



LA BIENNALE 1.618 EVENT REPORT

5TH EDITION

FROM JUNE 01 - 03, 2018
LE CARREAU DU TEMPLE - PARIS



LA BIENNALE 1.618

JUNE 1ST – 3RD, 2018

Under the happy auspices of a public opening date, June 1, 2018 (1.6.18), where numbers and dates aligned to celebrate the Day of the Golden Number (1.618), the 5th edition of La Biennale 1.618 brought together all the pioneers of sustainable lifestyle: passionate debates, inspiring encounters, and new experiences in two new spaces: the Solutions space and the Emotion Square.

The event hosted and federated press, evolving luxury professionals, researchers, thinkers, NGOs, artists, visionary creators, consumers... and confirmed its position as a major event of sustainable luxury. The quality of the event from conception to completion and the selection of participating brands and companies has been praised by all. The participants were able to discover and appreciate the unique strength of the 1.618 network.

Its positioning at the border of several worlds, Creation, Art, Innovation, Luxury and Sustainable Development, makes it an essential event to demonstrate that sustainable development is compatible with creation, quality and aesthetics.

THANK YOU TO OUR PARTNERS AND PRECIOUS SUPPORTS

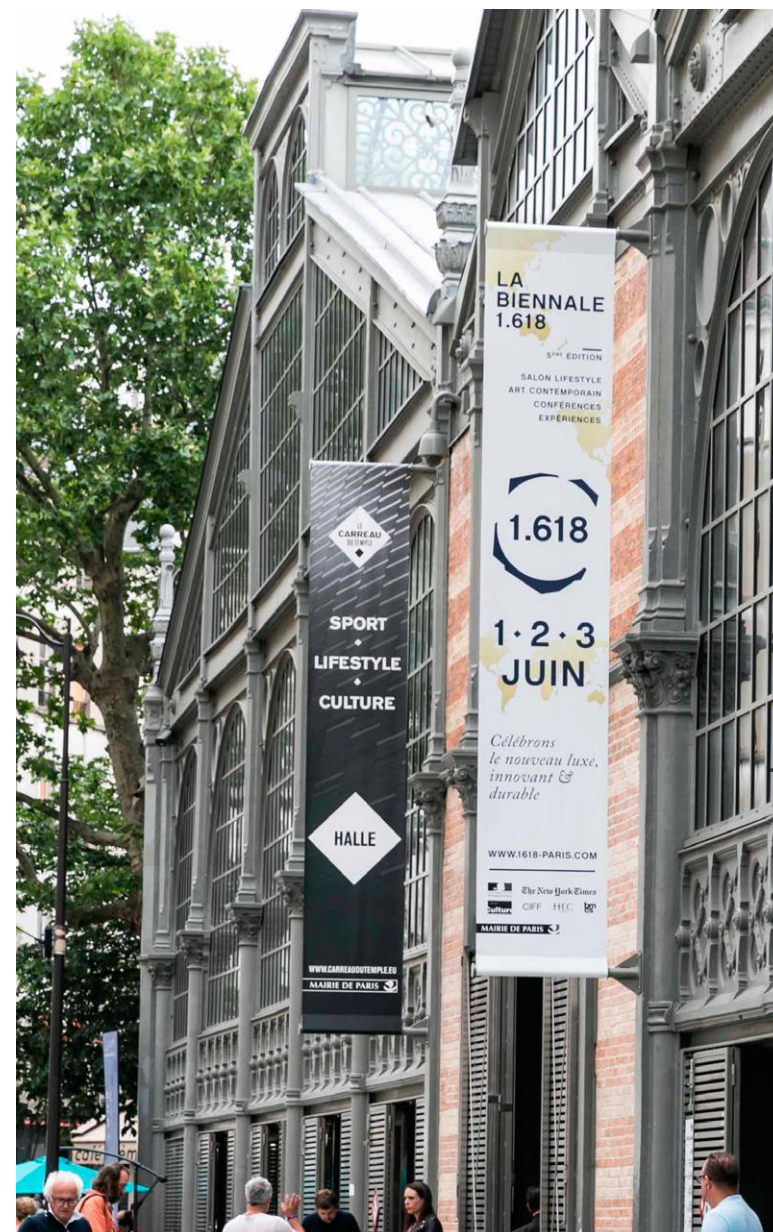
This event, committed, demanding, selective and uncompromising can not be done without an ecosystem of partners equally concerned by the changes in our societies, the creation and challenges of the ecological transition.

A special thank you to:

CIFF (Copenhagen International Fashion Fair), the international creative community has supported us with conviction for five years. CIFF is part of BC Hospitality Group which bases its work on the concept of responsible hospitality.

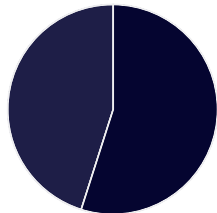
HEC Paris, historical partner of 1.618 and pioneering school on the topics of « Sustainable Luxury » and the future of luxury.

The City of Paris, which this year, for the first time, accompanied the 1.618 event.



2018 KEY EVENT DATA

May 31st: pre-opening afternoon for the press followed by a cocktail party
June 1-3: three days of public opening for professionals and the general public



3720 VISITORS OVER 3.5 DAYS

VISITORS PROFILES

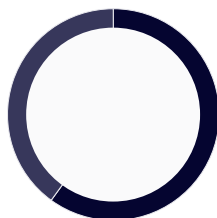
GENERAL PUBLIC: 40%
PROFESSIONNELS PROFESSIONALS (PRESS, INDUSTRY EXECUTIVES...): 60%
700 INVITEES PRESENT FOR THE OPENING COCKTAIL PARTY THURSDAY MAY 31ST
170 JOURNALISTS PRESENT AT THE PRESS PREVIEW

SOME COMPANIES PRESENT AMONGST THE PROFESSIONAL VISITORS:

GROUPE ACCORHOTELS, SHANGRI LA, HERMÈS, CHANEL, SEPHORA, BARCLAYS INVESTMENT BANKING, SVAROWSKI, PERNOD RICARD, LVMH, L'ORÉAL, ESTÉE LAUDER COMPAGNIES EUROPE, ISABEL MARANT, MONOPRIX, TRANOÏ, CARTIER, COTY, PREMIÈRE CLASSE, TAITTINGER, SAINT LAURENT

FONCTIONS:

FOUNDERS AND DIRECTORS, MARKETING AND COMMUNICATION DIRECTORS, SOURCING & PURCHASING DIRECTORS, SUSTAINABLE DEVELOPMENT DIRECTORS, ARTISTIC DIRECTORS



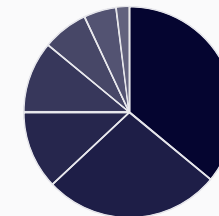
41 EXHIBITORS

60% FRENCH 40% INTERNATIONAL

SOLUTIONS AND RESPONSIBLE SOURCING: 8
DESIGN / HABITAT: 9
MOBILITY: 5
FASHION: 3
FASHION ACCESSORIES: 4

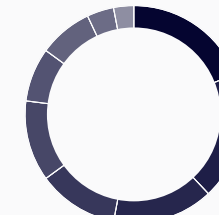
COSMETICS: 4
JEWELLERY: 2
FOOD: 4
SERVICES: 2

200 JOURNALISTS FRENCH AND INTERNATIONAL



PRESS / TYPE

WEB 36%
SPECIALIZED PRESS 27%
INTERNATIONAL 12%
DAILY / NEWS AGENCIES 11%
WEEKLY 7%
TV / RADIO 5%
OTHER 2%



SPECIALIZED PRESS / FIELD

ARCHITECTURE / DESIGN 19%
FASHION 19%
ECOLOGY 15%
LUXURY 12%
LIFESTYLE 12%
FEMININE 8%
INNOVATION 8%
MOBILITY 4%
JEWELLERY 3%

SOME MEDIAS PRESENT:

L'OFFICIEL VOYAGE, FASHION NETWORK, ECOLOGIK, THE NEW YORK TIMES, QUE CHOISIR.ORG, AD, PARIS MATCH, MARIE-CLAIRE MAISON, MADAME FIGARO, CANAL+, USHUAIA TV, TELERAMA, LES ECHOS, GRAZIA, SENKEN SHIMBUN, ELLE JAPAN, LE MONDE, FASHION UNITED, VOGUE BRAZIL, ELLE DECORATION, EXPRESS

SOCIAL NETWORKS

- REACH OF FACEBOOK EVENT: 38,127

#1618BIENNALE:

- 866 POSTS ON ALL SOCIAL NETWORKS
- REACH: 112,426
- IMPRESSIONS: 222,929
- LIKES: 6,770
- COMMENTS: 400

SEVERAL AWARDS TO HONOUR THE EXHIBITING COMPANIES

The **HEC x 1.618 SUSTAINABLE LUXURY Award**. For its fifth edition, the prize organized with HEC Paris and a jury of personalities from the creative industry (Satya Oblette, Patricia Ricard, Thierry Zaoui, Pascal Monfort) was awarded to **Woodoo!**

This young French company is developing a pioneering material for tomorrow's low-carbon industry: reinforced wood, translucent, rot-proof, stronger and fire-resistant.

The « **Coup de Cœur** » Award of our jury rewarded **Instituto-E**, the foundation of the Brazilian brand **Osklen**, for its work in identifying and developing highly innovative and sustainable materials such as Pirarucu (fish leather), Amazonian jute or fibers of silk straws.

The **1.618 Public's Choice Award**, in partnership with **SharingBox**, was awarded to **Ôzento** and **Zest** for their eco-friendly panoramic loft equipped with a powerful and responsible natural energy management system. A draw of four lucky visitors amongst the SharingBox players, who voted for their favourite exhibitor, won special gifts from Eden Lodge Paris, Aniza Design, Araku Coffee and Rosazucena.

The **CIFF x 1.618 Prize**. Determined to make Copenhagen the epicenter of creativity in all its forms and to spread the spirit of the city's traditions of authenticity, inclusion and innovation all over the world, CIFF arrives in Paris! As part of our partnership, the Danish organization has allowed 2 brands of the 1.618 selection to obtain a free space in the very first BtoB show they will organize in France in 2019! A jury of journalists (Maud Gabrielson - Le Monde, Carole Matray - Madame Figaro and Laure Guilbault - Les Echos Serie Limitée) elected **Organica Precious Fiber** (reference label for eco-responsible wool) and **Rombaut** (brand of vegan and unisex shoes).

AWARDED EXHIBITORS:

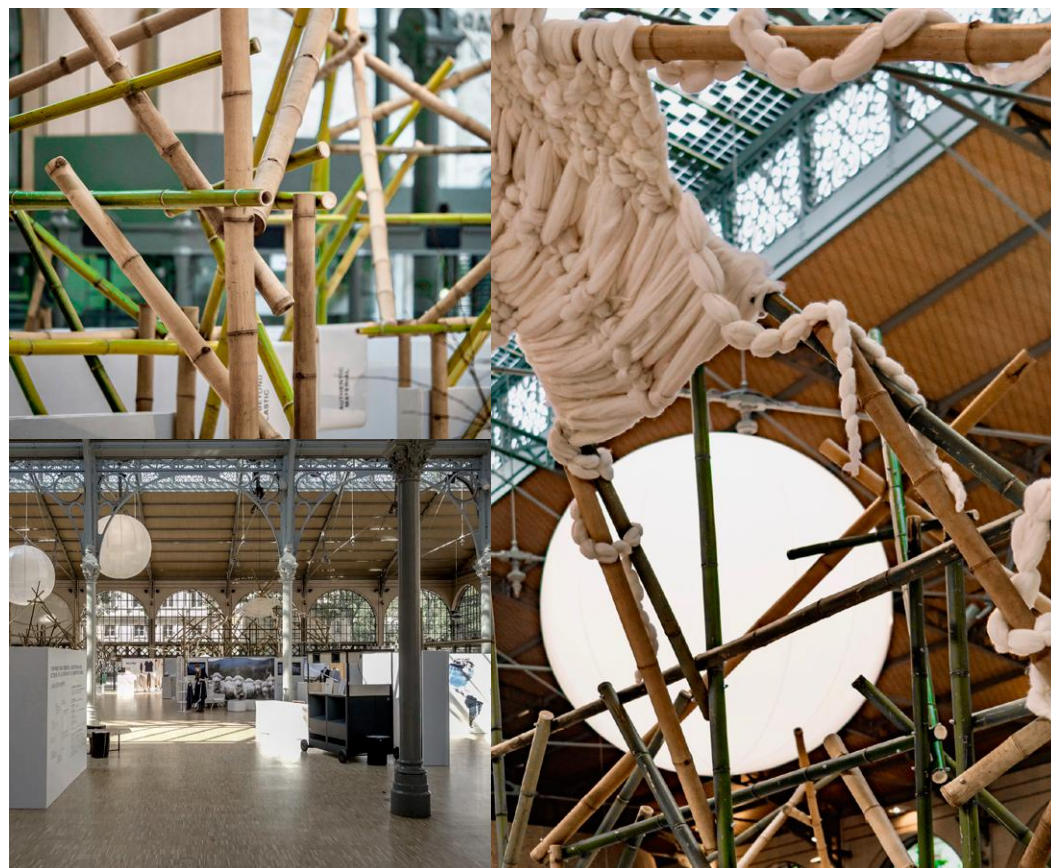
THE HEC X 1.618
SUSTAINABLE LUXURY AWARD
WOODOO

THE HEC x 1.618
« COUP DE CŒUR » AWARD
INSTITUTO-E

THE 1.618 PUBLIC'S
CHOICE AWARD
ÔZENTO
ZEST

THE CIFF x 1.618 PRIZE
ORGANICA
PRECIOUS FIBER
ROMBAUT





A HYBRID AND ECO-CONCEIVED EVENT

Eco-conceived and aerial, the scenography told, 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 (la Maison des Bamboutiers) paid tribute to the habitat of tribes and ancestral communities. Like a modern and complex forest, it invited the visitor to roam, discover, be amazed, receive and celebrate the modern actors of our world in mutation. The gamble seems to have been successful as both exhibitors and visitors appreciated the atmosphere that prevailed. Its eco-conception required an upstream reflexion with the artistic direction and the Gerda agency to optimise the use of the scenery and the energies and to reduce its impact.

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

THE 1.618 VALIDATION COMMITTEE

All the brands presented in the lifestyle fair and the Solutions area are validated by a committee of independent experts in sustainable development composed of:



ALICE AUDOUIN
FOUNDER OF ART
OF CHANGE 21



GILLES BERHAULT
GENERAL DELEGATE OF
THE THINK-DO TANK « FON-
DATION DES TRANSITIONS »



CAMILLE ROJOT
CO-FOUNDER OF ORIGEM,
SUSTAINABLE SOURCING



GUILLAUME CROMER
DIRECTOR OF ID TOURISM



SYLVAIN LAMBERT
RESPONSIBLE FOR THE SUSTAI-
NABLE DEVELOPMENT DEPARTMENT
OF PRICEWATERHOUSECOOPER

THE SUSTAINABLE LIFESTYLE FAIR

33 brands and entrepreneurs from all sectors came together to present their creative and engaged products and services: fashion and accessories, jewellery, mobility, design, gastronomy...

These pioneers of New Luxury came from all over the world with 14 nationalities represented: France, but also England, Belgium, Slovenia, Turkey, Brazil, Mexico, Canada, United States...

The exhibitors were able to meet press, professionals from the creative industry and the general public and all praised the quality and eclecticism of the contacts made during these few days. The meetings between exhibiting brands in this creative and responsible lifestyle ecosystem are also promising for future projects...

MOBILITY

Once again, mobility attracted visitors to La Biennale 1.618: electric bicycles, scooters or cars, everyone found their responsible means of transport. **Rayvolt's** vintage cruisers rubbed shoulders with **Bebob Bike's** bamboo bikes and **Unu's** electric scooter. The **I-Pace**, **Jaguar's** first 100% electric model and **Ujet's** connected and folding electric scooter were also present around the Carreau du Temple for successful test drives throughout the event.

NEW LAUNCHES

La Biennale 1.618, with its location in the heart of the Marais in Paris, its hybrid positioning and its extremely targeted visitors, is a well-chosen place to launch new creative and sustainable products.

In this edition, **JEM Jewellery Ethically Minded** unveiled its first creations with lab-grown diamonds, **Ujet** staged their first ultra-innovative scooter, the design studio **Akonite** presented for the first time its entire collection of boardsports items, and the designer **Matea Benedetti** unveiled her new fashion collection. **Maison Intègre** presented its first creations in recycled bronze.

Also present for the first time in Europe were the Canadian **Virginia Stone** skincare line, the American **Aitch Aitch** salmon skin accessories and the Turkish **Mianqa** leather goods.



THE SOURCING & SOLUTIONS SPACE (NEW IN 2018)

Eco-innovation in raw materials is the accelerator of progress for the creative industry.

This is why La Biennale 1.618 has dedicated a space, for the first time, to these pioneering companies in qualitative, innovative and responsible sourcing: the ethical gold label **FairMined**, **Authentic Material** and **Woodoo**'s innovative materials, the NGO **Think Beyond Plastic**, **Art Unic** wallcoverings and recycled plastic pavers from **SAS Minimum**, the eco-friendly wool label **Organica Precious Fiber** and **Instituto-E**'s piraruku fish leather.

Professional visitors from the creative industries were seduced by these very concrete, creative and sustainable alternative labels and materials in all of the value chains (raw materials, packaging, points of sale...).

The exhibiting companies also appreciated being able to meet and sensitize the general public to their approach.

This space has been a great success and will be renewed and expanded for future editions.





EMOTION SQUARE (NEW IN 2018)

10 experiences / 20 happenings

1.618 conceived, in partnership with **Les Merveilles** (Sibylle Grandchamp), a space voluntarily devoid of technology that gave way to the human, the presence of bodies, and the interaction of emotions. At the heart of a wooden geodesic dome, designed for the occasion by Structure Nomade, the visitor was invited to afford the luxury of listening to oneself and to their environment: sound and sensory immersions, tasting the elements, invitation to refocus on the feeling of the moment and experiment a more conscious view on the world.

The public was at the center of the space and of the action to show everyone's commitment to building tomorrow's luxury.

REMARKABLE HAPPENINGS WITH:

Jean-Marc The Hotel (artist), Christophe Daviet-Thery (publisher), Wynkl (dance), La Bouche (culinary experiences), Florence Dugowson and Anne Vandewalle (tasting the elements), Laurence Monce (sylvotherapy experience), Anaïs Joseph (eating in consciousness), Jina Jung (fashion), Sylvie Ferré (relaxation), Cha Ling (cosmetic sensations).

THE CONTEMPORARY ART EXHIBITION

Around the theme « **Pure Waste** », the Contemporary Art exhibition of the 1.618 Biennale's 5th edition brought 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.

Awareness about the subject was again at the forefront by causing many questions from visitors.

ARTISTS:

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.







HIGHLIGHTS AND MEANINGFUL MOMENTS

A true place of experiences and happenings, La Biennale 1.618 was elevated by many highlights

Jaguar I-Pace and Ujet test drives in the heart of the city:

Visitors were able to preview the excitement of **Jaguar's I-Pace** and **Ujet's** scooter powertrains around the Carreau du Temple: 200 test drives helped raise the awareness of the demanding public of Haut Marais about the issues of clean mobility.

The dancers of the Wynkl Company performed around the Carreau du Temple alleys with their gracious moves to attract visitors to the Emotion Square. A poetic and unforgettable moment.

Atelier Rombaut:

The vegan shoe brand offered visitors and influencers an unprecedented experience to create ephemeral shoes made from waste.

Vernissage:

The evening of Thursday May 31 gathered more than 700 guests to discover in preview the selection of companies and the different eco-designed spaces of the event, around a festive cocktail offered by our partners **Ricard Plantes Fraîches**, **Atelier Jus**, **Histoire des Sens** and **Château Gassier**.

Others:

Many great moments will remain but...

What happens at La Biennale 1.618 stays at La Biennale 1.618!...



THE ROUND TABLES & THE NEW HEROES

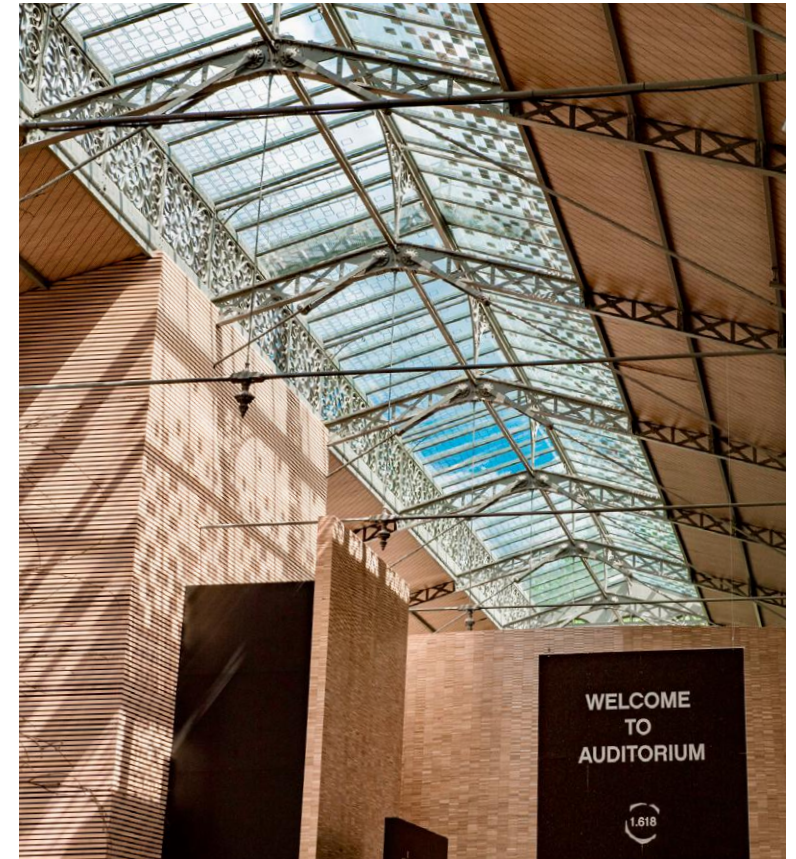
The pioneers of tomorrow's luxury whether they are thinkers, researchers, manufacturers or enthusiasts shared their thoughts and convictions with our visitors on the stage of the 200-seat auditorium in the Carreau du Temple.

Learning, creating awareness and provoking reflection is part of the role we endorse. 51 renowned speakers and 10 roundtables (orchestrated with the help of Andrée Fraiderik-Vertino) have led to sharp and particularly enriching debates.

Various topics, didactic and expert speakers, questions asked, answers provided, other pending that would, according to many spectators, require to be developed in the near future..

The lab-grown diamond, responsible sourcing, luxury and biomimicry, artificial intelligence at the service of the planet or the projection of the desires of future generations (with the highly noticed intervention of three teenagers, questioned by Nadège Winter to start of the debate) aroused a great deal of interest.

Our 3 New Heroes, totally amazed the audience. They gave us some extremely inspiring moments.



3 INSPIRING NEW HEROES

GAVE A SPECIAL TESTIMONY TO THE AUDIENCE OF LA BIENNALE 1.618 AND SHARED THEIR JOURNEY, THEIR CHALLENGES AND THEIR SUCCESSES:



OSKAR METSAVAHT
FOUNDER OF OSKLEN
AND INSTITUTO-E AND
PIONEER OF THE
« NEW LUXURY » CONCEPT



YACINE AIT KACI
AUTHOR, DIRECTOR,
MEDIA ARTIST AND
FATHER OF ELYX



TIMOTHÉE BOITOUZET
FOUNDER OF WOODOO

THE ROUNDTABLES

TOPICS AND SPEAKERS

RESPONSIBLE FINANCE, A NEW TRANSITION ACCELERATOR ? IN ENGLISH

MODERATOR Anne Claire Roux, *CEO, Finance for Tomorrow, Europlace*
SPEAKERS Bertille Knuckey, *Portfolio Manager, Responsable investissements durables et responsables, Sycomore*,
Julien Benayoun, *Founder, Lita* - Céline Lippi, *Founder, Luxury Tech Fund*
Zineb Bennani, *Portfolio Manager, Analyste SRI, Mirova*

RESPONSIBLE SOURCING AND INNOVATIVE SOLUTIONS FOR THE CREATIVE INDUSTRY IN ENGLISH

MODERATOR Jessica Michault - *Correspondent ODDA magazine and Now Fashion*
SPEAKERS Deborah Berger, *Development Director, Organica* - Nina Braga, *Director, Instituto-E*
Camille Rojot, *Co-Founder, Origem* - Giusy Bettoni, *CEO, CLASS CO Hub*
Clément Lafont, *Business Developer, Authentic Material* - Elodie Sebag, *General Manager, Cha Ling*

LUXURY AND BIOMIMICRY: HOW CAN THE LUXURY INDUSTRY BE INSPIRED BY NATURE?

IN PARTNERSHIP WITH CEEBIOS

MODERATOR Patricia Ricard, *CEO, Institut Océanographique Paul Ricard*
SPEAKERS Alain Renaudin, *Founder, New Corp Conseil, Biomim'expo*
Laura Magro, *Engineer and expert in materials, Ceebios*
Guillian Graves, *Founder Big Bang Projet, Directeur programme Design & Biologie ENSCI-Les Ateliers*
Tarik Chekhak, *Directeur du département Biomimetisme, Institut des futurs souhaitables*
Sandra Rey, *Co-Founder, Glowee*

THE LAB-GROWN DIAMOND, THE NEW FUTURE OF ETHICAL JEWELRY

MODERATOR Anne Michaut, *Affiliate professor, HEC Paris, Chaire LVMH*
SPEAKERS Dorothee Contour, *CEO, JEM Jewellery Ethically Minded*
Philippe Bouasse, *Jewelry designer, consultant for brands*
Alix Gicquel, *President, Professeur des Universités, Diam Concept*

EMOTION, THE NEW 21ST CENTURY LUXURY

MODERATOR Sibylle Grandchamp, *Founder, Voyages d'explorations intérieures* - Les Merveilles
SPEAKERS Annabelle Hagmann, *Founder de A H A, Communication consulting agency*
Xavier de Fouchécour, *President of the agency Bastille*
Alessandra Fanari, *Philosophe, Professeur de sociologie de la mode, Institut Marangoni*
Florian Guillaume, *Founder, Tomorrow Expeditions*
Christophe Daviet-Thery, *Libraire et collectionneur de livres d'art*

THE FUTURE OF MOBILITY: DESIGN FICTION 2040

MODERATOR Andrée Fraiderik-Vertino, *Consultant journalist*
SPEAKERS Benedicte Bohbot, *Director of Electric Vehicles, Jaguar* - Mickael Rossier, *Marketing Director, UNU*
Hugues Després, *CEO, UJET* - Patrice Meignan, *CEO, The Arsenale*
Jean-Patrick Teyssaire, *President, Electric Road*

ANTICIPATING THE NEW REQUIREMENTS OF ALPHAS: BRANDS FACING FUTURE GENERATIONS

MODERATOR Jonathan Siboni, *CEO, Luxurysight*
SPEAKERS Intro with three teenagers : Za, Louise, Milo and Nadège Winter
Nadège Winter, *Founder, NWA Agency, Twenty* - Claire Domergue, *Founder, Luxus Plus*
Gachoucha Kretz, *Affiliate Professor in Marketing - Branding, Luxury and Fashion, Digital, HEC Paris*
@Haneia, *Influenceuse*

VR & AI, SMART TECHNOLOGIES AT THE SERVICE OF THE PLANET

MODERATOR Steven Delcourt, *CMO, New Samurais (Strategic Business Enablers)*
SPEAKERS Jérôme Monange, *Founder, LabLuxury & Retail* - Joffrey Ellis, *Creative Technologist, La Belle Façon Interactive*
Inès Leonarduzzi, *CEO, Digital for the Planet, Directrice de Recherche, Pole Sustainability, Institut des Transitions*
Marc Oremus, *Marine Program Coordinator, WWF France*

WHAT EXACTLY IS BLOCKCHAIN?

MODERATOR Corinne Pulicani, *President, NextDay!, VP Executive, La Fabrique du Futur*
Nicolas Chagny, *President, Internet Society France, VP, World of Blockchains*
SPEAKERS Daniel Shavit, *Co-Founder, Horatii Partners* - Cem Dagdelen, *Co-Founder, Horatii Partners*
Olivier Sarrouy, *Co-Founder, CTO de WESPR, Maître de Conférences Université Rennes 2*
Remy Bourganel, *Chief Innovation and Design Officer, Brick-chain*

1.618: BEAUTY AND UNIVERSAL HARMONY

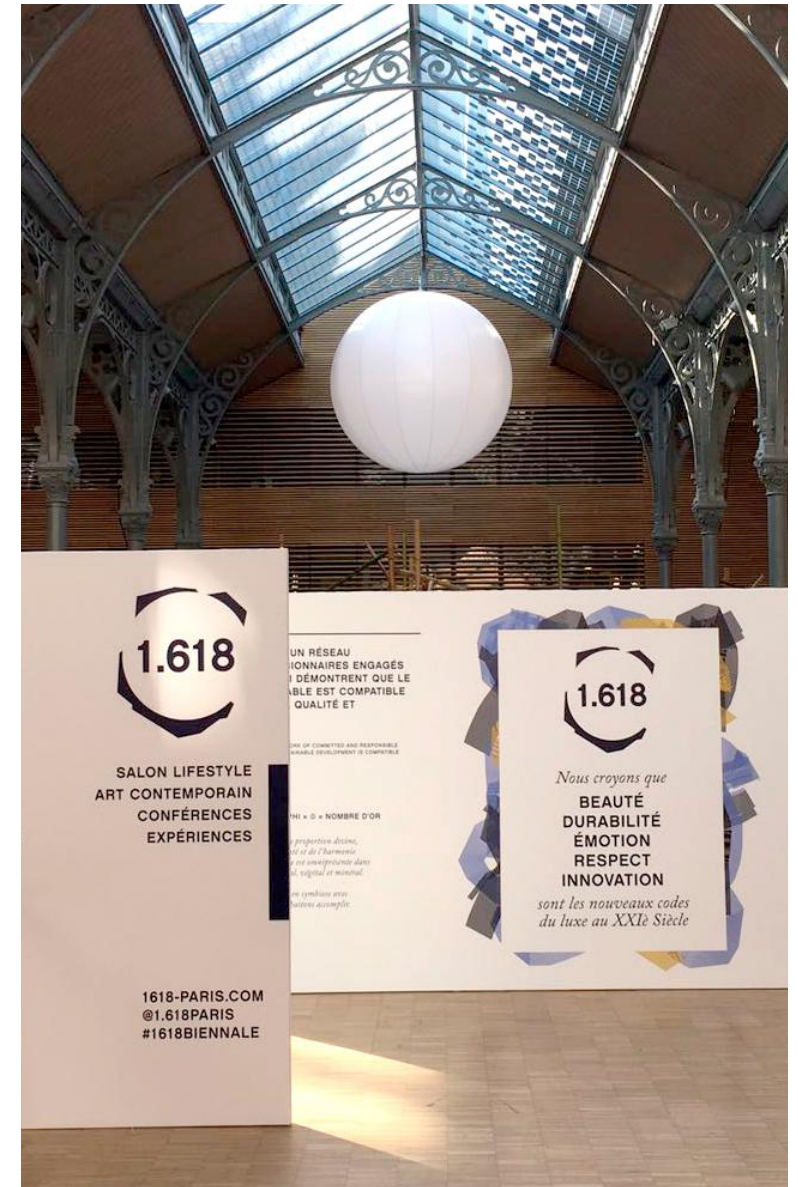
MODERATOR Almaz Vaglio, *Sound design artist, Founder, echo-in et DELAVRAIE Musique*
SPEAKERS Pascale d'Erm, *Journalist, Producer, Author of*
« Soeurs en écologie - Des femmes, de la nature et du réenchantement du monde »
Nathalie Vaglio, *Producer Jupiter 2023*

SOME ROUNDTABLES WILL SOON BE FOUND ON OUR YOUTUBE CHANNEL



THANK YOU

Thank you to all the participants, speakers, exhibitors, artists, partners, experts and visitors who made this event a very beautiful platform of inspiration, emulation, discoveries and awareness.
The new Luxury is on the move, alive, innovative, creative and responsible.



1.618 PARIS AGENCY

OUR MISSION IS DEFINED BY 4 ACTIVITIES

THE 1.618 COMMUNITY - The Validation / The 1.618 Guide / The 1.618 E-Shop
EVENTS - La Biennale / La Boutique / Conferences
CURATIONS - Pop-Up Stores / Fairs / Showrooms professionnels
CONSULTING - Prospective / Sourcing / Communication & Art Direction

WHY THE NAME 1.618?

1.618, also called the golden number, is the result of a mathematical calculation, from the observation of nature, which defines universal harmony.

INFOS / CONTACTS

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1.618: KEY DATES

NEXT RENDEZ-VOUS - *June 2020*

LA BIENNALE 1.618 Le Carreau du Temple - *June 2018*

LA BOUTIQUE 1.618 La Corderie, Paris - *June 2017*

CURATION 1.618 x NORTH WIND
Harvey Nichols, London - *November 2016*

CURATION 1.618 x NORTHMODERN
Copenhagen - *January & August 2016*

CURATION 1.618 x NORTHMODERN
Copenhagen - *August 2015*

1.618 PARIS CONFERENCES *April 2015*

LAUNCH OF THE 1.618 E-SHOP *April 2015*

LA BIENNALE 1.618 Le Carreau du Temple - *April 2014*

LAUNCH OF THE DIGITAL 1.618 GUIDE *April 2013*

LA BIENNALE 1.618
Cité de la Mode et du Design - *April 2012*

LA BIENNALE 1.618 Palais de Tokyo - *May 2010*

1.618 EVENT Palais de Tokyo - *May 2009*