

zio
que
ductus

CONSERVACION DEL...

GRACIAS A LA ALIENENIA, SE
HACEN RECIPIENTES DE BAMB
QUE REVOLUCIONAN
LA COCINA, CON NUEVAS TECNICAS/TECNOLOGIA

elBullifoundation

feeding creativity

LAS LABORACIONES INTER...



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fundamentales, FU
ADELITE...
WANDOL A QUI
CON LAS CIVILIZACIO

On 30th July 2011 we cut down the trunk, cutting off the branches,
and leave the roots, keeping the seeds for the future.



eBullifoundation
feeding creativity

Our mission

- To safeguard the legacy of eBulli.
- To generate high quality content for the fine dining sector.
- To share our experiences in management / innovation.

OUR ANGELS:

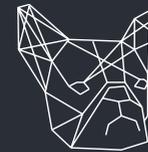
Telefonica

Technological partner



LAVAZZA
TORINO, ITALIA, 1895

GRIFOLS



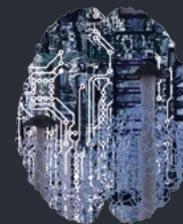
LABulligrafia

The archive-museum of eBullirestaurante, organised in accordance with the Sapiens methodology on the basis of a creative audit. It is a work-in-progress project taking shape in two distinct formats: physical (off-line) and a digital (on-line) format.



eBulli1846

An Exhibition LAB that focuses on linking knowledge from diverse fields and applying this to management and innovation, in which exhibitions function as a tool for reflection and analysis.



**Sapiens
Methodology**
Linking Knowledge

The Sapiens methodology created by eBullifoundation provides a tool for connecting knowledge from any given object of study and forms the focal point for all the projects carried out in fulfilment of the foundation's mission.

The transformation of eBulli: from company to foundation

eBullirestaurante showed that a small business with limited resources could change the way an industry is understood. Disruptive innovation made all the difference.

At eBullirestaurante, we were looking for the limits of the gourmet restaurant experience. In 2010 we reached those limits and decided to undergo a transformation.

eBulli also demonstrated a very high level of efficiency and creative longevity, changing the paradigm of gourmet dining forever. This is why we feel justified in pursuing a new challenge, not only in the field of gastronomy, but also in the field of innovation.

At eBullifoundation, we want to continue promoting creativity and innovation and share it with everyone in the intention and spirit of improvement, evolution and innovation, inviting all to become participants in our past, present and future experiences, with the aim of researching and experimenting to promote talent and enable all to seek their own limits.

[THE LAST WALTZ VIDEO](#)



Bullinianos: all the people who represent our values and have built the spirit of elBulli

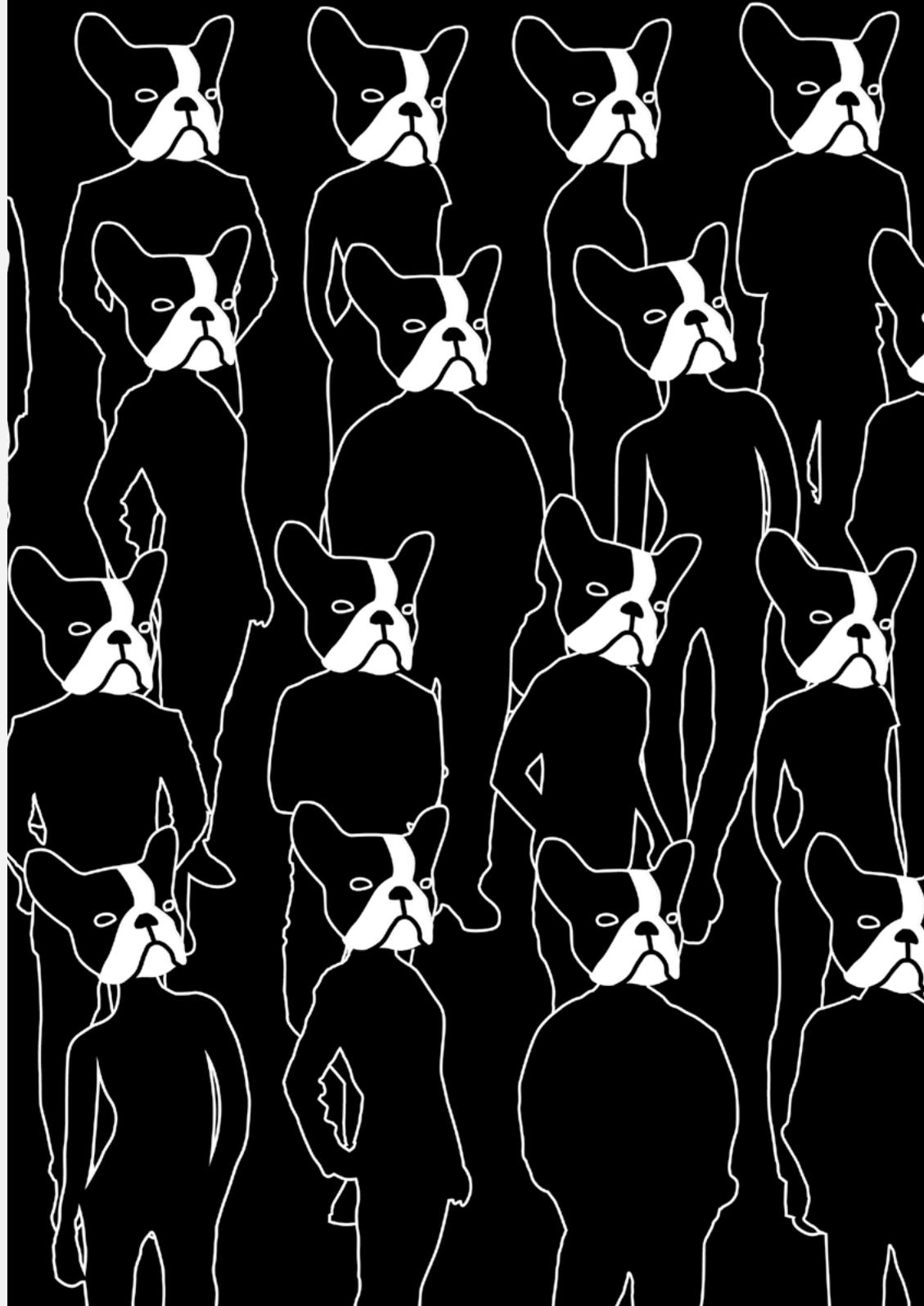
Juli Soler, Ferran Adrià and Albert Adrià were the leaders who crafted the spirit that we carry with us for every project. Thousands of people followed in their wake who, with their talent and effort, contributed and continue to contribute to making elBulli a legendary name in the gourmet restaurant world.

Among them, we find many of today's leading lights in world gastronomy: René Redzepi, Joan Roca, Andoni Luis Adúriz, Grant Achatz, Jason Atherton, José Ramón Andrés, Massimo Bottura, Enrico Crippa, José Aviliez, Mario Sandoval, Albert Raurich, Eduard Xatruch, Oriol Castro, Mateu Casañas, Sergi Arola, Paco Roncero, Carles Abellan, Josean Martínez, Francis Paniego, Christian Puglisi, Stefano Baiocco, Georgiana Hiliadaki, Nuno Mendes, Niklas Ekstedt...

They all belong to the worldwide phalanx of Bullinianos, a multitude that, thanks to elBullifoundation and elBarri, grows larger every day.

As a tribute to them all, we have created a database that is being expanded to include all those involved in the writing of the elBulli story.

BULLINIANOS



What is elBullifoundation?

elBullifoundation is a private, family-run foundation, promoted by Ferran Adrià and Juli Soler.

Established on 7 February 2013, the project came out of the need to transform elBullirestaurante, with a vision based on the desire to continue promoting innovation and creativity through the language of cooking, and to ensure the preservation of the legacy and spirit of elBulli. The new foundation was also tasked with the dual objectives of generating high quality content for the fine dining sector, and of sharing our experiences in management and innovation, especially in reference to SMEs and micro-enterprises.

Financing is provided by the Adrià and Soler families, as well as by our business angels.

elBullifoundation, a leap of faith for the future.

Our values

We take on our mission by turning to the pillars that have defined the way elBullirestaurante has operated and thought for many years.

creativity and innovation

risk and freedom

passion and effort

ethics and generosity

Starting over after 30 years

What is our mission?

The goals set by elBullifoundation address a desire to share the experience we have gained in the fields of knowledge, education, business and innovation. It focuses on the language of gastronomy, but has a mission to go beyond this, encompassing other projects, fields, disciplines and professional sectors.

These are translated into a number of objectives that shape the foundation's mission:

To safeguard the legacy of elBullirestaurante: as a physical space and also as a fund of knowledge and documentary resource responsible for changing the paradigm of the fine dining sector worldwide.

To generate high quality content for the fine dining sector: providing a valuable self-learning and educational tool that contributes to furthering gastronomy as an academic discipline.

To share our experiences in management and innovation: two aspects that are fundamental to the success and longevity of any entrepreneurial project.

The Board of Trustees

The Board of Trustees of the Foundation is made up of Ferran Adrià, Albert Adrià, Isabel Pérez, Marta Sala and Ernest Laporte.

| | | | | | |
|---|--|---|--|---|--|
| FERRAN ADRIÀ | | ALBERT ADRIÀ | | | |
|  | |  | | | |
| ISABEL PÉREZ | | MARTA SALA | | ERNEST LAPORTE | |
|  | |  | |  | |

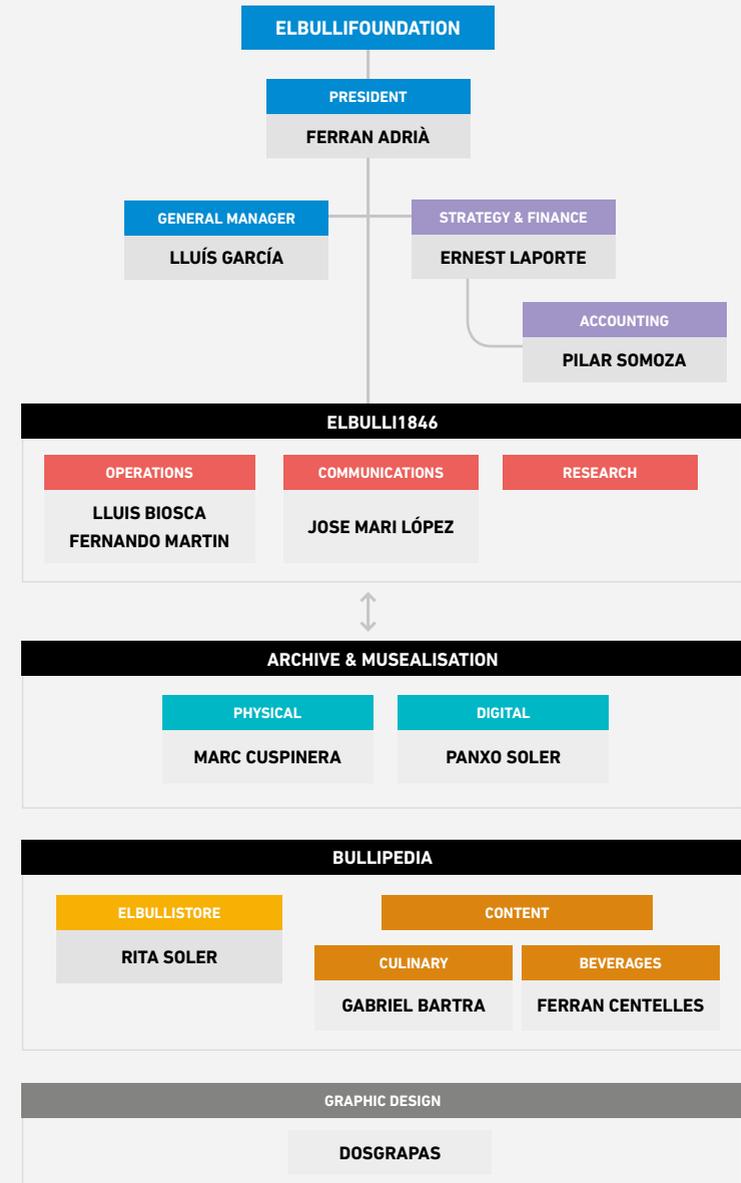
JULI SOLER
ALWAYS WITH US



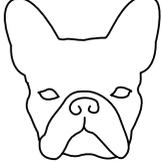
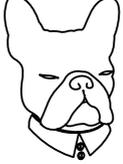
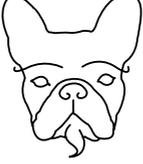
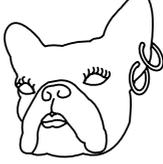
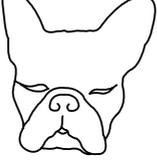
OUR GUIDING ANGELS

| | | | |
|---|---|---|---|
| ISRAEL RUIZ | VICENTE TODOLÍ | TONI SEGARRA | LUIS CUESTA |
|  |  |  |  |

The Management Team



**BULLINIANOS:
A MULTIDISCIPLINARY TEAM**

| | | | | | | | |
|--|---|---|--|--|---|---|---|
|  <p>BUSINESS MANAGEMENT</p> |  <p>ART</p> |  <p>HISTORY</p> |  <p>DESIGN</p> |  <p>FINE DINING SECTOR</p> |  <p>MUSEOGRAPHY</p> |  <p>NUTRITION</p> |  <p>ENGINEERING</p> |
|  <p>EDUCATION</p> |  <p>MARKET RESEARCH</p> |  <p>AGRICULTURE</p> |  <p>CUISINE</p> |  <p>VITICULTURE</p> |  <p>ECONOMY</p> |  <p>DINING ROOM SERVICE</p> |  <p>ART HISTORY</p> |
|  <p>BIOLOGY</p> |  <p>ARCHITECTURE</p> |  <p>PASTRY</p> |  <p>INFORMATION MANAGEMENT</p> |  <p>PHILOLOGY</p> |  <p>ANTHROPOLOGY</p> |  <p>SOCIAL MANAGEMENT</p> |  <p>MARKETING</p> |
|  <p>COMMUNICATIONS / MEDIA</p> |  <p>ENVIRONMENT</p> |  <p>SOMMELLERIE</p> |  <p>PHILOSOPHY</p> |  <p>HEALTH</p> |  <p>ADVERTISING</p> |  <p>JOURNALISM</p> |  <p>GEOPOLITICS</p> |

At eIBullifoundation
we think that nothing is the same...

...but everything is alike



A whale is an animal...



... and so too is an ant

we aren't interested in being dogmatic,
nor are we interested in being gurus

Maximum efficiency is our aim

Applying our methods in eBullirestaurante to eBullifoundation

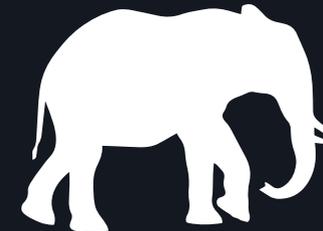
01 Rigour and organization give us great freedom to create.

02 Continuous questioning leading to a new way of understanding things.

03 Link knowledge and creativity, order and efficiency.

04 Immediacy, multitasking, working individually and as part of a team.

At eBullifoundation we want
to be as swift as a leopard,
as strong as a rhinoceros,
as mighty as an elephant



The spaces: elBulli1846, an ecosystem for reflection on creativity and innovation



elBulli1846

WATCH THE SPACES VIDEO



elBulli1846 is the main space of elBullifoundation, located in the old site of elBullirestaurante in **Cala Montjoi** (Roses). It offers 1,300 m² of indoor space and **3,500 m² of outdoor space** and is placed in an exceptional natural setting within the Cap de Creus National Park.

Inside, two distinct Labs work in synergy applying the **Sapiens methodology**, the principle approach for all projects carried out in pursuit of the foundation's mission:

The **Basic Sapiens LAB** comprises a multidisciplinary team selected on the basis of possessing a creative and innovative talent that is allied to a passion for research. Periodic recruitment processes will be held to select new teams to participate in a predetermined series of research programs.

The team will focus on connecting knowledge and applying it to management and innovation, carrying out basic research work for future implementation.

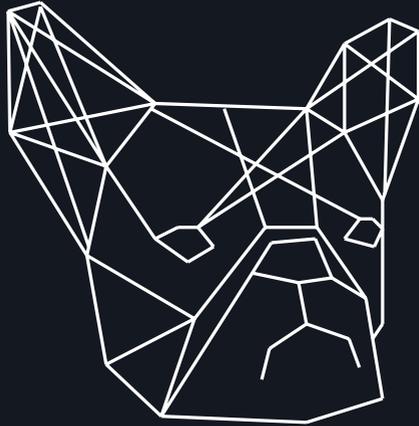
The **Applied Sapiens LAB** also comprises a multidisciplinary team, bringing together key team members whose objective pertains to two fundamental pillars of the foundation's mission: to generate high quality content for the fine dining sector, and share our experiences of management and innovation.

Further objectives focus on connecting knowledge applied to management and innovation with particular reference to SMEs and micro-enterprises.

At elBulli1846, the exhibition narrative is used as both a working tool and a resource to aid understanding, learning and the sharing of our findings. It will take the form of an exhibition on connected knowledge applied to innovation.

Both LABS coexist in a global project called **elBulliDNA**, a content platform that will be generated by elBulli1846.

The spaces: LABulligrafía, the archive-museum of elBulli



LABulligrafía

WATCH THE VIDEO

50 years of elBullirestaurante

LABulligrafía is the name given to the archive of elBulli. It is available in two formats: physical (off-line) and digital (on-line).

The LABulligrafía project occupies a 1,500 m² facility on Carrer Mèxic, Barcelona. Previously, this space was occupied by elBulliLab between 2014 and 2017.

LABulligrafía off-line



An immense archive that gathers together physical and audiovisual material documenting the creative and innovative evolution of elBullirestaurante. Part of this archive is on display in the permanent exhibition of elBulli1846.

LABulligrafía on-line

A thorough and meticulously-prepared digital archive that displays step-by-step the innovation audit undertaken on elBullirestaurante. It provides access to a multitude of content in varying formats: knowledge modules, audiovisual material, interactive and mental maps, etc.

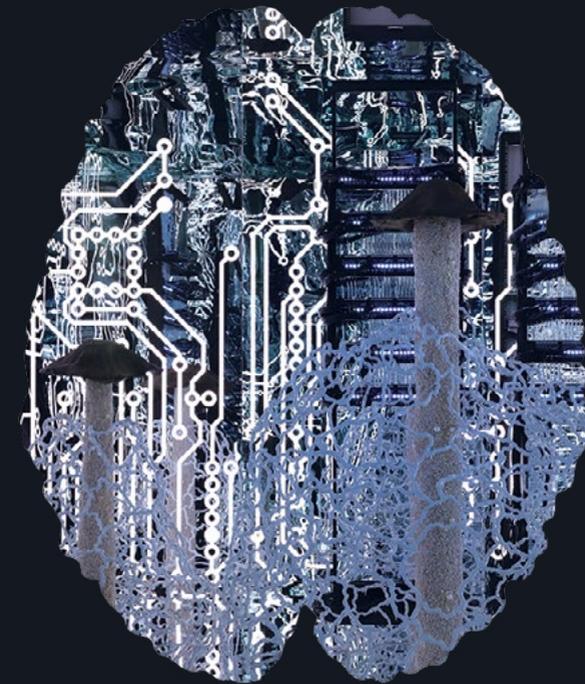
Sapiens: the guiding principle

First and foremost, Sapiens is a way of thinking. Based on the premise that in order **to act, it is first necessary to understand**. This is the methodology we adhere to at elBullifoundation. It is a commitment to general and transversal study and reflection at a time when specialisation and short-termism are dominant ideas.

Based on **systems thinking** and systems theory, Sapiens is a methodology for research, and for **connecting knowledge and understanding** through a holistic and systemic perspective. The fundamental idea is simple... that everything is connected, but the theory is complex. We interpret it with a determination to make it accessible to everyone.

Sapiens adopts a number of principles and methods. The specification of processes, phases, techniques and tools varies according to the subject studied, as some require more input from one sphere of knowledge and others necessitate a lighter approach. It is a flexible methodology requiring definition of aspects of its application for each topic of research.

The final objective of Sapiens is not only **to manage information, knowledge and learnings**, but also to educate, communicate, improve standards and efficiency, and to promote creation and innovation. An in-depth understanding of a subject is the basis from which we work to achieve these objectives. Sapiens is the **lighthouse that guides all projects** at elBullifoundation.



Sapiens Methodology

Linking Knowledge

[SEE WEBSITE](#)