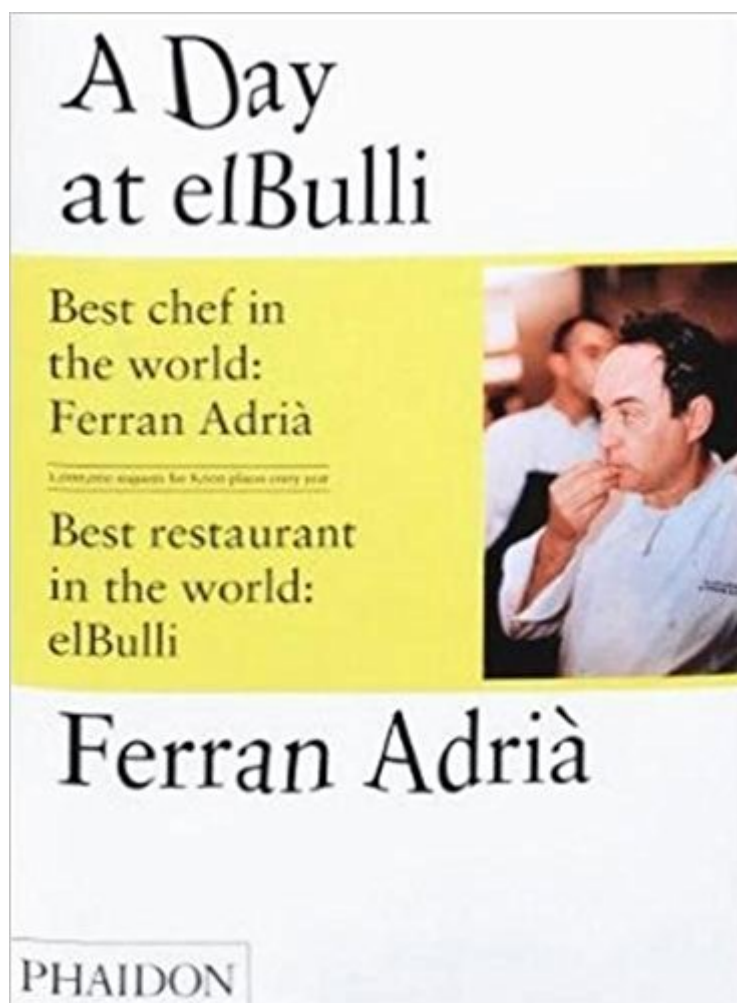


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A Day At El Bulli



Synopsis

For the first time, *A Day at elBulli: An Insight into the Ideas, Methods and Creativity of Ferran Adria* allows unprecedented access to one of the world's most famous, sought-after and mysterious restaurants. Having held three Michelin stars since 1997, and regularly voted 'Best Restaurant in the World' by a panel of 500 industry professionals, elBulli has been at the very forefront of the restaurant scene since Ferran Adria became sole head chef in 1987. Aimed at food enthusiasts as well as industry professionals, the book documents all the activities and processes that make up just one day of service with stunning colour photography of the kitchens, staff, creative workshop, dishes, the restaurant itself and its striking surroundings near the town of Roses, north east of Barcelona. The book starts with daybreak at 6.15 am, then shows visits to the local markets to source ingredients from 7.00 am, Ferran's arrival at the workshop, his morning creative experimentation session, the arrival of the rest of the brigade at 2.30 pm to begin the mise-en-place for the evening, the preparations of each guest's menu, the daily tasks of the front of house team, and the arrival of the first guests for dinner from 7.45 pm until the last guests' departure by 2.00 am. The menu is fully explained with detailed and technical recipes that reveal the full extent of the chefs' artistry. Innovative text inserts open the lid on the history of elBulli and Ferran Adria, the creative methods, the secret workshops, the technical processes behind the creation of a dish, the network of sensations and interactions that take place between a restaurant and its guests and the sensory experiences of eating, as well as the formidable reservations procedure and the structure of a meal into four theatrical 'acts'. *A Day at elBulli: An Insight into the Ideas, Methods and Creativity of Ferran Adria* allows all lovers of good food to experience this spectacular restaurant to the full.

--This text refers to an out of print or unavailable edition of this title.

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Customer Reviews

Book Description A Day at elBulli: An Insight into the Ideas, Methods and Creativity of Ferran Adria reveals for the first time the creative process, innovative philosophy and extraordinary techniques of the multi-award-winning restaurant, elBulli, and its legendary head chef, Ferran Adria. Situated on a remote beach on the northeast coast of Spain, elBulli is famous for being the ultimate pilgrimage site for foodies, and a reservation that is nearly impossible to obtain. Each year elBulli is open for just six months, and receives more than 2 million requests for only 8,000 seats. Renowned for his spectacular ever-changing 30-course tasting menu, Adria's pioneering culinary techniques have been applauded - and imitated - by top chefs around the globe for the past decade, and he was named one of Time magazine's 100 most influential people of our time. If you weren't one of the lucky few to get in this year (2008 reservations were booked a year in advance), you can now experience the restaurant like never before. This generously-illustrated 600-page "day in the life" features over 800 photographs, menus, recipes and diagrams, and presents a guided tour through a full working day at elBulli. The book documents the activities of each hour of the day, from dawn at 6.15 am to switching off the lights at 2.00 am. The book highlights 30 dishes which represent a full elBulli menu, and Adria shows you how he creates the restaurant's innovative cuisines. Sample recipes include Samphire Tempura with Saffron and Oyster Cream, Steamed Brioche with Rose-Scented Mozzarella, and Coulant/Souffle of Granadilla with Cardamom Toffee. In April 2008, elBulli won the #1 Best Restaurant in the World, for the third year in a row at the S. Pellegrino World's 50 Best Restaurant Awards. A Look Inside A Day at elBulli (Click on Images to Enlarge)

08:30 elBulli Restaurant Terrace 14:35 The rest of the kitchen team arrives. 16:45 Making an olive oil cylinder from a special caramel made with olive oil and Isomalt 20:00 Chefs make cocktails: a tray of Margarita frappÃ© with a salt air served in a cube of ice Cigala con quinoa (Langoustine with quinoa) 23:15 The pace slows down as act three approaches Exclusive: A Recipe Excerpt from A Day at elBulli Marshmallow de piÃ±ones (Pine nut marshmallows)

An enormous undertaking, this monumental tome, complete with more than 1,000 photographs, chronicles one day at revolutionary eatery elBulli in northern Spain, arguably one of today's most influential restaurants. Adria, the culinary genius behind this success, along with restaurant

manager Soler and brother and fellow chef Albert give the reader a firsthand look at day-to-day activities and the innovation for which elBulli is known. Lavish photographs are the main attraction in this work; text is sparse and offers only glimpses into activities. While there is an examination of the team's creative methods, most topics are only touched upon briefly, such as creative sessions, testing and utilizing a mental palate. Given the highly technical nature of the dishes served at elBulli, recipes (Pine Nut Marshmallows; Steamed Brioche with Rose-scented Mozzarella) are rare. A glance behind the scenes at a pivotal time and place in culinary evolution, this book will delight serious foodies, and its stunning package guarantees it will grace many a coffee table. (Oct.)
--Publishers Weekly

A book about a restaurant, but not about food. Rather it is an examination of the unique philosophies and processes (not to mention sheer will and effort) that goes into creating one of the most creative places on earth. For anyone who makes their living with creativity, ideas or innovation, be warned. Reading this is as humbling an experience as it is inspiring. On one level, all the elements and themes explored are familiar to any book about ideas - curiosity, diversity, insight, experimentation, craft, debate and interrogation. And yet they are taken to such extreme levels of commitment - like 4000 hours of creative development for just 160 meal services a year; or how every single ingredient is taken through a battery of heat, texture, portion, distillation and combination tests merely to discover a hidden property of a food. It is nothing short of a question-everything approach that permeates El Bulli's unique methods, processes and business. What I also love about this book is how instructive it is in terms of methods and techniques of creative ideation and refinement. In between the fly-on-the-wall pieces and interviews and stories, there are also little process pamphlets that reveal how Ferran Adria and his team actually go about discovering and developing and designing. All in all, hands down THE best 33 bucks i've spent on . Completely and utterly humbling.

wow

thank you

Incredible, aspiring, amazing... A monument to the great Adria. Will try some of the recipes as soon as I get the right tools and ingredients. A note: there are more pictures of Adria, the team and the restaurant, than recipes, I am just warning you in case you think this is a cookbook...

It may not be the high end photography of some other food books, but this book is about el Bulli and it does a great job at giving you a glimpse into this legendary restaurant. It is thicker than i thought it would be. It has paper inserts that I am not crazy about, but it was a design choice... not bad, just not my preference as it looks like someone stuck a flyer into the book. Still, this is a wonderful alternative to the insanely high priced books on this amazing restaurant.

I've always wanted to go to El Bulli before it closed, but their reservations were always booked up months in advance. Now that it's closed I'll never get to see it, but checking out this book is a good way to look at the inner workings of what was a tremendously interesting institution. Excellent read.

My wife is a big cook and adores this book! Classic recipes and techniques. She says it's a classic and most any foodie at home would benefit from it's wisdom.

inside into this culinary genius

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