

ULTRAVIOLET

BY PAUL PAIRET

PRESS QUOTES

Opening May 2012 till December 2014

* *Asia's 50 Best Restaurants 2014*

<http://www.theworlds50best.com/asia/en/asias-50-best-restaurants/1-10/ultraviolet-by-paul-pairet.html>

No. 8 - Ultraviolet by Paul Pairet

Brilliant multi-sensory dining experience now in its second incarnation

It's doubtful there is a more avant-garde restaurant experience in the world than at Paul Pairet's unique Shanghai project. The French-born chef premiered the theatrical Ultraviolet by Paul Pairet in the summer of 2012, backed by VOL Group, with whom he already operates the successful Mr & Mrs Bund in the city. (...) Pairet and his team succeed in imbuing the four-hour globe-trotting experience with a sense of fun. But **this takes the idea of multi-sensory food consumption – blurring taste with emotion – to an unprecedented, inspirational level.**

* Bruce Palling, *FOUR Asia magazine*, December 2, 2014

<http://www.gastroenophile.com/2014/12/ultraviolet-paul-pairets-shanghai.html>

Ultraviolet: Paul Pairet's Shanghai spectacular

(...) in Shanghai, a similarly sized table serving only ten guests is **now the centrepiece of one of the most extraordinary dining experiences anywhere on the planet.**

Ultraviolet is the creation of French-born chef Paul Pairet and is arguably the most well thought out audio-visual attempt to stimulate, intrigue and complement a feast of 20 dishes along with an unsurpassed selection of paired fine wines.

* Crystyl Mo, *Food & Wine*, May 2014

<http://www.foodandwine.com/blogs/2014/4/16/where-to-find-shanghais-best-roast-duck-house-made-tofu-and-borscht>

Go List 2014 - Shanghai: Ultraviolet

An evening at Ultraviolet is a surreal drama. Every night, a van takes 10 guests to the secret warehouse venue. Paul Pairet serves 22 courses, each a theatrical production with music, scents and video.

* Leslie Gogois, *YAM*, March 2014

PAUL PAIRET, LE NOUVEAU VATEL

Paul Pairet est un OVNI talentueux dans l'univers culinaire. Depuis 15 ans, il avait en tête un projet révolutionnaire de restaurant. C'est chose faite : son rêve s'est concrétisé, en mai 2012, avec l'ouverture à Shanghai d'Ultraviolet, une table unique de 10 couverts. Trois mois d'attente pour décrocher une réservation, des clients emballés, des plats aussi déstabilisants qu'épatants. Le tout pour une expérience multi-sensorielle totalement inédite. Décryptage d'un succès mérité. (...)

Yannick Alléno nous avait prévenu : « Paul Pairet, c'est le nouveau Vatel. Ultraviolet, ce n'est pas un restaurant, c'est un lieu dans lequel il y a un rythme, une profusion. On est sans cesse surpris. J'ai eu la chance d'y dîner, j'ai vraiment été impressionné. C'est assez extraordinaire... » (...)

Son idée géniale ? Avoir conçu un menu tel un bijou qui a besoin d'un écrin. (...) Ici, tous les sens sont chatouillés, réveillés de leur torpeur... Un lieu qui ne peut laisser insensible.

PAUL PAIRET, THE NEW VATEL

Paul Pairet is a talented UFO in the culinary world. For 15 years, he had in mind a revolutionary project of restaurant. It's done: his dream was realized in May 2012 with the opening in Shanghai of Ultraviolet, a single table of 10 seats. Three months of waiting to get a reservation; guests fulfilled, the dishes as surprising and fascinating. All for a completely new multi-sensory experience. Decrypting a deserved success. (...)

Yannick Alléno tipped us: "Paul Pairet, he is the new Vatel. Ultraviolet, this is not a restaurant, it is a place where there is a rhythm, a profusion. We are constantly surprised. I had the chance to dine there, I was really impressed. It's pretty extraordinary..." (...)

His brilliant idea? Have designed a menu as a gem that needs a showcase. (...) Here, all the senses are tickled, awakened from slumber ... A place where your senses can not leave un-stirred.

* Felix Hirsch, *QLI*, February 27, 2014

http://www.qliweb.com/food/Ultraviolet_Shanghai_Paul_Pairet

When Ultraviolet finally opened, it was one of the very few restaurants in the history of gastronomy that truly made a difference.

(...) eating at Ultraviolet is an experience that incorporates elements that no one has done so

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systematically in a restaurant before. (...) guests don't see the immensely complex infrastructure that is behind the restaurant, as they only get to see the equivalent of a perfectly rehearsed operatic performance. **It is the first Gesamtkunstwerk in modern gastronomy.** (...) the most surprising part of it is the food itself. Nowhere near as ostentatious, abstract, or weird as it could have been, **this was food that was full of flavour, technically impeccable, and mostly simply extremely enjoyable.** The cooking here encapsulates the cosmopolitan atmosphere of the city, whilst drawing on classic combinations.

* Thibaut Danancher, *Le Point* (France), October 24, 2013

Dans le restaurant le plus confidentiel au monde | A Shanghai, Paul Pairet a monté un projet fou baptisé Ultraviolet

Démiurge. Ultraviolet est assurément bien plus qu'un restaurant. C'est une escapade gustative unique magnifiée par la technologie numérique. Un instant où le temps s'arrête. (...)

Désolé, mais la dégustation s'arrête ici. Pas question de vous en dire plus sur les dix-neuf autres tableaux imaginés par le démiurge Paul Pairet. Les décors changent, les musiques s'enchaînent, la chorégraphie du service étonne les hôtes hallucinés, immergés dans le scénario passionnant d'un vaudeville à rebondissements.

Une sorte de mise en bouche, histoire d'aiguiser l'appétit des plus curieux d'entre vous qui seraient tentés de faire le déplacement jusqu'à Shanghai. Et, assurément, l'illumination de Paul Pairet vaut, à elle seule, le voyage.

(From French) The most confidential restaurant in the world | **In Shanghai, Paul Pairet has built a crazy project called Ultraviolet**

Demiurge. Ultraviolet is certainly much more than a restaurant. This is a unique tasting getaway magnified by digital technology. A moment where time stops. (...)

Sorry, but the tour stops here. No way to tell you more about the other nineteen imagine paintings by the demiurge Paul Pairet. **The scenery changes, the music keeps coming, the choreography of service amazes those hallucinated guests immersed in the fascinating scenario of a vaudeville twists.**

A sort of appetizer, the story whets the appetite of the most curious of you who might be tempted to make the trip to Shanghai. And **certainly, the illumination from Paul Pairet is, by itself alone, worth the trip.**

* Jonah Kessel, *The New York Times*, October 15, 2013

<http://www.nytimes.com/video/dining/100000002498301/ultra-dining-at-ultraviolet.html>

Video: **Ultra Dining at Ultraviolet**

At the restaurant Ultraviolet in Shanghai, the chef Paul Pairet has taken dining and turned it into theater, adding ambient music, unorthodox utensils and enhancing scent.

* Howie Kahn, *T Magazine of The New York Times*, August 23, 2013 (Print on August 25, 2013)

<http://tmagazine.blogs.nytimes.com/2013/08/23/shanghai-surprise/>

With sights, sounds, scents and a secret location, chef Paul Pairet's immersive dining experience could be the next great leap in culinary evolution.

(...) For all his itinerancy, Pairet held onto the idea for Ultraviolet for 15 years (...) **now, when the global dining scene has normalized concepts like molecular gastronomy and foraging, elevating chefs to a level of fame few could have predicted, Ultraviolet, and its auteur, seem like the next steps in the chain of culinary evolution.**

(...) Pairet has developed two distinctive menus — the original he calls UVA, the new one UVB — and **two complete experiences that both succeed brilliantly, mesmerizingly and, as intended, deliciously. Both UV menus reflect Pairet's personality directly, setting the table with humor and grace, mischief and whimsy, with puzzles to solve and dishes to think through.**

(...) while UVA sets an almost unreachable bar for dinner in every regard, UVB somehow manages to float above it, offering a tender experience that mere restaurants simply cannot achieve and demonstrating that Pairet can continue to make creative leaps even in such rarefied territory.

* Frank Bruni, *The New York Times*, October 16, 2013

www.nytimes.com/2013/10/16/dining/reviews/chinas-dining-acrobatics.html

<http://cn.tmagazine.com/food-wine/20131017/t17chinafood/dual/>

Some restaurants place you close to the surf, its perfume in the air and its music in your ears, while others nestle you in the woods. Some put you next to the Seine, others beside aquariums bursting with tropical colors. In a country whose culinary reach is catching up to the rest of its ambitions, I visited **a restaurant that does all of that and more.**

It's named Ultraviolet. It's physically in Shanghai but spiritually unbound, thanks to the moving, shifting images projected onto the blank walls that encircle the windowless dining room, which has one long table for just 10 people, a crew of gastronomes floating hither and yon. (...)

Ultraviolet, which opened last year, **is one of a mind-bending kind.** But it's also a perfect ambassador for China's dining scene right now, capturing the frenzy and swagger of it all.

- * Martine Occhipinti, *Thuriès Gastronomie Magazine*, September 2013

L'album de Paul Pairet

Ultraviolet à Shanghai, Une Ultrapremière mondiale, un restaurant multisensoriel (...) **Un concept très innovateur qui intrigue et attire les chefs, les journalistes, les amateurs de sensations fortes et les fins gourmets du monde entier.** (...)

Jean-François Piège raconte: **le moment passé à Ultraviolet fait partie des moments exceptionnels que j'ai vécus.** (...) **Il y a une logique, un vrai « truc ».** Les plats étaient très, très bons. (...) Mais déjà, quand Paul Pairet était à Paris, au Mosaïc, il faisait des choses extraordinaires. **Il a un talent dingue, une réelle créativité, une sensibilité, une vraie vision...**

- * *Condé Nast Traveller UK*, February 2013

<http://www.cntraveller.com/awards/the-gold-list/gold-standard-restaurants-2013/ultraviolet-shanghai>

The Gold Standard Restaurants 2013

Ultraviolet: Created by French chef Paul Pairet, Ultraviolet is China's most immersive foodie experience. (...) Each unorthodox dish on the 20-course menu (...) is accompanied by kaleidoscopic wall

projections, computerised lighting, scent diffusions and surround sound designed to enhance the ingredients and flavours. **Truly extraordinary.**

- * Brian Johnston, *Sydney Morning Herald (Sunday-Herald)*, June 23, 2013

<http://www.smh.com.au/travel/activity/food-and-wine/the-light-fantastic-20130621-2omss.html>

The light fantastic

I'm in **Ultraviolet, the latest sensation in Shanghai's fast-changing dining scene.** (...) Critics have lined up to call Ultraviolet **outlandish, unorthodox, "a crazy dream", "a magical mystery tour" and "a play in 22 edible acts".**

What's certain is that this is probably **the most avant-garde restaurant in the world.** Maverick French chef and owner Paul Pairet has called dining at Ultraviolet "a multisensory experience".

(...) Despite all the theatricality, though, **the food is excellent.** (...) It takes four hours to complete the meal and I'm never bored.

- * Claudio Grillenzoni, *Identita Golose*, June 20, 2013

<http://www.identitagolose.it/sito/en/154/6122/china-grill/journey-to-the-centre-of-the-earth.htm#.UcLK3kOmN1k.twitter>

Pairet's Ultraviolet. An incredible psycho-gustative odyssey lasting 4 hours and 22 dishes

The food is of the highest quality and food, with 22 dishes each paired by a different drink, is the

protagonist of the sensorial parkour lasting over 4 hours that you're about to experience. The journey, however, is like a novel divided into phases, which implies different feelings. (...) **all dishes, on top of being remarkable, are always served in a very fun and unassuming way.** Ultraviolet is everything but snobbish. (...) **one of the most experimental and challenging, one of the most fun and accomplished of the recent past.**

- * *Asia's 50 Best Restaurants*, February 25, 2013

<http://worlds50best.asia/asias-50-best-restaurants/ultraviolet-by-paul-pairet.html>

No. 8 - Ultraviolet by Paul Pairet

It is outlandish and occasionally challenging stuff, but Pairet and team succeed in retaining a sense of lightness and fun. Certainly, Ultraviolet's diners find it difficult not to smile throughout much of the globe-trotting four-hour extravaganza. Pairet has worked on the idea for some 15 years, and investment in the purpose-built space and state-of-the-art technology is huge. But **it takes the idea of multi-sensory food consumption – blurring taste with emotion – to an unprecedented, inspirational level.**

- * *Asia's 50 Best Restaurants*, January 2013

<http://worlds50best.asia/lifetime-achievement-asia-winner-2013.html>

Lifetime Achievement Award Winner 2013 – Paul Pairet

(...) More recently, **his reputation for imagination and innovation has spread beyond his adopted home across the Asian continent and even throughout the world – all the way back to the land of his birth.**

The Frenchman, still just 48, now has two very different but equally important restaurants in Shanghai, created and operated with the VOL Group. The haute bistro Mr & Mrs Bund (...) has already garnered a huge international following, and is the first restaurant in mainland China to be voted into the top 100 restaurants on earth by the World's 50 Best Restaurants Academy in 2012.

The chef's second venture with VOL, **Ultraviolet by Paul Pairet**, launched in mid-2012 and **has already been hailed as arguably the most avant-garde restaurant in the world.** (...)

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Having worked throughout both Asia and Europe over nearly three decades, **Pairet's influences are diverse— and now his own unique creative flair is in turn influencing chefs around the world.** (...)

* Alice Béguet, *Le Figaro*, February 18, 2012

Ce chef atypique fit sensation à Paris avec le Café Mosaïc en 2000, puis s'en alla découvrir l'Asie. Il triomphe depuis lors en Chine et s'apprête à ouvrir en mai prochain son tout nouveau restaurant :

Ultraviolet. (...) **Ultraviolet, nouveau food concept sons-images-odeurs, affirme les ambitions de ce génie de la gastronomie depuis trop longtemps méconnu.** (...) Technologie et design à la pointe de la modernité, le groupe Visual Orient Limited, propriétaire des restaurants Paul Pairet, a laissé carte blanche aux folies géniales sorties de l'imagination du maître des lieux. (...)

Sans peur de faire hérisser les cheveux des grands défenseurs de la haute gastronomie, **Paul Pairet casse les codes, s'amuse à réinventer le dîner, remet au goût du jour la notion de convivialité, et ne cesse de se hisser vers le sommet des plus incroyables chefs de son époque.**

(From French)

This unusual chef created a sensation in Paris with the Cafe Mosaic in 2000, then went to discover Asia. He triumphed in China since then and is preparing to open next May his newest restaurant: Ultraviolet. (...)

Ultraviolet, new food-sounds-image-smell concept, states the ambitions of this gastronomy genius, for too long overlooked. (...) Technology and design in the forefront of modernity, the Visual Orient Limited group, proprietor of Paul Pairet's restaurants, lent the mastermind of the place a free way to express his brilliant craziness. (...)

Unafraid to ruffle the hair of the great defenders of haute cuisine, **Paul Pairet breaks the rules, has fun in reinventing the meal, update the social concept of food, and keeps on climbing to the top of the most incredible chefs of his time.**

* Luc Dubanchet, *Omnivore* magazine, Volume 4, 2012

<http://www.omnivore.com/editions/magazine-04-2>

ULTRAVIOLET - LA DOUCE VIOLENCE DU PSYCHO-GOÛT

Ultraviolet transgresse enfin les règles, réinvente le restaurant sans oublier la cuisine. (...) tout sonne juste, équilibré, sensible. Et parfois même bouleversant. Une jeune femme pleure de belles larmes, submergée par l'émotion d'un plat (...) « Après ça, on peut prendre sa retraite » balbutie le chef/hôte d'un soir. C'est magique. »

(...) ce travail délirant sur le rythme, l'image, l'effet de surprise, la réécriture complète de ce que peut être un accueil, un service, une cuisine du 21^e siècle. Non décidément, ni arrogance, ni prétention chez Pairet. Derrière le rêve fou et conceptuel, cette volonté de maîtriser par l'illusion et la mise en scène nos émotions gustatives, le trouble de manger et vivre une immense poésie.

ULTRAVIOLET – THE SWEET VIOLENCE OF PSYCHO-TASTE

Ultraviolet finally breaks the rules, reinvents the restaurant, not to mention the cuisine. (...) **everything sounds just right, balanced and sensitive. And sometimes overwhelming.** A young woman weeps beautiful tears, overwhelmed by the emotion of a dish (...) "After that, we can retire" stammers the chef / host in that evening. It's magic.

(...) **this crazy work on rhythm, image, surprise, a complete rewrite of what can be the hospitality, the service, the cuisine of the 21st century. No arrogance or pretension in Pairet, not really. Behind the crazy dream and conception, it's the desire to control, by illusion and staging our gustatory emotions, the eating disorder and to live a great poetry.**

* Justin Bergman, *The New York Times*, October 3, 2012 (printed on October 7, 2012)

http://travel.nytimes.com/2012/10/07/travel/restaurant-report-ultraviolet-in-shanghai.html?_r=0

(...) **The four-hour meal is high on whimsy and imagination.** (...) a glowing review from one noteworthy critic: Alain Ducasse. After his visit last year, the chef scrawled "C'est magnifique" on a wall (...) Mr. Pairet said. "What we are doing is really anchored in the restaurant just trying to bring the things a bit more relevantly around the food."

* Justin Fischer, *SmartShanghai*, June 28, 2012

<http://www.smartshanghai.com/articles/dining/the-review-ultraviolet>

Ultraviolet: 22 courses. 10 seats. Five senses. One unforgettable dining experience

I've experienced Ultraviolet as a guest, and I'm not only convinced, I am amazed. Amazed at the food, amazed at the production value, and, more to the point, amazed that they were able to pull the whole thing off. (...) Pairet takes every available opportunity to crack wise about the stuffy conventions of his trade. (...) also revels in parody, poking fun at common tropes and current trends.

(...) But all of the in-jokes, all of the flashing lights and bells and whistles belie one simple fact: **This is still serious food. Everything that comes to the table is technically flawless, artfully executed and could easily stand on its own.** (...) I can assure, not one of them (other restaurants in Shanghai) will provide the same unforgettable experience you'll get here.

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* Jamie Barys, *Talk*, June 2012

<http://shanghai.talkmagazines.cn/issue/2012-06/new-noted-ultraviolet-unveiled>

So, when I was invited **to participate in a rehearsal at Ultraviolet, my expectations weren't just high; they were located somewhere in the stratosphere. Amazingly (astoundingly, even), Ultraviolet wowed me.** (...) The idea for a meal designed to elicit emotions from its patrons came to Chef Pairet more than two decades ago, and to cast it in the most simplistic terms, it's elevated dinner theatre. **Like a play in 22 edible acts, the degustation menu is complemented by tongue-in-cheek audio and visual cues from the man behind the curtain. The waiters play supporting roles complete with costume changes, fading into the background as the star of the meal – the food – takes centre stage, turning the potentially over-the-top farce of a dinner into a magnum opus.**

* Monica Liau, *That's Shanghai*, June 2012

<http://www.thatsmags.com/shanghai/article/2300/the-ultraviolet-experience>

The Ultraviolet Experience - An odyssey into the psyche of Paul Pairet

There are **a few reasons Ultraviolet succeeds, primarily because Pairet is an OCD perfectionist with the soul of an artist.** He also imbues dinner with nostalgia and a heavy dose of wit, sometimes wry, sometimes wacky.

(...) **The 200 percent effort that Pairet and his team have given this project has paid off. The music, scents and scenes serve to enhance, not distract, from the kitchen's already immense culinary skills.** (...) By combining personal experience, culinary drollness and a heavy dose of science, Pairet asks us to rethink our relationship with food.

* Geoff Ng, *Cityweekend*, May 31, 2012

<http://www.cityweekend.com.cn/shanghai/articles/mag-sh/new-eats/ultraviolet-paul-pairet-shanghai-dining-review/>

Ultraviolet: Paul Pairet's Pet Project Lives Up to the Hype

All of Shanghai has been waiting expectantly for Ultraviolet, Paul Pairet's ultra high-end dining concept, and after two years of delays, it's finally open and it's spectacular. (...) You'll ooh and ahh and forget any effort to contain your excitement.

It's dinner as theater, it's food as you've never experienced it before and it's booked through June. But it's totally, utterly worth it.

* Dan Bignold, *DRiNK*, May 22, 2012

<http://www.drinkmagazine.asia/2012/05/22/ultraviolet-by-paul-pairet-3/>

I could write another thousand words talking through the dishes, but that's not really the point. With this concept, they need to be eaten in their context to be appreciated fully. And that's why I think **Ultraviolet has a great deal to inspire our industry. Not just by its creativity and pioneering spirit, but as a demonstration of what happens when you get a complete alignment between concept and execution.** ...here the idea stretches further than any restaurant I've ever walked into, and the delivery has been made perfect.

* Crystyl Mo, *Time Out Shanghai*, May 2012

Ultraviolet which is finally ready to roll out this month... we can say definitively that yes, **Ultraviolet is radical and it was very much worth the wait.**(...) **The food is central to the night, never just a prop; each meticulously crafted bite is so delectable, we're left craving more after nearly every course.**

* Claudio Grillenzoni, *Identità Golose* 2013

A vederlo pensi a una sorta di i-Restaurant, frutto della follia sperimentale di un dadaista e insieme del genio modernista di Steve Jobs. Ultraviolet è infatti one-desk dining da 10 persone, un menu di venti portate tutte all'insegna dell'Avant-Garde, con pareti con schermo a 360 gradi e poltroncine con effetti sonori K-sound. La mente e la mano nella cucina a vista sono però quelle sapienti dello chef basco Paul Pairet, maestro di cucina cosmopolita che a Shanghai

Ultraviolet by Chef Paul Pairet | To see him and think of a sort of i-Restaurant, the result of an experimental dadaist insanity and genius like the modernist Steve Jobs. Ultraviolet is in fact one-table dining for 10 people, with a menu of twenty courses all in the style of the Avant-Garde, with 360-degree screen walls, surrounding sound effects and armchairs. **The mind and the hand in the restaurant, however, are of the wise chef Paul Pairet, the cosmopolitan and master chef in Shanghai**

* *France 2*, April 27, 2013

http://www.francetvinfo.fr/chine-experience-culinaire-a-shanghai_312995.html

<http://www.youtube.com/watch?v=ayABfYH6e4>

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Vous allez nous présenter un Français exilé à Shanghai. Il est cuisinier, mais aussi quelque peu aventurier. **Son restaurant**, que vous avez visité, **est une véritable aventure. Il s'appelle Paul Pairet.**
Alain de Chalvron : Oui, aventurier catalan. Il est très attaché à sa ville de naissance Perpignan. Il est à Shanghai depuis 6 ans. **Il est classé comme l'un des 100 meilleurs du monde. C'est un perfectionniste,**

Time Out Shanghai, December 2014

Best Food Personality, Readers' Choice - Paul Pairet

Your choice for top food personality is another name synonymous with top quality dining in Shanghai, Paul Pairet.

Best International Restaurant, Winner - Ultraviolet

Paul Pairet's multi-sensory dining experience is an incredible achievement. (...) the food served at UV truly is outstanding. Save, scrape, beg - do what you need to get a booking here, it really is worth it.

Food and Travel, November 4, 2014

<http://www.foodandtravel.com/food/chefs/pierre-herme>

One of the world's finest patissiers and chocolatiers, Alsace-born (Pierre) Hermé travels the world with his work. He speaks to Alicia Miller about chocolate plantations in Latin America and eating out in Shanghai.

The restaurant I most want to go to in the world - is Ultraviolet in Shanghai. There are only ten seats and you are picked up from a meeting place before so you don't even know where the restaurant is! **The chef, Paul Pairet, makes it a true dining 'experience'.**

Louis Vuitton City Guide Shanghai, November 2014

Paul Pairet | During his time at Jade he developed many dishes as bold and avant-garde as the surrounding skyscrapers. Then, in 2009, Pairet (...) opened extremely popular French restaurant Mr & Mrs Bund. (...) enjoyed a success that helped lay the foundations for Ultraviolet, a ten-seat multimedia "psycho-sensory" dining experience. (...) Much of Pairet's creativity stems from his irreverence. Though a meal at one of his restaurants might start with an ethereal tuna foam, it will be served in a deceptively commonplace supermarket tin. He may excel in high-rech culinary flourishes, but he is dismissive of overelaborate marketing.

Mr & Mrs Bund | Arguably one of the most popular restaurants in Shanghai is the brainchild of French chef and master of molecular gastronomy Paul Pairet. His repertoire is full of sly-in-jokes and visual gags. (...) **all of this playing around in the kitchen belies Pairet's technical acumen. He is a serious chef with a passion for innovation.**

Ultraviolet | Each course is accompanied with its own sound and visual elements. (...) paired with quirky pastiches of music, popular culture, wordplay, nostalgia, abstract imagery – any number of things that happened to be running through Pairet's mind when he designed the menu. It's cuisine as an extended metaphor, equal parts dining and performance art. And somehow it manages to not be gimmicky in the least. Pairet's cooking is masterful and could stand well enough on its own.

Jean-Pierre Gabriel, *Le Vif Weekend*, October 3, 2014

<http://weekend.levif.be/lifestyle/culinaire/restaurants/ultraviolet-le-restaurant-multisensoriel-ultra-exclusif/article-normal-350045.html>

Ultraviolet, le restaurant multisensoriel ultra exclusif

Loin des néons de Shanghai, un des restaurants les plus exclusifs au monde se tient à l'abri des regards, dans un entrepôt de banlieue. (...) C'est un must pour tout voyageur gastronome de passage à Shanghai: réserver une table dans l'un des endroits les plus prisés du moment, Ultraviolet by Paul Pairet. Far from the neon lights of Shanghai, one of the most exclusive restaurants in the world stands alone, in a suburban warehouse. (...) **It is a must for any gourmet traveler passing through Shanghai: book a table in one of the most popular places of the moment, Ultraviolet by Paul Pairet.**

Hart Hagerty, *Travel + Leisure*, October 2014

<http://www.travelandleisure.com/local-experts/shanghai/top-luxury-restaurants-shanghai>

On the dramatic end of the spectrum is French chef Paul Pairet, who after years of wild success running his acclaimed Mr. and Mrs. Bund (still considered one of the best restaurants in the city), Pairet launched his bold new restaurant, **Ultraviolet**, in 2012. (...) **the stage where Pairet puts on a perfectly choreographed, psychedelic nightly show performance featuring 20-course tasting menus.**

Nora Lu, *Oriental Sky* (China), October 2014

眼前的食物或许完全超出你的预想，它们不是简单等待入口的静物，而是变得立体起来，充满活力，为你带来超乎想象的品质感触。这更像是一场大胆，私密和激发食客全身感官的奇妙之旅，让食客的情感产生趣味碰撞。

The food in front of you is completely unexpected. It's not just food waiting to be eaten; it becomes 3-

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dimensional and alive, and brings out the feeling beyond your imagination. This becomes a bold, yet intimate and sense-stimulating journey. It causes quite an interesting stir in diners' emotions.

Restaurants Guide Book 2014 by Target (China), October 2014

Ultraviolet by Paul Pairet

The dining experience integrates multi-sensorial elements for each course, including sound, visual, scent, feel and mostly importantly, Chef Paul Pairet's avant-garde cuisine.

Manuela Florea, *Ealuxe*, September 26, 2014

<http://www.ealuxe.com/best-luxury-restaurants-shanghai-top-10/10/>

Best Luxury Restaurants In Shanghai | Top 10

No. 1: Ultraviolet

As always No.1 has to be a really special venue and special is the only word that can suit this restaurant.

Ultraviolet is the first restaurant of its kind to provide a multi-sensory experience. That means 360 degree video projections, surround sound music and even custom scents that are supposed to enhance your dining experience. **Enhance is a little word, it actually brings food to a whole new level.**

Ντένη Καλλιβωκά, *Foodie* (Greece), September 2014

(From Greek) The New York Times wrote that is the next generation of food. Brian Johnston of the Sunday Morning Herald describes it as the most avant-garde restaurant in the world and as an odyssey that takes 4 hours and 22 dishes. While the British Conde Nast have listed it of in the Best Restaurants in 2013, writing "The most exciting foodie experience in China".

The Ultraviolet, the "life-project" of French chef Paul Pairet in Shanghai, gives new dimension to multisensory dining exploring the limits of what he calls "psycho taste".

Anne-Cécile Sanchez, *Marie Claire Maison*, September 2014

L'Ultraviolet, Shanghai

Une table dressée quelque part à Shanghai... Les clients d'Ultraviolet découvrent au dernier moment le lieu où se cache ce restaurant aussi confidentiel qu'innovant, où est orchestrée chaque soir une expérience multisensorielle et immersive. Ici pas d'architecte d'intérieur mais un dispositif technologique de pointe: murs d'images animées, diffusion de parfums et bande-son synchronisée avec les plats du chef français Paul Pairet.

A table set up somewhere in Shanghai... The guests of Ultraviolet discover at the last moment where this **confidential and innovative restaurant** hides, where **every night is orchestrated into a multi-sensory, immersive experience**. Here no interior design but a discretionary advanced technology: motion picture walls, diffusion of perfumes and synchronized soundtrack with the dishes of French chef Paul Pairet.

Marco Torres, *Mabuhay* (Philippine Airlines inflight magazine), September 2014

7 Outrageous Shanghai Experiences

Have an avant-garde dinner at Paul Pairet's Ultraviolet. At RMB3,000 per person, **this 20-course multi-sensory dinner for 10 could be your finest meal ever.**

Noblesse (China), September 2014

十年以来，我的想法和目标从未改变 (...) Mr & Mrs Bund 走的则是时髦平民化的法餐路线，料理以客人的需求为本，当然也会加入我个人的理念。Ultraviolet 则呈现了我理想中的餐饮概念，以美食为主导的感官餐厅，提供超乎想象的先锋餐饮体验。

My way of thinking and goals have not changed for these past 10 years (...) Mr & Mrs Bund expresses a populist concept, a modern French eatery with the classic dishes by my personal interpretation. Ultraviolet, on the other hand, could be described as ultra-dining, the ideal setting in which I can do my utmost and present my best, avant-garde and experimental, but yet all is for the food itself.

Emily Chu, *Viator-Things To Do*, August 27, 2014

<http://thingstodo.viator.com/shanghai/world-class-fine-dining-in-shanghai/>

World Class Fine Dining in Shanghai

Fans of molecular gastronomy should try their luck getting a spot at the now world-famous Ultraviolet. Chef Paul Pairet's brainchild is a multi-sensory dining experience (...) **It's an indulgent, unforgettable adventure that's worth the splurge.**

Nick Boulos, *FOUR Magazine*, August 6, 2014

<http://www.four-magazine.com/articles/1786/high-rises-and-surprises>

U L T R A V I O L E T

BY PAUL PAIRET

At the very other end of the culinary spectrum is Ultraviolet, Shanghai's most revolutionary dining experience: one that 'unites food with multi-sensorial technologies'. The fun takes place in an undisclosed location and involves 20 themed courses.

Jennifer Flowers, *Travel + Leisure*, August 2014

Memorable Meal | Eating dinner in the kitchen with French-born chef Paul Pairet and his team at **Ultraviolet**, one of the city's most innovative restaurants.

Sarah O'Meara, *Higher View* (Air China inflight magazine), August- October 2014

Conceived by French chef Paul Pairet more than 15 years ago, the still new-age restaurant offers a fully immersive dining experience by implementing multi-sensorial technologies. (...) The 3,000RMB per head restaurant was an overnight success and is regularly described by critics as **"the best dining experience ever"**.

James Lim, *Astelier* (Malaysia), August 2014

Ultraviolet by Paul Pairet takes its guests on a culinary journey where the music, lighting and even the smell of the room are all carefully selected to match the menu. Established by French chef and restaurateur Paul Pairet, the restaurant attempts to **unite food with multi-sensorial technologies to transform a meal into a piece of art** (...) Throughout the evening, every move is closely monitored from a control room backstage, thus allowing the staff to play with the timing, music and the visuals on the wall. The philosophy behind this is, of course, the idea that **every dish should be served under the best possible conditions**.

Time Out Shanghai, July 2014

50 things to do in Shanghai: Food & Drink: Enjoy a '4D' dining experience

With 360 degree visuals, music for every course and a secretive location, Paul Pairet's Ultraviolet makes for a dramatic dinner. But the key thing is that it's more than just a gimmick – **the food on your plate is truly outstanding** (...) **even if you do this just once, you'll find it to be an unforgettable experience.**

Lenora Chu, *Frommers.com*, June 2014

<http://www.frommers.com/destinations/shanghai/restaurants/950438#sthash.El4r44uT.dpbs>

Ultraviolet

(...) **an all-senses-on-deck gustatory experience cultivated by the inimitable French chef Paul Pairet**, who spent nearly two decades honing the concept and finding the right time and place to launch Ultraviolet. Expect the finest and most creative presentation of meats, seafoods, drinks, and sweet creations presented alongside theater, with floor-to-ceiling screens and "scent diffusers" installed in the ceiling that allow for the wafting of scents into the room such as an ocean breeze during a seafood course. (...) Simply put, **Ultraviolet is pure fun, or as Alain Ducasse said, "C'est magnifique et délicieux!"**

Renaud Dely, *Le Nouvel Observateur*, June 26, 2014

PAUL PAIRET – L'IDOLE DE SHANGHAI

Avec sa casquette et sa barbe de trois jours, cet iconoclaste est devenu la coqueluche de Shanghai où ses deux restaurants ne désemplissent pas. (...) Après le succès de son premier restaurant Mr & Mrs Bund, il a ouvert en 2012 le projet de sa vie, Ultraviolet. Un food concept au scénario multisensoriel. (...) A chacun des vingt-deux plats, l'ambiance change, avec des vidéos projetées sur les murs, des sons, des diffuseurs d'odeurs dans un ballet réglé millimètre, autour d'une seule table de dix couverts. Une adresse tenue secrète, mais dont les listes d'attente atteignent six mois.

PAUL PAIRET - THE IDOL OF SHANGHAI

With his cap and stubble, this iconoclast has become the darling of Shanghai where his two restaurants are always full. (...) After the success of his first restaurant Mr & Mrs Bund, he opened in 2012 the project of his life, Ultraviolet. A food concept in multisensory scenario. (...) In all twenty-two dishes, the atmosphere changes, with videos projected on the walls, sound, scent diffusers in a ballet set millimeter around a single table of ten persons. An address kept secret, but waiting lists reach six months.

Jumé Irmscher, *YouMeShanghai.com*, June 24, 2014

http://www.youmeshanghai.com/view/show_article/id/511.html

Secrets, Psycho Taste and World-Class Dining

If you crave exclusive, once in a lifetime experiences, then Ultraviolet is definitely the restaurant you want to sink your teeth into. (...) What makes Ultraviolet so unique is that it's the first restaurant of its kind, attempting to marry food with multi-sensorial technologies in order to create a fully immersive dining experience. (...) this puts Ultraviolet in a league of its own.

U L T R A V I O L E T

BY PAUL PAIRET

Robert Vidakovic, *Script Editors* (Switzerland), June 23, 2014

Eine Küche wie vom anderen Stern

Wenn Sie glauben alles bereits schon einmal gesehen und probiert zu haben, könnte Paul Pairet Sie eines besseren belehren. In seinem «Ultraviolet» wird nicht einfach nur gekocht – hier wird molekulares Essen designt und atmosphärisch inszeniert.

A cuisine like from another planet

If you think you already have everything seen and tasted, Paul Pairet could disabuse you. In his "Ultra Violet" he does not just cook - here molecular food is staged, designed and atmospheric.

Tania Bhattacharya, *Al Nawras* (Air Arabia inflight magazine), June-July 2014

Chefs around the world are offering diners **the opportunity to experience gastronomic heaven through scintillating digital immersions.**

Take, for instance, **Ultraviolet**, a ten-seater restaurant in Shanghai by Paul Pairet, which attempts to unite food with multisensory technology to create **a fully immersive dining experience.** Flashy pop-kitschy interiors and psycho-taste rule the roost here, with projections, sound, music, hot and cold air and scent enhancing each dish.

Food Inspiration, June 2014

http://magazine.foodinspiration.com/nl/magazine/5222/722314/multisensorische_restaurants.html

(From Dutch) Ultraviolet in Shanghai

With odors, air flow, sound and projection, the French master chef Paul Pairet creates for each course - twenty in all - a totally new mood.

'Psycho taste' plays an important role. (...) the taste affected by more than just the actual taste of the food.

Glynda Alves, *The Economic Times* (India), May 30, 2014

<http://economictimes.indiatimes.com/panache/10-places-to-eat-at-before-you-die/articleshow/35758967.cms>

10 places to Eat at before you die | Gaggan Anand, one of Asia's top restaurateurs, picks his finger-licking good eating places in the world.

Ultraviolet, Shanghai: This restaurant **takes dining to a completely different level.** It's a relatively secret dining place where only 8-10 people can dine at a time. It is a visual, audio and culinary treat.

Bettina Zourli, *Viaprestige Lifestyle*, May 13, 2014

<http://www.viaprestige-lifestyle.com/un-restaurant-etrange-une-experience-unique-ultraviolet-a-shanghai/>

Paul Pairet, un chef singulier pour un restaurant unique (...) Ultraviolet, un restaurant qui donne un sens nouveau au mot restaurant (...) Un rendez-vous chez Ultraviolet, avec Paul Pairet aux commandes, assure donc un moment unique, en immersion totale dans l'esprit d'un chef à la cuisine minimaliste, avant-gardiste, et fun.

Paul Pairet, a singular chef for a unique restaurant (...) Ultraviolet, a restaurant that gives new meaning to the word restaurant (...) An appointment at Ultraviolet, where Paul Pairet controls all, thus provides a unique moment, deep into the mind of **a chef with a minimalist cuisine, avant-garde and fun.**

Bruce Palling, *Gastroenophile*, May 9, 2014

<http://www.gastroenophile.com/2014/05/every-picture-tells-story-but-every.html>

In Shanghai, there is **Ultraviolet, an extraordinary restaurant** inside an old factory, where ten diners sit in an enclosed container, which is then surrounded by relevant projected images and sound for each course. (...) **I ate here last March and found it to be the most amusing and stimulating meal I have eaten this year** - and the other surprise was that the accompanying paired wines really worked.

Semaja Fulpius, *Encore!* (Switzerland), May 2014

Nourriture ultrasensorielle

Rendre compte d'une expérience à l'Ultraviolet revient à faire un récit entre science-fiction et créativité culinaire. (...) Le chef Paul Pairet recrée constamment des univers qui mélangent ses menus fantaisistes à des technologies multisensorielles, pour mieux vous troubler.

Food ultrasensorielle

To present an experience at Ultraviolet amounts to a narrative between science fiction and culinary creativity. (...) **Chef Paul Pairet constantly recreates his fantastic universe that mixes menus with multisensory technologies, to better influence you.**

U L T R A V I O L E T

BY PAUL PAIRET

Vogue.de, May 2014

<http://www.vogue.de/manual/weltreise/shanghai/#>

Ultraviolet

Ein extravagantes Erlebnis für alle Sinne verspricht Koch Paul Pairet mit seinem avantgardistischen Restaurant-Konzept Ultraviolet. Eine Gruppe von zehn Gästen empfängt er pro Abend, denen an einem geheim gehaltenen Ort ein exklusives 20-Gänge-Menü serviert wird. Jedes Gericht wird in Kombination mit speziellen audiovisuellen und olfaktorischen Effekten kredenzt – ein Sinnesgenuss der Extraklasse!

An extravagant feast for the senses promised by chef Paul Pairet with his avant-garde restaurant concept Ultraviolet. It receives a table of ten guests per night, serving an exclusive 20-course meal at an undisclosed location. Each dish is proffered in combination with specific audio-visual and olfactory effects - **a sense of enjoyment of the highest class!**

Tai Yang, *Hotel* magazine (China), May 2014

多重感官餐厅“紫外线”Ultraviolet，由法国厨师 Paul Pairet 开设，集美食与各种感官科技于一体。这是一间极具神秘气质的创意餐厅，拥有未知的地址、360度主题影像墙面和餐桌以及创意无限的菜肴。(…)让顾客感觉像一次梦幻旅程。

The restaurant “Ultraviolet”, was launched by French chef Paul Pairet, uniting food and multi-sensory technology. This restaurant is full of mystery and originality; unknown location, 360-degree surrounding visual projection and the cuisine with endless creativity. (...) For diners it feels like a dream journey.

Alisée Pornet, *Le Monde Style & Vous*, April 21, 2014

<http://mondeacstylevous.blog.lemonde.fr/2014/04/21/la-gastronomie-met-les-sens-au-coeur-de-lassiette/>

La gastronomie met les sens au cœur de l'assiette

La vue, l'ouïe et l'odorat sont dorénavant convoqués dans une gastronomie à l'avant-garde des sens. Parmi d'autres, le restaurant Ultraviolet, à Shanghai, et son chef français innove tant qu'il affiche complet pour les trois prochains mois.(...) L'objectif n'est pas de divertir, mais d'élaborer un « scénario qui éclaire le plat » : « La scénographie est là pour ramener au plat, lui donner plus de force », explique Paul Pairet. L'emprise est telle sur les gens qu'on arrive à décupler le goût, à le rendre plus fort ». Par-delà ses cuisines, c'est tout un nouveau courant à la frontière des sciences et de l'art qui se penche sur le mystérieux plaisir des sens.

Thalassa – France 3, April 11, 2014

<https://www.youtube.com/watch?v=uSuEdZlxFu0>

Shanghai - voyage au centre du monde
(Report on Paul Pairet, his restaurants and Shanghai)

James Brennan, *Fine Dining Lovers*, April 11, 2014

<http://www.finedininglovers.com/stories/western-chefs-heading-east/>

Asian appetites for new and exciting culinary experiences present mouthwatering opportunities for creative chefs like Paul Pairet. His Ultraviolet restaurant in Shanghai sends diners on a multi-sensory journey, combining food, film, ambient lighting, scent and sound in a boldly imaginative culinary experiment. One minute you're eating fish and chips to The Beatles as the rain lashes around you, the next you're tucking into melted Gummi Bears while the restaurant staff run laps around the communal table.

Debbie Soo, *Crave* (HK), April 2014

Ultraviolet by Paul Pairet

Opened by French chef Paul Pairet, famed for the popular French bistro Mr & Mrs Bund, this elusive Shanghai restaurant offers an innovative dining experience that engages all the senses. (...) **The scene changes with each of the more than 20 courses in a hi-tech, avant-garde approach to eating, complete with a masterful blend of experimental and simple cooking techniques.**

Jennifer Flowers, *Travel + Leisure* SEA, April 2014

THE HOTSHOT EXPAT – SHANGHAI - PAUL PAIRET

Following successful Mr. & Mrs. Bund, the French-born chef's Ultraviolet by Paul Pairet is a multisensory experience, with videos, a musical score and an avant-garde 22-course dinner.

Julieta Martialay, *ELLE Spain*, March 2014

Shanghai

Carga las pilas. El vuelo es largo, sobre todo si optas por ir vía Londres, pero el destino lo merece. (...) Y también de una creatividad gastronómica que asombra al mundo, como las propuestas sensoriales del chef

U L T R A V I O L E T

BY PAUL PAIRET

Paul Pairet en Ultraviolet. Shaghái lo tiene todo para enamorarte.
Charge the batteries. The flight is long, especially if you choose to go via London, but the destination deserves it. (...) **a gastronomy creativity that astonishes the world, as sensorial presentation by chef Paul Pairet at Ultraviolet.** Shaghái has it all to fall in love with.

Anja Fahs, *Das Produktkulturmagazin* (Germany), March 2014

Shanghai Surprise: Ultraviolet

Ultraviolet ist das multisensuale Restaurant des französischen Starkochs Paul Pairet. **Die avantgardistische Küche Pairets ist eigentlich unbeschreiblich. Wollte man dennoch versuchen, sie in Worte zu fassen, wären Attribute wie „verdreht, klassisch, entgegengesetzt, ironisch, natürlich, surreal, übertrieben“ die wohl treffendsten.**

Shanghai Surprise: Ultraviolet

Ultraviolet is the multi-sensual restaurant of the famous French chef Paul Pairet. **Pairet's avant-garde cuisine is actually indescribable. If you try to put into words, the most suitable adjectives would be like "twisted, classic, contrasting, ironic, unpretentious, surreal, extreme".**

Wen Jia, *Marie Claire* (China), March 2014

内涵美食 – 用餐是一场华丽冒险 – 世界唯一的感官餐厅Ultraviolet

Food that has inner beauty - Dining is a splendid adventure - Ultraviolet, the first multi-sensory restaurant of its kind

Amy McKeever, *Eater*, February 26, 2014

<http://eater.com/archives/2014/02/26/tough-doors-ultraviolet.php>

How to Get a Reservation at Ultraviolet in Shanghai

In May 2012, French chef Paul Pairet opened his 10-seat multi-sensory restaurant Ultraviolet in an undisclosed Shanghai space. (...) As former New York Times critic Frank Bruni put it back in October, **Ultraviolet "is one of a mind-bending kind."**

Adventurous diners have also made Ultraviolet into one of world's tougher reservations. (...) In the following interview, Seckemeier explains how Ultraviolet's booking system works and offers tips on how to score a reservation.

Sara Porro, *Fine Dining Lovers*, February 21, 2014

<http://www.finedininglovers.com/stories/shanghai-restaurant-ultraviolet-paul-pairet/>

Behind the Scenes of Ultraviolet Restaurant for a Multi-Sensory Dinner

An evening at the secret Shanghai restaurant, in the kitchen with chef Paul Pairet: a multi-sensory journey through the whole 20-course tasting menu.

(...) Standing in my tiny corner of the kitchen, I share their enjoyment of the beautiful food and watch, Big Brother-like, their delight for the perfect show. **This might not be, as Pairet would say, artsy, but it is art, art in much the same way a great movie is.**

Bum-Soo Kim, *Bar & Dining* (Korea), February 2014

(From Korean) Covert Greatness – Ultraviolet

What is the best restaurant in Shanghai now – it's "Ultraviolet" (...) Through 2013 this is **the most amazing and exciting experience from my bucket list.**

Sebastiaan Vanhaeren, *WBPStars*, January 26, 2014

<http://www.wbpstars.com/ultraviolet-by-paul-pairet.html>

Ultraviolet by Paul Pairet – Evolution

Situated at a secret location somewhere in Shanghai, Ultraviolet takes its guests on a culinary journey where the music, lighting and even the smell of the room are all carefully chosen to match the plate.

This holistic approach takes fine dining to a whole different level and turns dinner at Ultraviolet into a truly unique experience.

Melinda Joe, *South China Morning Post*, January 9, 2014

<http://www.scmp.com/magazines/style/article/1393915/dishing-it-out-chefs-are-offering-diners-multisensory-experience>

Ultraviolet, which opened in 2012, bills itself as the world's first "immersive dining restaurant", the result of Pairet's desire to control every aspect of the dining experience. (...) Equipped with 60 LED lights and seven projectors, a surround-sound audio system, air pressure and temperature controls, and a dry-scent diffusion system, **the 10-seat restaurant is the culinary world's equivalent of The Matrix.**

Michel Temman, *Paris Match*, January 5, 2013

<http://www.parismatch.com/Actu/Economie/Shanghai-trois-Francais-en-haut-de-l-affiche-542893>

Si Shanghai n'est pas l'Amérique, c'est en tout cas leur terre promise. Olivier Chouvet, Paul Pairet et Frédéric Raillard, trois self-made-men français débarqués en Chine sans parler un mot de chinois, se sont hissés en un temps record en haut de l'affiche. (...)

Le chef Paul Pairet, 49 ans, débarque, lui, en 2005 pour diriger le Jade on 36, resto huppé du Pudong Shangri-La. Rapidement, cet acharné du travail monte son restaurant, Mr & Mrs Bund, qui attire vite le Tout-Shanghai. Mais c'est son nouveau restaurant, caché sur un parking derrière une façade quelconque, qui défraie la chronique: Ultraviolet, un ovni gastronomique ouvert avec les capitaux du groupe taïwanais Vol. Selon le « New York Times », l'endroit est « **l'une des meilleures tables du monde** ». Avis partagé par deux pères spirituels du Français: Alain Ducasse et Pierre Hermé. Paul Pairet régale dix convives par soir, prêts à déboursier entre 300 et 600 euros pour goûter son « huître au caviar, à la mousse d'eau de mer et au jus de citron » et un dîner de quatre heures. Sa liste d'attente atteint six mois !

If Shanghai is not America, it is certainly their promised land.

Olivier Chouvet, Paul Pairet and Frédéric Raillard, three French self-made men landed in China without speaking a word of Chinese, have risen in record time at the top of the billboard. (...)

Chef Paul Pairet, 49, landed in 2005 to head the Jade on 36, upscale restaurant in the Pudong Shangri-La. Soon, this hard-working launched his restaurant, Mr & Mrs Bund, which attracts quickly all Shanghai. But **it is his new restaurant, hidden in a parking lot behind a façade that makes the headline: Ultraviolet, a gourmet UFO opened with the capital of a Taiwanese group-Vol.** According to the "New York Times", the place is "**one of the best restaurants in the world.**" This opinion is shared by two spiritual fathers of the French: Alain Ducasse and Pierre Hermé. Paul Pairet regales ten people per evening, who are willing to pay between 300 and 600 euros to taste his "oysters with caviar, the seawater mousse and lemon juice" and a dinner of 4 hours. The waiting list reaches six months!

Jerome Chapman, *Références Hôtelières-Restaurateurs International*, January 2014

(From French) **At Ultraviolet Paul Pairet expresses a unique culinary talent at the peak of his art ... Each dish is meticulously prepared as a gem. And tasting is pure happiness. The multisensory experience is efficient and marvellous.**

Heike Neuenburg, *Unique* (Germany), January 2014

(From German) This is not a science fiction fantasy, but **an experience masterfully staged by the French star chef Paul Pairet.** Paul has a fabulous sense of drama and with his visionary presentation of the courses he explores the limits of the imagination. His new restaurant Ultraviolet rocketed into top position as Shanghai's culinary hotspot. (...) **Paul creates dream worlds to accompany the precisely prepared dishes, works of art that make fine dining into grand, multi-sensory experience. We are astonished, surprised, unsettled, amused, shocked, amazed, ecstatic.** The Maestro calls it "Psycho Taste". It's all about what the essence of taste is, how it is influenced and intensified.

William Drew, *National Geographic Traveller* (UK), January-February 2014

For the more adventurous, **Ultraviolet by Paul Pairet is less a conventional restaurant, more a multisensory experience with food at its heart — its 20-course odyssey available to just 10 diners a night at a mystery location.**

Maja Hoock, *L'Officiel Hommes* (Germany), December 18, 2013

<http://news.lofficiel-hommes.de/mixed/high-end-dinner-das-ultraviolett/>

(From German) The Ultraviolet restaurant in Shanghai, the dinner becomes a Gesamtkunstwerk - incredibly pretentious but also awesome.

(...) **Ultraviolet in Shanghai is one of the few examples where molecular gastronomy, sensory impressions and provoked associations are matched so well and thought out among each other, a meal as a Gesamtkunstwerk – a total work of art.** Each course comes with a perfectly matched drink and its very own sense of space.

(...) Consistencies, flavors and cooking point are combined perfectly. Therefore, Ultraviolet has been elected No. 8 among the thousands of restaurants across Asia.

Marian Shek, *The Cultural Trip*, December 12, 2013

<http://theculturetrip.com/asia/china/articles/shanghai-s-ten-best-cultural-restaurants-dining-in-china-s-megacity/>

Ultraviolet | This high concept restaurant takes experimental, and experiential, dining to a whole new level. Conceived by much lauded French chef Paul Pairet, Ultraviolet was launched in May 2012 and has boggled minds and taste buds ever since. (...) Hardcore food-lovers will relish this chance to engage their imaginations as well as their stomachs.

AFP, December 13, 2013

<http://sq.news.yahoo.com/culinary-opera-light-shows-trend-2014-171124283.html>

<http://www.foodsquare.net/restaurant-ultraviolet-shanghai-afprelax-131213-jpg/>

Culinary opera and light shows to trend in 2014

(...) **One of the major restaurant trends set to take off next year, for example, is the sensory dining experience pioneered by French chef Paul Pairet, whose avant-garde restaurant Ultraviolet in Shanghai serves up a theatrical meal that engages all the senses.**

After being spirited away to a secret, undisclosed location, guests brace themselves for a 20-course meal that's accompanied by a cinematic show in which images of a rainforest or blizzard are projected onto a 360-degree wraparound projection screen or on their tabletops. Each course gets its own soundtrack, while timed atomiser sprays may infuse the room with the smell of soil to evoke the black forest.

El Celler de Can Roca in Girona, Spain, which currently holds the title of best restaurant in the world from Restaurant magazine, also took cues from Pairet by opening a similarly operatic show with *Il Somni* this year

* Cindy Chupack, *Afar*, December 9, 2013

<http://www.afar.com/magazine/spin-the-globe-cindy-chupack-in-shanghai>

It was the most unbelievable meal I have ever had, with wildly inventive dishes that were never inventive just for the sake of invention. It was taste over technology, new because it was improved. (...) no matter how playful or profound the presentation, the food was the star. French chef Paul Pairet had considered all of the senses—sound, sight, smell, feel, and certainly taste.

Vvka Yu, *Men's Uno* (China), December 2013

Hidden Michelin Stars (The restaurants in Shanghai & Beijing that have the standard/quality of Michelin-starred restaurants)

全球只有在这里，Ultraviolet，第一家此种类型的实验式餐厅，浑身都是与众不同。

Ultraviolet, the first experimental restaurant of its kind in the world, is full of extraordinary.

Véronique Franceschini, *Saveurs*, November 26, 2013

<http://www.saveursdunet.com/ultraviolet-shanghai-vivez-une-experience-unique-au-monde/>

Ultraviolet est un restaurant unique en son genre. Il propose une expérience gustative, axée autour de la multi-sensorialité.

Un chef inspire: Paul Pairet est ce qu'on peut appeler un cuisinier intrépide. (...) C'est en Chine qu'il a fini par déposer ses valises, pour s'installer à Shanghai. Il y a monté le concept du restaurant nommé l'Ultraviolet. L'idée de base est la notion de multisensorialité. Le dîner est une expérience globale, où tous les sens sont mis à contribution. (...) Il s'agit d'un concept complètement avant-gardiste, qui pourra intriguer par son originalité.

Ultraviolet is a unique restaurant of its kind. It offers a taste experience, centered by the multi-sensory.

An inspiring chef: Paul Pairet is what may be called an intrepid cook. (...) It is in China where eventually he dropped his bags and moved to Shanghai. He rode there the concept restaurant named Ultraviolet. The basic idea is the notion of multisensoriality. Dinner is a global experience, where all the senses are involved. (...) **This is a completely avant-garde concept, which intrigues people by its originality.**

Gastronomie Magazine, November-December 2013

Ultra Violet, le restaurant dirigé par Paul Pairet à Shanghai est un lieu unique au monde. Une seule table où dix convives vont vivre une expérience particulière. (...) En cuisine, tout est planifié, orchestré, mise en musique et en images par 25 personnes qui travaillent à n'en nourrir que 10, dans ce restaurant avant-gardiste.

Ultra Violet, the restaurant led by Paul Pairet in Shanghai is a unique place in the world. One table where ten people will live a unique experience. (...) In the dinner, everything is planned, orchestrated, and designed from music to images by 25 people who work to serve only 10 in this avant-garde restaurant.

Sophie Friedman, *Forbes Travel Guide*, November 2013

<http://www.forbestravelguide.com/shanghai-china/what-are-the-most-unusual-dining-experiences-in-shanghai>

On the complete opposite end of the unusual Shanghai dining experiences spectrum is Ultraviolet. Shanghai's most unique and certainly most exclusive restaurant, the restaurant is the brainchild of French chef Paul Pairet, and one that was 15 years in the making. The dining room is a stage for the evening's performance and the audience is one table of 10. Ultraviolet is a literal feast for the senses.

U L T R A V I O L E T

BY PAUL PAIRET

Jaehoon Jung, *Heren Magazine* (Korea), November 2013

(From Korean) Shanghai, **Gourmet ecstasy** in 4 hours

Among many fine restaurants in Shanghai **this unique one was open with personality**. Directly from the fancy scientific name, giving the impression of the 'Ultra Violet'. Shanghai's popular restaurant Mr & Mrs Bund's French chef Paul Pairet creates the avant-garde cuisine and a quaint dining area to showcase the food.

Lorena Espinosa, *El Horizonte*, October 23, 2013

<http://elhorizonte.mx/a/noticia/435654>

Ultraviolet by Paul Pairet Se puede decir que este restaurante es el más famoso actualmente en Shanghai. (...) el chef Paul Pairet combina perfectamente los efectos de los sentidos con innovadores platillos.

Ultraviolet by Paul Pairet can be regarded as the most famous restaurant in Shanghai today. (...) chef Paul Pairet perfectly combines the effects of the senses with innovative dishes.

Lauren Holdcroft, *Shanghaiist.com*, October 17, 2013

<http://shanghaiist.com/2013/10/17/shanghai-ultraviolet-restaurant-an-all-sensory-experience.php>

An all-encompassing sensory experience at Shanghai's Ultraviolet restaurant.

In the quest for the perfect culinary experience, restaurant owners will go to great lengths to create a unique dining atmosphere for customers. **Nothing quite compares to Paul Pairet's new restaurant Ultraviolet in Shanghai.**

Fine Dining Lovers, October 16, 2013

<http://www.finedininglovers.com/blog/out-of-the-blue/ultraviolet-paul-pairet-shanghai/>

The Taste of Emotion - Multisensory Dining at Ultraviolet

The venue, which is kept secret from the diners lucky enough to get a seat, even has technology fitted to disperse scent at certain points throughout the meal increasing diners perception of smell. (...) a new video by The New York Times we can now look behind the scenes at the restaurant, hearing from the chef and discovering just how a dinner at this futuristic restaurant plays out.

Travel + Escape (Canada), October 15, 2013

<http://www.travelandescape.ca/2013/10/10-new-fusion-flavours-you-must-experience/>

10 New Fusion Flavours You Must Experience

Ultraviolet by Paul Pairet is an immersive dining experience in Shanghai, by French chef Paul Pairet. The restaurant is pure theatrics; with surround sound, and floor-to-ceiling video screens, in an effort to provide diners **with the ultimate multi-sensory experience.**

Evelyn Chen, *Epicure* (Singapore), October 2013

Paul Pairet made Shanghai proud when he took home not one but three honours at San Pellegrino's inaugural Asia's 50 Best Restaurant event held in Singapore. Other than the coveted Lifetime Achievement award, Pairet also creamed off two lofty spots on the top 10 list for his pair of Shanghai eateries—Mr & Mrs Bund (No. 7) and Ultraviolet (No. 8).

Ultraviolet: Paul Pairet could have been a director/producer if he weren't the chef extraordinaire that he is.

This much—and more—you'll conclude at the end of the 22-course UV-A tasting menu with wine/beverage pairing at his 17-monthold Ultraviolet. **Here, a meal is not just about Pairet's part-classical, part experimental creations but a journey in multi-sensorial extravagance.**

Hans Mahr, *Falstaff* (Germany), Issue 5, 2013

(Translated from German) After a few decades in the media business I developed a strong rejection of superlatives. So many things wanted to be sold as the "most exciting", "best", "most beautiful" to me. And often afterwards the disappointment was huge.

Now, I have actually experienced something that justifies culinary superlatives - of all in Shanghai. In his guerrilla-like uniform, more like Che Guevara than an experienced cook looking – **in his Ultraviolet, the French Paul Pairet is presenting a spectacle for all senses.** (...)

Everything has to fit together - eat, drink, film, air, music, of which Paul is convinced. And it provides the proof. (...) Pairet explains: Avant-Garde has nothing to do with food technology, but with feeling, with all your senses!

Jenny Gao, *Jing Daily* (China), September 27, 2013

<http://www.jingdaily.com/fully-immersive-shanghai-restaurant-ultraviolet-adopts-unconventional-business-model/36668/>

It is no surprise that the most futuristic restaurant in the world is in Shanghai.

ULTRAVIOLET

BY PAUL PAIRET

Ultraviolet, which chef Paul Pairet calls “the project of my life”, needs almost no introduction. As the first restaurant attempting to unite food with multi-sensory technologies to create a “fully immersive” experience, it parades some astonishing stats.

(...) **The journey that followed was absorbing, at times psychedelic, full-on, often parodic, and playful.** (...) Several times, I was left feeling like there couldn't possibly be anything that could make the dish better, an affirmation of Pairet's ethos that “a dish is ready when there is nothing left to add or take away... above all, flavors should taste divine, assertive, sending taste buds into raptures”.

City Weekend Beijing, September 19, 2013

The man behind Mr & Mrs Bund, Paul Pairet, is also the man behind **Shanghai's most unmissable dining experience, Ultraviolet**. Designed to play on your “psycho-taste” - all the sensory cues that affect your first bite - **this is a meal unlike any other in the world**. The 10-seat dining room is served by a team of 25 and outfitted with state-of-the-art technology that allows them to prime your taste buds with images on a 360-degree projection screen and pump in sounds and smells to enhance it all.

Samantha Sánchez, *Posh* (Mexico), September 18, 2013

<http://www.poshmag.com.mx/blog/ultraviolet/>

La gastronomía futurista es el arrebato de la década y Paul Pairet, el internacionalmente reconocido chef francés, crea ante esta imperante necesidad de digitalizar nuestro mundo, el exclusivo restaurante parisino «Ultraviolet». (...) Al paladear los alimentos, se pretende transportar al comensal a alguna época o lugar propio del platillo, llevando una necesidad básica como es el comer, a un nivel más sensitivo e intelectual.

The futuristic cuisine is the rapture of the decade and Paul Pairet, the internationally recognized French chef, created before this urgent need to digitize our world, the exclusive restaurant "Ultraviolet". (...) When you taste the food, it transports the diner to any time or place, and makes this basic need as eating becoming more sensitive and intellectual.

La Fouine Cuisine of MSN CA, September 9, 2013

<http://lafouinecuisine.ca/2013/09/ultraviolet-un-resto-multisensoriel.html>

Ambiance futuriste, technologie multisensorielle et bien sûr plats originaux. Le restaurant Ultraviolet du chef Français Paul Pairet fait de plus en plus parler de lui. C'est que l'établissement, situé à Shanghai en Chine, offre une expérience psychogustative, alliant art culinaire et divertissement, aussi unique que théâtrale...

Futuristic atmosphere, multisensory technology and of course original dishes.

The **Ultraviolet restaurant by French chef Paul Pairet** is becoming more and more of him.

This is a establishment located in Shanghai China, **offers unique psycho-taste experience combining culinary arts and entertainment...**

The Shanghai Best Book 2014 by City Weekend, September 2013

Ultraviolet - 3 D your meal

This 10-seat restaurant is Chef Paul Pairet's (also of Mr & Mrs Bund) dream restaurant and was 10 years in the making before it finally opened in 2012. (...) **It's all presented with cinematic flair, from the credits that roll at the end of the meal to the dishes themselves, which are created as molecular gastronomic masterpieces with fun and unexpected quirks around every corner. You'll laugh, you'll cringe, your senses will swim in wonderment as every dish comes and goes** - very little is exactly as it seems at this restaurant.

That's Shanghai, September 2013

BEST CHEF: Paul Pairet

A Frenchman with a mind for delicious madness, Pairet continues to bewitch with big ideas and spontaneous cuisine. (...) he's won accolades for his quirky French flair at Mr & Mrs Bund and nabbed rave reviews with his wild and wonderful grand experiment, Ultraviolet. Set in an unmarked warehouse with only 10 seats and serving 20 courses, this secretive spot still has the city buzzing more than a year after its opening.

Anne Chen, *Mook Travler* (Taiwan), September 2013

Ultraviolet

法國主廚 Paul Pairet 擘畫這場實驗性的飲食新體驗，把「吃飯」這件事該要經歷的聽、觸、看、嚐、聞五感再次放大，給予一種很實際卻又超現實的詮釋。(...)

French chef Paul Pairet has conceived this experimental and original dining experience, maximizing the impact to the five senses of eating, including listening, touching, watching, tasting and smelling. This is a very real, also surreal culinary presentation.

ULTRAVIOLET

BY PAUL PAIRET

Cindy Chupack, [AFAR.com](http://www.afar.com), August 30, 2013

http://www.afar.com/highlights/truffle-burnt-soup-bread-from-ultraviolet?context=nav_location&context_id=china

Ultraviolet's TRUFFLE BURNT SOUP BREAD is one of the most delicious dishes in one of the most delicious (20-course!) meals you will ever experience, and it only happens in Shanghai.

French chef Paul Pairet calls his 10-seat, single-table creation a "fully immersive dining experience," and I am happy to report, it is. (...) **The food is the star, but the other audiovisual elements (and scents!) and the staff's performance and attention to detail conspire to make this a night you will never forget.**

Vanessa Tai, *L'Officiel Singapore*, August 2013

Ultraviolet

Why it's an **"it" place**: Imagine tucking into mouthwatering seafood, accompanied by the melodious sound of crashing waves in the background and the unmistakable scent of saltwater wafting through the air. This fantastical 4D experience is not only possible at Ultraviolet; it's their entire selling point. Ultraviolet is the brainchild of Chef Paul Pairet, (...) you'll embark on **a 20-course feast, experiencing a theatre of sights, sounds, scents and of course, tantalising tastes.** (...) quite possibly the best dining experience in the world.

Louise Henderson, *Exquisite Taste*, August-October 2013

<http://www.exquisite-taste-magazine.com/all-editions/august-october-2013/gourmet-reviews/shanghai/a-feast-for-the-senses.html>

Ultraviolet by Paul Pairet – A Feast for The Senses

After simmering in Paul Pairet's think tank for over fifteen years, **Ultraviolet emerged as a fully immersive, multi-sensorial dining experience that transgresses the rules of fine dining in a fantastical and utterly astounding way.** Uniting food with sensory-tingling technologies, Ultraviolet is **the first restaurant of its kind, and it will shake your gustatory emotions.**

Inspire Travel (Singapore), Autumn 2013

Revealing the lineup of the newest award-winning and celebrity chef restaurants

China: Ultraviolet

Awarded San Pellegrino's World's Best 50 Restaurants in Asia, Ultraviolet has revealed a novel dining experience since its opening in May 2012. (...) **Dinner is not just a gastronomic experience but a sensory play that has been specially choreographed by Chef Paul Pairet** and the Ultraviolet Team, offering multi-sensorial high end technology, adorned with lights, music, scents, cool air blow and immersive projection.

Condé Nast Traveler (China), August 2013

http://www.cntraveler.com.cn/lifestyle/food-drink/news_1513c0e95e7761a3-9.shtml

Ultraviolet 绝对前卫

Ultraviolet 的到来让所有人为之震惊 (...) 这是世界名厨Paul Pairet 在苏州河附近的餐饮杰作，是对“前卫用餐体验”的极致诠释 (...) 去过之后你就一定不会忘记。它的存在已经超越了食物本身。

Ultraviolet - Absolute Avant-Garde

The opening of Ultraviolet has stunned everyone (...) **This is the culinary masterpiece by the world-renowned chef Paul Pairet near Suzhou Creek, the ultimate interpretation of "avant-garde dining experience".** (...) Once you visit there you will never forget. It surpasses the food itself.

Liu Jin, *Lifestyle Journal* (Hong Kong), July 29, 2013

<http://lj.hkej.com/foodwine/article/id/93760>

耀眼紫外線

El Bulli 曾多年蟬聯世界最佳餐廳，舵手 Ferran Adria 開創了現代飲食新一頁。 (...) 往後吃過的高級料理鮮有如此出色而令人驚喜者。最近在上海吃了一頓終極盛宴，可說是繼 El Bulli 後飲食界另一里程碑。 (...) 令五官得到前所未有的體驗。

The Dazzling Ultraviolet

El Bulli was ranked the world's best restaurant for quite some years. With it Ferran Adria set up a new chapter in culinary at that time. (...) after that I could not feel much surprised in any other fine dining.

Until recently, I had **such an ultimate dinner in Shanghai, which I consider another milestone in culinary world after El Bulli.** (...) **The impact to our five senses is the strongest that we've ever felt so far.**

Thor Jensen, [Tested.com](http://www.tested.com), July 24, 2013

<http://www.tested.com/food/454196-high-tech-restaurants-wed-love-eat/item/ultraviolet-shanghai/>

U L T R A V I O L E T

BY PAUL PAIRET

High-Tech Restaurants We'd Love to Eat At: Ultraviolet, Shanghai

Paul Pairet's cutting-edge Ultraviolet aims to make eating out something truly remarkable. (...) The food is clever and whimsical, using molecular gastronomy techniques to put new spins on classic concepts. **It's a presentation unlike anything else in the world.**

Crystyl Mo, *Condé Nast Traveler* US, July 2013

<http://www.cntraveler.com/food/2013/07/best-new-restaurants-2013/shanghai>

Best New Restaurants, Shanghai: Ultraviolet

French chef Paul Pairet's avant-garde one-table, ten-seat restaurant has received so many breathless accolades that it's hard to believe the place is only a year old. Housed in a warehouse in a secret location, the "multisensory" Ultraviolet is part IMAX, part molecular gastronomy.

Each of 22 technically daring courses is paired with surround-sound music, videos on the screens/walls, lighting cues, scents, and liquids from a Grand Cru Riesling to a strawberry gazpacho.

Joanna Hutchins, *Accidental Epicurean*, June 28, 2013

http://accidentalepicurean.com/2013/06/our-top-10-favourite-best-restaurants-in-shanghai/?utm_source=rss&utm_medium=rss&utm_campaign=our-top-10-favourite-best-restaurants-in-shanghai

Once-in-a-lifetime dining experience: Ultraviolet - Chef Paul Pairet's multisensory, 360 degree dining experience is **one of the most memorable meals we have had in our lifetime.** Really. It's a 21-course food "journey" for a lucky 10 dinners per night.

Justin Fischer, *SmartShanghai*, June 21, 2013

<http://www.smartshanghai.com/wire/dining/ultraviolet-unveils-its-second-menu>

Ultraviolet Unveils its Second Menu

(...) **Sensation is sensation. It doesn't matter what induces it, only that it's pleasurable.** (...) **There are lots of clever little in-jokes and references, plenty of theatrics and a generous helping of camp.** **Most importantly, the food is still spot on, with plenty of surprises in its own right.**

Ewa Trzcionka, *Design Alive* (Poland), Summer 2013

Obiad na Księżycu: Szanghajska restauracja Ultraviolet łączy jedzenie z multi-sensoryczną technologią, zmieniając zwykłą fizjologiczną czynność w ceremoniał zaspokajania wszystkich zmysłów

The Dinner on the Moon: **Shanghai restaurant Ultraviolet combines food with multi-sensory technology, changing the normal physiological activity into a ceremonial gathering of all the senses**

Time Out Shanghai, June 4, 2013

[http://www.timeoutshanghai.com/features/Shanghai for Visitors-Where to eat drink/2206/Five-of-Shanghais-best-international-restaurants.html](http://www.timeoutshanghai.com/features/Shanghai%20for%20Visitors-Where%20to%20eat%20drink/2206/Five-of-Shanghais-best-international-restaurants.html)

Five of Shanghai's best international restaurants: Ultraviolet

Celebrity chef Paul Pairet's revolutionary 10-seat multi-sensory experience Ultraviolet was years in the making. (...) **It's a truly sensory-bending dining experience.**

Innova magazine, June 2013

<http://www.innova-magazine.com/?q=es/content/article/shangh%C3%A1i-pa-exquisitos>

<http://www.innova-magazine.com/?q=en/content/article/shanghai-gourmets>

Ultraviolet by Paul Pairet

A unique sensory experience in China. It is the first experimental restaurant in the world: ten diners share a high tech table with lights, sounds, music, images and smells. This proposal comes with an "Avant-Garde" menu.

Xu Li, *Voyage* (China), June 2013

Ultraviolet by Paul Pairet 的内部结构，源于主人对于“心理味觉”的研究。所谓“心理味觉”，是除了味觉本身之外，与味觉有关的一切事物。(...) 它是影响我们味觉认知的一切元素。Ultraviolet by Paul Pairet 为我们提供一场大胆私密的用餐体验，它运用了全部的感官认知，创造出终极奢华：情感。

What happens inside of Ultraviolet by Paul Pairet is originated from the Chef's study on "Psycho Taste". "Psycho Taste" is everything about the taste but the taste. (...) It influences our acknowledgment on all the elements of the sense of taste. **Ultraviolet by Paul Pairet presents us a daring, intimate dining experience. It requires all of our senses, and creates the ultimate luxury: Emotions.**

U L T R A V I O L E T

BY PAUL PAIRET

Talk, June 2013

Paul Pairet: Getting Creative in the Kitchen

Known throughout the city (and the world, for that matter) for his mindblowingly creative cuisine, Chef Paul Pairet has made Shanghai his home because he loves its energy and its constant progress forward into the next generation. (...) **Chef Paul is charismatic presence on Shanghai's dining scene, with a devilish sense of humor and a straightforward attitude, which belies his complex and layered cuisine.**

Home & Living Trends (China), June 2013

(Translated from Chinese) **Ultraviolet - The world's first sensory restaurant**

Ultraviolet is helmed/opened by Chef Paul Pairet, also of Shanghai's popular French restaurant Mr & Mrs Bund. It centralizes fine cuisine and multi-sensorial technologies to present multi-layered dining which goes beyond the taste.

Charlotte Jones, GLAM UK, May 17, 2013

<http://uk.glam.com/an-interview-with-sensory-architect-russ-jones/>

An Interview With Sensory Architect Russ Jones

(...) Other than Heston, have you come across any bars or restaurants getting the sensory experience right?

A: There are people who do small elements of it but not necessarily as a whole concept. **There's a great experience you can have out in Shanghai at a restaurant called Ultraviolet. Everything is designed.** You get driven to a warehouse where the lights are off, then they come on, there's sea spray, you get served food, there's visuals, actual projections. **The idea was created by chef Paul Pairet. He's really pushing the boundaries.**

Sophie Friedman, Startle (online travel guide by Forbes), May 16, 2013

<http://blog.startle.com/sampling-a-taste-of-shanghai's-most-exclusive-restaurant>

Ultraviolet sweeps the entire spectrum of senses for an entirely unorthodox experience.

Leah Gonzalez, PSFK, May 16, 2013

<http://www.psfk.com/2013/05/multisensory-dining-sight-sound-smells.html>

Shanghai-based international chef Paul Pairet has recently opened a 10-seat restaurant that lets its guests experience dining with sounds, smells, music, and projections. **Ultraviolet is a multi-sensory restaurant that combines exquisite and top quality cuisine and advanced technology.**

Stylesight, May 14, 2013

<http://blog.stylesight.com/lifestyle/ultraviolet-in-shanghai>

Immersive Dining: Ultraviolet in Shanghai

Shanghai-based, internationally renowned chef, Paul Pairet has opened his second restaurant in the Paris-equivalent of the East. **The avant-garde chef unites cutting-edge technology and quality cuisine** as a total of 56 speakers, high-resolution projectors, dry smell projectors and a wind turbine **create a truly immersive experience.** (...) **With its own "taste-tailored atmosphere", comprising scents, sounds, projections and music, the experience enriches each course.**

Vivian Song, AFP Relaxnews, May 11, 2013

<http://www.euronews.com/in-vogue/1952766-did-el-celler-de-can-roca-copy-a-shanghai-based-french-chef/>

<http://www.globalpost.com/dispatch/news/afp/tourism/130511/did-el-celler-de-can-roca-copy-shanghai-based-french-chef>

Did El Celler de Can Roca copy a Shanghai-based French chef?

(...) And while Pairet says he harbors no animosity toward the Roca brothers Joan, Jordi and Josep, during an interview with Relaxnews in Paris back in March, the 48-year-old wanted to make one thing loud and clear: **"We were the first one to do this."**

When he says, "we," Pairet refers to his Shanghai eatery Ultraviolet. And when he says "this," he is referring to the concept of elevating the dining experience with, for instance, timed atomizer sprays that infuse the room with the smell of soil or a carefully selected soundtrack to accompany specific dishes. (...)

Setting the record straight

Ultraviolet opened a year ago this month to rave reviews after 15 years of research, thought and development.

But he first shared the idea at back in 2010 at a major food festival in France, Omnivore, where the concept, it seems, caught on.

Months ago, to give him a courtesy 'heads-up call,' the Roca brothers wrote Pairet a letter informing the Shanghai chef of their plans to likewise create a culinary opera. And while he chooses his words carefully to avoid betraying any ill will, Pairet wants to set the record straight and make sure credit is given where it's

U L T R A V I O L E T

BY PAUL PAIRET

due.

Meanwhile, like the fast-talking, enthusiastic chef himself, **the 20-course meal at Ultraviolet strives to strike a balance between fine dining and good humor.**

(...) Despite all the extra-sensory embellishments, however, Pairet insists that the focus of the evening is to give the spotlight to the food and is quick to issue a rebuke at the slightest hint that the experience be similar to a 'dinner-show.'

"Ultraviolet is a restaurant. Definitely not Moulin Rouge, or Fantasia," he explains.

(...) But it's also a demonstration of resistance to the à la carte model, he adds, in which different dishes are presented across the restaurant under the same music, décor and ambiance. (...)

Damian Harper, Christopher Pitts, *Lonely Planet Shanghai*, May 2013

<http://www.lonelyplanet.com/china/shanghai/restaurants/gourmet/ultraviolet>

Ultraviolet (Gastronomic) (...) China's most conceptual dining experience.

A meal consisting of 22 courses - each accompanied by a different sensory mood (sounds, scents and images) - **this is Paul Pairet's masterpiece**, years in the making. **Revolving around his signature mischievous creations, a dinner here is bound to be unlike anything you've ever experienced before.**

Brian Johnston, *Voyeur (Virgin inflight magazine)*, May 2013

<https://travel.virginaustralia.com/voyeur-article/redefining-luxury>

Ultraviolet restaurant, Shanghai China

There's no more outrageously original restaurant on the planet than the recently opened Ultraviolet, which its maverick avant-garde French head chef Paul Pairet describes as a "multi-sensory experience".

Food Inspiration, Multisensory Edition, May 2013

http://magazine.foodinspiration.com/nl/magazine/5222/722314/multisensorische_restaurants.html

Multisensory Restaurants

Met geuren, luchtstromen, geluid en projectie schept de Franse topchef Paul Pairet bij elke gang - twintig in totaal - een totaal nieuwe mood.

The one joint table is only for ten guests. **With fragrances, air flow, sound and projection the French master chef Paul Pairet creates for each course - twenty in all - a totally new mood.**

Restaurant Review (China), May 2013

Asia's 50 Best Restaurants

No. 7 Mr & Mrs Bund | No. 8 Ultraviolet by Paul Pairet

Tim Berge, *Designlines*, April 29, 2013

http://www.designlines.de/praxis/Augenschmaus-an-Trockeneis_3169203.html?bildnr=1

Das Restaurant Ultraviolet in Shanghai aufzuspüren, ist fast unmöglich. Kaum jemand weiß, wo es sich befindet. Es gibt keine offizielle Adresse und keine Telefonnummer. Und noch ein Detail macht das Dinner im neuen kulinarischen Hotspot zu einem Sechser im Lotto: Es gibt nur zehn Sitzplätze. Wer das Glück hat, vom französischen Spitzenkoch Paul Pairet und seinem Team bekocht zu werden, spricht danach nicht selten von einem unvorstellbaren Esserlebnis.

To track the Ultraviolet restaurant in Shanghai, is almost impossible. Hardly anyone knows where it is located. There is no official address and no phone number. And one more detail that makes dinner in this new culinary hotspot as winning the lottery: There are only ten seats. **Those who are lucky enough to be served by French chef Paul Pairet and his team, often speak of an unbelievable dining experience.**

Ana Maria Kozma, *ADPM*, April 27, 2013

<http://www.agentiadepresamondena.com/adpm-cool-afla-care-sunt-cele-mai-bune-restaurante-din-lume-in-anul-2013-partea-2/>

Ultraviolet - Shanghai

Creat de francezul Paul Pairet, restaurantul Ultraviolet reprezinta cea mai hip locatie din Shanghai si ofera o experienta culinara unica.

Created by Frenchman Paul Pairet, Ultraviolet is the most hip restaurant located in Shanghai and offers a unique dining experience.

Venus Purnama, *Eat & Travel Weekly HK*, April 5, 2013

(Translated from Chinese) **Since last May, what Shanghai's "in" people have been talking about is: UV (Ultraviolet).** 5 nights a week, 10 guests a night, a set menu of 22 courses, about 4-hour dinner. (...) UV,

ULTRAVIOLET

BY PAUL PAIRET

like its name **Ultraviolet**, unable to touch and grasp, but represents one thing that everybody agrees, an extraordinary dining experience.

ELLE A TABLE, April 2, 2012

<http://www.elle.fr/Elle-a-Table/Les-dossiers-de-la-redaction/Dossier-de-la-redac/Les-beaux-gosses-de-la-cuisine/Paul-pairet>

Les beaux gosses de la cuisine: Paul Pairet, le plus expatrié

The beautiful kids of cuisine: Paul Pairet, the most expatriate

Jennifer Chen, *Travel + Leisure US*, April 2013

<http://www.travelandleisure.com/articles/tls-definitive-guide-to-shanghai/2>

T+L's Definitive Guide to Shanghai

Ultraviolet by Paul Pairet: The city's most buzzed-about new restaurant has only 10 seats—and a three-month waiting list. (...) **chef Paul Pairet combines audio, olfactory, and visual effects with innovative dishes (...)** It's dinner theater for the 21st century.

Crystyl Mo, *Time Out Shanghai*, April 2013

<http://www.timeoutshanghai.com/photo/11335/101-must-try-dishes-more-than-250RMB.html#ad-image-3>

101 Must-Try Dishes

Truffle Burnt Soup Bread at Ultraviolet: Every one of the 20 courses on the menu at Paul Pairet's sensory-bending 4D restaurant is worthy of a spot on this list, so we chose a favourite among favourites, the truffle burnt soup bread because it is the chef's own secret eat. (...) **Sensory perfection.**

Rémi Dechambre *Cote Magazine* (France), April-May 2013

Ultraviolet By Paul Pairet - Un Voyage Multisensoriel

(...) Le chef Paul Pairet a conçu le premier restaurant multisensoriel au monde !

(...) **chef Paul Pairet has designed the first multisensory restaurant on the planet!**

Evelyn Chen, *The World's 50 Best Restaurants*, April 2, 2013

http://www.theworlds50best.com/blog/Restaurant-Reviews/ultraviolet-by-paul-pairet.html#_UjrL_7z2U7A

http://bibikgourmand.blogspot.com/2013/03/ultraviolet-by-paul-pairet-shanghai_31.html

Ultraviolet by Paul Pairet

If Pairet weren't the trailblazing chef extraordinaire that he is today, he might well have pursued a career as a director, if not a producer. **At Ultraviolet, Pairet marries his multiple talents – and passion - while creating a brand new dining experience never-before-seen in any restaurants.**

Carole Colomb, *Le Petit Journal*, March 29, 2013

<http://www.lepetitjournal.com/shanghai/a-voir-a-faire/146078-paul-pairet-ultraviolet-une-interview-a-se-lecher-les-babines>

Paul Pairet, Ultraviolet – Une interview à se lécher les babines !

Si certains se demandent encore si l'expérience Ultraviolet by Paul Pairet est à découvrir, nous l'affirmons et le clamons ! **Un concept unique dans le monde, une créativité hors du commun, pour un moment d'exception.** (...) Si Michelin décide enfin de poser ses pieds en Chine, nous aurons sans aucun doute quelques étoiles au firmament rouge.... ou plutôt violet !

DestinAsian, March 28, 2013

<http://www.destinasian.com/countries/east-southeast-asia/china/a-qa-with-chef-paul-pairet/>

After a decade spent profiling the world's great fine-dining establishments, the **S. Pellegrino World's 50 Best Restaurants** last month released the results of its inaugural rankings for Asia—awarding its **first Lifetime Achievement Award to a French-born chef with two restaurants in the top 10.**

(...) DestinAsian caught up with Paul Pairet to find out what's next for one of Asia's culinary pioneers.

AFP, Caroline TAIX

Le Parisien: <http://www.leparisien.fr/flash-actualite-culture/gastronomie-paul-pairet-un-chef-francais-au-sommet-a-shanghai-20-03-2013-2655907.php>

Le Point: http://www.lepoint.fr/culture/gastronomie-paul-pairet-un-chef-francais-au-sommet-a-shanghai-20-03-2013-1643352_3.php

Le Express: http://www.lexpress.fr/actualites/1/culture/gastronomie-paul-pairet-un-chef-francais-au-sommet-a-shanghai_1233314.html

L'indépendant: <http://www.lindependant.fr/2013/03/21/paul-pairet-un-chef-perpignanais-a-shanghai,1738025.php>

La Montagne: <http://www.lamontagne.fr/france-monde/loisirs/art-vivre/cuisine-gastronomie/2013/03/21/paul-pairet-un-chef-francais-au-sommet-a-shanghai-1485844.html>

Paul Pairet, un chef français au sommet à Shanghai

Le chef Paul Pairet a conservé son accent du sud, mais depuis huit ans, sa vie est en Chine, à Shanghai, où ses deux restaurants gastronomiques ne désemploient pas.

Paul Pairet, a French Chef at the summit in Shanghai

Chef Paul Pairet retains his southern accent, but for eight years, his life is in Shanghai, China, where his two gourmet restaurants are always full.

Ann Hui, *The Globe and Mail*, March 19, 2013

<http://www.theglobeandmail.com/life/food-and-wine/food-trends/the-5-senses-of-flavour-how-colour-and-sound-can-make-your-dinner-taste-better/article9957597/>

The 5 senses of flavour: How colour and sound can make your dinner taste better

(...) At Paul Pairet's Ultraviolet in Shanghai, the 10-seat dining room is outfitted with 360-degree video-screen walls, speakers and scent diffusers so that courses can be paired with images, sounds and aromas.

Stéphane Davet, *Le Monde*, March 18, 2013

http://www.lemonde.fr/style/article/2013/03/18/les-as-du-fourneau-en-scene-a-la-mutualite_1849468_1575563.html

Nos cuisiniers continuent néanmoins de s'exporter, à l'instar de **Paul Pairet, une des personnalités les plus attendues de ce OFF. A Shanghai, il a conçu l'Ultraviolet, l'un des plus intrigants restaurants au monde.**

Our great chefs nevertheless continue to be exported, like **Paul Pairet, one of the most anticipated figures in this OFF. In Shanghai, he designed the Ultraviolet, one of the most intriguing restaurants in the world.**

Elle Kwan, *Prestige HK*, March 12, 2013

<http://prestigehongkong.com/2013/03/taste-and-transcendence>

TASTE AND TRANSCENDENCE

By the time Paul Pairet arrived in Shanghai in 2005, his culinary journey had taken him across the globe.

(...) **His food was world class, his restaurants convivial. Pomp and stuffiness were nowhere to be seen.** (...) Today, roughly a year since Ultraviolet's opening, critics happily divulge that there is magic, not madness, at play. **"He's pushed the boundaries of how people experience food. That experience is unimaginable in the extreme,"** says William Drew, editor of Restaurant magazine, which is famed for having launched The World's 50 Best Restaurants list. **"But most memorable to me was that the evening is great fun.** You laugh and smile your way through four hours of food and experience, and it's just great, great fun." (...) Ultraviolet looked like an experiment, but really it was the culmination of a 15-year journey to evoke in others what food evokes in the chef. Rather than a gimmick, it's all Pairet ever wanted.

Gloria Chung, *Weekend Weekly HK*, March 4, 2013

Ultraviolet offers food enhanced by ambiance, not a show supported by food.

Marie-Claude Lortie, *La Presse*, February 18, 2013

<http://www.lapresse.ca/voyage/nouvelles/201302/18/01-4622645-les-destinations-de-reve-des-chefs.php>

Les destinations de rêve des chefs

Yannick Alléno, hôtel Meurice (Paris): Shanghai, Ultraviolet

«J'ai beaucoup entendu parler du restaurant de Paul Pairet, Ultraviolet, à Shanghai, et je suis curieux de m'y rendre. Le concept me plaît beaucoup, j'aime sa créativité et je suis curieux de tenter l'expérience. Le fait d'utiliser tous ses sens à ce point au cours d'un dîner me parle et l'expérience gastronomique doit être passionnante et originale.»

Crystyl Mo, *Afar*, February 1, 2013

http://www.afar.com/highlights/ambiance-redefined-in-shanghai?context=keyword&context_id=shanghai

Ambiance, Redefined in Shanghai

Celebrated French chef Paul Pairet describes his new 10-seat, single-table Ultraviolet as the first restaurant attempting to "unite food with multisensorial technologies in order to create a fully immersive dining experience."

Fine Dining Lovers, February 1, 2013

<http://www.finedininglovers.com/stories/asias-50-best-restaurants-2013/>

No one knows exactly which restaurants will make the list for 2013 but speculation is rife. The French chef Paul Pairet has already won the first ever Lifetime Achievement award, chosen for his 'delivery of

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BY PAUL PAIRET

sophisticated, avant-garde cuisine' (...) **Pairet's Ultraviolet restaurant in Shanghai is a dining experience like no other.**

Bacon Zhan, *Shangliu Tatler*, February 1, 2012

<http://www.shangliutatler.com/story.php?article=pure-sweetness>

Pure Sweetness 很萌很纯真

去年他 (Paul Pairet) 的 Ultraviolet by Paul Pairet 横空出世, 终于一了他要开一家完全实现自己对于食物理解的餐厅的愿望同时, 也给这个热爱美食与美酒的世界, 带来了专属于他的纯真与热情。 (...) 这家全方位满足感官的美食体验型餐厅, 就是为了实现Paul的理想, 也造就了如今3个月的订位计划从无虚席的盛况。

Last year Ultraviolet by Paul Pairet revealed itself, Chef Paul Pairet finally realized his ideal of showcasing what he believes the most in food. At the same time he also brought to the world the purity and passion of his very own. (...) this multi-sensory, gastro-experience restaurant has been to fulfill Paul's ideal and what he believes in food, and its 3-month bookings are always full.

Nora Chen, *Jing Daily*, January 31, 2013

<http://www.jingdaily.com/10-minutes-withgastro-genius-paul-pairet-of-shanghais-ultraviolet/23543/>

10 Minutes With Gastro Genius Paul Pairet of Shanghai's Ultraviolet

(...) in 2012 Pairet opened **Ultraviolet by Paul Pairet**, a concept the chef had incubated for 15 years, brought to life in a purposefully mysterious yet groundbreaking dining experience.

Unlike any other restaurant in Shanghai, Ultraviolet sets a single table of 10 and serves a 20-course set menu that tantalizes the five senses in a fully immersive gastro-trip. Since opening its doors last May, positive reviews have continued to roll in, with [Alain Ducasse](#) saying, "C'est magnifique et délicieux," [That's Shanghai](#) calling the restaurant "An odyssey into the psyche of Paul Pairet," and [the New York Times](#) deeming it a "multisensory eating experience that goes beyond the mere taste of the food."

Justin Fischer, *SmartShanghai*, December 21, 2012

<http://www.smartshanghai.com/articles/dining/2012-best-new-restaurants>

My Top 5 for 2012: Best New Restaurants

Top 1. Ultraviolet: (...) it is just so damn fun! It's equal parts theater, satire and performance art.

Most the food stands on its own. Strip away the fancy bells and whistles and you've still got technically flawless, artfully executed, truly inspired dinner. **It is hands down the highlight of 2012**, and so far I don't see any contenders on the horizon for 2013 either.

Sasha Gonzales, *The Peak-Gourmet & Travel* (Singapore), issue 6 2012

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.

Alexander Chee, *Black Ink* (US), Winter 2012

It is **like a Porsche engine disguised in an antique Volkswagen bus.** (...) It (Bread) was a **profoundly organized and also deeply transcendent dish, simple and subtle. It was pure autobiography.** (...) **Paul Pairet, if anything, is trying to reverse-engineer a Proustian experience for you in real time. That is Ultraviolet.**

(...) His commitment to the process is such that his efforts at Ultraviolet are made possible only by his backers, the VOL Group, and the Ultraviolet corporate partners, listed on the website.

Rachel Quigley, *The World's 50 Best*, December 7, 2012

<http://www.theworlds50best.com/paul-pairet-wins-asias-50-best-restaurants-lifetime-achievement-award-sponsored-by-johnnie-walker-blue-label/13001/>

Asia's 50 Best Restaurants is proud to recognise the winner of the first ever Lifetime Achievement Award sponsored by Johnnie Walker Blue Label – Paul Pairet. **Chef Pairet's pioneering influence on the culinary industry in Asia and his unique approach to the delivery of sophisticated, avant-garde cuisine have led to him being granted this prestigious industry recognition.**

Gastronomía y Cía, December 9, 2012

<http://www.gastronomiaycia.com/2012/12/09/paul-pairet-recibe-el-premio-a-la-trayectoria/>

Paul Pairet recibe el Premio a la Trayectoria (...) condujo la cocina del Restaurante Jade on 36, y actualmente es responsable de la cocina de Mr & Mrs Bund del Grupo VOL desde el año 2009.

Paul Pairet receives the Lifetime Achievement Award (from Asia's 50 Best Restaurants). (...) after

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Jade on 36, he is currently responsible for Mr & Mrs Bund of VOL Group since 2009.

Release by Asia's 50 Best Restaurants PR agency,

Sina http://blog.sina.com.cn/s/blog_768da56301013knc.html

China tourism news <http://www.cntour2.com/viewnews/2012/11/29/Z0Ns02cdKMLvrXb9VLa90.shtml>

ELLE China <http://www.ellechina.com/life/news/20121130-121808.shtml>

Ringier Industry Sourcing China <http://cn.industrysourcing.com/news/263326.aspx>

China Luxes <http://taste.chinaluxus.com/Fod/20121210/250347.html>

“亚洲50最佳餐厅”隆重宣布Paul Pairet荣获首届终身成就奖。(...) 现年48岁的他已在上海联同VOL集团开设了Mr&Mrs Bund-Modern Eatery by Paul Pairet 及 Ultraviolet by Paul Pairet 共两间餐厅，并担任主厨

Travel Weekly Singapore: <http://www.travelweeklyweb.com/paul-pairet-receives-inaugural-lifetime-achievement-award/44797>

Travel Blackboard Asia: <http://www.etravelblackboardasia.com/article/88000/paul-pairet-receives-asias-50-best-restaurants-inaugural-lifetime-achievement-award>

Food & Beverage Asia <http://www.foodbeverageasia.com/detail.php?tid=2559&zoek=>

Cuisine & Wine Asia <http://www.asiacuisine.com.sg/?id=1#chefnews>

Asia's 50 Best Restaurants, sponsored by S. Pellegrino & Acqua Panna and organised by William Reed Business Media, today **announced the winner of its first ever Lifetime Achievement Award – Paul Pairet**. (...) Now 48 years old, he is the chef de cuisine and co-founder with VOL Group of two restaurants in Shanghai: Mr & Mrs Bund - Modern Eatery by Paul Pairet and Ultraviolet by Paul Pairet.

From AFP Relaxnews, distributed by the below

Euro News : <http://www.euronews.com/in-vogue/1743986-french-chef-given-lifetime-achievement-award-in-asia/>

The Malaysian Insider: <http://www.themalaysianinsider.com/print/food/french-chef-given-lifetime-achievement-award-in-asia/>

Chef Paul Pairet... has been named the inaugural recipient of Asia's 50 Best Restaurants' Lifetime Achievement Awards (...) bestowing the honour to 48-year-old Pairet whose arrival in Shanghai in 2005 shook up the dining landscape.

Jonathan L. Hasson, *Luxurious magazine*, Winter 2012

Ten excited & intrigued diners met at Mr & Mrs Bund, a Bund institution established by VOL Group (...) Ultraviolet, designed by molecular genius Paul Pairet (...) **Magical, fun & highly unique. UV is a truly exceptional world class avant-garde culinary voyage impeccably well executed by a team of highly hospitable and professional individuals.**

Lim Sio Hui, *Travel + Leisure Southeast Asia*, December 2012

THE BEST OF 2012 | China

Ultraviolet: Shanghai's favorite chef du jour, Paul Pairet, charts new territory for this 10-seat, secret-location restaurant. Meals are choreographed with a set of sounds, visuals, scents and other multisensory effects to enhance the dining experience.

Iris Jin, *Oggi China*, December 2012

世界上独一无二的前卫实验性餐厅: Ultraviolet。从登陆上海的第一天起，就以其神秘的用餐布置，强烈的感官效应，和精致的 avant-garde cuisine 引爆了一场美食感官风暴。主厨 Paul Pairet 是 Ultraviolet 的缔造者。在业界的出色声誉并没有让他止步，如今他继续以其动人心弦且极富挑战性的菜式创作手法，将其15年来的美食构思完美呈现。

The world-exclusive avant-garde restaurant: Ultraviolet. Since its opening in Shanghai, it has **caused an overwhelming culinary storm**, with its mysterious dining setup, stimulating sensory effect and exquisite avant-garde cuisine. Its creator is **chef Paul Pairet**, whose already fine reputation hasn't stopped him from going any further. He **has presented his world of the perfect dining experience with his touching and challenging creation of culinary art.**

Aymeric Mantoux, *L'Optimum*, December 2012-January 2013

L'ULTRAVIOLET

Un rai de lumière – violette évidemment – un couloir, de la musique, des murs qui bougent... ce n'est pas un Palais des glaces, mais la nouvelle fantaisie du génial chef Paul Pairet. (...) cette nouvelle table d'hôtes unique au monde ou tout tourne autour des cinq sens. L'ouïe, la vue, l'odorat sont autant sollicités que les papilles. (...) Le résultat est aussi déroutant qu'excitant. Du « gastro-tainment ».

A ray of light - violet of course - a corridor, music, walls that move... it is not a palace of ice, but **the new fantasy by the great chef Paul Pairet.** (...) his new dinner is world-unique and everything revolves around

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the five senses. The hearing, sight, smell are all solicited as the taste buds. (...) The result is puzzling as well as exciting. The "gastro-tainment".

Carla Azevedo, *Maxim Portugal*, November 2012

(from Portuguese) FIVE SENSES PROOFED... **It is the only restaurant of its kind in the world and is a journey through "psychological taste", by emotions and senses that explores through the atmosphere.**

William Drew, *The World's 50 Best*, November 26, 2012

<http://www.theworlds50best.com/blog/Restaurant-Reviews/ultraviolet.html#.UIUuTyT2U7A>

The French-born chef (Paul Pairet) opened Ultraviolet by Paul Pairet in Shanghai just six months ago, backed by VOL Group, with whom he already operates the wildly successful Mr & Mrs Bund haute bistro in the same Chinese city. (...) **The dishes' conception is frequently playful and witty, their presentation theatrical in the extreme.** (...) It's outlandish and occasionally challenging stuff, but Pairet and team succeed in retaining a sense of lightness and fun (...) **it takes the idea of the multi-sensory consumption of food – blurring taste with emotion – to an unprecedented and inspirational level. (...) this might just be the most avant-garde restaurant experience in the world.**

Stephanie Fuchs, *GourmetReise (Austria) issue 26*, November 2012

<http://www.gourmetreise.com/Magazin/Ausgabe-26/Traumfaenger>

Traumfänger | Es gibt viele Franzosen, die sehr gut kochen. Und es gibt Paul Pairet. Der ist das kulinarische Missing Link zwischen den 90ern und dem dritten Jahrtausend. Deshalb entführt er die Gäste des Ultraviolet in Shanghai auch in seine Psyche – und in ein kulinarisches Traumland.

(...) Er ist der Spielmacher. Er ist derjenige, der den Traum zum Leben erweckt und Fine Dining zu einem anarchistischen, extremen und gnadenlos grandiosen multisensorischen Rausch der Sinne macht. (...) Der Aufwand, den Pairet und die VOL-Gruppe, die das 2,5 Millionen Dollar teure Mega-Projekt finanziert, für das ultimative Essenserlebnis treiben, ist enorm.

Dream-Catcher | **There are many French people who cook very well. And there's Paul Pairet. The culinary missing link between the 90s and the third millennium.** So he takes guests of UltraViolet in Shanghai into his psyche - and into a culinary dreamland.

(...) **He is the playmaker. He is the one who brought the dream to life and fine dining like an anarchist, making it an extreme and relentlessly magnificent multisensory intoxication of senses.**

(...) The effort, that Pairet and the VOL group who financed the 2.5 million dollar to this mega-project, and for driving the ultimate dining experience is enormous.

Lim Siu Hui, *Oryx magazine (Qatar Airline)*, November 2012

<http://www.oryxinflightmagazine.com/maitre-d/maitre-d-ultraviolet-by-paul-pairet-shanghai.html>

French avant-garde chef Paul Pairet's bold new restaurant indulges more than just taste buds: each night in this windowless room at an undisclosed Shanghai address, **10 diners get to go on a gastronomic journey unlike any other.**

Les Echos, October 13, 2012

<http://www.lesechos.fr/luxe/saveurs/0202320693769-ultraviolet-l-acid-trip-de-shanghai-500081.php>

Ultraviolet: l'acid-trip de Shanghai | Persuadé que les sons, les odeurs et la vue participent à l'expérience gustative et peuvent intensifier ce moment émotionnel, Paul Pairet a imaginé un lieu et un concept où il expérimente des scénarii multi-sensoriels. (...) Transformer le dîner en une expérience émotionnelle et multi-sensorielle unique.

Convinced that the sound, smell and visual participate in the tasting experience and can intensify the emotional moment, Paul Pairet has imagined a place and a concept where he experimented with multi-sensory scenarios. (...) **Turn dinner into an emotional experience and unique multi-sensory.**

Mary K. Smith, *China Daily*, October 13, 2012

http://www.chinadaily.com.cn/cndy/2012-10/13/content_15814865.htm

Ultraviolet is one of a kind (...) Paul Pairet's pet project... - 15 years in the making - of a dining experience that orchestrates images, lighting, sounds, aromas and environments to enhance his food has been **one of the most talked about openings for Shanghai's dining scene this year.** (...) it's hard to not get swept into the moment with the amount of sheer passion and excitement coming from the waiters, host and cooks. (...) **There are few things in Shanghai that can compare with the experience the team at Ultraviolet presents, be it with the food, presentation, service and entertainment value.**

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Tan Pin Yen & Lim Hui Sim, *ZbBz (Singapore)*, October 2012

走入UV, 不见一般高级餐馆的高姿态。特别的是, 每道菜搭配依其味道而定的氛围 (...)翡翠36之后, 他目前所属的VOL餐饮集团向他提出难以抗拒的邀约, 包括主控Mr & Mrs Bund, 并全力支持他开UV (...)

At UV, there is none of the posturing that is common in high-end restaurants. **It stands out for the special effects accompanying each dish served** (...) After Jade on 36, he was offered with an irresistible proposal to work with VOL F&B group, including opening Mr & Mrs Bund, and UV with full support. (...) Pairet's secret to success also comes from not having made any adaptations to his dishes to suit local tastes. (...) as Pairet best puts it: "In Shanghai, **you have to be truthful and genuine, and that's a powerful angle.** Because when you start to underestimate the local market and you adapt, most probably you will fail because then you are not distinct."

Temmi Sun, *Elite Style*, October 2012

THE MAGIC OF ULTRAVIOLET: The world's first multi-sensory restaurant opens in Shanghai (...)

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.**

PenCities by Luxe Guide, September 27, 2012

Son et lumière et dîner et mystère: Ultraviolet by Paul Pairet

There's concept dining and then there's UltraViolet. Chef Paul Pairet's groundbreaking, total immersion gastronomic adventure was 15 years in the planning, 3 years in the building, and **since its launch in May represents the lodestar for experiential event dining, not only in Asia, but the world over.** (...) From the moment you and your 9 intrepid fellow gastronomes enter the dining 'theatre', **what's on the menu is an all out, rollercoaster assault on the senses**

Conor Burke, *Vogue Living (Australia)*, September-October 2012

A meal here involves matching more than just food and wine; perfumers, projectionists and DJs cover scent, visuals and sound for what is **undoubtedly the pinnacle of immersive dining experiences.**

NOW Travel Asia, September-October 2012

http://www.nowtravelasia.com/?mod=place&file=view&place_id=72

Ultraviolet by Paul Pairet is the one of modern restaurants in Shanghai which the first multi-sensorial technologies restaurant of the world. A high- tech, distinctive and marvelous restaurant is controlled by Paul Pairet who is a chef and creator.

Hong Kong Tatler, September 2012

Culinary Theatre. Overwhelming diners' senses is Ultraviolet by Paul Pairet

Nadia Hamam, *Sport et Style (France)*, September 2012

Équipée des dernières technologies multisensorielles, elle déploie alors une mise en scène ultra sophistiquée : lumières, sons, odeurs et bain d'images projetées. (...) Un menu inédit de vingt plats, sur le mode avant-garde figurative, signé du chef français Paul Pairet. Le comble du « gastrotainment ».

Equipped with the latest multi-sensory technologies, it then deploys an ultra sophisticated staging: lights, sounds, smells and bathed with projected images. (...) twenty dishes in avant-garde figurative fashion, signed by the French chef Paul Pairet. The height of "gastrotainment."

Arvada Haradiran, *Garuda inflight magazine*, September 2012

"It is certainly one of the most experimental, one of the funniest, one of the most daring..." writes Paul Pairet about his new and rather theatrical Shanghai restaurant, Ultraviolet.

That's Shanghai, September 2012

<http://www.thatmags.com/shanghai/article/2630>

- **Best New Restaurant | Ultraviolet: It sounds over the top. It is over the top. In the best way possible.** The combination of excellent food and absorbing theatrics is mesmerizing.

- **Best Chef | Paul Pairet: Chef Pairet has long titillated Shanghai with fascinating food; at once recognizable and out of this world crazy.**

Architectural Digest (China), September 2012

Dream Scenes for the Taste Buds (...) Follow Chef Paul Pairet into the marvelous culinary journey.

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Restaurateur (China), September 2012

Paul Pairet - The Food Always Leads: **His extremely individual style and completely original dishes have won him an international reputation** for often exaggerated, highly technical plays on texture and temperature. But **his latest venture, despite its theatrical environment, will be all about pleasure, the company and, yes, the food.**

Gary Jones, *Discovery* (by Cathay Pacific Airline), September 2012

<http://discovery.cathaypacific.com/cpa/en/world/shanghai/>

Ultraviolet by Paul Pairet: At the 10-person private dining venue, which is secreted in a mystery downtown location, each dish in a fixed 20-course menu is paired with sense-enhancing experiences via 360-degree visual projections, loudspeakers and scent-dispersal systems. (...)

Jérôme Chapman, *Références Hôtelières Restaurateurs International*, August 24, 2012

<http://www.referenceschr.com/autour-du-monde/ultraviolet-by-paul-pairet/>

Paul Pairet, génial chef français, installé à Shanghai depuis 7 ans vient d'ouvrir un restaurant original et unique au monde: « UltraViolet » (...) Une première mondiale ! (...) A UltraViolet, Paul Pairet exprime avec un talent unique la gastronomie au summum de son art... Chaque plat a été méticuleusement préparé comme un vrai petit bijou. Et la dégustation n'est que pur bonheur. L'expérience multisensorielle s'avère efficace et merveilleuse...

Paul Pairet, the great French chef based in Shanghai for 7 years has opened a restaurant original and unique: "UltraViolet" (...) **A world's first! (...) Paul Pairet expresses with his unique talent the gastronomy to its ultimate art (...) Each dish was meticulously prepared as a true gem. The degustation is pure happiness. The sensory experience is effective and marvelous...**

Julie Desné, *Valeurs Actuelles*, August 23-28, 2012

<http://www.valeursactuelles.com/tendances/guide-tendances/shanghai-paul-pairet20120823.html>

A Shanghai, avec Paul Pairet: la référence de la cuisine française dans l'une des plus grandes villes du monde.

Cinquième escale de notre tour du monde, avec le meilleur chef de la grande métropole chinoise. (...) Le restaurant Ultraviolet en dit long sur la personnalité de celui qui l'a porté pendant tant d'années. Sur son assurance, d'abord. Celle d'un projet d'exception, lui permettant de s'exprimer au meilleur de son art. (...) Ultraviolet est l'aboutissement d'une démarche perfectionniste, que Pairet partage avec la plupart de ses confrères.

In Shanghai, with **Paul Pairet: the reference of French cuisine in one of the largest cities in the world. Fifth stop on our trip around the world with the best chef in the Chinese metropolis.** (...) Ultraviolet restaurant speaks volumes about the personality of the one who has worn for so many years. It's assured of the first. **This exceptional project, allows him to express himself in the best of his art (...) the culmination of a perfectionist approach that Pairet shares with most of his colleagues.**

Aurélie Cuvelier, *Gala (France)*, August 15-21, 2012

Paul Pairet invente le « psycho diner ». (...) Images, sons et odeurs accompagnent les plats et bouchées, exaltant l'imagination, affolant les papilles... Unique!

Paul Pairet invented the "psycho dinner." (...) **Images, sounds and smells accompany the dishes and appetizers, exalting the imagination, stimulating the taste buds... Unique!**

Gary Bowerman, *Art Info*, August 14, 2012

<http://www.artinfo.com/travel/article/expat-chefs-bring-an-international-flavor-to-shanghai>

French chef Paul Pairet is a seven-year veteran of Shanghai and the chef behind Ultraviolet, a striking follow up to his hugely popular diner Mr & Mrs Bund.

Actualités Magazine, August 8, 2012

<http://www.actualitesmagazine.be/ultraviolet-by-pairet/>

A restaurant with **an innovative concept that offers a new dimension to exclusive culinary and sensory experience.** (...) **An emotional journey for awakening all the senses with an ultra sophisticated staging (...) and an unprecedented menu of twenty Paul Pairet's signature dishes.**

Kee Hua Chee, *JetGala (Singapore)*, August-October 2012

Ultraviolet, Shanghai's newest avant-garde restaurant. (...) **a brainchild of French chef Paul Pairet, features a unique concept where dining becomes a full-on, multi-sensory experience, complete with lights, visuals and infused aromas.**

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Amy Fabris-Shi, *Mix magazine*, August-September 2012

<http://www.mixmeetings.com/past-issues/2012/aug-sept/mix-china-2012/shanghai-surprise>

(...) **The hottest table in Shanghai** is literally a single table for 10 diners in a hidden location. **Pairet presents a mind-bending 20-course set menu where each course is accompanied by interplay of sensory.**

Amy Fabris-Shi, *DestinAsian*, August-September 2012

<http://www.destinasian.com/resources/news-briefs/shanghai-restaurant-ne-plus-ultra/>

Paul Pairet's secret new restaurant is a feast for the senses (...) **the otherworldly Ultraviolet experience — a kind of Cirque du Soleil of fine-dining whimsy by French chef Paul Pairet.**

Lim Sio Hui, *Travel + Leisure Southeast Asia*, August 2012

http://www.travelandleisureasia.com/destinations/china/shanghai/shanghai_foodanddrink/1633775/ultraviolet.html

Shanghai's hottest new restaurant serves up an avant-garde dining experience in a secret location.

(...) **Paul Pairet has upped the ante on Shanghai's dining scene again with Ultraviolet, an intriguing restaurant that blends food, ambiance and technology.**

Bacon Zhang, *La Revue du Vin de France (China)*, August 2012

这不仅是一间餐厅，更是一全方位感官体验中心。

This is more than a restaurant; it's an experiencing center of senses in full immersion.

Laura Feng, *Reluxe (China)*, August 2012

神秘厨房 Ultraviolet (...) 即使是在从不缺乏传奇的上海，这样的用餐体验也是令人兴奋的 (...) 这样一间令食客们总是会WOW的餐厅，拥有的也正是梦想的魔力。

Mysterious Ultraviolet (...) **In a city never lacks of wonders, and even before the dinner starts, you already sense the unusual excitement for the upcoming culinary adventure. (...) This is the restaurant that always wows the diners, with its charm to dream.**

Natasha Dragan, *Vacation & Travel (Australia)*, July-September 2012

<http://www.vacationsandtravelmag.com/NewsJulySeptember2012/881/1809/3/0/0/>

He's one of Shanghai's most acclaimed chefs, (...) Paul Pairet has a new pet dining project: Ultraviolet.

Sanskriti Sinha, *International Business Times UK*, July 17, 2012

<http://www.ibtimes.co.uk/articles/363720/20120717/ultraviolet-restaurant-shanghai-pictures-paul-pairet.htm>

Avant Garde Ultraviolet Restaurant that Serves 10 Guests a Night Wows Shanghai Diners

The Ultraviolet restaurant, which serves 22 course banquets that aim to stimulate all five senses of guests, opened in Shanghai a couple of months ago and **has been astounding diners every night with its avant-garde offerings.** Housed in a warehouse in central Shanghai, the Ultraviolet restaurant serves only 10 guests a night and is the brainchild of French-born Paul Pairet. The restaurant serves each course with a tailored set of visual, audio and olfactory stimulants.

Chiu Wen Ming, *China Times*, July 14, 2012

http://life.chinatimes.com/2009Cti/Channel/Life/life-article/0_5047_11051801+112012071400058.00.html

ULTRAVIOLET 前衛料理狂舞魔幻：原本是製鞋的台商，跨足上海餐飲，不但領先潮流還創造傳奇...

VOL餐飲團隊的最新作品，集團董事長蔣至強大手筆斥資250萬美元，由法國主廚Paul Pairet領軍，打出「前衛料理」的名號，獨創3D加五感的餐飲新體驗。 (...) 品嚐22道極具感官震撼的料理。

ULTRAVIOLET's Phenomenal Avant-Garde Cuisine (...) Ultraviolet, recently opened, is the latest venue from VOL, the F&B group at Bund 18. Invested by tts group chairman JC Chiang with around 2.5 million USD, helmed by French Chef Paul Pairet, Ultraviolet features avant-garde cuisine, with an exclusive and brand new 3D culinary ambiance to stimulate 5 senses. (...) **a mind blowing 22-course set menu which will shake up all your senses.**

TVI/24 (Portugal), July 13, 2012

<http://www.tvi24.iol.pt/tecnologia/restaurante-ultraviolet-shangai-tecnologia-ultimas-noticias-tvi24/1361367-4069.html>

Recentemente, o «chef» francês Paul Pairet, conhecido por tornar menus comuns em grandes aventuras gastronómicas, abriu um novo restaurante em Shangai, na China o «Ultraviolet». E, ao que parece, este novo estabelecimento está a ser levado a sério pela crítica que o tem elogiado.

U L T R A V I O L E T

BY PAUL PAIRET

O «Ultraviolet» é restaurante que apela não só às papilas gustativas, mas também a todos os outros sentidos.(...)

Recently, **the French 'chef' Pairet Paul, known for making menus in great culinary adventures, opened a new restaurant in Shanghai, China, "Ultraviolet".** And, apparently, this new establishment is being taken seriously by critics that have praised. **'Ultraviolet' is a restaurant that appeals not only to taste buds, but also all the other senses.(...)**

Reuters, July 10, 2012

<http://www.reuters.com/article/2012/07/10/us-china-ultraviolet-idUSBRE86903U20120710>

Housed in a former warehouse in central Shanghai, the **restaurant (Ultraviolet), the brainchild of French-born Paul Pairet, serves a 22-course banquet that aims to stimulate all five senses to just 10 guests a night. (...)** Each course is served with a tailored set of visuals, sound and smell. (...)

Entertainment Designer, July 3, 2012

<http://entertainmentdesigner.com/news/restaurant-design-news/multisensory-dining-at-paul-pairets-ultraviolet/>

Multisensory Dining at Paul Pairet's Ultraviolet (...) **is the first restaurant in the world that is dedicated to serving all the senses at once.**

This gastronomical experiment is guided by Pairet's belief that "food is ultimately about emotion." All the different emotions involved in eating a specific food come together to shape the "psycho taste:" what we conceive of as taste before we actually put the food in our mouth. With this in mind, **Pairet has designed an experience that heightens the moment just before we taste the food and (...) creates new memories and emotions that will last a lifetime.**

Amy Ferguson, Vault magazine, July 3, 2012

<http://www.vaultmagazine.com/uncategorized/ultraviolet-restaurant-a-new-concept-in-shanghai/>

Shanghai diners are going wild over a brand-new restaurant concept from chef Paul Pairet, (...) his ingenious new restaurant, Ultraviolet. (...) Inspired by his world travels, **Pairet strikes the perfect balance between whimsical and innovative to create a truly memorable dining experience.**

Tatler China, July 2012

<http://www.shangliutatler.com/story.php?article=onciergeLife-0207>

Paul Pairet 一直都梦想打造一间所有的饮食概念都由他一人决定的“无法定义的感官美食体验”的餐厅。终于，Ultraviolet by Paul Pairet 已经于近日正式开业。准确来说，这不只是一间餐厅，它更多的是一间充分体验全球饮食文化的全方位感官体验中心，从味觉开始，嗅觉、视觉、听觉以及触觉，无不成为Paul Pairet 感染你的渠道

Chef Paul Pairet has worked on an unique dining concept, in which he masters everything in a restaurant that offers a sensory culinary experience that can't be categorized. Finally, Ultraviolet by Paul Pairet has opened. To be exact, **this is more than a restaurant. It is a center of senses in world's cultural background, including taste, smell, sight, hearing and feel - the sensory channels through which Paul Pairet communicates with the diners.**

Jessica Shen, Noblesse China, July 2012

Ultraviolet's dining room has an aesthetic appeal – dressed up by lights, sounds, smells, images, imagination, scenarios, and of course, food. (...)

Luty Hoo, Restaurant Review China, July 2012

Paul Pairet - 完美主义的梦幻大厨 The Perfectionist who cooks like a dream

Julie Levin, CNNGo, June 27, 2012

<http://www.cnn.go.com/shanghai/life/feast-your-eyes-multi-sensory-dining-sizzles-china-155289>

(...) **Billed as the first “multi-sensory” restaurant in China or even the world, Ultraviolet uses sight, sound and smell to enhance the food. (...)** Sensory overload - From the appetizers to the main courses..., **each dish is designed to assault the senses**, with the help of modern technology.

Lauren Mack, The Daily Meal, June 21, 2012

<http://www.thedailymeal.com/shanghai-s-sensorial-supper>

U L T R A V I O L E T

BY PAUL PAIRET

Ultraviolet takes ambiance to a whole new level (...) Offering a globe-trotting, bold, and somewhat experimental 20-course set menu with sides of multi-sensorial technologies, Ultraviolet hopes to provide a total dining immersion courtesy of lights, images, noise, and, of course, food. (...)

Erica Huang, *The Creators Project*, June 21, 2012

<http://www.thecreatorsproject.com/blog/ultraviolet-is-a-restaurant-that-feeds-all-five-senses>

<http://thecreatorsproject.com/en-uk/blog/ultraviolet-is-a-shanghai-restaurant-that-feeds-all-five-senses>

Ultraviolet Is A Restaurant That Feeds All Five Senses

Chef Paul Pairet is famous for taking ordinary restaurant menus and turning them into nothing less than gastronomic adventures. (...) But only recently did Pairet embark on **a project that redefines the restaurant experience altogether. It's called Ultraviolet, and rather than simply appealing to your taste buds, the fare at this ultra-exclusive, clandestine eatery tantalizes all your senses.** (...)

Simon Ostheimer, *Surface Asia*, June-July 2012

<http://www.surfaceasiamag.com/read-news-2-0-576-the-new-world.surfaceasia.magz#1>

"Ultraviolet is the result of a 15-year dream," says Pairet. "The project crystallises what I believe in the most: the attempt **to unite food by staging the otherwise random 'atmosphere' in order to enhance the food served and the memory of it.**" (...)

Yu Chen Chen, *Modern Weekly China*, June 16, 2012

除了味觉的品味外，身边的一切都为盘中美食打造，不同的背景补光、香氛等烘托出的气氛。在那里你的注意力只在食物。

Except savor and taste, everything around you is tailored-made for the food, including different background projections, scents and ambiances. Here the only focus is the food.

Lim Sio Hui, *The Business Time Singapore*, June 16, 2012

<http://www.businesstimes.com.sg/lifestyle/wine-dine/food-theatrics>

Food theatrics: Paul Pairet's new multi-sensory restaurant in Shanghai is somewhat like dinner and a movie - really good ones, consumed at the same time. (...) the concept has evolved into a full-blown, multi-sensory setting combining state-of-the-art technology – pairing each dish with sound, visuals, and even scent – befitting the chef's penchant for molecular gastronomy techniques. (...) **Every detail is so meticulously orchestrated.**

InDesign Live, June 13, 2012

<http://www.indesignlive.com.sg/articles/projects/project-news/Ultraviolet>

Following the success of Jade on 36 and Mr and Mrs Bund in Shanghai, **culinary magician Paul Pairet is upping the game with a bold new concept called Ultraviolet, an immersive dining experience that attempts to unite food with multi-sensorial technologies.**

It's a sexy adventure a la double-0-7 from the get go. (...) All in all, it's safe to say you'll have a rollicking good time. In fact, we bet you won't be able to stop talking about it for days...

Jessica Beaton, *Condé Nast Traveler website*, June 4, 2012

<http://www.cntraveler.com/daily-traveler/2012/06/ultraviolet-shanghai-china-paul-pairet-food-photos#slide=1>

What's For Dinner at Shanghai's Ultraviolet?

Shanghai's newest, buzziest restaurant is the high-concept Ultraviolet—Chef Paul Pairet's 15-years-in-the-making meal experience where each course is paired not only with a special beverage but with a certain sound, scent, and interior design.

Ned Kelly, *That's Shanghai*, June 2012

There is only one thing I wish to talk about this month: Paul Pairet's new high-concept, 10-seat restaurant Ultraviolet, and the most curious dining experience I've ever had. (...) **Ultraviolet takes you on a magical mystery tour. I have to admit it, it was the best dining experience I have ever had.**

Jeuce Huang, *Taste*, May 25, 2012

<http://taste.ly/?p=3900>

全世界第一个感官餐厅 - 它终于来了——由沪上法国名厨Paul Pairet筹备了整整3年多的时间，“全世界第一个感官餐厅 Ultraviolet”终于开业了(...)

Yes, finally -- The first multi-sensory restaurant, Ultraviolet -- finally opened by the famous French Chef Paul Pairet, after 3 years of construction. (...).

U L T R A V I O L E T

BY PAUL PAIRET

Shanghai Wow, May 25, 2012

<http://www.shanghaiwow.com/wowmag/photos/slideshow/Ultra-Violet>

由顶尖大厨 Paul Pairet 主理的 Ultraviolet ...360度主题影像墙面和餐桌以及创意无限的菜肴, 人均2000元的一场感官盛宴, 也是一次梦幻旅程。

Ultraviolet by the renowned Chef Paul Pairet is a restaurant full of creativity in mystery. Secret location, 360 degree surrounding visual projection and a cuisine without creativity limitation. A sensory-culinary feast priced from RMB 2,000 per person, also a dream journey.

Jason Chow, *The Wall Street Journal*, May 18, 2012

<http://blogs.wsj.com/scene/2012/05/18/ultraviolet-multisensory-dining-in-shanghai/>

Ultraviolet: Multisensory Dining in Shanghai

Paul Pairet has been lauded for his witty takes on bistro classics at Mr. & Mrs. Bund in Shanghai, but he has been wanting to create a restaurant where he controls the ambiance — from lighting to scents — for each dish. Ultraviolet is his attempt (...)

Justin Fischer, *Smartshanghai*, May 10, 2012

<http://www.smartshanghai.com/articles/dining/interview-paul-pairet>

Sensory Overload: Paul Pairet Talks UV

If three years was too long for you to wait imagine how Paul Pairet must feel. For him it's been closer to 15... Next week he unveils **Ultraviolet**, a 20-course study in cutting edge cuisine complemented with high-tech visual, aural, and even olfactory accompaniments.

Omnivore Food Festival World Tour, May 7, 2012

Paul Pairet ...This Shanghai-based chef approaches food with an equal lack of prejudice and unbiased opinion. **Coming soon is the opening of his very anticipated new restaurant – Ultraviolet. Along with his successful Mr & Mrs Bund restaurant, this adds up to his fulgurant rise.** At this rate, his success will probably get, higher than the Shanghai skyline!

Monica Liao, *That's Shanghai*, May 2012

There are also whispers that Shanghai cooking stud Paul Pairet of Mr & Mrs Bund fame is finally ready to open the fabled Ultraviolet. (...) Pairet and the VOL Company have been announcing the impending opening of this one-table revolutionary/experimental dining “experience” for over a year

Crystyl Mo, *Time Out Shanghai*, April 19, 2012

<http://www.timeoutshanghai.com/features/Blog/6009/First-look-Ultraviolet.html>

First look: Ultraviolet - Inside Paul Pairet's long awaited multi-sensory restaurant

We got an exclusive preview, a sort-of dress rehearsal for the final draft of Ultraviolet which is finally ready to roll out in the next few weeks. And we can say definitively that yes, **it is radical and it was worth the wait.** (...) **The whole evening is a dramatic sensory play and the ten diners, entertained by a cast of around 25 chefs and waiters, are made to feel like both the stars of the play and highly entertained audience members.**

Justin Fischer, *SmartShanghai*, April 17, 2012

<http://www.smartshanghai.com/wire/dining/ultraviolet>

It appears that **Mr & Mrs Bund chef Paul Pairet is finally coming down the home stretch with his long-awaited restaurant Ultraviolet.** (...) Needless to say, if Pairet pulls it off, this will be *the* hot table of 2012. Lots at stake. **Exciting times.**