



1.618

1.618 EVENT
CURATION @ NORTHMODERN
REPORT

AUGUST 18 — 20, 2016
NORTHMODERN COPENHAGEN, DENMARK

1.618 (GOLDEN RATIO) IS THE
SYMBOL OF UNIVERSAL HARMONY.
REMINDING US DAILY OF WHAT
WE ARE TRYING TO ACHIEVE.



WE BELIEVE THAT SUSTAINABILITY, CREATION,
QUALITY, RESPECT & EMOTION ARE THE NEW
CODES OF THE XXIST CENTURY LUXURY.

WE OFFER COMMUNICATION, IMAGE AND
EVENT MANAGEMENT EXPERTISE TO CREATE
OR IMPROVE THE DESIRABILITY OF YOUR
SUSTAINABLE COMMITMENTS.

WE SELECT THE MOST SUSTAINABLE
CREATIVE, BEAUTIFUL & INSPIRING BRANDS,
PROMOTE THEM THROUGH OUR EVENTS OR
CURATIONS AND IN OUR WEBGUIDE.

1.618 PARIS

THE FIRST AGENCY FOR SUSTAINABLE LUXURY!

Since 2009, 1.618 Paris selects, validates and promotes creative brands & services that incorporate sustainability in their development.

1.618 celebrates a new luxury defined by beauty, creativity, emotion, innovation and sustainability.

1.618 sits at the forefront of a movement driven by an international community of brands, entrepreneurs, visionaries, researchers, ngos and artists who share a common goal to build a better world through sustainability.

1.618 is an essential resource for consumers and professionals to discover and educate themselves on sustainable luxury products, strategies and trends.

Our organization is focused on three core activities: guide + e-shop, conferences on sustainable luxury and events.

1.618 Paris is one of northmodern's founding collaborators. Motivated by a common lifestyle approach and ethos, 1.618 and northmodern started their collaboration during the 4th edition of the 1.618 Event in Paris in 2014.

For the third time, 1.618 Paris partnered up with the danish tradeshow to translate its unique vision of luxury.



4TH EDITION NORTHMODERN - COPENHAGEN

STRENGTHENING ITS POSITION
AMONG THE WORLD'S DESIGN DESTINATIONS!

“We are excited that Copenhagen and Denmark takes the leadership in placing design on the global agenda.”
Christian Bason - CEO at Danish Design Centre (DDC)

From the 18th to the 20th of August, at the heart of the Bellaquarter, **northmodern** has shown once again that the key for a successful design fair is more than filling up space with design.

It is having an instinctive flair for creativity and quality.

It is about bringing together the avant-garde, iconic and promising creative minds in the design industry carefully selected in an inspiring atmosphere for a connoisseur audience.

It is sticking to your ethos and high-end sharp vision and finding the right balance between a business oriented platform and a cool attitude atmosphere.

In its constant seek for innovative and talented minds, northmodern allowed large areas for innovative and talented minds and their special projects... **Among them the 1.618 curation of sustainable lifestyle!**

Already note that, from 2017 northmodern will become an annual trade show. The upcoming edition will take place **9-11 MAY, 2017.**

NORTHMODERN KEY INFO

4600	VISITORS OVER 3 DAYS
9%	INCREASE FROM LAST SEASON
17%	INCREASE IN INTERNATIONAL VISITORS
360+	EXHIBITING BRANDS

“northmodern is uniquely placed to offer visitors and exhibitors alike, a destination and trade show experience like no other. The purpose built, light-filled centre has defined its own character so quickly since launching in 2015, it is already gathering an international following and reputation as an authority in the international interiors market. From furniture, to lighting, kitchens and textiles northmodern is the one-stop shop in design excellence”

Architonic

THE THIRD EDITION 1.618 X NORTHMODERN

For the third time, northmodern invited 1.618 Paris to create a curation inside the Crystal Hall of the Bella Center to show to an exclusive B2B audience a selection of creative and innovative design projects.

Indeed, 1.618 Paris gathered a high-end selection of green lifestyle brands, from precious everyday objects to others more unusual.

A GLIMPSE OF THE MEDIA MENTIONING US AT NORTHMODERN !

ARCHI
TONIC

de
zeen
design
magazine

ELUXI
MAGAZIN

rtbf .be

magasinet
kunst

designbase

THE CRYSTAL HALL BY 1.618

The event attracted a qualitative audience of professionals (*press, buyers, distributors, agents, designers, institutes, etc...*) in the spectacular Crystal Hall located at the heart of the «special projects» area in the fair. An immersive scenography made with furry vegetal arks and forests with reclaimed wood birch trunks brought an attractive and inspiring air stream for both visitors and exhibitors.

17 EXHIBITORS 10 NATIONALITIES

THE BRANDS FEATURED:

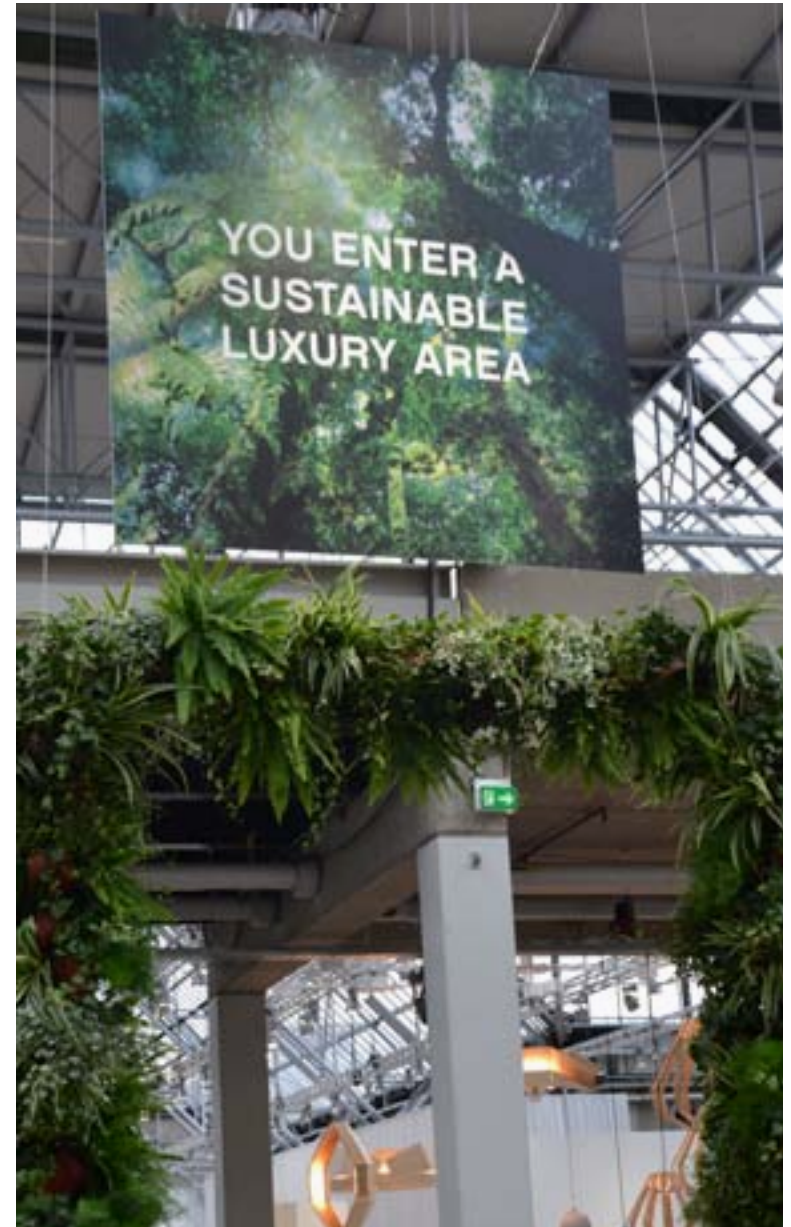
FIDDLE + HAMMER – LA PETITE PAPETERIE FRANCAISE - HUALLE – MATERIA – KOVAC FAMILY – ENCODED by *Boettger* – METYLOS – RAYVOLT – SHELTER by *Edenismes* – SPYNDI – STUDIO INI – TOYOTA – WATERROWER – WOODLABO – ASK by *Emil Skovgaard* - GEDIGO – BOUGH BIKES

5 LIFESTYLE ACTIVITIES

Design/ Furniture: 9
Architecture/Travel: 1
Mobility: 3
Lightings: 3
Sports/Leisure: 1

DISCOVER THE 1.618 SELECTION FOR THE CRYSTAL HALL:

WWW.1618-PARIS.COM/EVENT2016





THE BRAND'S SELECTION

RAYVOLT, timeless, high-tech and stylish electric bikes.

ENCODED by Boettger, woven leather furnitures and homedesign crafted in Bali.

SHELTER by Edenismes, a new vision of luxury eco-tourism promising a real escape from daily life into the nature.

KOVAC Family, elegant wooden lamps with eco consciousness.

FIDDLE + HAMMER created the Bellaphone, wooden horn speaker made from a Herradura tequila barrel results.

WOODLABO, geometric wooden lamps inspired from the space world.

GEDIGO, various home design in vegetal tanned leather.

METYLOS, 'made in France' furniture and decorative objects driven by a ethical conception.

WATERROWER, a traditional rower following a responsible production based on ethical sourcing.

HUALLE, craftsmans from Southern Chile creating qualitative products, wooden paddles and mugs.

BOUGH BIKES, sustainable wooden bikes.

TOYOTA DENMARK, launched the 'Mirai' car the '2016 World Green car'.

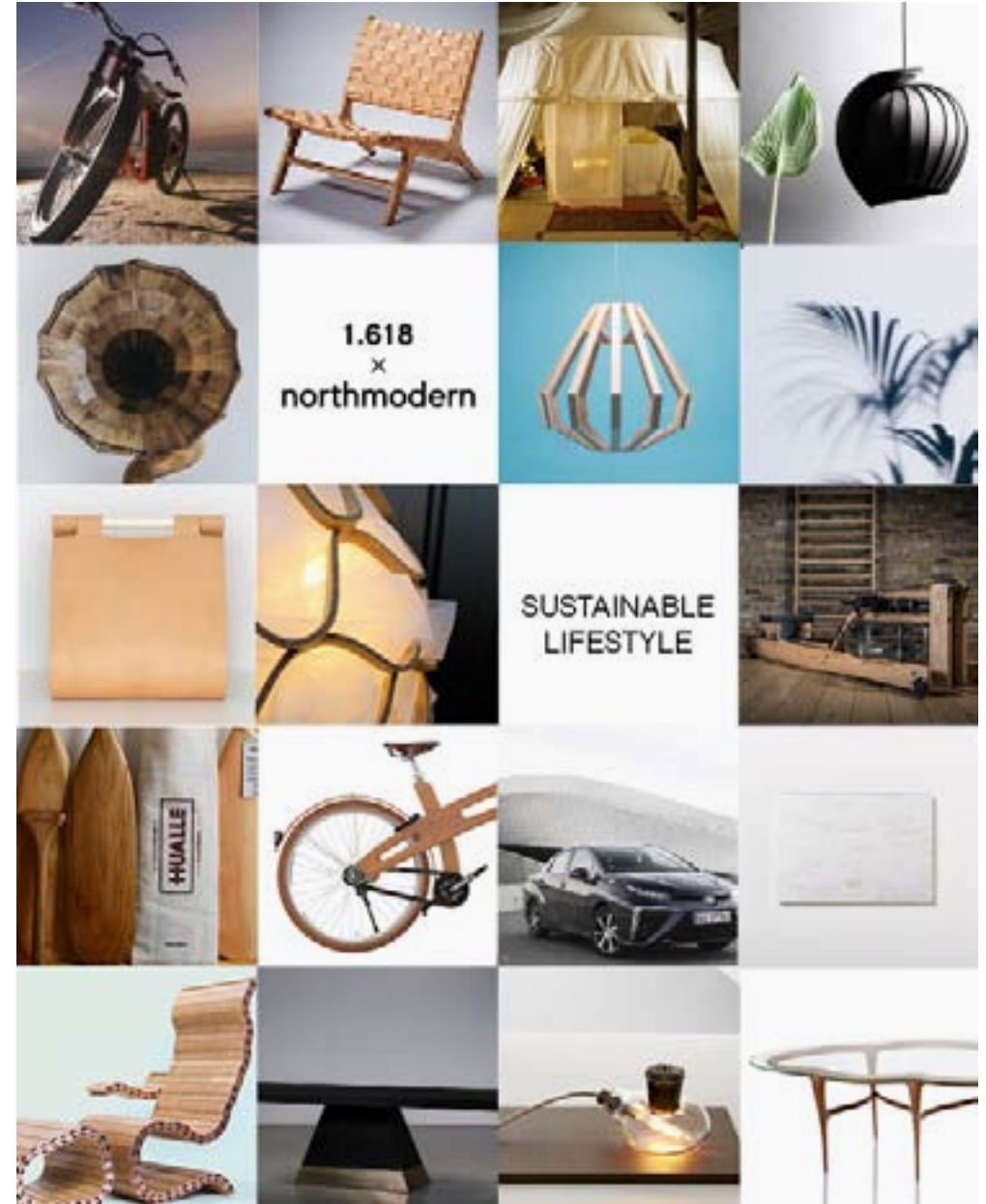
LA PETITE PAPETERIE FRANCAISE, qualitative and ethically manufactured paper products.

SPYNDI, furniture inspired by the human spine and celebrating the moto «Do It yourself».

MATERIA, furniture in charred the wood by using a Japanese traditional technique called Shou Sugi Ban.

STUDIO INI presents its latest creation Yalos, a LED lamp that is hand-made in recycled glass and adorned with its wood base.

ASK by Emil Skovgaard, danish handmade furniture embodying the slow design spirit.





EXHIBITORS FUN FACTS

First time in Europe for Fiddle + Hammer featured in several media! Great success!

La Petite Papeterie Française got the badge «Favorit of Elle Decoration Denmark»!

Rayvolt left Copenhagen without their exhibiting products!

Bough Bikes visited by the Dutch ambassador who owns one of their wooden bike!

On Spyndi stand, visitors customized their own chairs!

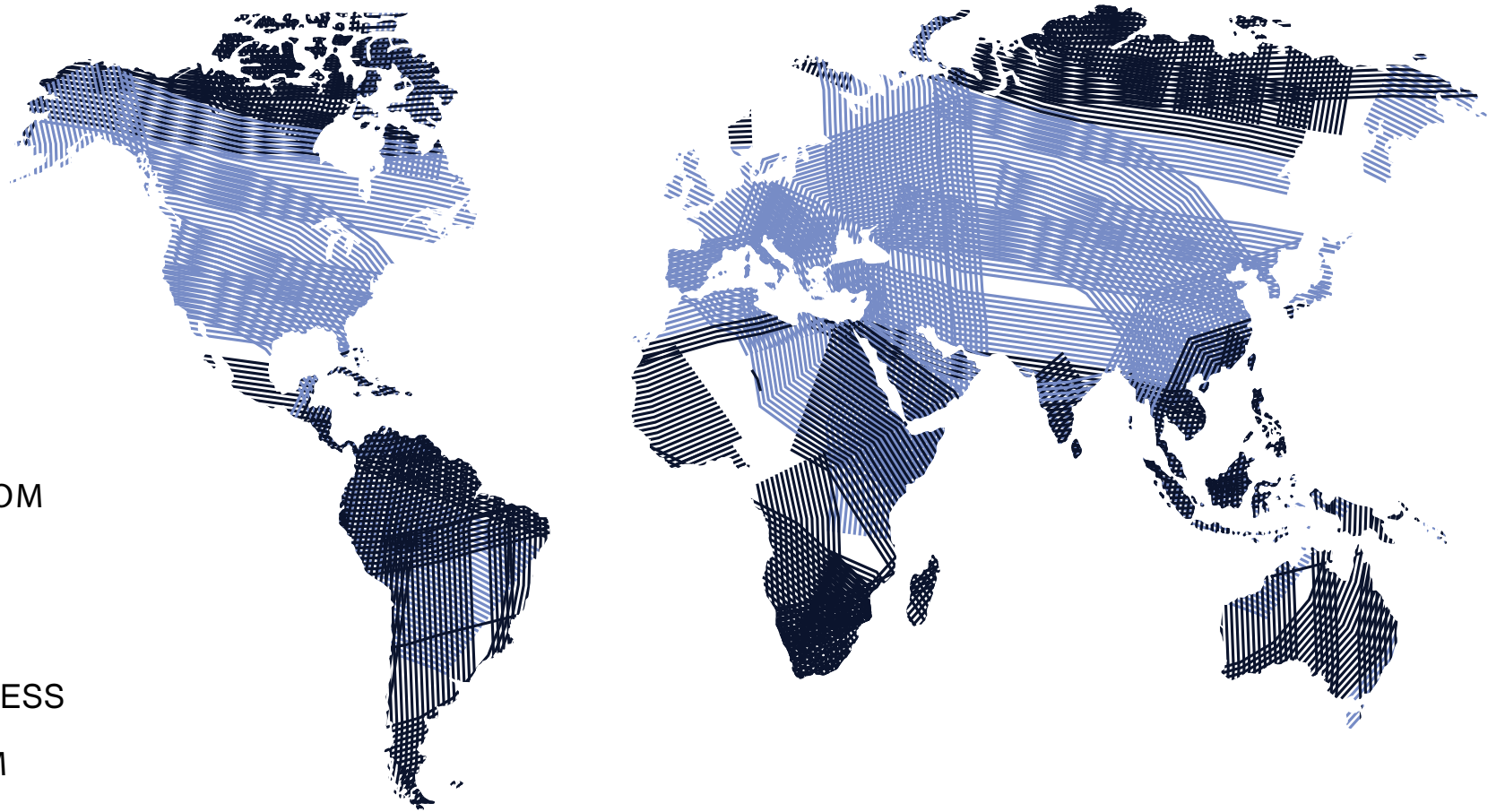
«Gorgeous curation! Congratulations and looking forward to May 2017!»

Agency Signe Nørgaard





JOIN 1.618 IN BUILDING A BETTER WORLD!



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