



LABulligrafía

the archive museum of elBulli

WHAT IS IT?

A world first for a project of this kind:

A restaurant has never before had a museum dedicated to it.

An archive and library with an exhibition space is a unique combination of uses.

The first time that digital records and documentation have been structured according to the evolution of innovation in an organization.

WHAT IS IT?

- LABulligrafía is an archive that describes **the significance of elBulli** and Ferran Adrià, Juli Soler and Albert Adrià.
- It holds **the material and non-material legacy** of the historic elBulli restaurant, detailing how elBulli changed the fine dining sector.
- The content and narrative of the archive are based on a **creative audit and case study of elBulli** as a company.



WHAT IS IT?

LABulligrafía will take shape in two distinct formats:



LABulligrafía
off-line

A dark grey rectangular box with a blue horizontal bar at the top. The text 'LABulligrafía' is in white, and 'off-line' is in blue.



LABulligrafía
on-line

A dark grey rectangular box with a green horizontal bar at the top. The text 'LABulligrafía' is in white, and 'on-line' is in green.



LABulligrafía

off-line

LABULLIGRAFÍA

OFF-LINE

The location where the **physical archive** of elBulli will be held. A 6,000m² **archive-museum space** that will be open to the public:

- 4,000m² of **exhibition archive**.
- 1,000m² of **warehoused archives**.
- 1,000m² of **complementary services** (store and refreshments).



LABULLIGRAFÍA

OFF-LINE

Tangible and emotive.

A tour in which the visitor will encounter **thousands of objects** and documents relevant to the evolution of **innovation in elBulli**.

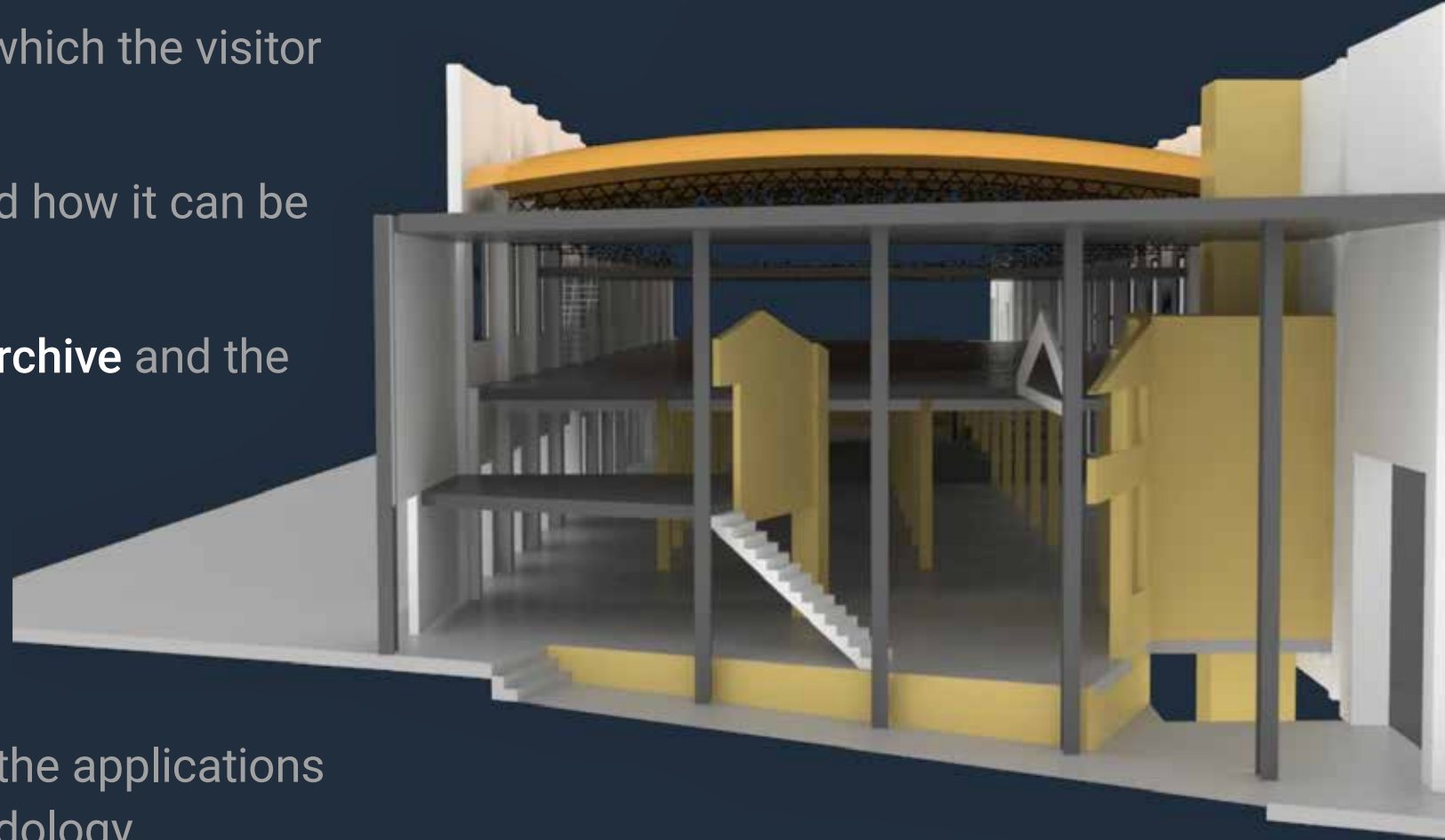


LABULLIGRAFÍA

OFF-LINE

An exhibition space in which the visitor can discover:

- **what innovation is** and how it can be applied,
- **explained using the archive** and the case study of elBulli,
- in the context of the fine dining sector and **applying the taxonomy** of the creative audit, one of the applications of the Sapiens methodology.



The image features a man in profile, looking left, with a white neural network overlay on his face. The background is a dark blue-toned circular diagram with various nodes and lines. The diagram includes labels such as 'ACTITUDES', 'CAPACIDADES', 'INTELIGENCIA Y TALENTO', 'PERSONALIDAD CREATIVA', 'HABILIDADES', 'CONOCIMIENTO', 'VIRTUDES / DEFECTOS', 'FLUJENTA', 'CONCIENCIA', 'ETAPA 1', and 'ACTIVAS'. The overall aesthetic is scientific and digital.

LABulligrafía

on-line

LABULLIGRAFÍA

ON-LINE

The virtual space where we will present the legacy of elBulli, ordered and classified according to the taxonomy derived using the Sapiens Methodology and following the creative audit.

LABULLIGRAFÍA

ON-LINE

A virtual space containing an **on-line archive** where **thousands of images, videos, documents, etc.**, will enable us to follow the history of elBulli, Ferran Adrià and his co-leaders and how they connected projects, sectors, interdisciplinary relationships, etc., demonstrating **why a SME, with limited resources, could have** such a global influence.

In addition to all the documents, images and videos that help us to understand why elBulli evolved as it did, we will have:

The general digital catalogue of elBulli:

- **the catalogue raisonné of the 1846 dishes and elaborations that were created in elBulli.**

elBulli: story of a dream:

- **15 episodes of 55 minutes each that explain, through interviews with the main protagonists, the history of elBulli from 1956 to the present.**



LABulligrafía

the model



EL MODELO

WHY THIS MODEL

- Because elBulli is identified as an **emblem of creativity, innovation and gastronomy**.
- To safeguard the **legacy of elBulli**. The restaurant that changed the model of the fine dining sector worldwide.
- To present the case **study of elBulli** as a reference globally.
- To demonstrate, through the case study of elBulli, that with **few resources it is possible** to work innovatively.
- Using a clear and comprehensible language that helps the public understand **what innovation and creation are**.
- To **promote innovation** and elBulli's particular system for innovation.

EL MODELO FOR WHOM

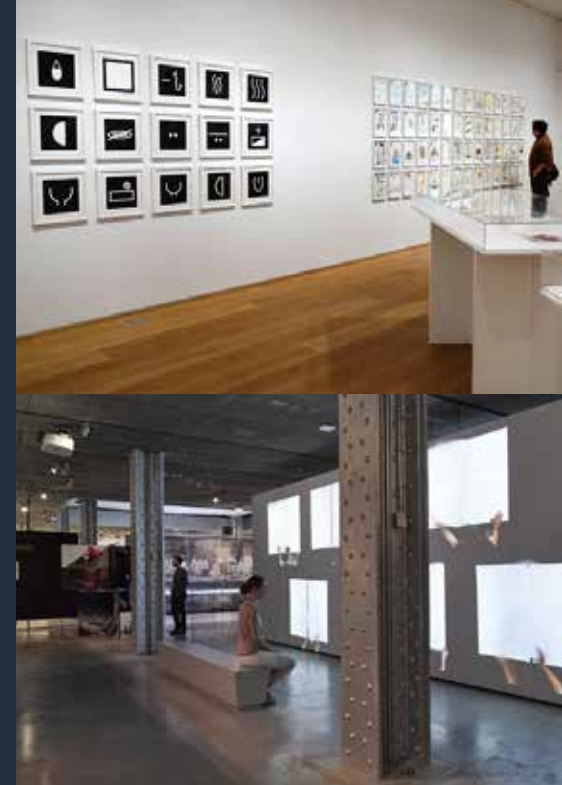
- For all audiences, but principally for the **public locally** and for **high-end tourism**.
- For the **innovation** and **education** sectors.
- For the **restaurant sector**: professionals, cooking schools and universities of gastronomic sciences.
- LABulligrafía aims to tell the story to an audience interested in:
 - the **history** of elBulli,
 - the **story of Ferran Adrià** and the other leaders and co-leaders of elBulli,
 - understanding **what creation and innovation are**,
 - understanding **the importance and influence of elBulli** in world gastronomy.

EL MODELO

BACKGROUND

The most representative exhibitions are:

- 2005** Le design aujourd'hui (Centre Pompidou – Paris)
- 2007** Participation in Documenta 12 (Fridericianum – Kassel)
- 2011** L'art de menjar (La Pedrera – Barcelona)
- 2012** elBulli: risc, llibertat i creativitat (Palau Robert – Barcelona)
- 2013** Ferran Adria: The Art of food (Somerset House – London)
- 2014** Notes on creativity (The Drawing Center – New York)
- 2014** Participation in Arco (Arco - Madrid)
- 2014** Auditando el proceso creativo (Fundación Telefónica – Madrid)
- 2014** Innovation, Art and Food (Museum of Science – Boston)
- 2015** Art and Foods (Milan)
- 2015** Auditando el proceso creativo (Telefónica – Lima)
- 2016** Sapiens (Cosmocaixa – Barcelona)



EL MODELO

A PROTOTYPE OF 2.000M²

LABulligrafía is already underway

Since 2017 we have been working from our facilities on **Calle Méjico** in Barcelona, creating a **full-sized model** detailing the narrative possibilities of the exhibition.

Now **we know the specifications** for the installation of the project.



EL MODELO WHERE

The **final location** of LABulligrafía is to be determined.

We would like it to be located in Barcelona.

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We are looking for a horizontal space of **6,000m²**, of which at least 4,000m² will be occupied by **exhibits**, 1,000m² for **archive warehousing** and 1,000 m² for **services**.



EL MODELO

WHAT FORM THE EXHIBITION MODEL WILL TAKE

- We are conscious that precisely the most complex issue in an exhibition centre is the program of exhibitions and contents.
- In **LABulligrafía the content does not change** and so consequently the model is similar to the Dalí Museum in Figueres, a very profitable model.
 - **Resources are not allocated** to the renewal of contents.
 - **Los costes son de operación** and can be moderate.
- There may be a small space for different experience formats annually.

EL MODELO

WHAT THE CALENDAR WILL BE

We anticipate that LABulligrafía will be open for **229 days a year**.

It will close during the months of January and February when **fewer foreign visitors** are in the city.

It will open from **Wednesday to Sunday** (closing Mondays and Tuesdays).



EL MODELO

WHEN WE WILL OPEN TO THE PUBLIC

2018



Deciding upon
location

2019



Design and construction
of the space

2020



Inauguration

EL MODELO

HOW THE EXPERIENCE WILL BE

We propose **an experience** that fosters an **emotional connection** with the project. Consequently, we want the visitor to interact with elBullifoundation:

before

during

and after the visit

All this, **thanks to Telefónica** and the incorporation of the latest technologies.

EL MODELO

THE EXPERIENCE: BEFORE THE VISIT

Straight away following purchase of the entrance ticket we want the visitor to enter into a reflection of the themes of the exhibition.

Ways to contextualise the visit:

- With the purchase of the entrance ticket, access on-line content giving a context to the visit.
- Viewing a 50-minute film about elBulli.
- Other possible ways:
 - Receipt of an object before the visit that is related to the lexicon of innovation, creativity, elBulli, Ferran Adrià, etc., to place yourself into context.
 - A document with 10 or 100 questions to foster thought and reflection on gastronomy and innovation.



EL MODELO

THE EXPERIENCE: DURING THE VISIT

Ways of making the visit unique and special:

- **The ID of the visit:** a tool that allows visitors to know how long they have been visiting, what they liked most, where they have directed the most attention, ...
- **A gift showcasing the creativity and innovation** of one of our angels. For example: a USB detailing examples of Innovation and/or Patents implemented by our angels: Telefónica, Lavazza, Grifols or CaixaBank.



EL MODELO

THE EXPERIENCE: AFTER THE VISIT

Ways of maintaining the emotional bond:

- The visitor will have open access to LABulligrafía on-line for one year following the visit.
- Information about any changes to the exhibition.
- All visitors to LABulligrafía can participate in a raffle to visit **eIBulli1846**, attended by Ferran Adrià.
- Other possible ways:
 - Visitors can make an **annual donation** of 150,00€ (the maximum tax deductible in Spain) and continue having access to the On-line content of LABulligrafía.
 - With this donation visitors can participate and become involved in the project.

