



## **The Longines Masters of Paris a sporting extravaganza as well as an artistic rendezvous!**

The Longines Masters of Paris is not just an equestrian sporting event, but also an art-focused gathering as well as a culinary destination - a show that is meticulously organized and staged by many talents who ensure spectators enjoy a unique experience.

Sculptor Richard Orlinski is the artistic ambassador of the Longines Masters of Paris this year, and one of the most popular contemporary French artists in the world. The collaboration with this artist features many of his well-known sculptures in aluminum and resin which are exhibited throughout the Prestige Village around the paddock, including his legendary King Kong and his 3.2 meter-high prancing horse. Scaled-down models of his sculptures are also available exclusively at the Longines Masters store.

The other artist being honored this year by the Longines Masters of Paris is the Argentinian graphic designer Max Rompo who created official posters for the three stages of the series. These revive the tradition of traditional equestrian posters. These are strong symbols of a new era begun by the Longines Masters this year and they form part of the event's decor, colorful and graphic, a reminder of the Longines Masters' attachment to art and design. The asymmetry of the Parisian poster is also taken up by the Belgian chocolate makers, Maison Pierre Marcolini on a box of chocolates designed specially for the event.

Completing the majestic decor, the impressive floral compositions from Feel Green are accentuated by spectacular lighting by the Longines Masters creative team. As lighting plays a subtle role in the beauty of the show, the attention to detail is key. In the Masters Club, we find luxury restaurant style seating lit up by poetic origami lamps from Artemide which are an echo of the majestic chandeliers that hang over the bar lounge like comforting celestial sculptures.

Art is also served up on a platter. The special guests invited to dine overlooking the course at the prestigious Masters Club are able to enjoy the competition while savoring the delicacies of a gastronomic ballet that will last three days, orchestrated by Michelin two-star chef Yves Mattagne, a loyal partner of the Longines Masters over many editions on three continents. He prepares his dishes with the same care as an artist would for his canvases, playing poetically with colors and shapes.

At the Brasserie Parisienne, Chef Alain Cassi (head chef of the luxury Parisian brasserie La Grande Armée) and Vincent Piette, a prize-winning Belgian chef and President of the Disciples of Escoffier for the South-West region of France, are just as demanding when it comes to aesthetics as their Michelin-starred colleague. "At an event like this the time constraints and the number of covers must not be allowed to make us forget the presentation of our dishes. There has to be style as well as substance. "





The Longines Masters of Paris is a show with a strong focus on its decor and artists but it would be nothing without its Master of Ceremonies, incarnated by one of the most popular figures in the Longines Masters family - the "ring master" Pedro Cebulka. For many years now his generosity, humor and extravagant outfits have been a highlight of the organization of the Longines Masters. For this Parisian edition director Franco Dragone (Cirque du Soleil, Paris Lido) together with stylist Nicolas Vaudelet (Jean-Paul Gaultier, Madonna) have created three costumes that are perfect for this colorful character and the role he plays.

Tonight Pedro guided riders into the competition arena for an exciting "race against time": the unmissable Longines Speed Challenge, considered the fastest event in the world!

The excitement in the stand was palatable as fans were wowed by speed and feats; the enthusiastic crowd cheering on the fastest riders and victorious winners: Belgium's Gregory Wathélet, UK's Jessica Mendoza and France's Roger Yves Bost, the latter affectionately known to sports fans as "Bosty".

Please find photos on this link : <http://we.tl/S3vpugKy9F>

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