

inventours™

Inspiration for Innovation

Process & Creativity Insights Training
For Executives Looking to Innovate
Through Exclusive Meetings with
Globally Renowned Innovators in...
Product Design - Technology - Food - Fashion
Sustainability - Architecture - Hospitality - Retail

Paris May 17th - 22nd 2015

Paris is renowned for its food, fashion, art, architecture, engineering, technology, and retail concepts. During this new product development insight-generating program we'll meet with the most cutting edge innovators across the creative disciplines Paris excels at. We meet the innovators in their offices, studios, boutiques, and labs to learn new approaches to thinking about techniques, philosophies and organizing for innovation.

Sunday May 17th

7:30 – 9:30 PM

Welcome Dinner: Le Septime, one of Paris's most inventive, delicious and highly rated restaurants: a blend of warmth and modernity, rustic and urban. We get to know each other and share expectations for the program.

Monday May 18th

8:30 – 9:45 AM



Cooking Instruction, Wine & Online Course, Innovation: Nicolas Bergerault and Atelier des Chefs & Group Cooking Class

We'll meet with Atelier des Chefs President and co-founder, Nicolas Bergerault to hear how they innovate with their cooking and wine appreciation centers in 20 locations in France, and others in London and Dubai, through original ambiance, formats and activities. They are pioneering new approaches to online cooking classes, offer highly curated regional food products and are breaking new ground with novel ways for busy individuals to make great homemade meals.

10:00 – 10:45 AM



Sustainability & Fashion Design Innovation: Petite H of Hermes

The brainchild of Pascale Mussard, the great-great-great-granddaughter of Hermes founder, this sole boutique in Paris, has one-of-a-kind, original pieces that utilize the scraps from manufacturing their luxury good items. The pieces are collaborations of designers and Hermes' artists, craftsmen: "a laboratory of innovation and playground where ideas are developed". We'll visit the shop, see the work, and hear the innovation and design thinking.

11:00 – 12:00 AM



Innovative Retailing & Product Discovery: Collette

Considered perhaps the most cutting edge store in the world The New York Times wrote: Collette is always fresh, surprising – and streets ahead of the rest". The shop selects eclectic gadgets, gismos, metallic jewelry, techno accessories, showcasing style, design, art and food. The merchandise is always changing and placement in the shop has made the careers of start-up vendors. We'll learn what makes new products merit Collette's selection process.

12:15 – 1:30 PM



Innovative Digital & Interactive Media: Clear Channel

A global media and entertainment behemoth and the world's largest outdoor advertising company that operates in over 30 countries. Clear Channel management will share the latest cutting edge technologies in digital and interactive media and how they're created.

1:45 – 2:45 PM

Lunch at Restaurant Mesturet - Innovative bistro fare.

2:45 – 3:15 PM



Visit to Poilâne: For Decades Considered France's Finest Bread Shop, with Innovative Retro Retailing

An old fashioned yet fresh and inspiring example of a single-minded dedication to excellence, multi-generational business run by a Harvard MBA grad: Apollonia Poilâne.

3:30 – 4:45 PM



Le Laboratoire: Center Where Artists & Designers Experiment At The Frontiers of Science

At Le Laboratoire, founded by David Edwards a Harvard engineering and applied sciences professor. Unusual and exciting products are developed through collaborations between leading international designers, artists and scientists. Many involve new sensory experience and product delivery systems. Aero Shot provides an air based boost caffeine, with zero calories. Le WHAF involves inhaling vapors through a straw to provide calorie free meal flavors, energy and caffeine and vitamins. The OPhone involves sending scented messages remotely, such as a good morning coffee scented wake-up message. Andrea is their ecological air filter that uses beautiful plants to purify building air. Wiki Foods involve edible packaging. Coutume Café at the Lab innovates in meticulously prepared coffee at every possible step in the process. We'll meet with Senior Vice President, New Product Development, Antoine Mahy, and Coutume's General Manager Tom Clark.

5:00 – 6:00 PM



Urban Planning & Lifestyle Innovation: Les Berges de Paris (Seine Riverbank Redevelopment Park)

Les Berge is a newly developed 1½ mile stretch along the Seine River, from the Musée D'Orsay to Pont' de L'Alma that is filled with activities, innovative outdoor furniture and installations to help Parisians and visitors enjoy the city even more. It's a delightful and refreshing combination of innovation in public space, outdoor furnishing, and activities. Hear about the thinking that led to Les Berges.

Tuesday May 19th

9:00 – 11:45 PM



Flavors, Fragrances, and Multi-Sensory Innovation- Givaudan

Givaudan is **the world leader in flavor and fragrance development**. They collaborate with food manufacturing clients to make proprietary tastes/flavors and multi-sensory experiences, with health and beauty-aide firms to create fresh new scents, and with fragrance firms to create proprietary, signature perfumes. Givaudan Sr. Vice President Chris Thoen who spearheaded and trail blazed Proctor & Gamble's Open Innovation initiative will share how Givaudan continually pushes the envelop through research and development to create unusual new concepts for clients. Thierry Audibert, Head of Fragrance Research, will share the art and science of fragrance design and how scent influences consumers in their choice of products.

12:00 – 2:15 PM



Product Design Innovation with PYLONES Co-Founder, Jacques Guillemet & Catered Lunch

With 100 stores worldwide, PYLONES adds whimsy and color to typically mundane housewares, kitchen utensils, office products, home hardware tools, grooming aids, and toys. Co-founder and designer Jacques Guillemet will share how PYLONES find product inspirations that brighten the home and office and cheer the soul.

2:30 – 3:30 PM



Innovation in Big Data Mining for Product Development: Synomia

We'll meet with Maurice NDiaye, a partner at Synomia, a firm with an innovative approach to mining online conversations for deeper insights into product trends and attribute and feature preferences. Clients include Danone, Airbus, Renault, and the French Ministry of Defense. Synomia's simplified, actionable insights are based on a proprietary technology of text analysis, using scientific processes from GPS mapping, econometrics, statistical physics, and biology.

4:00 – 5:30 PM



Innovative Pastry Design and Presentation, & Inventours Program Debrief – Pâtisserie des Rêves

We'll eat extraordinary pastries and confections with the most unusual presentations and hear the creative and presentation philosophies of the founder/entrepreneur/visionary, Thierry Teyssier. We'll also share each of our net take take-aways from the extraordinary week and key action steps participants hope to take back to their offices, based on all the insights gained.

Wednesday May 20th

9:00 – 10:30 AM



Innovative Advertising & Integrated Marketing: Ogilvy & Mather

We'll meet with Ogilvy's Executive Creative Director, Susan Westre, under whose guidance Ogilvy won the top global advertising award, the Cannes Lion, for the ingenious IBM *A Boy and His Atom* campaign and the Grand Prix in outdoor advertising for IBM's ads with a purpose, "Smarter Cities" campaign. She'll share other examples of the Agency's stand-out creative thinking, including the Dove Campaign For Real Beauty.

10:45 – 12:15 AM



Elegant Design Innovation: BBDC Design Consultants

We'll meet with Berra Blanquer Design Consultants to hear about their "Smart Inspired" design philosophy that creates emotional connections between brands and customers. It's applied to high-end luxury goods, from Louis Vuitton, Eurocopter, to Cacharel, and Cartier and in industries including private aviation, luxury watches, technology, electronics, medical, textile design, and eyewear.

2:00-3:30



Systematic: Paris Region Information & Communications Technology Cluster

We'll meet with senior management from one of France's leading information & communication technology clusters to learn how they innovate through interactions with ecosystem partners and develop products and services for consumers and B to B clients

3:45 – 5:15 PM



Patisseries: Pastry, Packaging, and Presentation Innovation – Pierre Hermé Paris

We'll view the workshop where the magic comes to life. Pierre Hermé Paris pioneered the macaron craze that has swept the world. Their shops always offer the most brilliant product range. Pierre Hermé is the ultimate artist, flavor combiner, and master of presentation and packaging. His macarons combine unique outer cookies and inner fillings in the new-to-the world pairings. The packaging is exceptional. The Maison Pierre Hermé Paris collaborates with artists and the products are displayed like jewels in the shops in France, Japan, Qatar, Korea and London. We'll see and taste these highly unique, beautiful, and fabulous tasting creations, and hear how they are conceived.

Thursday May 21st

9:00 – 12:00 AM



Architectural & Interiors Innovation: Atelier Jean Nouvel

Jean Nouvel is widely known as one of the world's pre-eminent architects. In 2008 he received the Pritzker Prize, the highest honor in architecture globally, for his body of work that includes the Arab World Institute and Quai Branly Museum, both in Paris, the Torre Agbar in Barcelona, and the Copenhagen Concert Hall. Thomas Amarsy, an architect with the firm will share insights into how firm innovates so brilliantly. We'll also visit several Jean Nouvel's most spectacular buildings. We'll meet with the team that develops furnishings and interior environments to complete the entire look, feel and aesthetics of the architect's signature, world-renowned buildings.

12:15 – 1:45 PM



Hospitality Innovation & Lunch

Famous hotel, architect and product designer Philippe Starck innovates to create affordable, small-sized rooms that fully meets guests needs, showcases technology and provides a highly creative, communal, comfortable and welcoming feel. Each room comes with an iMac with a 24-inch screen that works as a TV, CD/DVD player or computer. The restaurant has a chalkboard ceiling with graffiti, a huge communal table with a TV under the glass top, lights from converted birdcages, and other inventive details.

2:00 – 3:15 PM



Graphic Communication Innovation: M/M Paris

We'll meet with Michael Amzalag, partner and co-founder of M/M, the revered multi-disciplinary design firm whose work ranges from French Vogue Magazine and Arena Homme "the world's leading men's fashion magazine", to record sleeve designed for top musicians like Bjork, to graphic campaigns for Balenciaga and Givenchy, to art posters for contemporary artists and museums like New York's Guggenheim and Pompidou Center in Paris. Hear how Michael transcends so many different mediums with his style and innovative perspectives.

3:30 – 4:30 PM



Materio: Innovative Materials Discovery Center

A library with the most innovative, cutting edge new materials, including suggestions for potential uses. A wonderland that inspires new, aesthetically interesting materials that can differentiate new products and also make them more sustainable,

4:45 – 5:30 PM



Friday May 22nd

12:30 – 3:30 PM



Fine Dining & Chocolate Confectionary Innovation: Alain Ducasse Group CEO, Laurent Plantier & Lunch

We'll meet with Laurent Plantier, CEO of Alain Ducasse Enterprises that includes restaurants, inns, a cooking school and new *La Manufacture de Chocolate*, Paris's first "bean-to-bar" chocolatier. Alain Ducasse is one of only 2 chefs in the world to earn 21 Michelin stars throughout his career. We'll learn how the group balances innovation, presentation, and tradition, to create novel, yet enduring businesses that become classics in their tiers. We'll visit the stunning new chocolate shop/mini factory that has been the focus of much media attention, and meet with co-founder and master chocolatier, Nicolas Berger, to discover how all aspects of this unique and highly refined chocolate are controlled to deliver the finest product and in-shop experience.



10:45 – 12:15 AM



Breakthrough Innovation: Pernod Ricard w/ Alain Dufosse

With a background in Marketing, Sales & General Management at multinationals Kimberly Clark and Nabisco, Alain now leads Pernod Ricard's innovation initiatives that focus on new global strategic opportunities that span new digital, experiential, product, packaging, and communication platforms. Alain will share insights about developing breakthrough innovations and organizing for innovation.

12:30 – 2:00 PM



Lunch at Alain Ducasse's Michelin Star Restaurant: Benoit

An authentic, classic bistro, over a century old, with updated bistro fare, that illustrates how Alain Ducasse so masterfully combines the old and new. It will be a great setting to reflect on observations and learnings from the week.

2:30 – 3:30 PM



Echangeur - Center of Technical Innovation & Marketing

Where French companies go to understand consumer trends and new technologies they can incorporate into their new product and services development.

3:45 – 5:15 PM

Final Group Debrief at Le Perchoir - Paris' #1 Roof Top Setting

Magnificent views of Paris in the widely acclaimed, inventive new bar & restaurant will provide a great environment to review Inventours's innovation immersion program key learning, company take-aways and action steps to literally and figuratively end the week on a high note

\$7,750 for registration before 3/1/15, \$7,950 after 3/1/15. Includes meals and transportation throughout each day. Excludes airfare & hotels. Register at: Inventours-Paris.eventbrite.com. Contact info@inventours.com

