



PRESS KIT

écoledecuisine

ALAIN DUCASSE

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Back to SCHOOL with Alain Ducasse



« Knowledge is nothing if not shared »



Sharing knowledge is a core value for Alain Ducasse, who has created a sensation with the opening of a new-generation culinary school in Paris in May 2009, and has given the general public access to his expertise, which was reserved for professionals. The unique venue designed by Pierre-Yves Rochon with the warm and friendly feel of a private home is a space that fulfils all desires, a space where everyone can find happiness, regardless of his or her level of learning or expectations.

A hearty bistro-style dish, vegetable casserole, chicken stir-fry, delicate and terribly chic turbot matelote and raspberry financier are all on the menu, taught by passionate chefs. The school offers a wide variety of courses, in keeping with current aspirations: getting back to simple, basic values – and especially the value of cooking – as a means of social interaction and self-fulfilment.

“Sharing knowledge is not just sharing for the sake of it, it’s also and above all sharing to keep the knowledge alive. We have to open our doors to all those who love cooking. Make them learn, smell, feel and understand what goes on behind the scenes before those tasty dishes arrive at the table. Cooking is not just learned from books. It is experienced in practice. Gradually mastering all the preparation and cooking techniques through careful practice. We have endeavoured to create a programme in tune with the times, one that is open to other types of cooking and can be tailored to different levels of learning, in a modern and friendly space fitted with professional equipment that is easy to use. Experience and expertise are the very fibre of our culinary school, adapted to individual wants and needs.”

Alain Ducasse

A unique venue with endless possibilities



- No less than 10 themes with a number of options are offered to satisfy all desires and adapt to all levels of learning.
- 500 sq.m of contemporary space so all the different courses can be held in a single location.
- Friendly and personal rooms.
- Decorated by the famous interior designer, Pierre-Yves Rochon.
- Spacious kitchens featuring the latest equipment.
- A highly original space fully dedicated to wine: cellar.
- Option of buying books and cooking utensils to continue the learning process at home.
- A culinary multimedia space with video and photo studio and meeting room.

A new
APPROACH

With this one-of-a-kind Parisian venue, Alain Ducasse wanted to make a maximum of knowledge available to everyone who wants to learn how to cook.

• **A “LIVING” EXPERTISE**

The school draws its strength and difference from a team of chefs who put the “Alain Ducasse” know-how into practice, bolstered by strong experience and their own, special teaching methods. No technical terms here, or things that “go without saying”. Everything is explained as often as necessary. I’d rather my students leave with less information, but full command of the knowledge they have gained, explains Julian Mercier, the school’s “chef des chefs”.

• **AN ULTRA-FUNCTIONAL CONTEMPORARY SPACE**

Over 500 sq.m of space housing, 4 kitchen rooms, a dedicated wine tasting area and a tailored offer for corporate or private special events.

• **THE CELLAR: A UNIQUE SPACE AT THE SCHOOL**

From outside the tinted windows, one can easily imagine the warm and inviting atmosphere inside. Using a clever play of shadow and light, the tasting room is reminiscent of candlelit wine cellars. But the inescapable feature of the room, which makes it so remarkable and utterly charming, is the massive tasting table set on a natural tree trunk. A stunning sculpture that is equally practical, since its shape and height were specially designed for the conviviality of stand-up tastings.

Something
for
EVERYONE





Classes for everyone, at every level and, most importantly, for all tastes...More than just choosing a cooking-related theme, «students» choose the menus or dishes that they would like to learn about. And also the expertise level they feel most comfortable with: beginner practice or course to perfect one's skills?

First cooking lesson

Each step, each utensil, each ingredient used for the recipe taught will be explained and accompanied with practical shopping and storage tips... Students are also taught about seasoning, proper cooking methods, pairing without vegetables...always keeping it simple and without involving overly technical steps.

THE OBJECTIVE? To take the heat out of the kitchen and prove how easy cooking can be, by providing students with the "tools" they need to be able to apply at home what they have learned at school.

ON THE MENU Cold niçoise-style red mullet, beef cut studded with olives...

CHEF'S FAVORITE Brunch with eggs in every shape, way and form. Pancakes.

PRICE €170 ½-day course / €290 full day course



Do it like a chef!

Course designed for those who want to master a specific cooking method, technique or simply hone their skills. Dishes created from scratch. Techniques to filet fish, slice vegetables, prepare a sauce base...without forgetting the essentials of pastry making and bread baking. Recipes from A to Z, no shortcuts.

THE OBJECTIVE? To get the tips, understand the techniques, the "tricks of the trade" that always makes a difference.

ON THE MENU Roast rack of lamb and panisse/rosemary condiment, Breton lobster, tomato, garlic and ginger...

CHEF'S FAVORITE 3-day immersion: cooking and pastry making essentials. A three-day cooking class to master the culinary techniques and do it like a chef!

PRICE €170 ½-day course / €290 full day course / €810 three-day course



Cooking classes in English

L'École de Cuisine Alain Ducasse speaks English! Our cooking and pastry making courses are available in English. Macarons, All about doughs, Bistro cuisine, Cook & Lunch...

THE OBJECTIVE? Themes designed to satisfy the passion of food lovers from around the world!

ON THE MENU Meurette eggs, Pollock goujonnette, tartare sauce

CHEF'S FAVORITE Cooking class in English: Bistro cuisine.

PRICE €170 ½-day course / €290 full day course



Traditional cooking

The passing of knowledge is gradually dying out: this is the reason why re-learning the classics is a must. Single dishes or bistro cooking, regional classics or convivial meals reinterpreted and explained by chefs with a love of French cooking, some of whom have been invited to cook their region most paradigmatic dishes. Students taste what they cook, straight from the cast iron casseroles and stewpots, to rediscover simple and authentic flavours.

THE OBJECTIVE? To prove that tradition can be both good and easy, to reintroduce the notion of sharing round a recipe.

ON THE MENU Egg and spinach cote with country bacon, traditional-style veal blanquette, rice pilaf,...

CHEF'S FAVORITE Regional cooking
PRICE €170 ½-day course / €290 full day course



Three-star cooking by Alain Ducasse

Excerpts chosen from Alain Ducasse's Grande cuisine classics for seasoned – and diligent – amateur chefs. With a focus on noble ingredients, the elaborate and complex recipes taught during the course are directly taken from the kitchens of Alain Ducasse restaurants, like Le Louis XV at the Hotel de Paris in Monaco.

THE OBJECTIVE? An educational approach to familiarizing students with the techniques chefs use, through explanations and demonstrations.

ON THE MENU Thin slices of sea bass fillet marinated in lemon, vegetables from the gardens of Provence stewed with black truffles, rum baba,...

CHEF'S FAVORITE Three-star cooking : Alain Ducasse in Paris.

PRICE €140 evening course / €210 ½ day course / €340 full-day course



Healthy cooking

We often neglect the fact that one of the keys to wellness has to do with what we eat. A way to prove it, with a selection of healthy and tasty recipes based on fruit, vegetables and grains, and learning often little known cooking techniques.

THE OBJECTIVE? To enjoy cooking and eating, while learning the concept of diet balance.

ON THE MENU Coconut milk mullet, veal piccata with sage, stewed carrots, citrus fruit and other fruits au gratin

CHEF'S FAVORITE Nature: learn to cook simple and healthy recipes

PRICE €170 ½-day course / €290 full day course



Everyday cooking

For your everyday cooking, or to impress your friends, learn about new recipe ideas and yummy sides.

THE OBJECTIVE? To learn how to make simple, super tasty dishes for everyday cooking.

ON THE MENU Mushroom cappuccino, homemade pissaladière, lobster roll, coconut/pineapple panna cotta

CHEF'S FAVORITE Tonight, I am organizing a cocktail party!

PRICE €170 ½ day course / €290 full day course



Kids in the kitchen

Because it is never too late...nor too early to start sharing a passion, to (re) learn to identify flavours and take pleasure in cooking, the school has created simple recipes with a fun approach to learning. From sweet recipes, of course, with the preparation of a snack or cake for special occasions, such as birthday (which can be celebrated at the school), to savoury recipes for simple, tasty, balanced dishes.

THE OBJECTIVE? To learn and gain awareness of a variety of tastes in a fun way.

ON THE MENU Burgers, sweet/savoury crêpes.

CHEF'S FAVORITE Teens in the kitchen: Basics of a healthy and tasty cuisine, in an easy-going, playful atmosphere, designed for junior gourmets

PRICE €90 for 6 to 11 years old / €110 for 12 to 16 years old, 2 hour course



Pastry: a little? A lot? Passionately?

Something for everyone : from "Grande patisserie" for die-hard pastry lovers, to the more simple art of making macarons, chocolates, biscuits and all sorts of delights, for those with a simpler sweet tooth.

THE OBJECTIVE? To provide pastry making lovers of all levels with clear and delectable solutions, to lose fear of foraying into sweets and make botched desserts a thing of the past.

ON THE MENU chilled dish of wild strawberries and Japanese pearls like at the Alain Ducasse au Plaza Athénée restaurant, vanilla crème brûlée.

CHEF'S FAVORITE pastry making techniques: viennoiseries and brioches

PRICE €170 ½ day course / €290 full day course

Wine tastings

Knowing the right questions to ask the sommelier, discovering grape varieties, international wines, exploring an appellation, knowing the difference between left and right bank Bordeaux, in short : the school's aim and philosophy is to offer accessible, forthright and interactive courses that break with the often severe codes of sommellerie.

Gérard Margeon, Executive Head Sommelier of Alain Ducasse's restaurants, is the one who develops this program of delights and supervises the sommelier team.

"Understanding and explaining, with simple words, why someone likes or does not like a wine, helping them express what they feel, what they appreciate, what they are looking for – that is our aim" , explains Pierre-Charles Gandilhon, Gérard Margeon's



right-hand man. "What you learn here can be easily applied to buying wine, to your own cellar, or to dining out."

Regardless of the chosen theme, the tasting always features five wines and a "Welcome wine", to help break the ice among participants. It is then followed by two hours of explanations, lively Q/A times, tips and advice: What is the right temperature? Is decanting necessary? What wine should be served with what food?

And because wine is, above all, an experience to share, the courses are not organized by levels, but by themes: this way, couples and friends with different areas and levels of knowledge can enjoy and learn together, at their own pace, according to their own needs.

PRICE Tasting from €65



Make the Ecole de Cuisine Alain Ducasse yours by privatizing the place for an unforgettable tailored event.

Make the Ecole de Cuisine Alain Ducasse yours by privatizing the place for an unforgettable tailored event.

A 500m² modern space right in the heart of Paris, designed in the spirit of an open, private home.

It features 4 kitchen workshops, a wine cellar, a meeting room and an inner courtyard, perfect for cocktails, seminars, product launches, work meetings, demonstrations, film shoots, corporate dinners or dinner with friends...

An inviting place, a convivial feel, original contents, expert and thoughtful staff...

The perfect combination for a successful event!

Whether you wish to stimulate employee enthusiasm, thank your customers, foster teambuilding: sharing some time in the kitchen is always a good idea.

The
TEAM



What would a kitchen be without chefs! Those who have learned, observed, through the careful practice of exacting, inimitable techniques before giving free reign to their creativity and their desires, driven by a single purpose: to share their experience. The team is comprised of Alain Ducasse chefs trained in different styles of cuisine, as well as French and foreign guest chefs invited throughout the year. On the agenda: step-by-step recipes with detailed explanations.



Encounter with Julian Mercier, “chef des chefs” of the École de Cuisine Alain Ducasse. At the age of 36, Julian is a true Ducasse chef. Having worked at Benoit in Tokyo, he has evolved with the “house” spirit and flavours for over 10 years.

WHAT DOES SHARING MEAN TO ALAIN DUCASSE?

“It’s his hobby horse. He injected us with his desire to share our knowledge with communicative energy. It’s a bit like showing we’ve got nothing to hide, and everything to give!”

WHO IS RESPONSIBLE FOR COURSE CREATION?

“The École de Cuisine Alain Ducasse works with the contribution of an educational committee comprised of training chefs, Alain Ducasse restaurant chefs, sommeliers and pastry chefs. Together, under the direction of Philippe Gollino, executive chef for Alain Ducasse Éducation, we have developed a program in line with Alain Ducasse’s high demands and culinary philosophy.

WHAT ARE THE SCHOOL’S STRENGTHS?

“We provide the guarantee of Alain Ducasse’s chefs and all their expertise, but in an accessible way. It is important that people who come here find just what they are looking for, and the answers to their questions. That is also why the ovens and other equipment are identical to what students might buy themselves, so they will easily be able to reproduce our recipes at home.”

WHEN IT COMES TO EQUIPMENT, YOU HAVE PRIME PARTNERS...

“Yes, indeed. We worked closely with Pierre-Yves Rochon’s teams and called upon Perene to design our custom kitchens while Miele is our long-standing partner for the latest appliances that combine performance, design, simplicity and ease of use.”



WHY ARE THE COURSES A MINIMUM OF 4 HOURS?

“To give students the time to assimilate a variety of concepts and not just a recipe.”

AND NEVER MORE THAN 10 STUDENTS...?

“No. To be sure we have ample time to meet everyone’s needs, and answer all questions.”

STUDENTS CAN ALSO LEARN ABOUT WINE...

“It would be impossible to imagine cuisine without its most faithful companion! In the words of Alain Ducasse: “The world of wine is so vast, so rich, and so full of surprises and curiosities! It conveys a very special, extraordinarily rich message.”

IT’S REALLY A SCHOOL FOR EVERYONE!

“It is, indeed. With the added advantage of modern facilities...”

A number of guest chefs to intervene at the École de Cuisine Alain Ducasse!



Special courses are scheduled all year long, with guest chefs who bring their own world to the school. They will make you discover a colourful cuisine with inspirations from all over the world. With the same infinite passion for all things food, they come to the school in order to share their experience and skills:

HISSA TAKEUCHI, a Japanese chef, explores the new flavours of his home country. His concept of kaiseki-style Japanese cuisine is an original artistic take on combining French and Japanese food delights! A concept that he shares and teaches during exclusive courses at the cooking school.

FUMIKO KONO is a globetrotting culinary creator from Tokyo. She concocts "a cuisine with subtle allusions and flavour combinations" and mainly draws her inspiration from the products, shapes and scents of products.

BEENA PARADIN was born in Southern India and grew up in the spice trade. Her main inspiration is Indian cuisine, which her mother and the other women in the family taught her. She shares her passion and her spice garden in the school kitchens. For all of them, the high point remains the same: sharing their talent with participants.

The
PLACE



The *École de Cuisine* Alain Ducasse was designed by world-renowned Pierre-Yves Rochon in the spirit of a private home, with living areas, a fireplace and terrace, as opposed to a professional kitchen. It features 4 kitchen workshops, a wine cellar, two meeting rooms and boutique, all designed to be contemporary, convivial and inviting spaces.

Breton-born Pierre-Yves Rochon spent his childhood in a number of foreign countries, which gave him an insatiable curiosity about the world around him and open-mindedness to all cultural and artistic movements. After hesitating between music and film, he finally opted for fine arts and chose interior decoration and design. Before opening his own agency at the age of 30, he worked for major brands with contemporary decorators, experimenting with a wide range of trends and styles, from the decidedly classic to the most futuristic. His first creations (often for competitions) included offices, apartments, private residences and, above all, the *Hôtel des Crayères* in Rheims. He then proceeded to take the hotel industry by storm, and international luxury hotels in particular, with some of the most emblematic hotels in the world to his name: the *George V* in Paris, the *Four Seasons* in New York, Florence, Geneva and Prague, and the *Ritz Carlton* in Bahrain, to name a few. His current projects include the *Ritz* and *Shangri-La* hotels in Paris, the *Savoy* and *Four Seasons* in London, the *Carlton* in Cannes, the *Four Seasons* in Washington and Chicago, as well as the *Peninsula* in Shanghai.

Warm and elegant common areas

The light oak décor punctuated with touches of colour specific to each room is bathed in the light from large bay windows that reveal what is happening in the kitchens.

- **THE ENTRANCE** has nothing cold and impersonal about it. The reception kiosk is more like a work of marquetry (by Michel Lefevre) than a mere desk.
- **THE BOUTIQUE** gives a foretaste of what Editions Alain Ducasse has to offer, and presents a few carefully chosen products.
- **THE MEETING** room breaks with convention. Warm and inviting, furnished with a large clear glass table set on a carpet, it opens directly onto the terrace. A serious and professional setting for meetings, it also offers a more casual feel for courses, lunches, etc.

Kitchens that combine performance with conviviality

Each kitchen has its own atmosphere, to approach each space differently and enjoy new experiences depending on the room chosen. The play with colours and textures in each room varies from light to dark wood, vivid colours to black and white. Rooms are designed to be functional by providing a maximum of comfort and giving both chefs and students alike optimum conditions for making the most of the courses. It's an innovative take on the ergonomics of preparation spaces. Serving as a link between the different spaces, the ipe terrace (made with a beautiful tropical hardwood) boasts a variety of aromatic plants to bring nature into the kitchen.

Spotlight on the KITCHENS



cuisine CEPE

The largest kitchen (84 sq. m.), in natural wooden tones, and granite and ceramic work surfaces, can fit 22 seated guests and offers a dining space away from the cooking station. Ideal for more formal tastings or private events, this room can also be converted into a photo or video studio.

cuisine OLIVE

With its Sicilian olive wood, brushed stainless steel and green olive lacquer, this 43-sq.m kitchen is a nod to the sunny south. The tasting table provides a harmonious extension of the cooking space.

cuisine TRUFFE

Tyrian purple and taupe grey prevail in this 56 sq.m. kitchen featuring “Caesarstone” and brushed stainless steel. The long guest table is ideal for convivial tasting sessions during private events.

cuisine PIMENT

The “littlest” kitchen (41 sq.m) really heats things up! The ruby-red lacquer and wenge décor echo the wenge, brushed stainless steel and white crystal work surfaces. Seamless preparation and tasting with the prep table right next to the cooktop.

PARTNERS

Miele

The partnership between Miele and the *École de Cuisine Alain Ducasse* was born a few years ago out of a common quest for perfection.

Cultivating the best in design and technology for over a century, Miele delivers high-performance appliances that meet the highest demands and bring out flavours to the full. Excellence obliges, the Miele collections, boasting the most extensive lines, fulfill all needs and adapt to all lifestyles. Hassle-free, easily combinable, Miele appliances are designed for flexibility and variety. Reliable, durable, recognized and renowned, the premium appliance brand is also innovative, anticipating the needs and expectations of customers looking for intelligent products that are easy to use. Miele is putting ap-

pliance excellence to work for the *École de Cuisine Alain Ducasse*, for the benefit of all gastronomy enthusiasts, whether beginner or advanced. The exchange of experiences among chefs and students at the school contributes to the development of new products for the brand by fostering genuine dialogue on taste and the culinary arts. All of the built-in appliances are on display in the *Galerie Miele*, a unique showroom for product discovery and consultation, where creation and innovation flourish in harmony.

Galerie Miele

55 Bd Maiesherbes • Paris 8th

www.miele.fr

www.miele.fr

/perene

The history of Perene is rooted in a land of forests, plains and peaks with an abundance of plant species: Haute-Savoie. The family business flourished there to the rhythm of the changing seasons and a love of wood.

Then, it gradually expanded development into the kitchen, bathroom and custom cabinet sector, scouring the country for men and women who share the same attention to detail, finish and beautiful products to equip and decorate our homes. Today, the work is more fine-tuned, the materials and manufacturing processes are more modern, but the original spirit still dwells in each creation, each meticulous multi-tone design. Stepping into a Perene design agency is not stepping into a world of ready-made solutions. No, it is more like stepping into a workshop, a space of exploration and inspiration: materials showroom, countertop collection, samples, trendy wood sample boards... everything is designed

to encourage you to feel, see and touch what your future kitchen or bathroom will be like, and discover the exceptional features that will make it possible. With 150 design agencies in France, Switzerland and Belgium, Perene translates each customer's aspirations, stories and memories into unique projects, guided by the tastes of others, pleasure and sharing. So it is only natural for Perene to be a partner of the *École de Cuisine Alain Ducasse*. A place for sharing, where Perene kitchens enhance the pleasure of the senses. Perene. Every project has a story. What is yours?

www.perene.com

www.perene.com



ABCDESIGN is a French responsible company dedicated to the service and manufacturing of contemporary furniture, managed by Jean-Christophe LECLERCQ, since 2006.

Jean-Christophe LECLERCQ is a worldwide designer who made ABCDESIGN a benchmark in innovative furniture responding to new clients' expectations in various fields and with international.

The famous Alain Ducasse cooking school is a regular partner of ABCDESIGN. This collaboration mixes all appreciations of food enjoyment and the passion of innovative furniture. Indeed, ABCDESIGN provides its customers with qualified teams in all aspects of design, hotel business or food services.

They offer made to measure consultancy, from setting up through to follow up. Services such as a technical research department, a showroom, materials library or provision of furniture are available.

www.abcdesign-mobilier.fr



ERCUIS
PARIS 1867

With its wealth of experience and expertise handed down through the generations since 1867, Ercuis creates collections in solid silver and silver plate, both inspired by France's rich heritage of decorative arts, as well as more timeless or boldly contemporary designs. Since the roaring twenties, Ercuis's pieces have featured in grand hotels and legendary settings such as the Orient Express or the Île-de-France and Normandie ocean liners. Today, Ercuis is still admired for its elegant objects which adorn the most renowned tables, such as those of Le George V and Joël Robuchon's restaurants, where its expert craftsmanship can be appreciated alongside the pleasures of fine dining. Ercuis perpetuates tradition through the skills of its craftsmen and designers who create modern pieces by drawing on their longstanding experience, their attention to quality and detail, and their shared passion.

www.ercuis.com



The wines of the Cotes du Rhone are associated with wine tasting and cooking for Alain Ducasse School to mix food and wine. Located on both sides of the Rhone between Vienne, Valence and Avignon, Côtes du Rhône wines derive their personality an astonishing diversity of soil, climate and grape varieties.

The wines of the Cotes du Rhone are part of logic of accessibility in terms of taste, of money but also the state of mind by companies of the Rhone Valley. Mobilization shared by more than 1,000 private wineries or grapes growers, 75 cooperative wineries, 55 negociants and by a communication developed by Inter-Rhone. Culturally Rhone Valley is always included in all of world. His name is known and recognized throughout the world, always in line with the great names of sommeliers and food.

www.vins-rhone.com



Born in the heart of the French Alps in 1890, the Opinel penknife is still made in Savoy but is now famous all over the world and loved by the greatest artists, adventurers, chefs ... Today Opinel applies its expertise on kitchen and table knives collections. The Intempora kitchen knives chosen by l'Ecole de cuisine Alain Ducasse symbolize the fine balance between design and authenticity, an attachment to our ancestral know-how and the desire always to offer the tool best suited for the task.

www.opinel.com



"A quest for absolute quality": this could sum up the whole history of Valrhona. Since its creation, back in 1922, it is a long story of Taste that men and women in the company have been shaping. In order for the world to discover their Grand Chocolat, they built the Valrhona success story step by step, through a passionate quest for exceptional quality, cultivated through the whole process line, shaped thanks to extremely specialized skills, confirmed by the most delightful creations, and perpetuated at all levels of the organization through an approach of sustainable development and total quality.

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