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## SAVOR

### Try to Get a Seat at Paul Pairet's Secret New Restaurant

Monday October 25, 2010



Getting a seat at famed Shanghai chef **Paul Pairet's UltraViolet** - set to open at the very end of December 2010 - isn't quite as easy as waltzing in the front door. That's because the location is currently a secret, and it only accommodates 10 guests, who show up for a 20-course set menu.

The idea is to "influence, entertain, challenge, interact, celebrate, boost, immerse, or simply support the perception of taste through a tailored atmosphere" - and there's a good chance all of the above will occur. UltraViolet's dining room will come equipped with a single table boasting 10 seats. All guests will sit together in a space equipped with high-end technology that syncs up with each of the 20 courses: different lighting, music, scents, and projections tailored to each bite, creating a sort of "sensory play" staged and choreographed by Pairet and his team, who meticulously oversee the ambiance, timing, atmosphere, and emotion of the experience. Dinner will run about three hours, though the entire experience takes about four. Expect "avant-garde figurative" cuisine like that he was known for at Jade on 36 (he's also the acclaimed head of **Mr. & Mrs. Bund**), each course growing in size from small bites to a "pivotal moment," then diminish in size as it moves toward digestifs and sweets. How can 10 diners a night sustain a restaurant so ambitious? They can't, which is why the experimental project is funded in part by strategic partners (like Kohler and Electrolux) and sponsors. Prebooking will be available in December; book your seats, then book a room at **Le Meridien She Shan Shanghai**.

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