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World's first multi-sensory restaurant

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Top Model Caroline
Corinth Zirpel Shows Off
Our Fall Favourites

金牌标准的奥运场馆
GOING FOR
GOLD

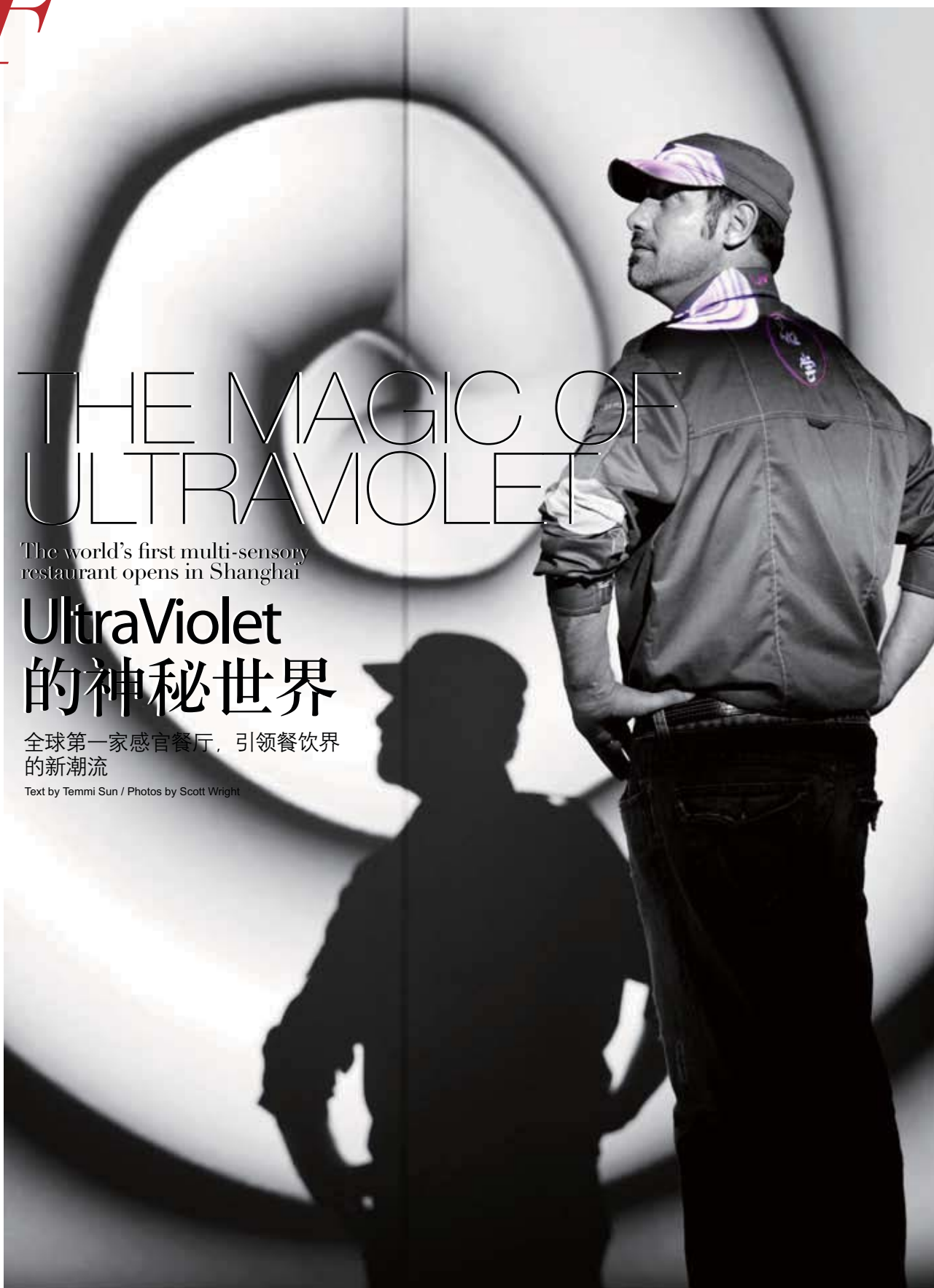
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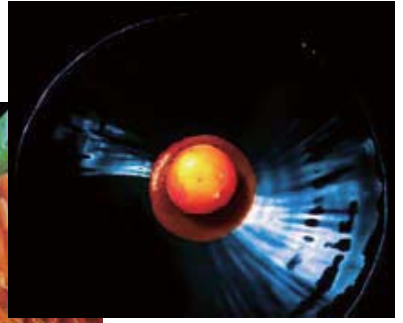
THE MAGIC OF ULTRAVIOLET

The world's first multi-sensory
restaurant opens in Shanghai

UltraViolet 的神秘世界

全球第一家感官餐厅，引领餐饮界
的新潮流

Text by Temmi Sun / Photos by Scott Wright



Clockwise from left: Even the UltraViolet bathroom is cool; Truffle Burnt Soup Bread; 360-degree room projections; Mandarin Mandarin; Lobster Essential. Opposite: Chef Paul Pairet

UltraViolet，只是听到这个名字，脑中即浮现出犹如科幻大片里的超现实场景。经过逾15年的构思、三年的计划，由顶尖大厨Paul Pairet主理的UltraViolet终于诞生。这是一间极具神秘气质的创意餐厅，集美食与各种感官科技于一体。餐厅只在每个营业日提供晚餐，每晚只呈现22道前卫菜品，只为十位顾客提供服务，其私密性与个性化可想而知。所有顾客须在用餐当晚在指定地点汇合，专程的大巴会带领他们穿过上海最有韵味的老城区到达目的地。餐厅自从今年五月开张以来，吸引了业内人士和美食爱好者的极大关注，通常要等待数月才能一睹它的真面目。尽管关于UltraViolet的一切都是如此之神秘，但是有一点你不需怀疑，那就是它将为你奉献一场最美妙的、全方位的盛宴。

Paul Pairet这一伟大的尝试现已成为了全世界美食家心愿单上不可抹去的一笔，很多人为了品其中奥妙而专门前往上海，在不久的将来，它必定会跻身上海必游之处。主厨Pairet不是第一次向顾客展现其高超的厨艺，他曾经因在翡翠36餐厅任主厨而闻名，又因Mr & Mrs Bund成为上海滩最顶尖大厨之一，粉丝们都一路追随，绝不放弃任何品尝他亲手制作出的美食的机会。而他新创立的全球第一个感官餐厅UltraViolet再次为大家奉献独一无二的就餐体验。致力于前卫料理的厨师个个都是美食界的开拓者，他们对各种传统菜肴的制作都巧熟于心，却不拘泥于传统的烹饪方法。他们诠释的每道菜式都包含着一个新的想法，一个新的概念，一种新的口味。他们就像是想法新颖的作家和音乐家，时不时为大家带来惊喜；他们又像是思维缜密的科学家，每一次的烹饪都是解构与重建的实验，只为呈上最完美的味觉体验；同时他们又像是魔术师，编织着一片秘境，让你所有感官都能得到充分的享受。

Pairet坚信人的味觉会受到周围环境和情感因素的影响，同一食物放在不同的环境里

UltraViolet无时无刻不在调动你感觉，每道菜的亮相都会伴随着创意场景，这些都必须借助精密的高科技才得以实现，但是场景的内涵却是意蕴深厚而毫不抽象

进行品尝，得出的感觉是不一样的。如果你心情很糟糕，再美好的食物也会变得索然无味。因此Pairet一直认为传统餐厅有改善的空间，并认为传统餐厅无法满足顾客的需求，大家的注意力也往往被周围的干扰因素所影响，而不能一心一意地享受美食。十多年前，Pairet就在巴黎开创了家庭式服务用餐方式，每次接待10至12名顾客，

并已经开始实验性地使用声音和光线调整用餐环境，试图为他们带来相同的、最理想的用餐体验。而这正解释了客人需要同时抵达UltraViolet的原因，这里并没有包含任何神秘的意味，而是Pairet需要保证所有客人的用餐体验是同步的。

UltraViolet无时无刻不在调动你的各种感觉，每道菜的亮相都伴随着与之交相辉映的创意场景。这些都必须借助精密的高科技才得以实现，但是场景的内涵却是意蕴深厚而毫不抽象，这些直接具象的图片和声音可以帮助你更好地理解菜品。例如，无鱼翅汤其实和鱼翅毫无关系，而是桃和西红柿做成的甜汤。当这道菜肴摆在你面前时，你会闻到空气中弥漫着桃的香气，整个餐厅变成了大红色的中国风，墙上打起了大红灯笼高高挂的投影，桌上则是中国龙的图腾，一曲《甜蜜蜜》回荡在空气中。在整个用餐过程中，你全然不觉得空气中的香味和环绕在耳边的音乐打扰了你享受美食的乐趣，只会更激发你的各个感官，让你全身心地投入到美食之旅。

置身于UltraViolet，你会抛开一切，在这美食仙境中尽情遨游。这里为你奉献的每道食物都不仅仅是供你填饱肚子的充饥物而已，更是一件件饱含创意、渗透着智慧的艺术品。这里为大家介绍几道UltraViolet的菜品，供你一睹为快。



UltraViolet: the very name conjures sci-fi thoughts. This brand new restaurant project by French chef Paul Pairet took 15 years to develop and three years to build from concept to reality. Opened in May, the experimental project is now on the wish list of foodies around the world – some are making the trip to Shanghai purely for this unique gourmet experience.

Avant garde cuisine is not a new concept, but Chef Pairet – already a recognised name in progressive cuisine – is the first chef in the world to open a restaurant totally engaged in it. The restaurant has a single table for just 10 diners. It provides a 22-course set menu and all guests start and end their dining experience at the same time.

Adding to the intrigue of UltraViolet, you can only make reservations on its official website and it has been mostly booked out since opening in May. For those that are lucky enough to score a seat, there is no address on the website – instead, guests gather at Mr & Mrs Bund, Pairet's other Shanghai restaurant, and are transferred to UltraViolet by bus. It might all sound rather mysterious, but rest assured a stunning dining experience awaits. All you need do is sit back and take it all in.

It is not the first time Chef Pairet has dabbled with avant garde gourmet. His followers had their first taste of it when he was the Executive Chef at Jade on 36 in Pudong Shangri-La hotel. He went on to open his own French brasserie, Mr & Mrs Bund. However, UltraViolet is quite different.

Chefs of avant garde cuisine are masters of traditional cuisine and not confined by culinary traditions. They are dedicated to creating experiences never tried before. Like innovative writers and musicians they take you to new realms of thought; like scientists they deconstruct and reconstruct processes seeking new ways to interact with food; and like magicians they weave experiences of wonder.

Chef Pairet's newest approach is to offer a multi-sensory dining experience. All your senses are supposed to enjoy the art of food. He



'Pop' visuals

Every course is accompanied by a scenario created with high-tech help. Each scenario is designed to be directly related to the food in a way that helps you understand the food better because it may not appear in its original shape or taste

taste. Every course is accompanied by a scenario created with high-tech help. Each scenario is designed to be directly related to the food in a way that helps you understand the food better because it may not appear in its original shape or taste. Take No Shark Fin Soup for example. It is a sweet soup made of tomato and peach. When it is served, you smell the refreshing scent of peach. The 360-degree projections show red lanterns and the accompanying music is one of the most popular jingles in China. The images, smell and sound are not to distract you from the food but to trigger all your senses to enjoy the food.

Throughout the entire UltraViolet meal, you can hardly think of anything except the dining experience itself. Food here is not something to keep you alive but an art to appreciate with all your soul.

believes human beings' taste is influenced by emotional factors. The same food may taste different when it is taken to another environment or influenced by your emotions. All that you can sense alters your taste.

These thoughts led him to rethink the traditional restaurant environment, where the dining experience cannot be adjusted to suit each dish and people are constantly distracted from their food. He first experimented with synchronized dinners more than a decade ago in Paris. He created a home-style dinner for 12 guests, playing with sound and lighting as well as the food courses.

Chef Pairet found that the synchronisation of the meal made it possible for him to deliver a more impressive experience. Of course, this is more difficult to coordinate at a restaurant where diners may arrive at different times. At UltraViolet, he decided to have diners meet at a separate location and travel together. This allows Chef Pairet to synchronise the entire dining experience to perfection.

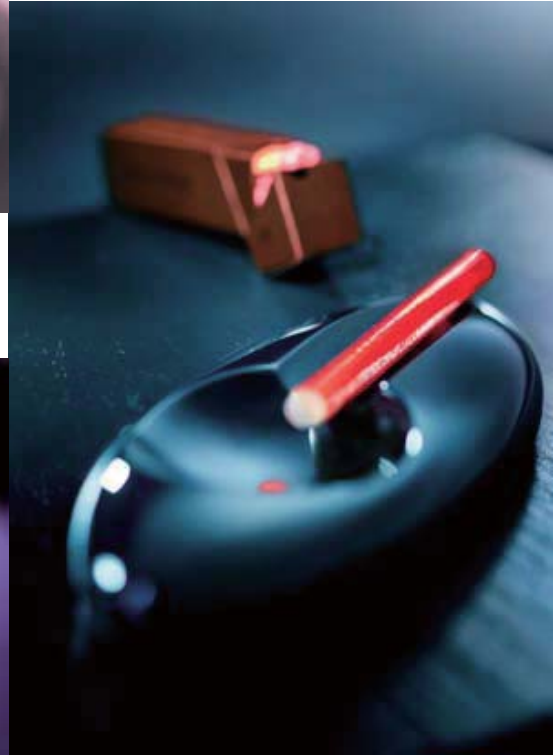
The 22-course dinner is perfected by what you can see, hear, smell and touch, as well as



Hibernatus Gummies – cola rocks

饮品：依云Gummy
 视觉：跑动的橡皮糖
 听觉：超级玛丽游戏配乐
 Beverage: Evian-Gummies
 Visual: The Race of Gummies
 Music: Mario Nintendo game

The 22-course dinner is perfected by what you can see, hear, smell and touch, as well as taste



Foie Gras Can't Quit – red fruit-cabbage ash

饮品：雪利酒
 视觉：燃烧的香烟
 听觉：《西部往事》的主题曲
 Beverage: Sherry
 Visual: A self-consuming cigarette
 Music: Theme music from *Once Upon a Time in the West* by Ennio Morricone



Ostie – apple-wasabi

视觉：哥特式教堂中的烛光
 听觉：AC/DC的《地狱钟声》
 味觉：Mane定制教堂香
 Visual: Candle light of a Gothic church
 Music: 'Hell's Bells' by AC/DC
 Scent: 'Church', tailor-made by Mane

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 For reservations, go to:
www.uvbypp.cc