

15.40 — 16.10 **Coffee break**

16.10 — 16.35 **What makes a good country?**
SPEAKER: Simon Anholt, author and policy adviser
Having spent his career studying and advising on national brands, Anholt now runs The Good Country Index, which ranks nations according to the benefits that they confer on the world. Here he reveals the winners and why we need more cross-border collaboration.

16.35 — 17.00 **How to build communities**
SPEAKERS: Ramdane Touhami, entrepreneur, Roxanne Varza, director of Station F
Buildings that welcome their neighbours, entrepreneurs who see things afresh, places that inspire people to start the company of their dreams – we look at how businesses can better serve their communities.

17.00 — 17.25 **The power of an image**
SPEAKERS: Photographers Rena Effendi and Zed Nelson
In an era when we are overwhelmed by images, why does the right photo still matter? In *The Monocle Book of Photography*, which we have just published, we celebrate the great snappers whose work has appeared in the magazine. Two of the book's star turns tell us how they capture the world through a lens.

17.25 **Time to say goodbye (until dinner)**

20.30 — 03.00 **Dinner and dancing**
ADDRESS: La Coupole, 102 Boulevard du Montparnasse, 75014

Saturday 4 June

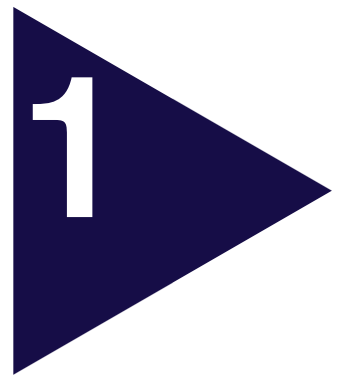
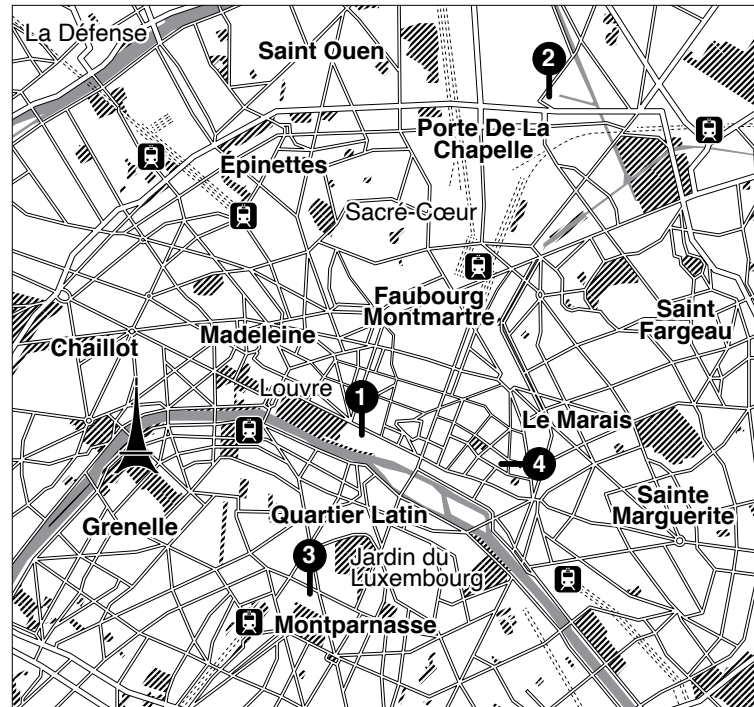
08.30 — 09.00 **Morning run**

09.30 — 11.30 **Farewell breakfast**
ADDRESS: Musée Carnavalet, 23 Rue de Sévigné, 75003

11.30 — 14.30 **Best of Paris tours**

Venues

- 1 Welcome reception and registration**
LOCATION: *Loulou, Musée des Arts Décoratifs, 107 Rue de Rivoli, 75001*
- 2 The Monocle Quality of Life Conference 2022**
LOCATION: *le19M, 2 Place Skanderbeg, 75019*
- 3 Dinner and dancing**
LOCATION: *La Coupole, 102 Boulevard du Montparnasse, 75014*
- 4 Farewell breakfast**
LOCATION: *Musée Carnavalet, 23 Rue de Sévigné, 75003*



Itinerary & map

Thursday 2 June	
18.00 — 20.00	<p>Welcome reception and registration LOCATION: <i>Loulou, Musée des Arts Décoratifs, 107 Rue de Rivoli, 75001</i></p>
Friday 3 June	
<p>The Monocle Quality of Life Conference 2022 LOCATION: <i>le19M, 2 Place Skanderbeg, 75019</i></p>	
08.00 — 08.50	Arrival & registration at le19M and a coffee
09.00 — 09.05	Meet the Monocle team
09.05 — 09.15	<p>Our hosts: Take a tour of le19M SPEAKERS: <i>Bruno Pavlovsky, president of Chanel SAS, Fashion & le19M</i></p>
09.15 — 09.30	<p>Florence in Paris SPEAKER: <i>Florence Martin-Kessler, founder of Live Magazine</i> What makes Paris tick? Why is the dinner party so important? What does your arrondissement say about you? The founder and editor of Live Magazine reveals the passions of her city.</p>
09.30 — 10.00	<p>How to harness creativity SPEAKER: <i>Bruno Pavlovsky, president of Chanel SAS, Fashion & le19M</i> With the creation of le19M, Chanel is championing French craft and fighting for its future success. Pavlovsky explains why the brand took up the cause and what it takes to empower creativity.</p>
10.00 — 10.05	<p>The headlines at 10 SPEAKER: <i>Tom Burges Watson, Monocle's Paris correspondent, and Agnès Poirier, journalist</i> France 24 news anchor and MONOCLE's man in Paris delivers a live review of what's making the headlines in France from the capital's most iconic spot.</p>
10.05 — 10.35	<p>The French view, from media to politics SPEAKERS: <i>Christine Ockrent, journalist, and Louis Dreyfus, CEO of Groupe Le Monde</i> Outsiders admire France for its commitment to quality and willingness to push boundaries – and its media is no exception. From morning radio and TV news to its impressive print industry, how has it remained so inventive? And how does the press tell the story of the nation? We speak to a veteran</p>

	journalist and the CEO of <i>Le Monde</i> to find out why news and debate are still crucial to France.
10.35 — 10.50	<p>The art of the perfect welcome HOSTED BY: <i>Josh Fehmert</i> Hospitality has always been key to MONOCLE's mission. Here we discuss why it is more important than ever for brands to put on an experience and what's next for the industry. You're most welcome.</p>
10.50 — 11.20	Coffee break
11.20 — 11.45	<p>To build or not to build? SPEAKER: <i>Olivier Marty, co-founder of Studio KO</i> Architecture and interiors firm Studio KO has worked on prestigious projects in cities from Marrakech to New York. Now more than ever it is considering the effect of its work on the planet. We look at this approach through a hospitality project in Portugal, where the French firm is proving that sensitivity in design trumps showiness.</p>
11.45 — 11.50	<p>FILM: 'How to enjoy life' MONOCLE writer and happy hedonist Robert Bound discusses why the French know how to enjoy small things and the importance of moderation.</p>
11.50 — 12.20	<p>How to fix the city SPEAKERS: <i>Lina Ghotmeh, architect, and Kathryn Gustafson, landscape architect</i> Every city seems to believe that it's on the same journey: to become greener, cleaner and more walkable. But two architects tell us what makes a city truly exceptional.</p>
12.20 — 12.25	<p>FILM: 'Swimming in the Seine' As Paris cleans up the Seine, Sophie Grove, MONOCLE's senior correspondent and editor of <i>Konfekt</i>, looks at the process of readying the river for its water-seeking residents and the huge benefits that urban swimming can bring.</p>
12.25 — 12.45	<p>Built to last SPEAKER: <i>Ton Venhoeven, architect</i> The Dutch architect has designed the only significant building that is being erected for the Paris 2024 Olympics: the new Aquatics Centre in the neighbourhood of St Denis. How did he get the gig? And what should the project deliver to the city?</p>

12.45 — 12.55	<p>The producers SPEAKERS: <i>Kamal Mouzawak, restaurateur and food campaigner, and Nicolas Audebert, Chanel's head of wine</i> An enterprising entrepreneur and a wine-maker extraordinaire give us an introduction to today's lunch and explain the importance of provenance.</p>
12.55 — 13.00	<p>Who's in the room? Looking for a lunch partner? A whistle-stop tour of who you're sitting next to and the industries and nationalities in the room.</p>
13.00 — 14.00	Lunch
14.00 — 14.15	<p>Things we like SPEAKER: <i>Tyler Brülé</i> MONOCLE's editorial director reveals some of the things that have caught his eye around the world, from good urbanism and impressive retail to enticing graphic design – and some oddities too.</p>
14.15 — 14.40	<p>Next-generation entrepreneurs SPEAKERS: <i>Déborah Neuberg, founder of De Bonne Factice, Tanguy Goretti co-founder of Cowboy, Ajiri Aki, founder of Madame de la Maison</i> These young business leaders reveal their pitches and plans – and might be able to offer you an opportunity too. This is what the future looks like.</p>
14.40 — 14.45	<p>FILM: 'Escape to la campagne' The French countryside is attracting a new generation of growers and makers who want to live closer to the land. Who are these considerate farmers?</p>
14.45 — 15.15	<p>Remaking a national icon SPEAKER: <i>Ben Smith, CEO of Air France-KLM</i> The first non-French CEO of France's national carrier tells us how he manages a company that represents the country in an age when many national flag carriers have stumbled – and what lessons other chiefs can take from his experiences.</p>
15.15 — 15.40	<p>Making fashion better SPEAKER: <i>Sébastien Kopp, co-founder of Véja</i> French company Véja paved the way for fair trade and environmental responsibility in the trainer sector. We talk to its co-founder about the brand's next steps and the opportunities that he sees in today's fast-changing fashion and retail landscapes.</p>