



# SubliMotion

A unique experience that transcends gastronomy

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**SubliMotion** is one of the world's most exciting and groundbreaking gastronomic ventures to date. Owned by two Michelin-starred chef **Paco Roncero**, this experiential restaurant has opened its door this summer at the **Hard Rock Hotel** in Ibiza and has defied customers and food critics' understanding of fine dining.

Every night, the restaurant's twenty staff are responsible for providing twelve fortunate diners, the chance to indulge in an experience that can only be described as "theatrical fine dining". SubliMotion's gastronomic theatre is a 350m2 room with nothing but what looks like one meeting room table and 12 chairs. You have no idea what you are about to experience until the performance begins. The table in front of you becomes a the stage and you are there to eat the actors.

Just like in Theatre, a great deal of planning, study and engineering is involved in achieving what you see on stage. The room is temperature controlled and the room temperature changes during the experience, the walls become 3D screens taking you to different environments depending on the dish you are about to taste, lights and sounds are coreographed and plates spin. Diners feel that they are being transported to a new place, sensation and feeling with every dish. It's a magical sensorial gastronomic trip. This is what Instagram and Pinterest would taste and feel like if you could physically enter the platforms and "like" some of the best fine dining dishes you see.

As with everything in life, such unique, entertaining opera style gastronomic experience comes with a price. Expect to pay US\$2,000 per person for the occasion but considering only around 72 people per week can experience it, whilst most restaurants have at least double the number of diners per night, such exclusivity has a cost. A lot more people pay around the same price for a concert, it's all about putting things into perspective. Memories are worth more than things.

The restaurant is Paco Roncero's dream as well as a reflection of his highly creative and entrepreneurial mind. Paco is considered one of the key representatives of Madrid and Spain's vanguard cuisine, besides his two michelin stars he was also awarded with *three Repsol Suns* and the 2006 National Gastronomy Award. Like most highly successful chefs, he is a brand. A quick visit to his website gives you an idea of his geniality, web users can "almost" buy a **Paco Roncero's ultimate chef figure** with its own mini kitchen accessories or "**feel the taste**" via a carefully developed animation to be watched with your headphones on for a better experience.

To experience SubliMotion you can show interest online [via their website](#), make sure to book months in advance.

