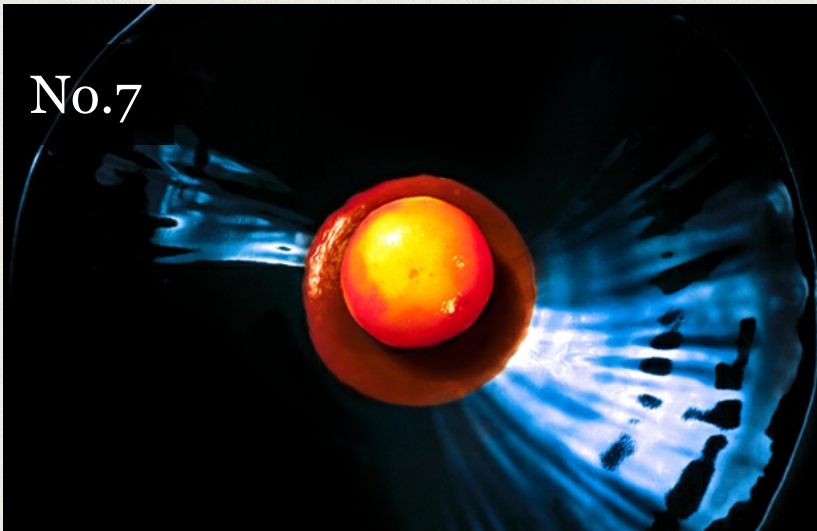


No.7

## Ultraviolet by Paul Pairet

Shanghai, China



### On the pass:

Head chef Greg Robinson with chef-patron Paul Pairet (pictured)

### Style of food:

Experimental comfort food

### Standout dish:

Tomato Mozza And Again

### Contact:

c/o Bund 18, 6/F, 18 Zhongshan Dong Yi Lu, Shanghai 20002

+86 21 6323 9898

<http://uvbypp.cc/>

### *The Shanghai gastronomic hotspot where dining meets performance art*

**Tell us a story:** Founded in 2012 after more than a decade's gestation, Ultraviolet by Paul Pairet is considered by many to be the most avant-garde restaurant experience in the world. The brainchild of the aforementioned French chef, just 10 guests per night experience the ultimate in immersive dining in a secret city location.

**How it works:** The high-tech gastronomic production utilises elements including video, audio, bespoke lighting, piped-in scents and, of course, good old food and drink to stimulate every sense, with each course its own self-contained mini drama.; it's also described as 'a story in 20 courses'.

**On the menu:** The original 'UVA' and the subsequent 'UVB' menus now rotate on alternative weeks. Both are equally original, unusual and witty, with dishes that are high-concept but, crucially, still delicious. Foie Gras Can't Quit, for example, is a crisp fruit skin cigarette filled with an airy foie gras mousse sitting in an ashtray dotted with black cabbage ash. Tomato Mozza And Again is a clever duo of dishes – one savoury, one sweet – which appear to the eye to be identical but taste strikingly different, thereby playing with misperceptions of taste.

**What's the room like?** Guests are dropped off by minibus in a dark alley, before being ushered inside through an unmarked door. They then find themselves in an all-white, cocoon-like dining space with a

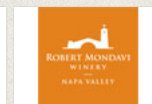
Share [Pin it](#)

Like [44](#) [0](#)

single spot-lit table, at which everyone sits together. The room then transforms itself throughout the meal; at one point the walls even slide back to reveal the kitchen at one end. Service is suitably theatrical, but remains warm and personable.

*Images: Scott Wright of Limelight Studio*

## Meet our Partners



[Home](#)

[List](#)

[Awards](#)

[Media Centre](#)

[Partners](#)

[Academy](#)

[About Us](#)

THE WORLD'S 50 BEST RESTAURANTS

LATIN AMERICA'S 50 BEST RESTAURANTS

POWERED BY  
**webpuzzle**<sup>®</sup>

**William Reed**  
INFORMING BUSINESS GROWTH

© William Reed Business Media Ltd 2016. All rights reserved.  
Registered Office: Broadfield Park, Crawley RH11 9RT. Registered in England No. 2883992. VAT No. 644 3073 52.  
[Terms & Conditions](#) | [Privacy & Cookie Policy](#) | [Prize Draw & Competition Terms](#)