



elBulli is a documenta 12 venue

"I have invited Ferran Adrià because he has succeeded in generating his own aesthetic which has become something very influential within the international scene. This is what I am interested in and not whether people consider it to be art or not. It is important to say that artistic intelligence doesn't manifest itself in a particular medium, that art doesn't have to be identified simply with photography, sculpture and painting etc., or with cooking in general; however, under certain conditions, it can become art." Roger M. Buergel

For Ferran Adrià, the invitation from the documenta 12 meant "developing the form of his artistic contribution from the ground up."

The form Ferran Adrià has found to link the culinary world of avant-garde cuisine to the world of art consists in simply turning his restaurant elBulli in Cala Montjoi (English: *small bay of Montjoi*) into a documenta 12 exhibition site. Any other form would have meant foregoing the unique experience of a visit to elBulli and would therefore not have done justice to Ferran Adrià's complex culinary art. For according to Adrià "only those who eat can understand".

As a result, throughout the 100 days, the 50 guests received by Adrià each evening in the fully-booked elBulli will also become exhibition visitors. But how will elBulli be integrated into the documenta 12 in Kassel in a concrete manner? This will be achieved through the visitors to the documenta 12 in Kassel. Arbitrarily selected by Roger M. Buergel, they will be asked whether they would like to experience an authentic evening meal at elBulli, taking a short trip to the Cala Montjoi. So visitors of documenta travel to Adrià but "applicants have already lost" (Roger M. Buergel).

Ferran Adrià believes that his intervention includes reflections and discussions between different people from the fields of art and cuisine. He was joined by Marta Arzak, Assistant Director for Education at the Guggenheim Museum in Bilbao and Josep Maria Pinto, co-author of the catalogue „El Bulli 1998 – 2002“ in developing the work.

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