Projects in progress or already carried out by elBullifoundation, 2013 - 2018
**elBulli 2005-2011 Catalogue**

(in English, Chinese and Spanish)

elBulli 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 elBulli restaurant from 1987 to 2011, as well as an analysis of their evolution since 1983. It is an essential work for understanding elBulli.

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**elBulli 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.
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.

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.

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.

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'.
elBullifoundation Public Exhibition (2014)  
Barcelona

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

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 elBullirestaurant in Cala Montjoi and the nearby town of Cadaqués, so representative of the presence of Salvador Dalí.

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...

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.
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.

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.

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.

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.

Exhibition Methods for Explaining the Creative Process Challenge with ELISAVA (2014)
Explores elBulli1846’s concept for narrating and exhibiting the creative process.

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 Yoon and Neri Oxman.

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.

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.

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).

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.
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.

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.

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)

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* 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.

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.
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.

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.
For a little more than three years, elBulliLab has been a research centre located in a 1,500-m² space on Méxic 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 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, searching** (online courses by Sapiens), depending on the nature of each topic.
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 help 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.
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.
Current projects

**Sapiens Library of Western Gourmet Restaurants**

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)**

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**

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.

**Seaurching for Western Gourmet Restaurants**

Seaurching, 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.