

# Talk

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**Best Dishes  
Supplement:  
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## Shanghai Gets Creative

**Making a Little Imagination  
go a Long Way**

LIFE, STYLE, COMMUNITY, HEALTH, FAMILY, EDUCATION, ENTERTAINMENT, THE ABSOLUTE ESSENTIALS



## NeochaEDGE: Entrepreneurial Creativity

NeochaEDGE founders Adam J. Schokora and Sean Leow began their business in 2007 as an online community dedicated to local Chinese creatives. The pair saw a need for a place where artists and musicians could connect, network and promote their talent.

The invaluable knowledge and relationships created through this unique venture led the duo to form their very own specific breed of creative agency. Whereby they could leverage their NeochaEDGE experience and influence to give their clients the best possible creative offerings available in China.

However, it would be a mistake to think NeochaEDGE has sold out for the big bucks. As an independent company, NeochaEDGE can pick and choose the projects they wish to work on. "We can be thoughtful and strategic about the clients or business avenues we

pursue. Having this kind of control helps craft our brand as a creative company, we choose to let our values and mission drive our decisions," Schokora explained.

NeochaEDGE has many strings to its bow because, as the founders openly admit, they get bored easily! Along with the creative agency, NeochaEDGE includes the EDGE Creative Collective, EDGE shop, NeochaEDGE web-magazine and a whole host of other creative art projects.

When asked about the future Leow said, "We really believe in having a positive effect on the development of the creative industry in China and because it's still early days, we think we can have an oversized impact."

With NeochaEDGE's sizable head start in the local creative space, this isn't hard to believe.

Web: [www.NeochaEDGE.com](http://www.NeochaEDGE.com)



gets

# SHANGHAI CREATIVE

As China's financial capital, it can be easy to disparage Shanghai's focus on the almighty yuan, but there are also plenty of creative juices flowing throughout the city. Talk tracked down seven of Shanghai's leading creative lights to find out what inspired, imaginative and original projects they currently have on the go.

## Qiu Hao: Creating a more Fashionable Shanghai

Lauded as one of Shanghai's up-and-coming fashion design talents to watch, Qiu Hao does not miss a beat. Having studied Interior and Spatial Design at Suzhou University, and then earning his Masters of Arts in Fashion Women's Wear from Central Saints Martin, Qiu Hao is now the principal designer of his own label.

His greatest accomplishment to date has been winning the 2008 Woolmark Prize, as well as being named by Forbes as one of the most influential people in the Chinese fashion industry in 2012. According to the designer, a more recent milestone was his April runway show at Shanghai Fashion Week, which he said was a thrilling experience as he watched his creations embraced by a large and enthusiastic home crowd.

For Qiu Hao, Shanghai poses as an advantageous place to reside due to its close proximity to his hometown of Taicang. "Being in Shanghai allows me to live in one of the most exciting cities in the world and yet be comfortably close to home," he said.

The designer cites music, architecture and day-to-day experience as his sources of inspiration. Qiu Hao is truly an example of a creative talent taking the every day and transforming those experiences into fashionable works of art.



Web: [www.qiuhaopiuhao.com](http://www.qiuhaopiuhao.com)



## Paul Pairet: Getting Creative in the Kitchen

Known throughout the city (and the world, for that matter) for his mind-blowingly creative cuisine, Chef Paul Pairet has made Shanghai his home because he loves its energy and its constant progress forward into the next generation. In his eyes, it's like a well-run machine: we all contribute to the giant act in our own little way.

Chef Paul was formally trained in hospitality and culinary arts in Toulouse, southwestern France and has since been working in the industry for 25 years. He started working in Shanghai in 2005, helping to open Jade on 36 at the Shangri-La Pudong Hotel. In 2008, Pairet was given the chance to work with the VOL Group, which led to the creation of his current babies, Mr & Mrs Bund and Ultraviolet.

As the Chef de Cuisine, partner and co-

founder of Mr & Mrs Bund and Ultraviolet, people may be surprised to discover that one of Chef Paul's primary sources of inspiration is actually his dog. However, it is not a surprise that he admires his culinary contemporaries, Joel Robuchon, Jacques Maximin, Michel Trama, and Alain Senderens, for the precision, perfectionism, and creativity they display in their own craft.

Chef Paul is a charismatic presence on Shanghai's dining scene, with a devilish sense of humor and a straightforward attitude, which belies his complex and layered cuisine.

Web: [www.paulpairet.com](http://www.paulpairet.com)



# EUROPEAN

For the past six years, Franck has brought a little slice of Paris to the "Paris of the East" with his bistros, breads and blackboard menus. His grande planche is an overindulgent charcuterie platter of imported aged and smoked meats sliced so thin they're practically translucent in the glow of the candles. The cutting board also features a luxurious loaf of terrine de campagne, a silky smooth foie gras terrine, and a dollop of roasted onion chutney.

**RMB 210. 376 Wukang Lu. Tel: 6437 6465. Web: [www.franck.com.cn](http://www.franck.com.cn)**



**Franck's Grande Planche**



**Amelia's Spicy Sausages**

There's nothing as gutting as showing up to one of Shanghai's farmer's markets late, and finding out jam doyen Amelia Heaton-Renshaw has already grilled up her last sausage. If you're lucky enough to grab one, go for the spicy chili and cumin infused weiner, then dollop on some of her mango chutney for a match made in culinary heaven.

**RMB 48 for a pack of four, RMB 35 for sausage wrap at markets. Available at Avocado Lady, The Pantry @ Sumerian, Studio 5, Yanping Market (first and third Saturdays of the month) and Jiashan Market (second and fourth Saturdays of the month). Web: [ameliasmarketplace.com](http://ameliasmarketplace.com)**



**El Willy's Explosive Balik Salmon**

The explosive Balik Salmon (RMB 88) picks up on Chef Willy's playful nature and runs with it – minced black truffles with honey atop a hefty pile of smoked salmon that floats on a puffed piece of bread injected with sour cream. Sounds complicated, yes, but eat this little mouthful in one bite and the effect is hypnotic – it does indeed explode upon impact, detonating a delicious bomb of flavors and textures.

**RMB 88. 5/F, 22 Zhongshan Dong Er Lu, near Xin Yong'an Lu. Tel: 5404 5757. Web: [www.el-willy.com](http://www.el-willy.com)**

Michael Wendling's cooking philosophy is to give second life to traditional French recipes, and it is never more brilliantly apparent than with his black pig. The whole rack is sous vide for eight hours until it's miraculously tender, then grilled with fresh thyme and served with mustard sauce and green lentils simmered with salted pork belly. It's big enough for two, but only if you're really into sharing.

**RMB 158. 1502 Huaihai Zhong Lu, near Wulumuqi Lu. Tel: 6437 4219**



**Cuivre's La Cochon Noir**



**Ultraviolet's Truffle Burnt Soup Bread**

Every one of the 22 courses at Ultraviolet's multi-sensory dining experience pairs with not just a drink, but a sound, visual and, occasionally, a scent – and none do the "psycho-taste" better than the Truffle Burnt Soup Bread, which is delivered to your table from the surrounding misty forest projected on the restaurant's white walls in a foggy glass dome. The waiter instructs you to inhale the sultry fragrance of cigar smoke as he lifts the lid. The bread itself is as earthy as the environs, one side spread with truffle and hazelnut sauce, while the grilled top is layered with slices of truffle and mushroom foam.

**RMB 2,500 for 22 courses. Undisclosed location with pick up at Mr & Mrs Bund. Tel: 6142 5198. Web: <http://uvbypp.cc>**

Depending on the season, Jean Georges' Mercato substitutes a different fruit into this airy house made ricotta dish. Fall ushers in the musty sweetness of the fig and winter the tart cranberry, but right now we're in the midst of summer's strawberry season. Chef Sandy Yoon (see box for her five favorite dishes in Shanghai) toys with the fruitiness of the crimson berry jam and creamy cheese, with buttery, crispy sourdough bread on top for dipping.

**RMB 78. Three on the Bund, 6/F, 17 Guangdong Lu, near Zhongshan Dong Yi Lu. Tel: 6321 9922. Web: [www.threeonthebund.com](http://www.threeonthebund.com)**



**Mercato's Ricotta & Fruit Compote**

If the sexy-in-pink nurses offering vodka-cranberry shots out of a syringe doesn't bring out your weekend warrior, head to the vodka and caviar stand. Part of the "La Vie En Rose" all-you-can-handle brunch deal, this is one of those cases where quantity and quality come together to make an amazing Sunday. Chase open-faced caviar sandwiches down with shots of vodka to get the best bang for your buck.

**RMB 388 (without champagne), RMB 498 (free-flow Moët Brut), RMB 598 (free-flow Moët Rosé) (all +15%). 789 Nanjing Dong Lu, near People's Square. Tel: 3318 9999. Web: [www.starwoodhotels.com/lemeridien](http://www.starwoodhotels.com/lemeridien)**



**Le Bistrot's Free-Flow Caviar & Vodka**

Cooking fish perfectly is an art form mastered by Chef Gerhard Passrigger, as evidenced by this golden roasted cod. Just to prove he could cook his way through an entire ocean, he also slow roasts the octopus garnish for two and half hours, belying all stereotypes of the cephalopod's tough exterior and exposing its softer side.

**RMB 290 (+15%). 87/F, Shanghai World Finance Center, 100 Shiji Dadao, inside the Shanghai World Financial Center. Tel: 6888 1234. Web: [shanghai.park.hyatt.com](http://shanghai.park.hyatt.com)**



**The Plump Oyster's Fine Des Claire**



**Dining Room's Roasted Black Cod**

The dedicated bivalve bar serves up to a dozen varieties of oysters from around the world on any given day, including the delectable Fine Des Claire #2. Grown in a salt marsh ("claire"), this variety is famously briny, and their delicate, long shell makes for simple slurping. Just a spritz of lemon juice is all these babies need to go down easy.

**RMB 52 for one/RMB 298 for six/RMB 576 for a dozen. 3/F, 169 Jiangguo Lu, near Ruijin Er Lu. Tel: 5418 3175**

# DESSERTS



**Lillian's Egg Tarts**

Shanghai's best humble bragger, Lillian's old Huaihai Lu location had a sign that said "Probably the best egg tarts in Shanghai" hanging over their hot-out-of-the-oven display case, and they're not kidding. One of the finest byproducts of the Portuguese colonization of Macau, the danta is like eating a custardy crème brulee tucked into a flaky croissant. Bet you can't eat just one.

**RMB 4. Multiple locations around town, including: 939 Huaihai Zhong Lu, near Shaanxi Nan Lu, Subway B2 Level, Paris Spring Mall. Tel: 5405 1200**



**MMB's Lemon & Lemon Tart**

It takes 72 hours to create this fruity dessert, and the meticulous execution is worth every minute. Slice into the candied lemon hull and a holy trinity of light lemon sorbet, smooth lemon curd and effervescent vanilla Chantilly will seep onto your plate. MMB just ranked 43rd on the list of the world's best restaurants, so try your best to resist the urge to lick your plate at Shanghai's F&B pride and joy.

**RMB 100. 5/F, 18 Zhongshan Dong Yi Lu, near Nanjing Dong Lu. Tel: 6323 9898. Web: [www.mmbund.com](http://www.mmbund.com)**

An oldie but a goodie, the Pavlova at Michelle Garnaut's Bund-side eatery has kept people coming back in their droves for more than a decade. The huge servings of M Pavlova are light and fluffy on the inside, with just the right amount of crunch on the outside and piled high with whipped cream, tropical fruits and a drizzling of passionfruit sauce.

**RMB 98. M on the Bund, 7/F, 5 Zhongshan Dong Yi Lu near Guangdong Lu. Tel: 6350 9988. Web: [www.m-onthebund.com](http://www.m-onthebund.com)**



**M on the Bund's M Pavlova**

Chef Austin Hu has created a dish that tastes like childhood in a glass: the Peanut Butter & Jelly Sundae (see box for his five favorite Shanghai dishes). It's two scoops of peanut butter ice cream, sandwiching a made-from-scratch raspberry scoop, then layered with whipped cream and raspberry jam. There's no cherry on top, but the pinenut brittle goes one better.

**RMB 65. 3 Fenyang Lu, near Huaihai Lu. Tel: 6437 0136**



**Madison's Peanut Butter & Jelly Sundae**



**Strictly Cookies' The Unifier**

Shanghai's resident cookie girl Lexie Comstock almost pigeonholed herself with her company name, but that girl is as creative with wordplay as she is with biscuit flavors. Bringing together two discrete but oh-so-complementary desserts, the fudgy rich Unifier is the perfect cookie-brownie hybrid. With Lexie's recent partnership with Snow Maple Desserts at Nom Nom Dessert Bar, you can now get the Unifier ice cream sandwich with mint ice cream.

**RMB 10 for one, RMB 40 for a pack of five, RMB 35 for an ice cream sandwich. Nom Nom. 1/F, Metrobank Building. 1160 Yan'an Xi Lu, near Panyu Lu. Tel: 6115 0016. Also available at Avocado Lady, The Pantry @ Sumerian, Nosh, Seesaw Cafe, Cafe del Volcan, Lunchbox, Coffee Groupies, and Egghead Bagels. Web: [www.strictlycookies.com](http://www.strictlycookies.com)**

Advertorial

## Breezy Lunch Time @ Danieli's



**T**reat yourself with delectable Italian lunch menu during busy working days, choose from signature dishes, including Norwegian King Crab & Greek Yogurt "Coleslaw", Fettuccine Mushroom Ragu and "Mayura Station" 100% Wagyu BBQ Ribs. Premium ingredients and devoted cooking is our uncompromising promise. Live your life like a repast never ends.

**Prices start from RMB 168 (+15%)**

**11:30 am - 2:00 pm weekdays**

**For more information or reservations please call: 6460 6688 Ext. 2440**

**21 Jianguomenwai Street, Chaoyang District, Beijing, China 100020  
Tel: 86 10 6460 6688 Fax: 86 10 6460 3299  
[www.stregis.com/beijing](http://www.stregis.com/beijing)**

## 'Secret Garden' Roof Party Held Successfully at Waterhouse

The Roof at Waterhouse, a rooftop cocktail bar, offers a splendid view of the Huangpu River and serves up the most creative concoctions and delectable appetizers to guests who come to this perfect cozy getaway in the city.



**R**ecently, a 'Secret Garden' party was held successfully at the rooftop of Waterhouse to embrace the coming of spring. More than a hundred people and media friends attended the party. An impressive array of charcoal grilled skewers, fine cocktails were prepared. Guests all enjoyed a fabulous night!

The 'Secret Garden' party was also a charity party and all revenue will be donated to the earthquake-hit Sichuan province.

**Address: 4th floor, Maojiayuan Road No. 1-3 Off Zhongshan South Road, Huangpu District, Shanghai, 20011, China. Operation Hours: Daily, 6:30pm - 1:30am. Reservations: 86 21 6080 2988 ext. 919. [www.waterhouseshanghai.com](http://www.waterhouseshanghai.com)**