MIQUEL FERNÁNDEZ
MÓNICA LÓPEZ
IVAN MASSAGUÉ
WITH THE SPECIAL COLLABORATION OF
CARLOS CUEVAS
JOANA VILAPUIG

GÈNESI

THE STORY OF THE RESTAURANT THAT CHANGED EVERYTHING



DIRECTED BY
DAVID PUJOL

WITH THE PARTICIPATION OF
NETFLIX

«Gènesi», the series about the culinary revolution led by Ferran Adrià and El Bulli

“Gènesi,” the 3Cat series about Ferran Adrià’s culinary revolution and the legendary restaurant El Bulli.

The series reveals the origins of one of the greatest cultural phenomena of recent decades

Over the course of six episodes, “Gènesi” chronicles the years when El Bulli shook the foundations of international haute cuisine. Backed by Ferran Adrià, who has described it as “the best culinary series ever made,” it was conceived with the ambition of introducing the world to Catalan cuisine and creativity.

The cast of “Gènesi,” led by Miquel Fernández

Directed by David Pujol, it combines history and emotion to reveal the origins of one of the greatest cultural phenomena of recent decades. The cast is led by **Miquel Fernández in the lead role of Ferran Adrià**, with performances by **Ivan Massagué, Mónica López, Carlos Cuevas, Pere Arquillué, Mario Gas, and Joana Vilapuig**, among others.

The series was conceived in 2025 to coincide with Catalonia’s designation as a World Gastronomy Region, and it premieres on September 21 exclusively on 3Cat and at the San Sebastián Film Festival. “Gènesi” is a 3Cat series co-produced with Minoria Absoluta and Fishcorb Media, in collaboration with the Government of Catalonia, with support from the ICEC, and featuring Netflix, which will broadcast it in the rest of Spain, Europe, Latin America, and the United States. New Regency will handle its distribution in international markets.

Beyond El Bulli's culinary revolution, "Gènesi" highlights traditional Catalan cuisine, haute cuisine in Catalonia, local products, and the landscape. It features leading figures in Catalan gastronomy such as Oriol Castro, Santi Santamaría, Fermí Puig, and Christian Escribà, without whom the full scope of El Bulli's legacy cannot be understood.

Culinary rigor, with Ferran Adrià serving as supervising consultant

One of the great strengths of "Gènesi" has been the **extraordinary work of reconstructing El Bulli's creative universe**. The production benefited from the direct involvement of Ferran Adrià and the El Bulli Foundation, who guided the project's development to ensure the utmost historical and culinary accuracy.

For the filming, more than **70 original dishes** were recreated thanks to the work of former members of El Bulli's kitchen team, including Marc Cuspinera, Alain Devahive, and Eduard Bosch, who reproduced some of the most iconic dishes in the restaurant's history.

Depending on the narrative moment in the story, the dishes were chosen jointly by Ferran Adrià himself and David Pujol, the series' director, from among the 1,846 that were cooked at El Bulli.

"Gènesi": Real Events and a Dramatic Plot

The plot of "Gènesi" unfolds across **two timelines**: on one hand, the series goes back to the 1980s, when a young Ferran Adrià, played by Miquel Fernández, stumbles upon the kitchens of El Bulli, where he meets Juli Soler, portrayed by Ivan Massagué.

This encounter marks the beginning of a culinary revolution that will transform a small restaurant in Cala Montjoi into a world-renowned landmark and, over time, into the best restaurant in the world.

It also tells the **fictional story of Glòria Canabach**, a retired food critic tormented by guilt, who returns from the United States after her father's death and is reunited with her niece, Lola, with whom she decides to reopen the family restaurant, the Can Canabach.

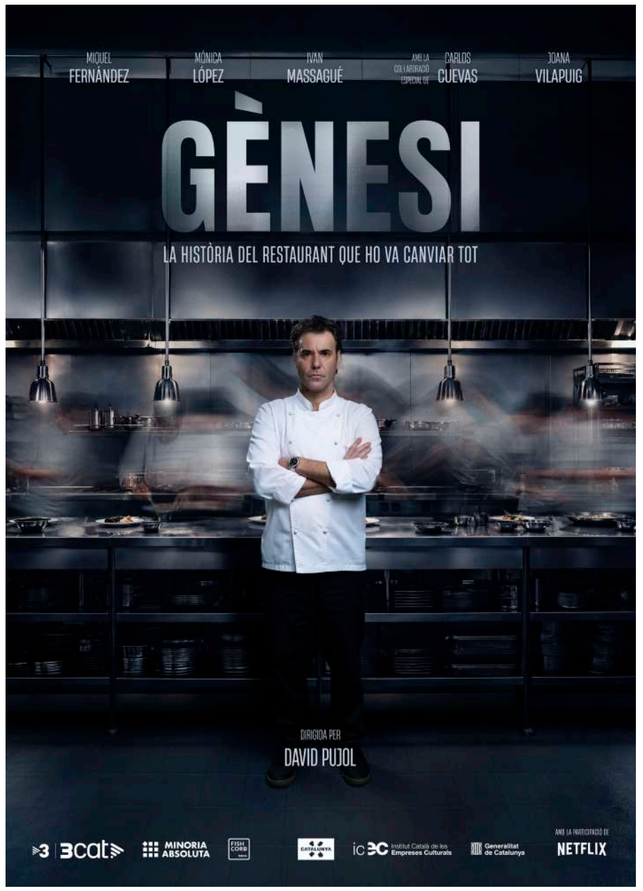
Both women represent a **different perspective on haute cuisine**: one that is more emotional, critical, and deeply rooted, seeking to reconcile technique with family identity and memory.

With "Gènesi," **3Cat reaffirms its role as a driving force in the Catalan audiovisual industry**. The series is yet another demonstration of the quality of 3Cat's productions, which resonate with audiences around the world.



SYNOPSIS

In the 1980s, a young **Ferran Adrià** joins the kitchen staff at **El Bulli**, where he meets Juli Soler. It marks the beginning of a culinary revolution that will transform a small restaurant in **Cala Montjoi** into the best in the world. This journey—not without its difficulties and bitter conflicts—will change their lives forever and put Catalan cuisine on the world map. Years later, in 2025, **Glòria Canabach**—a food critic tormented by guilt and closely tied to El Bulli—returns from the **United States** following her father's death. In Catalonia, she is reunited with her niece, Lola, and together they consider reopening the family restaurant, the **Can Canabach**. In a narrative that blends the past with the present, Ferran is consumed by an obsession that propels El Bulli to the pinnacle of global gastronomy, while Glòria tries to heal the wounds of the past. Both will turn to cooking as a way to heal and start anew.





FERRAN ADRIÀ AND EL BULLI: THE INSPIRATION

Ferran Adrià was the **chef at El Bulli** from 1984 until its closure in 2011, and co-owner alongside **Juli Soler**. Together, they managed to change the paradigm of global gastronomy. El Bulli was named **the best restaurant in the world** five times and received the highest ratings in the leading culinary guides (Michelin, Gault & Millau, Lo mejor de la Gastronomía, Repsol, etc.).

It appeared on the cover of **The New York Times Magazine** (2003) with an eye-catching headline: "The New Nouvelle Cuisine" and the subtitle: "How Spain Became the New France." Without a doubt, this marked a paradigm shift in global gastronomy.

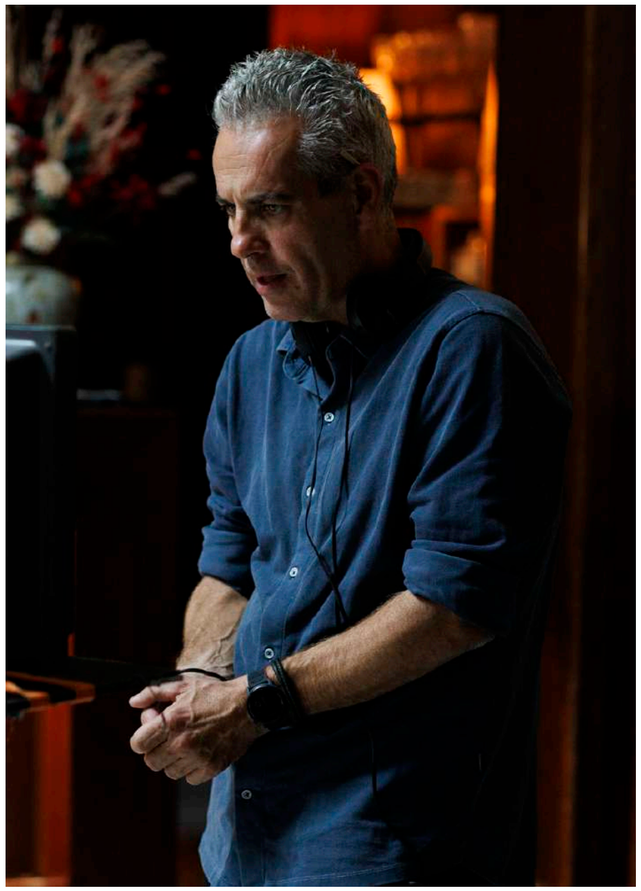
He was named **Chef of the Decade** (2010) by The World's 50 Best Restaurants. In addition, several universities have awarded him honorary doctorates, an unprecedented academic honor for a chef. Today, he continues his immense work through the **El Bulli Foundation**.

You can read Ferran Adrià's full biography here.



DAVID PUJOL'S CAREER PATH

David Pujol is a **director and screenwriter**. He studied film at the University of New Haven in the United States and at the Centre d'Estudis de Catalunya. He directed the fifteen-episode documentary series "**El Bulli: The Story of a Dream**", considered a seminal work on Ferran Adrià and the legacy of El Bulli. He has also directed the television movie "**Dying in Three Acts**" and the documentary trilogy "**Salvador Dalí: In Search of Immortality**," which won the **AVICOM** Award. His short film "**The Same Day, the Same Time**" received the award for best short film at the **Buenos Aires International Film Festival**. In 2023, he released his first feature film, "**Waiting for Dalí**". His latest work is "Gènesi," a fictional series that chronicles the culinary revolution led by Ferran Adrià and El Bulli.





DIRECTOR'S NOTE

"'Gènesi' explores the human cost of seeking to transform a discipline "

I've always found the story of Ferran Adrià and Juli Soler to be **exceptional**—full of challenges, talent, and ambition. Although numerous documentaries have been made about El Bulli and the culinary revolution they spearheaded from Cala Montjoi, this story had never before been told from a **fictional perspective**.

My relationship with Ferran Adrià and Juli Soler dates back to **2007**, when I had the opportunity to experience firsthand **the final years of El Bulli**, at the height of "Bullimania." That experience allowed me to witness firsthand the constant pressure to innovate, the creative tensions, the moments of euphoria, and also the personal sacrifices demanded by the pursuit of excellence.

It was then that I realized this story had to be told from a fictional perspective. What interests me is not only explaining how El Bulli changed the world of gastronomy, but also exploring **the relationship between Ferran Adrià and Juli Soler**, its ups and downs, and the human cost of seeking to transform a discipline.

I am convinced that the audience will relate to Ferran Adrià's journey, from his early days to becoming a figure capable of changing the rules of the game. With the collaboration of Ferran Adrià himself and his inner circle, the "**Gènesi**" team has approached this project with the goal of creating a visually ambitious, rigorous, and deeply human series that tells the story of the people behind a legend.

David Pujol

INTERVIEW WITH **DAVID PUJOL**

"We really wanted to captivate the audience with the kitchen scenes, and I think we've managed to create some truly striking scenes.„

"Gènesi" opens in theaters on September 21. How would you describe it in a few words?
"Gènesi" is an epic drama that tells the story of a small restaurant that changed the paradigm of gastronomy on a global scale.

What was the biggest challenge when filming "Gènesi"?
Trying to capture the magic exuded by Ferran Adrià and Juli Soler and accurately portray the culinary excellence of El Bulli. Also, finding an actor to play Ferran Adrià, which was very difficult. The casting process was very exhaustive until one day Miquel Fernández showed up and we saw the light

The series has the backing of Ferran Adrià, the leading figure in haute cuisine. What has that meant to you?
I knew Ferran Adrià well, since I worked alongside him for three years on the documentary series *El Bulli: The Story of a Dream*. I experienced some fascinating moments there, and I was captivated by his charisma—as well as that of Juli Soler and the entire El Bulli family. They're a very special group. Ferran's involvement and advice bring a great deal of precision to the cooking scenes in the series. It was very important for us to captivate the audience in those scenes, and I think we've managed to create some truly striking ones. The dishes from El Bulli (and others) are another highlight of the series.

How did you manage to put them in the spotlight?
In that regard, we were very fortunate, as we had the guidance of Ferran Adrià and his team. Marc Cuspinera, Alain Devhaive, Eduard Bosch, and Andrés Huarcaya were by our side throughout the entire shoot, attending to even the smallest details. We brought El Bulli back to life, as if it were once again open to the public with all the chefs and front-of-house staff. It was magical to see it fully operational again. The result is a memorable scene—thanks to the creative collaboration between the film crew and the El Bulli team—in which they are seen serving the 45 courses of one of their menus with a level of realism rarely seen in film.

It's a work of fiction based on real events—the story of El Bulli. How did you approach it?
We've tried to stay as true as possible to many of the real situations that took place at El Bulli. The experience of reconstructing these events has been a very intense and fascinating journey. We've incorporated dramatic elements from fictional characters and recreated the epic nature of the incredible situations in which Ferran Adrià and his partner Juli Soler found themselves. We've also created a completely fictional storyline centered on an influential food critic, Glòria Canabach, and her niece Lola, a young and talented chef. This storyline intertwines with and complements the history of El Bulli and its members.

The imagery of the El Bulli setting and Catalonia in general is a standout feature of each episode. How were the locations chosen for the series?
We wanted to faithfully reproduce the surroundings of El Bulli, so we filmed in Cala Montjoi and even inside El Bulli itself. Furthermore, it was important to present a geographical contrast with the story of the Canabach family, who are originally from the Penedès region. This contrast offers different landscapes that showcase the agricultural, environmental, and scenic richness of our region, which undoubtedly enriches our cuisine.



TECHNICAL SPECIFICATIONS

Title:
Gènesi

Format:
6 episodes, 45 minutes each

Broadcast:

Premieres September 21 at the San Sebastián International Film Festival, on TV3, and on the 3Cat platfort

"Gènesi" is a **3Cat** series co-produced with **Minoria Absoluta** and **Fishcorb Media**, in collaboration with the **Government of Catalonia**, with support from the **ICEC**, and featuring **Netflix**, which will handle distribution in the rest of Spain, Europe, Latin America, and the United States. **New Regency** will handle distribution in international markets.

CAST AND **CREW**

Cast

Miquel Fernández	FERRAN ADRIÀ
Ivan Massagué	JULI SOLER
Mónica López	GLÒRIA CANABACH
Carlos Cuevas	ALBERT ADRIÀ
Joana Vilapuig	LOLA CANABACH
Àlex Brull	XAVI SAGRISTÀ
Alberto Díaz	SANTI SANTAMARIA
Daniel Bayona	CHRISTIAN LUTAUD
Xavi Caudevilla	FERMÍ PUIG
David Martínez	LLUIS GARCIA

Crew

Director	DAVID PUJOL
Screenplay	DAVID PUJOL
	EVA MOR
	ALBERT VAL
	EVA BAEZA
Executive Producer	ROGER CORBI
	FRANCESC ESCRIBANO
Director of Photography	ROMÁN MARTÍNEZ DE
	BUJO AEC
Art Direction	MIREIA CUSÓ
Original Music	LUCAS PEIRE
Production Manager	BERNAT LLONCH
Executive Producer 3Cat	ORIOL SALA-PATAU
	CONXA OREA

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