



CONTRIBUTING TO THE OBJECTIVES

**STARTUP**  
EUROPE



PHYSICAL CRYPTO-ARTWORK PRODUCTION AND EXHIBITION  
PLATFORM.

[www.startupeuropenews.eu/soiree](http://www.startupeuropenews.eu/soiree)



# INNOVATION

## IS SOMETHING NEW OR DIFFERENT INTRODUCED

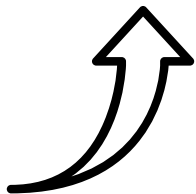
WE CREATE INNOVATIVE EXPERIENCES, TRANSFORMING  
**ART & STARTUPS** INTO EMOTIONS

TOURING EXHIBITION



10 MONTH  
EXHIBITION

uc3m | Universidad  
Carlos III  
de Madrid



1960  
*Premier Edition*

3.000  
VISITORS



*Lairée*  
STARTUP  
EUROPE NEWS

CURRENT EXHIBITION

UNTIL THE CLOSING 29/4/2019

THE NEW EUROPEAN MILLENNIAL RENAISSANCE

**MADRID**

CREATION

COLLABORATION

SUPPORT

COURTESY



Freixenet

nuve  
REVISTA DE EDUCACIÓN INTERNACIONAL

iMADRID!

radio 3

FEATURED IN:

Emprendedores



20  
minutos





## CRYPTO-ARTWORK GALLERY

Crypto artwork is a digital currency of physical form.

Each piece is a hand-assembled limited edition Giclée print with the unique ability to issues regarding copyright, ownership, and authenticity, problems faced in the art industry.

To make this artwork valuable, we equip it 2 tech devices: SOIRÉE ID-NFC (authenticity registration) and QR code that contains an audible description of the startup.

# OUR PRODUCTIONS

# 1960

*Premier Edition*

THE NEW EUROPEAN MILLENNIAL RENAISSANCE

THE EXHIBITION DISPLAYS A  
SHOWCASE OF **12 EMERGING ARTIST**  
& **12 ENTREPRENEURS** TOGETHER IN  
**12 PHYSICAL CRYPTO-ARTWORKS**



In September 2017 was the 60th anniversary of the European Union. We launch the first edition of 1960 to inspire a love of art & entrepreneurship. A combination of modern art, creativity and technology innovation made in Europe.

JEAN-PHILIPPE  
DELBERGHE

JAN  
LUENGO

DENIS  
GAŽÍK

JONAH  
PETTRICH

RADU  
NEAGOE

DAVID  
CRISTIAN

SAMUEL  
ZELLER

ALESSA  
BERRY

ANTONIO  
CEBALLOS

LIONEL  
ABRIAL

NÚRIA  
AGUADÉ

DAIGA  
ELLABY

## TOPICS

Research

Health

Telecommunications

Manufacturing

Tourism

Fashion & Retail

Agriculture

Green

Smart cities

Energy

Water

Fintech

IoT

Social

## ONE TOPIC, TWO APPROACHES

MARY  
FRANZESE

MARTA  
TOMAS

HELENA  
TORRAS

GUSTAVO  
MADICO

CARITTA  
SEPPA

CARLOS  
DÍEZ

TOBIAS  
WERNIUS

VINCENT  
DALLONGEVILLE

WOJCIECH  
SYROCKI

YASMINE  
AUQUIER

GBIRGIT  
PROCHNOW

CHRISTOS  
RAFTOGIANNIS



CONTRIBUTING TO THE OBJECTIVES



**Startup Europe News (SEN)** is a collaborative media alliance contributing to the objective of the European Commission to develop strong local entrepreneurial leadership, cultivate adequate resources and strengthen connections and partnerships among European startups, businesses, artists, and community leaders.



**SOIRÉE**, is a French word. Soir means "evening". An elegant evening party to celebrate the opening of an gallery.

**SEN SOIRÉE** is a brand new concept made in Europe, which brings together business people and emerging artists at an exclusive crypto artwork gallery exhibition.

**SEN SOIRÉE PRODUCTIONS** includes from the creativity the design and production of the artwork up to his later edition in physical and digital format, planning the whole calendar of exhibitions, as well as the maintenance and promotion.

The idea is to revolutionize the formula to throw, to promote and to produce new entrepreneurs and emerging artist, extracting the maximum departed from their talent, transforming it into attractive content for cultural spaces, hotels, organizations.

# C

#1

## OPENING PARTY & 3 MONTH ART & STARTUP EXHIBITION

# CONCEPT

**Sen Soirée concept** is based on the principle that the arts are **transformative** for individuals and **communities**. This belief simultaneously serves to promote the European emerging artists and new entrepreneurs by providing a **futuristic tool** for cultural expression, drawing on the art to **showcase** a constructive vision of the future of Europe via local and international collaborations.

### ONE TOPIC, TWO APPROACHES

Research	Green
Health	Smart cities
Telecommunications	Energy
Manufacturing	Water
Tourism	Fintech
Fashion & Retail	IoT
Agriculture	Social

A photograph showing two people looking at a large abstract artwork on a wall in a gallery setting.

### CONTEMPORARY ART

A photograph of a man playing an acoustic guitar and singing into a microphone on a stage. Another man stands next to him, looking at the performance. Posters are visible in the background.

### LIVE PERFORMANCE

A photograph of a table with various glassware, including a large purple bottle and several glasses, set up for a gastronomy event.

### GASTRONOMY

2 EXHIBITIONS  
IN 1

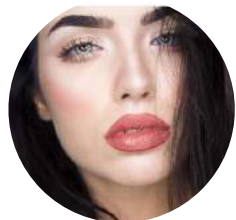


PART OF 1#COLLECTION 1960

# FORMAT

SEN SOIRÉE aim to recognize inspirational entrepreneurs and leaders. They are individuals who are creating value and leaving lasting footprints in Europe.

## ARTIST



**ALESSA BERRY**

Woman Artist and Influencer



## ENTREPRENEUR



**MARY FRANZESE**

Woman Founder And Entrepreneur



SCAN THE CODE AND  
DISCOVER THE STARTUP



**100% VISUAL  
IMPACT IN  
OUR  
AUDIENCE**



## TOPIC: HEALTH

Neuron Guard is an Italian startup that is developing a medical device for emergency brain protection to treat patients in case of Acute Brain Damage (ABD), directly at the site of the event.



# AN EXHIBITION OPEN AND FREE FOR EVERYONE.

ART & ENTREPRENEURSHIP EDUCATION.  
THE BEST OF EUROPEAN CONTEMPORARY ART.  
SEE EMERGENT ARTIST & TECH ENTREPRENEUR NOW.  
CREATIVITY.  
INNOVATION  
MEDITATION.  
SUPPORT SMALL BUSINESS  
EMOTIONAL INTELLIGENCE.  
COMMUNITY.  
JUST PLAIN FUN.

## AUDIENCE

Emerging Artists

Entrepreneurship communities

Institutions

Governments

Research & Academies

Global companies

Incubators

Co-working Spaces

Associations

Business Centres

Incubators

Accelerators

Economic Developers

Universities

Investment funds



EXCLUSIVE CLOSING  
CEREMONY

1960

*Premier Edition*

THE NEW EUROPEAN MILLENNIAL RENAISSANCE

THE EXHIBITION DISPLAYS A  
SHOWCASE OF **12 EMERGING ARTIST**  
& **12 ENTREPRENEURS** TOGETHER IN  
**18 PHYSICAL CRYPTO-ARTWORKS**



STARTUP  
EUROPE



EXCLUSIVE

OPPORTUNITY

WHERE?

MADRID

@ CYBELE PALACE

12 NEW ARTWORKS

4

APRIL

29

APRIL

DURING EASTER HOLIDAYS

VISITORS EXPECTED

50.000





**Sociedad Estatal de Correos y Telégrafos, S.A.**, trading as **Correos**, is the national postal service of Spain, as recognized by the Universal Postal Union. The company is 100% state owned, through the State Industrial Holding Company (SEPI). With 51,000 employees and 5.4 billion pieces of mail sent each year, Correos is one of the largest postal services in the world. Based in Madrid, it has over 10,000 postal centres all over Spain.

**STARTUP  
EUROPE**



Startup Europe ramps up the connected Digital Single Market through a set of European Union initiatives to increase networking opportunities for startups, investors and accelerators. This thriving ecosystem multiplies jobs, growth and investment.

**HOSTED BY**



# WHY SEN SOIRÉE?

## OUR #1 COLLECTION CRYPTO ARTWORK GALLERY **INCLUDES:**

**12**

ART WORKS DIMENSIONS  
50X70 3.5CM

**12**

METAL SUPPORT FOR ART WORK  
97/145 CM

**1**

A MOBILE PHONE FOR ART SECURITY  
INCIDENT REPORTING SYSTEM

## FUTURISTIC SHOWCASE





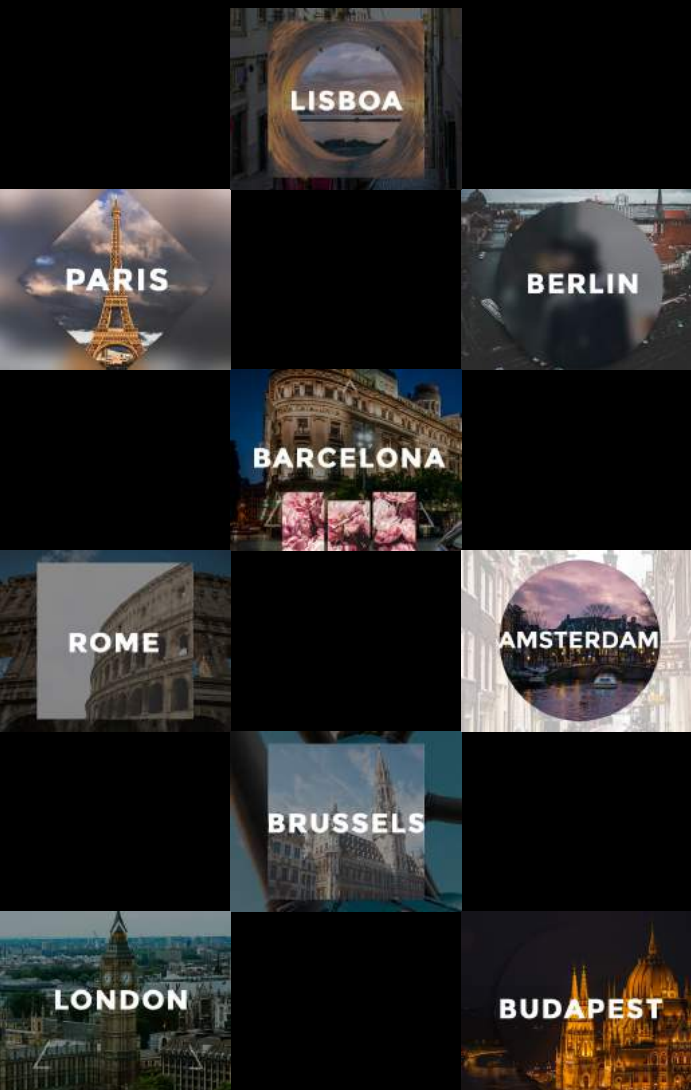
## ABOUT US



Born from the desire to help the creative industry to be more efficient with their resources, SEN SOIRÉE is changing the way this sector connects and collaborates. We believe that to share culture and knowledge is to keep it alive and that everyone should be able to participate in this dialogue.

Art has never been defined by the constraints of materials, techniques, or technology. Making things is an everyday human impulse. Exploring the world through materials and ideas is the human quest for knowledge.

BE PART OF OUR COMING SOON  
**LOCAL PRODUCTIONS**



THANK YOU

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