



# DANS LE NOIR ?

Restaurant / Bar / Lounge  
30-31 Clerkenwell Green  
London - EC1R 0DU

☎ 020 7253 1100

booking@danslenoir.com  
www.danslenoir.com

## A SENSATIONAL CULINARY EXPERIENCE

### *A SENSORY EXPERIENCE*

"Dans le Noir?" offers a challenge to all visitors. They will experience the awakening of largely dormant senses, learning to enjoy tastes, smells, flavours and textures.

Take away sight and the concept of taste is completely reborn. Perception of flavours becomes subtler and more intense. We suddenly become aware that vision preconditions all our sensations in life.

We offer an innovative French based cuisine with influences from all over the world. A cuisine that is both educational and flavour-filled, enhanced by a fine and eclectic selection of wines and unusual cocktails.



### *A TRUE CONVIVIALITY*

Dining in total darkness is for each of us an unusual social experience that raises questions about sight and its predominance in our relationship with the world (the question mark at the end of the logo "Dans le Noir?"). This particular situation, where we cannot see or be seen by others, radically transforms how we relate to them. The absence of visual judgment, that preconditions our social and emotional reactions, makes us abandon all preconceptions of how we relate to others. Thus, communication spontaneously becomes more intense and real.

Dining in the dark has this extraordinary capacity of bringing people closer together. Interaction between blind and sighted people is both natural and compelling, since the patrons become so immediately dependent upon their blind guides. But significant interaction also happens among the diners. Our tables often sit 8 to 10 people, so a party of 2 or 4 will be seated with others whom they not only do not know, but whom they also do not see! Conversations develop remarkably fast, of course among people in your own party, but with others as well. The voices and attitudes become the only trigger of personality, freed from all preconceptions based on looks and appearances.



# A UNIQUE HUMAN AND SOCIAL EXPERIENCE

## INSIGHT & DIFFERENCE

Dining at "Dans Le Noir?" is a whole new experience that challenges our preconceptions. We just try to see disability as a positive difference, able to create value, not as a problem. "Dans le Noir?" completely reverses the perspectives of blind and sighted people. The disabled become the able. They're the ones who make the entire experience possible, and open the door to a whole new world of sensations.



## MEETING THE BLIND GUIDES

In the dark, the blind becomes your eyes and ultimately your light, a radical reversal of perspective encouraging tolerance and respect.

The visually impaired people are trained to reassure you and ensure your welfare and safety and allow your empathy.

This experience is of course only a temporary glimpse at the reality of blindness. It would be presumptuous to think that this experience is any more than a brief insight.

At most we hope to make our visitors sensitive to the world of the blind while dining in the dark.

"What I'm most interested in is the contact with people. I'm glad to have such an opportunity to do something that is not easy and to prove to the others and to myself what I'm capable of. There is another world besides the sighted one.

I think that each of us will benefit from discovering it."

*Susana (guide in Paris restaurant)*

"Stirred by a generous and spontaneous conviviality, "Dans le Noir?" provides the opportunity to discover a unique gastronomical and emotional experience. I'm thrilled to finally work in a restaurant totally devoid of vanity where everyone finds himself facing his own truth."

*A French Manager of "Dans le Noir?"*

## THE ETHICS OF THE PROJECT

Our objectives are to create an exemplary European company that is at the same time efficient, profitable, generous, convivial, insightful and ethical.

### EFFICIENT & PROFITABLE

We strongly believe that, to achieve our goal of offering long-term job opportunities to the visually disabled, the company has to be run efficiently and profitably. If we want to demonstrate that blind people are vital and contributing members of the work force, then the business model has to be sustainable over the long-term.

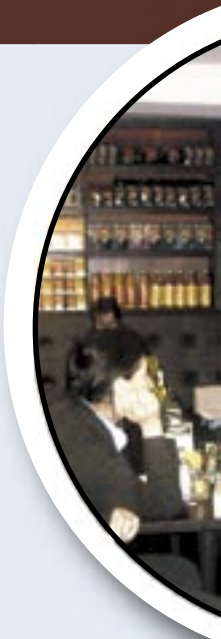
Around 20 to 25 blind people are working in "Dans le Noir?" restaurants (nearly half of the staff). But we prefer to highlight the fact that 50,000 people have enjoyed the experience so far in France (the largest permanent and private operation of disability awareness), including chief executives, decision makers and even the French Prime Minister !

"Dans le Noir?" is due for expansion to every major city as it is a worldwide social experience. Every citizen from every country should be able to participate in this outstanding experience.

We are also developing licensed products such as "the Braille T-shirts", a full range of Fair Trade - organic products created or involving disabled teams in the product conception. We want to prove that if you consider disability as a positive difference and not as an obstacle, it is an opportunity to create real value with talent and marketing inputs, including human resources opportunities.

### GENEROUS

In addition to providing permanent jobs to the visually impaired and to being the first European organisation to make disability awareness part of its business, 'raising awareness about disability' is one of the mission statements of "Dans le Noir?". The company's bylaws show a commitment to re-distribute 10 per cent of its profits to charitable organisation, including those associated with visual impairment. A way to show that disabled people may also express their generosity and solidarity with other causes such as child protection and social welfare.





BUSES: 55 /63 /243/N35

UNDERGROUND:

Farringdon station / Chancery Lane

NATIONAL RAILWAY:

Farringdon Thames link station

NO PRIVATE PARKING:

- Parking facility on East Clerkenwell Road

- Parking at Junction Farringdon Road and St Cowcross Street

- Parking North Farringdon Road right after Bowling Green

BOOKING / INFORMATION

020 7253 1100

booking@danslenoir.com  
www.danslenoir.com



## HOW TO FIND "DANS LE NOIR?"

**PARIS - 75004 / 51 rue Quincampoix / 01.42.77.98.04**  
**resa@danslenoir.com / www.danslenoir.com**

The "Dans Le Noir?" Restaurant in Paris is located right in the heart of the city. Within 50 metres of the Pompidou Centre, it is an easy location for everyone to find, within easy reach of bus and underground stations.

**LONDON - EC1R 0DU / 30-31 Clerkenwell Green/020 7253 1100**  
**booking@danslenoir.com / www.danslenoir.com**

In London, we are located in the thriving area of Farringdon between the City and the tourist centre, not far from King's Cross station and the Barbican Centre. In 2007, King's Cross will welcome the arrival of the Eurostar, making the area a key transport connection for London. Our location is central and accessible with parking nearby. This accessibility is essential since we must enable partially sighted and blind people an easy journey back home after work.

## ROOMS IN THE DARK

The Paris restaurant has about 58 seats in the dark and the London one is between 60 and 86 seats.

Both restaurants have a large bar/lounge area, which is not in the dark, for clients to continue the discussions they have started with people they met in the dark.

## TRAINING & EQUIPMENT

The guide & waitering staff are trained by our specialists from the agency Ethik Event supported by major charities for the blind such as Paul Guinot in France. Our team has a long experience of organising events involving blind and partially sighted people in Europe. Our company aims to facilitate their integration into the professional world in partnership with foundations all over Europe. We have developed a full range of equipment in order to provide blind and partially sighted people a comfortable and suitable working environment. Equipment has also been developed to maximize security in the restaurant in partnership with local authorities.

## SAFETY AND REGULATION

The "Dans le Noir?" restaurant requires special consideration from local regulations. We had to work closely with the authorities for several months in Paris and then in London to set up a completely secure environment allowing us to cater for the public in complete darkness.

We can share this experience with any foreign local authority and can provide advice on establishing the necessary derogation in their council to help organise major events all over the world.

## EVENTS FOR A DIFFERENCE

### **THE FORCE OF THE OPPOSITE**

Due to its very nature, "Dans Le Noir?" can play host to a wide range of special events which could be corporate, institutional, commercial, artistic or social, which further enhance the potential business opportunities that the concept offers.

"Dans le Noir?" turns our preconceptions upside down, using the principle of the opposite. The principle of the opposite is at the root of a new perception of our environment. By attacking head-on obvious and preconceived notions, "Dans le Noir?" sets up a powerful and challenging model that awakes the curiosity of the mind. Thus, this experience creates the values of tolerance and solidarity in any group.

### **A PLACE FOR CULTURAL EXCHANGE AND ENTERTAINMENT**

"Dans le Noir?" is not only a restaurant but a place providing a full range of activities and events in order to become a meeting place for open minded people looking for a better and more united world.

#### **SENSORY DISCOVERY**

Oenology courses, harmony of wines and cheeses, blind tests for food product launches.

#### **MUSIC IN THE DARK**

Improvisations, "unplugged" concerts and musical education in the dark

#### **JOURNEY THROUGH THE DARKNESS**

A country, a culture and its sensations dispensed through gastronomical, olfactory, auditory and tactile perceptions.

#### **CULTURAL CAFE**

Conferences, debates, philosophical cafés, and public readings by famous writers of their work in the dark. Prix Goncourt Didier Van Cauwelaert came to read in the darkness for the launch of his last novel as did recently Alexandre Jardin and other famous writers.

#### **DATING BAR**

Want to meet people in the dark at "Dans le Noir?" . Please join our special events and learn how to discover people from a new perspective. "Dans le Noir?" Paris organises special events with Meetic (the major dating Service website in France).

Please see our program on the website :

**[www.danslenoir.com](http://www.danslenoir.com)**



*The French Prime Minister Jean Pierre Raffarin dining at "Dans le Noir?" in Paris in October 2004*

### **A NEW TOOL for Brands & Companies**

By structuring and reconstituting the team around positive values and releasing visitors from all preconceptions, the experience in the dark becomes a useful and a persuasive tool for human resources management within Corporations.

It is an experience that stimulates the creativity, capacity of motivation and innovation of its team. The restaurant can be hired out for private events, allowing managers of companies to construct with human resources specialists or commercial workforce a programme tailored for every situation or issue. Executed by specialists, these experiences break new ground in bonding, team motivation, and training, seminars and brainstorming in the dark.

We also offer an additional lit room, to allow proper debriefing after the sessions in the dark, and provide optimum working conditions.

"Dans le Noir?" is also an ideal venue for a press launch if you would like to help journalists to discover the authenticity of products in a warm and convivial atmosphere.



### **THE DARK comes to you ...**

Ethik Event, our Event Marketing agency, is able to organise events in the dark with the suitable security measures not only in the restaurants but in any place you wish anywhere else in Europe or in the world. They have already worked for prestigious brands such as Moët Hennessy, Hermès Parfum and L'Occitane in France or Starbucks in England.

[ethik-event@danslenoir.com](mailto:ethik-event@danslenoir.com)

[www.ethik-event.com](http://www.ethik-event.com)



*Sensory workshop for a cosmetic brand*

## PARTNERS & DEVELOPMENT



### **IN FRANCE with the Paul Guinot Foundation**

Founded after World War I, Paul Guinot is one of the two largest non-profit organisations for visually impaired people in France. The work of the foundation is devoted towards the integration of visually impaired people into the different areas of our society, through work as well as sports and leisure.

Ethik Investment and the Paul Guinot Foundation have set up an exemplary partnership in France. A model of cooperation between a private company and a non profit organisation which collaborate positively to demonstrate the success of our idea! In each country where we will launch our future restaurants, Ethik Investment will collaborate hand-in-hand with local blind foundations to help us along the recruitment process and the team building in order to build an effective team.

### **FRIENDS OF "DANS LE NOIR ?"**

Friends of "Dans le Noir?" is a local partnership programme that allows companies, institutions, foundations and charities to join "Dans le Noir?" in order to support and extend the concept and all its usefull aspects.

Companies and institutions engage themselves to organise dinners in the dark (privatisation, events, etc...) for more than €30K (20K£) per year. The partnership programme is only opened to five 'relevant' partners for each country.

Members also have to organise at least one operation of cross marketing or cross communication with "Dans le Noir?" in order to promote the concept in their local market. It will be in general an internal or external communication plan linked with their activity.

Foundations and charities don't have to buy any services but must organise similar communication operation.

Friends of "Dans le Noir?" will be listed and presented inside the restaurant and will enjoy a special pricing for events. A special discount will be offered to their members of staff on presentation of their Business cards and a proof of ID and our team will study the best way to assist our friends in the promotion of their products or their activities with "Dans le Noir?"

**Please contact [friends@danslenoir.com](mailto:friends@danslenoir.com)**



### **IN ENGLAND with Fredericks Foundation**

Paul Barry-Walsh founder and chairman of the Fredericks Foundation visited "Dans Le Noir?" in Paris in the Summer 2004 and was so impressed that he wanted to bring the experience to London. The "Dans Le Noir?" concept is an ideal match with the Fredericks Foundation's mission statements that is to help people to help themselves. Fredericks has provided both investment and support to help the success of the restaurant. Fredericks Foundation helps people realise their potential often through support to individuals who wish to start-up their own business and become self-employed.

A pragmatic and innovative spirit we share 100% at "Dans le Noir?" says Edouard de Broglie founder of the company.

To help call **01276 472722**. Also please visit the website : [www.fredericksfoundation.org](http://www.fredericksfoundation.org)



### **INTERNATIONAL PARTNERS & DEVELOPMENT**

Our objective is to export the concept to all major cities of the world through a specific licensing process including a strict ethical chart.

Our partner will receive full logistic and communication support and all financial data necessary to help drawing up business plan and financing research.

For further information, please contact our international development division, Edouard de Broglie on **+33 1 40 90 70 38** or visit our website [www.danslenoir.com](http://www.danslenoir.com)

# MANAGEMENT

## MANAGEMENT

"Dans le Noir?" was set up by Ethik Investment, a company founded by Edouard de Broglie with the support of Etienne Boisrond in order to promote useful and potentially profitable ideas.

### Edouard de Broglie

- Marketing and Communication Consultant (Y&R, Havas, ...).
- Chairman and Managing Director of the Trade Connection group, a company specialised in the field of new technology (Mobile phone wap site and Internet).
- Author of "La marque face à l'éthique" ("The Brand facing Ethics"). Pearson - dec 2003 .
- Chairman, founder/partner of Ethik Investment.
- Involved for more than 20 years in environmental and childhood protection.

"There's no bigger happiness than to get involved into a venture where everybody gains and contribute modestly to bring just a little bit more solidarity to the world. In total darkness, visitors can 'see' others and themselves differently. Yes, it's a crazy idea, ... this is why it's successful!"

*Edouard de Broglie*



### Alexandre-Réza Radji

- Communication and marketing consultant for the Young and Rubicam Group.
- Marketing and communication director for the Monoprix Group (Galeries Lafayette group)
- CRM and Business and Services development director for SFR products (Vodafone and Vivendi Universal Groups)

## PRIVATE PARTNERS

### Etienne Boisrond

- Former corporate banker at the Chase Manhattan Bank in Paris and New York.
- Former senior executive of Young & Rubicam. Inc. (ex-CEO of Y&R Europe).
- Founder / partner of Ethik Investment.

"Each of my dinner experiences in the dark is the same fascination: the blind becomes your eyes and light. Quite a refreshing and necessary change of perspective, when we have so much troubles getting away from our habits."

*Etienne Boisrond*



### Paul Barry Walsh

- President of Netstore
- Founder & Chairman of Fredericks Foundation.
- Co-founder and partner of Dans le Noir Ltd in England



- CEO and founder of the "Vivre en Mobilité" group, specialised in relationship marketing through telephony networking. Customers: City councils, local and regional institutions and 'civic' companies
- Partner of the Ethik Investment group and of the "Dans le Noir?" restaurants in Paris and London.