



# SUBLIMOTION

by  **pacoroncero**

## THE GASTRONOMIC PERFORMANCE

**The fourth season of Sublimotion gathers eight Michelin stars**

Watch the teaser video [here](#)

**Madrid, 19 April 2017-** [Sublimotion](#), the world's first ever gastronomic performance experience, based at the [Hard Rock Hotel Ibiza](#), is launching its new season with a combination of cutting-edge technology and the work of a magnificent team of Spanish professionals and artists, all leaders in gastronomy, drama, music, art, design, technology, magic, illustration, neuroscience...

For the new season, Chef Paco Roncero has created a kitchen team that features his great friends, chefs Dani Garcia, Diego Guerrero, Toño Perez and pastry chef Paco Torreblanca. Together, the team has eight Michelin stars to their names and each one has poured all their gastronomic talent into the new Sublimotion 2017 experience.

The soundtrack to Sublimotion 2017 has been created by Alfonso González Aguilar, a soundtrack composer with a prestigious career in Los Angeles. Alfonso has designed a musical strategy that will heighten the sensations that this haute-cuisine experience awakens in diners. Sensations that have been tested using neuroscientific methods.

Equally priceless are the contributions made to this year's project by Jorge Blass, Spain's most international and innovative illusionist, who has brought his magic to this gastronomic spectacle by contributing his knowledge and experience to spellbind and delight an audience ready and willing to allow all their senses to be totally captivated.



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When it comes to the arts, Madrid-born illustrator Juan Carlos Paz, aka "BAKEA", has a sweet tale to tell through one of his tasty characters... A passionate, innovative gastronomic setting, which brings two great disciplines together for the first time, the illustrations of Bakea and the pastries of Torreblanca. This original combination will include additional ingredients such as a choreographed service, overhead projection and a bespoke soundtrack... Without doubt, another innovation from Sublimotion that will set a new course for the possibilities inherent in gastronomy as a spectacle.

Another of those involved in the design of the décor and experimental tableware for the new season is Alicante artisan, José Piñero, who has created a number of original, exclusive designs in his workshop for this gastronomic performance.

For the second consecutive year, DJ and music producer Wally López will add the essence of Ibiza's nightlife to an unforgettable show that does not forget its island origin. Once again, our most international DJ has created a scene from Ibiza's nightlife, filling the atmosphere with a prism of electronic musical sounds to set off the haute cuisine.

This year, Sublimotion has also benefited from the invaluable talents of great professionals from the theatre, events and protocol worlds, such as Jose María Silva, (Alehop - Circo Price...) Julien Marionett (Paraddax Show) and Gerardo Correas (International School of Protocol) who have poured all their experience and enthusiasm into the challenge of continuing to investigate the evolution of this new art form.

There's no doubt that this year's experience will be the greatest Sublimotion of them all. The combination of Augmented and Virtual Reality applied to gastronomy and radical scene changes that leap towards an avant-garde future or whisk diners back to an early 20th century cabaret... A flight on board the Sublimotion airliner will land in the heart of south-east Asia or you may well find yourself dancing in hell surrounded by fire and the greatest culinary sin...



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## SPONSOR INFORMATION

Once again this year, Land Rover Spain is sponsoring Chef Paco Roncero and his Sublimotion gastronomic performance. A four-year alliance that this season will climax with the reinterpretation of the famous Huerta de Paco, a new scene that enjoys the total support of the brand to achieve a stage setting that is both exciting and innovative, combining state-of-the-art technology with signature cuisine.

The Sublimotion experience starts on board a Range Rover, Land Rover's design and luxury division, which will be taking part in the show for the fourth consecutive year.

A universe of sensations in which technology brings the tangible and intangible together. During the "2050" scene, diners will enjoy a unique experience inspired by a reflection on what a dinner will be like, forty years from now. While they enjoy an elaborate ceviche and Niguri tuna, served with such local ingredients as nori seaweed, wasabi and sea beans, their wearable provides guests with real-time nutritional information and other data about the process used to prepare the mouthful they are about to taste.

This year, Samsung has joined forces with Paco Roncero and his team, who have worked closely to design the setting for a dinner with friends in 2050. To do this, as part of this season's show, they have developed an evolution of the Sublimotion experience powered by Samsung Gear VR, where, using augmented reality technology, diners will experience how gastronomy can be coded so that, just by looking at it, it will grow around them and all the nutritional information about the dish they are about to eat will float before their eyes. In the future, this will give us detailed, real time information about what we are eating, how it has been prepared, and the nourishment it contains.



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## THE STAR CAST

### About Paco Roncero

Paco Roncero is one of the leading representatives of Spanish avant-garde cuisine both within Spain and beyond its borders. Cutting-edge, creative techniques which translate not only into a style of cooking but are also a way of offering and understanding food as a unique sensory experience.

He is currently executive chef and director at the NH Collection Casino de Madrid and its restaurant La Terraza del Casino; of the Estado Puro gastrobars in Madrid, Shanghai and Curitiba; the Barbarossa by Paco Roncero restaurant, also in Shanghai; Versión Original and Origen in Bogota; Pata Negra in Cartagena de Indias in Colombia; La Canica in San Miguel de Allende, Mexico and Sublimotion, the most advanced and innovative restaurant ever conceived, located at the Hard Rock Hotel in Ibiza, the famous chain's first European hotel.

Prominent among his many contributions to the current culinary scene are the creation of the Kitchen Management software and a research workshop focused on cooking and emotions, which is unique in the world: PacoRonceroTaller.

He trained at the "Escuela de Hostelería y Turismo" catering school in Madrid and spent time at Zalacaín and the Ritz Hotel until he joined the staff of the "Casino de Madrid" in 1991. This period saw the explosive growth of his creative personality, heralding a genuine revolution at the Casino de Madrid and indeed in the country's entire culinary scene. He has been awarded the most prestigious gastronomic prizes such as the "Chef L'Avenir" prize of 2005 from the International Academy of Gastronomy, and the National Gastronomy Prize of 2006, from the Royal Spanish Academy of Gastronomy.



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Paco Roncero's cooking is the result of a masterful command of the most advanced culinary techniques, his overwhelming inborn creativity and sensitivity, his capacity to innovate and his investigative spirit; a style that has produced important contributions to avant-garde cuisine throughout the world. In the "Terraza del Casino", Roncero displays two Michelin stars and three Suns from the Repsol Guide, which recognise not only his cooking but also the care that he takes, as Director, of each and every detail of this gastronomic ritual.

Further information: <http://www.pacoroncero.com>

## **About Vega Factory**

A special events agency and creative studio with over 15 years 'experience at national and international level. The company's experience staging live events and its expertise in the latest communication technologies have been vital in creating, devising and developing the first Sublimotion gastronomic performance. An extensive trajectory that includes large-scale events and important actions such as the official opening of the Frank Gehry masterpiece, the Hotel Marques de Riscal, the Starlite Music Festival in Marbella and official events during the Spanish EU presidency.

Further information: [www.vega-factory.com](http://www.vega-factory.com)

## **About Hard Rock Hotel Ibiza**

Europe's first Hard Rock Hotel, a five-star hotel set on the Playa d'en Bossa beach, Hard Rock Hotel Ibiza has become a meeting point for international personalities and trendsetters, combining the Hard Rock philosophy with the true spirit of the Mediterranean. An event which combines the style and energy of the legendary brand with Ibiza's vibrant island atmosphere.

Its 493 rooms, 235 of them Suites, make this the largest five-star hotel on the White Island. The hotel boasts brand facilities such as Rock Spa®, Body Rock®,



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Rock Shop® and Roxity Kids Club™ as well as the island's largest convention centre with capacity for over 600 people. Palladium Hotel Group, part of Grupo Empresas Matutes, operates the Hard Rock Hotel Ibiza under licence from the international brand.

Further information: <http://es.hrhibiza.com/>

## **About Land Rover:**

Land Rover has been manufacturing authentic 4x4 vehicles with a wide choice of features in its entire range of models since 1948. From the Defender to the Discovery, the Discovery Sport, Range Rover Sport, Range Rover and the Range Rover Evoque, each and every model defines SUV segments around the world, with 80% of this range of models being exported to more than 170 countries.

Further information: <http://www.landrover.es/index.html>

## **About Dani García**

Dani García started studying at the catering school in Malaga when he was 18 years old. Three years later, in 1996, he started his career as an apprentice in Martín Berasategui's restaurant and his culinary concept evolved towards the avant-garde.

In 2005, Dani García opened his Calima restaurant in Marbella, and that same year he was awarded the Chef L'Avenir 2005 by the International Gastronomy Academy. Two years later, Calima received its first Michelin star and two Repsol Guide suns (it received the third sun in 2008) and in 2009, the Royal Spanish Academy of Gastronomy awarded Dani García the National Gastronomy Prize as Best Head Chef.

In 2011, Calima received its second Michelin star.

After the 2013 season, Dani García closed Calima and, in search of a better location, in the spring of 2014 he opened two restaurants in Puente Romano Beach Resort & Spa, Marbella and *BiBo*, an informal bistro concept. In August 2016, he opened the same *BiBo* concept in Madrid, followed by *Lobito de Mar* in Marbella, a new fish, seafood and rice restaurant. The Dani García group is renowned as a restaurant group that seeks to delight customers, make dreams come true and,



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in short, make people happy with its different concepts, whether in the restaurants in Marbella and Madrid or in any part of the country through the Dani García events line.

Further information: <http://www.grupodanigarcia.com>

## **About Diego Guerrero**

**Diego Guerrero** opened the **DSTAgE** restaurant in Madrid on 1 July 2014, as part of **DSTAgE Concept**. Since its inauguration, this restaurant has served around 39,000 guests - of the 85,959 online booking requests it has received, and it has been rewarded with several distinctions. Among these are two Michelin stars the first of which it obtained four months after opening, in November 2014, corresponding to the 2015 edition of the French guide, and the second in November 2016, in the 2017 edition. Guerrero also has two Repsol Guide stars and, recently, a third EMA from the Metr poli Guide (published by the "El Mundo "newspaper) the Metr poli Restaurant Award for the year 2017, the Metr poli 2015 "Best New Restaurant "Award and an honourable mention as "Restaurant of the Year " from this same magazine, as well as a more recent award for Best Chef and Best Restaurant from readers of Gourmet Magazine. Madrid's best restaurant, ranked fourth in Spain and the Travellers 'Choice Award 2016 by Trip Advisor. Located in the Las Salesas district, **DSTAgE** has around 300 square metres of premises on two floors. Before their gastronomic experience on the upper floor, customers start with snacks in the bar at the entrance, and are then shown into the kitchen and dining room, arranged around a courtyard with seating for around 40 diners. At the back of the restaurant and visible from almost anywhere, there is an open kitchen where Diego Guerrero works in full view of everyone. Gastronomic consultant at the restaurant "Sabor Shanghai by Diego Guerrero" since June 2016, a haute-cuisine European restaurant in Shanghai, in a 600 m2 space that can seat 200 diners. In September last year, a new creative space designed and managed by Diego Guerrero was presented under the name DSPOT. This studio focuses on creativity in haute cuisine in all its aspects, such as staging, design, techniques and products. DSPOT, with 370 square metres divided into an indoor and an outdoor space, is available for private, exclusive events for customers in search of excellence and distinction. It is also in the Salesas neighbourhood of Madrid.

Further information: <http://www.dstageconcept.com>



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## **About Toño Pérez:**

Born in Casar de Cáceres in 1961, Toño Pérez was brought up in his parents' workroom. He studied Fine Art until he and his inseparable high-school friend José Polo, with whom he shared a bunk during his military service, decided to open their own business.

At the end of 1986, they opened the Atrio restaurant in the new part of Cáceres. Without any initial experience in the restaurant world, the head chef was, in those days, Juan González Calvo.

But Toño Pérez was passionate about cooking, and through his relationship with the Cofradía Extremeña de Gastronomía, he started spending his summers cooking with Juan Mari Arzak. He then spent some time in restaurants such as **Jockey** (Madrid), **Jean Pierre Bruneau**, (Brussels) and **El Bulli**, with Jean Luis Neichel in charge and Ferran Adrià working in the kitchen at that time. Four years after opening Atrio, in 1990, Toño Pérez started cooking, initially in the French style, combines with nouvelle cuisine. Later, he created his own style, and local seasonal products and Extremadura's traditional cuisine are the basis of Toño Pérez's avant-garde cuisine. This style has now been recognised with two Michelin stars and three Repsol Guide suns. Now located within the walled city of Cáceres, with its fantastic Almohad, Gothic, Renaissance and Colonial buildings, Atrio features the sublime architectural work of Luis Moreno Mansilla and Emilio Tuñón Álvarez, masters of contemporary design.

Atrio's wine cellar contains collections of unique wines. There are wines that all experts dream of... But, above all, the wine cellar is nourished with passion, the passion with which José Polo started out from scratch, seeking out and acquiring the most outstanding labels, until he had created what is without doubt one of the best collections of wine in the world today.

Further information: <https://restaurantatrio.com>

## **About Paco Torreblanca**

A pastry chef quite by chance, (because when he was 12, his father sent him to study in Paris with one of his friends), Paco Torreblanca progressed from wanting to breed chickens and own a small pastry shop, to opening more and more businesses with his children and becoming renowned as Europe's best pastry chef. After years working in his sweet shop in Elda, 'Totel', which is still his operational base, he became famous in 2004 when he was commissioned to make the wedding cake for Prince Filipe and Letizia Ortiz.





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He says that it was an enormous honour and a great responsibility and he could not rest easy until he received a unanimous, standing ovation from all the guests, led by Charles, Prince of Wales.

He now receives 400 requests every year from people wanting to learn from him, and he takes part in congresses and publishes recipe books. Even so, he finds time to watch the dawn from a mountain top... Further information: <http://torreblanca.net>

## **About Alfonso G. Aguilar**

Head of Music for Sublimotion. He has designed a musical experience to heighten diners 'emotions during each scene.

A composer of cinema music, pianist and orchestral conductor. The company specialises in creating original soundtracks for the film industry in Hollywood.

He started studying music in his native Madrid. Later, he perfected his skills and specialised in soundtrack composition at Berklee College of Music. Further information: <http://www.doko.es>

## **About Jorge Blass**

A 21st-century illusionist and magician. Winner of the Monte Carlo Golden Wand Magic Competition and the Siegfried and Roy award in Las Vegas. Jorge Blass started learning the art of magic at a very early age. When he was 13, he became the youngest magician to join the Spanish Illusionists Association and he was already performing in theatres in Madrid by the age of 15. In recent years, he has directed and presented "Nada x aqui " (Nothing here!) on the 'Cuatro 'TV channel, won the Zapping Award for the best entertainment programme, and has presented his magic on international stages such as the prestigious Magic Castle of Hollywood, the Universal Exhibition of Shanghai, the Teatro Nuevo Apolo in Madrid, and the Kodak Theater in Los Angeles. In the USA, he appeared on the TV show "Masters of Illusion": FOX (My Network). He is undoubtedly one of the world's great magicians. Further information: <http://www.jorgeblass.com>



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## **About Juan Carlos Paz (BAKEA)**

Juan Carlos Paz, aka BAKEA, is a Spanish illustrator and sculptor who combines digital design, illustration and photography to create original works based on characters. After studying in Segovia, he moved to Madrid where he worked as Art Director for BBDO. Something must have been incubating in his mind because in the spring of 2010, he came up with a brand-new type of creature: monsters with three eyes, taxidermy in pastel colours, an unashamedly pop version of a natural history museum in a parallel universe.

His work has been shown in numerous places, among which are "Welcome to Bakelanasland", Cervantes Institute, Berlin 2013, "White Noise "La Casa Encendida, Madrid 2013, and "10th Character Portrait "in Berlin and the Monterrey Museum of Contemporary Art in 2015.

BAKEA has received the following awards: 2nd place, Artist of the Year FUBIZ 2013, 2 Cannes Lions 2015, 1 Silver Condor, 1 Bronze Sun.

Further information: <http://bakea.tumblr.com>

## **About Wally López**

Wally López has been named Best DJ of the Year by DEEJAYMAG Spain on numerous occasions, best producer, best remixer, best radio presenter... After historic achievements such as creating two essential mixes for BBC1, remixes for all types of artists, releasing music on labels such as Defected, Emi Music, Universal, Yoshitoshi, as well as a plethora of remixes, he worked on the famous "Just a little more love", for David Guetta, which was a turning point in the careers of both artists. Nor should we forget that he is, without a doubt, one of the kings of Ibiza! His residencies at Pacha and Space are legendary as is his most recent radio project for Europa FM, now in its third season, during which he broadcasts 10 hours of electronic music every week for the entire world to hear. Well established in the sector, Wally is always setting trends and there isn't a month that goes by without his leaving his mark on the EGM charts. He has appeared at festivals such as Tomorrowland, Sensation, Rock in Rio, Ultra Music Festival in Miami and in numerous clubs and discotheques all around the world. And now he's back with a new lease of life and numerous surprises for 2017. Further information: <http://wallylopez.com>



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## About José Piñero

A designer, artisan and entrepreneur, born and based in Alcoy. After studying at the School of Arts and Crafts in Alcoy (now the Higher School of Art and Design), he focused his efforts on the field of themed decoration at the head of El Taller de Piñero, where he has been working for 25 years (so far). His work on this and on other projects, has led him to the world of haute cuisine, where he started creating bespoke pieces of tableware as specific decorative items for important chefs such as the Adriá brothers, the Roca brothers, Paco Roncero, Quique Dacosta, Dabiz Muñoz and Dani García, among others. The result of this work can be seen in the documentary "The Maker of the Chefs", which also reveals his attitude, which can be summed up as "never take no for an answer": something which characterises the way he addresses every project that reaches his workshop.

Further information: <http://www.eltallerdepintero.com>

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