

## London dines out in the dark... A truly sensational culinary experience

**D**ans Le Noir Ltd, a British company developed by an independent European group (Ethik Investment) has been working for a year in partnership with a UK charity, the Fredericks Foundation, to open **a unique and innovative restaurant in London, where visitors dine in complete darkness and are guided by blind or visually impaired waiters.**

The first "Dans le Noir ?" (Dining in the dark) restaurant was opened in Paris nearly two years ago and it has been a huge success with so far more than 50,000 diners having encountered this new human and sensory experience, including the French Prime Minister, many celebrities and opinion leaders.

The restaurant, bar, lounge in London, also called "Dans Le Noir?" located in the fashionable area of Farringdon (on Clerkenwell Green) will be **the largest of this kind in the world (60 to 86 seats)**. It will offer a French based cuisine with interesting influences from all over the world, as well as fine wines and unusual cocktails.

Edouard de Broglie, a French entrepreneur and ethical management specialist, with companies in the communication and new technology sector, founder and CEO of the Ethik Investment Group and Director of Dans Le Noir Ltd created this concept in Paris with Etienne Boisrond, a marketing specialist. They both explain the concept with enthusiasm : "Dans Le Noir? is a **sensory and positive social challenge**. The preconception of what food tastes like is gone. All your other senses are abruptly awoken and you taste the food like you have never tasted it before. It makes you rethink everything".

Neither of them would want to be permanently deprived of the visual aspects of food, part of the culinary pleasure. "Darkness kills your preconceptions both about taste and about people. You become blind and the visually impaired waiting staff become your eyes. **It's an unbelievably positive way to appreciate your surroundings and to experience them afresh. It is an experience that everybody should try at least once.**"

In Paris, the management has been delighted by the enthusiasm of the visitors. People return more often than they expected and with no advertising **the restaurant is still full in Paris every night**, nearly two years after the opening.

The Paris restaurant has been able to offer a huge number of imaginative opportunities: famous writers reading their work to an audience in the dark; wine tasting; music in the dark; blind dating clubs; school visits to educate children about blindness.

In London **eight visually impaired people** have been trained to guide patrons through this experience. As the restaurant develops, this will increase to twelve or even fifteen. **Ethik Event**, the European subsidiary of «Dans le Noir?» also provides temporary employment to more than sixty visually impaired people by **organising original and unique corporate events** both in the «Dans le Noir?» restaurants and at other venues. They have already worked for prestigious companies like L'Occitane or Moët Hennessy in France, Starbucks in the UK.

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

**020 7253 1100**  
[booking@danslenoir.com](mailto:booking@danslenoir.com)



Reservations (highly recommended) open on  
25th January 2006  
for first dates available :

**1st March 2006**



For further information, or interviews : please contact our press officer at the Dans Le Noir? restaurant in London on **020 7253 1100** or [pr@danslenoir.com](mailto:pr@danslenoir.com) or in the Paris Offices on **+33(0)142710868** or [presse@danslenoir.com](mailto:presse@danslenoir.com)

Bios and full set of pictures free of charge and royalties are available and a press kit in pdf or printed will be also available early February.

Paul Barry-Walsh, Founder and Chairman of Fredericks Foundation ([www.fredericksfoundation.org](http://www.fredericksfoundation.org)), who has helped fund the project said: 'Fredericks Foundation is committed to **breaking down the barriers between the disadvantaged and the workplace**. Investing in «Dans Le Noir?» represents an exciting opportunity for the Fredericks Foundation to further this aim.'

«Dans le Noir?» is working with some leading charities for the blind in France, UK and Belgium to find the right applicants for the projects.

**10% of the profits of the «Dans le Noir?» restaurants are distributed to charities**, including some working with the blind, every year.

In line with the founders' ethical principles, «Dans le Noir?» is developing a **sustainable policy of selling fair trade and organic products** as much as possible. In the same way it is working in partnership with the Swiss specialist company Switchee, to test and develop original cotton and faire trade clothes.

Edouard de Broglie knew London was the right place for the next «Dans le Noir?» restaurant when he found a quotation from «Twelfth Night» on a statue of William Shakespeare in the middle of Leicester square: **"There is no darkness but ignorance"**. It became the base line of the brand.

The grand opening of Dans le Noir? will take place on 28th February 2006 at the new restaurant in 30-31 Clerkenwell Green in London (Farringdon Station or Chancery Lane) by invitation only.

Reservations are being taken from 1st March 2006.

**020 7253 1100**  
[booking@danslenoir.com](mailto:booking@danslenoir.com)

**The Dans le Noir Team:**

**Ethik Investment CEO & Dans le Noir Ltd Director:** Edouard de Broglie

**Dans le Noir Ltd Director:** Paul Barry-Walsh

**Restaurant Manager:** Olivier Ansquer

**UK Coordinator Dans le Noir ? / Ethik Event:** Nicolas Vinel

**Assistant Manager:** Thibault Ginot

**Sales Executive:** to be confirmed

**Chef:** To be confirmed

**Founders and shareholders:** Edouard de Broglie, Etienne Boisrond,

Fredericks Foundation, Trade Connection Group, Alexandre Reza Radji.

**Group Coordinators:** Nicolas Chartier (London), Céline Hanich (Paris).

**Group PR Manager:** Sarah Cluzel

**PR officer in London:** Amélie Coutant

**Consultants:** Ford Mc Donald Consultancy

**Visually Impaired Staff Manager:** Fabrice Roszczka (Ethik Event).

**Design and Renovation:** Mark Booker

**Communication Designer:** Virginie Salvanez



The French Prime Minister at Dans le Noir? in Paris in October 2004

**NOTES FOR EDITORS :**

■ **The restaurant** can play host to a wide variety of special corporate, commercial, cultural or social events. To book an event contact our coordinator : [welcome-uk@danslenoir.com](mailto:welcome-uk@danslenoir.com)

■ **Ethik Event** has already worked for British clients for corporate events in the darkness since June 2005. More info : [www.ethik-event.com](http://www.ethik-event.com)  
[ethik-event@danslenoir.com](mailto:ethik-event@danslenoir.com)

■ **Fredericks Foundation** helps people to realise their potential often through support to individuals who wish to start-up their own business and become self-employed. For further information on Fredericks Foundation visit [www.fredericksfoundation.org](http://www.fredericksfoundation.org)

