

zio  
or  
ductus

CONSERVACION DEL...

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

# eIBullifoundation

feeding creativity

LAS LABORACIONES INTER...



empiesan a hab  
fundamentales, AU  
DE-ITE...  
WANDOL A QUI  
ON LAS CIVILIZACIO

We cut the trunk, the branches, we leave the roots,  
and keep the seeds for the future.



**eBullifoundation**  
feeding creativity

**Our mission**

- Protect and maintain the legacy of eBulli
- Promote innovation

OUR ANGELS:

*Telefonica*

Partner tecnológico

 **CaixaBank**

**LAVAZZA**  
TORINO, ITALIA, 1895

**GRIFOLS**



**LABulligrafia**

Cooking archives

An archive-museum built on the creative audit of eBullirestaurant. A continual work in progress.

PHYSICAL

DIGITAL



**eBulli1846**

freedom for creativity

An exhibition lab for efficiency in innovation; exhibitions will be used as working tools.



**Sapiens**  
linking knowledge

The methodology created by eBullifoundation to understand and analyse a project in order to improve efficiency in innovation.

## The transformation of eBulli: from company to foundation

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

At eBullirestaurant, we were looking for the limits of the gourmet restaurant experience. In 2010 we found those limits and decided to transform ourselves.

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 promoting a new challenge, not only in the field of gastronomy, but also in the field of innovation.

At eBullifoundation, we want to keep promoting creativity and innovation and share it with everyone with the will and spirit to improve, evolve and innovate, making them participants in the past, present and future experience, researching and experimenting to accelerate talent and help everyone seek their own limits.

[THE LAST WALTZ VIDEO](#)



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

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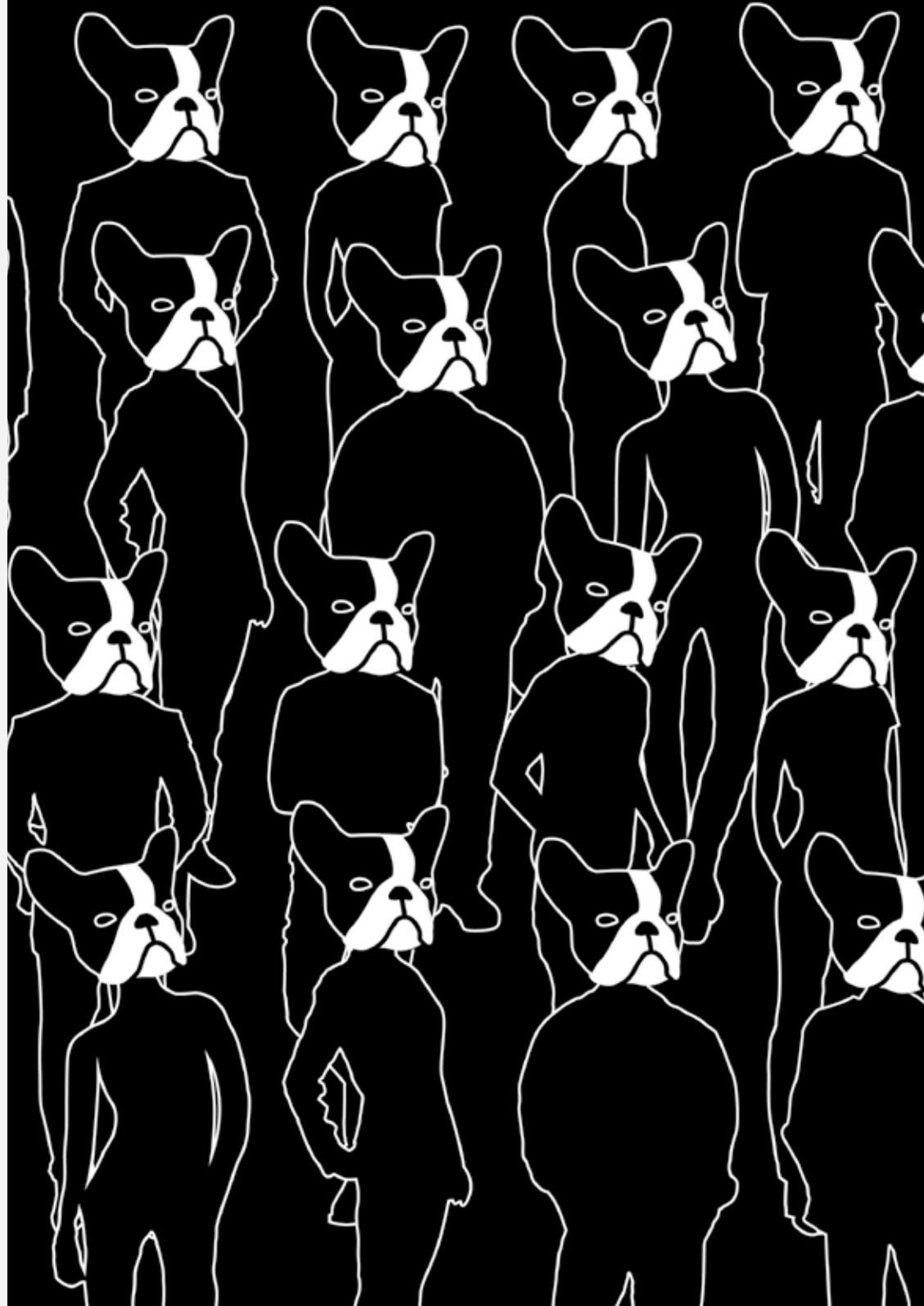
Juli Soler, Ferran Adrià and Albert Adrià were the leaders who crafted the spirit that we carry with us for every project. They were followed by thousands of people who, with their talent and effort, contributed and still contribute to making elBulli a legend in the gourmet restaurant world.

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 Avillez, 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 army of Bullinians, an army that, thanks to elBullifoundation and elBarri, grows larger every day.

As a tribute to all of them, we have created a database that is being completed and expanded to include all those who have written elBulli's story.

[BULLINIANS](#)



## What is eBullifoundation?

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eBullifoundation is a private, family-run foundation, promoted by Ferran Adrià and Juli Soler. Established on 7 February 2013, it came out of the need to transform eBullirestaurant, with a vision based on the desire to continue promoting innovation and creativity through the language of cooking and to preserve the legacy and spirit of eBulli for society.

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

*eBullifoundation, a leap of faith for the future.*

## Our values

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

creativity and innovation

risk and freedom

passion and effort

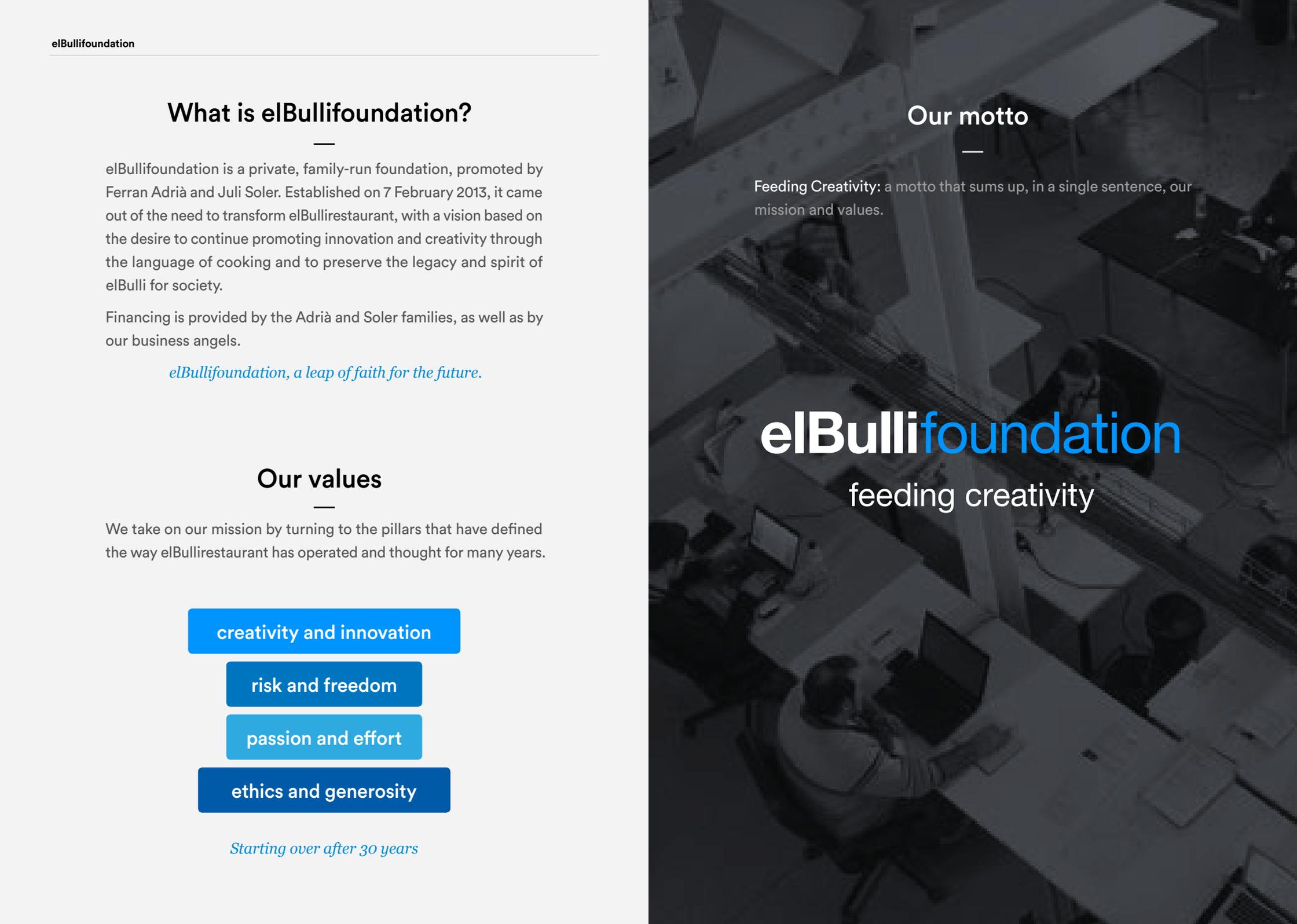
ethics and generosity

*Starting over after 30 years*

## Our motto

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**Feeding Creativity:** a motto that sums up, in a single sentence, our mission and values.

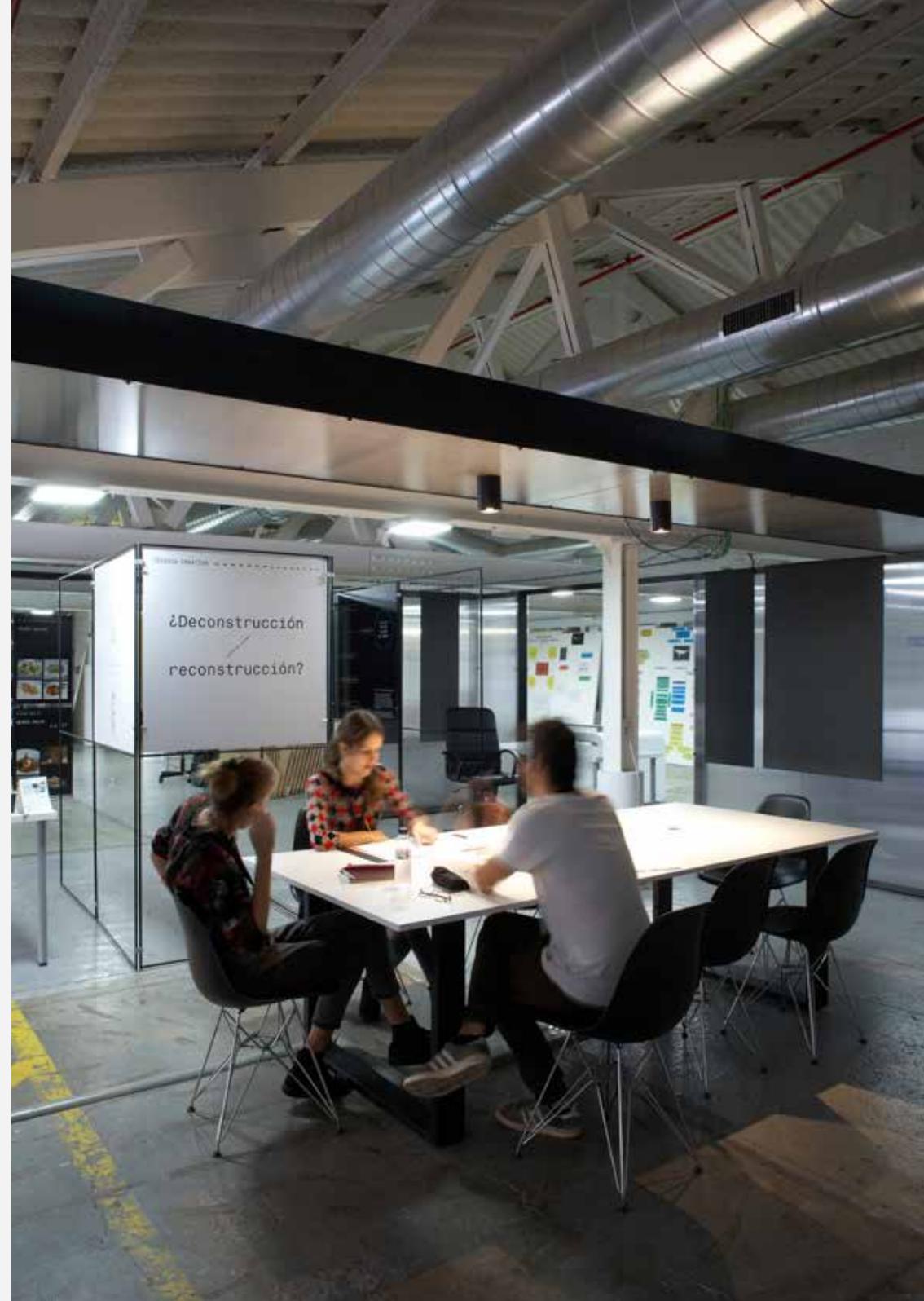


eBullifoundation  
feeding creativity

## Our goals

The goals set by elBullifoundation address the desire to lead a project centred on knowledge, education, business and innovation; it stems from the language of gastronomy, but is called to be something more, encompassing other projects, fields, disciplines and industries. These goals are:

- 1. To preserve and transmit** the societal legacy of elBullirestaurant through elBulli1846 space in Cala Montjoi and LABulligrafía in Barcelona.
- 2. To design an economic model** for the sustainability of the Foundation and its projects.
- 3. To research and experiment** to be more effective and efficient when it comes to innovation. Our field of research will be gourmet dining and all the different jobs and industries that interact with it.
- 4. To understand:**
  - a) Our profession (cooks), our industry (gourmet dining) and our restaurant (elBulli), as a context...
  - b) The company, to develop the restaurant business.
  - c) Creativity, creation and innovation to create.
  - d) Connecting the understanding of this knowledge.
- 5. To share all our work** with other occupations and academic disciplines.



## 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.

<b>FERRAN ADRIÀ</b>		<b>ALBERT ADRIÀ</b>	
			
<b>ISABEL PEREZ</b>	<b>MARTA SALA</b>	<b>ERNEST LAPORTE</b>	
			

**JULI SOLER**  
ALWAYS WITH US

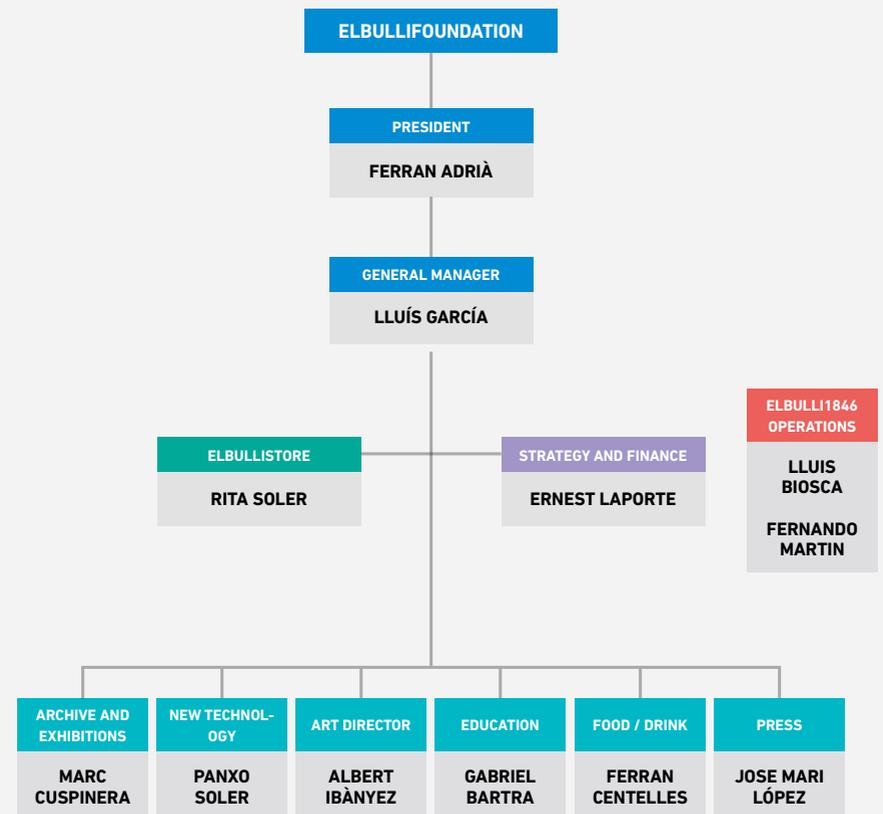


### ANGEL CONSULTANTS

<b>ISRAEL RUIZ</b>	<b>VICENTE TODOLÍ</b>	<b>TONI SEGARRA</b>	<b>LUIS CUESTA</b>
			

## The Management Team

elBullifoundation has a general manager, Lluís Garcia, and a management team responsible for coordinating all the projects from the different units.





ARTISTS

HISTORIANS

NUTRITIONISTS

ART HISTORIANS

LANGUAGE GRADUATES

ENGINEERS

FARMERS

DESIGNERS

ARCHITECTS

COOKS

BIOLOGISTS

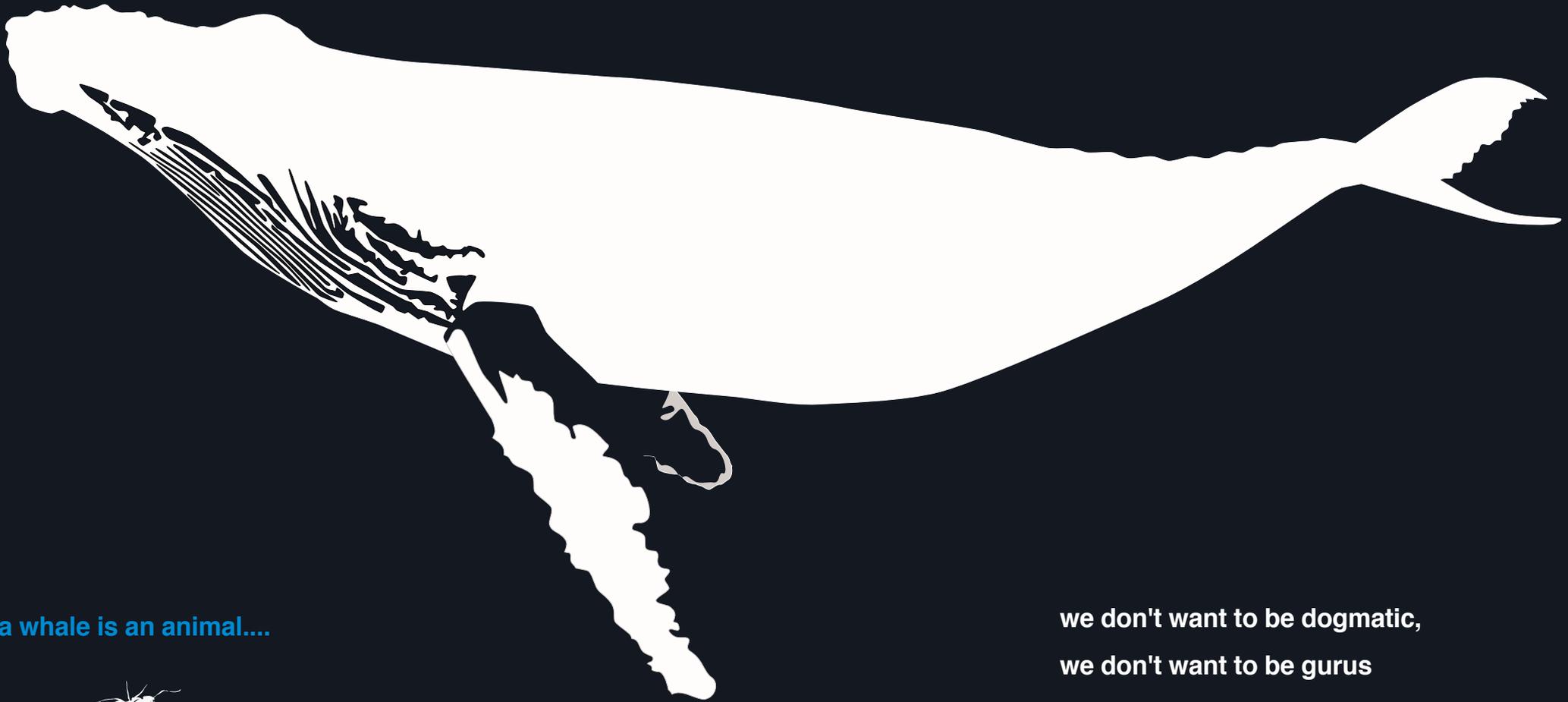
WAITERS

PUBLICISTS

SOMMELIERS

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

...but everything is alike



a whale is an animal....



...an ant is an animal

we don't want to be dogmatic,  
we don't want to be gurus

We want maximum efficiency

## We are bringing the eBullirestaurant method to eBullifoundation

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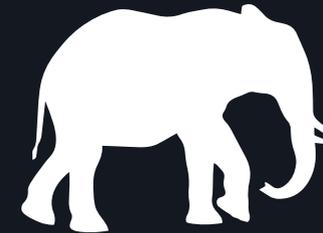
**01** Be as tidy and organized as possible  
to enjoy a radical freedom to create.

**02** Always be asking questions that lead to a new  
way of understanding things.

**03** Link knowledge and creativity,  
order and efficiency.

**04** Be immediate, multitask, work individually /  
as a team.

At eBullifoundation, we want to be as fast  
as a leopard,  
as strong as a rhinoceros,  
as solid as an elephant



## The spaces: elBulli1846, an ecosystem for creativity and innovation



# elBulli1846

freedom for creativity

[WATCH THE SPACES VIDEO](#)



elBulli1846 is the space located in Cala Montjoi (Roses), which includes the former **elBulli restaurant and the Marketta House**. A unique natural area whose facilities include **1,300 m2 of indoor space** and **3,500 m2 of outdoor space**.

elBulli1846 is an **Exhibition Lab** where a team of 20 people will research and experiment on **creation and innovation to improve efficiency**, studying and analysing how to implement the dream creative ecosystem.

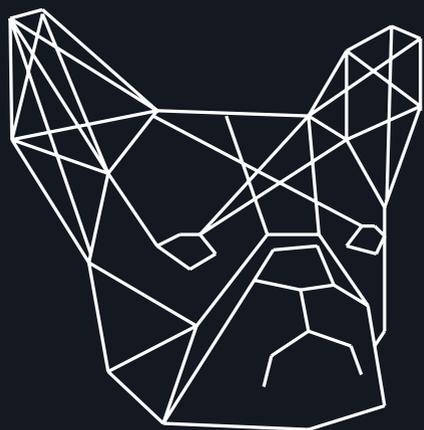
This team, led by Ferran Adrià, will research efficiency in innovation by applying the **Sapiens method**, carrying out a **creative audit** and adding to the creative archive.

At elBulli1846, the **exhibition narrative** will be used as a working tool and as a resource for understanding, learning and sharing, but will not be open to visitors.

We'll use **gourmet dining as a language** and object of study, establishing dialogues with all occupations, disciplines, activities, industries and cross-cutting areas.

elBulli1846's output will produce many **results** and conclusions about the process of innovation itself, as well as applications to the field of gourmet dining. All this research **will be published online**.

## The spaces: LABulligrafía, the archive-museum of elBulli



# LABulligrafía

Cooking archives

WATCH THE VIDEO

PRESENTATION

*50 years of elBullirestaurant*

LABulligrafía is a **museum-archive** that aims to highlight what elBulli was and who Ferran Adrià, Juli Soler and Albert Adrià are.

It seeks to promote our understanding of creation and innovation by putting the **tangible and intangible heritage** of the historic elBulli restaurant on display.

In its quest to raise the visibility of elBulli's influence on world gastronomy, it bases its content and narration on a **creative audit** and **the case of elBulli** as a company.

LABulligrafía will be available in two formats:

### LABulligrafía offline

A tour through a 4,000-m2 space through which visitors will find thousands of objects and documents that will help them understand the evolution of innovation at elBullirestaurant.



### LABulligrafía online

A virtual space where we will find an online archive where thousands of images, videos, documents, etc., will allow us to learn about the history of elBulli, Ferran Adrià and his co-leaders connecting projects, sectors, interdisciplinary relations, and so on to help us understand how an SME with limited resources could have such a significant influence on a discipline across the globe.

## Sapiens: the guiding principle

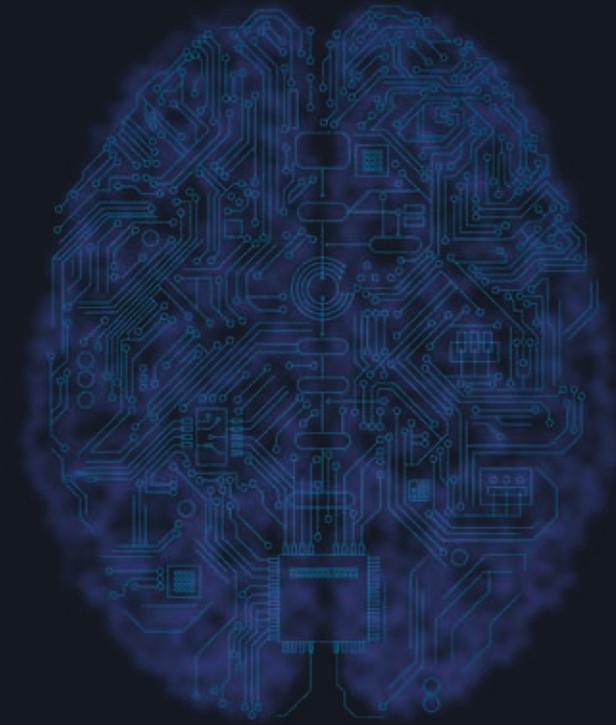
When we thought about studying cooking and gourmet dining, we realised that this task required a **specific methodology** to organize information so that it could be catalogued, understood and analysed.

From this initial idea, Sapiens was born: a methodology that, in **questioning the status quo**, would allow us to **understand** a product, a project, a company, an industry or a field.

The methods it comprises are applied in a systematic way. The content generated when studying a topic comes from applying all its **cognitive operations**; this is done from an **interdisciplinary** perspective so that research can be approached from different angles.

Sapiens is a methodology that approaches each object of study through **empirical and holistic research**. In other words, it approaches the topic from different points of view, looking at many aspects in order to appreciate the multiple dimensions of all systems, their mutual interaction and their **evolution** over time. In this way, we gain the **knowledge** and information we need to take on each goal and, very importantly, to address **creative processes**.

Based on this approach, Sapiens addresses the need to settle on a **vocabulary** for the topic in question that contributes to the understanding of interdisciplinary language. A useful **classification** is also created, tailored to the chosen focus and built around a set of large families in which ideas are **stored, sorted** and **classified**, creating new content through **research** and study.



# Sapiens

linking knowledge

[SEE WEBSITE](#)