



The Future Isn't Built, It's Activated

Harnessing Passionate Audiences
Desire For Experience Over Passive Luxury



BROOKLYN SUPPER CLUB



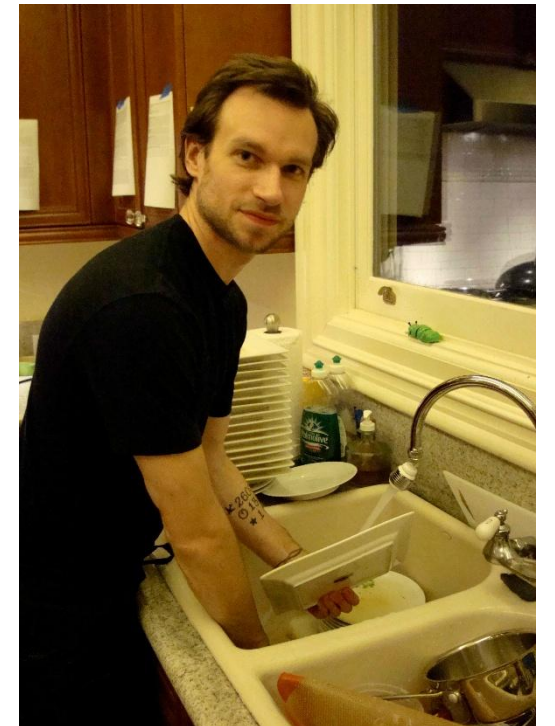
BROOKLYN SUPPER CLUB



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The New York Times

The Anti-Restaurants

By Melena Ryzik



HOMER, N.Y.

On a beautiful Saturday morning in this village of 6,000 about half an hour from Ithaca, a group of friends and acquaintances gathered at Cold Brook Farms, which specializes in wild game and doubles as a hunting preserve. Most had driven up from Brooklyn late the night before, and now, at an hour that was way too early for brunch, they were in the outbuilding.

That they were able to lure a half-dozen urbanites upstate to dismantle a pig is nearly achievement enough, but Mr. Cirino and Mr. Castaño had grander plans: the rest of the day was to include lessons in pasta-making, knife skills and using hydrocolloids to create fluid gels, as Mr. Cirino lined in an e-

The passionate enthusiasts who have opened dozens of unlicensed restaurants in apartments and other private spaces in recent years do not generally aspire to become traditional restaurateurs, with overhead and investors and the health department telling them what to do. They are not in it for the money or for Buddha Bar-size crowds; instead, they say, they are in it for the community and the creative freedom. It's hard to imagine even the most adventurous legitimate restaurant encouraging customers to hack the hindquarters off a boar's carcass. And underground restaurants have found their niche. Stringing together the farm-to-table movement and a bloggy kind of interactivity, they have gained a following among food lovers, many in their 20s and 30s, who are looking for a

L TRAIN DINNER



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The New York Times

Aboard the L Train, Luncheon Is Served



The maître d'hôtel, who identified himself as C. K., steadied diners' tables. Yana Paskova for The New York Times

By **Melena Ryzik**

IN the era of pop-up restaurants and speakeasies, flash special stunts, it was perhaps inevitable that a meal people would be staged aboard the L train, but still impressive.

The event was the work of several supper clubs, and the menu they devised was luxurious: caviar, foie gras and filet mignon, and for dessert, a pyramid of chocolate panna cotta, dusted with gold leaf. All of it was accessible with a MetroCard swipe (Michele handed out single-ride passes) and orchestrated with clockwork precision. The six-course extravaganza took only a half-hour.

It wasn't rush hour, so seating was easy. The tables (lap-width black planks, with holes cut to fit water glasses) were tied to the subway railings with twine. Tucking in behind them felt something like being buckled into a roller coaster. At 1:30 p.m., a few minutes ahead of schedule, the train lurched off.

"We might mention that we really love the slow food movement," said another bowtied host, Jonathan Cristaldi, "but today we're not really about slow food. So eat quickly."

Because of a few no-shows, there was room for walk-ups (or rather, passengers). "We'll show you to your table right now," C. K. told Nicolas and Ana Brandstader, a brother and sister from Buenos Aires heading to Williamsburg who stopped and went wide-eyed as helpers rigged up another plank.

Paul Smith, a CUNY professor, encountered the meal on his way home to the East Village and was invited to join. "I had this fantastic lunch," he said, "very exquisite. And then I thought, am I going to get arrested?"

if you see

sign of the

New York Times

Thomas Keller and Protégé to Go 20 Rounds

BY PETE WELLS



Thomas Keller, left, in the kitchen at Per Se, and Grant Achatz at Alinea in Chicago.
(Photos: Nicholas Roberts/Reuters; Peter Thompson for The New York Times)

Columbus Circle will be the center of the culinary universe for a few hours tonight as two of the country's most acclaimed chefs—those without my Timesian fear of hyperbole might just go ahead and say “the country's two most acclaimed chefs”—collaborate on a 20-course, \$1500 dinner at Per Se.

Thomas Keller and Grant Achatz are the chefs in question, and tonight's meal is the first of three they will be cooking side by side. The next will take place on Dec. 2 at Mr. Achatz's home field, Alinea in Chicago; Mr. Keller gets home-court advantage for the final meal on Dec. 9 at the French Laundry in Yountville, Calif.

I'll be in the kitchen at Per Se tonight, watching each man construct half the meal. They're alternating courses: ten from Mr. Keller, ten from Mr. Achatz. I'll post the menu here later today and will describe the kitchen scene tomorrow.

At the most superficial level, tonight's dinner and the ones to follow are book parties. Mr. Achatz has recently published “Alinea,” and Mr. Keller's “Under Pressure” is to be published soon. But as always with these two chefs, there is a lot going on beneath the surface.

Their relationship goes back to 1996, when Mr. Keller picked Mr. Achatz's resume out of the slush pile. At 22, he wasn't even close to the most qualified young cook in the country—his most relevant experience at that point was a brief, unhappy stint at Charlie Trotter. But he had focus. By his account, he sent a new copy his resume to the French Laundry every week, hoping that eventually Mr. Keller would ask, “What's wrong with this guy?” It worked.

Mr. Achatz proved to be an apt pupil, soaking up Mr. Keller's way of doing things. He was there in 1997 when Ruth Reichl, then the restaurant critic for the



KELLER-ACHATZ RECREATION



KELLER-ACHATZ RECREATION







GRANTACHATZ





PASSIVE



ACTIVE



Placemaking Is An Action Verb





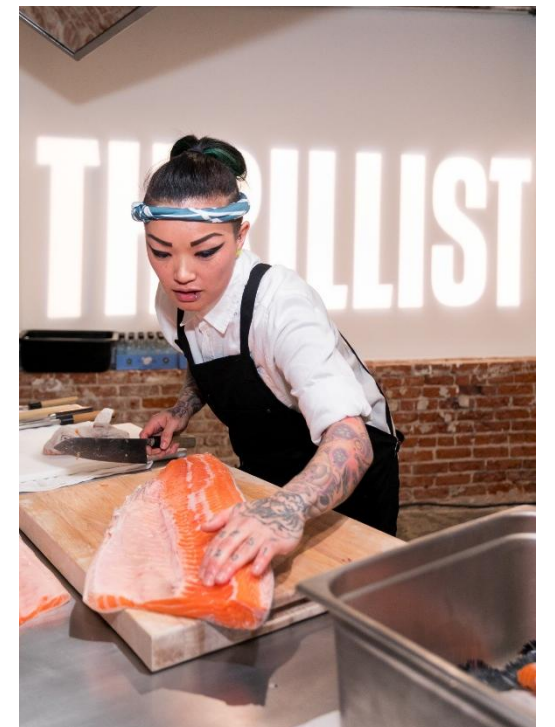
**Experience
Primary.**

**Place
Secondary.**

100 COURSE MEAL



100 COURSE MEAL



100 COURSE MEAL



100 COURSE MEAL



100 COURSE MEAL



MONOPOLY EXPERIENCE



MONOPOLY EXPERIENCE



MONOPOLY EXPERIENCE



MONOPOLY EXPERIENCE



MONOPOLY EXPERIENCE





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MONOPOLY EXPERIENCE





MAKE LASER SANDWICHES



MAKE LASER SANDWICHES



MAKE LASER SANDWICHES

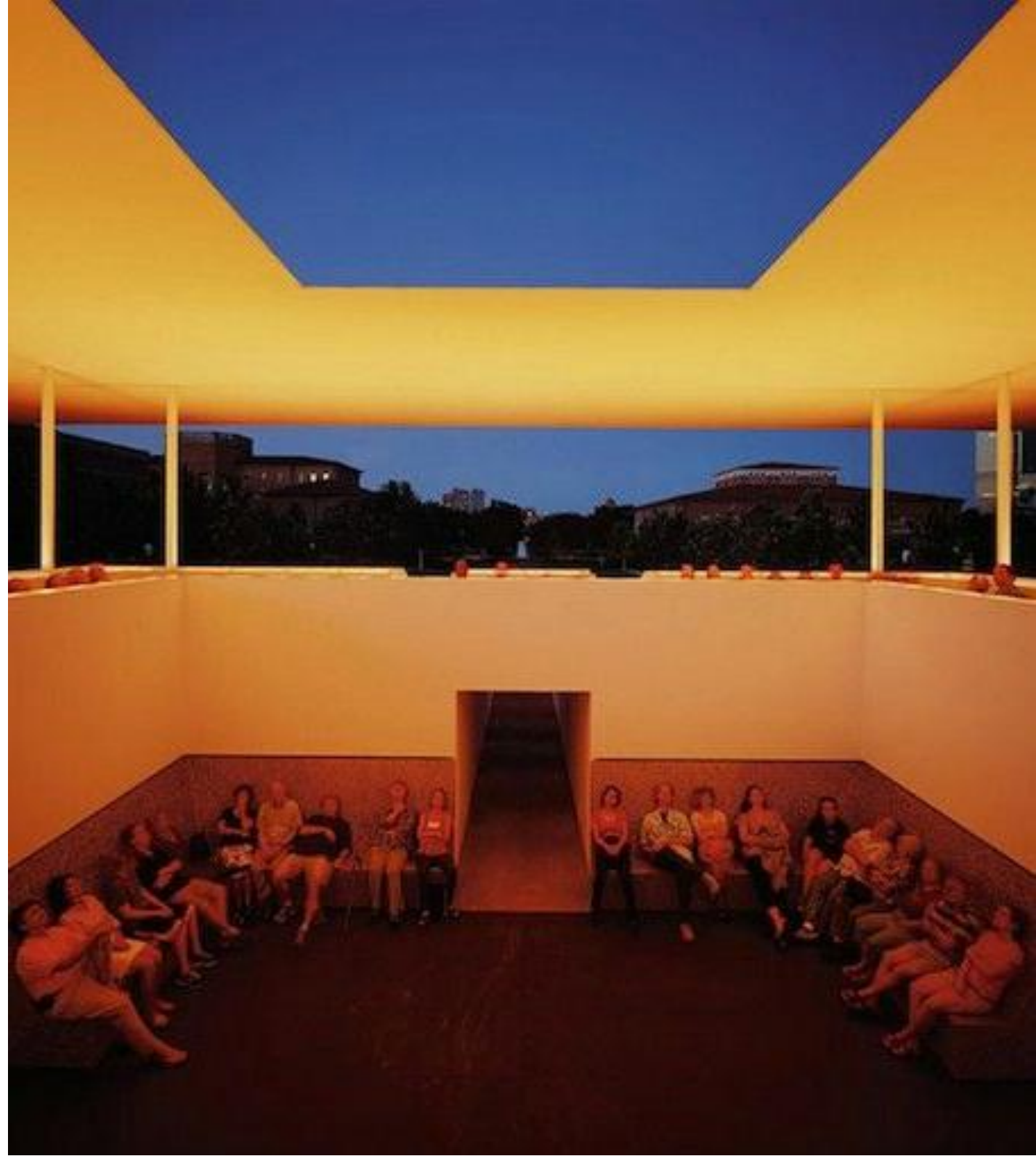


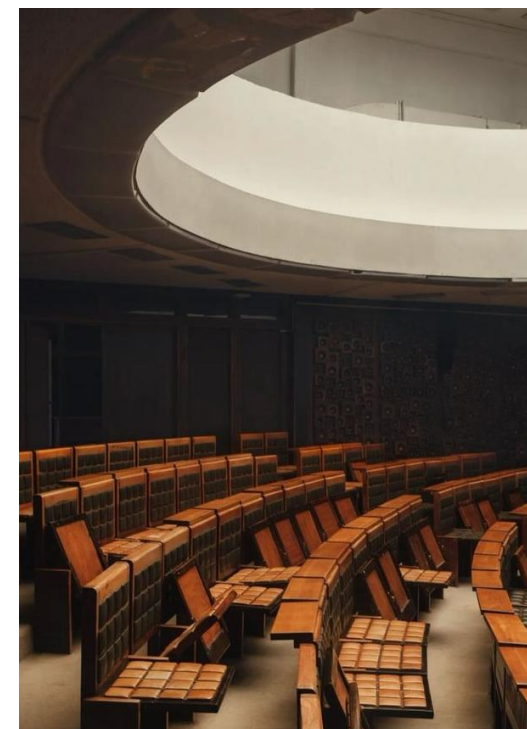
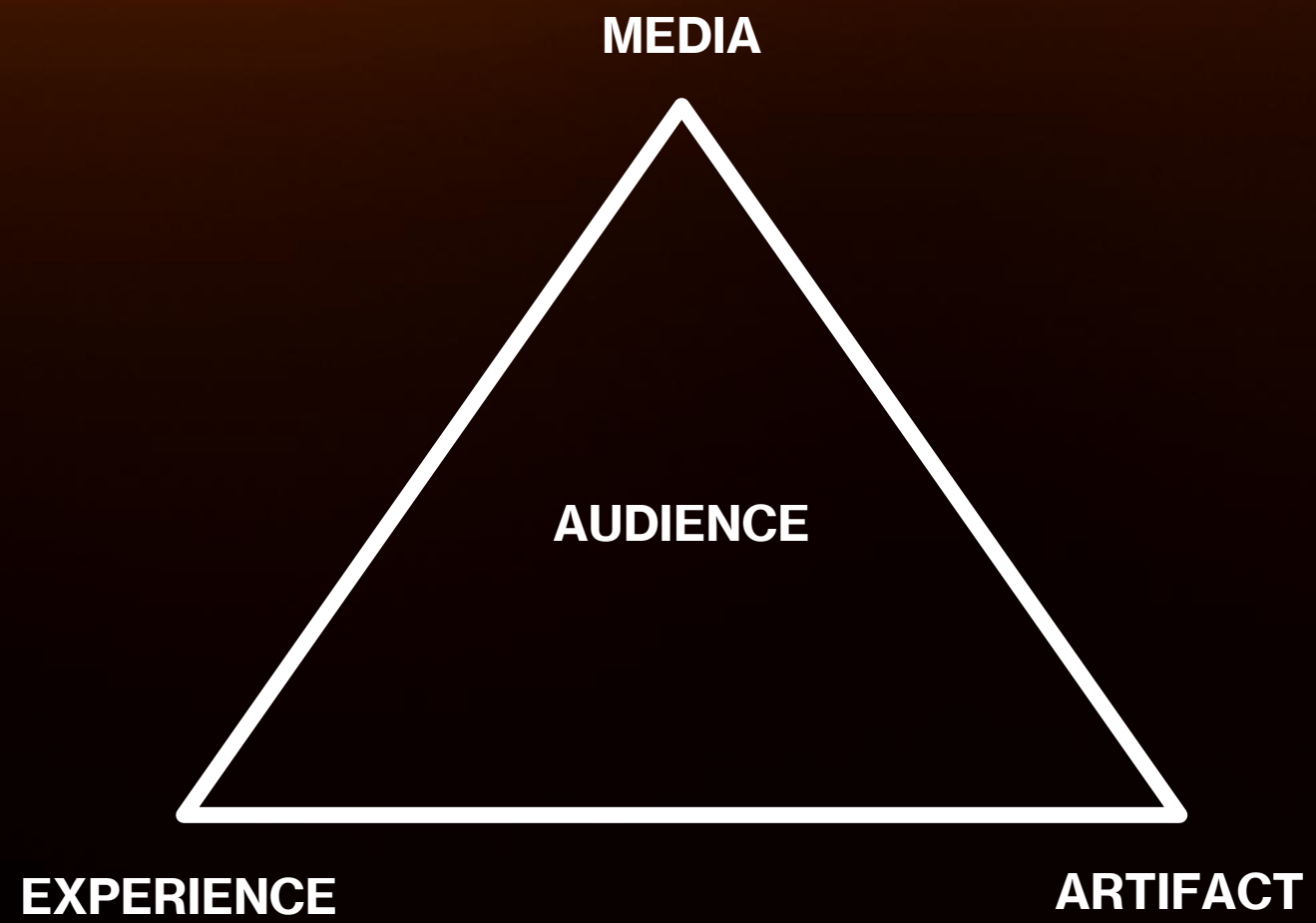
**Experience
Primary.**

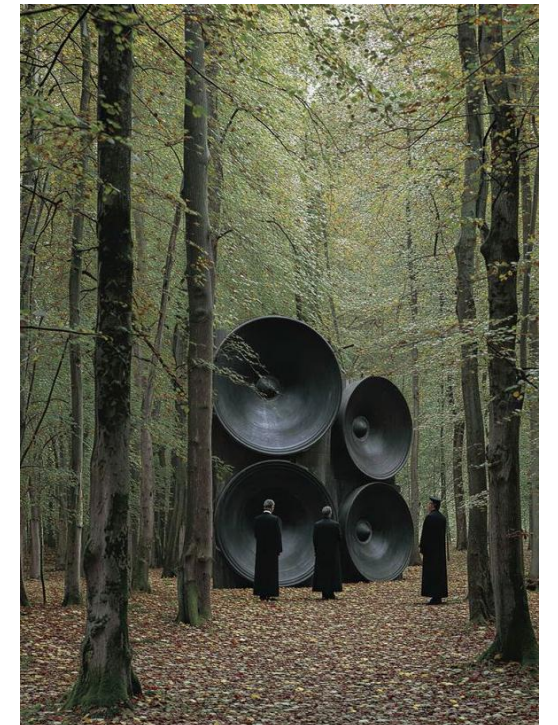
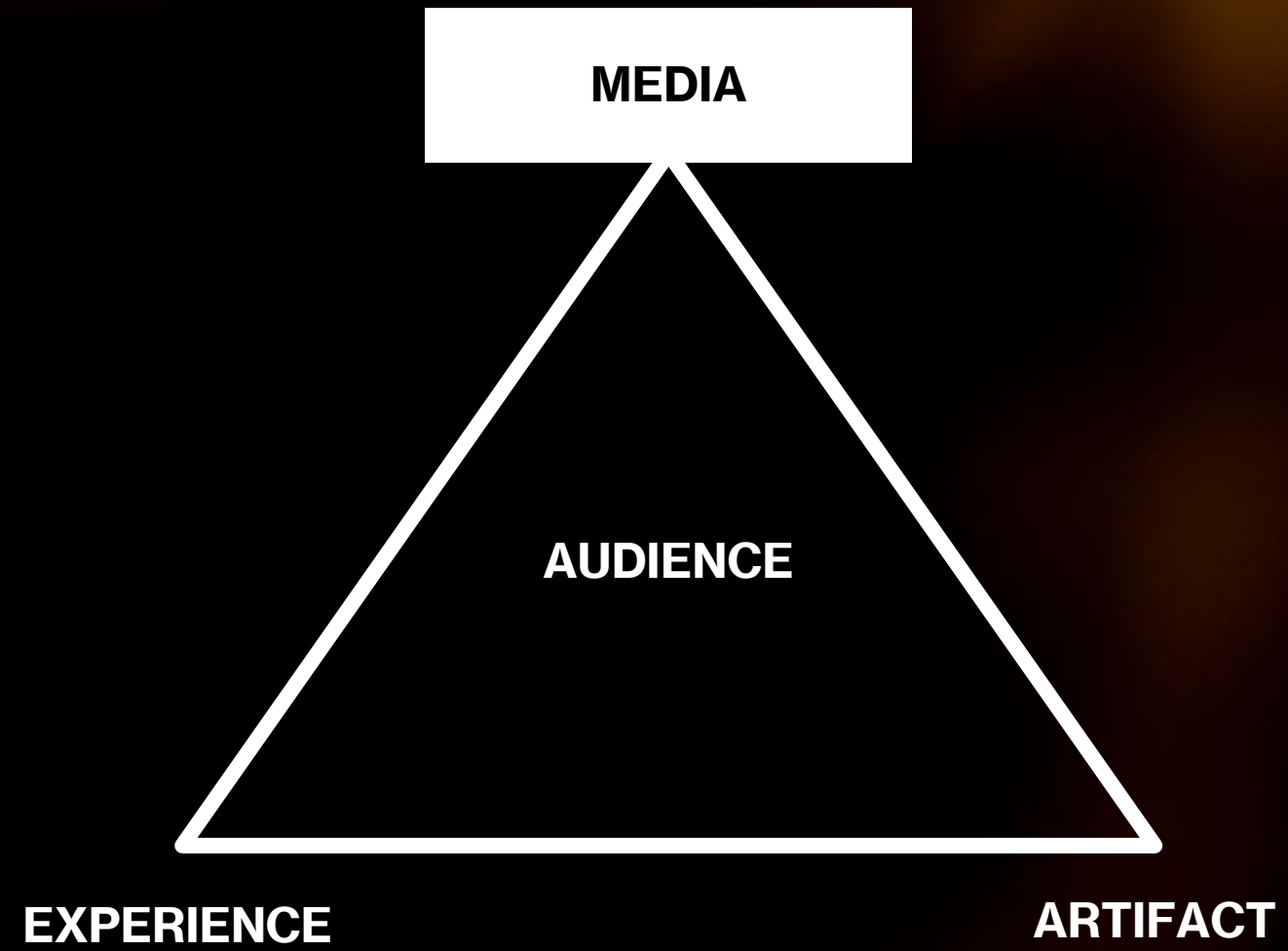


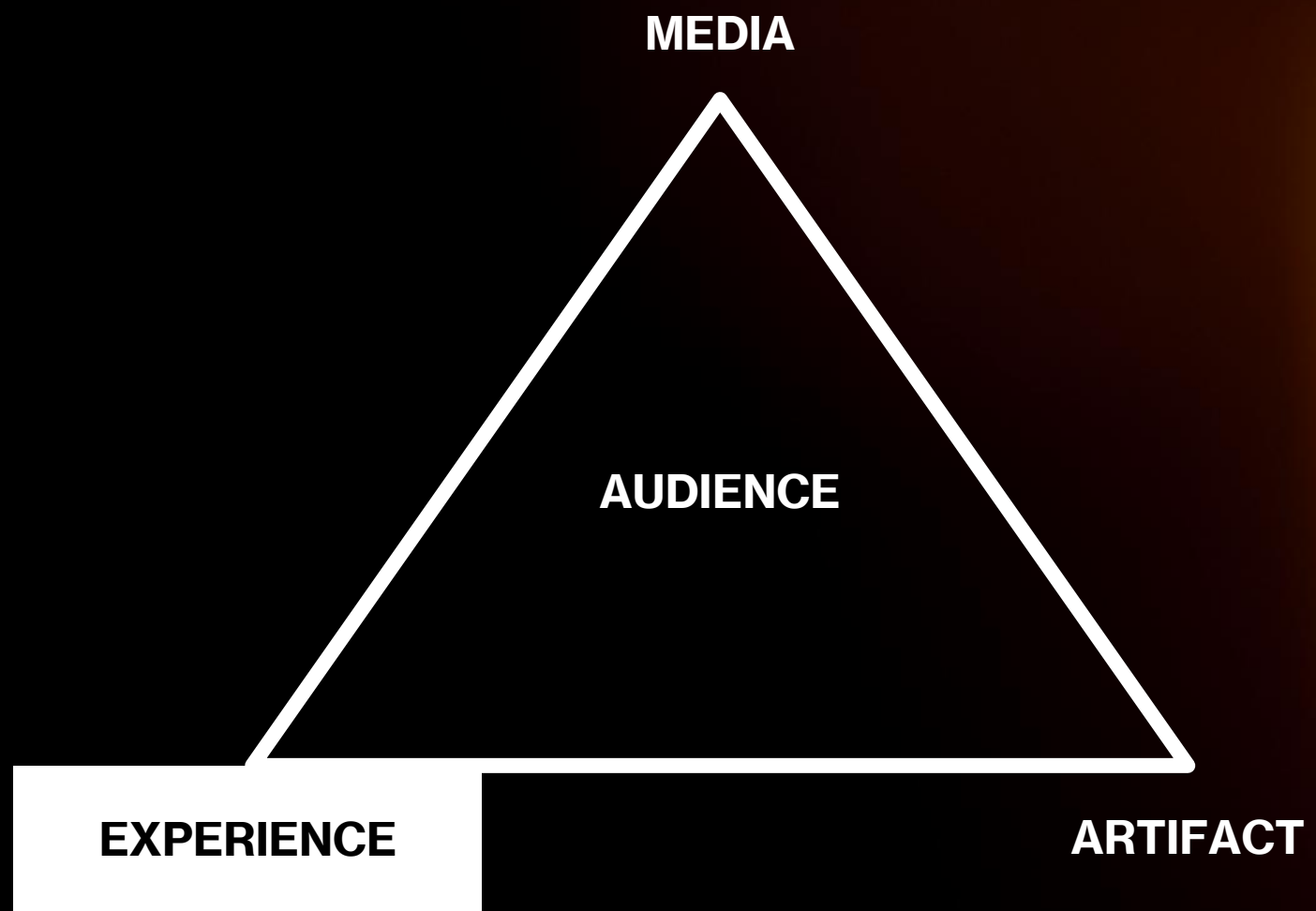
**Place
Secondary.**

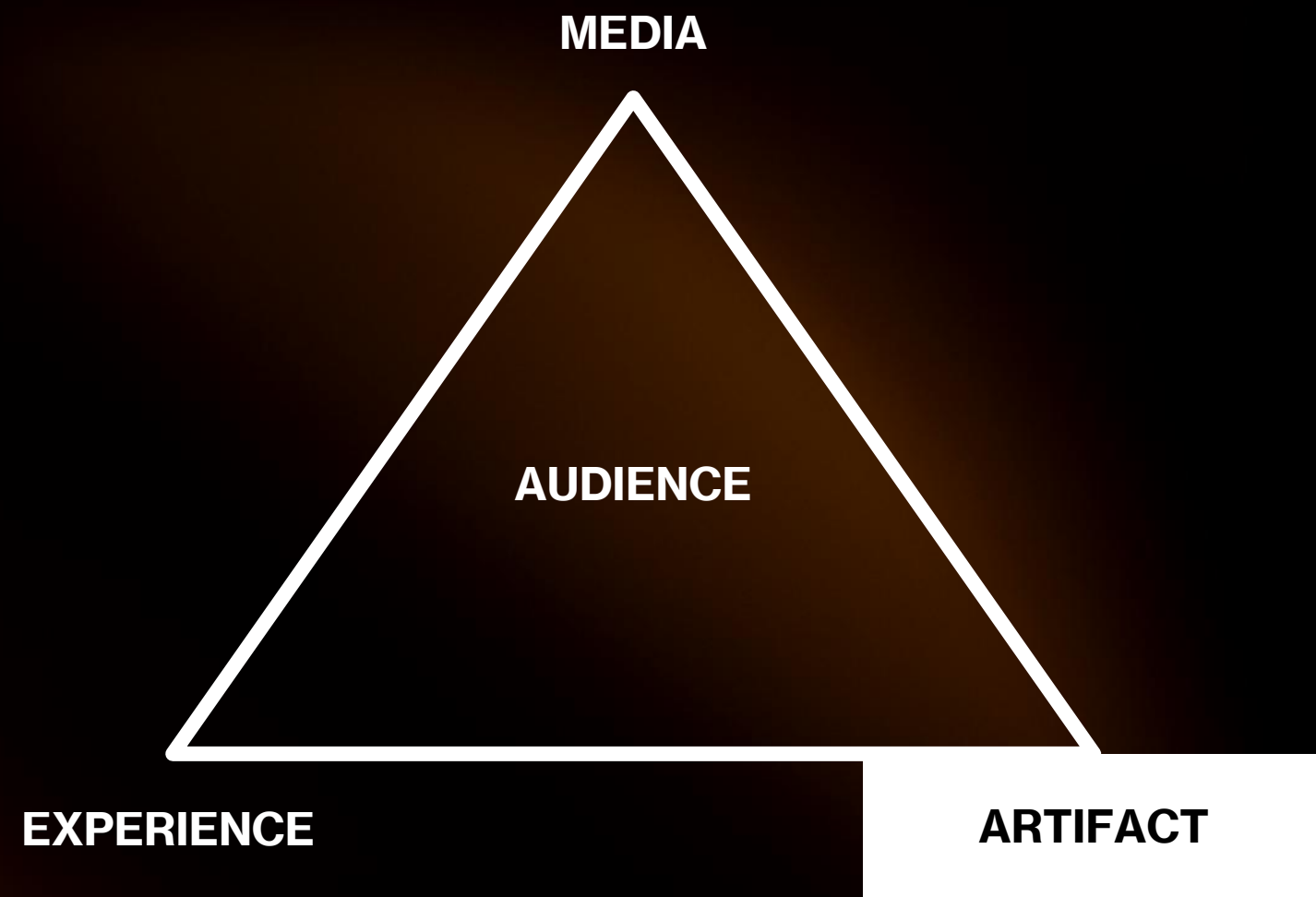
How to Think Like a Verb Over a Noun



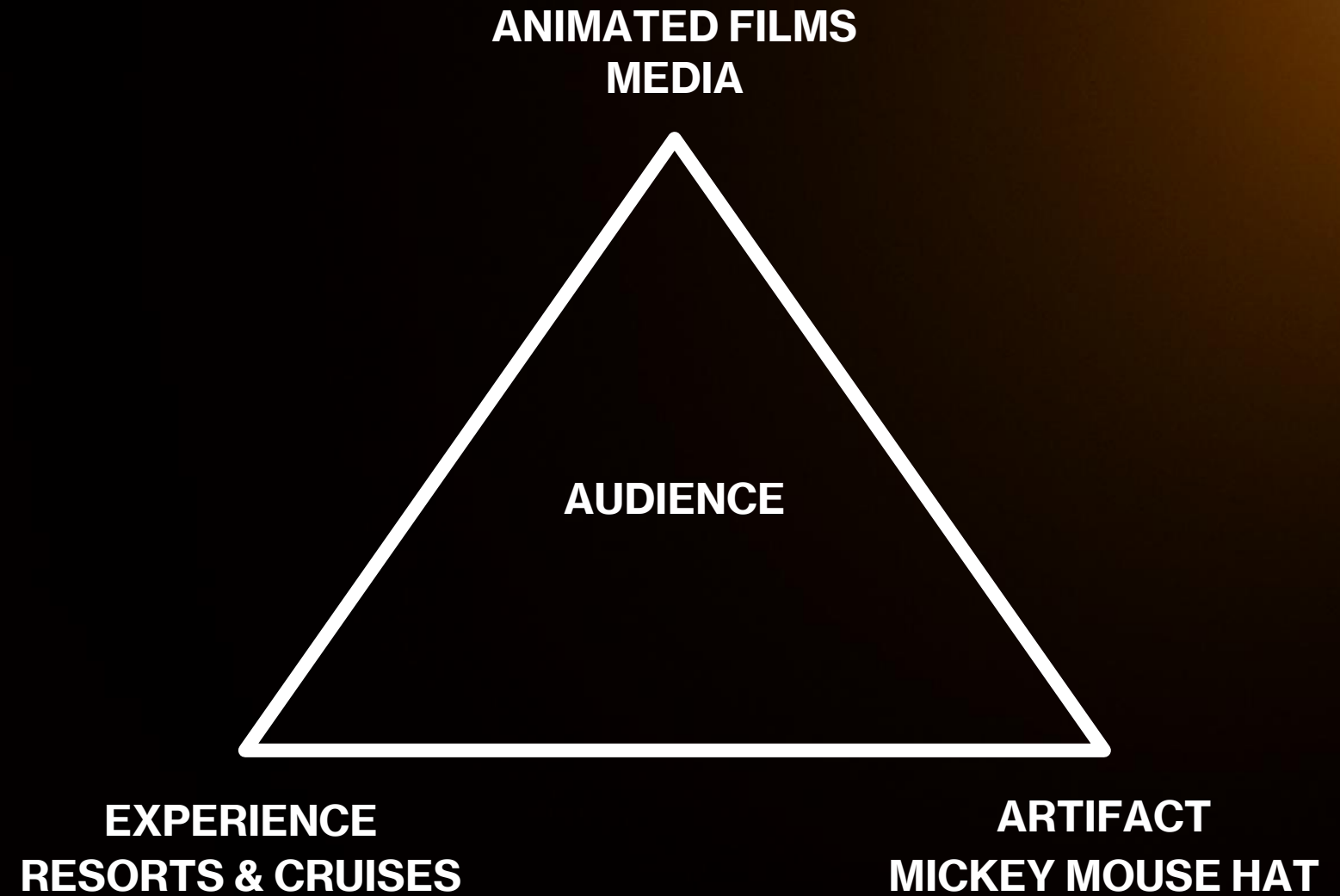








Disney











**Experience
Primary.**

**Place
Secondary.**

KPI's For Experience Placemaking



KPI's For Experience Placemaking

Attention
(Awareness & Commitment)



KPI's For Experience Placemaking

Attention
(Awareness & Commitment)

Cultural Integration
(Connection & Commerce)



KPI's For Experience Placemaking

Attention
(Awareness & Commitment)

Cultural Integration
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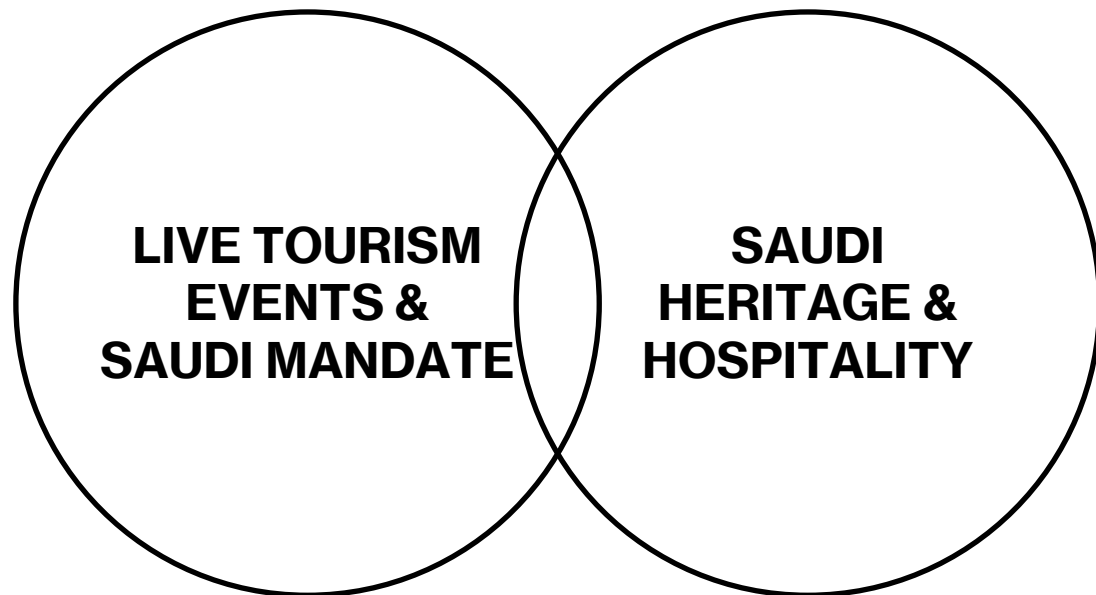
Talent Attraction
(Hospitality & Retention)



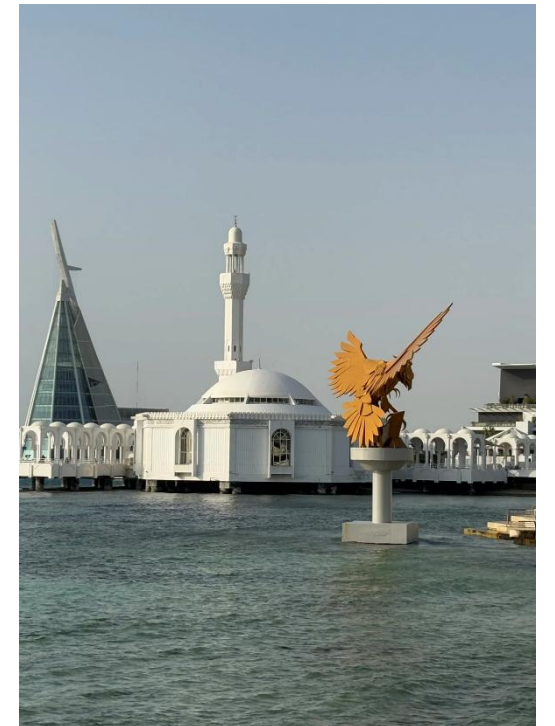
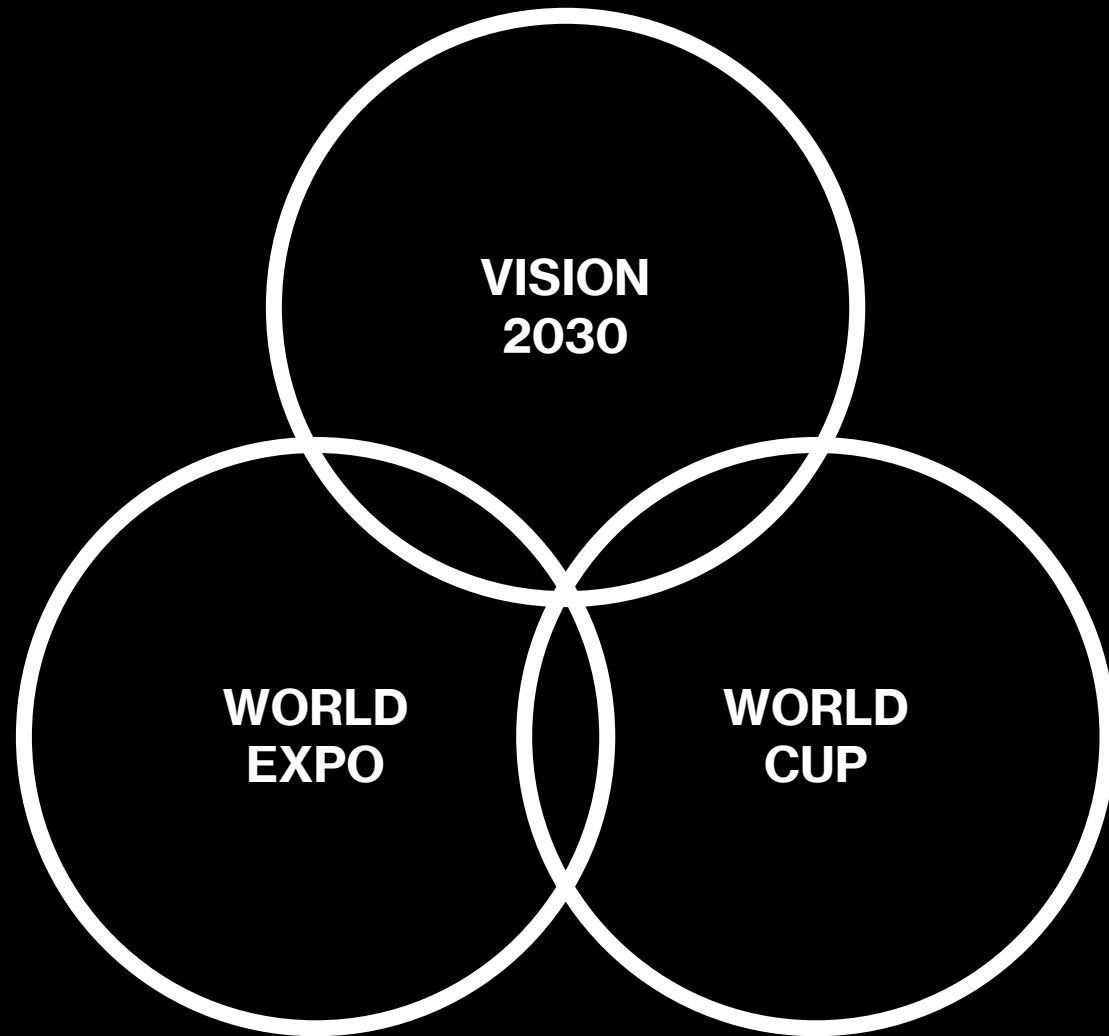


Saudi Arabia's Unique Position

Why Saudi Arabia?



Why Now?



House of Attention Commitment



House of Attention Commitment

65% Saudi Arabia & the GCC
Building Localized Cultural Infrastructure



House of Attention Commitment

65% Saudi Arabia & the GCC
Building Localized Cultural Infrastructure

35% Global Cultural Capitals
Developing International IP to Bridge Back
into the Region





Jeddah Market

Jeddah Market is the Culture and Commerce Hub Representing the Best of the Middle East

Jeddah Market will be Home to 23 Unique Concept Spaces that Break Down into 3 Categories :

-
- Restaurant & Dining Concepts
 - Event & Community Concepts
 - Marketplace Concepts

Initial Concept
Location:

Location One
Jeddah, Saudi Arabia

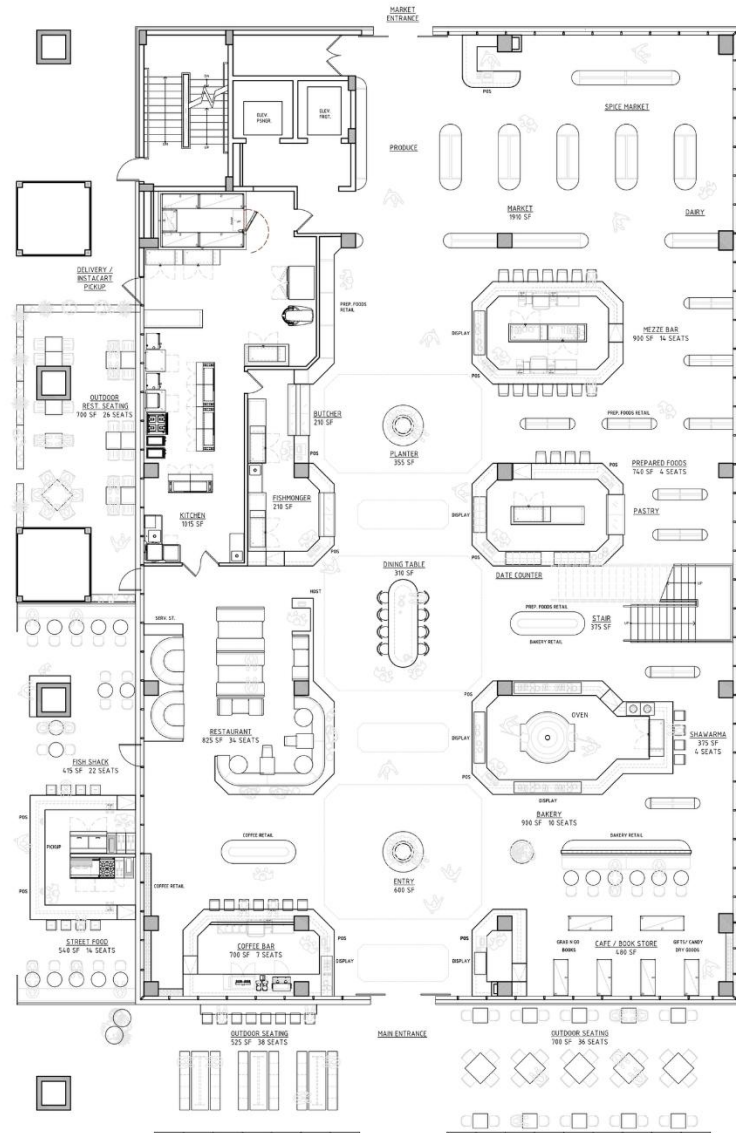
Location Two
London, UK

Location Three
Riyadh, Saudi Arabia



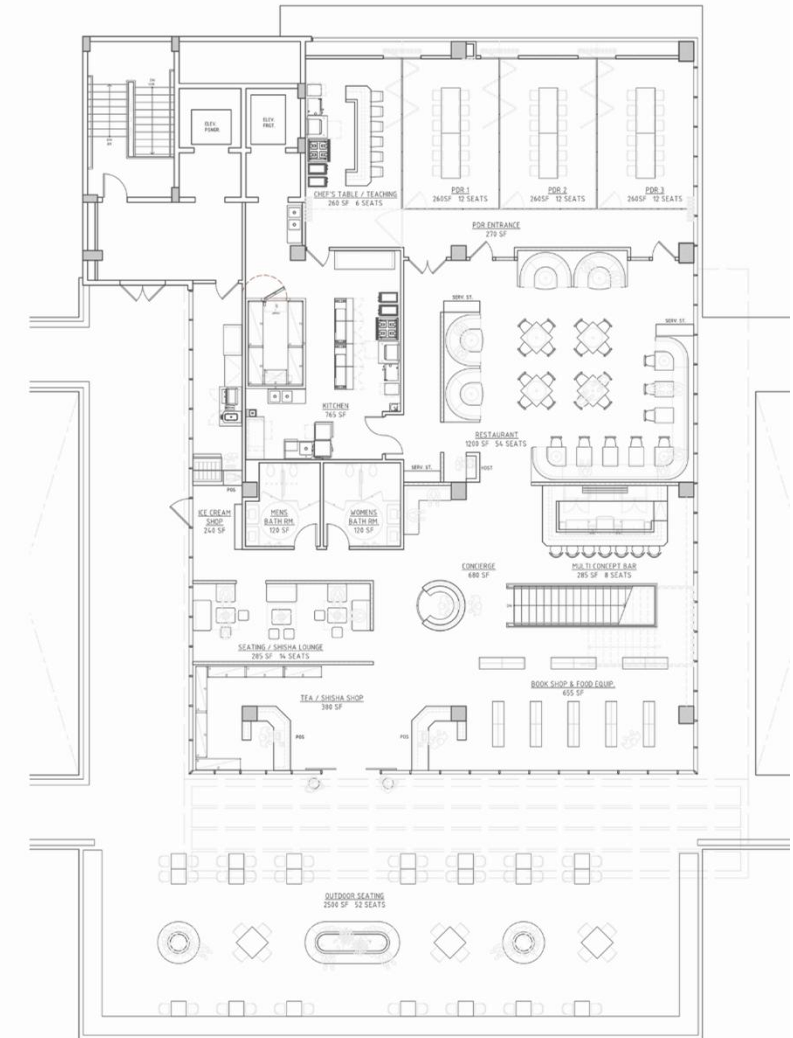
Jeddah Market

First Floor



Jeddah Market

Second Floor



Saudi Fish Experience

(Experience)

The Fish Shack at Jeddah Market is a lively, market-to-fire seafood concept built around freshness, craft, and the theater of the catch. Guests can choose from a daily display of exceptional fish and shellfish, sourced with care from the Red Sea, Arabian Sea and beyond, then have it prepared simply and beautifully through grilling, roasting, frying, and other methods that let the quality speak for itself. Rooted in the rhythm of a fishmonger's counter and the energy of an open kitchen, it brings together pristine product, confident cooking, and an atmosphere that feels vibrant, informal, and unmistakably of the region.





The Cooking Counter

(Media)

Cooking Counter is Jeddah Market's hands-on culinary classroom, where guests can learn the techniques, traditions, and stories behind the food found throughout the market. Built around the ingredients, tools, and products sold on site, it offers classes, tastings, and demonstrations led by chefs, makers, and cultural voices from across the region. More than a school, it is a living extension of the market itself, turning shopping into learning and giving guests the confidence to bring the flavors of Jeddah Market into their own homes.

Eat. Buy. Ship.

(Artifact)

Jeddah Market will feature a curated mix of spices, dry goods, produce, bakery, desserts, coffee, tea, meats, fish, and specialty products from across the Arab world. We will source the best quality and processes from the countries represented in the market, bringing together both new small-batch purveyors and heritage brands that have been making exceptional products for decades, if not generations. The following pages showcase this approach with broad strokes.





**Experience
Primary.**

**Place
Secondary.**



**We Are Not Building
Expensive Places.
We Are Building
Unforgettable Ones.**



**And –
maybe I will
even put that
lobster dish
on one of the
menus.**