



*Diner en Blanc*™  
INTERNATIONAL

2022  
Press Kit



dinerenblanc.com



#dinerenblanc



# THE ORIGINS

Launched in 1988 by François Pasquier and his close friends in Paris, France, this unique tradition came to life from a simple idea...



After a few years abroad, François Pasquier returns to Paris and decides to hold a dinner party to reconnect with friends. As many wished to attend, he asked them to meet at Bois de Boulogne dressed in all-white, so they would be able to recognize one another. Each attendee was also asked to bring a friend. The evening was such a hit that guests not only wanted to repeat the occasion the following year but also wanted to invite more friends to attend and, thus the concept of Le Dîner en Blanc was born.

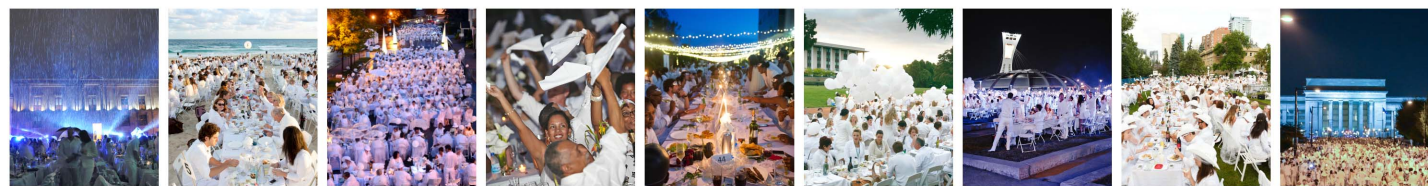
Four years after the event's debut, the founding group of friends decide to bring their Dîner to Pont des Arts, in the heart of Paris (a first!). Knowing full well that local authorities would never allow such an event to take place there, and in order to ensure its success, they kept the location a secret until the very last minute, sparking a tradition that is one of the cornerstones of the events worldwide.

To this day Le Dîner en Blanc de Paris still goes on without authorization bringing together thousands of people each year to enjoy an evening in one of the most prestigious locations throughout the City of Lights. The French authorities know that the event is always well-organized and that its guests are always respectful of the site. Moreover, city officials and tourism boards have realized that the event's photogenic quality helps promote the city's image of a modern and stylish city, open to the world.

Over the years, the event has grown in recognition and attendance and has taken place in some of the French capital's most beautiful locations: Pont des Arts, Champs-Élysée, the garden of the Palais Royal, Place Vendome, Le Louvre, in the garden of Trocadero, and in front of the Eiffel Tower and the Esplanade des Invalides amongst others. In 2018, Le Dîner en Blanc de Paris marked its 30th anniversary with a record guests list of 17,000 people coming from Paris and around the world..

Le Dîner en Blanc de Paris not only does it keep gathering friends and friends of friends in the City of Lights but has become one of the most sought-after culinary events around the world!





# THE GLOBAL PHENOMENON

When moving to Montreal, Canada, Aymeric Pasquier, one of François Pasquier's sons, decides to follow in his father's footsteps and in August of 2009, held the first ever Dîner en Blanc in North America.

In 2011, Aymeric partnered with Sandy Safi to launch the first Le Dîner en Blanc in the United States. The grand premiere was held in New York City on August 25, 2011. That evening - selected from over 30,000 hopefuls on the waiting list, 1,200 guests celebrated outdoors, at a secret location only disclosed at the last minute, amid live music and dancing, and sparklers. That same year, Le Dîner en Blanc also has its first edition in Quebec City in Canada.

Following successful events in New York, Montreal and Quebec City, Aymeric Pasquier and Sandy Safi join forces in 2012 and establish Dîner en Blanc International. The organization promotes the concept and philosophy behind Le Dîner en Blanc through local hosts around the world building an international network of Le Dîner en Blanc enthusiasts.

In each city, the event is produced by a team of local Hosts who are dedicated and passionate individuals who fell in love with the concept. Each host team shares a love for their city and want to celebrate its uniqueness with their friends and, the world.

In 2012, over a dozen cities joined Le Dîner en Blanc family. Today, over 130,000 guests in 80 cities in 30 countries enjoy what had begun as an annual "friends and word-of-mouth only" event and has rapidly grown into THE most elegant picnic in the world. Over the years and throughout all the different cities, the principles fuelling this stunning event remains the same; guests continue to gather at a location kept secret, with the sole purpose of sharing a gourmet meal and live a unique experience in excellent company, at the heart of one of the city's most beautiful locations.

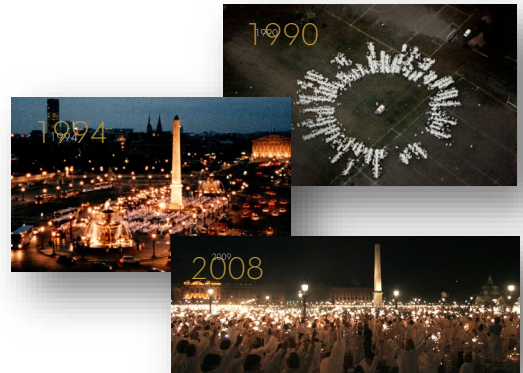




# THE TIMELINE

## 1988 to 2008 - Le Dîner en Blanc - The Paris Years

At its launch in **1988**, Le Dîner en Blanc de Paris takes place for the 1st time with 200 guests at Bois de Boulogne. Every year, its popularity grows and by **1994**, Le Louvre serves as the secret venue for Le Dîner en Blanc. The New York Times takes notice! The year **2008** marks 20 years of Le Dîner en Blanc and 9,000 guests celebrate this milestone by dining at Les Champs-Élysées.



## 2009 to 2011 - Le Dîner en Blanc crosses the Atlantic

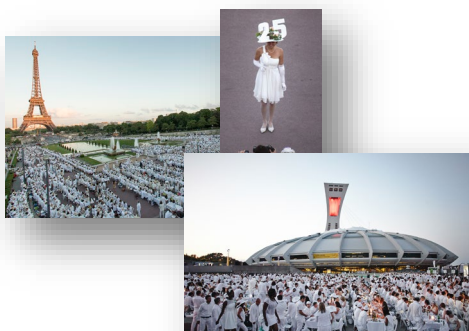
When moving to Montreal, Canada in **2009**, Aymeric Pasquier, one of François Pasquier's sons, decides to follow in his father's footsteps and for the first time, Le Dîner en Blanc is held in North America. The event gathers over 1,000 guests at Place Jacques Cartier in Old Montreal.

By **2011**, word of mouth surrounding this unique experience has reached Québec City where a first event is held. During that same summer, THE dinner that will trigger the worldwide infatuation for Le Dîner en Blanc happens in New York City. This very first event in the Big Apple sees 1,200 guests gather at Battery Park!

## 2012 - The Worldwide Adventure of Le Dîner en Blanc Begins!

Following the success of the New York event and excited interest from different cities around the world, Aymeric Pasquier and Sandy Safi join forces and form Dîner en Blanc International, with headquarters in Montreal, Canada.

In **2012** with already in place Montreal, Québec City and New York, 15 different cities around the world celebrate their first Le Dîner en Blanc: Brisbane & Sydney, **Australia** - Toronto & Vancouver, **Canada** - Abidjan, **Ivory Coast** - Mexico City, **Mexico** - Kigali, **Rwanda** - Singapore - Barcelona, **Spain** - London, **United Kingdom** - Boston, Chicago, Cincinnati, Philadelphia & San Diego, **United States**.



## 2013 - Le Dîner en Blanc de Paris Turns 25 & Montreal 5!

A record breaking 15,000 guests simultaneously celebrate the 25<sup>th</sup> Dîner en Blanc de **Paris** at 3 secret locations: Le Louvre, in the garden of Trocadero, and in front of the Eiffel Tower.

The **Montreal** Anniversary Edition gathers 5,000 guests at the Olympic Stadium Esplanade.

# THE TIMELINE (cont'd)

Since 2012, this chic and elegant picnic continues to conquer new parts of the world. More and more cities have joined the worldwide adventure!

**Argentina:** Buenos Aires | **Australia:** Adelaide, Canberra, Darwin, Fraser Coast, Gold Coast, Melbourne, Perth & Toowoomba | **Brazil:** Sao Paulo | **Canada:** Calgary, Edmonton, Edmundston, Fort McMurray, Halifax, Moncton, Niagara-on-the-Lake, Okanagan Valley, Ottawa, Sherbrooke, South Georgian Bay, Trois-Rivières, Victoria, Victoriaville & Whistler | **China:** Hong Kong, Shanghai | **Colombia:** Cartagena | **Costa Rica:** San José | **Cuba:** Havana | **Dominican Republic:** Santo Domingo | **Gabon:** Libreville | **Guatemala:** Guatemala City | **Haiti:** Port-au-Prince | **Hungary:** Budapest | **Israel:** Tel Aviv | **Jamaica:** Kingston | **Japan:** Tokyo | **Kenya:** Nairobi | **Lithuania:** Vilnius | **Mexico:** Guadalajara, Leon, Monterrey, Puebla & Querétaro | **New Zealand:** Auckland, New Plymouth & Tauranga | **Nigeria:** Lagos | **Panama:** Panama City | **Puerto Rico:** San Juan | **Romania:** Bucharest | **South Africa:** Johannesburg | **South Korea:** Busan & Seoul | **Spain:** Barcelona & Madrid | **Sweden:** Stockholm | **Taiwan:** Taipei | **Thailand:** Bangkok | **Trinidad Tobago:** Port of Spain | **United Kingdom:** London | **United States:** Albuquerque, Atlanta, Austin, Baltimore, Birmingham, Charleston, Charlotte, Dallas, Decatur, Fort Lauderdale, Hampton Roads, Hartford, Honolulu, Houston, Indianapolis, Jacksonville, Las Vegas, Long Island, Los Angeles, Memphis, Miami, New Orleans, Orange County, Orlando, Pittsburgh, Portland, Raleigh, Richmond, Sacramento, Seattle, Washington DC, West Palm Beach & Wilmington | **Vietnam:** Ho Chi Minh City



## 2015 - 5<sup>th</sup> Anniversary of Le Dîner en Blanc for New York City & Quebec City!

Close to 2,000 people enjoy their night on Quai 22 at the Port of Quebec with view of Le Chateau Frontenac. In New York City, 5,000 guests dine at Pier 25 in Hudson Park with the backdrop of the New York skyline.

## 2016 - Le Dîner en Blanc Milestone

The 5<sup>th</sup> Edition of Le Dîner en Blanc is celebrated in **Abidjan, Brisbane, Chicago, Cincinnati, Kigali, Mexico City, Philadelphia, San Diego, Sydney, Toronto & Vancouver!** Vancouver became the largest Dîner en Blanc event outside of Paris with 6,000 guests gathering at Concord Pacific Place.

## 2017 - Le Dîner en Blanc Milestone

The 5<sup>th</sup> Edition of Le Dîner en Blanc is celebrated in **Adelaide, Calgary, Edmundston, Okanagan Valley, Victoria, Singapore, New Orleans & Portland!**

## 2018 - Le Dîner en Blanc de Paris Turns 30 & Montreal 10 and many cities 5!

A record breaking 17,000 guests from **Paris** and around the world gathered at Esplanade des Invalides to mark the 30<sup>th</sup> Anniversary. The **Montreal** 10<sup>th</sup> Anniversary gathered 5,000 guests at Square Victoria. Plus, the cities of **Albuquerque, Auckland, Honolulu, Vilnius & Washington DC** marked their 5<sup>th</sup> edition!



## 2019 - Le Dîner en Blanc Milestone

The 5<sup>th</sup> Edition of Le Dîner en Blanc is celebrated in **Melbourne, San José, Shanghai, Queretaro, Boston, Dallas, Houston, London, and West Palm Beach!**

## 2020 - The tradition continues!

The year will be marked by the **10<sup>th</sup>** Anniversary Edition in **New York City** and **Quebec City** as well at the **5<sup>th</sup>** edition milestones in the cities of **Perth, Fort McMurray, Nairobi, Charleston, Edmonton, Miami, Victoriaville, Orlando** and **Kingston** (Jamaica) and in **Puerto Rico!**



# THE CONCEPT

All dressed in white and conducting themselves with elegance and etiquette, guests gather for a 'très chic' mass picnic held in a public space. According to tradition, the location is kept secret up to the last minute! This secrecy contributes greatly to the excitement and charm of the event. Only a few moments away from reaching their destination do the guests learn where Le Dîner en Blanc is hosted.

Built by friends and for friends, Le Dîner en Blanc is a unique event. Over the course of the evening, guests coming from diverse backgrounds experience the beauty and value of one their city's public spaces by participating in the unexpected.



## THE CORE VALUES OF LE DÎNER EN BLANC

### Friendship

The heart of the original concept remains: a simple gathering of friends in a garden. Le Dîner en Blanc event is unique as it is built by friends, for friends. In each city, the team of Hosts surrounds itself with a trusted network of friends that volunteer their time into making the event an unforgettable night for their friends, family, colleagues and associates. Over the course of the evening, guests experience the beauty and value of their city's public spaces by participating in the unexpected.

### Sharing

By definition, the word 'Dîner' is associated with 'sharing', in terms of conversation or food. Originally, in Paris, each guest from one side of the table was asked to move-over one seat to the right to eat in front of a person who was not their original dining partner, thus making a new friend. Along with this switch, guests would find themselves eating the meal of this new acquaintance, taking the notion of sharing to a new dimension. Although this tradition is not adopted at all *Dîner en Blanc* events, the notion of sharing a meal together with friends remains at the heart of the event.

### Elegance

Le Dîner en Blanc wishes to emulate the same gallantry and noble values that were at the foundation of French High Society. All dressed in white and conducting themselves with decorum, elegance, and etiquette, guests gather in an organized fashion for a 'très chic' mass picnic in a public space. Beyond the spectacle and refined elegance of the dinner itself, guests from diverse backgrounds are brought together by their love of beauty and the finer things in life.

### Secrecy

The chosen location is always kept secret throughout the invitation process. Its location is only revealed to guests at the very last minute. The secrecy is key for the mystery and excitement of the event.





# GUESTS PARTICIPATION

## Registration takes place in 3 phases:

**Phase 1** *Inaugural Le Dîner en Blanc event* - Guests are invited via the Hosts networks or participating partners.

*Recurring Le Dîner en Blanc event* - Members who attended the previous year are automatically invited.

**Phase 2** New members who are referred by Phase 1 members.

**Phase 3** People who signed up for the waiting list are now considered.



## THE RULES

### Attendance

- ❖ Guests must be of legal drinking age.
- ❖ Invitation is for 2 people.
- ❖ Guest presence is necessary and mandatory, rain or shine.

### Attire

- ❖ Dress code: head to toe in ALL and ONLY WHITE and ELEGANT. All white means no ivory, no cream or any other color!
- ❖ Originality and creativity are encouraged as long as it is stylish and tasteful.
- ❖ Accessories must be white! Silver and gold are accepted.
- ❖ Prohibited: T-shirts, colorful sports shoes, baseball caps, shorts.
- ❖ Le Dîner en Blanc is a rain or shine event. In case of rain, guests must provide for a white or transparent raincoat, poncho and/or umbrella.



## Must-Bring Items

- ✓ 1 folding table & 2 white chairs
- ✓ 1 white bag or picnic basket containing gourmet food as well as the following items:
  - o White tablecloth & cloth napkins
  - o White dinner & dessert plates (non-disposable dinnerware)
  - o Cutlery (no plastic allowed)
  - o Glasses (no plastic allowed)
- ✓ Complete gourmet meal for two
  - o Depending on the guest available time and/or culinary skills, he/she may opt to pre-purchase a locally catered gourmet picnic via the e-store.
- ✓ Bottle of water or non-alcoholic beverage
- ✓ Wine and Champagne only. Beer and hard liquor are prohibited.
  - o Depending on the applicable local alcohol regulations, guests may be able to bring their own or may have to pre-purchase it via the e-store.
- ✓ White trash bag
- ✓ Optional but recommended: LED or flameless white candles, flowers, centerpiece...

- Le Dîner en Blanc is proud to promote sustainability by encouraging the use of reusable materials for place settings and by prohibiting paper and plastic.
- Le Dîner en Blanc encourages its guests to source locally grown produce and shop locally for artisanal food products.
- Le Dîner en Blanc urges guests to drink responsibly, to not drink and drive to or from the Transport Locations and to consider designating a non-drinking driver or take a cab.

