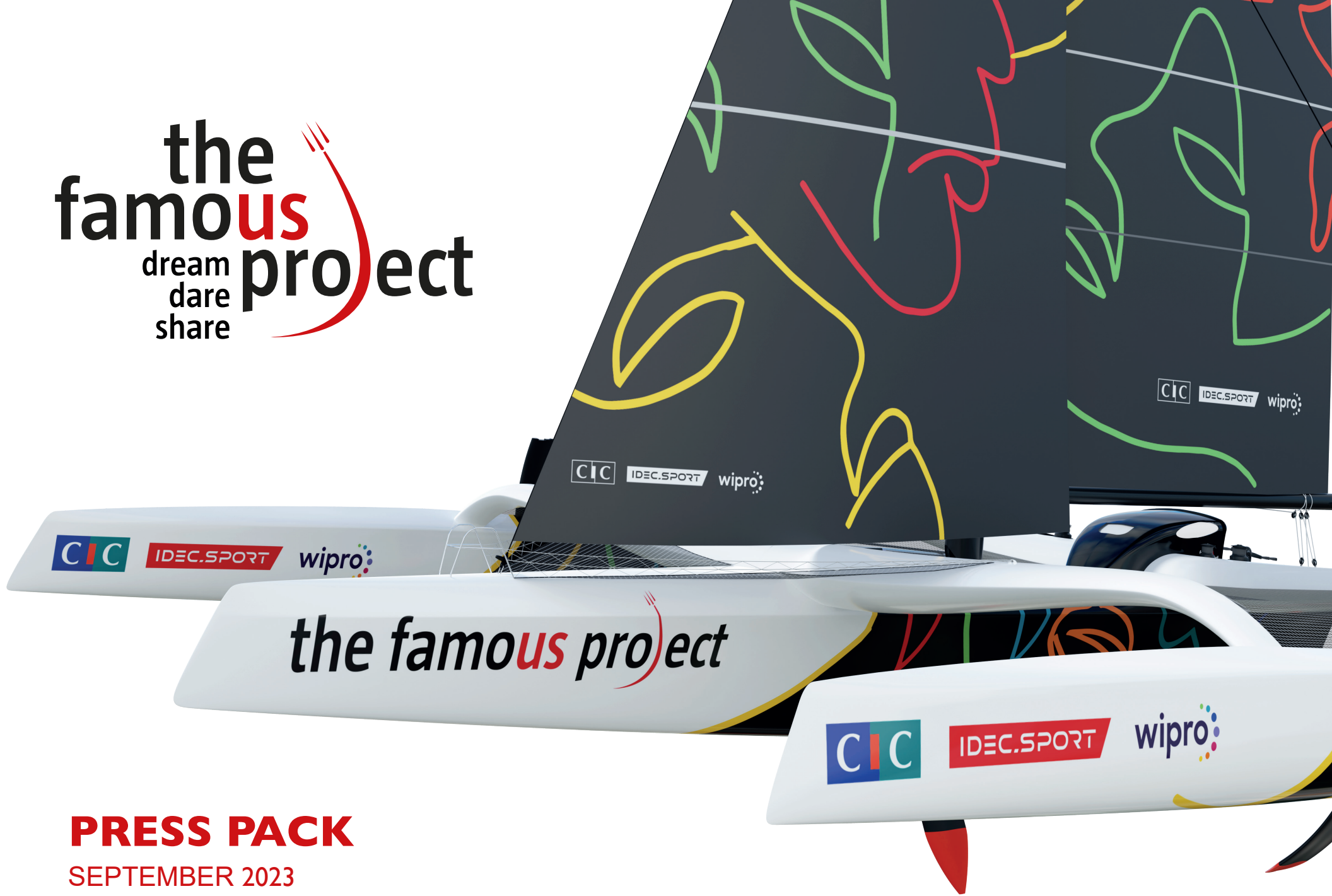


the famous project
dream dare share



PRESS PACK

SEPTEMBER 2023



THE FAMOUS PROJECT :

OBJECTIVE - THE JULES VERNE TROPHY

In 2025, Alexia Barrier and 7 female sailors will set sail to take on the legendary Jules Verne record aboard the Ultime Idec Sport. More than just a sporting challenge, The Famous Project is the ultimate platform for a wider programme to promote women in sailing.

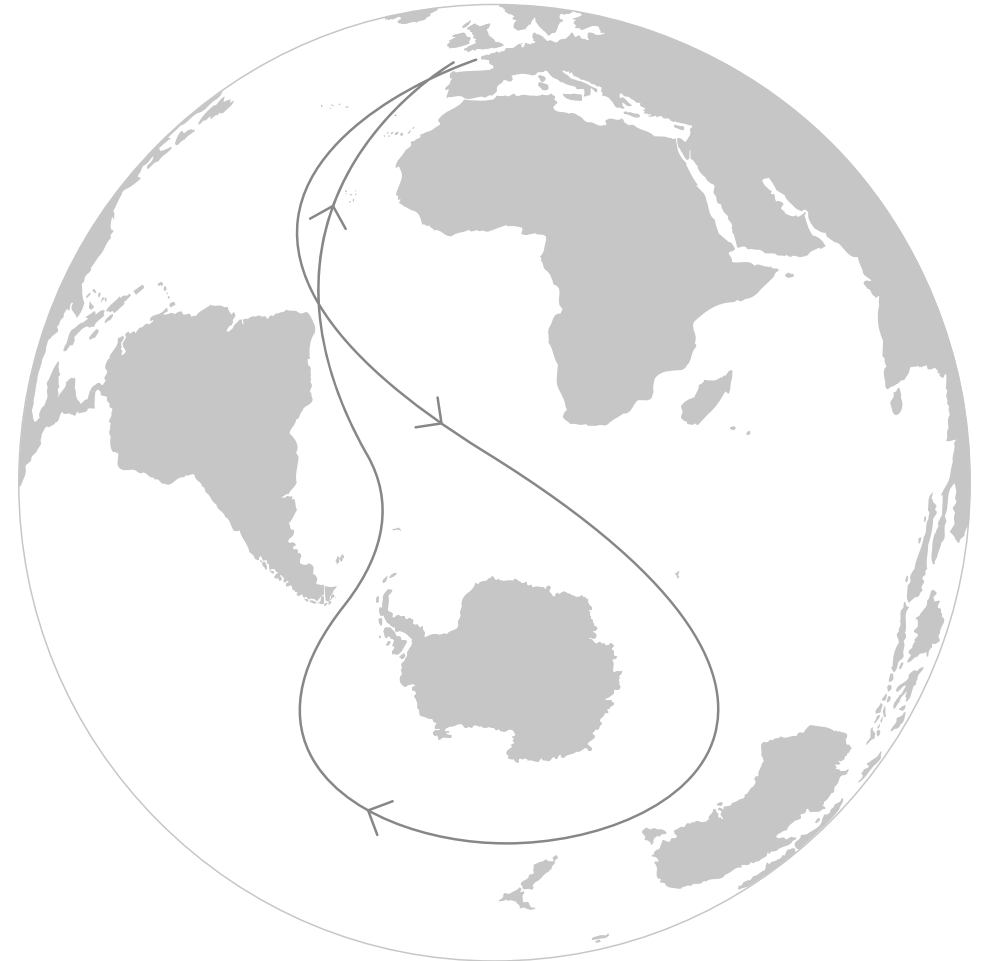
"Tackling the Jules Verne is a bit like walking on the Moon."

25 years after Tracy Edwards, Alexia Barrier is launching an assault on the Jules Verne Trophy with a 100% female, international crew! Objective: to establish a female reference time on this prestigious sailing world tour, and to try and break the record!

"We want to make the women of the planet 'Famous'."

We want to shine a light on those who dare, and to inspire others who want to realise their dreams and ambitions. We also see this three year campaign as the ultimate platform for a wider programme to promote women in sailing."

Alexia Barrier, skipper of The Famous Project.





A female CREW

For generations, Jules Verne's adventures of Phileas Fogg have inspired sailors, with the likes of the Bruno and Loïck Peyron, to Olivier de Kersauson and Franck Cammas, through to Joyon all completing this mythical circumnavigation, non-stop and without assistance, in under 80 days.

So far, the challenge has never been broken by an all-female team.

Alexia, as skipper, who already has a Vendée Globe and 18 transatlantic crossings to her credit, has brought together the crème de la crème of female sailors: 7 "rockstars" of the sailing world.

- > **Dee Caffari**, the record breaking British sailor who has circumnavigated the world six times, and became the first woman to have sailed around the world three times in both directions
- > **Helena Darvelid**, 12 world speed sailing records, crew member of Royal Sun Alliance
- > **Sara Hastreiter**, Volvo Ocean Race, renowned climber
- > **Elodie Jane Mettraux**, Volvo Ocean race, and multihull sailor
- > **Joan Mulloy**, Imoca, and Figaro sailor
- > **Marie Riou**, Volvo Ocean Race, world championship-winning 420 and Nacra 17 catamaran sailor
- > **Marie Tabarly**, skipper of Pen Duick VI, Imoca sailor

The record of this crew is exceptional:

- > 12 Round the world races
- > 54 Transatlantic crossings
- > 3 Transpacific crossings
- > 28 World records
- > 16 World Championships





IDEC Sport - The Fastest boat around the planet

Alexia needed to find the right vehicle for the Jules Verne - it will be the Ultime, Idec Sport.

A giant of the seas, as graceful as it is fast. It remains, to this day, the fastest boat in the world.

It was aboard Idec Sport, in 2017, that Francis Joyon and his team, set the current Jules Verne record in an incredible 40 days 23 hours 30 minutes and 30 seconds. The maxi-trimaran knows the route well.





Follow your compass

The Famous Project continues the work undertaken by the 4myplanet association, founded in 2009 by Alexia Barrier. An association focussed on 4 main pillars, with the support of UNESCO.

- **A human and social commitment** : To highlight the ambitions, successes and strengths of the women of our planet.
- **An environmental commitment** : To continue the scientific work undertaken with 4myplanet to protect our oceans.
- **An educational commitment** : To raise awareness and inspire the younger generations by sharing this project with as many people as possible.
- **A sporting commitment** : to illustrate the universal values of teamwork and commitment within ocean racing

To succeed in this project, The Famous Project is collaborating with some incredible partners.

CIC and Wipro, founding partners, Idec Sport, official partner.



<https://youtu.be/didwPBYX4pg>



A CREW OF EXCELLENCE

ALEXIA BARRIER, FROM IMOCA TO ULTIME

“Always faster, always bigger”

“When I was a child, I was fascinated with the achievements of Bruno Peyron who broke the Jules Verne record three times, and I had always dreamed of one day following in his footsteps. It was indeed, the Ultime Class I had my eyes on.

A seasoned navigator, with more than 200,000 nautical miles on the metre, Alexia Barrier has already completed one of the toughest races in the sailing world, the Vendée Globe, in 2020. On her return -

“I was told that it was nonsense, that it was an inaccessible class, too expensive...”

I listened to these tips, tried to prepare for a new Vendée Globe but I was not in tune with this project. It is the Jules Verne Trophy and the maxi trimaran that make me dream. ”

Persevering and tenacious, Alexia clung to the dream of the Jules Verne. She decided to assemble a team of female sportswomen and ocean ambassadors that would allow her to realise her dreams: The Famous Project was born!

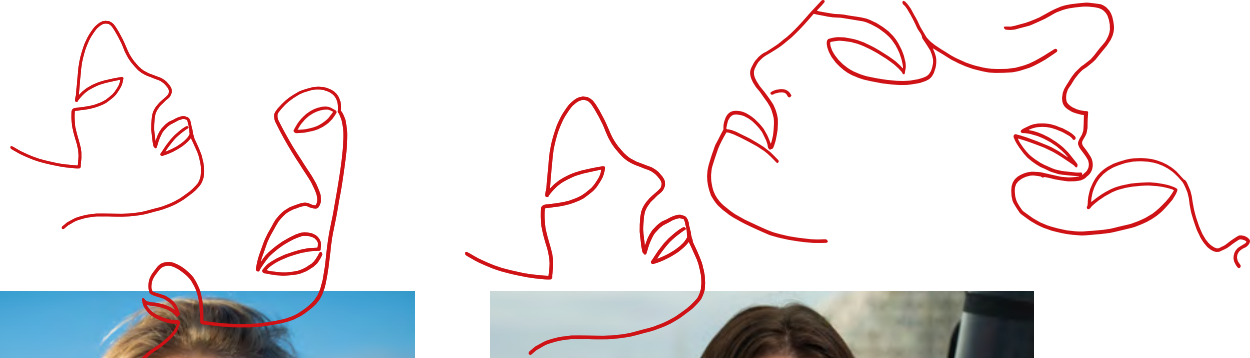


Resume

- **18 transatlantics, 5 solo**
(Transat Jacques Vabre, Route du Rhum, Transat Ag2r...)
- **Finisher Vendée Globe 2020**
- **More than 200 000 nautical miles** - equivalent to 10 times around the world
- **20 years of experience**



They said:

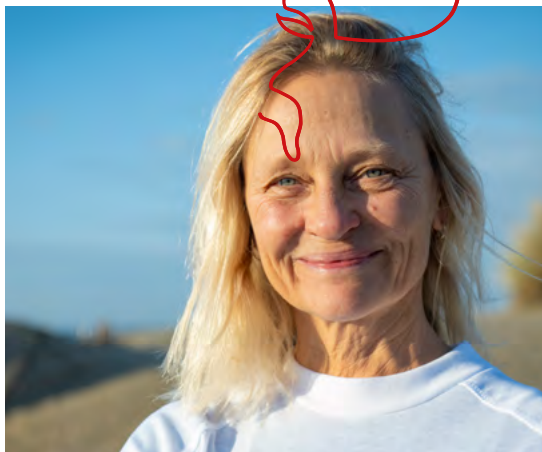


DEE CAFFARI

Record breaking sailor

"This project will break down many barriers"

"Some of us know each other well because we've sailed together before. Alexia has done an amazing job of bringing new people in and creating an environment where we all feel comfortable."



HELENA DARVELID

Multiple world record holder

"The temptation to leave on a new adventure is here"

"The Jules Verne is something I have already experienced since I was part of the first female attempt with Tracy Edwards in 1998. It was a difficult challenge but a great adventure, so the temptation to go again is there."



SARA HASTREITER

Ocean racer and climber

"This is an opportunity that never presents itself to a woman"

"What Alexia wants to do is one of the most important speed records you can take on in sailing and I've never been presented with such an opportunity since becoming a professional sailor. It's one of the highest profile challenges a female team can face, to continue making an impact in sailing."

[Download the bio's of the team](#)

[Dropbox](#)

[Google Drive](#)



They said:



ELODIE JANE METTRAUX

Volvo Ocean race, and multihull sailor

"Humans are at the heart of their project and people count"

"The Jules Verne Trophy is a goal that gives you so many interesting moments along the way: learning, sailing, sharing experiences with more seasoned sailors. Ultimately, I hope The Famous Project will help encourage crews to bring women onboard their boat. This is an initiative that promotes diversity in other projects."



JOAN MULLOY

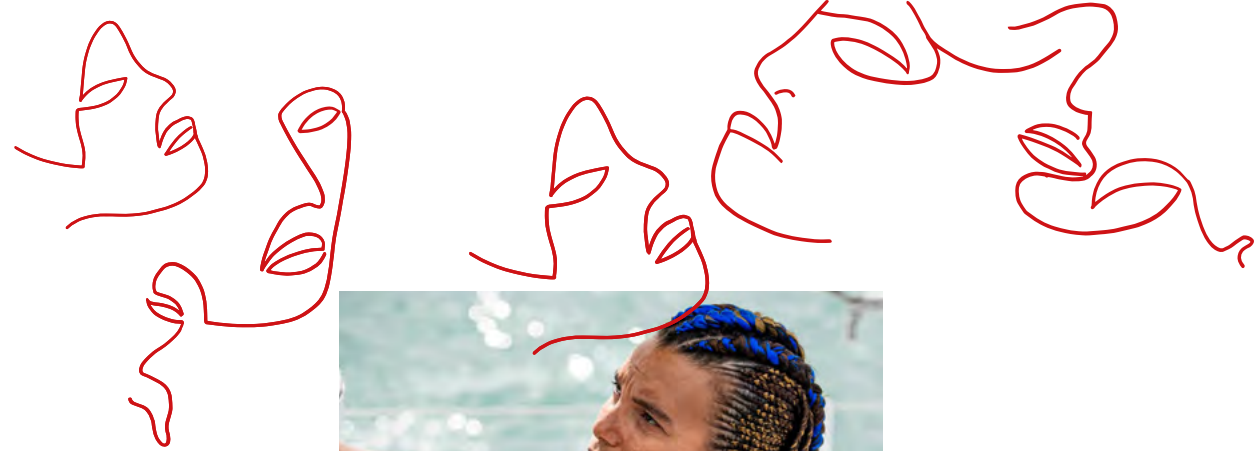
Imoca and Figaro sailor

"I have always believed in Alexia's projects"

"When Alexia told me about it, I didn't believe it, it took me a while to realise that it was true. You can ask any sailor, doing the Jules Verne is a dream. So, the dream is becoming a reality!"



They said:



MARIE RIOU

Volvo Ocean Race, 420 and Nacra 17 sailor

"On an incredible boat"

"I live near Brest and I learnt to sail in the harbour there, and it always fascinated me to see the sailors leave on these giant multihulls to take on the Jules Verne Trophy. So to be embarking on this record with The Famous Project with a 100% female crew on an incredible boat, it's my childhood dream come true."



MARIE TABARLY

Skipper of Pen Duick VI

"The Jules Verne, a dream"

"Because the Jules Verne has always been a dream for me, sailing an Ultime is a chance given to very few people, to circumnavigate the planet as quickly as possible is an opportunity you can't refuse. In addition, it's a chance to be part of the first female crew and thus break boundaries... In fact, the question is not 'why join The Famous Project', but rather 'is it possible to not join The Famous Project?'"



A CREW of experts



"It was important to hear this cry from the heart. The Jules Verne trophy is something we all have in our hearts. "

(Alexia)

**What do they have in common?
They all said yes in less than 3 minutes!**

The team were pre-selected due to the diversity of their experiences, that makes them complementary. Each excels in her field and is an essential asset to the success of this challenge. They know that this is a unique opportunity to have an impact in the world of sailing.

And from the first training sessions, team cohesion was innate, to the great satisfaction of their coaches. A quick grip on the boat, good exchanges, more than a crew, a close-knit team was born.

Among them, Dee Caffari. The British woman holds the women's record for the number of sailing tours of the world. She will be Alexia's co-skipper on this Jules Verne Trophy.

"It's the height of my career, a special event, few people have done it. And it is true that it is a beautiful sporting challenge but I think that the project, in itself, is much bigger. "

(Dee Caffari)

There is also a human challenge to be faced. These women decided to join the adventure because they adhere to the philosophy of The Famous Project.



SURROUNDED by the best

Ashore, **Jonny Malbon** is the team director. He has sailed with Alexia for nearly 20 years. An experienced offshore sailor and professional navigator who has collaborated with some of the greats, his knowledge of the high-profile yacht racing industry will help find sponsors, manage budgets, and lead the selection process.

His experience is wide ranging, from the Vendee Globe, to Super yachts, to MOD70 and Maxi Catamarans. He has worked with the likes of Mike Golding, Ellen MacArthur, Brian Thompson, Tracy Edwards and Dee Caffari.

"We have an ambitious goal as a group. What I expect is to set up an effective campaign to help women in sailing but also to bring more inclusion and equal opportunities..."

At his side, Brian Thompson has also joined the adventure as coach. Brian is no stranger to the world of multihulls and has over 40 world records to his name, including the Jules Verne Trophy in 2012 with Loïck Peyron.

As someone with a huge amount of experience in this field, Brian is undoubtedly the perfect choice for this role and he says he can already see how the team is progressing:

"I am really impressed by the team's level of cohesion and intelligence. I don't think it will be a difficult crew to coach. And then it's a fantastic project. It's time for a female crew to break this record. "





A BOAT OF LEGENDS, THE FASTEST IN THE WORLD

The Ultime Trimaran Idec Sport is an ocean racing machine. Current holder of the Jules Verne Trophy, and 3 times winner of the Route du Rhum, she is a world class boat.

“We have the chance to continue this incredible history and to set a new world record in the process”
(Alexia)





The adventure STARTS IN THE MOD70

Acquired recently, the ex-Spindrift, and Mana, now displays the colours of The Famous Project. The boat has been renamed Limosa, after the tiny bird that holds the record for migratory flight: 13,500 km between Alaska and Australia, without stopping.

The MOD70 is a tried and tested machine that is still capable of breaking world records. The boat is the perfect training platform, and will embark upon a racing calendar to enable the selection of the Jules Verne crew.

Limosa has already proven herself!

The crew of the Famous Project recently set a new record in the Mediterranean on the Griffe du Lion course, with a new time of 4 hours, 52 minutes and 4 seconds, with a peak speed of 42 knots.

"Navigating on a more volatile boat allows us to acquire the right reflexes and not make mistakes that could lead us to breakage, on an Ultime".

(Alexia)

Finding the right tempo, and the right cohesion will make it possible to form a harmonious crew. Seven MOD70s are again present on the international racing circuit. Among the competitors are: Loick Peyron, Cam Lewis, Jean- Baptiste Levaillant...

"This is an opportunity to navigate, at high intensity, on a medium that is less complicated and less expensive to implement than an Ultime, and to be in contact with browsers that have this level. It will make us progress quickly".

The MOD70 will also be used to train young sailors from all over the world, sailors who are already in the Olympic world and who want to discover offshore racing. They will be part of a team of replacements.





ONCE UPON A TIME, **A legendary boat**

It has been 17 years since this maxi-trimaran touched the water. Since then, the boat has written a story that has become legend. Named Groupama 3, then Banque Populaire (VII) before becoming Idec Sport in 2015, it passed through the hands of the greatest sailor: Franck Cammas, Armel Le Cleac'h, Loïck Peyron and Francis Joyon.

"It's a boat that has always made me dream, it has an incredible story. I always told myself that if I switched to multihull, it would be this one"

It was on this boat that in 2017, Francis Joyon set a new record on the Jules Verne Trophy: 40 days, 23 hours, 30 minutes and 30 seconds.

Since then, no one has managed to beat him or even equalise him. Yet much newer and performing boats have tried it, without success.

"It is not a boat that is full of technology, it does not fly completely like the last generations. Still in this perspective of progress, it's good to start with a robust, reliable, simple and also efficient boat"

Despite the years that have passed, Idec Sport remains the fastest boat in the world.

In addition to the Jules Verne Trophy, she won the Route du Rhum three times in 2010, 2014 and 2018, an edition that is the most notable.

in 2018, after more than 6,500 km racing across the Atlantic, Idec Sport was in second place but in the closing stages of the race. Joyon executed a perfect tack and managed to over take the leader François Gabart on MACIF and win by just seven minutes. The experience of the sailor AND the boat made the difference.





HISTORY

Previous names : GROUPAMA 3, BANQUE POPULAIRE VII

Date of construction : 2006

Architect : VPLP DESIGN (Van Péteghem-Lauriot Prévost)

Builder : MULTIPLAST

Structure : CARBONE-NOMEX

Length : 31.5 m

Width : 22.5 m

Weight : 18 T

Depth : 5.7 m

Height of mast : 33.5 m

Upwind sail area : 411 m²

Downwind sail area : 678 m²

RESUME

2010, 2012 and 2017 : TROPHÉE JULES VERNE (Record - 40 j 23 h 30 min et 30 sec)

2010, 2014, 2018 : WINNER OF LA ROUTE DU RHUM



THE FAMOUS PROJECT, BEYOND THE SPORTING CHALLENGE

Like any good sailor, The Famous Project took out its compass and set 4 objectives! More than simple objectives, they are inseparable universal values and a philosophy of life.

A COMMITMENT *human and social*

To highlight the women of our planet Alexia Barrier :
"I call it Operation Womanity!"

The Famous Project wants to offer women, as well as little girls, the opportunity to dare!

Dare to speak up, test yourself, throw yourself into the unknown... Dare to realise your dreams.

To help them, conferences will be organised, each time the crew travels, so that these women can meet and exchange. They will be able to present their projects, sometimes unknown, and thus benefit from the sporting notoriety brought by The Famous Project.

Ideas for a better mix but also to better understand and manage issues related to women: an open source of solutions for women.

In partnership with associations, The Famous Project will travel the globe. Malta, Canada, the United States, Brazil, South Africa, Japan will be the first destinations that Idec Sport will visit to meet these inspirations.

A COMMITMENT *environmental*

To better understand the climate changes of our planet

Alexia Barrier : *"A new generation of sensors will be developed and installed for the first time in history on a trimaran. The phenomenal number of miles we will travel in the two years preceding the world tour with our two boats and during the world tour will be particularly effective in collecting data."*

In 2009, Alexia Barrier created the 4myplanet association that works to protect the oceans. Today, UNESCO decided to accompany the seafarer in her project.

For nearly 15 years, the skipper has been working with scientists to deploy beacons and other measuring instruments in the water, in order to better know the sea and understand the climate changes taking place there.

This fight will continue through The Famous Project.

With the MOD70 and the Idec Sport maxi-trimaran, we are entering a new era of data collection. Indeed, the boat will no longer just run on the water; it will fly. Thanks to its 35-metre mast, it will reach an atmospheric layer that is still quite unknown, in the middle of the ocean.

Special sensors, inspired by aviation, will be developed and fitted. They will compile valuable information to understand how water and air interact over several tens of metres in height.



Beyond a sporting challenge

AN EDUCATIONAL *commitment*

To give children access to the oceans of our planet.

Alexia Barrier : *"Exchange with children, talk to each other and look at each other eye to eye, it shows them that we are not reality TV stars, it's not fake... We are real people with our problems."*

100,000 children are already following the educational program launched by 4myplanet. With The Famous Project, Alexia hopes to reach children around the world, especially those who do not have the opportunity to go see the sea.

"Ocean 360" project: a 9-minute video series of 9 episodes, in virtual reality, that will allow children to meet the ocean.

Alexia Barrier will star in these short films. The famous snowboarder Mathieu Crépel will lend his voice to the ocean, and Julie Gauthier, a freediver, will describe life underwater.

With a view to sharing with as many people as possible, these videos will be broadcast in the schools that the crew will visit. They will remain accessible to teachers who wish to use them as educational materials.



A SPORTING *commitment*

To show that even the most demanding sporting challenge can be combined with the feminine.

Alexia Barrier : *"At 12 years old, the Jules Verne trophy seemed to me like walking on the moon, absolutely inaccessible. With my experience on the Vendée Globe, it unlocked me and allowed me to continue to realise my dreams, big dreams."*

In 2025, the crew, 100% female, will take to the ocean.

On board the Ultime Idec Sport, they will go to take on the Jules Verne trophy. The team want to register a first female reference time in this prestigious adventure and why not... beat the record and go below 40 days.

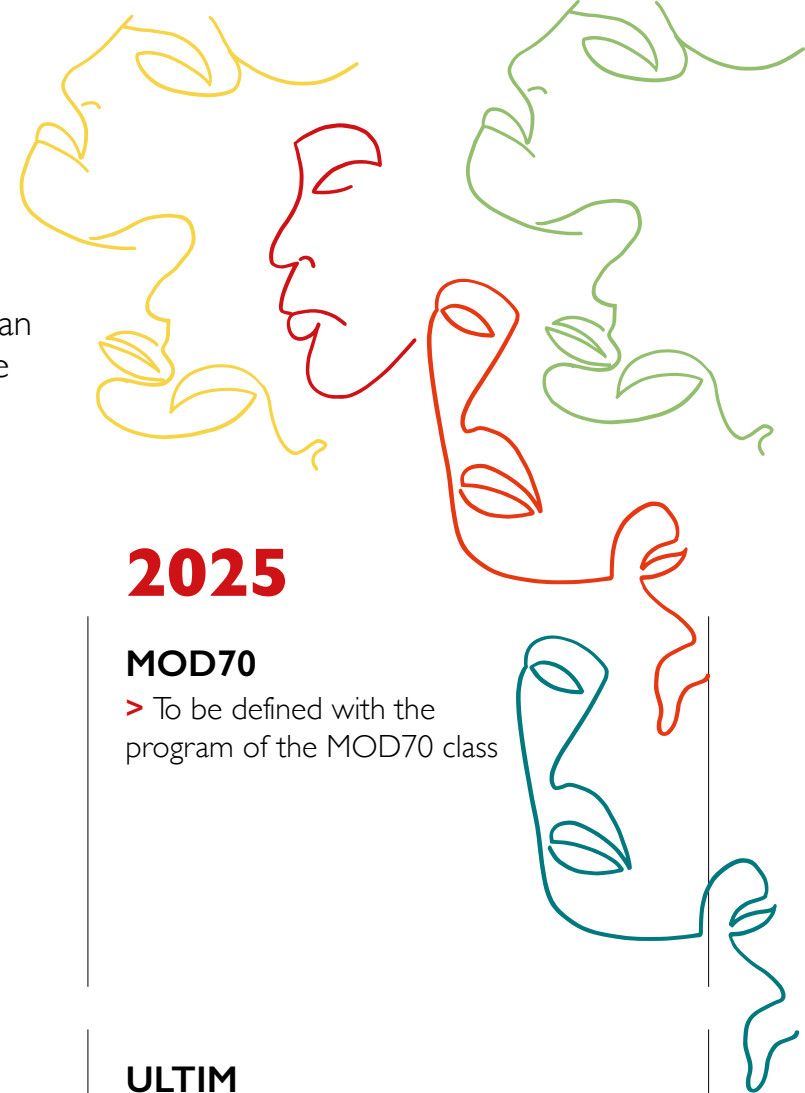
To achieve this, they will need to rely on the unique and complementary experience of each team member. They will need to rely on their tenacity, bravery and infallible determination.

And they will have an additional asset, an 8th teammate, embodied by all the inspiring women and little girls they have had the chance to meet through *The Famous Project*.



A diverse program

The Famous project has set up a sports program consisting of records, races and training. This will be coupled with a program of events introducing women from around the world, to discuss the parity and place of women in society, alongside an educational program in partnership with schools and children, who will follow the project together with a scientific program in association with UNESCO.



2023

MOD 70

> **Record Griffes du Lion**

Le Run des Pyramides (Port Camargue -
Alexandrie) **SEPTEMBER 2023**

> **Record Monaco - Porto Cervo**

SEPTEMBER 2023

> **Tour de Corse** 19 **OCTOBER 2023**

> **Rolex Middle Sea Race**

21 **OCTOBER 2023**

ULTIM

> **Training in the Atlantic**

JUNE - SEPTEMBER 2023

> **Delivery to the MED**

OCTOBER 2023

2024

MOD70

> **RORC Transatlantic Race**

7 **JANUARY 2024**

> **Caribbean 600** 19 **FEBRUARY 2024**

> **Voiles de St Barth** **APRIL 2024**

> **Québec St Malo** 7 **JULY 2024**

> **Maxi Worlds Porto Cervo**

SEPTEMBER 2024

> **Middle Sea Race** **OCTOBER 2024**

ULTIM

> **Training in the Atlantic**

JANUARY - MARCH 2024

> **Record San Francisco Yokohama**

APRIL 2024

> **Record Los Angeles Honolulu** **MAY 2024**

> **Record Miami - New York** **JUNE 2024**

2025

MOD70

> To be defined with the
program of the MOD70 class

ULTIM

> **Cape to Rio Race** **JANUARY 2025**

> Define according to the crew's
training objectives

> **Trophée Jules Verne**

STANDBY OCTOBER 2025

FOLLOW THE FAMOUS PROJECT



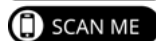
CONTACT

International media

Email tim.kelly@mallory-group.com / emilycaroe@mallory-group.com

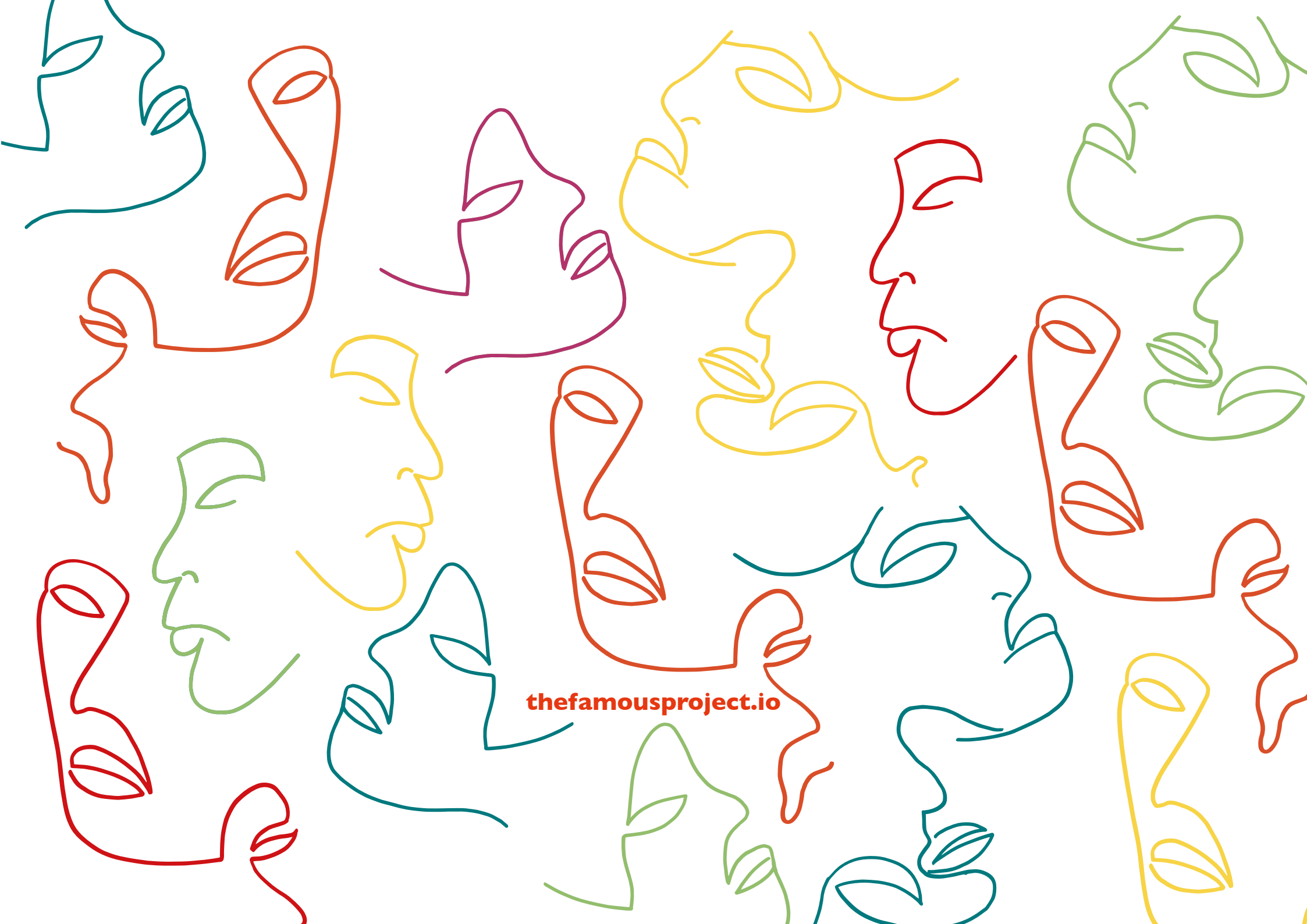


Accès Dropbox



Accès google drive





thefamousproject.io