

JANUARY 2016

WOGOA

something is always brewing

MASSIMO BOTTURA
Modern Italian Gastronomy

UMBERTO BOMBANA
King of White Truffles

HAJIME YONEDA
A Culinary Master

KIRK WESTAWAY
Natures Finest

DAVIDE BISETTO
Passion For Venetian Cuisine

www.wogoa.in | www.wogoa.com

**PAUL
PAIRET**
a culinary egalitarian

PAUL PAIRET

a culinary egalitarian

Text Oilda Barreto
Photo Scott Wright

Founder, Chef de Cuisine and Partner at an avant-garde experimental eatery, Ultraviolet and a popular French modern restaurant, Mr & Mrs Bund, two restaurants of widely different natures in located in Shanghai.

Born and trained in France, Chef Paul Pairet first came of notice at Paris's Cafe Mosaic, where the influences of his roving career – by that point, Hong Kong, Sydney, and Jakarta – began to take shape into a French-but-not-so-French style all his own.

Critics chattered of Mosaic and of Alain Ducasse's Spoon in equal terms. In fact, Pairet's cooking at Mosaic made such an impression on Ducasse that it was the master chef himself who subsequently plucked Pairet out and arranged his next move: Istanbul. Pairet then took his talents to the Ritz-Carlton's Cam, where he turned the hotel outfit into the city's first cutting edge restaurant. He was to repeat the mission in Shanghai.

Pairet came to Shanghai in 2005 to open Jade on 36, the flagship restaurant of the Shangri-La Hotel Pudong. Under his guidance and in only three years, he staked out an international reputation for his "highly personal and completely original cuisine: often exaggerated, highly technical plays on texture, temperature, and preconceived expectations". Chef Pairet's years at Jade on 36 saw him develop these into a fluent, singular cuisine that spoke on many levels. His food started conversations, inspired articles and collected awards. Jade on 36 became not just another hotel restaurant, but a "beacon for sophisticated, avant-garde cuisine in Asia", and a destination for many.







Ultraviolet Room - Picnic Green Meadows

Cooking to provoke and challenge, Pairet stimulated a jubilant guest response from the moment Jade on 36 opened. The sentiment that his food was both exceptionally unique and essentially delicious echoed in the media. Pairet's rejection of rigid culinary convention won over gourmards and went on to scoop numerous honors and awards, while his cuisine was profiled internationally.

Recent years have seen Pairet circle the earth to present his unique vision at gatherings of the world's culinary heavyweights. From San Sebastian's Lo Mejor de la Gastronomía (The Best of Gastronomy) in 2007, Madrid Fusion in 2008 – where, at both, Pairet was the sole Asia-based chef invited to speak – the World Gourmet Summit 2008 in Singapore, which saw him present a culinary master class, to the participation in December 2009 in the most acknowledged and cosmopolitan "Guest Chef Concept" by Ikarus of Hanger-7, Salzburg, and to the latest Omnivore Food Festival Pairs 2013, Pairet continues to share with no reservations his belief and study in food.

In April 2009 Pairet introduced Shanghai to "Mr & Mrs Bund – Modern Eatery by Paul Pairet". This French Eatery perched on the historic Bund, and is more significantly, quite a different expression of the chef's passion.



Ultraviolet Room - Wheat Field Open

The theme is simplicity and popularity, a democratic flourish that embraces French favorites and classics. Pairet has never been two things - A stranger to simple, popular dishes, and Easy to classify. With Mr & Mrs Bund, Pairet has tailor-made a majority concept of sharing simple and well-executed dishes to both critical and widespread success. It is French, in the way Pairet himself is - born, traveled, globally stamped, and stubbornly perfected.

Within four months of its opening, That's Shanghai declared Mr & Mrs Bund the "Best French" restaurant in the city. Since then, it has gone on collecting a slew of awards and international accolades, including No. 11 in Asia's 50 Best Restaurants 2014 and No. 43 in The World's 50 Best Restaurants 2013.

This popular French eatery might have been a U-turn for the "Avant-Garde" chef. Until Ultraviolet opened in 2012. The Ultraviolet project was first presented to the world in 2010 OFF5 Omnivore Food Festival in Deauville. After 3 years of making, it opened in May 2012, somewhere in Shanghai.



Truffle Burnt Soup Bread

PAUL PAIRET - ULTRAVIOLET, SHANGHAI





Ultraviolet Room - Carrot

Conceived by Pairet for over 15 years and supported by his long-time back-up VOL Group, Ultraviolet by Paul Pairet is the first restaurant of its kind attempting to unite food with multisensorial technologies, in order to create a fully immersive dining experience.

In short, a single table of 10, a 20-course avant-garde set menu, 5 senses, and a fully immersive dining experience. Supported by the multi sensorial technologies, each course is enhanced with its own taste-tailored atmosphere, including visual, audio and olfactory compositions. Almost instantly, Ultraviolet wowed Shanghai, and has been blessed with passionate reviews from diners, the trade and critics, described as simply, "the best dining experience ever".

Since its opening, Ultraviolet has caused quite a stir in the culinary world, including being ranked No. 3 & The Best in China of Asia's 50 Best Restaurants 2015, and most recently, No. 24 in 2015 The World's 50 Best Restaurants. It became the 2nd restaurant from Mainland China, right after Mr & Mrs Bund's entry in 2013 that made into the list. Being recognized for his "talent, innovation and contribution to Asia's restaurant industry" Pairet received the first ever Lifetime Achievement Award by 2013 Asia's 50 Best Restaurants.



Ultraviolet Room - Rain Open

Like his experimental and avant-garde project, Pairet could be “turbulent, unpredictable, unconventional” for some in the culinary world. “In the end,” says Pairet, “It is the feeling, emotion that evoked by the dish that counts.”

Aside flavors, Chef Pairet plays with texture and smell, he tricks the eye, and cracks jokes in dishes, challenges pre-conceived ideas, and expectations, makes you think for a second: Wonder how? Wonder why?

Whether using tinned sardines to produce sophisticated, avant-garde fine dining, or using sophisticated, avant-garde techniques to produce the simplest of French dishes, Paul Pairet is a culinary egalitarian.

He approaches cooking, ingredients, techniques, textures and flavors with an equal lack of prejudice and unbiased opinion without regard for national boundaries or ‘class’ devoid of context, and reputation. Pairet calls this the “newborn eye”: tasting something as if it was being tasted for the first time, and perceiving without discrimination.



Tomato Mozza And Again



Sashimi Steak Frites



Ultraviolet Room - Shanghai View

"A tinned sardine" is not a lesser sardine than a fresh one, but simply a different product. He insists, that foie gras is not intrinsically more suited to fine dining than a piece of bread, or a truffle more interesting than the Coca Cola. There is no "better" or "worse" when it comes to flavor, there is simply a universe of flavors, a palette of differences to paint with liberal doses of imagination. "Above all flavors should taste divine, assertive, sending taste buds into raptures, and the mind traveling on a bite through countries or found memories".

He designs and wraps dishes in eye-catching, conversation-stopping, plain beautiful presentations. A single noodle, presented in a concentric circle, made of fresh cuttlefish. A beef short rib, glistening on an oversized bone. A lemon tart appears as a whole edible lemon... The former scientist student has a simple philosophy: "A dish is ready when there is nothing left to add or take away. A dish could be: interesting, new, daring — perhaps shocking — beautiful, maybe comforting, even funny, but always good."



Ultraviolet Room - Autumn Soil

The origin of Ultraviolet - Fifteen years ago... "In 1996, Paul was in Australia; he just had closed the restaurant he was heading... sold to a famous Melbournian restaurateur and was on the road again. Food was the only way he could express himself, single language. He wanted to deliver the best; and needed to find a way to speak. The goal was to eradicate the constraints that a traditional "A La Carte" restaurant's system imposes... he needed to shift control.

He had in mind to make something small, very personal, home feel in professional hands... a revival of the 17th century table d'hôte. Like at home, he would pick the time, pick the menu... set the music, spark off the light: grow a beard, set a table of 12, call it "the last supper..." In controlling the offer, he would master the cooking, trigger the ambiance; match, contradict, and influence one another.

Beethoven and candlelight on a carved short rib anyone? But life took him somewhere else. In 15 years, he has come close to opening this small table project 3 times. The closest was with Baccarat and Jean Louis Costes in Paris... but that's history. Finally it is in Shanghai. When you look at Ultraviolet today, the core of the project remains the same, although everything has been pushed to the extreme. The technology, the tools, the staff, the experimentation."



Chicken In A Jar