



**Projects in progress or already carried out
by eBullifoundation, 2013 - 2018**

eBulli 2005-2011 Catalogue

(in English, Chinese and Spanish)

eBulli 2005-2011 is the end of a project that began in 2002 with the publication of the first volumes of the General Catalogue; continuing in 2003 and 2004, this 10,000-page volume now catalogues all the dishes served at elBullirestaurant from 1987 to 2011, as well as an analysis of their evolution since 1983. It is an essential work for understanding elBulli.



[SEE ELBULLISTORE](#)

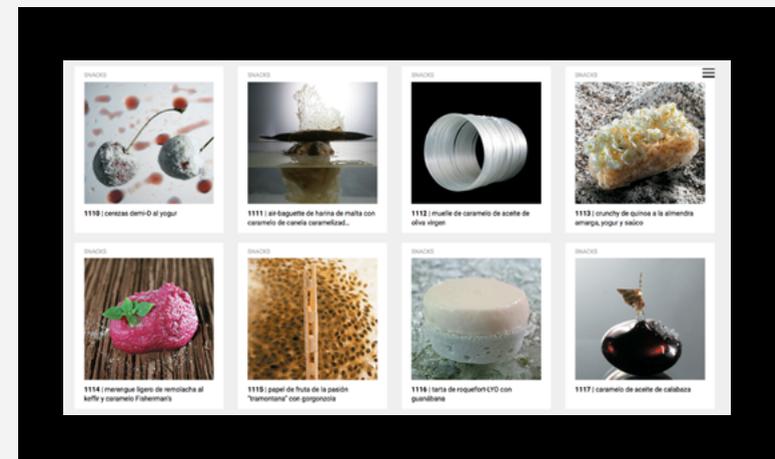
eBulli 1983-2011 General Catalogue

(digital)

The project began in 2002 when we compiled and published some of the content in digital format on a CD.

We have transformed this content into an online project that can be accessed by purchasing a book from the General Catalogue.

	Cócteles	Snacks	Snacks secos	Snacks frescos	Tapas	Platos	Tapas / platos	Avant postres	Postres	Petit fours	Morphings
2010											
2009											
2008											
2007											
2006											
2005											
2004											



elBulli Audiovisual Catalogue: The History of a Dream

Audiovisual catalogue: Global launch of the documentary series 'elBulli: History of a Dream' with Amazon Prime Video in more than 200 countries.

It is the most comprehensive documentary series ever filmed about an organisation or creator.

Sixty years of history documented with more than 3,000 hours of footage and more than 300 interviewees.

The documentary series includes 15 episodes. The first 12 episodes contain the most important facts about the restaurant, from its creation in 1956 by the Schillings until its closure in 2011. The last 3 episodes, which take place in the present day, tell how and why elBulli restaurant closed and became elBullifoundation.

A thorough and complete tour of the gastronomic achievements of elBulli and the experiences of its key figures, a genuine audiovisual catalogue that includes the culinary journey to date and its transformation into elBullifoundation.



Exhibitions: Learning for elBulli 1846 and LABulligrafía

Ferran Adrià and elBulli. Risk, freedom and creativity (2012-2014) Barcelona, London and Boston



An exhibition that covers the history of elBulli from its foundation in 1961, through the arrival of Juli Soler, Ferran Adrià and Albert Adrià, to their last service on 30 July 2011. An adventure marked by freedom and creativity in the first recorded exhibition about a restaurant.

[WATCH THE VIDEO](#)

Notes on Creativity (2014-2016)

New York, Cleveland, Kansas City, Minneapolis and Maastricht



An overview of elBulli's creative process through the drawings that Ferran Adrià used to come up with his creations and how they were made a reality; a predecessor to 'Auditing the creative process'. The exhibition also includes a unique vision of the first moments in the history of cooking.

[SEE VIDEO](#)

Auditing the Creative Process (2014-2016) Madrid, Lima and Buenos Aires



The leaders, the resources, the creative culture of the team, the process, all the elements that enabled elBullirestaurant to develop a disruptive and innovative creative system for over two decades. A story based on the creative system of elBullirestaurant, now the seed of LABulligrafía.

[SEE WEBSITE](#)
[WATCH THE VIDEO](#)
[WATCH THE VIDEO](#)

Eating Knowledge (2015)



The complete documentary on the work of Ferran Adrià broadcast on Paramount Channel on 19 February 2015. This gastronomic experience was filmed in the Fundación Telefónica Space at the Ferran Adrià exhibition 'Auditing the Creative Process'.

[WATCH THE VIDEO](#)

eIBullifoundation Public Exhibition (2014)

Barcelona

The rejected proposal for the third eIBullifoundation architectural and conceptual project in Cala Montjoi, with all its precedents, plans and models, exhibited to the public at the Palau Robert in Barcelona.



[WATCH THE VIDEO](#)

Sapiens. Understand to Create (2016-2017)

Barcelona

A dish as classic as bread with jam is the ideal opening for approaching the world of cooking through the Sapiens method, as well as seeing how difficult it can be to understand: 'natural' products, processed products, preparations...

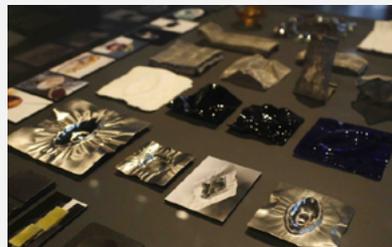


[WATCH THE VIDEO](#)

Ferran Adrià: The Invention of Food (2016)

The Dalí Museum in St. Petersburg, Florida

The Invention of Food represents an overview of the phenomenon of creation, drawing parallels between the symbolic setting that is eIBullirestaurant in Cala Montjoi and the nearby town of Cadaqués, so representative of the presence of Salvador Dalí.



[WATCH THE VIDEO](#)

Picasso's Kitchen (2018)

Barcelona

For the Picasso's Kitchen exhibition, Ferran Adrià asks what cooking is, convinced that the answer may reveal some essential aspects of the human and creative being.



[WATCH THE VIDEO](#)

Challenges: Questioning ourselves



'Ideas4transformation' (2011)

An international competition, with the support of Telefónica, aimed at MBA students from five famous business schools (Harvard Business School, Haas School of Business at the University of California Berkeley, Columbia University, London Business School and ESADE Business School), with the aim of gathering ideas for elBullifoundation.

[SEE WEBSITE](#)
[WATCH THE VIDEO](#)


Hacking Bullipedia with Telefónica R&D (2013)

A challenge to gather information on available online tools while capturing ideas that can be used to develop the Bullipedia project.

[WATCH THE VIDEO](#)


Branding and Marketing Challenge with IESE (2013)

Developing communications, naming and marketing within elBullifoundation's overall concept, carried out jointly by a selection of MBA students and faculty from IESE and elBulli's team.


[WATCH THE VIDEO](#)

elBulli1846 Concept and Communication Challenge with ELISAVA (2014)

A challenge with the ELISAVA School of Design and Engineering in Barcelona on the concept that elBulli1846's journey and experience should articulate before, during and after the visit.


[WATCH THE VIDEO](#)

Exhibition Methods for Explaining the Creative Process Challenge with ELISAVA (2014)

Explores elBulli1846's concept for narrating and exhibiting the creative process.


[WATCH THE VIDEO](#)

elBulli1846 Challenge with MIT MediaLab (2014)

A challenge in which MIT presents a vision and new ideas about elBulli1846 in a dialogue between architecture and landscape, featuring Antonio Garcia Abril, Nader Tehrani, Cristina Parreño, Meejin Yon and Neri Oxman.


[SEE WEBSITE](#)

New Technology Challenge with Talentum (2015)

Our thoughts and reflections on the world of new technology in areas such as social networking, websites, digital classification, communication, etc.


[WATCH THE VIDEO](#)

ELISAVA Challenge. Innovation LAB: elBulli1846 Creative Territory / Transformative Territory (2017)

As part of the collaboration with ELISAVA, Ferran Adrià suggested the challenge of rethinking the outdoor part of elBulli in Cala Montjoi to turn it into a space for working and sharing the creative process.

Creative auditing: Creativity for Business Innovation Challenge (C4Bi) with ESADE

The 'Creativity for Business Innovation Challenge' (C4Bi) is a student competition that underlines the importance of auditing the creative process, a tool used by chef Ferran Adrià and his team to evaluate the innovation processes at elBulli. The aim of this pioneering collaboration between elBullifoundation and ESADE is to apply this audit technique to the processes of creativity and innovation at companies and institutions.



Roca (2015)

Applying Sapiens to the creative process of a specific case: the Roca company. Fieldwork in which we put the method to the test in a business context.

[WATCH THE VIDEO](#)



Sant Joan de Déu (2016)

Students from several universities, divided into teams of four, will have to apply the elBullifoundation creative audit process to healthcare, specifically to a non-profit organisation, Barcelona Children's Hospital (Hospital de Sant Joan de Déu).

[WATCH THE VIDEO](#)

[WATCH THE VIDEO](#)



HP (2017)

Audit of HP Sant Cugat, the headquarters of HP's Graphic Arts business and a global centre for large-format and 3D printers. Established in 1985, this headquarters has had R&D teams since 1988 and is currently the largest HP R&D centre outside the United States.

[SEE WEBSITE](#)

[WATCH THE VIDEO](#)

Dom Pérignon Decoding (2015 - 2016)

Applying the Sapiens methodology with Dom Pérignon's team, we map the wine's genome in order to figure out what makes this brand of champagne unique. A shared journey to identify and define where the uniqueness and originality of Dom Pérignon comes from, a challenge that will help the company examine and question its present and future.

[WATCH THE VIDEO](#)

Ara Creative Audit (2018)

The Catalan newspaper Ara has used the Sapiens method for an internal creative audit to explore new avenues of development and publication.

Ferran Adrià and Marcel Planelles (ESADE) have guided them on a journey to understand this tool, which will allow them to assess the organisation's innovative and creative ecosystem to anticipate and plan future strategies.

[WATCH THE VIDEO](#)

How Cooking Began: A Theory of Culinary Evolution (2015)



What were the first steps of prehistoric cooking? Through more than a hundred drawings by Ferran Adrià, the book, published exclusively for CaixaBank clients, offers a theory based on the evolution of human abilities and their application to one of their most important uses: cooking.

How Cooking Began: 100,000 Generations Before the Key Moment (2016)



A didactic and informative book on the origin and evolution of cooking in the Palaeolithic and Neolithic periods.

Mise en Place (2016)

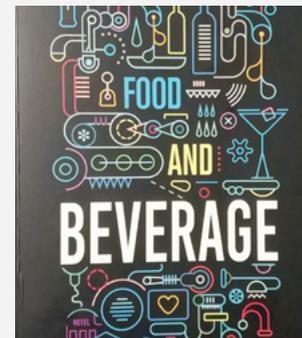


[SEE WEBSITE](#)

[WATCH THE VIDEO](#)

Is it possible to start a restaurant business without any management knowledge? Mise en Place is a manual to guide anyone who wants to get started in the industry, addressing the complex and necessary web of paperwork, actions, plans and procedures. It can also be very useful for those who already run a business. Organised and explained in an entertaining and clear way, going through each and every one of the steps necessary to open a business from scratch, Mise en Place, written in collaboration with CaixaBank, is an invaluable aid to the amateur aspiring restaurateur. This work is available in both print and digital versions.

Food and Beverage (2018)



A specific manual for the entrepreneur and their team, focused on front of house and the world of drinks in gourmet dining: aperitifs, water, soft drinks, wine, beer, spirit, coffee, tea, tisanes... A practical guide to understanding overall management (how to frame the selection conceptually, how it should be bought, stored, prepared, served, described, etc.).

I'll Tell You in the Kitchen. Sapiens for Healthy Eating (2016)



I'll Tell You in the Kitchen is a different kind of cookbook, an excellent excuse to learn by playing, with a clear goal: to promote good eating habits, bringing gastronomy to the whole family through entertainment and new technology.

This is a project about healthy eating through the creation of an educational ecosystem with books, apps, television programmes, websites, etc. The characters - in the book, on TV and online - can reach all generations, bringing the family together to cook, learn and have fun.

Parents can create nutritious eating habits in the youngest children because family relationships are actually the most nurturing of all! In fact, thanks to this project, parents and children will learn together.



[SEE WEBSITE](#)

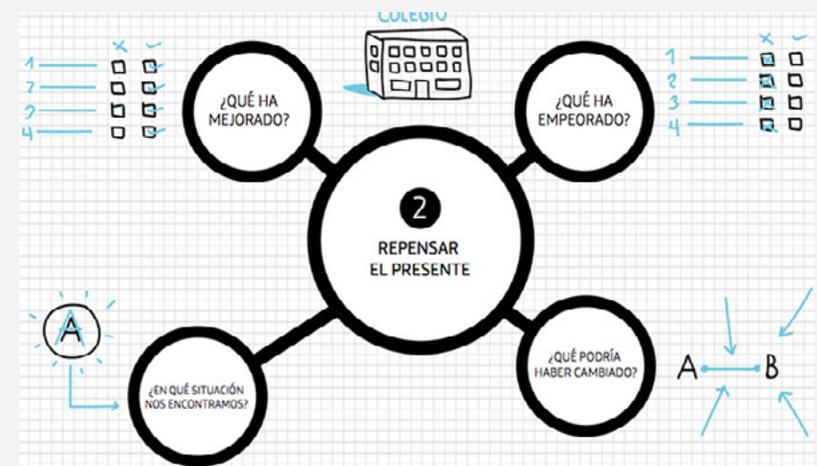
[WATCH THE VIDEO](#)

Creative Schools. Sapiens in Education with Fundación Telefónica (2016 - present)

A joint project with Fundación Telefónica through which we want to influence the world of education. Based on the creative process audit and Sapiens methodology, we tackle the different aspects that make up the day-to-day reality and basis of education: the teaching space, educational method, curriculum and so on to raise awareness of the importance of being an entrepreneur, and to understand creation and innovation.

[SEE WEBSITE](#)

[WATCH THE VIDEO](#)



Master's in the Creative Process (2018)

Master's Degree in creation and innovation promoted by the ELISAVA School of Design and Engineering and elBullifoundation.

elBullifoundation participates in this Master's Degree by sharing the 'Sapiens: Understand to Create' model as students help design the scenes of the exhibition narrative at elBulli1846.

Through an experimental workshop, students should investigate their way of communicating, feeling, interacting, experimenting and understanding innovation through:

- contextualising innovation,
- understanding why it is created,
- understanding who creates,
- establishing what resources we have at our disposal for innovation
- setting out processes, systems and sub-systems.

[SEE WEBSITE](#)
[TWITTER](#)


Condividere by Lavazza (2018)

The creation of a new kind of restaurant, somewhere between contemporary trattoria, casual restaurant, cultural space centred on Italian culinary culture... Federico Zanasi is the enterprising chef running this project at Lavazza headquarters.

[WATCH THE VIDEO](#)


A 39-Month Pop-Up LAB 2014 - 2017



elBulliLab

eating knowledge
for feeding creativity

WATCH THE VIDEO

For a little more than three years, **elBulliLab** has been a research centre located in a 1,500-m² space on Mèxic 17 in Barcelona.

At elBulliLab, which can be thought of as a **pop-up lab**, we have worked to build the best possible ecosystem for promoting **efficiency** and developing a **long-lived creative system**, incorporating **immediacy, flexibility, concentration**, multitasking and related skills - so central to the restaurant world - into our research and analysis.

Within this ecosystem, we have found that **knowledge** is key to the **creative system**. We have used gourmet dining as a language, continually contextualizing it with other professions, academic disciplines and industries. We have **organised gastronomy** to figure out what information is needed to understand it, then taken this as a starting point for gathering knowledge. This work has built the **Sapiens methodology** created at elBulliLab itself.

Content has also been created at elBulliLab, which is being tested in **different formats**: books, apps, exhibitions, etc. elBulli1846 will keep working with these once the result of this research has been made into curated content, designed to contextualise and understand any project. This curated content will be edited to build **Bullipedia**.

In future, the Sapiens team will work on **LABulligrafía** and **elBulli1846**.



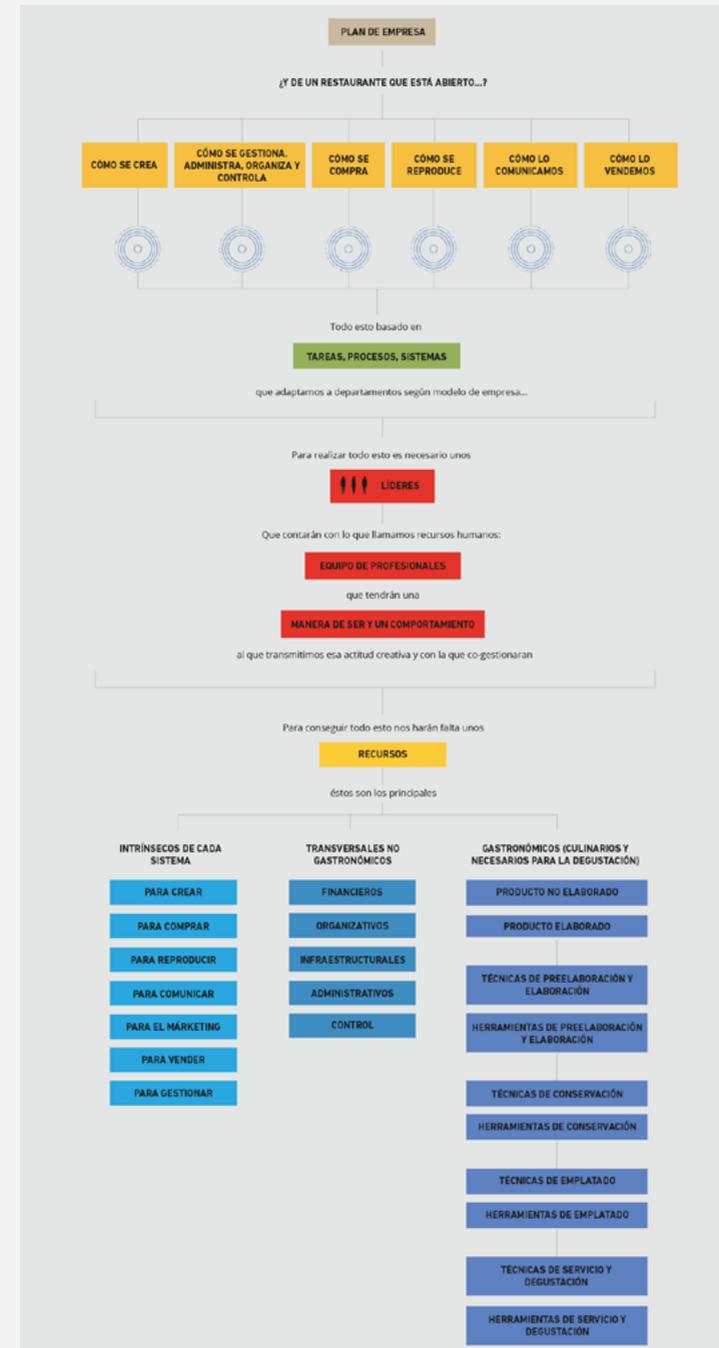
Sapiens for Western Gourmet Restaurants (2014 - present)



Sapiens for Western Gourmet Restaurants is the study of gourmet dining based on the Sapiens methodology. Thanks to this method's holistic vision, we will first be able to understand that the evolution of gourmet dining can take place in three stages: before the opening of the restaurant, while the restaurant is open and when the restaurant closes or becomes something new.

In our case, we focus on studying the restaurant when it is open to the public, although we have also developed a management model that covers the stages prior to its opening. This analysis is based on the identification of tasks, processes and sub-processes.

Sapiens for Gourmet Restaurants has been the driving force behind the years 2014-2017 at elBulliLab, contextualising the project with other professions, academic disciplines and sectors.



Bullipedia (2013 - present)



Bullipedia
Connecting knowledge

SEE WEBSITE

The encyclopaedia for self-study and education

Bullipedia is a **multimedia platform** which creates content published in various outreach **formats** for Sapiens for Western Gourmet Restaurants. It will be the world's **first encyclopaedia** on gastronomy, creativity and innovation.

- **We use Sapiens** for Gourmet Restaurants to create content for education and learning...
- **More than thirty 500-page books** on multidisciplinary content; a cross-cutting collection that provides a holistic understanding of gourmet dining.
- Includes **monographs** on history, cooking styles, cooking techniques, products (processed and unprocessed), beverages (wines, cocktails, etc.) and innovation and entrepreneurship.
- **The target audience:** restaurant and hospitality professionals, but also foodies, historians, and art and design lovers.

Projects such as the **creative system** of elBullirestaurant, unprocessed products, the first books in the history of food, cooking and gastronomy, food prep tools and beverages are just a few of those conveyed in some of these formats: **printed books, e-books, apps, seaurching** (online courses by Sapiens), depending on the nature of each topic.

BOOKS

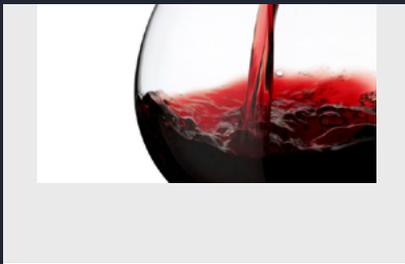
THE SYNTHESIS, THE ESSENTIALS



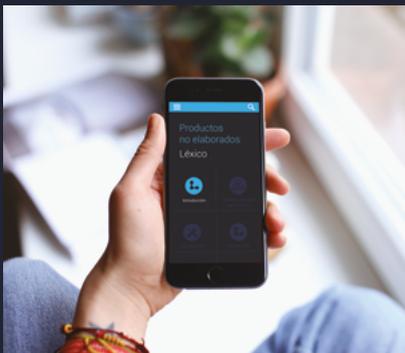
The book is Bullipedia's format par excellence for disseminating knowledge generated by Sapiens for Gourmet Restaurants. The challenge of each project is to synthesize the content as a whole, an exercise in selection that concentrates essential knowledge by topic.

The books are part of a mosaic, an assembly of pieces that helps us understand part of the field of gourmet dining. The printed format shapes the content in a pragmatic way, creating a close conversation and a more artistic project.

There are books that stand alone and are specific to specialised subjects; others belong to a collection, and together allow for a more complex and holistic understanding of a subject.



APP SPECIALISATIONS



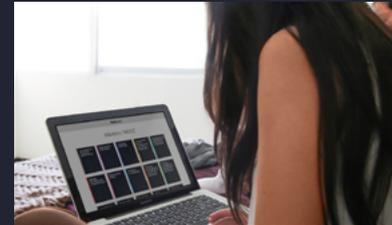
Bullipedia aims to share all the content we generate in many ways. Digital formats allow us to capture and connect large quantities of information that are physically impossible to put into a paper book.

New technologies are allowing us to plan a whole series of apps for Bullipedia content. Designed for all types of media (mobile devices such as tablets, smartphones, computers, etc.), these will allow easy access to Bullipedia information, or be tools that can be used for different purposes.

Bullipedia contains content that - due to its nature, volume and conceptual purpose - can only be consulted digitally, either through an app or online.

MASTER'S / MOOCS

SHARING WITH EDUCATION



Bullipedia wants to play an important role in the academic world. The aim of this project is to strengthen gastronomy as an academic discipline. The knowledge generated within the context of this project is used in undergraduate, master's and doctoral courses on gastronomy, as well as elective courses for students in other disciplines and existing university gastronomic studies. The content also has clear applications for vocational training courses at cooking schools.

It also has a special relevance to online courses (MOOCs), which are playing an increasingly important role in the academic world.

EXHIBITIONS

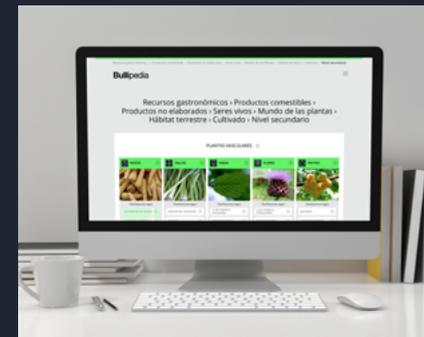
SAPIENS FOR RESTAURANTS A DIFFERENT DIMENSION



Bullipedia can also be presented in exhibitions, allowing very intense interactions between user and content. Entering into a journey designed to 'explain' a specific topic makes it easier to understand and opens up many possibilities for dialogue.

Exhibitions also serve as working tools that allow us to visualize and anchor the content of a project in order to audit it.

SEARCHING A NEW LEARNING TOOL



A learning tool: a new Sapiens model for self-study based on connecting knowledge, a type of content created for self-study.

A format that brings access to understanding and knowledge for almost everyone.

Books to be published in 2018



Drinks. Definitions, History, Types and Composition



Coffee Sapiens. Linking Knowledge



Introduction to Wine. The Grapevine



The Transformation of Grapes into Wine. Classifications



What Do We Use for Cocktails?



Wine in Gourmet Dining



How to Live Wine



The Gourmet Restaurant



UP. Definition, Classifications, Categories, Classes and Types



UP. Taxonomy



UP. Their History in Gourmet Dining



UP. Use in the Gourmet Restaurant



Preparation Techniques



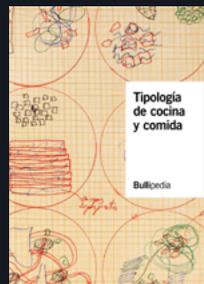
Tools for Plating, Service and Tasting



PP. Definitions, Classifications, Categories, Classes and Types



PP. Taxonomy



Types of Cooking and Food



What is Cooking?



Palaeolithic and Neolithic. The Origins of Cooking



Nikkei Cuisine



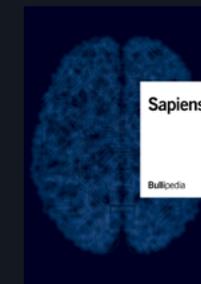
History of Civilisations



History of the Establishment Era



History of the Avant-Garde Era



Sapiens



Cocktails, Cocktail Making and Bartenders. Fundamentals.



How Does a Cocktail Bar Work?

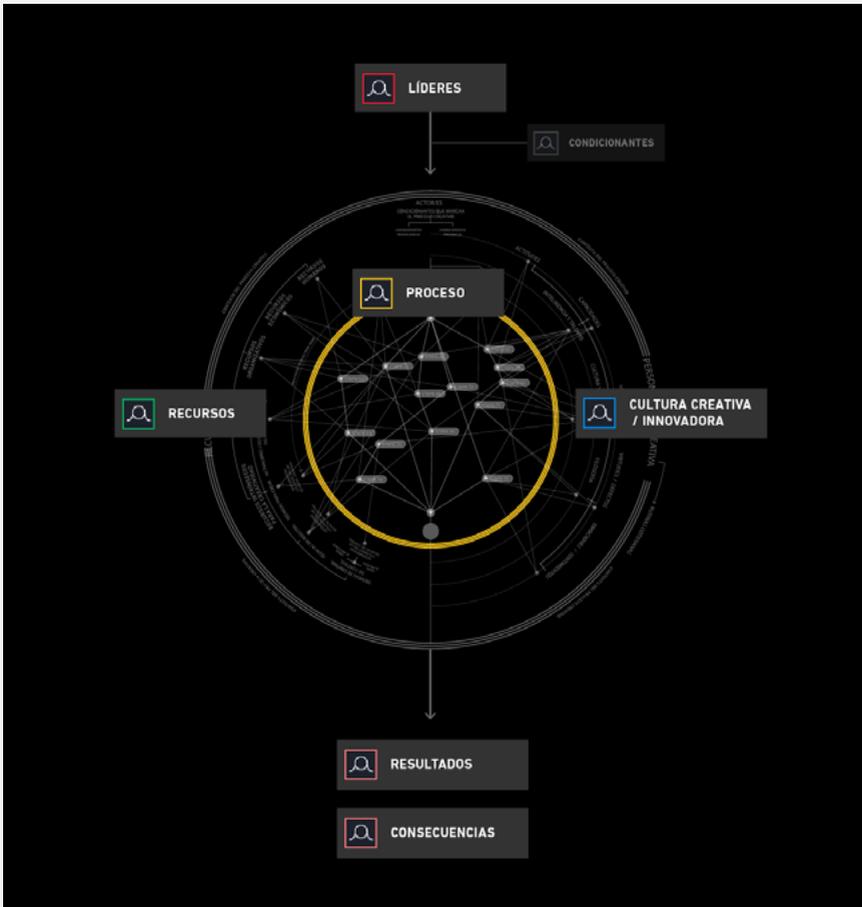
Books to be published in 2019

Digital LABulligrafía based on the creative audit of elBullirestaurant

A project gathering all the audiovisual material that allows us to understand what elBulli is and was.

WATCH THE VIDEO

PRESENTATION



Una **Auditoría Creativa** sobre un restaurante hoy día cerrado...

¿PARA QUÉ SIRVE Y CÓMO SE APLICA ESTA AUDITORÍA?

Empezemos por conocer y comprender el **origen**, la **historia** y el **contexto** de elBullirestaurante



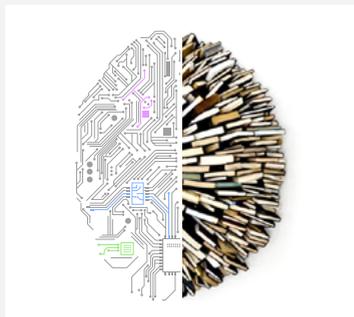
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ASPECTOS DE ELBULLIRESTAURANTE

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Sapiens Library of Western Gourmet Restaurants

IN PROGRESS



A library project that is both an exhibition and a reference with areas for study. The project includes establishing how both sides - reference and exhibition - can be brought together.

Digital Information Management (in progress)

IN PROGRESS



How project information is managed. In the new digital world, we research data management: audiovisual resources at SMEs are a very important part of a company's communication with the outside world (photographic resources, documentary resources, etc.). We aim to manage the archives using the Sapiens method, organising the archives produced by a SME on a daily basis in a rational and efficient way.

Master's Degree in Sapiens for Western Gourmet Restaurants

IN PROGRESS

Application of content from Sapiens for Western Gourmet Restaurants, structured and ordered to enable the creation of a Master's Degree that presents the essential content of this discipline.

Searching for Western Gourmet Restaurants

IN PROGRESS

Searching, a tool for organising and disseminating content through new technologies, is the culmination of the entire Bullipedia project. It is a virtual master search engine that connects all the knowledge we have analysed.

