Beat: Lifestyle

THE CHAMPS-ELYSEES SET THE TABLE FOR THE BIGGEST PICNIC OF THE YEAR

AN EXTRAORDINARY MOMENT OF CONVIVIALITY

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USPA NEWS - Sunday May 26, the Champs-Élysées Committee and LG Electronics sent an Invitation for an Extraordinary Moment of Conviviality... Young and Old, Families and Friends, Parisians, Ile- de-France Residents or Tourists, there were nearly 4,000 meeting up at Lunchtime around Lunch Baskets offered and cooked especially for by Restaurateurs on the "Most Beautiful Avenue of The World ". It was a Historic Picnic, on an Iconic Avenue for a Unique Moment.

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From the Arc de Triomphe to the Intersection of Avenue George V, the Route of this Pedestrian Sunday was punctuated by Real Experiences around Games or Activities built around 9 Ephemeral Kitchens, each equipped with Brand New Innovative and Designer Refrigerators , which make the Reputation of LG Electronics in France and around the World, a Deliciously Intelligent Brand which has made the Mantra 'Life's Good' its Philosophy.

- The Picnic, the French Art of Living

From Catherine de Medici who organized Small Snacks under the Foliage of the Jardin des Tuileries, to Lunches on the Grass dear to the Impressionists, the Picnic has become a Symbol of the French Art of Living. It is Popular with almost 2 out of 3 French People and is widely exported. From Seoul to New York, via London, it's a Leisure without Borders. Even if this Interlude on the Banks of the Departmental Road does not yet appear in the Declaration of the Rights of Man and of the Citizen, we have fought hard to gain the Freedom to place our Tablecloth wherever we wish. So why not on the Champs-Élysées?

City Dwellers, Rural Dwellers, with the Sunny Days, we all dream of Freeing Ourselves from our Daily Lives for a Little Bucolic Break. Imagine, an Immense Sheet with a Length of 216m covering the Cobblestones of rue Arsène Houssaye up to Avenue George V. A New World Record in perspective (after that of the Largest Dictation...) for the Champs- Élysées: 4212m² of Surface Area! On this Red and White Checkered Tablecloth, each square (which will accommodate up to 6 People) became a Space reserved for a Small Group of Epicureans, Lucky Ones chosen from this Élysée Menu.

For a Memorable Moment of Conviviality, the Baskets offered by the Champs-Élysées Committee and LG Electronics ((made of Wicker as it should be...) were overflowing with Food to enjoy a Balanced Meal without spending a Fortune with Friends, as a Couple or as a couple. or Family... Cushions were provided to enjoy Well-Deserved Digestion. A Breathtaking View of the Arc de Triomphe for an Extraordinary Meal: the Perfect Harmony of Two Inseparable Heritages of French Culture: the most Beautiful Avenue in the World and this now so Hexagonal Shape of the Meal classified by Unesco.

- Epicurean Cuisine in the Spotlight

While it has inspired many Masterpieces, we think of Monet's or Manet's Déjeuner sur l'Herbe, of Jean Renoir's Country Party, Time has had No Influence on the Picnic, the Art of Living which La Bruyère already mentiones, from the 16th Century, in Les Caractères. The Rule is Simple: Everyone participates by bringing a Dish or contributing to the Common Meal.

This Time, a Small Welcome Exception, you can come Empty- Handed: The Champs-Élysées Committee and LG Electronics take care of Everything, take care of you!

For the Occasion, they put on their Most Beautiful Apron to celebrate the Universal Love of Cooking, since with the Operational

Support of Local Restaurateurs, 9 Pop-Up Kitchens equipped with LG InstaView™™ Refrigerators were spread across the Avenue. ™ and MoodUP™™ which served - Free of Charge - Gourmet Baskets to Picnickers.

- A Responsible Event

For a Successful Picnic, Every Detail counts. Of course, you need Healthy Food first, but Responsible Behavior is Essential. The Tablecloth on which the Sunday guests were sitting was obviously Made in France, from a Fabric made from 100% Recycled Fibers. Sorting Bins were available as well as Fountains for Water Distribution.

Source: Giant & Free Picnic organized by Champs-Élysées Committee and LG Electronics
Nearly 4,000 People meeting up at Lunchtime around Lunch Baskets offered and cooked especially by Restaurateurs
On Sunday May 26, 2024
In presence of:
- Marc-Antoine JAMET, President Comité Champs-Elysées
- Guillaume GOMEZ, Personal Representative of the President of the Republic for Gastronomy and Food translation
- Fabien SEINGIER, Consumer Electronics Director · LG Electronics France
- Brunot GUERET, Executive Chef of Le Fouquet's Paris

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