



HEDONISM TROPHY

By Maria Verchenova



May 31st to June 3rd, 2018
Provence Côte d'Azur, FRANCE

"A unique golfing experience within the most luxury golf resort in France, combining golf, Art, well-being and wine"



WHAT IS THE HEDONISM TROPHY ?

A high-end stay around "Hedonism": Art de vivre, pleasures, emotions and exclusivity.

RICHARD MILLE

COLLECTION
MASHANDY

CLASSIC CARS

BERNARDINI



HEDONISM TROPHY

- A high-end golfing event played on the Terre Blanche golf courses, imagined by Maria Verchenova and Philippe Guilhem
- 2 outstanding golf courses of 18 holes
- Private 3-day competition, on Friday, Saturday and Sunday
- Unique Bronze sculpture offered to the winner of the competition
- 30 golfers maximum

HOSPITALITY

- Guests will stay at The Terre Blanche Resort*****

DINING

- Unique and exclusive dining experiences.

DISCOVERY OUR PARTNERS

- Exhibition of **Richard Mille** watches
- Exhibition of high jewellery **Collection Mashandy**
- Exhibition of **Classic Cars**
- Exhibition **Bernardini**

MARIA VERCHENOVA



OLYMPIC RECORD HOLDER - RIO 2016

MARIA VERCHENOVA - **Number 1 female golfer** in Russia, holds the golf course record among women and men at the Olympic Games in Rio 2016 with a card of 62, -9 in one day !



AMBASSADRESS OF PLANET EVENTS

Planet Events is an event company, specialized in organizing golf tournaments on snow. Seduced by the concept, Maria decided to support and bring her expertise to Planet Events.

Maria is eager to share her knowledge and her passion in golf. She will be present on the event, and will play along side with the participants (golf clinic, advising).



TERRE BLANCHE



TWO 18-HOLE
GOLF COURSES



5 STAR HOTEL

Provençal inspired, this authentic 5-star hotel is one of the most well-known in France for its golf but also for its SPA.

With its 115 suites, Terre Blanche is an ideal resort to organize high-end stays combining golf, well-being and discoveries.

ONE OF THE TOP GOLF DESTINATIONS

Terre Blanche attracts every year many golf lovers but also professional golfers during the European Senior Tour “The French Riviera Masters”.

Its 2 perfectly designed golf courses know how to satisfy good golfers (handicap required 35) with its curved fairways and challenging greens.



RICHARD MILLE

THE MOST LUXURY WATCH BRAND

RICHARD MILLE MONACO - The watch brand will exhibit numerous pieces during the event inside a dedicated area in the Terre Blanche Resort. An in-depth presentation of the watches will be taking place on Friday evening.



RICHARD MILLE

MASHANDY COLLECTION

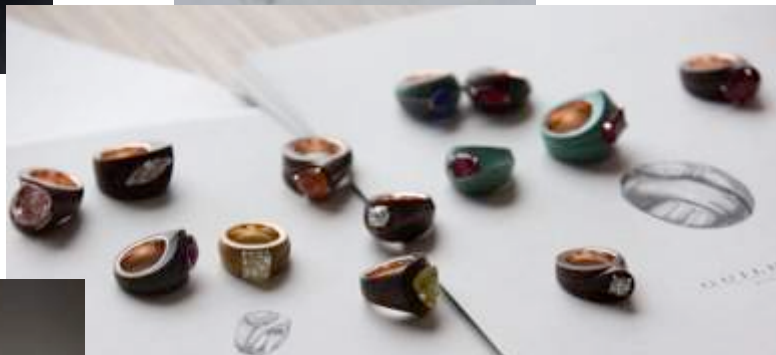
JOAILLIER GUILHEM DEPUIS 1865 - MEGEVE

In 2018, Philippe created his own collection called *Mashandy* inspired by traditional African masks, perfect lines and curves from Gustave Miklos' art work and also from Zaha Hadid architecture style.

A very singular material: bronze, was used as the case for the selected exceptional gems, enhancing them and making them real sculptural pieces of Art.

The bronze illustrates the contrast in the collection between the Outsider Art and the extreme sophistication.

A contemporary and innovating collection.



PRESENTATION CLASSIC CARS



PRESENTATION OF CLASSIC CARS

Display and exhibition of high-end and selected “Jean-Lain Vintage” & “Alliance” Classic Cars on the domain of Terre Blanche.



BERNARDINI

LUXURY VINTAGE

COLLECTABLE OBJECTS

Bernardini is an Italian brand customizing antique, vintage pieces.

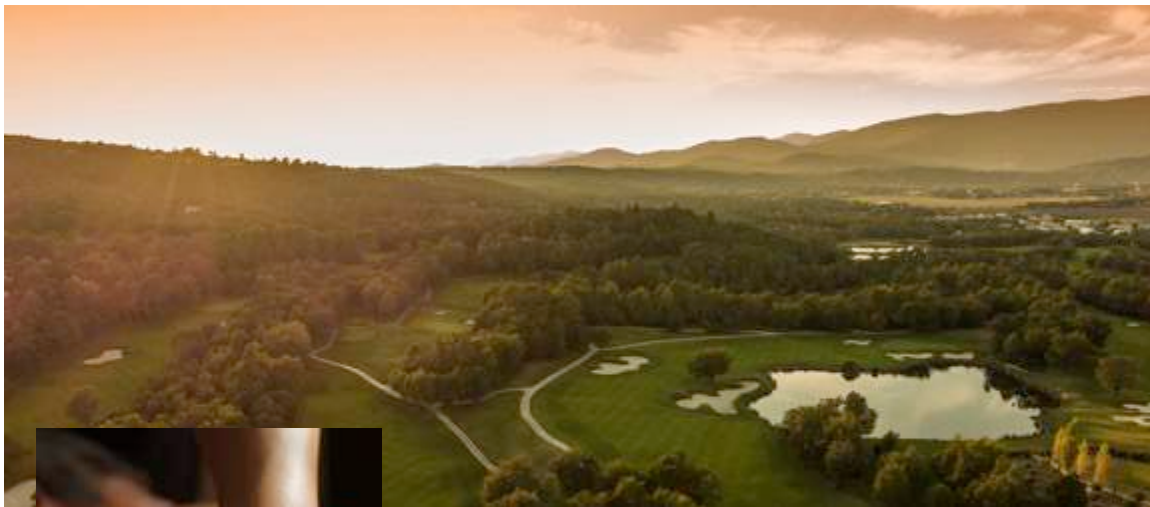
Collection of special and rare Louis Vuitton, Goyard and Hermès trunks, luggage and accessories in their original style and use or transforming them into singular collectable objects.



Bernardini will exhibit some of its key pieces in the Terre Blanche resort during the event.

BERNARDINI
LUXURY VINTAGE

HEDONISM TROPHY



PROGRAM

DAY 1 - Thursday, May 31st

PM Guests' arrival

7.30pm Welcome Champagne Cocktail on the beautiful main patio of the resort, followed by the "Discovery Dinner"

DAY 2 - Friday, June 1st

10.00am Golf Clinic by *Maria Verchenova* at the "Albatros Golf Performance Center"

10.45am Practice

12.00pm 3-course lunch at the Club House restaurant "Les Caroubiers"

1.30pm Spotting 18-hole on "Le Château" golf course

7.30pm Cocktail presentation "Watches & Gems"

8.00pm High-end dinner at the gastronomic restaurant "Le Faventia"

HEDONISM TROPHY



PROGRAM

DAY 3 – Saturday, June 2nd

- 9.00am Start of the Hedonism Trophy on “Le Riou” 18-hole golf course
1st round
“Beat the pro Maria Verchenova” on the Par 3
Refined buffet of delicious assortments of the region
- 6.00pm Visit of the authentic Provencal village SEILLANS
- 7.00pm Petanque & Aperitif
- 8.00pm Kitchen Party with local products at the “Institut Gastronomie Riviera”

DAY 4 – Sunday, June 3rd

- 8.30am Start of the Hedonism Trophy on “Le Château” 18-hole golf course
2nd round – shotgun departure
“Beat the pro Maria Verchenova” on the Par 3
- 2.00pm Lunch at the Club House restaurant “Les Caroubiers” and prize giving
- PM Guests’ departure



HEDONISM PACKAGES



GOLFER PACKAGE

1 990€/player

1 suite for 3 nights (Thursday, Friday and Saturday)
3 Breakfasts, 3 lunches and 3 dinners
3 Green Fees

2 GOLFERS PACKAGE

3 290€/2 players

1 suite for 3 nights (Thursday, Friday and Saturday)
6 Breakfasts, 6 lunches and 6 dinners
6 Green Fees

ACCOMPANYING PERSON PACKAGE 990€/pers Non golfer

1 suite for 3 nights (Thursday, Friday and Saturday)
3 Breakfasts, 3 lunches and 3 dinners
2 massages

LIMITED PLACES: 30 PLAYERS MAX.



CONTACT

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