



WORLD GOURMET SUMMIT
presents



Theatre of Taste

GO DEEPER INTO THE GLITZ, GLAMOUR AND DRAMA
IN 'A THEATRE OF TASTE'. GET TO KNOW THE STARS
THEMSELVES A LITTLE BETTER.



In Singapore From 19 to 30 April



Prologue

Act I

The Clockwork of Thoughts

In an office situated in a warehouse building in Singapore, in mid 2003. A group of ladies and gentlemen are seated on Philippe Starck designer chairs around the conference table, which is the centerpiece in the open office. At one side of the office stands another eye-pleaser – a towering designer open kitchen. Fully equipped with Schott Zwiesel glasses and all the utensils a chef could desire, this is the telltale sign of the company's business direction – this is one of Asia's leading F&B consultancy companies. To add more feathers to its cap is its role as co-organiser of World Gourmet Summit (WGS), where a gastronomic slew of gourmet and wining activities with international chefs (Michelin-starred ones) and winemakers have garnered quite a reputation. Its partner in creating the event is the Singapore Tourism Board. The two camps had nicely wrapped up the 2003 World Gourmet Summit up a couple of weeks ago, which was titled 'The Art of Dining'. It is also the first time that the event was stretched from one to two weeks. A tall director is pacing up and down while the rest of the organisers sit, deep in thought. Miniature Harley Davidson memorabilia are displayed on a table not far away, remembrance of one World Gourmet Summit where guests were ferried in Harley Davidson motorbikes from one destination to another. At another table, Christofle plates painted by WGS chefs are proudly exhibited

This is the session where 2004's theme will be born.

Producer : What shall the theme for 2004 be?
Script Writer : (looking at the stacks of paper in front of her) According to the feedback, the response to the 'The Art of Dining' is that generally, guests appreciated the highlight that chefs and winemakers are artists.
Floor Manager : But chefs and winemakers ARE artists!
Director : Not everyone sees it this way. A journalist once asked me, "But why all the fuss? This is only food!"
Producer : Maybe we should stick to the art theme again.
Script Writer : But what art?

A moment of silence as everyone pauses, deep in thought. At this point, the producer eyes one of the painted Christofle plates on a nearby table. He walks over and picks it up. It is a plate painted by Michelin-starred chef Frédéric Anton of Le Pre Catalan restaurant from Paris. The centre of the plate was white, thin strokes of vibrant colour decorated its rim.

Producer : Simple, but dramatic. With very little, it says a lot.
Script Writer : Yes, trust a chef to do that. It's pretty much a reflection of his cooking style. The produce was excellent but the way he combined the ingredients on a plate was ingenious.
Director : A kitchen, if you have ever worked in one, (deep in thought) is where most of the dramatic action happens.
Script Writer : Drama? That's a nice one...dramatic flavours...
Floor Manager : In a theatre which is a kitchen...so we could call World Gourmet Summit 2004...
Director : A Theatre of Taste?

Lights fade and stage curtains are drawn.

Starry Starry Cast

The title – 'A Theatre of Taste' for World Gourmet Summit 2004 cannot be more true. Spot the media darlings in this year's cast of participating chefs, with names such as **Suzanne Goin**, who not only has been named 'Best New Chefs' by *Food and Wine* magazine, but her restaurant Lucques was also one of the '50 Hottest Tables' in *Conde Nast Traveler* in 1999 and one of the top restaurants in Los Angeles by *Gourmet* magazine in 2000. In 2003, this beauty's talent was acknowledged when she was nominated for the James Beard Award in the same year. Then, there is **Laurent Gras** of the Fifth Floor in San Francisco, whose cooking has created tales of 'new flavours', drawing inspiration from ancient recipes and then deconstructing them in his usual nothing-less-can-do brazen style.

There are also the shining Michelin stars, such as **Yves Mattagne** from Sea Grill in Brussels who tightly holds his two Michelin-starred honour as he wields his magic with seafood. Spanish blood runs through the veins of **Xavier Pellicer**, whose cuisine and Michelin-starred restaurant ABAC in Barcelona has been labelled as *cuisine d'auteur*, where recipes are traditional yet innovatively executed. The three Michelin stars will shine when 70-year-old **Gualtiero Marchesi** from Ristorante Gualtiero Marchesi breezes into town, the first Italian to receive such an honour. **Eyvind Hellstrom** of Restaurant Bagatelle, Oslo, Norway, the only two-Michelin starred chef in Norway, celebrated for contemporary Norwegian cuisine will also make his appearance. **Bryan Nagao**, previously from KOKAGE, Hong Kong and the Felix at The Peninsula, is an icon in the Hong Kong scene but he has since returned to his hometown in Denver Colorado to embark on his own restaurant, Mao. For combinations that stretch the imagination and yet satisfy the palate, **Mauricio Guerrero** from Restaurant Adra in Chile is known for presenting Mediterranean produce in a flourish of Swedish and Japanese style. The renowned Le Cordon Bleu institution will be sending **Frédéric Filliodeau**, award-winning competition chef who has worked alongside Georges Blanc, Paul Bocuse and Pierre Troisgros in preparing menus at G7 meetings.

Participating wineries are also a drum-roll inducing lot. It's a power-packed international combination, from Piedmont legends such as **Ceretto** from Italy, **Domaine Drouhin** of Oregon in USA and Burgundian Domaine Joseph Drouhin of Beaune. There is also **Jean Leon**, also known as 'the wine of the stars' from Spain, **Joseph Phelps** from USA that includes an innovative line of Rhone style wines and **Torbreck** from Australia, which mixes Australian character with the style of Rhone Valley wines.

So, the cast is stunning and an encore is destined. We get up close and personal with some in the backstage to know their thoughts on how they relate their craft to theatre in a tasteful fashion.



Act II

Star Speak

The way of producing wines is absolutely not theatrical as we are developing an agricultural product, which requires us to work in close communion with nature (we are however accustomed to dramatic turns of events!) We age champagne and we educate it so that it grows harmoniously to grace the most beautiful tables in the world. All this is very practical work and very far from theatrical concerns. On the other hand the blending aspect can align with the theatre in the sense that the winemaker is a director who blends his champagne with wines bearing different personalities, as one would manage actors portraying many different characters.

- Herve Jestin, head winemaker in Vertus, Champagne Duval Leroy.

The kitchen and the front-of-house staff that combine their efforts to serve the dining room are essential elements in A Theatre of Taste. People, no matter where they are from or what they do, first eat with their eyes, nose then the taste buds. I always strive to achieve all of these four senses and by explaining my dishes, give that extra touch. Since moving to Denver, the theatre has changed and here, the eye is mightier than the palate. What I have done in Asia is different from what I can do here in Denver. Products that evoke childhood memories stimulate the local taste buds.

-Bryan Nagao of Mao restaurant, Denver, USA, who confessed to falling asleep during Phantom of the Opera but has a penchant for architecture and design.

A restaurant is like the theatre, with opening nights, critics and reviews. Our audience is the diner and a chef also has to have a presence and personality that project into the dining room. How much of a 'show' you want to put on depends on the chef and their intentions.

But what people expect is different depending on where you are. In France, chefs have been respected as artists and craftsmen for a long time. In the United States, we have much more media and publicity than France. So the show and restaurant quality and celebrity can be different things depending on where you are. It is possible to have a great chef in a successful restaurant without all the hype and show. However, with all the showmanship in the world, there will never be a great restaurant without a strong base.

- Laurent Gras, The Fifth Floor, San Francisco, who indulges in photography.

Theatre, like wine, needs a long preparation process and people will judge the results in an hour. Likewise, in Torres and Jean Leon wineries, we know that people may not see all the hard work behind a bottle of wine and the key moment is the tasting of the wine. The founder of the winery, Jean Leon, also liked art very much and in some special vintages, such as 1985, he used Spanish artists to design the labels. The 1979 has a painting of Subirachs, the painter and sculptor who directs the construction of 'La Sagrada Familia' in Barcelona, started by Gaudi. The ZEMIS 2000 of Jean Leon is a totally dramatic wine and it took us 40 years to make this wine because it is a blend of the oldest Cabernet Sauvignon and Cabernet Franc vines in Spain with a percentage of the best Merlot from our single vineyard.

-Miguel Torres Maczasek, whose love for art is influenced by his mother Waltraud. The piece of art that has left the deepest impression is a surrealistic piece by his mother titled 'Doors to the Infinite', inspired by a ruined house on an island in the Mediterranean region.

-Veronique Boss-Drouhin, Domaine Drouhin, winemaker, who loves to play the piano and admires the music of Wolfgang Amadeus Mozart for its harmony.

I am like a director coaxing the most natural flavours from each element of a dish. As a minimalist, I don't like food to look forced or be overly dramatic. I am sure there is a similar philosophy in theatre where some people are more over the top and others are more subtle. One of my favorites is a dish called 'blood oranges, dates, parmesan and arugula with almonds and almond oil'. Every element is prepared in a beautiful way and plated like a sort of tapestry - circles of bright blood orange, shards of cheese, nuts and halved dates, perfect leaves of arugula, all intertwined and drizzled with glistening almond oil.

- Suzanne Goin, Lucques & A.O.C, USA, whose last play was La Boheme.

The differences between a good wine and a great wine are the emotions they evoke. Similarly with plays, there are good plays and exceptional ones. To discover those wines or plays, one needs to personally experience it. Winemaking, however, is not really theatrical - it is a lot of common sense and dedication.

Personally I feel more like a conductor. All the different grapes are like the instruments of an orchestra and I try to have all of them work with the ultimate goal of creating harmony. My most dramatic wine? Cuvee Laurene 2000 from Oregon for its impeccable purity, elegance and balance and from Burgundy, the Musigny, Grand Cru, as it represents the quintessence of Pinot Noir in the world. The level of complexity reached by this wine has not been equalled anywhere.

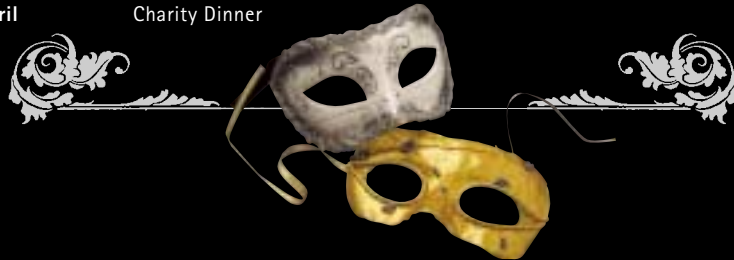
The Schedule of Stars



Date	Events
19 April	Awards of Excellence Presentation and Opening Reception
20 to 22 April	Masterchef Safaris
20 to 23 April	Culinary Masterclasses
20 to 23 April	Culinary Workshops
20 to 23 April	Wine Masterclasses
20 to 23 April	Epicurean Delights
20 to 23 April	Vintner Dinners
21 April	World Gourmet Club Inauguration Dinner featuring the cuisine of Michael Ginor
22 April	WGS Forum ~ Propelling the Future of Hospitality and Tourism – Business, Culture and Trends
22 April	Le Cordon Bleu Evening
23 April	An Olive Oil Dinner presented by Dandaragan Estate featuring the cuisine of Simon Humble
24 April	WGS Gala Dinner
24 April	Post Gala Dinner Party with Chivas Regal

WEEK TWO 25 to 30 April 2004

Date	Events
25 April	Duval Leroy Champagne Brunch featuring <i>Norwegian Seafood</i>
26 April	Dandaragan Estate Olive Oil Appreciation Class
26 to 28 April	Masterchef Safaris
26 to 29 April	Culinary Masterclasses
26 to 29 April	Wine Masterclasses
26 to 29 April	Epicurean Delights
26 to 29 April	Vintner Dinners
27 April	An Evening Soiree with Martell Cognac
27 April	Eu Yan Sang Masterclass
28 April	Gourmet Herbal Dinner presented by Eu Yan Sang
29 April	Eu Yan Sang Lifestyle Class
29 April	'The Art of Discernment' Dinner presented by Martell Cognac
30 April	Charity Dinner



Jointly organised by



UNIQUELY
Singapore

www.visitsingapore.com

* Terms and conditions apply.

All American Express® Cardmembers can enjoy special privileges to various World Gourmet Summit events*
For more information and updates, visit www.worldgourmetsummit.com
For reservations, please call hotline at (65) 6270 1254