



Art de Vivre



The “*European Art de Vivre*” class is an intensive immersion in the European culture and high society catered towards upcoming leaders and individuals with either personal or business requirements to “*outshine*” within European settings.

The class is curated in English by Sabina Belli, Director of the venerable Champagne House *Veuve Clicquot*.

A veteran of the Luxury industry, she is responsible for a number of luxury icons such as *Dior J'adore* or *Dom Perignon* by Marc Newson.



Definition:

An art de vivre is a “*way of life*” which essentially is a set of unwritten rules, traditions and knowledge of one’s culture that supports and frames the interactions within a society.

The luxury European Art de Vivre is one of the most codified and dense. Developed from centuries of traditions, dedication to the arts be it painting, sculpture or music, gastronomy, craftsmanship and rituals evolved to the level of an art.

Immersing oneself in this luxury European Art de Vivre, and mastering the rules and etiquette gives you an edge within a cultured group.

Participants:

The class will be an intensive immersion in the European etiquette and culture. It is structured for individuals but can be catered for a group of up to 3 persons. It is ideal for:

- Individuals who wish to evolve as business leaders and who want an intensive and time-conscious crash course to improve business relations amongst European counterparts.
- Individuals desiring to travel or relocate to Europe in the future for either personal or business reasons.
- Individuals of all ages with a keen interest in European culture and the way of life.



Background

In an increasingly international and interconnected environment, one must be able to navigate and understand the behaviors, rituals, habits, gestures, and assumptions that define their counterparts' differences. Interacting with individuals within their perceptiveness and adaptability (in other words play in their comfort zone) is the undeniable advantage which allows you to:

Professionally:

- Ensure to preserve and nurture a long and mutually beneficial relationship with your foreign partners.

e.g. Succeed in a tense negotiation meeting without neither conceding too much nor making your partner feel like he was forced into.

Personally:

- Mingle seamlessly with foreign acquaintances and create long-term friendships.

e.g. Offer a lovely dinner to the ambassador and his wife.



Curriculum

The training is structured around 4 main themes including theoretical and practical experiences:

Art: Paris is the capital of the arts with the largest number and highest concentration of museums, galleries and theaters in the world. We will ensure you get a simple but deep introduction or comprehensive class on a selected subject. Our guided tour would go beyond just attending shows and visiting museums, we will provide you with insight from recognized experts.

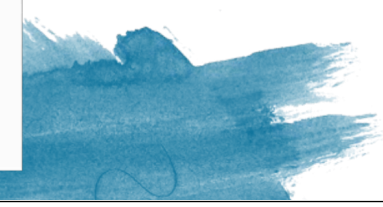
Gastronomy: will include a training with an established perfumer, a wine or malt tasting training with a winemaker, lunches and dinners at leading gourmet and haute cuisine restaurants curated by a dedicated gastronomy consultant.

Fashion: After sharing the rules with you, our stylist will accompany you to Paris' most prestigious fashion houses and shops, and guide you to the right places for your fashion needs. This will also include a workshop on grooming and tips on casual and business dressing.

Conversation: Every dinner is a training on etiquette. Our trainer will share with you her insight on how to dress, how to eat, how to drink and how to talk. Indeed Conversation can be a double-edged sword that our consultant will help you master. This module will include a small improvisation class with a theater professor.

	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	Day 8		
		INTRODUCTION DAY	CULTURE DAY	GASTRONOMY DAY	FASHION DAY	TEST DAY	DEBRIEF DAY			
8:00AM	Arrival + Private time	Breakfast	Breakfast						Transfert departure	
8:30AM			Transfert							
9:00AM		Meet and Greet	Art 101	Taste training with a «nose»			Insiders tours Louis Vuitton special orders manufacture	Private Time Activities on demand		
9:30AM				Break						Formal Business shopping with <i>Benoit</i>
10:00AM		Repérages Paris		Break		Insiders tour Christian Dior private Showroom	Individual Debrief			
10:30AM				Introduction to European Music				Wine Malt tasting training		
11:00AM			Transfert							
11:30AM			Lunch with Lisa at Ladurée							
12:00PM		Lunch with Lisa at Bread and Roses		Lunch with Lisa at Le Comptoir	Lunch with Lisa at Frenchie	Lunch with Lisa at Rose Bakery	Private time Activities on demand			
12:30PM		Transfert								
01:00PM		Repérages Paris	«Cultural» experience Museum or gallery visit		«Sensorial» experiences Pastry laboratory or bespoke Perfume creation	Fashion shopping with <i>Benoit</i>	Conversation workshop Improvisation workshop with <i>Emmanuel</i>	Individual Debrief		
01:30PM			Private Tea Time							
02:00PM		Transfert								
02:30PM		Class 1: What is an Art de Vivre ? by <i>Sabrina Belli</i>		Class 2: Table Protocol by <i>Sabrina Belli</i>	Class 3: Dressing Protocol by <i>Sabrina Belli</i>	Class 4: The Art of Conversation by <i>Sabrina Belli</i>	Private time Activities on demand			
03:00PM		Transfert								
03:30PM		Dinner at Grand Vefour	Dinner at Ducasse at Plaza Athénée	Dinner at the Atelier of Joel Robuchon	Dinner at Cha-teaubriand	Test 4: A dinner with 4 guests				
04:00PM						Private time				
04:30PM		Optional Night Out								
05:00PM										
05:30PM										
06:00PM										
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10:00PM										
10:30PM										
11:00PM										

Agenda



Timing and accommodation

Art de Vivre is offered on demand in Paris, France.

The days will start at 9:30am. They will end with dinners at Haute Cuisine restaurants at 08:30pm.

Participants will be hosted in a fully furnished 150m² luxury apartment in the heart of St-Germain des Près in Paris.

1492 can provide the same training catered to understand the Asian Art de Vivre (focused on either China, India, or Japan) or American Art de Vivre (Brasil or Argentina or USA)





Counsel in the art of Living

1492 is a counsel in the Art of living. We accompany individuals in the realization of their dreams, desires, aspirations and projects by providing both our in-house and world renowned expertise.

For the detailed program & price or to customize this program for your needs, contact: request@the1492company.com / (+33)6 01 97 39 18