

A COLLECTIVE CULINARY ENTITY,
A WILD BUNCH OF WORLD WIDE KNOWN
CUTTING EDGE CHEFS,
A MANIFESTO!

GELINAZI!



STORY by ASHLEY HUNKA
PHOTOGRAPHY by LUNA FERRARI and PRESSE GELINAZI!

FOOD

& ROCK AND ROLL

THE BAND is in dress rehearsal waiting for their next tour stop. The roadies are prepping the equipment, the groupies are busy applying lipstick and the promoters are printing out posters. In the meantime, THE BAND's road manager, Andrea Petrini, is making sure that everything is set for the third stop on their reunion tour. First it was Ghent, then Lima, next stop: New York. This is GELINAZI!

"Pop-up event", "culinary happening", "avant-garde food event" and "art/chef rock band collective" are just some of the ways GELINAZI! has been described in the media, but the truth is that GELINAZI! is all and none of these things. For each person, it's something different. It's a performance of food, music, chefs and visual art that can't quite be explained in THE BAND's playbill.

So Cook_inc. decided to fuck the playbill and go straight to the sources. We asked THE BAND members themselves: international journalists and over 25 of the world's top chefs who bare it all as they take one dish, "the Matrix", throw culinary copyright out the window and reinterpret it, "remix" it, without rules, boundaries or borders, and then throw in some music and visual performance for good measure, what they think of GELINAZI!, of its ideas, people's criticisms and their roles within THE BAND.

Before you go pulling on your ripped jeans, buying your concert t-shirt and whipping out your favourite lighter, come behind the scenes with us as we rock out with GELINAZI!



The under-doggie bag by Dario Puglia

GELINAZI! BELIEVES IN SHARING KNOWLEDGE: IDEAS, TECHNIQUES, PHILOSOPHICAL CONCEPTS AS WELL AS THE GENERAL CONCERN FOR THE FOOD CHAIN AND ITS RELATIONSHIP WITH THE NATURAL ENVIRONMENT.

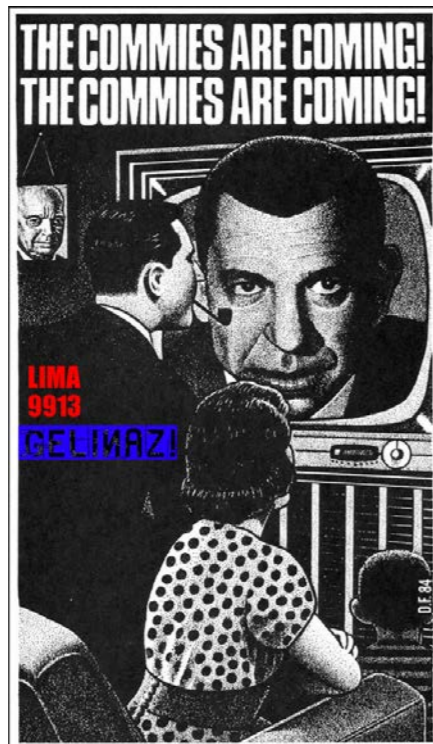


Live concert - Ghent

1. **Mattias Kroon once said that GELINAZ! is the most anarchic Culinary gang bang in the WORLD. How do you feel about that? How would you describe your role within the band?**

- Dazed and confused “marathon eater”
~Alexandra Forbes
- Unshaved cigarette girl
~Severin Corti
- Jellyfish/Meduse/Medusa
~Agata Felluga
- GELINAZ! for us was about sharing, joy, liberty, respect, playfulness, friendship, fun, solidarity, and generosity. GELINAZ! was officially born, an acronym created by combining the words Pierangelini and Gorillaz, the band that inspired our actions. GELINAZ! was an idea as well as an artistic movement that was the base for a phenomenon destined to, in some way, destabilize a world that in too many ways is reactionary. I am, along with Andrea, the father figure of the movement, if you will, but GELINAZ! has always been horizontal more than vertical.
~Fulvio Pierangelini
- Mattias reminds me of Jack Nicholson in One flew over the Cuckoo’s Nest.
~Dario Puglia
- I can happily say that i’m just another chef in the kitchen. At a gelinaz event there are no superstars. We are all on the same level. And that is a good thing.
~Massimo Bottura

- I think it’s great that the location and the stage are ready for anything you want. Nothing is set in stone; it’s completely open to interpretation. That leads to improvisation like never before.
~Virgilio Martinez Veliz
- I really do not like the expression gang bang. Makes me think of rape. Not good. GELINAZ! is more like a “boom” for food nerds, with a Twister game, where you spin the arrow constantly and see what kind of acrobatic will emerge from a very simple premise.
~Marie-Claude Lortie
- My role? Onlooker. Supporter. Storyteller. Way more fun to be standing up, taking pictures, drinking beers and talking to kick-ass chefs than sitting.
~Patrick Hieger



2. **Three words to describe the “remix” dishes in Ghent and in LiMa you prepared/enjoyed:**

- Sexy, hazardous and self-valorizing
~Kasper Kurdahl
- Connection, Sharing, Chaos
~Virgilio Martinez Veliz
- Four words:
1. Damn
2. I
3. Missed
4. It
~Sergio Herman
- A wobbly feast
~Severin Corti
- Adagio, Staccato, Crescendo
~Agata Felluga
- Sharing, compromise, trust
~Mauro Colagreco



**GELINAZ! DOES PERFORMANCES NOT JUST DINNERS.
GELINAZ! GIGS, PERFORMS FOOD.**



Davide Scabin - Ghent



Magnus Nilsson - Lima

3. **As a chef/participant How DOES it feel to be part of a collective culinary movement that refuses the idea to sell itself as being a movement?**

- The whoring of the food world is all around us, the brands extending their tentacles and sucking every ounce of non-conformism out of cooking, the so-called movements mere marketing tools. I am proud to be a part of something that gives all that the finger.
~Alexandra Forbes
- We’re a band of friends that enjoy working with gastronomy as the language.
~Eneko Atxa
- Gelinaz! does not sell itself at all, it just happens and the only movement I notice is a forward motion.
~Dario Puglia
- I feel it’s a creative process without the obsession for details and perfection. After having dealt with the day’s work we need to feel this flow.
~Virgilio Martinez Veliz
- I like the freedom this provides, not everything in life needs to be a saga! Here’s to creativity, honesty and freedom.
~Ben Shewry
- Movement?! Fuck that. Gelinaz! is bacchanal and excess, fun at its best. Virgilio said it’s great when he gets a chance to just cut loose. It doesn’t have to be perfect. It’s a night out, a fun fucking night out. What dining should be.
~Patrick Hieger
- I think that is the strength of Gelinaz! Not trying too hard to define itself within the ballooning world of chef’s events, but focusing on refining and developing its own original idea.
~Per Styregård





Magnus Nilsson and René Redzepi

4. How do you see the culinary authorship of your 'remix'?

- There is no authorship. A recipe is for free for all. Only time will tell the fate of the recipe. If someone is still playing around with one of my recipes one hundred years from now, then I would say, "hey, that was a good recipe."
~Massimo Bottura
- The idea for a dish has to come from within; the dish itself is the emotion. With one dish you can stop the world and travel. Every kind of outside influence can be an imposition, but at the same time GELINAZ!'s nature is paradoxical and provocative. You open the curtain, and the show goes on.
~Fulvio Pierangelini and Leslie Spak



Fulvio Pierangelini



Yoji Tokuyoshi

5. What's the soundtrack for your dish for BOTH Ghent and Lima? Why did u chose it? What's your personal relation with music and live performance?

- For Lima the soundtrack was by Goblin... Music is the fastest way to send a message, a feeling, a thought. I use music like I would use a time machine. I like to go back in time (70/80s) where I find comfort and loads of inspirations that I use daily in the kitchen ... My beat is ItaloDisco; my style is Memphis.
~Dario Puglia
- "BE QUICK OR BE DEAD" by Iron Maiden. I chose this song because it seemed that night we were going to do something powerful and intense, so I chose an intense song. Music is the most beautiful universe that exists.
~Eneko Atxa
- I choose Led Zeppelin "Whole Lotta Love" in Ghent, chosen because of my love for sexy food.
~Kasper Kurdahl

6. Who would you rather have in the audience of a GELINAZ! gig: Camille Paglia and Simon Reynolds or José Carlos Capel and Richard Vines?

- Camille Paglia and José Carlos Capel. Sparks would fly, perfect GELINAZ! style.
~Fulvio Pierangelini and Leslie Spak
- Kate Moss and Keith Richards would be perfect dinner company.
~Alexandra Forbes
- I'd rather have Monica Lewinsky, I'm sure that she would understand what Gelinaz is all about. Others would only try to rationalize it. But hey, everyone is welcome, even me.
~Dario Puglia
- Simon Reynolds without any doubt
~Agata Felluga
- Paglia for sure !!!! And Calvin Trillin of the New Yorker also if possible.
~Marie-Claude Lortie
- Everyone?! This is where the event becomes Gelinaz! Bring 'em all. On-lookers. Lay people. Critics. Groupies. And so on. Foodies ogling chefs. Chefs happy. Mingling.
~Patrick Hieger



Alex Atala and a friend - Lima

acurio

EVERY GELINAZ! EVENT IS A NEVER SEEN BEFORE HAPPENING AT THE CROSSROAD OF ART AND CULINARY LANGUAGES.



7. Giggling with GELINAZ!, how far CAN you go compared to WHAT you CAN do daily in your restaurant?

- Very, very far. Dangerously far. ~Virgilio Martinez Veliz
- I go all the way. Every day. In my kitchen and out of my kitchen. ~Sergio Herman
- Restaurant or giggling: the fact is to seduce through the food. ~Kasper Kurdahl
- (Further and) "Further from the Truth" 2003 And Also the Trees ~Agata Felluga
- It is very different. In my restaurant I am also free to do what I want but in Gelinaz! the people come to see something different. With the people, it's more open. ~Mauro Colagregio

• No comment on cooking (as I'm not one of the chefs). However, I will say that Albert Adriá's 'dish' was one of the best because it was interactive. It was guests standing amidst smoke and incense, savouring crispy bites of puffed tapioca. There were photos that looked more like sex faces of pleasure than a diner enjoying a bite. Food and sex? Isn't that the point? What makes Gelinaz! so awesome is that it isn't, doesn't have to be, a restaurant setting. It can go in and out of boundaries, be the best or the worst. It can be and experiment and not entirely work. It's the experience, the frivolity of it all, that's so important, so much fun. Each of these chefs has a restaurant. There, it's formal. Gelinaz!, all bets off. ~Patrick Hieger



8. Collaborating with an artist: how challenging is it with you as a chef? Which kind of artwork would you like to produce with your next collaboration? Any ideas of artists and musicians you would like to work with and why?

- I don't know exactly what I would like to produce together with an artist - I work quite impulsively on the feel of the moment, but if Andy would kindly ask Mr David Lynch to call me I'm sure we'll come up with something for NY. ~Dario Puglia
- Give me the artist and I will let you in on my feelings ~Kasper Kurdahl
- I'd like the next gelinaz to be in total darkness and total silence. Or perhaps the only sounds are coming from the kitchen, from the waiters' footsteps, from the forks and knives clashing in the dishwasher, from the people chewing, drinking and swallowing. I'd like to hear all the shared whispers that tell us who we are when we cook and eat and clean and share a meal together. ~Massimo Bottura
- I already work together with my father Rob Shewry who is a naturalist painter. So it would be a dream to collaborate with him at a future Gelinaz. No one knows me better. ~Ben Shewry
- In Lima I collaborated with the artist and photographer Leslie Spak, and it was simply fantastic. In the future, we'll see. ~Fulvio Pierangelini





Massimo Bottura and Daniel Patterson

9. If ARTFORUM would report à GELINAZ! Performance as a "trashy HIGH-brow suicide attempt" WHAT would you answer back?

• Thanks! Risk is necessary!
~Virgilio Martinez Veliz

• Attempt!!!! Don't worry, our road-manager will handle.
~Kasper Kurdahl

• I believe in reincarnation.
~Eneko Atxa

• I'd say it's actually a "pleasantly chaotic high-brow reinvention attempt"
~Alexandra Forbes

• Get a stomach!
~Severin Corti

• "Please Kill me, l'histoire non censurée Du punk racontée par ses acteurs," Gillian McCain, Legs McCain Edition Allia
~Agata Felluga

• Thanks, we'll keep on trying. If we'll succeed someone will let you know.
~Dario Puglia

• Gelinaz is about heightening the experience of eating. Gelinaz aims to push the chef and the diner to another level, outside their comfort zones, and into a temporal space where unique collisions can take place. Its an experiment. We are all curious to see the outcome. But none of us, chefs, are under the pretention that we are making art. We are cooking just as we do in our restaurants or at our own homes. It all comes down to the stovetop at the end of the day.
~Massimo Bottura

• That that is a good thing. We all need to lose control at some point in our lives. Especially in the pressure cooker lifestyle of chefs.
~Ben Shewry

• I don't care about what people think.
~ Mauro Colagreco

• I'd say that they are making an interesting observation....The mix of art and food is a delicate exercise. The whole spoiling/luxury aspect of it is taboo. It's automatically seen as decadent like roman orgies and medieval banquets. The event and the observers need to think/find ways to address that; go beyond that.
~Marie-Claude Lortie

• Good. Can a 24-course, 24-chef, performance art party music jam shit-show be anything else? It's not the death of food. It's not the death of fine dining. GELINAZ! is that other element, the point where we as guests and the chefs must say, it's food. It's fun. Let's cut loose and try this out.
~Patrick Hieger

• I would answer it's an excellent analysis. I would also say that the art world is most likely envious of the phase which the food world experiences right now. Food is today where art was in the beginning/middle of the last century. Vibrant, provoking, globally relevant, and engaging everyone.
~Per Styregård



10. GELINAZ! walks barefoot and stands naked, doesn't bring a strong message to the masses, doesn't pretend to SAVE the world (from global warming, from the bad guys in the food industry) doesn't make pitch slogans (localism, technoemotional attitude, etc..).

How does that leave you feeling With the need in some modern restaurants to accompany dishes with some sort of storytelling?

• Let the music play, and the palette talk.
~Kasper Kurdahl

• A good dish doesn't need a slogan.
~Sergio Herman

• Je m'en fous.
~Fulvio Pierangelini

• But this is what we are talking about: that it's not necessary to take everything seriously...The idea is to have fun and be creative. The best way of expressing yourself is to tell stories. I love to come up with a new idea, to brainstorm with people like me and not so much like me, where we throw out different ideas.
~Virgilio Martinez Veliz

• Always love a good story.
~Severin Corti

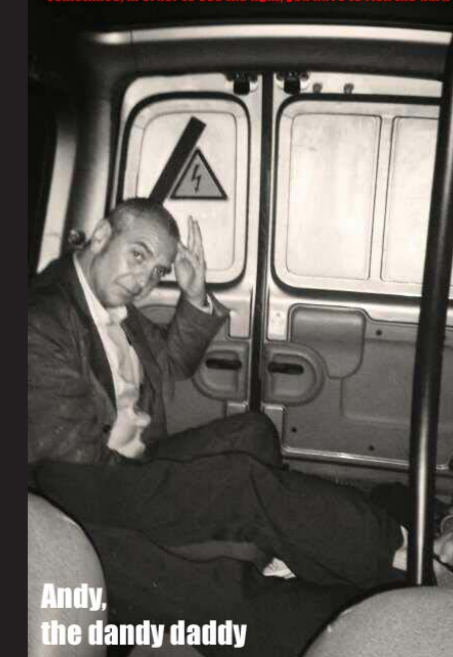
• I think there is always a story behind a dish. The creation comes always from a background or a story that could be interesting or not. When people come to eat a degustation menu there is a story being told, but we don't need necessarily to do a big performance to tell it.
~Mauro Colagreco

• GELINAZ! is more like a big-ass barbecue with you and a bunch of your friends, who just happen to know how to cook extremely well. It doesn't need a mantra or a slogan. It's a party, and EVERYONE SHOULD WANT TO BE THERE. It's the best kind of party, really it is. Food, booze, friends. Food, booze, friends. The story is written that night. A once in a lifetime story, each and every time. The stories from GELINAZ! will go down as incredible memories, like that time when I hung out and got drunk with Alex Atala and he served me octopus gum. That's a fucking story.
~Patrick Hieger



GELINAZ!

Sometimes, in order to see the light, you have to risk the dark.



Andy, the dandy daddy

**100%
ITALIANA**



BIRRA NAZIONALE BALADIN 3.3

La prima birra 100% italiana ottenuta da materie prime italiane. Birra volutamente semplice: acqua, malto d'orzo, luppolo, lievito italiani arricchita, nel nuovo formato da 33 cl con due spezie anch'esse di provenienza italiana: bergamotto e coriandolo. Una birra che grazie alla sua armonia e originalità ma, soprattutto, alla sua completa "italianità", rappresenta ormai un punto di svolta nella produzione italiana della birra artigianale.

