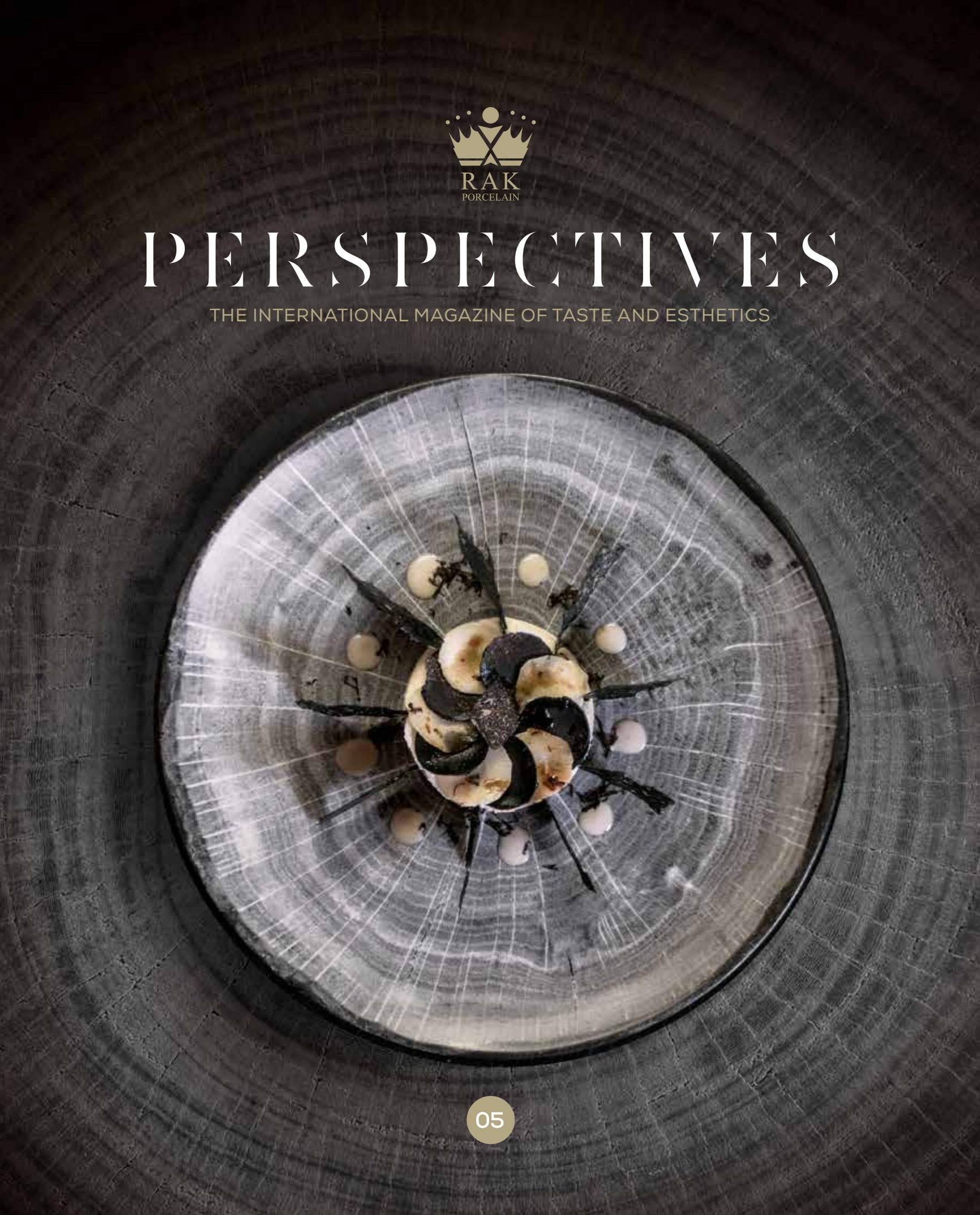
RAK
PORCELAIN

PERSPECTIVES

THE INTERNATIONAL MAGAZINE OF TASTE AND ESTHETICS



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Editorial

Dear partners and friends,

"A match made in heaven!" In this issue's cover story, we showcase a line of plates from RAK Porcelain's brand-new Woodart series, adorned with breathtaking dishes and masterfully photographed. The man behind these works of art is René Mathieu, a Michelin-starred chef from Luxembourg. While preparing these masterpieces, René found time to philosophise on cooking and what it means to be a chef. Let the magic of his work captivate you while you lose yourself in Woodart's beauty.

As usual, we have a wealth of new things to show you. Take a look at our magazine, "Perspectives". And like in previous issues, we will take you on an exclusive journey into the world of high-end cuisine and hotels.

One of our stops is in Dubai, at the Al Habtoor City Complex. There we met French culinary director Stéphane Buchholzer, the man responsible for the gastronomic bien-être of guests from all around the world across 18 different restaurants.

And speaking of all around the world: Our exhibit at the NRA Show in Chicago grabbed visitors' attention not only because of its scale, but also because of its design. In the USA, RAK Porcelain has now firmly established itself in the tableware industry. Lisabet Summa, chef for the Big Time Restaurant Group in Florida, fully relies on our porcelain.

So too does the young chef Māris Astičs from the Riga-based restaurant Ferma, which in the past few years has blossomed into one of the most notable culinary hotspots in the Latvian capital.

The same can be said of the Spa & Golf-Resort Weimarer Land. A little more than ten years ago, this former agricultural estate in the German state of Thuringia was a ruin. Today, it offers top-notch wellness and golf facilities, not to mention four restaurants that use our porcelain.

RAK Porcelain tableware collections also feature at Rome's A.Roma hotel and the Grand Hyatt in São Paulo, though that is far from the only reason to visit these establishments.

As usual, we also bring you the latest culinary trends – from sprouts and shoots full of vitamins to food trucks, which remain as popular as ever. The piece on Thomas A. Gugler, president of the international association of chefs "Worldchefs", is well worth reading too. And don't miss the interview with Simona Greco, Art Director of the exhibition HostMilano – you won't want to miss Host's 40th anniversary this autumn!

All that remains is to wish you pleasant reading.

Yours sincerely,
Renu Oommen

Chief Marketing Officer of RAK Porcelain

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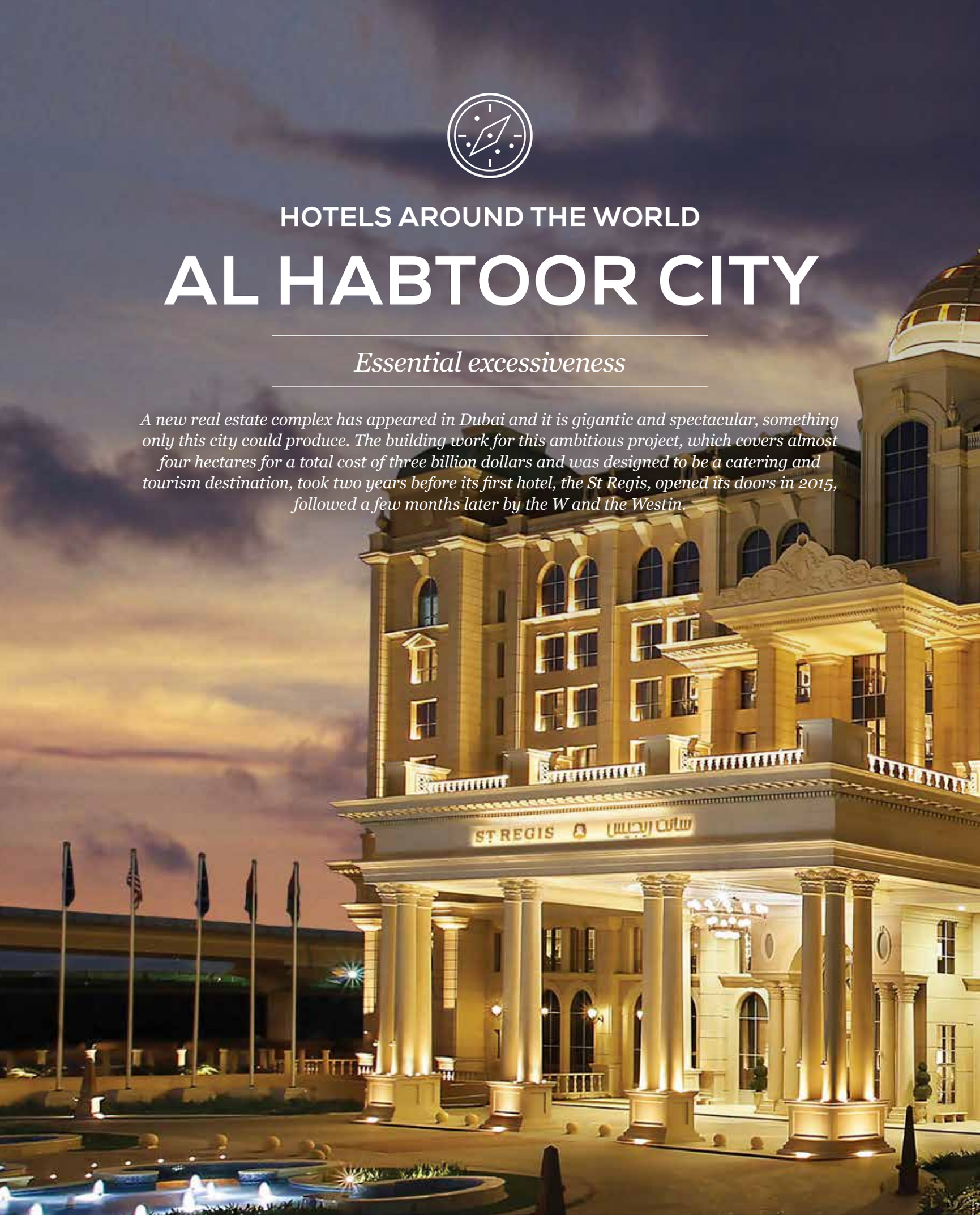


HOTELS AROUND THE WORLD

AL HABTOOR CITY

Essential excessiveness

A new real estate complex has appeared in Dubai and it is gigantic and spectacular, something only this city could produce. The building work for this ambitious project, which covers almost four hectares for a total cost of three billion dollars and was designed to be a catering and tourism destination, took two years before its first hotel, the St Regis, opened its doors in 2015, followed a few months later by the W and the Westin.

LASAGNE
BEEF CHEEK RAVIOLI
SEAFOOD RAVIOLI

Interview

STÉPHANE BUCHHOLZER

CULINARY DIRECTOR OF THE AL HABTOOR CITY COMPLEX

Since then, the pleasant promenade, between a river and elegant stores with magnificent lush gardens, via La Perle, the first permanent performance in the region created by Franco Dragone, shows a result that is in line with the investment. The restaurant offering is exceptional: the French inspired Quartier brasserie attracts the fashionable elite of Dubai, the kitchens of the futuristic Namu are led by two chefs, a Korean and a Japanese, the J&G Steakhouse offers a raw meat stand with generous portions, while the Cook Hall caters to the American chic, in particular with one of its specialities, the melted cheese and black truffle sandwich.

There is one person behind the entire restaurant complex: the Frenchman Stéphane Buchholzer, who, after having studied at a hotel and catering school in southern France, honed his skills with Michelin-star chefs in Courchevel, Biarritz, Alsace and Lorraine, before moving to the United States and then Dubai. He is now in charge of a culinary empire. Perspectives magazine met an unusual chef who aims to transmit a cuisine for the soul.

For 25 years, your experience as a chef has been constantly enriched. Where does your passion for cooking and your attraction for foreign shores come from?

I've always enjoyed eating. When I was young, I was really enthusiastic about food. My international career is the result of an encounter: I had the opportunity to work at the two-star restaurant owned by Jean Schillinger, later his son, Jean-Yves Schillinger, asked me to go to the United States with him to open his own restaurant. After six years and various experiences, I returned to Europe where I was approached by a hotel in Dubai with a view to importing and developing a new culinary concept. In 2005, I opened the first molecular cuisine restaurant in the Middle East. After that, I held two positions in hotel complexes before becoming in 2015 the culinary director of the Al Habtoor City Complex, where I'm in charge of 18 restaurants, room service for 1,950 rooms and banquets for up to 2,200 people.

> *“ The pleasure of taste, the idea of getting back to basics, simplicity, these are the pillars of my profession.”*

Stéphane Buchholzer, culinary director

Is your profession today not more that of a manager than a chef? What aspects interest you the most?

Indeed, I see myself as a manager, even a politician! During my days, I spend time supervising quality, developing concepts, drawing up offers and prices, etc. I love working on the development of restaurants and the creation of concepts. My work requires constant updating and immediate adaptation: for instance, over the past 10 years, Peruvian cuisine has been very fashionable. Now, Korean cuisine is becoming popular. That’s why we’ve opened a Korean restaurant with Japanese influence at the W in order to offer a dynamic and modern restaurant.

What idea of cuisine do you pass on to your teams?

The pleasure of taste, the idea of getting back to basics, simplicity, these are the pillars of my profession. Currently, many chefs put too much thought into cuisine, which produces a very complicated result. Of course, this can work for some small individual restaurants, but as a hotel complex with a high turnover, we have to attract our customers two or three times a week. Therefore, for us, their tastes come first. Even if we have new or different ideas, we always have to focus on the product that the customer wants. Nowadays, complicated and elaborate dishes lack taste, depth, soul, etc. Our cuisine aims to be simple, attractive, delicious and spirited, a combination of modernity and tradition, which corresponds to what our customers want.

The entire hotel and restaurant offering in the United Arab Emirates seeks to achieve excellence. How do you manage to update and spot new trends?

I observe everything that’s going on in the market, I go out, I spend time on the Internet. It’s essential to pay attention to what others are doing and to evaluating opportunities by means of market research. We also have the advantage here of not experiencing any supply problems: we receive deliveries from all over the world twice a week: the United States, Europe, Japan, Australia, etc. A fish caught in the waters of Brittany on Tuesday morning will arrive here on Wednesday morning. To be honest, there’s not very much that we can’t get, and we also benefit from very high quality and varied products.

www.alhabtoorcity.com

RAK AROUND THE WORLD

WOODART

As if made for one another

We've cooked up something special to turn the spotlight on the highly diverse range of forms in our new Woodart collection. What could be more fitting than a photo shoot in old chambers and splendid rooms bathed in abundant natural light? With dishes bedecked with sensational foods mainly of ingredients from the world of vegetables and flora. Let yourself be whisked away by the interplay of this unusual china collection and these equally unusual culinary delights.

”I primarily use ingredients from the world of vegetables and flora. Herbs, which come in a practically inexhaustible array of types, are also included in my repertoire“

René Mathieu

"Notre terre nourricière"

The narrow lanes of Bourglinster, a medieval village nestling in the heart of Luxembourg, almost seem to be blossoming. It’s no wonder – it is, after all, a lovely spring day. The first one of the year. Until recently, the weather had been a rainy and foggy gloom. The view of the castle is also impressive. Its contours stand out like an oil painting against a blue sky. Today, there in the castle, first mentioned in 1098, lies the world of René Mathieu.

The 57-year-old chef is already waiting for us impatiently at the entrance. His is waiting for us impatiently at the entrance with a beaming smile. This star chef has cooked up something special. For nearly 30 years, this Belgian-born master has been at the very top of the game. But only in recent years has he found his way, or shall we say, his gastronomic orientation. The dishes Mathieu conjures up all have something in common: the origin of the ingredients. “I primarily use ingredients from the world of vegetables and flora. Herbs, which come in a practically inexhaustible array of types, are also included in my repertoire,” adds René Mathieu, who takes regular strolls through the forests of Bourglinster. Always on an expedition to discover new herbs or unknown root vegetables.

Refined presentation and highly imaginative composition – these are the hallmarks of Mathieusian cuisine. His cooking features vegetables such as beets and celery, which are entirely lacking elsewhere. All of his work did not go unnoticed, however. In 2011, the restaurant La Distillerie garnered a Michelin star. In 2012, it was named “Best vegetable restaurant in the Benelux region”. Today, this star restaurant is not only among the premier destinations in the Grand Duchy, it is also in the top-25 restaurants worldwide in this category.

René Mathieu

"Step inside, let's get started," says René Mathieu, leading us first to his kitchen and then to the "Salle des chevaliers". That's where most of the photo shoot will take place. The room is so bathed in light that the photographer hardly needs any artificial lighting at all. This greatly simplifies the preparations, so he can start snapping the first shots in no time. The first dish is called "Les beteraves se font du sushi" (Beets make sushi). Only upon closer inspection does it become clear that it's not made with fish, but with beets. Its appearance is reinforced with red sorrel and the warmth of the deep Woodart plate in timber brown.

Next on the menu comes potatoes. Now things really get going. No fewer than 14 different types of potato, of every imaginable origin, presented on the rectangular serving dish in moss green. The dish bears the fitting inscription "notre terre nourricière" (our nourishing Earth). At least on the European mainland, no other cultivated crop has so nourished and satiated the people. The dish is a feast for the eyes, and the taste is simply delectable.

Next comes "le Céléri sort de sa boule" (Celery comes out of its shell) also presented on the rectangular serving dish. This time it's in beech grey, followed by "Black & White" (cover picture), consisting of chervil, truffles, parsley root and nasturtium on the flat beech grey plate, and then "Tartare végétal pourpre" (Purple vegetable tartar), where the meat is simply replaced with meticulously thinly sliced red beets. Thanks to the striking décor, this dish appears "fiery" red on the timber brown serving plate.

Through all of this, René Mathieu still finds time to wax philosophical on cooking and being a chef. "Cooking is my life. It is so deeply rooted in me. At first it was my passion. Over the years, I've come to make my living from it." His beginnings were anything but easy however: no one believed he would become such a talented chef. "They'd say, 'You're better in the guest room than in the kitchen.'" That was an extremely powerful motivation. This is because he wanted nothing more than to be creative, to constantly be producing something unusual and "lend food and ingredients their proper flavour," as he puts it.

A few impressions of "La Distillerie" in Bourglinster/Luxembourg

And where does he draw his inspiration from? “Right now I’m very strongly influenced by my childhood memories. Every dish I create has an entire story all of its own.” This is because his grandfather was a forester. As a child, he often accompanied him in the woods. “It shaped my character, as did my grandmother, who I often watched while she cooked. On top of that was their enormous herb garden.” Simple childhood memories. Mathieu is also influenced by the vegetables and flora that grow in the region. The season plays a role as well.

Back to the dishes that René Mathieu, who’s involved in an exciting book project, has prepared for the photo shoot with the Woodart collection. We move on to a “Tarte à l’oignon avec une bavette de boeuf sur un jus de Borscht” (Onion tart with flank steak in a Borscht sauce). It looks absolutely splendid on the square plate in moss green. The next delectable dish bears the amusing name “La famille c’est choux” (The cabbage family) and features all manner of cabbages. It ends, appropriately, on a sweet note. The two desserts “dans l’esprit d’un millefeuille agrume mendiant et chocolat” (in the spirit of a begging citrus yarrow and chocolate) and “le cannelloni de mangue et glace au thé matcha” (mango and matcha tea canneloni)

”Le cannelloni de mangue et glace au thé matcha”

round off this tour of culinary discovery on Woodart. A little over six hours later – with the beautiful spring day slowly drawing to a close – René Mathieu takes a moment to talk shop again. "In my view, the learning and discovery process as a chef lasts until you're 45. Afterwards, you gradually start going your own way," imparts the star chef, who despite his love for vegetables and flora, does not want to be thought of as a proponent of a vegetarian diet. With his culinary style, he clearly shows that meat and fish are

"Tartare végétal pourpre"

infinitely replaceable. It's something special when ingredients from the world of vegetables and flora harmonise with a dish collection as if they were made for each other.

www.bourglinster.lu

DISCOVER THE VIDEO
ON THE SOCIAL MEDIA CHANNELS
OF RAK PORCELAIN EUROPE

"I wanted nothing more than to be creative, to constantly be producing something unusual and ***lend food and ingredients their proper flavour"***

René Mathieu

CULINARY TRENDS

SPROUTED SEEDS AND YOUNG SHOOTS

Some micro-stars on our plates

Aromatic herbs have always taken centre stage in the kitchen, but now they must share the spotlight with the tiny shoots that are adding a splash of colour to our plates. The jewel of living food, young shoots not only provide an aesthetic element but also contribute to the flavour of our dishes.

Sprouted seeds and young shoots - What's the difference?

Although all young shoots come from a sprouted seed, not all sprouted seeds produce a young shoot; in order to do so, they need at least two green leaflets. Their nutritional properties are complementary, but micro-vegetables have a more distinct flavour. While germinated seeds require only water and heat to grow, young shoots require a substrate as soon as photosynthesis begins. Easy to grow indoors, they add vitality to their surroundings and allow you to have fresh, organic and nutritious food at your fingertips.

Furthermore, this is the perfect opportunity to set the record straight about what we call "bean shoots", which are actually the germ and not the shoot of the mung bean, grown in Asia! In fact, soybean is actually a climbing plant which is grown for its oily seeds.

Salade de jeunes pousses

Young shoots make trends

Raw, cooked, fried or added to drinks, young shoots have a wide range of uses in the kitchen. With their colourful appearance and delicate flavour, their fresh crunchy texture adds to their nutritional quality as well as appealing to trend hunters and foodies alike. These little vegetables punch well above their weight in terms of nutritional content: red cabbage, coriander and radish shoots contain up to 69 times more nutrients than their mature versions. When it comes to creative cooking, these micro-vegetables lead the pack: red shiso, chickweed and mint pouliot are gastronomy's new star condiments. The range of varieties available defies the imagination and is constantly increasing with the research carried out by the Dutch group Koppert Cress. However, many chefs are critical of the mass production methods of this food industry giant and prefer to deal with small local producers.

An edible fern

For the past two years, matteuccia struthiopteris has been all the rage across the Atlantic: from New York to Quebec, this young fern, known as the fiddlehead fern owing to its appearance, is highly prized, essentially due to its various health benefits. The young fronds of this wild plant, which was part of the traditional diet of the Native Americans, are edible; however, as it matures, it becomes toxic. Chef Mathieu Brisson, co-owner of Le Clocher Penché in Quebec, is a great connoisseur of this fern, which he savours for its freshness and versatility: marinated, preserved in oil, stir-fried, in a salad, en papillote, etc. Served with eggs or seafood, the fiddlehead fern is an ideal accompaniment and he recommends blanching it and then frying it with bacon and peppers deglazed with balsamic vinegar.

With the success of young shoots, are we in the process of rediscovering our national heritage? Lest we forget, there was a time when wild herbs and plants were commonly cooked! In any case, they provide endless opportunities to tantalise the taste buds as demonstrated by the ice creams made using meadowsweet, buffalo grass or melilotus. These were developed by the chef the Septime bistro, Bertrand Grébaut and the plant specialist, Stéphane Meyer, nicknamed the “Druid of Paris”.

Cress

Salad with asparagus, arugula, peas, cucumber, spinach and radishes

INTERVIEW

THE RECIPE FOR SUCCESS

Lisabet Summa, Chef of Florida's Big Time Restaurant Group

Interview

LISABET SUMMA

CHEF OF FLORIDA'S BIG TIME RESTAURANT GROUP

> *"**Innovation is coming from everywhere** and I don't want to miss any of it."*
>
> *Lisabet Summa*

To succeed in the competitive casual dining segment in America, a restaurant must have a unique menu offerings, a strong local orientation, and a good value proposition to attract its targeted customers. South Florida's Big Time Restaurant Group has all three and each of its six distinct restaurant concepts offer delicious, reasonably priced food in a classic, timeless and comfortable atmosphere.

Grilled fish

Founded in 1993 by Todd Herbst, Bill Watson and Lisabet Summa, Big Time Restaurant Group work hard to make sure that their restaurants are premier destinations for cocktails, dining and events. Today, Big Time Restaurant Group operates fourteen locations including City Oyster & Sushi Bar, Big City Tavern, City Cellar Wine Bar & Grill, Rocco's Tacos & Tequila Bar, Grease Burger Bar and Louie Bossi's Ristorante, Bar and Pizzeria. Rocco's Tacos & Tequila Bar is an especially important relationship where the company partners with founder Rocco Mangel in the 7-unit strong (and growing) chain. Mangel worked for Big Time Restaurants as a busboy when he first moved to Florida in 1997, now the company is excited to partner with him on this fast-growing concept. We recently had an opportunity to sit with Executive Chef/Partner Lisabet Summa to learn more about her background, culinary philosophy, and - *of course* - her views on the tabletop she uses.

Your career began in Chicago and, in your early years, you worked in more upscale venues. How has that background helped you with the more casual concepts of the Big Time Restaurant Group?

My culinary education was completed in a traditional way - I was required to master a single station before being allowed to move on or up. While I had fewer responsibilities as a young cook it was expected that I would continuously develop my knowledge and technique through invaluable lessons learned from each station. It took me years of working in the vegetable and garde-manger before I was allowed to touch a fish. In the coveted position of poissonnier, I learned not only how to cook all seafood but the core principles of how heat transfers differs between types of animal muscle mass. In the baking department, I became acutely aware of time, temperature, discerning doneness, and why is salt your friend. I came to learn I could slice an apple paper-thin as I had been told, over and over again. The most enduring lesson is this: Now is always the exact right time to do something that needs to be done.

"Brooklyn Caesar" plated on Anna by RAK Porcelain

When it comes to transmit your knowledge to young chefs, what is your philosophy?

I take great pride in teaching and training young Chefs with the mantra I learned at Alouette and Maxime's: success boils down to technique, technique, technique. There is no substitute for it if you want to serve consistently great food. The classically trained chefs I worked with drilled into me that technique is the foundation for repertoire. This truth has informed my entire career establishing my standard for cooking and running my kitchens. In contrast to the traditional method I experienced, my teaching is a combination of formal training and written references with reinforcement when I work side-by-side with our talented crew. With the growth of our group, I am proud to point out the large number of Executive Chefs who began with Big Time as line or sous chefs. My experience in upscale venues made this possible.

What are the common threads that run through all of your group's restaurants?

When a guest walks into any Big Time Restaurant we want them to leave their concerns at the door. There are lots of little things that make this possible. Our bartenders introduce themselves by first name so guests feel welcomed. Staff training assures that servers know the menu and look after guest's special needs. Restaurant managers are on the floor actively supporting their staff and looking after our guests. Restaurant people are great people to be with: they are high energy, fun, and like to be of service to others and Big Time employees are the best in the industry. Chefs are also an important focal point for telling the story of our concepts — Mexican, Italian, seafood, or American. Furthermore, our restaurants are warm and inviting places featuring classic materials like Old Chicago brick, leather, and wood floors. Music and lighting are important to us. We invest in sound systems that can produce a lot of noise but sound best when turned down. Our restaurants feature lots of windows and sliding glass doors so we can bring the outside in. We are, after all, in south Florida. Our customers recognize all this and choose our concepts when they celebrate life's small and large events. This is the secret to our success.

*" We chose **RAK Porcelain** because the company offers such a **wide range** of pieces in an **infinite number of colors and styles.**"*

Lisabet Summa

LISABET SUMMA

Chef Lisabet Summa of Florida's Big Time Restaurant Group grew up outside of Chicago. Her early culinary inspirations came from her mother and grandmother Summa, when they were cooking together at home. Starting as a line cook, Lisabet Summa progressed quickly, learning the foundations of her craft in serious Chicago restaurants like Alouette and Maxim's. Prior to joining Todd Herbst and Bill Watson at Big Time Restaurant twenty years ago, Lisabet Summa also worked with Chefs Charlie Trotter and Florida's Norman Van Aken at Sinclair's American Grill at Jupiter Beach Resort. She was head chef at Café L'Europe on Palm Beach and pastry chef at Café St. Honoré in Palm Beach Gardens. Lisabet additionally was an instructor at Florida Culinary Institute where students voted her, Best Teacher in 1994.

How do you see the role of RAK Porcelain playing into the presentation and, more importantly, the dining experience for your guests?

RAK Porcelain hasn't always been our go-to porcelain supplier. The company has earned this position over the past two years with the winning combination of product, service, and personnel. We appreciate our partnership with them. We chose RAK Porcelain because the company offers such a wide range of pieces in an infinite number of colors and styles. With so many different concepts to support we use the full range of the RAK Porcelain line. It's great to be able to stay in the same brand regardless which concept I am working on. I particularly appreciate the number of choices RAK Porcelain offers in 'basic' white. White has always been the most challenging color to match, but that is no longer an issue with RAK Porcelain. The RAK Porcelain line provides me with the versatility to source workhorse pieces, retro pieces, modern and modular pieces, custom colors and designs, and even dishes that work for our Sushi bar!

With your many experiences in the restaurant industry, what still excites you most and keeps your culinary passions burning?

It may sound a little trite but I continue to be a student of my craft— this energizes me. Innovation is coming from everywhere and I don't want to miss any of it. I use social media and Instagram to identify trends from around the world and decide how they inform my work. To fulfill my commitment to turning sous chefs into executive chefs, I pursue these trends with additional reading, experimentation, menu tastings at emerging new restaurants, and bring this knowledge back to my team. Our group is currently in design for our 15th restaurant and the challenges of another new project help me to be a better chef and improve the guest experience at every one of our restaurants.

www.bigtimerestaurants.com

INTERVIEW

FERMA

The flagship of Baltic cuisine

The popularity of Nordic cuisine has grown over recent years, notably owing to the Scandinavian influence. However, there is still little talk about the neighbouring Baltic countries in this context... This oversight will undoubtedly be resolved during the current year, as Riga (the capital of Latvia) and its surroundings have just been named European Region of Gastronomy, alongside the Danish city of Aarhus and Lombardy in Italy.

Interview

MĀRIS ASTIČS

"Our mission is ***to bring nature into the city on a platter.****"*

Flying the flag for a gastronomic heritage that is gaining in popularity, the Ferma restaurant - ("Farmhouse" in Latvian), opened its doors in July 2016 and has quickly established a reputation for itself as a leading light on the culinary stage. The restaurant is striking, as much for the quality of its cuisine as for its interior design and its view over the Viesturdārzs park. This vista is particularly appreciated in the summer, when guests can enjoy a traditional picnic on the terrace of the restaurant, prepared in a meat smoker and cooked over an open fire. The culinary school, "Restorānu servisa skola", is located on the other side of the restaurant. It offers a programme that is unique to Latvia and brings together the finest experts in the field of gastronomy. Its objective is to raise the quality of culinary education available in Latvia. Behind these two success stories is one man: Māris Astičs, a young chef and business manager, and heir to a culinary heritage that he aims to glorify and transmit to others.

A chef at 23, owner of the leading Latvian cooking school at 25, manager and chef at his own restaurant at the age of 29... Māris Astičs' journey has been admirable. What's more, his steadfast determination and his reputation continue to blossom. His leitmotif, 'food for the people', conceals his desire to raise awareness of his country's specialities and showcase its gastronomic qualities. A meeting with a truly exceptional person.

Your journey has already earned you respect and yet your story has only just begun. What inspired you to choose cooking as a profession and why did you decide to open your own restaurant at such a young age?

I come from a small village, so I grew up surrounded by local fruit and vegetables; I know how to cultivate and nurture them. Also, my father, my brother and I are all hunters. I know how an animal matures and how to butcher it. This personal experience has made me a better chef. I studied at the culinary school "Restorānu servisa skola" and now I own it! After obtaining my first internship I worked nonstop. I never took a day off and I studied every night and read continuously... I had the opportunity to

learn in distinguished restaurants such as Bergs, Desiderata and Le Dôme. To become a top chef, you have to be incredibly motivated and fall in love with the profession. My hard work and dedication is the reason why I have accomplished so much in such a short space of time. Managing my own restaurant has enabled me to fully reveal my own vision of the perfect restaurant to the food enthusiasts in this country.

What aspects of the profession do you find appealing?

Everyday life in a restaurant is exciting because something new emerges every day. Customers, products and situations vary - the unexpected adds a sparkle to each and every day! Moreover, working in my own business gives me the freedom to choose the ingredients and the necessary equipment... I do not, for example, have to justify my choice of tableware to amateurs! But at the end of the day, what counts most for me is my team: I look into their eyes and I see the courage and determination to strive every day to achieve even greater things. Many members of this team have worked with the restaurant manager, Janis Vilumovs, and myself for many years and, we hope, they will continue to do so for a long time to come. Our common philosophy is to cook for fun; hence, we are happy with what we are able to achieve. Our customers feel this and they are happy.

Does the aesthetic of the restaurant have an important role to play in your guests' dining experience?

Yes, of course. The architectural and artistic appearance of the interior of the Ferma is a wonderful example of authentic original design. It is an ode to the functional modernism of the mid-twentieth century with a few touches of the stylish and exquisite Art Deco era. With Janis Vilumovs, we made clear, right at the beginning, everything that we did not want. If you have had bad experiences in the past, they actually help a lot when you open your own restaurant! When it comes to tableware, I have been working with RAK Porcelain plates for several years and I will continue to do so. They are sought after, elegant and sophisticated. The different colours help to emphasise the visual aspect of the food and present the dish with discretion.

How would you describe your culinary style?

'Food for the people' is my philosophy. I cook high quality food at reasonable prices. We only use the best products from the local region: wild game, Baltic salmon, tiger prawns raised in Latvia and dried beef made exclusively for our restaurant. Moreover, we are acknowledged as experts in the preparation of local fish such as sturgeon, catfish and halibut. Our mission is to bring nature into the city on a platter. Furthermore, our work goes beyond culinary art because we are sharing a culinary heritage in our restaurant, as may be seen from my two signature dishes: the first one is finely sliced Nordic shrimp with wasabi, parmesan and rocket; the second, smoked sturgeon and roast potatoes served with a horseradish emulsion. Another vital element is the pairing of wine and food. We are extremely fortunate to have a very talented sommelier: Agnese Meiersone. She is able not only to surprise our guests with subtle combinations of rich flavours, but also to teach them about the art of wine tasting.

www.fermarestorans.lv

CULINARY TRENDS

FOOD TRUCKS
ICONS OF A SOCIETY ON THE MOVE

"Street food is a real alternative to fast food and a powerful motor for integration in society. Street food is the future"

... declared the famous French chef Thierry Marx when he created his school for mobile cuisine. An insight into a social phenomenon that inspires more and more people around the world.

The Italian "Birrabus"

Thierry Marx,
creator of a school for mobile cuisine.

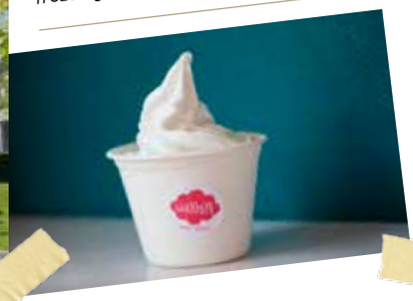
A new generation

Mobile trucks are not a new phenomenon: the concept was born in the United States during the Civil War and spread throughout the 20th century. In 2008, a new generation of food trucks was developed, offering gourmand and gourmet food, close to areas buzzing with activity, on the street. The concept is based on quality, mobility and proximity, three factors for success, combined with a strong visual identity and an expert use of social media. A perfect illustration of this trend is Baby's Badass Burgers, a bright pink food truck that criss-crosses the United States, announcing its journey on Twitter. Just like the MAXimus/miniMUS in Seattle, which captures the attention of passers-by with its signature pig-shaped vehicle and tantalises the taste buds with its local products. Another example is the Birrabus in Italy, which offers a selection of draft beers and local specialities, or the Mellow, a food truck providing frozen yoghurt in Brussels.

A profitable venture

The enthusiasm for this trend continues to grow: the investment required to purchase and fit out a truck is considerably less than for a traditional brick and mortar restaurant and the running and maintenance costs are lower. With a good location and a little help from the weather, the returns can be enticing! Although it may still be too soon to have any meaningful statistics on this type of activity, its potential is nevertheless as clear as day. What's more, the general public have embraced the concept. Food trucks have tapped into the changes in society: lunch breaks are getting shorter and shorter; more often than not, the working population is happy to eat a sandwich on the street. At the same time, they are increasingly concerned about the quality and origin of their food, as well as the sophistication of culinary dishes.

Mellow,
frozen yoghurt from Brussels



MAXimus/miniMUS
in Seattle

Baby's Badass Burgers

Street Food
en mouvement

A cultural phenomenon

The giants of the food industry have also jumped on the bandwagon, further proof of its potential. Examples include McCain with its Potatomobile, Herta with the Hot-Truck and Burger King which launched about forty trucks in 2013. The automobile industry has also set the wheels in motion! In 2015, during the Milan Expo, Peugeot created a special food truck for the occasion instead of offering an official restaurant in the French pavilion. Cities are also adapting to this cultural phenomenon: mobile trucks are now subject to local legislation, like any other street vendor, and some cities have understood that this activity should be actively encouraged as well as regulated: in Boston, for example, trucks are selected through a cooking contest and benefit from low-interest loans and technical support.

*"The concept is based on **quality, mobility and proximity,** three factors for success."*

Reflecting the vitality of the sector, the concept has begun to expand further into new areas. In France, Food Trucks Gourmets set up entire food-truck villages for major events. A more intimate approach has been developed in Chile by the Foodies, who provide a food truck service for private parties. In Brazil, five young entrepreneurs came up with the idea of 'Feed Trucks', which serve meals to the homeless using leftover ingredients from local restaurants. These mobile trucks will continue to surprise us and there is an even increasing number of them willing to take our taste buds on a tantalising journey.

The art of great cooking

MKN – professional cooking technology

MKN is the German specialist for the development, manufacture and worldwide sales of premium professional thermal cooking technology. The MKN product range covers the whole thermal process in professional kitchens – from the traditional cooking technology to the modern multifunctional appliances FlexiCombi and FlexiChef. **Enjoy Cooking!**

www.mkn.eu

HOTELS AROUND THE WORLD

SPA & GOLFRESORT WEIMARER LAND

Time for Yourself

Nestling in the heart of Thuringia, the Spa & GolfResort Weimarer Land hotel specialises in wellness and golf trips of the highest order. Family breaks at the hotel also provide a full-range package for complete comfort. Every stay is a culinary experience, with the menu covering crossover cuisine, regional specialities and dishes to rival prize-winning restaurants. Spa & GolfResort Weimarer Land offers the perfect stay for all tastes. And that's not all...

The Mazza range of RAK Porcelain

So a few weeks later, I paid him a visit. It's not long until Christmas, and the weather is so cold that the ice stock rink near the hotel entrance is already covered with a thick layer of ice. I'm greeted in a very friendly manner, and the atmosphere is cosy: immediately, the place simply makes me feel good, at home and familiar. I'm taken on a brief tour around the premises, and then I'm brought to my room. Perfect peace and quiet - and comfort. Everything is just the way it should be, and every element, whether furniture, bed linen or decoration, harmonises effortlessly. My eye falls on a small card bidding me welcome with the following saying by Gandhi: "There is more to life than increasing its speed." How true!

"We want your magazine to cover our story. After all, Perspectives is as high-end as our hotel," said Marcel Fischer pertly. The young chef at Spa & GolfResort Weimarer Land and a colleague had taken a trip to the IKA Culinary Olympics in the nearby town of Erfurt. Blankenhain is just 40 kilometres from the capital of the state of Thuringia - a hop, skip and a jump, really - and a visit to the RAK Porcelain trade fair stand was a must while the two hotel employees were in town. Over a cup of coffee, Marcel provided a brief insight into the hotel, sketching in its history and telling a few stories about its reconstruction. "Why don't you just call round and see for yourself?" he suggested finally.

The Restaurant "Masters"

A creation plated on Neofusion Volcano of RAK Porcelain

Daniel Stenzel, Mark A. Kühnelt and Marcel Fischer (from left to right)

Comprising five buildings with 94 rooms and suites and 212 beds, the resort accommodates over 40,000 guests from Germany and abroad every year. They are well taken care of by a staff of 140 people, which also includes a greenkeeper responsible for the upkeep of the two 18-hole golf courses in their beautiful natural setting. The resort has four restaurants, one of them located some five minutes away by car in a half-timbered building dating back almost 500 years.

The resort is located on the Krakau estate, which was first mentioned in 1133. During its history, agriculture was the predominant activity at the manor, though it also served as a hospital for a while. After the end of WWII, it was a military hospital and a refugee camp for displaced persons. During the Communist era, it reverted to agriculture, but was neglected in the years following reunification. This sorry state of affairs continued until 2008, when the first clod of earth was dug for a golf course at the listed site so steeped in history. While the course was being constructed, the old buildings were completely restored by first gutting them and then creating a faithful reconstruction. The opening ceremony took place in May 2013.

View of a spa suite

> *”Guests come here with* ***expectations that we want to surpass.“***
>
> *Mark A. Kühnelt, director*

Director Mark A. Kühnelt, who took over the management of the 4-star superior hotel in October 2013, says, "We have noticed that our guests yearn for the rural lifestyle. Whoever comes to us just wants to let things go and leave their everyday cares behind them." Far away from the rest of the world, they can picnic in an orchard in the summer, or simply stretch out on the grass. Everywhere you look, you see and sense an eye for detail. "Guests come here with expectations that we want to surpass. It's something we succeed at as well," says Mark.

Discretion and harmony are other qualities that you notice when attempting to describe the resort. There are the golf courses for improving your handicap, the panorama sauna for a good steam bath, the gym for toning muscles, the outdoor and indoor pools for taking a plunge, and the Bobby Jones Smokers' Lounge (named for the legendary US golfer) for enjoying a fine cigar after an excellent dinner. It's a place where you have time for yourself, while the carers at the RabbitClub keep your children entertained. This combination is destined for success. " The hotel is on such a generous scale that even when busy, it never seems too busy to the guests.," confirms Mark.

The day gets off to a good start with breakfast: a generous buffet with excellent produce and a choice of egg-based options. Food at the golf clubhouse is a hearty affair, with pasta, steak and salads; Mediterranean in inspiration, or local in style, depending on your preferences. Similarly, the Augusta restaurant serves up regional and international fare, and it can only be a matter of time before the chefs' work is honoured with a Michelin star for the à la carte menu. Located in Blankenhein itself, Zum güldenen Zopf is the name of the guesthouse that specialises in modern takes on classic Thuringian cuisine: "An alternative that offers a wide choice, and with a regional focus," as F&B Director Daniel Stenzel puts it.

It sounds just perfect. Perfected, even. Owner Matthias Grafe wouldn't be himself if he didn't have a few new ideas percolating in the back of his mind (please see interview on p. 41). Adding a new golf course is one of them. Opening an additional restaurant dedicated to Italian specialities is another. Is there anything else? We couldn't get the self-made man to reveal anything else, so we'll just have to wait and see...

www.golfresort-weimarerland.de

Interview

MATTHIAS GRAFE

"Neither a dream nor a hobby."

In 2006, Matthias Grafe, owner of the Grafe Group - a company active in the international field of dyes and plastic components - bought the Krakau estate and its accompanying property. We find out what prompted the decision and what kind of philosophy was behind it.

What inspired you to create such a wonderful resort?
(laughs) That's a good question. To tell the truth, I wasn't motivated by some kind of dream or a hobby. I'm a businessman, and I wanted to invest my money well and generate an attractive return. That's one side of it. Then there's the other side: I'm a huge fan of downhill skiing, so I drew my inspiration from ski hotels, particularly those kinds of hotels where guests can set off for a great day on the slopes without delay in the morning.

Do you play golf too?
Yes, I've taken it up. I'm fascinated by how golfers think, if I can put it that way. Some of them are obsessed with the sport, and women often play out of love for their husbands. Golf combined with wellness, and then making sure this was family-friendly: that's what I wanted. It's a way to satisfy everyone, and make everyone happy.

How did you go about it?
I've visited countless golf resorts - in Germany, Spain, Portugal, etc. I travel a lot for work, and I spend a lot of time in hotels. That was - or is - another factor. At some point, I had a clear plan in my head, so I started seeking advice, as my background isn't in this sector. The approach and planning process required for constructing a hotel are very different from what's needed for building a factory. Work started in 2009, during the international economic crisis. At the time, we were the only people building a golf resort anywhere in Europe.

Why did you choose RAK Porcelain as a supplier?
I noticed the company's porcelain myself. It was precisely the type of tableware I had been looking for: I wanted something cream-coloured, not pure white, and I was also immediately taken by the weightiness of the crockery as well. When deciding on the decorations and furniture, my wife and I spent a huge amount of time at the Maison&Objet trade fair in Paris. We were inspired there, and we then put these ideas into practice in line with our ideas.

What was your philosophy?
We wanted things to be done well, and we definitely wanted our guests to come back again. That is the ultimate hallmark of quality. You can't achieve anything without good staff, and employees are your most important capital. If they're motivated, friendly and obliging, then guests will feel at ease. Our employees enjoy their work, and our guests definitely notice. That's part of our philosophy as well.

RAK AROUND THE WORLD

THE RUNGIS INTERNATIONAL MARKET

An ecosystem dedicated to gastronomy

The largest fresh produce market in the world is acclaimed for its authenticity, the excellence of its products and for successfully bringing together buyers and French local produce. While a large part of its activity is carried out at national level, more and more restaurateurs and importers from around the world are passing through its doors, while the global and unique know-how of Semmaris, the Market management company, is exported internationally. Its chairman, Stéphane Layani, shared his experience with Perspectives editorial team.

Pictures from the past

An ally of gastronomy

In 1969, the doors of the National Interest Rungis Market opened for the first time, inheriting the Central Halls of Paris, which were built by Baltard and had become too cramped to meet the needs of an ever-growing population. After 40 years of activity, the site has become extremely attractive, benefiting from the qualitative image of products whose richness and diversity satisfy the most demanding professionals. Furthermore, despite the extremely high trade volumes, there is always a broad range of exclusive products on offer; high-end and artisanal rather than mass produced. Poultry from Bresse, asparagus from the Landes or young beetroot sprouts from Ile-de-France can be found alongside rarer products such as Touraine chicken, game from Sologne, bear's garlic or salad burnet. Wholesale businesses are ever present but small-scale producers also have pride of place on the market; for them, Rungis represents a gateway to new markets.

Logistics and innovation: the keys to success

Fruit and vegetables, meat products, dairy products, seafood and freshwater produce are all fragile by nature and to preserve their quality, rapid transportation and refrigeration are vital. In order to reduce costs, storage and distribution must be optimised. The logistical strength of Rungis ensures product excellence from the supplier to the end customer and represents a unique model of success in this field. Another one of its key strengths is its ability to innovate according to the ever-evolving palate of the end consumer. Thus, in late 2015, Semmaris opened an organic pavilion in order to cater for the sharp increase in the consumption of ethical and fair trade

produce. At 5,600 m², it is the largest commercial space in Europe fully dedicated to the sale of organically farmed products. “Consumers' attitudes have changed with regard to products: they want to know about their background and their source, which is perfectly legitimate. We have made great strides in this regard and are at the forefront in terms of traceability, an issue to which we attach great importance. The creation of the pavilion has been very successful, as may be seen from the significant increase in turnover of the companies present on the market”, stated Stéphane Layani.

Stéphane Layani

"We export to the four corners of the world - ***to small Pacific islands and even directly to yachts on the high seas.“***

Stéphane Layani

An aura which reflects across the globe

From Gillardeau oysters in Dubai to Coulommiers cheese in Beijing, French local produce is served at the most elegant tables across the five continents. “For a leading restaurateur, sourcing is essential and Rungis is the world's largest market for fresh products. We export to the four corners of the world - to small Pacific islands and even directly to yachts on the high seas. Rapid dispatching is an extremely difficult undertaking; we are the only ones who know how to do it”, says the semmaris Chairman. Every morning, Rungis is buzzing with buyers, many coming from Belgium, Germany or the United Kingdom, such as Harrods - the luxury department store in London. Chefs who located a little further afield collaborate with specialised importers, such as Emmanuelle Coquet, owner of The Gourmet Emporium, which specialises in supplying luxurious products to the leading hotels in Mauritius. She works with Paris Gastronomie Distribution, one of the export pioneers at Rungis, whose Chairman, Denis Hamon, believes that in the long term, the export side of the business could represent up to 50% of market’s turnover. As part of its strategic plan, Semmaris seeks to ensure the continuous growth of Rungis and, among the key points of its development, international expansion is high on the agenda, notably through a new concept of 15-year licensing agreements established with Dubai and Moscow. The partnership concluded in the Emirati city is worth which more than 21 million dollars in fees and will lead to the construction and operation of a wholesale market of over 300 hectares. The objective is to become a regional platform dedicated to food. A similar licensing agreement has been signed with Moscow for a minimum amount of 28 million euros. This new long-term international policy, which aims to transfer the engineering and management expertise and operation of the “Rungis” brand, was implemented by Stéphane Layani. “We have already exported our extensive knowledge to approximately fifty countries, but through these

licensing agreements we have taken a further step forward by creating a Rungis market in Moscow and Dubai. We are currently in discussions with the Philippines and Vietnam. Exporting the market engineering is very particular and is managed directly by our subsidiary Rungis Engineering".

A responsible stakeholder

The success of the model put forward by the Rungis market is not just a result of the excellence of its engineering, but is also due to its clear vision regarding the responsibility of such an organisation. "We are at the forefront of the battle against food waste. Each year, the wholesalers donate 800 tonnes to an association called 'Le potager de Marianne', which then distributes the food to food banks, Restos du Cœur, or the Red Cross. Moreover, Rungis recycles 100% of its waste as part of its Rungis Green Business plan which allows it to implement a highly effective social and environmental responsibility policy. Thus, all waste is incinerated and recycled in order to heat the pavilion. Furthermore, the market has a fleet of electric trucks, uses rainwater for cleaning and new builds are compliant with environmental standards, etc. "It must be pointed out that we are also able to export this concept. Our business model is the most successful and advanced on the international market" concludes Stéphane Layani.

The ecosystem that has been created around Rungis continues to grow and has become a key component in the world's food supply. French gastronomy not only excels in the culinary arts, it is also a formidable player in the business world!

www.rungisinternational.com

Key figures

(from the 2015 activity report)

- **The largest market in the world with a turnover of 8.9 billion euros**
- **A city within a city of 234 hectares, less than 7 km from Paris**
- **2.5 million tonnes of inbound food produce**
- **18 million consumers served**
- **1,186 companies on site (wholesalers, producers, brokers, logistics specialists, purchasing centres, service companies, etc.)**
- **82% unaided brand awareness among the French public; 79% have a positive image of the market**
- **Breakdown of inbound food produce on the physical market:**

> 69% Fruit and vegetables

> 16% Meat products

> 9% Dairy products, delicatessen products, general foodstuffs

> 6% Seafood and freshwater products

- **A major employment pool: 12,020 salaried employees**
- **26,000 entries per day on average through the doors of the market, the second-largest economic hub in the Ile-de-France after La Défense**
- **Overall market visitors: 6,500,798 entries**
- **2 licensing agreements signed with Moscow and Dubai**
- **Diversified activity:**

> 50% of customers are in the market and in-store retail trade

> 35% are out-of-home catering and 15% large- and medium-sized businesses

> 50% of sales are physical sales on the market, 50% are deliveries

> 65% of sales are destined for the Ile-de-France, 25% for the region and 10% for export

FROM THE SEA ONTO THE PLATE

À LA MARÉE

The restaurant in the heart of Rungis

If the pavilions of the Rungis market are popular with the general public, its restaurants are not as well known... Nevertheless, they deserve a little more attention! The most iconic restaurant of them all is also the oldest. À La Marée was opened in 1972 just next to the pavilion which sell seafood and freshwater produce. Fish, seafood and shellfish take pride of place on its marvellous platters. To find out more, Perspectives caught up with its director, Christian Le Puy.

Despite the competition on the market, your restaurant is always full. What is your recipe for attracting so many customers?

Our restaurant has two separate dining areas, therefore two different atmospheres. In the basement you'll find the gastronomic restaurant with 80 places; the other dining area offers traditional-style brasserie food and can accommodate up to 180 people. Therefore, our business clientèle can meet in the brasserie just for a meal or, from time to time, have a more elaborate lunch or dinner in a luxurious setting for an important event, for example. We've been implementing this concept of two different atmospheres since the restaurant was created; we were actually one of the first to provide such an option.

The key to your success is your kitchen and its head chef... Could you please introduce him?

Frédéric Codevelle has been in charge of the kitchens for about 20 years. He has risen through the ranks, starting as a commis chef alongside a prestigious chef. Among his iconic dishes served in the basement are lots of entire fishes for two people, such as sole, turbot, sea bass, ray, etc. He also cooks scallops when they're in season, garnished seafood platters or fillet of turbot with morels, which is the establishment's signature dish. In the brasserie, we serve less costly fish such as pike-perch, cutlassfish, hake, often prepared as a fillet for one person, as well as a seafood sauerkraut... We never have a menu, all dishes are "à la carte". Every day, the chef buys his products at the sea pavilion and, depending on the type of fish available, his wishes and customers' tastes, we change our dishes on a daily basis.

In the gastronomic restaurant, you use RAK Porcelain. How would you describe your experience?

We wanted to change our tableware as it was worn, and we were approached by RAK Porcelain. The result is a fabulous design of blue plates bearing our name. We were able to adapt the plates according to the shape of our fish cuts. We were very satisfied with the cooperation, because RAK Porcelain was always able to meet our expectations.

Are your customers exclusively from the Rungis market?

We are very pleased to be able to showcase the market, and the quality of our cuisine attracts lots of people, which would be more complicated if we were located in the centre of Paris. Actually, our customers are not passers-by, you really have to know about the restaurant and pass via a toll booth... We've even negotiated with the State to provide our customers with access tickets. It goes without saying that, from the point of view of quality, our products are ultra-fresh. Our customers come from the market, the surrounding area and the businesses located close by, which is about 25,000 people.

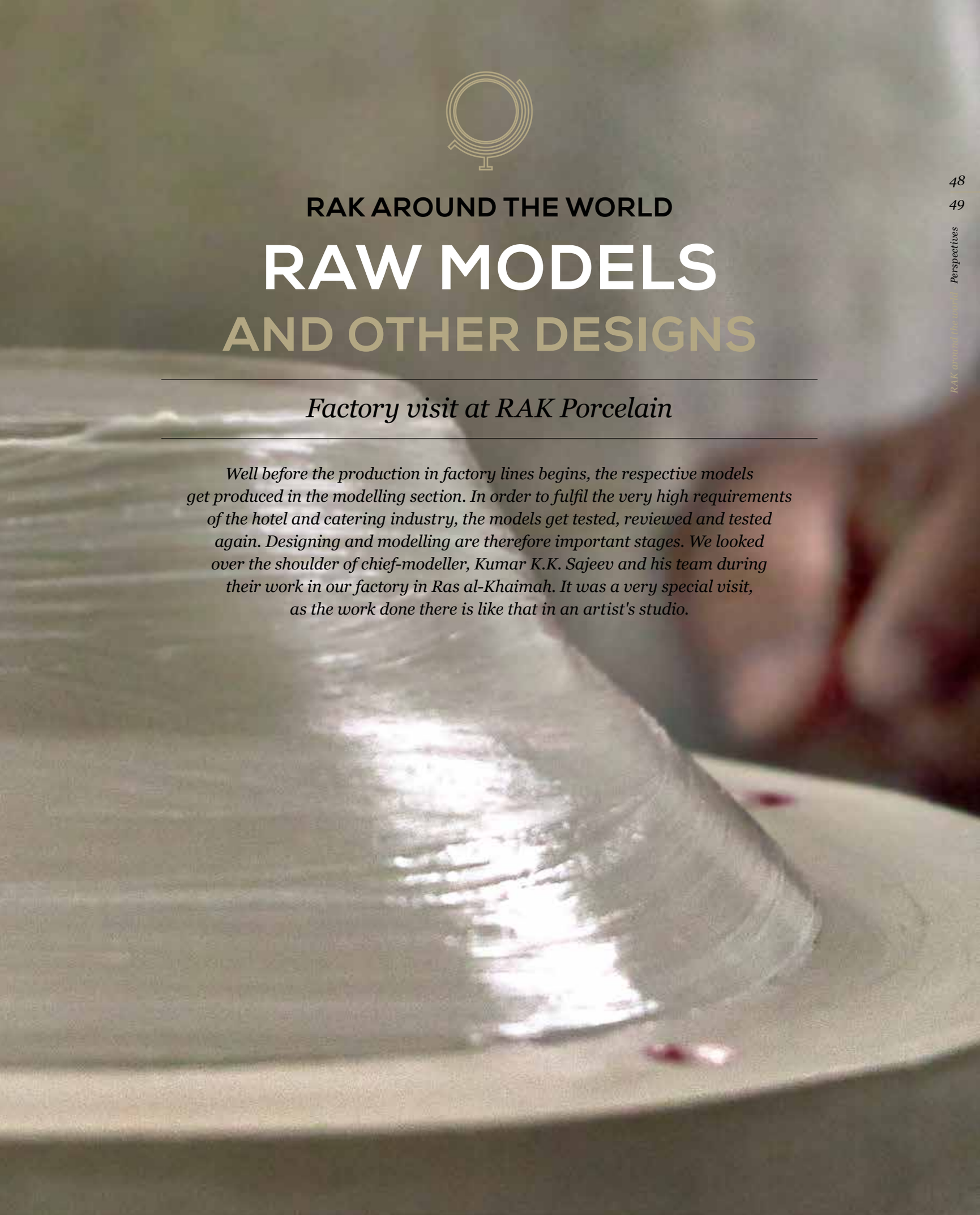
www.alamaree.fr

RAK AROUND THE WORLD

RAW MODELS
AND OTHER DESIGNS

Factory visit at RAK Porcelain

Well before the production in factory lines begins, the respective models get produced in the modelling section. In order to fulfil the very high requirements of the hotel and catering industry, the models get tested, reviewed and tested again. Designing and modelling are therefore important stages. We looked over the shoulder of chief-modeller, Kumar K.K. Sajeev and his team during their work in our factory in Ras al-Khaimah. It was a very special visit, as the work done there is like that in an artist's studio.



The round soup tureen with lid of the Chef's Fusion range

Kumar K.K. Sajeev

It is quiet here, almost isolated. When you open the door and shut it behind you, your gaze falls immediately and inevitably on a row of small workshop benches, all of which are fitted with turntables. In a corner there is a stand with a green floor lamp firmly affixed to it. Kumar K.K. Sajeev is there, and is about to examine a design of his own creation. He holds it in his hands, directing a critical gaze upon it. All of this is done with great care and under the light from the lamp. "There you are," he greets us with a smile, and briefly shows us around.

There are fifteen employees in Sajeev's team. Their task is to make models, or more precisely raw models. These models will be used to make the plaster moulds meant for commercial production. Modelling is the first stage in the production process after the designers have done their work with all the creative expressions involved. The plaster of Paris required for doing the modelling comes from Germany and is packaged in 50kg sacks. Initially in powdered form, it changes its physical state when mixed with water and shortly after becomes firm and solid. Then it can be worked on with a series of tools.

Cutters, scalpels, chisels, gravers, spatulas, tweezers, rasps... The 46-year-old Kumar K.K. Sajeev has an entire arsenal at his disposal. "Dr. Sajeev," says the photographer jokingly, as the head of the modelling department looks a little bit like a doctor in his white apron. Sajeev smiles and begins to speak. He has been on board since the beginning and is therefore one of the pioneers. When the porcelain factory in Ras al-Khaimah, one of the seven states in the United Arab Emirates, opened its doors in 2004-2005, he moved with his family to the Arabian Peninsula, along with many other ex-pats. He has been earning his living here since then. Before he started working for RAK Porcelain, he worked in the modelling department of a reputed tableware factory for 10 years in his native country of India. Hundreds, or more likely thousands, of models have passed through his hands since then and there is no end in sight.

"There have been models that had us tearing our hair out," explains Senthil M. Kumar. The production director has joined us in the meantime. The models from the Chef's Fusion and Mazza series were no

There are fifteen employees in Sajeev's team. *Their task is to make models, or more precisely raw models. These models will be used to make the plaster moulds meant for commercial production.*

easy task apparently. For Chef's Fusion, the collection consisting of cocottes, pots, terrines, and large and small pans, the main problem was the lids and the handles. “Eventually we have overcome those challenges”, says Sajeev.

It can take between two weeks to eight weeks until a model is completely ready, however, the average lead time for any model is between four to five weeks. The models are repeatedly tested throughout. In this way product maturity is cautiously approached. Accurate calculations and plenty of experience are also part of the repertoire of this trade.

In the meantime, a whole series of raw models, mother moulds and case moulds are standing on a marble lined working table. RAK Porcelain has put out a quite large number of models in a very short span of time: more than 2.000 shapes in a span of twelve years period. All of them have been done with utmost care and precision and with a perfect blend of beauty and purpose.

A couple of metres away from the approximately 150-square-metre modelling department, a giant mixer carries out its task. Here, where the plaster of Paris is prepared, it looks like a bakery. Next to it is the "Chamber Dryer for Moulds", as is written on a board in red writing. This is a room into which the completed plaster moulds are pushed on trolleys and dried out at a temperature of 55 degrees Celsius. The process usually lasts three days. Directly opposite, there is a whole series of shelves with the complete stocks of resin case moulds of thousands of models still under the ever growing product portfolio of RAK Porcelain.

A couple of months ago, Kumar K.K. Sajeev went with the head of production to Ambiente in Frankfurt, the world's largest trade fair for consumer goods. "It was fantastic to see the big players and it was also highly interesting to see how the current trends in the porcelain industry are developing." And one thing is certain – Sajeev and his team will continue to be on the roll and make their contribution towards ensuring that an array of innovations from the Ras al-Khaimah will keep knocking doors of the global dinnerware market.

Laughter is BRIGHTES

HOTELS AROUND THE WORLD

DOLCE VITA AT THE A.ROMA

Gastronomy, luxury and relaxation

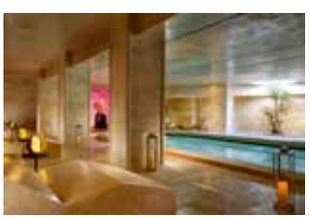
Fascinating, the former caput mundi is packed with Antique or Baroque remains, temples, palaces and churches, while the profusion of street entertainment and shows performed in its multi-ethnic neighbourhoods is deeply rooted in the 21st century. Rome is one of the most visited cities in the world and also welcomes many business visitors: after a day spent strolling around the streets or working in an environment that is an enchanting as it is tumultuous and chaotic, everyone wants to return to a haven of peace where they can recharge their batteries.

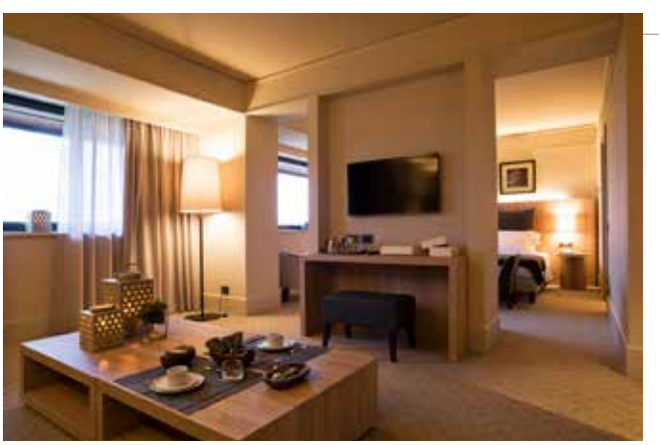
A.ROMA
LIFESTYLE HOTEL ROME

An urban resort

No need to look any further, the A.Roma Lifestyle Hotel is the perfect place for relaxing and recuperating and taking advantage of the exceptional setting. From the gourmet restaurant to the superb gardens, from the pool to the Spa, everything in this luxury hotel has been designed for the well-being of its guests. Built in 2001, then purchased and renovated in 2015 by the LDC Italian Hotels group, it aims to serve as a cultural passageway between east and west, in which western architecture is enhanced by oriental artistic details.

The welcoming staff and the abundance of authentic products immediately bring to mind Italian generosity. Far enough from the centre to benefit from the peace and quiet of the natural surroundings, the A.Roma is, nevertheless, directly linked to the centre of Rome via a shuttle or tram service. Matteo Mancini, the hotel's Managing Director, wants the establishment to be "a pioneer and not a follower. With its 5-star service, fittings in natural elements that have been carefully selected, and its perfect harmony with the surrounding environment, it is a genuine urban resort".





Sit back and relax

After spending hours making your way around the yellow and orange paved streets from the Piazza Navone to the Trevi Fountain, or travelling back in time in the Roman Forum or the Colosseum, a session at the Spa is a must. The one at the A.Roma offers the guarantee of an exquisite and refreshing journey. Its 3,000 sq metre space includes a Finnish sauna, Turkish baths, an indoor pool with demineralised water heated to 34°, a panoramic lounge and a tearoom serving organic herbal teas.

If you wish to relax with a drink, you can choose between two different atmospheres. With a clear view over the surroundings of Rome, the Il Giardino bar celebrates culture in pure Italian style and serves sophisticated, traditional or contemporary cocktails, as well as upmarket beers, refined wines or whiskies that have matured over the years. Or why not gain a little height? The hotel offers a superb terrace on its roof that directly overlooks Saint Peter's Basilica, where, beneath the starry sky of the Eternal City, it is possible to savour cocktails that are unique in the world created by mixologists (art of knowing how to mix drinks), with an Asian inspired signature.

*”**The show offered by the 10 kitchen stations is extraordinary for them** and the experience is enhanced even further by the experienced staff as well as the use of RAK Porcelain, a sign of finesse, quality and design in the eyes of our guests“*

Matteo Mancini, managing director

Tastes from here and elsewhere

Sapori dal Mundo, the A.Roma's gourmet restaurant is, naturally, an integral part of the overall experience. Its unique concept invites diners to embark on a journey of discovery and adventure: 10 stations and 10 different chefs offer an overview of culinary cultures from around the world served as a buffet. The chefs work in an open-plan kitchen in order to share their art with the guests who can watch their dishes come to life. Whether innovative or traditional, they always delight the most demanding food connoisseurs. In the Chinese station, it is possible to savour meatballs, cheese with spicy tofu, kung pao chicken or chicken with lemon, braised pork; further on soba, miso soup, steamed seafood for Japanese cuisine and, less well-known in Europe, the classics of Southern Asia: nasi goreng, pad thai, chicken hainan, kimchi vegetables, tom-yon, and much more besides... The entire American continent is represented with the grilled meat and fish, barbecue, empanadas or tacos, while Italy and Europe offer a delicious selection of fresh home-made pasta with a range of sauces, or pizzas, couscous, bouillabaisse, cheese, and more... "Italian cuisine does represent the largest part of the offering because overseas guests want to discover our typical dishes, and Italians are very loyal to their Mediterranean cuisine. The show offered by the 10 kitchen stations is extraordinary for them and the experience is enhanced even further by our excellent staff as well as the use of RAK Porcelain, a sign of finesse, quality and design for our guests", explains Matteo Mancini.

Healing by eating

Behind this festival of tastes and colours, Alessandro Montedoro, the executive chef of the A.Roma, works relentlessly to share his beliefs. At a very young age, this 42-year-old chef already wanted to delight thousands of palates with his cuisine. After an initial experience at many 5-star hotels and more than 12 years spent overseas, especially in Asia, his ambition has changed and, today, he sees cuisine as a way of healing certain illnesses.

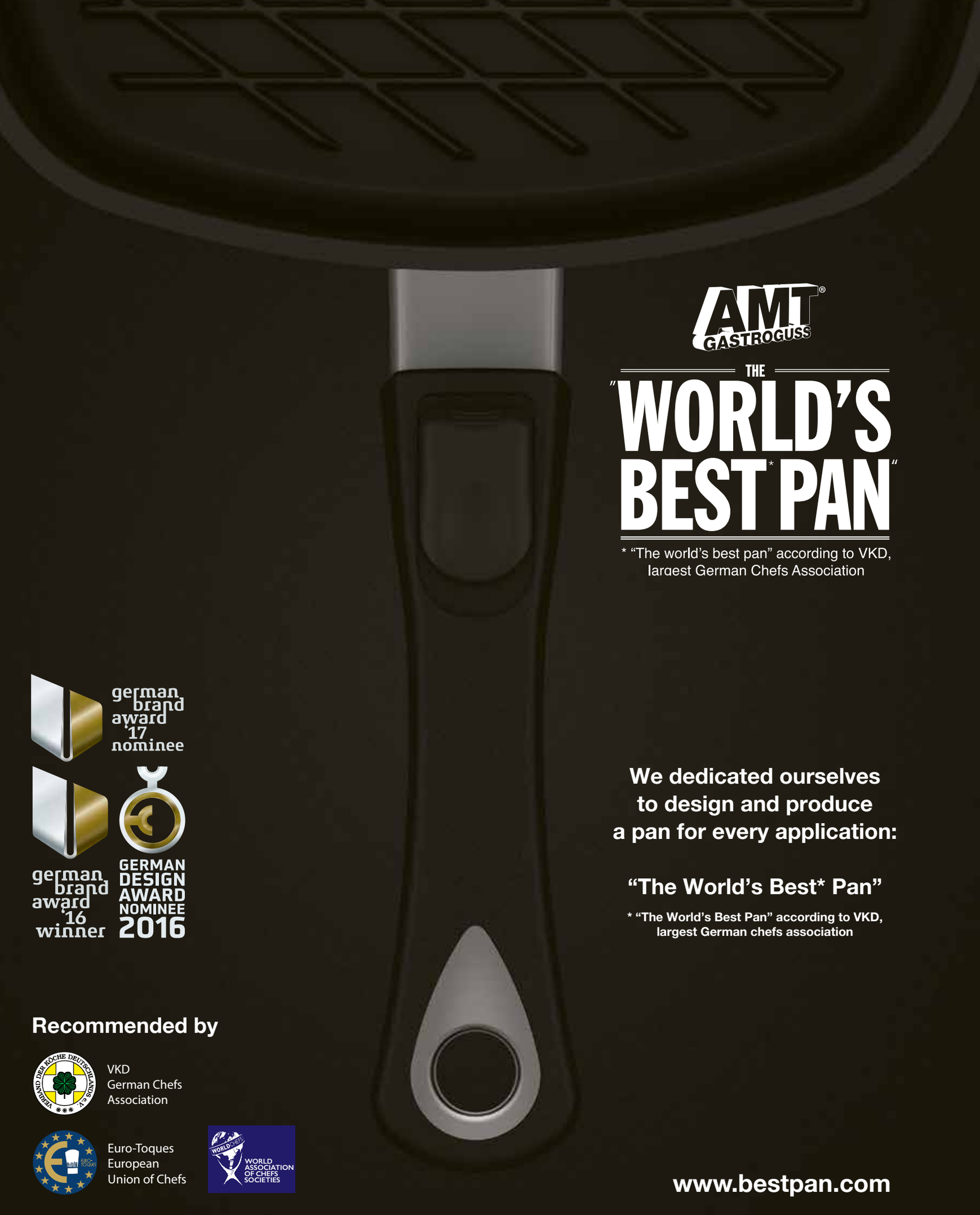
His philosophy? "Taking care of yourself by eating is not a utopia. Many drugs that we use generally contain active ingredients from medicinal herbs or plants. When you see food as a medicine and with the creation of targeted recipes, it is possible to combat some of the most common conditions, such as fevers, headaches, poor circulation, for example, without having to sacrifice taste." Convinced that high-quality nutrition has nothing to do with a tasteless diet, the chef offers many therapeutic recipes, such as a dessert that helps to reduce anxiety, comprising wheat germ, banana, hawthorn honey and fresh milk.

A cocoon of well-being in the heart of the hustle and bustle of Rome, the A.Roma Lifestyle Hotel is the perfect place for taking advantage of the Italian capital. You can heal your soul with visits to the major cultural sites of the world and your body with dishes that are both curative and at the cutting-edge of modern gastronomy. A stay that does you good, whatever the reason!

www.hotel-aroma.com

„Taking care of yourself by eating is not a utopia. When you consider food as a medicine and ***with the creation of targeted recipes, it is possible to combat the most common conditions.“***

Alessandro Montedoro, executive chef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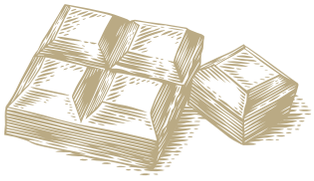
PORTRAIT

STORIES OF ARTISANS AND THEIR LAND

"Miss Foodwise" - the blog

*Regula Ysewijn lives in Belgium and works as a freelance food photographer and stylist. She started her blog **www.missfoodwise.com** six years ago. Since then she celebrates amongst others British food and culture. Meanwhile she is also known as the author of several books.*



How did your blogging activities begin?
I started my blog to uncover the forgotten and traditional food culture of Britain. Since I was a little girl, Britain has been my greatest passion, and I love food, so it became a blog about British food and culture. When I am writing for the blog and other publications, and travelling around for my job as a photographer, I often meet the most incredible people: fishermen, farmers, butchers and bakers. I like to write down their stories. So the blog is not just recipes, there are a lot of the stories of the artisans and stories about the land.

How long are our acting in this scene, where do you get your inspiration and what about the evolution in this scene which has become very popular around the world?
I've had the blog for six years now. Blogging has become a part of my life. I get my inspiration from British history and food history which indeed is very rich. I think everything is ever changing. Actually I have the impression that people read less blogs and go more on social media. That is what I experience anyway.

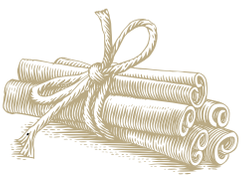
What about the name of blog www.missfoodwise.com?
My blog started out with the name "Foodwise". It was not really meant to be read by other people but it happened so I wanted to choose another name. By then friends and fellow blogger had already started calling me "Miss Foodwise" so the choice was made for me really. (is laughing)

"Every book I write is about ***preserving a heritage."***

Regula Ysewijn

Pride and Pudding: the history of British puddings savoury and sweet and Belgian Café Culture – a portrait of the iconic café. Please tell us more about your writing and publishing activities. They are in fact quite the opposite of your blogging activities...

Every book I write is about preserving a heritage, because in the present day far too much importance is given to new and exciting things while the past holds a treasure of beauty that is often forgotten. For Pride and Pudding I was driven by a profound passion for Britain, its history and its culture. I have been an Anglophile since before I knew what the word meant, since I was a toddler to be precise. My dream was to write a book on historical or let us say traditional British food like there are so many about Italian food, to prove it is just as beautiful, but sadly mostly forgotten about.



Recently you stayed in the USA – what have you discovered during your trip?

The US meant huge portions of food to me now. But surprisingly although I was worried about the quality of the food, we discovered that in New York at least people were looking for the best possible quality. We came across two farmers markets in prominent locations, and found there stalls selling organic vegetables and fruit, and grass fed beef. I also thought everything would taste sweeter in the US, but this too was not true at all.

"Pride and Pudding"

A book like that would become an enormous volume. Did you had to do a choice?

Yes indeed. That is why I looked for something that really defines British historical food. Quite extraordinarily, it would be a Frenchman visiting England around 1690 who would write about the British pudding in a lyrical manner: "Blessed be he that invented pudding", he exclaimed, writing a further paragraph about his love for this most English culinary delight. "Ah what an excellent thing is an English pudding!"

What about the investigations?

I really decided to delve into the history of the British pudding. For two years I searched through each and every source I could find that could to shed some light on that period's food culture. I started with a Roman cookery book, then I turned to Saxon chronicles and a monastic sign language guidebook. Then there was a notebook written to teach a woman the fashionable Anglo Norman French of that time - all before I turned to the first written recipes of "The Forme of Cury" dated to around 1390. I was on the lookout for pudding evidence everywhere.

REGULA YSEWIJN

is a freelance photographer, graphic designer and food writer. She has also published two books on Food culture and has been a judge for The Guild of Fine Food's Great Taste Awards for six years. Furthermore she is one of the two judges for "Bake Off Flanders". In her work she has photographed a number of cookery books for publishers in the UK and has also written for publications when her busy schedule allows it to her. She travels a lot for work which is great for food research. And in her photography she is always sourcing pottery, in fact all the pottery used in her own book Pride and Pudding, is all vintage items made by British potteries. This took two years to collect as some pieces are very rare.

What about the Belgian Café Culture. Is it some kind of a remembrance of a culture which will more and more disappear?

For Belgian Café Culture I was inspired by the beer sommelier classes I had taken at my culinary school in Antwerp. Too many old traditional cafés are closing in Belgium, in the Walloon area the oldest ones have nearly all disappeared when the industry left there and factories closed. Traditionally Belgian Café's would be managed by women, because the cafés were often in their homes and the men would go out to work at the factory or on the field while their wives would serve beer to the community. Very few of these traditional Café's still remain and I have tried to visit them all, capturing them with my camera before they are lost forever, some have recently closed and I was probably the last to note down their history. In the book I show the traditional Café world and architecture, and tell you the stories that built the Café into more than just bricks and mortar.

Last but not least: Please tell us a word about the gastronomic culture of your homeland?

The food in Belgium is not an easy subject. Because we are a relatively new country, founded in the 1830's with three different cultures namely a Flemish community, a German, and a French. Therefore it is hard to speak of just one cuisine. Mostly our food is French inspired, but a lot of dishes are also very German and Dutch. We love sourkraut and smoked sausage as much as vol-au-vents and beef & beer stew. And with Belgian fries are the absolute favorite. Mussels are abundant, though they nearly all come from Holland. You can eat well in Belgium but actual real Belgian cuisine might be hard to find.

www.missfoodwise.com

TRENDS

WHAT'S NEW

01

01 *Under AMT kitchen appliances*

Perfect grill pattern

The E285-BBQ grill pan gives each steak its own stamp – a grill pattern for perfect steaks, vegetables and much more. It has an innovative removable handle. It therefore has a new design and this year received an "Outstanding Product" award at the Kitchen Innovation Awards in Germany.

www.bestpan.com

02 *FlexiCombi Team from MKN*

The team player

The MKN FlexiCombi Team combi steamer has two cooking chambers in just one device. The user can therefore flexibly work with two types of cooking in one combi steamer at the same time. With the MKN FlexiCombi Team, it is possible to bake bread in one cooking chamber and steam vegetables in the other at the same time.

www.mkn.de

03 *Blast chiller from Irinox*

Cold and hot

It would be wrong to think that blast chillers only chill. Today, shock-frozen products, e.g. fish fillets, are thawed and cold-stored overnight in blast chillers with a specified target time, and further processed when work begins again. Or they can be cooked sous-vide in the blast chiller and blast chilled directly without having to be reloaded. This is the reality with the Irinox MultiFresh – blast chilling, shock freezing, heating function included.

www.irinox-professional.com

04 *Dynamix from Dynamic Professional*

Small, strong and independent

The small, strong Dynamix mixers guarantee maximum flexibility and fun, and the Dynamix Nomad is a battery-operated cable-free mixer. For powerful shredding or quickly frothing up sauces, these little helpers are humble heroes, and are as irreplaceable a chef's tool as high quality knives.

www.dynamic-professional.de

05 *Knife block from Wüsthof*

Within one's reach

There are many ways to store sharp knives in the kitchen. The new magnetic knife block from Wüsthof is a particularly elegant solution. With its tasteful design and optimal mix of materials including solid thermal beech and fine stainless steel, this knife block will be an eye-catcher in any kitchen.

www.wuesthof.com

06 *Hydroline series by Hobart*

The one-stop solution

Water is not always the same. Depending on the degree of hardness and the minerals content, the water can significantly influence the wash result, the useful life of the dishwashers and the functionality of the heating rods. For this reason, Hobart, the one-stop solution for warewashing concepts, offers the Hydroline series with extremely powerful water treatment solutions, some of them with new features.

www.hobart-export.com

03
02
04
05
06
RUNOK
Dynamic
PREMAX

PORTRAIT

THOMAS A. GUGLER

The globetrotter

Thomas A. Gugler became the new President of the "World Association of Chefs Societies" (Worldchefs) in September 2016. The German-born chef has been hatching plans for his four-year term. Above all, he wants to foster greater transparency and solidarity among chefs. And, ultimately, he would like to see everyone in the association pull together.

”A good chef is someone ***who can conjure up something from nothing.“***

Thomas A. Gugler

“Hello, I’m Thomas.” A sober look, a firm handshake and a friendly clap on the shoulder. What immediately catches the eye about Thomas A. Gugler is his moustache. He has been sporting it since he was 18. It lends a jolly and congenial air to the chef, who hails from Bavaria, in southern Germany. His father and uncle before him sported the same style of moustache. This makes it a tradition in the Gugler family, but also a kind of tribute to the Free State of Bavaria.

Yes, he is comfortable in his position. That much you can tell. Even though everything is still new and unfamiliar. It fills the 50-year-old cook with pride to wear the heavy president’s chain over his white jacket. It is almost as if the chain were fused onto him. “All the Board meetings are producing endless minutes and records of decisions. The members did not really know what the point was and were often poorly informed, or to put it another way, completely uninformed. Also, in the past, they were regularly faced with decisions as a fait accompli. That is all over now. Thomas will focus on transparency and cooperation.

One topic that is dear to his heart – and how could it be otherwise? – is the next generation. “Cooking talent must be consistently nurtured,” he states, noting that this also includes the necessary professional training. That has been a weak point for a long time: “Chef standards aren’t what they used to be. To my mind, many young chefs today simply lack the proper basic training. And that is a very serious problem.” In his view, the measure of all things is a uniform, three-year training in which students learn theory and practice. Thomas dreams of all chefs attaining, in his words, “the same level the world over”. In addition, all the members should ideally have a “certification”. He sees this as a kind of hallmark of quality for chefs. Worldwide.

The image and acceptance of the cooking profession are also among his top priorities. Because “At the end of the day, eating and subsistence know no borders. Neither social, socio-political nor strictly religious divides.” For Thomas, chefs should become more aware that they and their profession have a critical role to play in bringing people together. “All of us who wear a chef’s uniform are, in essence, one enormous family. That’s the idea behind it,” he adds, going on to mention a secret code of ethics that receives a kind of collective endorsement. “Solidarity is extremely strong among chefs. If I need advice, one way or another I can always find someone to help me out, or even lend a hand with the task, when the need arises.” In many sectors, that would not be the case.

On top of all this, he intends to form a kind of “historical committee”, tasked with the meticulous preservation of the legacy of the profession and the World Chefs Association for future generations. To top it all off, a museum based in Paris is in the pipeline. Thomas also plans to set things in motion for public relations initiatives. “Marketing is the magic word here. We want a targeted strategy and advice from the right people,” he continues. Another key word is member growth. Essentially, Worldchefs currently encompasses 110 member societies, totalling some 12 million chefs around the globe. This should change as well, as sharp increases are expected in both figures.

Thomas was born into the art of cooking, in a manner of speaking. His grandmother was an excellent cook. She also inspired him to cook at an early age. “As a small child, I was always peering over her shoulder. So I learned a lot from a young age. That influenced me, and led me to take up this occupation, or should I say, answer this calling.” Then there is also his great-grandmother. “She was a chef to the last Emperor of Austria,” he reveals.

On his years as an apprentice in various homes in Germany, he remarks that “learning years are certainly not earning years”. His fond memories include the numerous competitions he entered. “To measure myself against others, to be well organized, and to keep a cool head despite mounting pressure. That’s vital as well,” recounts Thomas, underlining the importance of these competitions.

Thomas currently earns his living as Corporate Director of Kitchens at Arabian Food Supplies in Saudi Arabia (AFS), a food conglomerate with 50 subsidiaries active around the world. For 16 years, he has been living and working in this kingdom on the Arabian Peninsula. Prior to that, Thomas often travelled for his work. He has seen nearly half the world. He has cooked for and served such luminaries as Frank Sinatra and Liza Minnelli. Not to mention Elton John, Madonna and many other legendary stars. All for VIP events and official occasions, such as state visits.

Thomas has a command of no fewer than nine languages. Aside from his mother tongue, he speaks English, French, Spanish, Turkish, Greek, Swedish, Thai, Maltese and Arabic. We can also throw in a couple of African languages. Through his various duties and posts Thomas has travelled to 156 countries. The father of several children still goes on the road often today. He has long been a true globetrotter. Thomas spends around 220 days a year abroad. So he knows what it means to be a foreigner. But isolation never lasts very long for him.

You can listen to him for hours. He has scores of anecdotes at his disposal. But what does he believe makes a good chef? “A good chef is someone who can conjure up something from nothing. Something about which people later say: that is excellent and really cool.” Someone who is capable of getting the dish to taste superb, without having to fall back on lobster and caviar.

WORLD ASSOCIATION OF CHEFS SOCIETIES

The World Association of Chefs Societies (WORLDCHEFS) is a global network of chefs associations founded in October 1928 by the illustrious chef Auguste Escoffier, who was named its first honorary president.

www.worldchefs.org

RAK AROUND THE WORLD

A HYATT
WITH FLAVOURS OF SÃO PAULO

Daunting, gigantic, bustling... With its 20 million or so inhabitants, the world's third-largest city is not easily tamed. But determined visitors will find an innovative and ultra-modern urban scene, where classical and experimental arts ceaselessly blend, coupled with an intense and abundant cultural life nurtured by its ethnically diverse residents. At the heart of this energy, haute cuisine and luxury hotels stand at the forefront of a boldly modern scene – one of those jewels is the Grand Hyatt São Paulo.

A destination hotel

In the heart of Marginal Pinheiros, the prestigious business district, the 22-storey five-star skyscraper looms over the city and the adjoining river, with a view to snatch your breath away. "Before, we were positioned in the business sector, but with the changes on the Brazilian market, and the economic and political crises sweeping the country, we are seeing fewer foreign guests and have shifted our focus to a more local market. So we have developed our service offer towards that of a destination hotel, offering special experiences and unusual activities. We're now meeting this challenge, since we're successfully attracting residents from São Paulo itself for weekend getaways," notes Yann Gillet, general manager since 2016 and group employee for over 20 years.
Indeed, from swimming pools and athletic facilities, to art shows, restaurants and the Amanary Spa, visitors will find a plethora of options. But the hotel's strength lies in its ability to offer the unexpected, such as health and wellness weekends with healthy meals and a 5-km or 10-km hike followed by stretching at the spa. "We're also going to launch a 'Miami-style' party weekend, where we will bring the beach to São Paulo, with cooking workshops, wine and beer tasting, live music, DJs, etc. All these ingredients will be put together for an absolutely spectacular event," boasts Yann Gillet.

Arousing the senses

To offer customers an unforgettable experience, the Grand Hyatt appeals to their five senses, a philosophy that is particularly expressed in the cuisine. At the request of the gourmet restaurant Eau, Thierry Buffeteau creates "healthy French cuisine using authentic, local, fair-trade products, bringing incredible experience and talent to bear. While we do depend on the day-to-day availability of products, this also enables us to offer rich flavours based on ultra-fresh ingredients."

Originally from La Rochelle, France, the chef worked all over the world before taking on the multicultural Brazilian challenge in 2012. Today, he manages a team of around one hundred spread over three restaurants at the establishment, the second being Kinu, with head chef Yoko Kamada. This hidden treasure of Japanese cuisine is seeking its first Michelin star, thanks in particular to its highly sophisticated versions of traditional Japanese dishes, such as noodle soups. "To retain our culinary talents, we offer top-notch management, perfect service, and elegant dishware of impeccable quality, as only RAK Porcelain can provide," adds Yann Gillet.

Feijoada and churrascaria

"Our strength lies in our ability to offer an experience tailored to the country, by recruiting national partners dedicated to service and hospitality. We respect and incorporate the local language, culture and attire, and we draw inspiration to recreate them on the market in the form of unique experiences," imparts Yann Gillet. This mindset is evident in the third restaurant, C-Cultura Caseira, which serves up world food with strong Brazilian accents. On Saturday, customers come to enjoy feijoada, one of the country's best known dishes, featuring pork and black beans embellished with cabbage and orange, accompanied by a gaucha sauce. On Sunday, it offers "street food" with brunch, such as coxinhas (chicken stuffed potato croquettes) or pasteis de feira (small, crispy pies filled with meat, cheese, fish or crustaceans and fried)." Chef Val Fernandes, who has been with the Hyatt São Paulo since 2002, is seeking to further the Brazilian custom of families gathering around a churrascaria, a kind of enormous grill. The authentic dishes aimed at soothing the soul are complemented by the ultra-modern design of the locale, a work by famous Brazilian architect Arthur Casas, who uses all of the heat and colours of Brazil, while also incorporating organic materials from the country.

”Our strength lies in our ***ability to offer an experience tailored to the country“***

Yann Gillet, general manager

A meeting of Epicureans

To round off its culinary selection, the Hyatt offers wine pairings and – always in the vein of a destination hotel – introduces them through a variety of experiences. “With the Wine Club, our customers gather around with friends for a wine tasting to learn a little more about a wine, a place of origin or a particular topic from our suppliers who travel to the hotel. You can get to know wines from all over the world, but especially those from Australia, New Zealand, Chile or even South Africa. Simplicity, elegance and a warm ambiance are the highlights of these gatherings,” relates Yann Gillet. For connoisseurs, the more sophisticated and high-end Wine Diner offers an exercise in food and wine pairings provided by Chef Buffeteau. Finally, October 2017 will see the launch of a new concept, the Wine Experience: a highly epicurean event spanning an entire weekend and paying homage to haute cuisine with a special viticultural theme, in partnership with specialised magazines Adega of Brazil and Descorchados of Chile. Relaxation, music, gourmet food, arts, sports and more... The Grand Hyatt São Paulo arouses all your senses for a unique and unforgettable experience. Resolutely determined to become a major player on the São Paulo cultural scene, the hotel is winning over demanding local customers, and continues to attract international travellers eager to learn and discover.

https://saopaulo.grand.hyatt.com

EVENT

A REAL MUST-ATTEND

RAK Porcelain at Host-Fiera Milano

From 20 to 24 October 2017, the Host - Fiera Milano will open its doors in Milan. For its 40th edition, the event is confirmed as the absolute leader of the sector Ho.Re.Ca, food, retail, retail, gastronomy and hotel industry. In this context, we discussed with Simona Greco, Exhibition Director Art, Fashion, Hospitality & Travel Exhibitions Department, Fiera Milano.

Interview

SIMONA GRECO

EXHIBITION DIRECTOR

"Host dedicates a great deal of attention to tableware solutions, ***presenting the most original and innovative ideas, without neglecting classical solutions and tradition.“***

What innovations should the visitors expect?
Host is a hub for the Ho.Re.Ca world. A real must-attend for all professionals who work in the hospitality industry and a privileged destination to learn about corporate innovations and to understand the latest market trends. During the fair, Milan will become once again the “capital of professional hospitality.” Host will bring together manufacturing sectors and common services, making the most of the specific characteristics of each industry.

How will the 40th anniversary be celebrated?
The fair has become the favourite destination of top players for offering a preview of innovations in technologies in food equipment, food products, formats, design and lifestyle. It is also a unique marketplace for doing a quality international business with professionals who have been carefully selected and who have high-level of purchasing power.

Will a specific topic be highlighted?
In this edition we have a special focus on design. EXIHS (Excellent Italian Hospitality Services) will be back with a new concept designed by architect Dante O. Benini and director Davide Rampello at Arredo & Tavola, the Furniture & Tableware macro-area. It will be some kind of “Biennale”- style performance, a metaphysic space with a wider cultural horizon. The culture and the history of Italy will be celebrated with scenographic videos showing Italy’s beauties and genuine products from its food and wine tradition.

Will other novelties be presented?
We will also have a new design contest, 10 Designers for 100 Products, in collaboration with the POLI. design spin-off of Milan’s Politecnico. Designers will select 100 product solutions for creating new hospitality experiences from among the exhibitors. The creative activity, carried out live, must be connected to concepts that combine service and experience, products offered and living spaces. The exhibition will thus become a "live" creative catalogue for designers, allowing the audience to be actively involved.

host Milano
Equipment, Coffee and Food
40th International Hospitality Exhibition
October 20_24, 2017
fieramilano

How many exhibitors and visitors are expected?
As of today, we have more than 1,500 exhibitors already registered, 41 percent of which international, representing at least 48 countries. We aim at replicating and consolidating the success of the 2015 edition when we experienced a growth of 13.5 percent in terms of the presence of professional visitors, up to 150,968, with 40 percent from abroad.

Which sectors of the industry will be present?
Host puts hospitality front and centre, where space is transformed into ideas and solutions through exclusive formats, concept stores and layouts. Original, functional and enthralling dimensions conceived and implemented in partnership with architects, designers and art directors of international fame, opening up space to creativity in every conceivable direction.

A view on the RAK Porcelain's booth during the last edition in 2015

What, in your opinion, are the new trends in tableware?

Host dedicates a great deal of attention to tableware solutions, presenting the most original and innovative ideas, without neglecting classical solutions and tradition. Materials old and new showcase brand-new approaches to this form of expression, providing guidelines for the "well-laid table" of tomorrow: crafts-based plastic and glass, wood and porcelain, all of which share practicality, aesthetics and comply with eco-sustainability requirements.

Are fairs like Host a barometer of the economy?

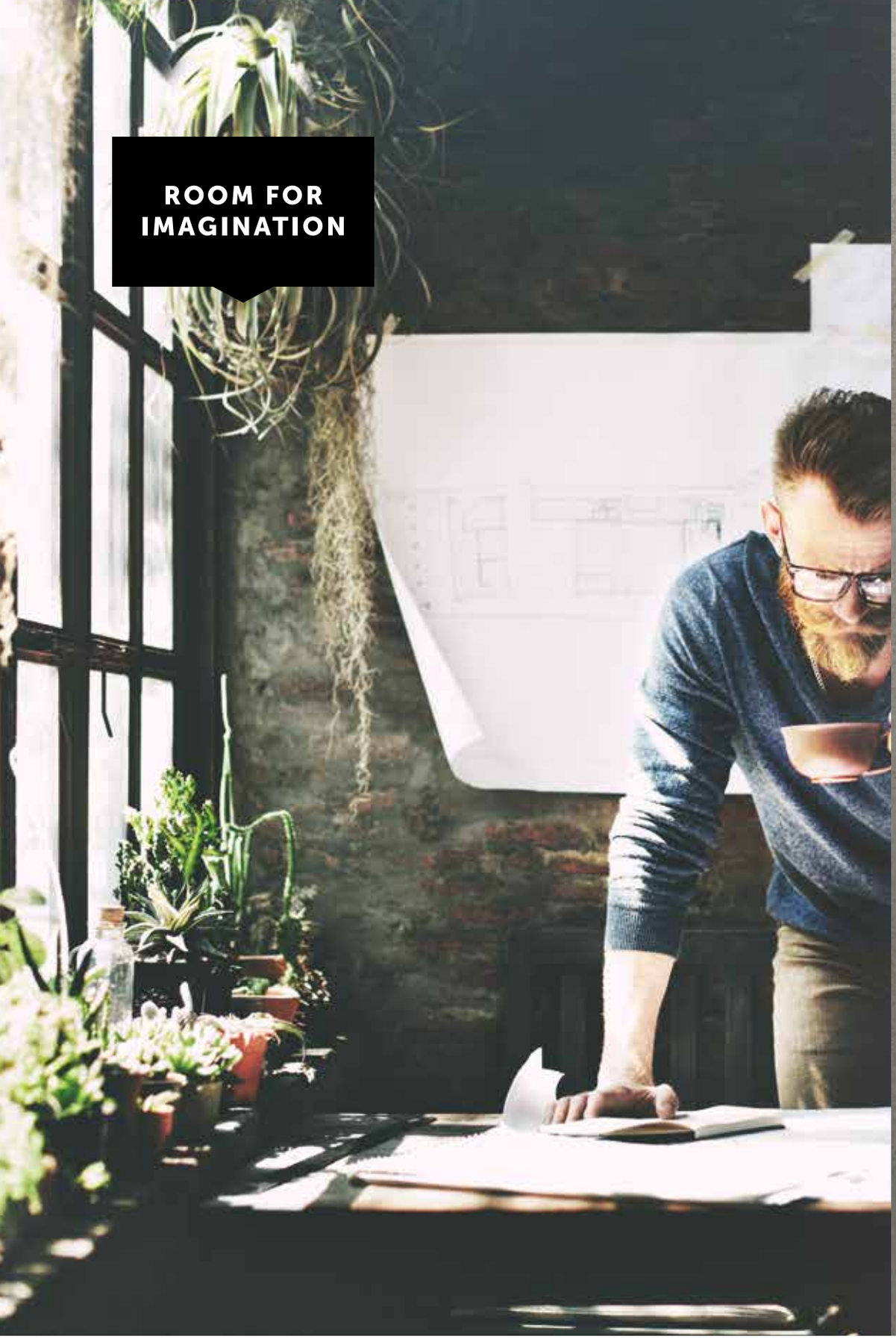
Absolutely. One of their strengths is to anticipate future macro-economic trends together with evolutions in tastes. For example, several years ago, we have anticipated the growing focus on exports to emerging economies when most of the sector was still looking at mature markets as Europe if not Italy itself. The growing numbers of this edition make us relatively optimistic on the economic outlook in the forthcoming years.

What are your expectations in general?

More than being an on-going process, now the internationalization of Host can be said to be a fact, which can be seen in its size, numbers and quality. The 2015 increase of 13.5 percent in terms of visitors was due to various factors – the focus on supporting companies in all ways over the long-term, the great commitment to scouting abroad – thanks as well to the collaboration with ITA-ICE – and to the synergy with the city and what it represents for "Made in Italy." This is the successful path taken by Host, and it will also lead us to working to accelerate the internationalization of other exhibitions.

host.fieramilano.it

YOU WILL FIND US AT
PAVILLON 9
STAND L21/M20



ROOM FOR IMAGINATION

LONDON

"This is the room where I think, the room where I dream, the room where I design. Now, this room is limitless."

Erich,
Architect

RAKCERAMICS.COM

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RAK Porcelain Europe S.A.

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