



GOURMET & TRAVEL

THE PEAK SELECTIONS

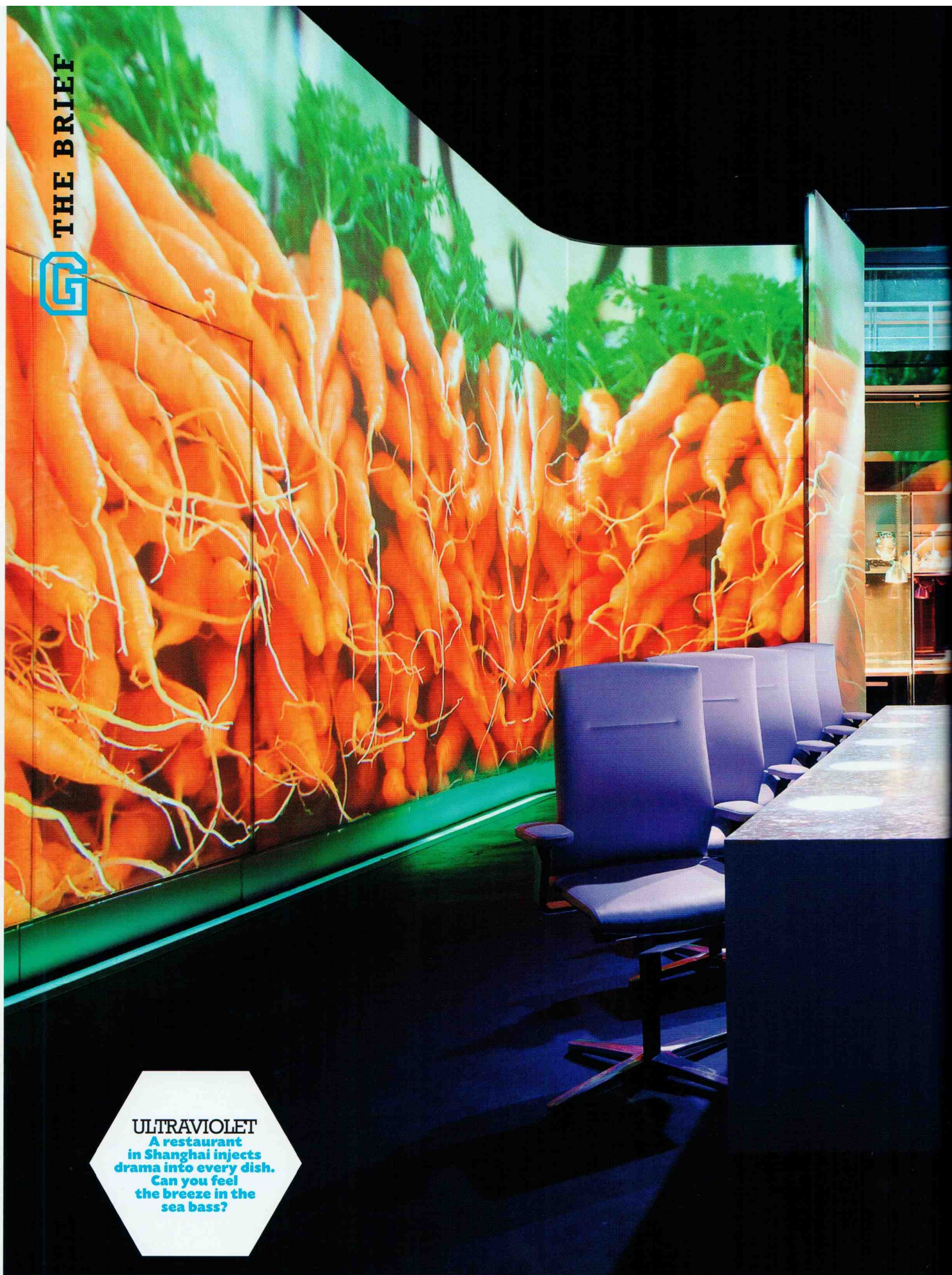


COOK EAST

**WE CHALLENGE BUDDING CHEFS TO
GIVE ASIAN INGREDIENTS A NEW SPIN**

**80 FESTIVE WINES CURATED BY THE EXPERTS
EAT WHERE THE WORLD'S TOP CHEFS WOULD
A-LIST RESTAURANTS AND THEIR DREAM TEAMS**

THE BRIEF



ULTRAVIOLET
A restaurant
in Shanghai injects
drama into every dish.
Can you feel
the breeze in the
sea bass?



Appetite for Theatre

Just sitting down to a good meal is not enough for Paul Pairet. When the French chef conceived the idea for Ultraviolet (www.uvbypp.cc) 15 years ago, he envisioned a restaurant that would fully immerse guests in the dining experience – one that provoked an emotional response while teasing their five senses.

"I wanted the food to speak for itself, but as taste is a multi-sensorial perception, I decided to unite it with temperature, smell, light and sound to give it the best possible context," says Pairet, who is also the genius behind several other top Shanghai restaurants, including Mr & Mrs Bund.

So, if steamed bass were to be served, it likely would be accompanied by a sea breeze, salty ocean smells and the sound of crashing waves. It's all about creating a "psychological taste" or, as Pairet puts it, a preconceived notion of how something should taste. "It's the taste your mind is anticipating prior to consuming the dish," he says.

Pairet and his team apply a host of multi-sensorial technologies to Ultraviolet's degustation menu. Each of the 20 dishes is enhanced with its own taste-tailored aura, including visual, audio and olfactory compositions.

"The sensory experience is always built around the dish, not the other way around," Pairet points out. "After composing the menu, I work out the direction each dish should take, based on its texture, temperature or even ethnic influence. Then, we decide what beverage to pair it with and the ambience for it. Do we use light or a projection? What sounds and smells do we introduce? Finally, we test everything together before our tech team adds its video or audio element."

The 10-seater Ultraviolet, which opened in June, is not the only restaurant taking the dining experience beyond the plate. The Roca brothers of El Celler de Can Roca fame are also developing what they call a "Culinary Opera" for 12 diners at their restaurant in Girona, Spain. A video artist and an opera manager have been tasked to help with their project, which fuses food with video art and music.

And over at Albert Adria's 41 Degrees Restaurant in Barcelona, a captivating crystal centrepiece called Frosted Rain displays projected images and emits music to give guests a complete gastronomic experience. @

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