



# HOLISTIC CUISINE

A NEW KITCHEN

# HOLISTIC CUISINE

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Encompasses dining experiences that stimulate and interact with all five senses as well as the intellect through exploring elements from theatre, art, science, and technology.

Challenges the preconceptions of what a meal can be through innovative thinking, curiosity, and a persistent desire to break new ground.

Initiates and partakes in debates on social and ethical issues.

Provides knowledge and insight on societies and cultures beyond one's own.

Embraces and supports sustainability and biodiversity, as well as the farm to table philosophy.

Evokes memories and stirs up emotions by drawing upon personal as well as shared historical and cultural references and recollections.

Copenhagen, April 2018





# ON THE PLATE AND BEYOND

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**WHAT** Holistic cuisine is per definition multi-layered. It draws upon elements from the world of gastronomy, theatre, art, science, technology and design, in order to create an all-encompassing and dramaturgically driven sensory experience.

Flavour, high quality ingredients, skillful preparation and the process of eating forms the foundation, but the experience is designed to extend beyond the plate, seeping into both the immediate physical surroundings as well as transcending time and space – where it can initiate and support debates on social and ethical issues.

**HOW** When designing holistic dining experiences, the creator is required to think beyond the plate and take into consideration the tangible and intangible factors that, together, make up the entire meal.

The most important task of Holistic Cuisine is to offer guests moving and extraordinary dining experiences.

**WHO** Holistic Cuisine was initially conceived and formulated by Danish Chef and Restaurateur Rasmus Munk in the spring of 2018. The Holistic approach had been growing in Rasmus' mind since before he opened the first incarnation of his Copenhagen-based restaurant, Alchemist.

**WHY** The motivation behind the Holistic Cuisine Manifest was born from Rasmus Munk's desire to articulate a dining concept that extends much further than the confines of a traditional restaurant setting. His thought provoking, surprising and humoristic gastronomy is augmented through design, art, music, technology, and theatre.

Rasmus Munk's vision is changing the world through gastronomy.

Holistic= Considering a whole thing or being to be more than a collection of parts

Cuisine= A style of cooking

Source: The Oxford Dictionary



“You can't look at places like Alchemist as normal restaurants. It's not a place you go to socialize. Alchemist is a place where you can reflect on our limitations as humans, both physically, emotionally and spiritually. The meal I had tested the limits of both human creativity and stamina.”

– Ferran Adrià, in Danish magazine Politiken MAD

“I support Holistic Cuisine because it matters enormously for our children – the coming generation. They urgently need to learn about sustainability, food production, health, and creativity, which can only be obtained through a holistic approach where the teaching and learning processes combines knowledge with taste and aesthetics, cooking skills, and ethical values in interaction.”

– Helle Brønnum Carlsen, Associated professor, UCC

” „The meal is a very complicated social phenomenon and to really understand what is going on you have to involve all known sciences: social, human, and natural. I see the concept of an explicit holistic approach to the meal as both a challenging and in the long run very fruitful endeavour.“

– Jan Krag Jacobsen, Co-founder of the New Nordic Manifesto

” „I believe in the idea of giving the guest a unique and unexpected high-quality experience that makes use of other cultural disciplines as a qualified supplement to the culinary one. I’m looking forward to a thoughtful meal with a bombardment of the senses that ends with the right „gut feeling“ and where words are barely found sufficient to describe the emotion.“

– Bo Bjerggaard, Gallery owner

” „A cuisine as obvious as it is necessary.“

– Ole G. Mouritsen,  
Professor of Gastrophysics & Culinary Food Innovation



# STATEMENT OF SUPPORT

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## SUPPORTERS

### **Anna Marie Fisker**

Architect MAA, PhD

Ass. Professor & Director of Center for Food Science,  
Design & Experience, AAU

### **Bo Bjerggaard**

Galleri Bo Bjerggaard

### **Helle Brønnum Carlsen**

PhD

Associated Professor, UCC

### **Jan Krag Jacobsen**

Food Philosopher

Co-founder of the New Nordic Manifesto Honorary  
Professor of Performance Design, RUC

### **Ole G. Mouritsen**

Professor of Gastrophysics & Culinary Food Innovation,  
KU Director, TASTEforLIFE, Danish Center for Taste President,  
Danish Gastronomical Academy

### **Rasmus Munk**

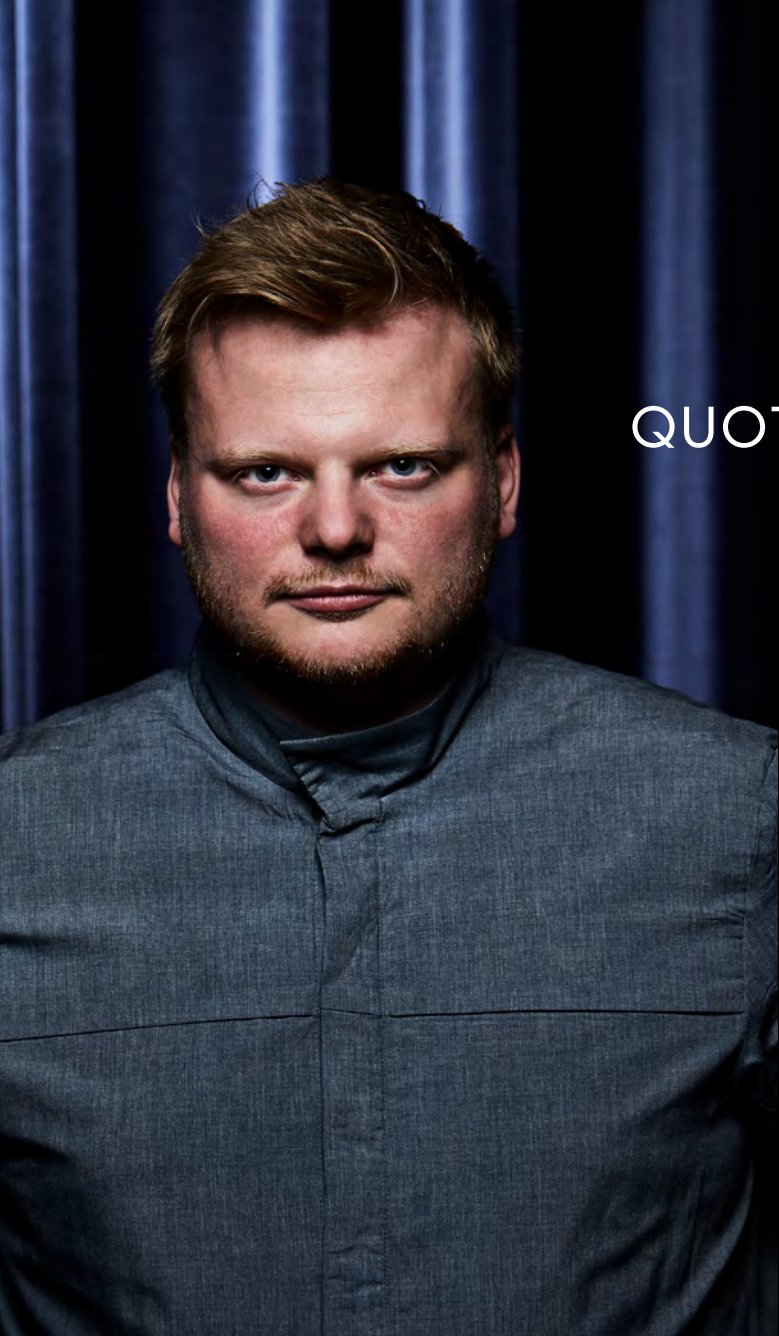
Head Chef & Co-owner, Alchemist

### **Trine Hahnemann**

Chef & Food writer

Owner, Hahnemanns Køkken





## QUOTES BY RASMUS MUNK

“The fundamental formula of the restaurant meal has changed very little in the last 100 years – it basically works according to the same script everywhere. When I started investigating how theatre can enrich gastronomy, it dawned on me how similar the dramaturgy of a restaurant meal is to that of the theatre. It made so many things in my identity as a chef make sense.”

“I believe the time is right to formulate the ideas behind the cuisine we have been practising at Alchemist for the past two years, and I feel honoured to have people by my side that I admire and am inspired by. Their support makes me confident that Holistic Cuisine is the future.”

“I hope we will set things in motion. I want Alchemist to comment on the present and create something that can resound further than the restaurant industry. I want people to eat – and then think.”

“The dishes at Alchemist often have an ethical or political perspective, but great taste is always the point of departure for me. At Alchemist, we work with a holistic approach to the meal, where the focus is not just on one, but all aspects of the meal.”

“I’m looking forward to further develop the holistic approach to fine dining experiences in close collaboration with skilled artists, so we can create new dimensions for our guests.”

# ALCHEMIST FACTS

<b>HEAD CHEF</b>	Rasmus Munk
<b>ADDRESS</b>	ALCHEMIST Refshalevej 173C 1432 Copenhagen K Denmark
<b>VENUE</b>	Originally a welding hall at the B&W shipyard. Before Alchemist the Danish Royal Theatre used the space to build backdrops and sets.
<b>SEATING</b>	52 guests in one seating per night
<b>OPENING DATE</b>	July 4, 2019
<b>PRESS KIT</b>	<a href="http://alchemist.dk/press">alchemist.dk/press</a>
<b>CONTACT</b>	<a href="mailto:info@alchemist.dk">info@alchemist.dk</a> , <a href="mailto:press@alchemist.dk">press@alchemist.dk</a>

