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Geard, François (1770-1837) Geard, François (1770-1837) Cupid and Psyche The broken jug

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The true story of Baechtold's Best

Some time ago Alexandre went to Iran to visit Serge, who was living there, and he took his friend Claude with him, whom he introduced to Serge. A year later Claude joined Serge on a trip to Afghanistan. When they arrived in Kabul Serge introduced Claude to his friend Paolo and they set off around the country.

One night midway through their Afghan trip Serge, Claude and Paolo found themselves stranded on the banks of the River Boom hemmed in by rising waters in Taliban, bandit and wolf country. To pass the time they began to dream up projects to do together if they survived the night. At dawn Baechtold's Best was born.

Serge later moved to Belgrade where he met David. Together with Claude and Paolo the four founded Riverboom Ltd. Some time later Alexandre, who was there at the beginning, came on board.



Kaboul, Spring 2002. Serge Michel, Paolo Woods and Claude Baechtold preparing their first afghan journey.