

PRESS RELEASE

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Ferran Adrià: Auditing the creative process is the first exhibition by the Catalan chef in Madrid, his biggest to date and the first one to focus on creative processes.

FUNDACIÓN TELEFÓNICA PRESENTS FERRAN ADRIÀ'S FIRST EXHIBITION ON CREATIVITY

Madrid, 27 October 2014. What is creativity? What is needed to create? Can the creative process be audited? These are some of the questions answered by *Ferran Adrià. Auditing the creative process*, the first exhibition by the Catalan chef in Madrid, his biggest to date and the first one to focus on creative processes. Three years after closing elBulli and taking gastronomy to a level it had never reached before, the international award-winning chef unveils his creative process and the keys to the success of the restaurant at Cala Montjoi.

Ferran Adrià: Auditando el proceso creativo, which can be seen free at the Espacio Fundación Telefónica from 29 October to 1 March, is a complete immersion into the creative universe of Adrià and his team. It is not an exhibition on cooking, but rather a journey through the successful creative process of elBulli. A success based on constant renovation, based on innovative and creative guidelines, characteristics that made it into a worldwide benchmark, and not just in the world of cuisine.

Almost 1000 m² dedicated to reflecting on the creative process and the interpretation of the elBulli model, and which seek to surprise the visitor and invite them to create and define their own creative profile. From large murals, to hundreds of drawings done by Adrià himself, along with objects and tools emblematic of elBulli, and even a recreation of the restaurant and the kitchen where the 1846 dishes that make up the history of this inimitable restaurant were prepared.

There are also immersive audiovisual projections and animations that help dissect and interpret this creative universe and invite the visitor into the chef's mind, and an exhibition

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format with artistic installations that acknowledge the network structures of his great friend and the precursor to British pop art, Richard Hamilton, who never missed the opportunity for a gastronomic rendezvous at Cala Montjoi. Hamilton said of his cuisine that "looking at and tasting the succession of dishes on the menu at elBulli is an experience that is as aesthetic as looking at a painting"

A multidisciplinary team has worked for over a year to recreate this creative universe, under the coordination of Adrià himself and a team from Fundación Telefónica. From the maps created by Bestiario, a company specialising in data-viewing; the exhibition's design by Olga Subirós; a creative campaign by publicists Toni Segarra and Jorge Martínez; and a website created by Mario Tascón (Prodigioso Volcán), which invites us not only to discover the exhibition, but also to discover everything that creative processes in general involve, with interviews and culinary challenges through social media.

"Creativity means not copying": the origin of the elBulli revolution

To understand this change in Adrià's career we need to go back to 1987, when during a stage Adrià did on the Côte d'Azur, the great French chef, Jacques Maximin told him that "creativity means not copying". That sentence was the the start of a revolutionary change in the kitchen of elBulli. Adrià left the recipe books behind and went down his own path, which changed the way cooking is understood and tasted. Since then, Adrià started to question the established limits. Why can't ice cream be hot? Who said you can't mix sweet and savoury? Out of this came the image that was chosen to represent the exhibition, a drawing he did of the word WHY?

For 25 years, from 1987 to 2011, the team at the restaurant in Cala Montjoi worked relentlessly with the aim of making the language of cuisine evolve and find its own essence, always seeking to be as disruptive as possible. ElBulli created a section dedicated exclusively to creativity. There was the meat section, the fish section, starters, desserts and... the creativity section.

When elBulli closed in 2011, this task continued through the elBullifoundation, through which Adrià and his team have dedicated themselves to investigating and continue experimenting with their own discipline. They have come up with a "formula of creativity", taking elBulli as an example, which aims to serve as a model for other disciplines and a tool for self-analysis for anyone to find their own method. They specify that it is not a unique model, but it is a valid model for those who want to improve the output and efficiency of their business, company or office.

Ferran Adrià: Auditing the creative process is the first result of the work of elBulliDNA, a multidisciplinary team of around 10 people who, from their headquarters at elBulliLab in

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Barcelona, study and decipher the creative process, and who will maintain a dialogue with elBulli1846 in Cala Montjoi.

The map of the creative process: the guide to the exhibition

To help visitors understand his creative universe, Adrià has drawn a map of the creative process, which represents the floor plan, and which is revealed through the different exhibition spaces. This animated map, subject to constant evolution, is the result of a permanent and extensive work of analysis carried out by the elBulliDNA team, representing elements which from their point of view, make up the DNA of the creative process.

Thus the visitor will discover, step by step, the variables elBulli considers relevant in its process of achieving creative longevity. By means of a compass and encounters that accompany each of the exhibition spaces, visitors will discover the pieces that make up the puzzle of the creative process. These can be grouped into blocks that correspond to each section of the map:

- **elBulli, the story of a dream**

What made elBulli run like clockwork? Risk, freedom of decision, immediacy, converging talent, self-commitment, a very high level of creativity, asking questions down to the very last detail, constant analysis and examination, and a great team. These are some of the key aspects that made this restaurant the best in the world in just five years.

The visitor starts to enter the elBulli universe and by means of a three-metre mural composition journeys through some of the restaurant's most emblematic moments and objects, from the uniform of the staff, the cushions that decorated the restaurant, emblematic magazine covers, and the dog, the symbol and logo of the restaurant.

- **Creative personality and resources**

"It's not my team; we are a team" is a sentence that those who know Adrià will have heard him say on numerous occasions. Thousands of chefs have ascended the winding roads of Cala Montjoi to work 16 hour days, day in, day out, and that is only achieved with the passion of a team of people. A visual timeline shows the organisational, economic and staff changes throughout the restaurant's 25-year history.

elBulli's journey was a balance between chaos and order to achieve creative efficiency. It evaluated and analysed every step, while transgressing boundaries with total freedom. A freedom that was reflected in the restaurant's history through various milestones: closing at midday, closing six months of the year for research, getting rid of the menu, creating research

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spaces, and so on. All of this aimed to evolve and perfect the organisation so that it could be more efficient.

In 1997, Adrià wrote "The secrets of elBulli", where he spoke for the first time about creativity. Also, the creative process of elBulli is forged from a constant dialogue with other disciplines: science, design, business or art, which is shown in the exhibition through display cabinets containing different objects that reveal their relationship with these fields. This proximity between elBulli and other creative disciplines lays the foundations for learning, evolving and discovering one's limits.

- **Disappearing ravioli**

At elBulli 1846 dishes were served over 25 years. Every year around 5000 experiments were carried out in the workshop, as if it were an R&D department, and only around 125 ideas were eventually included on the menu. There are many different approaches to creating a dish and many variables along the way, from a new tool or technique, adaptations of existing dishes, to something inspired from a journey.

The oblaat is a transparent wafer made of potato starch and used in Japan to coat medicines. Adrià and his team discovered it on a trip to Japan and decided to experiment with the possibilities it offered. In 2009 he presented Disappearing ravioli, based on oblaat. In the exhibition, a large table is devoted to the process of creating this dish, where you can observe the methodology and even the tools used, step by step.

- **What is a creative technique?**

Is inspiration from nature a creative technique? For Ferran Adrià it is. The *tapa* 'raw and cooked beetroot salad with caviare' was inspired by flower petals Creativity was elBulli's *raison d'être*. Dishes were designed to conquer and surprise the diner through the senses, emotions and intellect, which are shown in the exhibition through audio-visual installations, display cabinets and original drawings by Adrià himself. The introduction to creative techniques is a structure in homage to Richard Hamilton, made up of black and white photos of elBulli's creative moments.

To create a dish, an existing one can be copied or improved, or a new dish can be created, which is the highest level of creativity. There are millions of creative techniques and the exhibition shows eight of the most important in the history of elBulli. Perhaps the technical-conceptual search

is the one that best defines elBulli, but there are others: the search for new products, the five senses and the sixth sense, nature, the influence of other cuisines like Japanese cuisine, new ways of serving dishes, inspiration from shapes, and deconstruction.

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- **Thousands of annotations and dozens of notebooks: Archives, logs and documentation**

The will to learn and share has always been part of elBulli's DNA. A culture of secrecy was never part of its plans. Each year, everything that was created was exhaustively catalogued and conserved: this was done differently each year to avoid monotony: sheets, documents, drawings, graphics; whether hand drawn, computerised or as videos. This systematic register of every step of elBulli's creative process forms the base from which the creative audit can be carried out.

Every discovery was documented, including those that were ruled out, so they could be picked up again later to give way to new dishes. "what could have been and was not" These archives show how a dish evolves and serves as a starting point for new dishes. All of this material is shown through an audio-visual installation with the hands of the elBulli team simultaneously flipping through the pages of the hundreds of notebooks they referred to as they created This tunnel recreates the walls of elBulliCarne, created in 2011 to store this documentation and for other purposes The installation is accompanied by various drawings, notebooks and annotations that are referred to as the "creative memory".

- **From the Big Bang to now: Evolutionary Analysis and Creative Audit**

Through 114 drawings, Adrià reflects on the beginnings of cooking to the present day. Do we need a flame to cook? Did cooking begin when man started to use pottery to boil food? He provides an overview of creative culinary techniques throughout history.

Timelines of culinary theory and evolutionary analysis, among others, help to explain the difficult task of cataloguing elBulli began in 2001. The objective was to document all its knowledge and creations and organise them to record certain creative milestones. The process lasted more than five years and culminated in the General Catalogue of elBulli. Through the cataloguing of its work, two important concepts in elBulli's creative methodology came about: evolutionary synthesis and creative audit. In order to know what they had been doing, they undergo constant analysis to identify changes in their discipline and evaluate the results.

- **Reproduction: menus, 1846 dishes, D- Coding, kitchen and restaurant**

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Ferran Adrià and his team created 1846 dishes. In 1987, they produced 15 recipes, and in their final years they produced over 100 new dishes each year; they are set out in a large mural in the exhibition. The increase in the number of dishes was also reflected on the menu. In 2002, a revolutionary step was made: swapping the menu for a tasting menu that got rid of the traditional layout, and introducing a structure of four sections: cocktails and snacks, tapas, pre-desserts, desserts and morphings.

What is cooking? After dish number 1846, which also happens to be the year of birth of Auguste Escoffier, considered the father of chefs, elBulli started to work on 'D-Coding', or the Map of the Gastronomic Process. The diagram shows all the elements, steps and agents involved in preparing a dish, from obtaining produce, the tools and techniques used to cook, the people who would make and serve the dish, up to the moment it was tasted.

The end of the creative process makes way for the 'reproduction' of the dishes in the kitchen and then serving them in the restaurant. At elBulli 1500 dishes, prepared by 40 chefs, were served daily to 50 diners. The moment a dish is tasted is the moment of conversation between chef and diner and reflects the 4000 hours of creativity elBulli dedicated each year to develop and create these preparations.

Ferran Adrià and Telefónica

Ferran Adrià is not only the best chef of the last decade, he is also a benchmark for creative innovation and improvement on an international level. His capacity to influence goes beyond the world of avant-garde cuisine and, according to *Time* magazine, he is one of the 100 most influential people.

Since 2010, Adrià has been an ambassador for Telefónica and in June 2014 it was announced that his collaboration agreement would be renewed to continue developing new activities related to digital innovation. One of the projects Telefónica is currently conducting with Adrià is *Innovation Space*, an interactive space that will travel through various countries and through which visitors will be able to find out the creative process of the Catalan chef through interactive panels, pictograms and projections.

Another initiative is "Adrià at home", an application based on the book "The Family Meal: Home Cooking with Ferran Adrià", developed by elBulli in collaboration with the elBulli team. It was launched in November 2012 and is continually updated with new features. The

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application has been ranked number 1 in the food and drink category in 17 countries.

Telefónica is the result of a history of more than 90 years of advancement and transformation and for this reason Ferran Adrià perfectly embodies its values of innovation and transformative leadership.

For more information on the exhibition (photos and videos available):

ferranadria.fundaciontelefonica.com

espacio.fundaciontelefonica.com

For more information on these activities and reservations:

vive.telefonica.com

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