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CREATIVE
INTELLIGENCE

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Brand developments

Ultraviolet restaurant

Location_Shanghai, China

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Design_Magmadesign – magmadesign.net

Website_uvbypp.cc

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The Ultraviolet restaurant from chef Paul Pairet unites food with multisensory technologies to create an immersive dining experience. The restaurant serves only ten guests a night. On booking, diners are given meeting place details and are then driven to the secret warehouse location where they experience the 20-course, avant-garde menu created by Pairet.

Each course is partnered with a taste-tailored atmosphere, created with synchronised lights, sounds, music, scents and images projected onto surrounding walls. A palate-cleansing apple juice and wasabi sorbet, for example, is partnered with AC/DC playing on the sound system to awaken the senses, while Indonesian-inspired cucumber lollipops are accompanied by the sound of Balinese music and the projection of traditional tribesmen's masks. Bespoke scents are also diffused through

the restaurant to further enhance each course, and a hidden air turbine stimulates the sense of touch by blowing waves of differing temperatures over diners.

Diners pay 2,000RMB per head (US\$300) for the 20-course set menu and drinks. The cost of the Ultraviolet project has been financed by strategic partnerships with companies involved, including Kohler, Miele, Clarins and Baccarat.



