

Beat: Sports

## **LONGINES MASTERS PARIS 2018 - FEEL THE VIBE AND ENJOY THE RIDE !**

**Nov 29 - Dec 02, Paris Nord Villepinte**

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**USPA NEWS** - The LONGINES MASTERS SERIES continues its Journey Across Continents, and will be arriving in the French Capital from November 29 to December 02, 2018 for the European Leg of the Grand Slam Indoor of Show Jumping. The Longines Masters of Paris, where the Series initially started, has become the Not-To-Be-Missed Event on the Capital's Sporting and Cultural Calendar, where Movie and TV Stars (some Riding in the Invitational and Prestige Trophies), Business Decision Makers and World Class Riders will be eager to gather.

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The International Show Jumping Series kicks off in Europe celebrating the 10th Edition of "Longines Masters of Paris", followed by the "Longines Masters of Hong Kong", 15-17 February 2019 with the "Asia Horse Week", before setting sail for its Final Stage with the "Longines Masters of New York", 25-28 April 2019.

This Parisian Event, which is held in the Aegis of the "Salon du Cheval of Paris" and welcomes nearly 200,000 Visitors each year, is well-known for its Atmosphere made Unique in the World. For the Fourth Season, EEM entrusted the Image to the Young and Talented Selman Hosgör who is a London-Based Multidisciplinary Visual Artist. He completed his Undergraduate Degree in Graphic Design at Kadir Has University in Istanbul. He also followed a Professional Development Course in Illustration and Typography at Central Saint Martins in London.

He said : "For me Paris is the City of Literature and Fashion. I got to pick Blue as the Main Color because it represents the Intellectuality and the Calming Impact of Literature and the Timelessness of Fashion despite having been changed over the Course of Years. Other Vivid Colors I've included are the Result of the Indulgence of other Senses when Literature and Fashion are combined."... In the Hong Kong Design, I focused on the Traditional and Modern Lives living together, to the Hectic Streets of the City and the Multi-Colored Cuisine Culture. I expressed the Blend of Modern and Traditional Lifestyles Boldly with Hues of Red. Moreover, the Hectic Streets and the Unlimitedly Colorful Cuisine with Blue and Green Colors. The Iconic Red Boat of the City, the Dynamism of the Horse and the Joy on the Faces of Spectators are the Perfect Description of Hong Kong for me....New York first comes Into Mind as the Metropolitan City of the World.I tried to display a Prominent Charm of the City, Diversity, using other Vivid Colors. The Iconic Statue of Liberty, Joyful People in the City and their Sense of becoming Free with Art are some other Factors I've been inspired while portraying NY."

Christophe Ameeuw, Founder and CEO of EEM and the Longines Masters Intercontinental Series, unveiled all the New Features of the Longines Masters of Paris Programme on the Stage of the Lido of Paris on November 20, 2018. Christophe Ameeuw and Jean-Luc Poulain, President of GENECA and the Salon du Cheval, reviewed 10 years of Collaboration and Exceptional Events. During the Press Conference, the Guests were treated to a Real Performance, given by the Famous Pierre Fleury, Artist, Trainer, Acrobat and sometime Stuntman.

As Special Guest & Ambassador of the Event (as every Year by now) Guillaume Canet, the Famous Actor and Rider, looked back on his Various Appearances at the Longines Masters. He talked of "a Sport that deserves this Proper Media Coverage. It's a Crazy Show!" He was joined by Nicolas Canteloup, a Famous Humorist, also an Outstanding Rider, who surprised the Audience not just by his Attendance, but also by improvizing an Imitation of the Last Two Presidents of the French Republic.

Christophe Ameeuw was eager to highlight the New Generation of Riders by inviting on the Stage of the Lido of Paris Camille, Inès, Victoire and Manon, accompanied by Philippe Rozier, Olympic Team Champion in Jumping at the 2016 Summer Olympic Games. Was highlighted the Importance for Young Riders of having the Opportunity to participate in the Longines Masters of Paris in the

Masters Two Events, a Real Springboard to the Top Level, creating Tomorrow's International Champions.

The "LONGINES SPEED CHALLENGE", the Unique Course for which will be found at all Three Stages in Paris, Hong Kong and New York, is the Fastest Event in the World, considered a World Speed Championship, during which the Fastest Riders and Horses of the World will compete. The "MASTERS POWERS Presented By THE LIDO OF PARIS" this year once again, this Event will highlight the Strength of the Horses and the Performance of the Riders. The "LONGINES GRAND PRIX", the Final Flourish of the Four Days of Competition, will be the Flagship Event bringing together the Best Horses and Riders in the World Over Obstacles at the Maximum Height of 1.60m. Last year, Daniel Deusser on Cornet d'Amour won the Title previously held by Grégory Wathelet.

Finally, Philippe Guerdat, Coach of the French Team, as well as British Harry Charles and Frenchman Edward Levy, two Pre-Selected Riders for the European Team discussed the Great Novelty of 2017, the Riders Masters Cup. Other Sports Events not to be missed : "MASTERS ONE LAITERIE DE MONTAGU" ; "MASTERS ONE SALON DU CHEVAL DE PARIS / CENECA" and the "MASTERS TWO LAND ROVER GRAND PRIX".

Two World Champion crowned at the 2018 World Equestrian Games in TRYON, the Winner of the 4\* Grand Prix of VALENCE and some Talented Rookies, has a Solid Line-Up to respond to Riders Europe. McLain Ward will be the Indeniable Leader of Riders USA and will arrive in PARIS with a Particular Strong Motivation. The World n°5 will be joined by his Tryon Gold Medal Partner, Laura Kraut. Supporting these Seasoned Champions, Robert Ridland will have a Lot of Young Talent to choose. He is sure to build a Strong Team to try to take back the Title that Riders Europe has held since the Creation of the Riders Masters Cup.

Finally, to conclude this Press Conference, the New Belgian Star of the Electro Scene, Henri PFR got the Audience moving with a Stimulating Live Show.

Source : Press Conference on November 20, 2018 @ The LIDO Paris

Ruby BIRD

<http://www.portfolio.uspa24.com/>

Yasmina BEDDOU

<http://www.yasmina-beddou.uspa24.com/>

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**Editorial program service of General News Agency:**

United Press Association, Inc.  
3651 Lindell Road, Suite D168  
Las Vegas, NV 89103, USA  
(702) 943.0321 Local  
(702) 943.0233 Facsimile

[info@unitedpressassociation.org](mailto:info@unitedpressassociation.org)  
[info@gna24.com](mailto:info@gna24.com)  
[www.gna24.com](http://www.gna24.com)