

Enric Ruiz-Geli will be the architect in charge of elBulli's transformation

After consulting several architecture offices, Ferran Adrià chose Enric Ruiz-Geli and his office Cloud 9 to undertake the design and transformation of the new elBulli.

1.- The main challenge will be to transform the present Restaurant into a Creative and Innovative Lab, keeping its essence, but adapting it completely to its new function.

“We cannot face future without taking into account the past, and learning from it. The restaurant elBulli has achieved the world's admiration for what they have developed in terms of innovation and creativity. The heritage and the respect for this past will be taken into account to develop the transformation project. From the foundational spirit, previous to Ferran Adrià and his team's arrival, to the specific spaces that have made possible their success. Specific spaces as the kitchen, for instance.

But the ambition and requirements that are behind the project will ride us to create new spaces to develop the future activity of elBulli. For this activity, the managing of the newest technologies of communication will be essential. And we must give an answer to Ferran's request of having always the possibility of incorporating the latest technologies if the project needs them.”

2.- A 100% sustainable unique project in the world

“elBulli is located in the Parc Natural de Cap de Creus, the first Natural Reserve in Catalunya and has more than 13 800 hectares of surface.

It has 1 750 different land flora species, 75 marine flora species, 206 land vertebrate species and 128 marine species, it represents one of the natural Mediterranean spaces with a bigger biodiversity which makes it unique due to its special weather and location conditions. The challenge that Ferran Adrià proposes us goes beyond being totally respectful with our environment. He

wants the new elBulli to be the first Lab in the world that will be totally self-sufficient and 100% sustainable, with Zero emissions. My work has always been focused on what we call “green architecture, empathy, sustainability and ecology. But we have never arrived as far as we will get with this project.”

3.- Ruiz-Geli will base his work on the Particles Theory for the designing of the transformation of elBulli.

“Then, what does remain? Not, the particles, but their relations, their order..., in other words, an information. The essence of things is not in the matter, but in the shape.” (Jorge Wagensberg)

“From this principle, the project we are showing to Ferran incorporates the concept of particle architecture, performative particles, combining from that perspective all the elements, and will be the first example of this kind of work in the world.”

4. The upcoming January 25th, in the Gastronomic Festival Madrid Fusión, more details about the project will be given.

“Ferran Adrià will give a press conference that day and will present to the public his new project. He will take this opportunity to include more details about the architectural project”

Fotos:

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