

Beat: Business

## "THE AFFAIR OF THE DIAMOND NECKLACE", IMMERSIVE & HISTORICAL TEAM BUILDING EVENT

BY A RESOLUTELY FEMINIST COMPANY

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**USPA NEWS** - The Affair of the Diamond Necklace was important in discrediting the Bourbon Monarchy in the Eyes of the French People Four Years before the French Revolution. Marie Antoinette became even more Unpopular, and Malicious Gossip about her made her a Greater Liability to her Husband...

The Affair of the Diamond Necklace was important in discrediting the Bourbon Monarchy in the Eyes of the French People Four Years before the French Revolution. Marie Antoinette became even more Unpopular, and Malicious Gossip about her made her a Greater Liability to her Husband.

Cardinal Rohan intended to give Marie-Antoinette a Luxurious Diamond Necklace to regain her Favour. But an Imposter posing as the Queen proved Cleverer than the Cardinal, causing a Glittering Scandal... Following his Return from Vienna as an Ambassador, Cardinal Rohan, Grand Almoner of France, had fallen out of Favour with the Queen because of his Licentious Behaviour. Heeding the Advice of her Mother, Marie-Antoinette had excluded the Cardinal from her Inner Circle. Ready to do anything to regain her Favour, the Cardinal fell back on the Graces of an Acquaintance, the Self-Styled Countess of La Motte.

The Cardinal was brought before the Parlement de Paris in May 1786 and, Contrary to all Expectations, was declared Innocent. Mme de La Motte and her Accomplices were arrested and judged, and the Confidence Trickster was branded with a Hot Iron with a "V" for Voleuse (Thief).

Marie Antoinette's Reputation never recovered from this Incident. Her early History of Excessive Spending had already blemished her Popularity, but the Diamond Necklace Affair catapulted Public Opinion of her into near-hatred, since she appeared to have plotted to misuse more of the Kingdom's Depleting Money for Personal Trinkets.

The Public Relations Nightmare led to an Increase in Salacious and Degrading Pamphlets, which would serve as kindling for the Oncoming French Revolution.

She was never able to shake off the Idea in Public Imagination that she had perpetrated an Extravagant Fraud for her Own Frivolous Ends. Nonetheless, the Affair prompted Louis XVI to become Closer to his Wife and may have inclined him to be more Defensive of and more Responsive to her before and during the Revolution.

In an Increasingly Volatile and Complex World there is no "How-To" Manual. You can't just send your People into a Classroom to learn how to lead. They need to learn from doing: being Immersed in a Real Activity, Experimenting with New Behaviours, receiving Feedback, then learning and adapting through Experience. Traditional Theory-Based Approaches are no longer enough on their Own... This is where comes the "Immersive Experience"... Immersive Teambuilding via Immersive Events.

"Eat The Cake" is an Immersive Entertainment Studio - Frances Vieras Blanc is the CEO & an Experience Designer.

They strive to create Story Worlds and bring them to Life as Interactive Adventures for Audiences to enjoy and as a Way to improve Company's Branding, Revenue and Visibility. They create Tailor-Made Universes adapted to the Company and Brand, as well as Turnkey Adventures adaptable to Numerous Formats, offering a Solid Range of Services, from Consulting to Production, thanks to a Large Ecosystem of Artists (Dancers, Singers, Fire Eaters, Acrobats), Creators and Professionals.

"Eat The Cake" is a resolutely Feminist and Feminine Company, which celebrates Personalities in all their Forms... They have a Particular Affection for highlighting Women in History, whether Famous or Little-Known... Currently, they are on a New Experience, an "Immersive and Historical Team Building" based on the Affair of Marie Antoinette's Necklace, Perfect for Castles and other Luxury Places, this Experience has no less than 5 Actors for 2 Hours of Investigation culminating in a Trial full of Twists and Turns.

Source: Eat The Cake Studio for The Photos

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