

Press release

Berlin / Hamburg, 9. November 2006

Lucky Strike Designer Award 2006 goes to Ferran Adrià Europe's highest-endowed designer award goes to the star chef from Barcelona.

Pictures of the event are available under
www.raymondloewyfoundation.com.

The jury of the Raymond Loewy Foundation has presented this year's Lucky Strike Designer Award, which carries prize money of 50,000 euros, to the Spaniard Ferran Adrià. This is the first time the award has paid tribute to the design achievements of a chef.

At a festive ceremony, MC Roger M. Buergel, the director of the art fair documenta12, awarded the prize to the Spanish chef.

More than 500 guests came to Berlin's Komische Oper last night to honour Ferran Adrià. Among them were Alfred Biolek, who also gave the guest speech, Ralf Zacherl, Rainer Sass, Gabriele Strehle, Cornelia Pieper (FDP) and the Spanish ambassador, Gabriel Busquets Aparicio.

Prof. Johann Tomforde, chairman of the jury of the Raymond Loewy Foundation, explained the jury's decision as follows: "With his integrated concept, Ferran Adrià lends food an unprecedented sensuous and aesthetic dimension".

Master of ceremonies Roger M. Buergel described Adrià as an "Enlightenment figure", who explores these new dimensions motivated by an absolute interest in learning.

Ferran Adrià was visibly moved as he accepted the award. He sees his culinary philosophy acknowledged with this recognition of cooking as design and thus of the cultural status of fine cuisine. Adrià declared that the presentation of the award represents an important moment in the history of cooking, emphasizing that he was not just accepting the prize for himself, but for "all chefs" who follows their passion to "evolve new techniques to create a new and different world". The aim of a chef's work, he said, should be to make people happy through the multi-sensory experience of eating.

About Ferran Adrià and cooking as a designprozess

Ferran Adrià caramelizes duck fat, uses charcoal as a spice, creates hot ice cream, shapes olive oil into candy and injects caviar paste into eggs before he boils them. He processes raw vegetables with medical instruments and fills salt cellars with scented mist.

"I have always believed that there is a way of cooking that can be defined as a design process", says Ferran Adrià. The "world's craziest chef" (*Die Zeit*) is always on the

lookout for ways to create a totally new taste experience, and he breaks through the traditional boundaries of cookery to do so. He breaks ingredients down into their basic substances and then puts them back together as truly spectacular new compositions. "I want to create a new sensitivity for eating, and to appeal to people's feelings", Adrià says. "My aim is to design happiness."

Adrià puts his creations together to create an elaborate menu sequence with as many as 30 courses. He works together with scientists, designers, food technicians and artists to create a new opus every year in his laboratory "elBullitaller": the food, the cutlery and tableware, the interior decorations – even the lighting and the background music are planned and realised down to the smallest detail. Adrià's cuisine is a source of fascination for food-lovers all over the world, and more than 2 million people a year apply for one of the sought-after places in his 3-star restaurant "elBulli" in the Spanish town of Roses. But the capacity is limited – only 8,000 guests can be served in one season.

With Ferran Adrià as the 2006 prizewinner the jury of the Raymond Loewy Foundation is following its tradition of illuminating and making known to the public the entire spectrum of design in all its breadth of form and content.

About the International Raymond Loewy Foundation

The International Raymond Loewy Foundation makes an important contribution to the promotion of design and helps emphasize the great significance of design for the development of the economy and society. The Foundation was set up in Hamburg in 1991 and supports pioneering and professionally thought-out design in the spirit of the great American designer Raymond Loewy (1896 – 1986).

Previous winners of the Lucky Strike Designer Award include John Maeda (2005), Philippe Starck (2004), Michael Ballhaus (2001), Donna Karan (1999), Peter Lindbergh (1996) and Karl Lagerfeld (1993). This year, the prize is awarded for the 16th time.

Committee of the Raymond Loewy Foundation:

Prof. Werner Aisslinger (studio aisslinger)

Michael Ballhaus (director of photography and 2001 winner of the Lucky Strike Designer Award)

Prof. Wolfgang Laubersheimer (professor for production technology, Cologne International School of Design)

Jürgen Plüss (brand consulting, Gütersloh)

Prof. Kurt Weidemann (College of Design, Centre for Art & Media Technology, Karlsruhe; Scientific College of Corporate Management, Koblenz)

Jury of the Raymond Loewy Foundation

- Jury chairman:

Prof. Johann H. Tomforde (director, hymer idc Innovation & Design Center, Pforzheim)

- Members of the jury:

Prof. Werner Aisslinger (studio aisslinger)

Nils Jockel (Museum für Kunst und Gewerbe – Arts & Crafts Museum, Hamburg)
Prof. Wolfgang Laubersheimer (professor for production technology, Cologne
International School of Design)
Jürgen Plüss (brand consulting, Gütersloh)
Dr. Angela Schönberger (director of the Kunstgewerbemuseum, Staatliche Museen
zu Berlin, Preußischer Kulturbesitz, Berlin)
Prof. Kurt Weidemann (College of Design, Centre for Art & Media Technology,

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