVEL AROUND A GRAPE », *feel and taste in full consciousness, with Anaïs Joseph*
- 12H - 14H45 « THE GLASS HOLE », *culinary tastings in the experiential capsule of La Bouche*
- 15H « FOR THE PRIMARY FORESTS TO STILL SING », *a sound installation of Jean Marc L'Hotel with Anne Sibran*
- 15H30 - 16H20 « IMMERSION IN THE FOREST », *a silvicultural experience with Laurence Monce*
- 16H30 - 18H « I UNPACK MY LIBRARY », *the ecology seen by Hamish Fulton, with Christophe Daviet-Thery*
- 18H10 - 18H50 « TASTING THE ELEMENTS » : *a visual and sensory experience around water (two 30-minute sessions by Florence Dugowson)*

SATURDAY, JUNE 2

- 11H - 12H30 « CONSHOESNESS », *from function to poetry fashion recycling course by Jina Jung*
- 13H - 14H « FOR THE PRIMARY FORESTS TO STILL SING », *a sound installation of Jean Marc L'Hotel with Anne Sibran*
- 14H - 15H « SKIN STORIES », *touch, smell and act with Cha Ling, Puer tea cosmetics*
- 15H - 17H « DANCE AND (RE)CONNECTION », *to create a bond between oneself and others with WYNKL*
- 17H - 18H « OUR BODY IN CONSCIOUSNESS », *meditative relaxation with Sylvie Ferré*
- 18H - 18H30 « FOR THE PRIMARY FORESTS TO STILL SING », *a sound installation of Jean Marc L'Hotel with Anne Sibran*
- 18H45 - 19H45 « TASTING THE ELEMENTS » : *a visual and sensory experience around water (two 30-minute sessions by Florence Dugowson)*

SUNDAY, JUNE 3

- 11H - 13H30 « CONSHOESNESS », *from function to poetry fashion recycling course by Jina Jung*
- 14H - 15H « FOR THE PRIMARY FORESTS TO STILL SING », *a sound installation of Jean Marc L'Hotel with Anne Sibran*
- 15H - 15H50 « SKIN STORIES », *touch, smell and act with Cha Ling, Puer tea cosmetics*
- 16H - 16H45 « OUR BODY IN CONSCIOUSNESS », *meditative relaxation with Sylvie Ferré*
- 17H - 18H « I UNPACK MY LIBRARY », *the ecology seen by Hamish Fulton, with Christophe Daviet-Thery*
- 18H - 19H « FOR THE PRIMARY FORESTS TO STILL SING », *a sound installation of Jean Marc L'Hotel with Anne Sibran*

1.618 PARIS

CONFERENCES

UNDERSTANDING OUR
CHANGING WORLD

1.618 Paris relies on a very important network of pioneers of tomorrow's luxury, whether they are thinkers, researchers, industrialists or enthusiasts. During the three days of the event, a dialogue space is dedicated to the general public: BtoB to C conferences, documentary, film, screenings and debates... everything is set up to create the necessary conditions for awareness! The 1.618 Circle is about creating synergies, sharing points of view, experiences and breeding actions.

PROGRAMME :

FRIDAY, JUNE 1

11H30 – 13H00 « RESPONSIBLE FINANCE, A NEW TRANSITION ACCELERATOR » *(in english)*

14H30 – *New Hero: Privileged testimony of Oskar Metsavaht, founder of Osklen and instituto-E (in english)*

15H00 – 16H30 « RESPONSIBLE SOURCING AND INNOVATIVE SOLUTIONS FOR THE CREATIVE INDUSTRY » *(in english)*

17H00 – 18H30 « LUXURY AND BIOMIMICRY: HOW CAN THE LUXURY INDUSTRY
BE INSPIRED BY NATURE? » EN PARTENARIAT AVEC CEEBIOS

SATURDAY, JUNE 2

11H00 – 12H30 « THE LAB GROWN DIAMOND, THE NEW FUTURE OF ETHICAL JEWELRY »

14H30 – *New Hero: Privileged testimony of Timothée Boitouzet, founder of Woodoo*

15H00 – *Projection of documentary films, Bianca and Michael Alexander, Conscious Living TV*

15H30 – *New Hero: Privileged testimony of Yacine Ait Kaci, Author, Director, Media Artist and Father of Elyx!*

16H00 – 17H30 « EMOTION, THE NEW 21ST CENTURY LUXURY »

17H30 – 19H00 « THE FUTURE OF MOBILITY: DESIGN FICTION 2040 »

SUNDAY, JUNE 3

11H00 – 12H30 « ANTICIPATING THE NEW REQUIREMENTS OF ALPHAS: BRANDS FACING FUTURE GENERATIONS »

14H00 – 15H30 « VR & AI, SMART TECHNOLOGIES AT THE SERVICE OF THE PLANET »

16H00 – 17H30 « WHAT EXACTLY IS BLOCKCHAIN? »

17H30 – 19H00 « 1.618 : BEAUTY AND UNIVERSAL HARMONY »

THE NEW HEROES

Between the debates, 1.618 gives voice to personalities, ultra-inspiring entrepreneurs of change who will share their journey, their challenges, their failures as much as their successes with you in 20-minute sessions:



OSKAR METSAVAHT

Founder of *Osklen*, one of the most iconic Brazilian sustainable fashion brand and of *Instituto-E*, an institute that identifies fabrics and materials developed according to socio-environmental criteria, *Oskar Metsavaht* is also a *UNESCO* goodwill ambassador.



YACINE AÏT KACI

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



TIMOTHÉE BOITOUZET

Timothée Boitouzet is a French entrepreneur, architect and biologist. Founder of *Woodoo*, his work focuses on fusing natural sciences and technology to create advanced sustainable materials, most particularly a molecularly enhanced translucent wood material. His research received more than twenty international prizes, most recently the « European innovator of the year » awarded by MIT Technology Review Innovators Under 35.

THE 1.618 BIENNALE AWARDS

The « **1.618 & HEC SUSTAINABLE LUXURY AWARDS** » will be awarded to one of the brand presented in the Lifestyle Fair. A jury of personalities from the creative industry (*Satya Oblette, Patricia Ricard, Thierry Zaoui, Pascal Monfort*) will reward the most daring and exemplary sustainable development approach. The winning brand is announced and its prize will be awarded during the May 31 press preview at 4pm.

The « **JURY'S CHOICE AWARD** » will reward the brand amongst the selection which has delighted the heart of the jury by its sustainable approach, its design or its innovation.

The 1.618 « **PEOPLE'S CHOICE AWARD** » is awarded by visitors to the brand they consider the most desirable among the selection of brands in the lifestyle fair. Visitors vote on interactive kiosks from our partner SHARINGBOX during the whole event. A random draw will allow them to receive « *sustainable* » presents (*hotel nights at the Eden Lodge, gift set from Aniza Design, cosmetics from Rosazucena, Welum limited edition book, Araku coffee gift set*). The winning brand is awarded on the last day of the event in front of the public, exhibitors and partners.

The « **CIFF X 1.618 AWARD** »

An selection of journalists from Le Figaro, Nouvel Obs, Grazia, Nowfashion, M le Monde, Vogue USA and WWD, will designate the brand that best matches the CIFF spirit and have the chance to win an exhibition space at the next CIFF exhibition organized in 2019 in Paris.

The « **M.P.A. X 1.618 AWARD** »

A community of thirty instagrammers from M.P.A. (*Merci Pour l'Adresse*), the first magazine « Lifestyle & city breaking 100% instagram », are invited to come and thank the product or brand that have excited them the most of The 1.618 Biennale. The winners will be highlighted in the digital ecosystem of M.P.A., With the hashtag *#mercipourça!*

THE GOLDEN RATIO DAY

On June 1, 2018, the 1.6.18, numbers and dates align to celebrate the Golden Ratio Day and the opening of THE 1.618 BIENNALE.

To follow-up on the craze for this special day, any visitor wearing gold from head to toe will be offered free access to the 1.618 Biennale. *Give free rein to your uniqueness!* Meetings with brands and creatives inspired by the universal harmony, unseen live performances around the Golden Number ...

Special happening: tastings of rare honeys and Grands Crus from Maison Rucher.



WWF360 : IMMERSION IN NEW CALEDONIA

WWF France offers you an original experience:

go together with the team of Marc Oremus, in charge of the WWF France marine program, on a desert island in New Caledonia to study the laying and tagging of sea turtles. Thanks to 360 degrees technology, supervised by two volunteers, you will follow work of this extraordinary expedition that combines adventure, science and environmental protection from the inside.



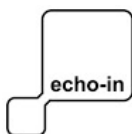
NEW: ELECTRIC TEST DRIVES AT THE 1.618 BIENNALE



From June 1 to 3 2018, 1.618 Paris in partnership with Paris's city Council and Le Carreau du Temple, will program test drives with the latest JAGUAR and UJET electric beauties.

Visitors who register on the *Jaguar* and *UJET* lists will have the privilege of live testing the I-Pace, Jaguar's first 100% electric vehicle and UJET first electric and foldable scooter.

THANK YOU TO OUR PARTNERS OF THE 1.618 BIENNALE :



PRACTICAL INFORMATION

VENUE / THE CARREAU DU TEMPLE

4 RUE EUGÈNE SPULLER - 75003 PARIS

METRO : TEMPLE / RÉPUBLIQUE

BUS : 20 - 75 - N12 - N23

VELIB : N°3006, 10 RUE PERRÉE

OPENING HOURS

FRIDAY 10AM - 7PM

SATURDAY 11 AM - 8PM

SUNDAY 11AM - 7PM

PRICES

DAY PASS: 15€

WEEKEND PASS (*Saturday and Sunday*): 25€

REDUCED DAY PASS*: 12€

REDUCED WEEKEND PASS*: 20€

FREE ENTRANCE FOR CHILDREN UNDER 12

**Students / 65+ / Unemployed / People with disabilities /
12-18 years old*

TICKETS ONLINE

WWW.WEEZEVENT.COM/LABIENNALE1618

PREVIEW / PRESSE & VIP

THURSDAY 31 MAY FROM 2PM

VERNISSAGE / ONLY ON INVITATION

THURSDAY 31 MAY FROM 7PM

THE AUDITORIUM

CONFERENCES SCHEDULED
FRIDAY 1 TO SUNDAY 3 OF JUNE



CONTACT

DIRECTION / PARTNERSHIPS

Barbara Coignet

barbara@1618-paris.com

PRESS

presse@1618-paris.com

e.sarfati@duendepr.com

GENERAL INFORMATION

+ 33 (0)1 42 86 00 01

contact@1618-paris.com

www.1618-paris.com

LINKS

1618-paris.com

1618-paris.com/labienneale1618

guide.1618-paris.com

SOCIAL NETWORKS

@1.618paris

#1618biennale

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