



# Dans Le Noir

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## Dine in The Dark

## **Dine in the Dark – Dans le Noir**

Atheeb Social Development aims to introduce progressive development in the Saudi Society by implementing creative and impactful initiatives, and dedicates considerable attention to empowering the visually impaired in Saudi Arabia. Therefore, Atheeb Social Development is taking the initiative for the first time in the Middle East to host “Dans Le Noir” in Riyadh.

Dans Le Noir (Dine in the Dark) is an internationally renowned French restaurant where visitors experience the loss of sight by having dinner in total darkness. During this extraordinary experience, visitors get the chance to re-evaluate their perceptions of senses while being guided and served by trained local blind waiters. As they enter this sensual world of total darkness, the roles are interchanged and the blinds become the guides. Those guides have completed a special training program provided by experienced male and female trainers from the French Institution of Dans Le Noir. The aim of this program is to develop the skills of blinds and empower them to prove with their proficiency and adeptness in serving customers that blindness is ability not disability.

Dans Le Noir is one of the projects management by Ethik Investment, a French organization recognized internationally as a leader of social responsibility in the field of disability, where 50% of their staff are heavily handicapped.

Atheeb Social Development is hosting Dans Le Noir as a creative and an effective tool to increase awareness, and draw the attention of local leaders, decision makers, social influencers and the public to the needs of the visually impaired and the amount of skills and capabilities they have when they are empowered to demonstrate them. The aim of this event is to pave the path for the following project, which is reinforcing the presence of the visually impaired in the Saudi job market by establishing professional training programs to develop their skills. The success of this project will build on the success of the Dans Le Noir event by reaching the largest number of target audience and creating the required impact in the society.

The project will be executed in a span of 18 days, starting November 27 to December 14. The first week will be allocated for training the local blind waiters. The VIP Exclusive opening ceremony will be on the 5th of December, while the remaining period will be for running the actual event with days for males and days for females.

## **Project Objectives**

- To encourage local visually impaired individuals to demonstrate their potentials and capabilities to the society.
- To attract the attention of locals to discover what dining and socializing can be like for the visually impaired and re-evaluate their perceptions of senses.
- To develop the skills of blinds through a professional training program provided by the internationally-recognized social development institution of Dans Le Noir.
- To demonstrate to local decision makers and leaders how skillful and capable the trained visually impaired can be by accomplishing a difficult task with proficiency and adeptness.
- To establish the basis for initiating the following initiative of introducing skill-development training programs for blinds.
- To empower the visually impaired in the Saudi Society through the planned training programs that open career opportunities for them and reinforce their presence in the job market.
- To give large organizations in KSA the opportunity to engage in a creative and powerful community development initiative.

## Project Timeline

<b>Dinner Event</b>		
<b>Date</b>	<b>Day</b>	<b>Guests</b>
<b>December 5, 2013</b>	<b>Thursday</b>	<b>--Opening Ceremony-- Male</b>
<b>December 6, 2013</b>	<b>Friday</b>	<b>Female</b>
<b>December 7, 2013</b>	<b>Saturday</b>	<b>Female</b>
<b>December 8, 2013</b>	<b>Sunday</b>	<b>Female</b>
<b>December 9, 2013</b>	<b>Monday</b>	<b>Male</b>
<b>December 10, 2013</b>	<b>Tuesday</b>	<b>Female</b>
<b>December 11, 2013</b>	<b>Wednesday</b>	<b>Male</b>
<b>December 12, 2013</b>	<b>Thursday</b>	<b>Female</b>
<b>December 13, 2013</b>	<b>Friday</b>	<b>Male</b>
<b>December 14, 2013</b>	<b>Saturday</b>	<b>Female</b>