



A UNIQUE DINING AND TASTING EXPERIENCE

A SENSATIONAL TASTING EXPERIENCE

Dining in the pitch dark offers a challenge to all patrons. Dans le Noir ? offers a simple yet French based cuisine with fresh ingredients that is both "hands-on" and flavorful. Our cuisine is enhanced by a fine and eclectic selection of wines and unusual surprise of cocktails. There is no pretension to a gastronomical award, but a unique tasting experience that questions our senses through the famous "Dans le Noir?'s surprise menus."

A TRUE CONVIVIALITY

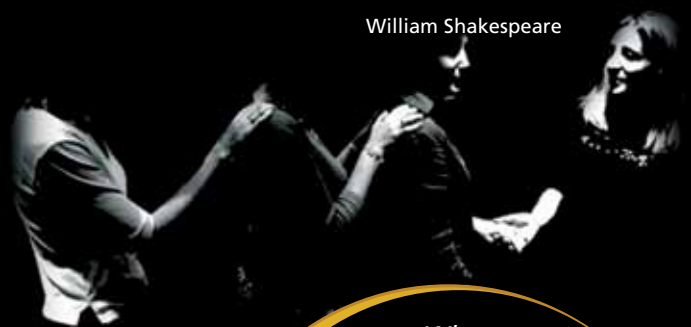
Dining in the dark creates the window for the extraordinary capacity of bringing people closer together. Dans le Noir ?'s tables often sits eight to ten people, so a party of two or four will be seated with others whom they may not know, but whom they also cannot see! Conversations develop remarkably fast, of course among people in their own party, but with others as well, promoting a sense of conviviality. The voices and attitudes become the only triggers of personality, free from all preconceptions based on looks and appearances.

Stirred by a generous and spontaneous conviviality, Dans le Noir? provides the opportunity to discover a unique gastronomical and emotional experience. I'm thrilled to finally work in a restaurant totally devoid of vanity where everyone finds himself facing his own truth.

Manager of Dans le Noir?,
Barcelona

**"There is no darkness
but ignorance"**

William Shakespeare



What I'm most interested in is the contact with people. I'm glad to have such an opportunity to do something that is not easy and to prove to others and to myself what I'm capable of. There is another world besides the sighted one. I think that each of us will benefit from discovering it.

Susana (guide in Paris restaurant)

MEETING THE BLIND GUIDES

The interaction amongst blind and sighted people is also both natural and compelling. The patrons become immediately dependent upon their blind guides. Dining at Dans le Noir ? is a whole new experience that challenges our preconceptions, reversing the perspectives of the blind and sighted people. In the dark, the blind staff becomes your eyes and ultimately your light; a radical reversal of roles, encouraging tolerance and respect. The visually impaired staff is trained to reassure the diner, as well as ensure their welfare and safety, opening the door for empathy.

A RESTAURANT IN THE DARK ?

The New York restaurant can seat 80 patrons in the Dark Room. All our other venues are around 60 seats. Our restaurants have a large bar lounge area to prepare beforehand and regroup with people after dining in the dark.

DANS LE NOIR ? A PLACE FOR CULTURAL EXCHANGE AND ENTERTAINMENT

Dans le Noir ? is not only a restaurant but a place providing a full range of activities and events. It offers events ranging from an Oenology course, to music in the dark (try the Gospel Brunch on Sundays), debates, reading in the dark, cultural café, and even blind dating, the experiences are unlimited.

TRAINING, EQUIPMENT & SAFETY

The guide and wait staff are trained by our specialists. Dans le Noir? is supported by major charities for the blind such as VISIONS/Services for the blind and Lighthouse International in NYC. Our team has a long experience of organizing events involving the blind and partially sighted people all over the world. We have developed a full range of equipment in order to provide the blind and partially sighted a comfortable and suitable working environment. We make certain that we set up a secure environment allowing us to cater to the public in complete darkness.

A NEW TOOL FOR BRANDS & COMPANIES

By structuring and reconstituting the team around positive values and eradicating the preconceptions of diners, the experience in the dark becomes a useful and persuasive tool for human resources management within corporations. The experience stimulates creativity, motivation, solidarity and innovation in any team. The restaurant can be hired for private events, allowing managers of companies to construct with human resources specialists or commercial workforces a program tailored for every situation or issue. Executed by specialists, these experiences break new ground in bonding, team motivation, training and brainstorming in the dark. Dans le Noir ? is also an ideal venue for a press launch, helping journalists to discover the authenticity of a new product in a surprising and convivial atmosphere.



WHEN THE DARKNESS COMES TO YOU!

Ethik Event, our sister company, can organize events in the dark with the suitable security measures not only in the restaurants but in any place within the US or in the world. Ethik Event has worked for many prestigious brands in Europe.

For any project or information, please contact:

In Paris:
ethik-event@danslenoir.com
Tel: +33(0)1.42.71.08.68

In London:
dir-uk@danslenoir.com
Tel: +44 207 253 1217

In NYC:
dir-nyc@danslenoir.com
Tel : +1 212 575 1671



Or go to our websites:

www.ethik-investment.fr and www.danslenoir.com

ETHIC OF THE PROJECT

Our idea is to create an exemplary international company that is efficient, profitable, generous and insightful while driven by a strict ethic.

EFFICIENT & PROFITABLE

We strongly believe that to offer long-term job opportunities to the visually impaired, the company has to run efficiently and profitably. Around 50 blind people have permanent jobs at Dans le Noir ? restaurants (more or less half of the staff) at every level of the company, including management. What we prefer to highlight is that around a million people have already enjoyed the experience so far in the world, including chief executives, decision makers, film and television personalities and journalists. Can you believe even members of the Royal Family in England and the prime minister of France have visited our establishment?! You just never know who you will be seated next to at Dans le Noir ?

Dans le Noir ? is due for expansion in every major city as it is, a worldwide social experience. We are also developing licensed products. Dans le Noir ? wants to prove that if disability is considered as a positive difference rather than an obstacle, then it creates an opportunity of real value with talent and marketing inputs, including human resources opportunities for companies.

GENEROSITY

In addition to providing permanent jobs to the visually impaired and raising awareness about disability, the company shows a commitment to re-distribute 10 percent of its profit to charitable organizations, including those associated with visual impairment but not limited to.

The people we work with, express their generosity and solidarity through other causes such as child protection and social welfare.



"There is no bigger happiness than to get involved into a venture where everybody gains and contributes modestly to bring just a little bit more solidarity to the world. In total darkness, visitors can "see" others and themselves differently. Yes it is a crazy idea...this is why it is successful!"

Edouard de Broglie Founder of Dans le Noir ?



Friends of DANS LE NOIR ?

Friends of Dans le Noir ? is a local partnership program. It allows companies, institutions, foundations, charities and even individuals to support Dans le Noir ? in order to extend the concept and all its useful aspects. For more information, please contact, friends-nyc@danslenoir.com or visit the website.

INTERNATIONAL PARTNERS & DEVELOPMENT

Our goal is to export the concept to all major cities around the world through a specific licensing process that includes a strict ethical chart. Our partners will receive full logistics and communication support. They will also be provided with financial literacy which is necessary to draw up a profitable business plan.

For further information, please contact our international development division : worldwide@danslenoir.com or visit our website, www.danslenoir.com

GROUP MANAGEMENT

Dans le Noir ? was set up by Ethik Investment, a company founded in 2003 by Edouard de Broglie, in France, an expert of innovation and social responsibility.

He joined forces with Etienne Boisrond in order to promote useful and potentially profitable ideas. The company was joined later by Didier Roche, a blind entrepreneur and Fabrice Roszczka an expert at Paul Guinot Foundation for the blind. Some projects were also supported financially in England by Paul Barry Walsh. Walsh is a successful British entrepreneur, he is the founder and chairman of the Fredericks Foundation.

Also part of Ethik Investment is Alexandre Reza Radji, a French entrepreneur involved in IT innovation. In NYC the project is supported by Georges Forgeois, the force behind five successful restaurants in the city: Le Cercle Rouge, Jules Bistro, Bar Tabac, Singe Vert and Café Noir (www.forgeois-group.com).

HOW TO FIND DANS LE NOIR ? NEW YORK

Booking and information

212-575-1671 - booking-nyc@danslenoir.com

Online: www.danslenoir.com

246 West 38th Street, New York, NY 10018

Dans le Noir ? New York is located just three blocks from Times Square! Do you work or live in the New York area? Attend Broadway shows?

Then Dans le Noir ? is the perfect place to visit and live an amazing experience.

Metro:

Times Square 42 St.: (1, 2, 3, N, Q, R, Shuttle)

42 St. Bryant Park: (B, D, F, M)

34 St. Penn St: (1, 2, 3, A, C, E.)

Bus:

7Av-W 39 St.: (7, 20)

8Av-W 37 St.: (16, 20)

Free street parking around the restaurant after 7:00 pm (M-F).

Free street parking on week-ends.



HOW TO FIND OTHER DANS LE NOIR ? IN THE WORLD

LONDON (UK) - EC1R ODU, 30-31 Clerkenwell Green +44 (0) 20 7253 1100
booking@danslenoir.com
www.danslenoir.com

In London, we are located in the thriving area of Farringdon between the City and the tourist center, not far from King's Cross station and the Barbican Centre. Our location is central and accessible with parking nearby. 60 seats.

PARIS (France) - 51, rue Quincampoix 75004
+33 (0) 1 42 77 98 04
resa@danslenoir.com
www.danslenoir.com

The «Dans Le Noir?» restaurant in Paris is located right in the heart of the city. In front of the Pompidou Centre, it is an easy location for everyone to find, within easy reach of bus and underground stations. 58 seats.

BARCELONA (Spain) 08003 / Paseo Picasso, 10
+34 9 32 68 70 17
bienvenidos@danslenoir.com www.danslenoir.com

In Barcelona the restaurant is located in the Born, in front of the "Parque de la Ciudadela", very close to the "Arco de Triunfo". 60 seats.

ST-PETERSBURG (Russia)
Birzhevoi pereulok 2-4 - St. Petersburg
/ +7 (812) 335-22-12
danslenoir@shotels.ru
www.danslenoir.com

Dans le Noir ? @ Sokos Hotel is situated on the quiet Vasily Island, just a short walk stroll from St. Petersburg's main sights and attractions (as famous Hermitage Museum just 10 minutes walking distance). 53 seats.