

## ‘Ferran Adrià: Notes on Creativity’ opens at the Minneapolis Institute of Art

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September 17, 2015, through January 3, 2016



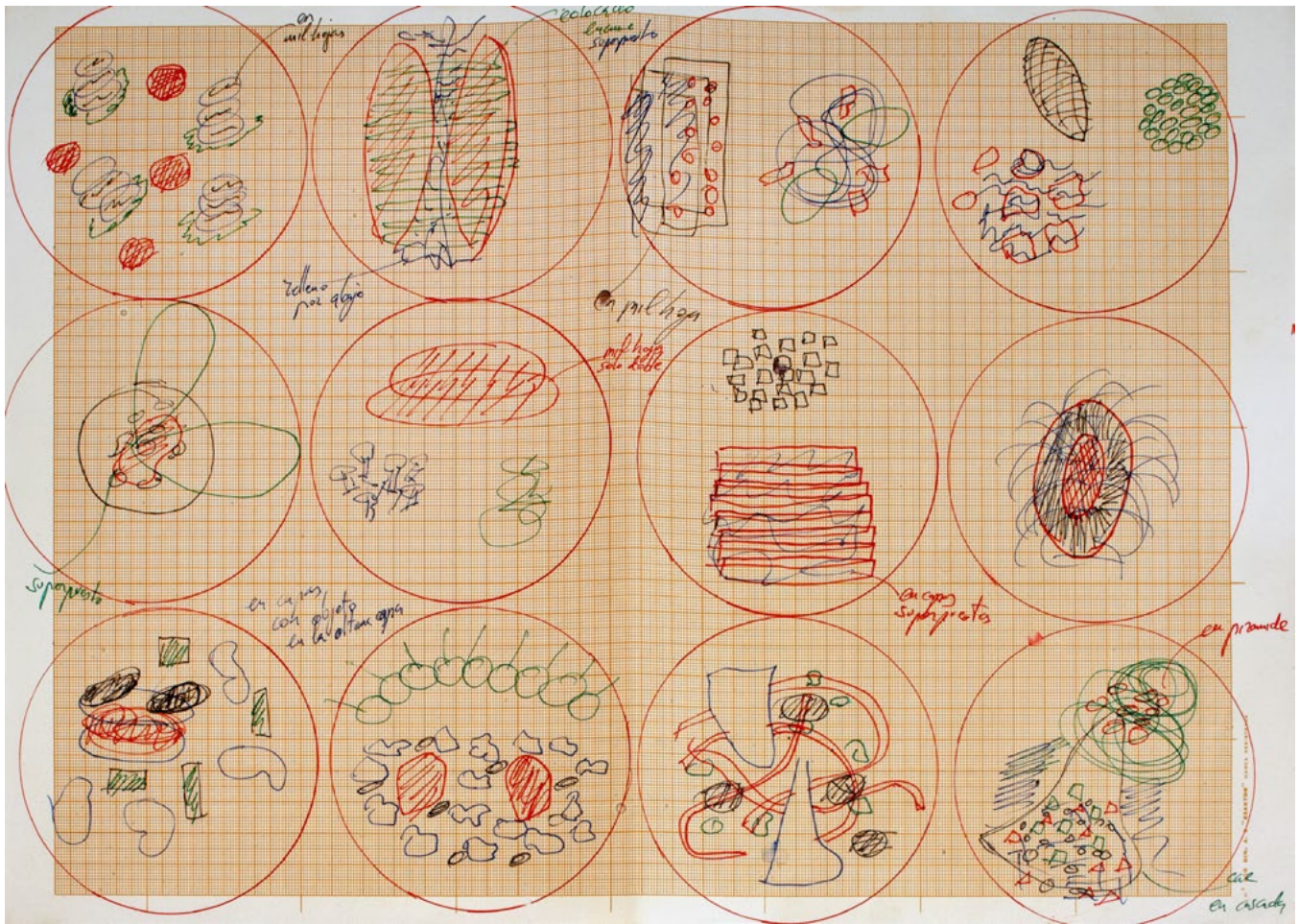
Ferran Adrià Notes on Creativity; Francesc Guillamet and Bob Noto; Interior of elBulli Kitchen; 2005-11

### Minneapolis, August 26, 2015

The first major museum exhibition to focus on the visualization and drawing practices of Ferran Adrià, the Spanish master chef, goes on view at the Minneapolis Institute of Art (Mia) from September 17, 2015, through January 3, 2016. Described as the “Salvador Dalí” of the kitchen by *Gourmet* magazine, Ferran Adrià is considered to be one of the world’s top chefs. Organized by The Drawing Center in New York, “Ferran Adrià: Notes on Creativity” emphasizes the role of drawing in Adrià’s quest for new gustatory experiences. For over 20 years, Adrià oversaw

Spain’s most famous destination-restaurant, elBulli, outside Barcelona. At this paradigm-shifting restaurant, he created an innovative multi-sensory vocabulary and structure that expanded the ways in which diners encounter, consider, and judge their relationship to food and art.

Through sketches, models, and diagrams, “Notes on Creativity” charts the origins of Adrià’s intellectual and philosophical ideas about gastronomy. Food culture, like any form of culture, requires outliers, and Ferran Adrià is its provocateur. He filled hundreds of notebooks



Ferran Adrià; Plating Diagram, c. 2000-04; Colored pen on graph paper; Courtesy of elBullifoundation

with concepts, ideas, collaged photographs, and loose sketches for new dishes for elBulli. He also employed more straightforward creative methods—in the form of lists, tables of ingredients, and cooking techniques—to conceptualize new ways of cooking. These days Adrià continues to draw, no longer charting dishes but rather the practice of cooking itself. The designs, and other elBulli artifacts, will be on display in “Notes on Creativity.” The exhibition features a broad range of artwork, objects, models, and displays that demonstrate Adrià’s deep commitment to the creative process and the art of gastronomy. These include examples of the chef’s personal sketchbooks that visually document his cutting-edge ideas and strategies; a series of drawings outlining his “theory of culinary evolution”; large-scale maps of the culinary and creative processes; custom-designed pictograms and kitchen tools developed exclusively for elBulli; and

a room-sized recreation of Adrià’s personal archive with examples of working boards used to create the innovative menus, dishes, and plating diagrams for the restaurant. Additionally, a film on Adrià’s groundbreaking participation in the modern and contemporary exhibition “documenta 12” (2007), and a slideshow of the 1,846 dishes he and his team created for elBulli, will be screened throughout the run of the exhibition.

“Ferran Adrià: Notes on Creativity” began an international tour at the Drawing Center, New York, January 25–February 28, 2014; followed by the Museum of Contemporary Art Cleveland, September 26, 2014–January 18, 2015; and the Nelson-Atkins Museum, in Kansas City, Missouri, February 28–August 2, 2015. After appearing at the Minneapolis Institute of Art, it opens at Marres House for Contemporary Culture in Maastricht, The Netherlands, in March 2016.



Ferran Adrià Notes on Creativity, Luki Huber; Draining Spoon, 2003; Notebook and spoon prototypes; 8 3/4 x 12 7/8 x 1 1/8 inches; Courtesy of elBullifoundation

## About Ferran Adrià

In April 1984, Ferran Adrià Acosta (b. 1962, Barcelona) joined the team of elBulli in the position of Chef de Partie. By 1987, Adrià began to use ingredients, techniques, and regional influences that reinterpreted “haute cuisine.” Until 1993, a Mediterranean style defined much of the cuisine of elBulli and exerted an important influence on the Catalan and Spanish cuisine of this period. However, in 1990, Adrià began incorporating tapas, spoons, skewers, jellies, and savory ice cream—concepts that reached their full expression by 1994. From that time on, three pillars characterized the cuisine of elBulli: continual research of new cooking techniques; an emphasis on the role of the senses in the art of creating and eating; and the sixth sense—the role of reason and reflection on the act of eating. Adrià’s trademark cuisine was served to elBulli

diners in the form of an extensive tasting menu, which grew to more than 40 dishes per meal in the final years of the restaurant. Beginning in the late 1980s, Adrià and Juli Soler (founder and co-owner of elBulli, who died in July 2015) established a culinary season that was divided into two parts: six months of service in the restaurant and six months of research and creativity. In 2011 Adrià closed elBulli to transform it into a foundation; it opened in 2015 to preserve the legacy of elBulli, including its installations and archive. The space also provides facilities for activities related to the process of creativity with a team that will publish its research online.

*Dom Pérignon is the presenting partner of “Ferran Adrià: Notes on Creativity.”*

*Additional support is provided by the Institut Ramon Llull, Acció Cultural Española (AC/E) and Lavazza.*

## Programming & Events

### Third Thursday: Art of Food

Thursday, September 17  
6–9 PM

### Notes on Creativity: Talk & Taste with Ferran Adrià, Josè Andrés, and Andrew Zimmern

Friday, October 9

Talk is at 6 PM

Doors open for the tasting at 7 PM.

Ferran Adrià, widely considered to be one of the world's top chefs, his protégé and award-winning chef, José Andrés, and chef and TV host Andrew Zimmern will discuss creativity and innovation in the kitchen in honor of the special exhibition, "Notes on Creativity."

After the talk, guests are invited to sample inspired local and global fare from some of the best chefs in the Twin Cities, with a Ferran Adrià-inspired tasting menu designed by Tim McKee, Steven Brown, Mike Decamp, Steve Hesse, Lenny Russo, Russell Klein, Erick Harcey, Isaac Becker, Jim Christiansen, Diane Yang, Jo Garrison, Niki Francioli, Michelle Gayer, James Winberg, Mike Brown, Kale Thome, and Bob Gerken, and specially-crafted cocktails from Bradstreet Crafthouse.

The talk is free, registration is required. To reserve tickets, call 612.870.6323 or reserve online beginning August 25. Limited seating; maximum two tickets per person.

The tasting is \$150; \$120 for members. To purchase tickets, call 612.870.6323 or reserve online beginning August 25.

*Talk is sponsored by the Mark and Mary Goff Fiterman  
Lecture Fund*



Ferran Adrià Notes on Creativity; Ferran Adrià; Theory of Culinary Evolution; 2013

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### About the Minneapolis Institute of Art

Home to more than 89,000 works of art representing 5,000 years of world history, the Minneapolis Institute of Art (Mia) inspires wonder, spurs creativity, and nourishes the imagination. With extraordinary exhibitions and one of the finest wide-ranging art collections in the country—Rembrandt to van Gogh, Monet to Matisse, Asian to African—Mia links the past to the present, enables global conversations, and offers an exceptional setting for inspiration. The 2014 fiscal year marked the highest attendance—752,444 visitors—in the nearly 100-year history of Mia.

General admission to Mia is always free. Some special exhibitions have a nominal admission fee.

Museum hours: Sunday, 11 a.m.–5 p.m.;  
Tuesday, Wednesday, and Saturday, 10 a.m.–5 p.m.;  
Thursday and Friday, 10 a.m.–9 p.m.; Monday closed.

For more information, call 612.870.3000 or visit [artsmia.org](http://artsmia.org).

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