

MANIFESTO

Éditions Bessard x Newfund

The 11

The 11 is a collection of eleven risograph photographic books. Each volume focuses on one human quality that plays an important role in entrepreneurship. Every book begins with a conversation between an entrepreneur and a photographer. Two people talk, share experiences, and explore what matters to them. During this discussion, a word rises from the conversation. It is not selected in advance. It emerges as the most accurate expression of the quality at stake. This word becomes the starting point of the book and keeps the entire process rooted in lived reality.

Each book is then shaped through interpretation. As the entrepreneur explains a quality that guides the way they act, the photographer listens, understands, and translates this explanation into images. The result is a visual record of a shared moment. It shows a human trait that supports action and creation, with clarity and without embellishment. Each book captures the trace of a dialogue and the meeting of two perspectives.

The material aspect is essential. Risography gives the books a strong physical presence through dense inks, visible textures, and slight printing shifts that make every copy unique. The method is simple, low-impact, and responsible. It reflects the reality of entrepreneurship: working with limits, accepting imperfections, and focusing on what truly matters.

The 11 highlights people who act. It does not aim to describe a theory of entrepreneurship. It shows what entrepreneurs rely on in practice: discipline, curiosity, vision, realism, determination, responsibility, and other essential drivers. Eleven qualities, eleven perspectives, and eleven ways to look at what makes things move forward. The reader becomes part of this process. Holding the book is not a passive gesture. By reading and observing, the reader can reflect on their own way of doing things and examine how they decide and act. The collection creates a link between entrepreneurs, creators, and anyone who turns intention into impact.

The project follows the Newfund philosophy: understand, act, exchange, and build. These books are cultural objects, but also invitations to look closely, think clearly, position oneself, and move forward.

The 11 is more than a series. It is a relay that moves from a conversation to a book, from a book to a reader, and from a reader to new actions.