



# new era

## Maria joins Paco as he dishes out on the most expensive restaurant in the world!

In 2012 Roncero launched his culinary workshop at the Casino de Madrid, which offers diners the chance to enter into an imagination laboratory where the latest advancements in gastronomy, cinema and technology fuse together to create a unique experience that never ceases to surprise the diner. Now, his latest project, Sublimotion, has evolved as an expansion of Roncero's vision where culinary art and technological innovation come together to create a complete and unprecedented dining experience.

**The entire concept at Sublimotion will transform the way you see, taste and enjoy food. It is an experience that will surely change your life**



team of staff and as well as the talented chefs and service personnel, we have a highly skilled production and stage team as well as engineers, technicians and illusionists.

**The entire experience is almost indescribable but if you could paint a picture of it, what would it be?**

The best way of describing it would be the dream I always had.

**Will you be present at every dining experience this season?**

Not every event but guests are in the safe hands of my staff.

**What should diners know before coming to the restaurant?**

Nothing... Only that I would encourage guests to come feeling relaxed so that they can get the best out of the experience.

**There are many surprises expected throughout the meal from the room temperature, lighting, to the change of smell. Can you tell us your favourite? The one you cannot wait for them to see or experience?**

Extra virgin olive oil for me is one of my main obsessions. We have carried out a number of experiments with olive oil and we have discovered that it has endless possibilities. With the incredible range of textures, we have been able to use olive oil in some of the dishes as the main element (and not a dressing). This is undoubtedly one of my favourite ingredients. That said, each scene and each mouthful has a very special and personal significance for me.

**Lastly, can you take us through the food concept?**

We create modern and experimental Spanish cuisine which is based on the best quality raw

ingredients. We then experiment with the ingredients and present them in unique and unexpected ways, never compromising on the taste. With projectors, images and all other technical elements have been developed especially for this project. No two Sublimotion experiences are the same so nothing is automated. The technology is controlled by a highly skilled technical team of six to eight people who respond to the speed with which the guests are eating and the food arrives so that the mood can be adjusted accordingly.

**What can diners expect from Sublimotion Ibiza?**

To enjoy and participate in an authentic gastronomic show which plays on all five senses and I can promise you, it's something they will have never experienced

**How did the opening night go and what was the guests reaction?**

We are really happy with how it went because the guests left Sublimotion feeling extremely enthusiastic, happy and surprised. The team did a great job

**You could have taken the concept anywhere in the world, why did you decide to approach Abel Matutes Prats and build Sublimotion Ibiza at the Hard Rock Hotel?**

Ibiza is a magical island. It's passionate and lively with an audience who are open to new

experiences as well as being a truly cultural melting pot with a huge mix of nationalities. Working with Abel Matutes and all the highly professional team at Hard Rock is really a privilege for me and the team and from the day I met Abel and Carmen Matutes, I knew that they would be the ideal partners.

**Why is it the most expensive restaurant in the world?**

I actually don't know if it is the most expensive restaurant in the world but as well as being a restaurant, we go that bit further by offering a truly gastronomic show.

**How many people prepare the food prior to service?**

During the experience, we have 26 people working behind the scenes for 12 people. This doesn't include all the additional staff that are involved with the project. Sublimotion has a huge







Ibiza's hottest new property, **Hard Rock Hotel Ibiza**, opens its doors on the **White Isle** is founded by two Michelin-starred chef **Paco Roncero's** unparalleled gastro-sensory venture, **Sublimotion** as the world's most advanced and innovative restaurant!

Sublimotion is a radically different display of gastronomy that will be limited to just 12 guests per night and housed in an entirely unique space within Hard Rock Hotel Ibiza. Sublimotion's state-of-the-art systems, which include 360° screens of over 7,000,000 pixels and 50,000 lumens, create a vivid setting to evoke all the senses ensuring that the experience goes way beyond that of a normal restaurant, from controlling the temperature and scents, to arranging a musical ambiance fit for any occasion. Every surface, from the walls to the table, can be projected onto, and the staff do not only consist of an expert team of chefs, sommeliers and waiters, but also designers, technicians, musicians and illusionists. Diners can expect the unexpected as they taste their way through the delectable menu created by Roncero exclusively for Sublimotion. The flavours are designed to cause a stir among the senses;

from evoking memories and moments of humour, pleasure and fear. Diners will be taken on a gastronomic journey without needing to leave Ibiza, from the North Pole to the depths of the sea, stopping in Central Park, baroque Versailles or an oriental garden along the way. The meal is also completely interactive and diners can "paint" their own desert or eat from the projected mapping table, on which their plates may even appear to float in mid-air. All the dishes feature the highest quality ingredients and the limitless imagination of the chef and are presented in formats that evoke much-loved moments, from a paella by the sea and a picnic in the countryside, to a barbecue with friends. Paco Roncero commented **"We are very excited about the opening of Sublimotion and believe our guests will enjoy a culinary experience**

**they've never previously encountered. We are so delighted to be working with Hard Rock Hotel Ibiza in one of the most international islands in the world".**

Hard Rock Hotel Ibiza, opened on 18 May and is the newest five-star property on the island and the first Hard Rock Hotel property in Europe. In addition to its top end gastronomic offering, the hotel will feature iconic music memorabilia, contemporary décor and signature amenities such as the Rock Spa®, Body Rock® workout area and an open-air poolside stage. It will create an unrivalled setting for music lovers seeking rock star luxury along with a high-energy, immersive and authentic rock music experience in a chic Mediterranean setting.

Abel Matutes Prats, CEO of Palladium Hotel Group, commented **"This commitment to gastronomy, entertainment, technology and luxury fits perfectly with Hard Rock's passion to keep music at the forefront of each initiative, as well as Hard Rock Hotel Ibiza's standing as a music-inspired innovator in one of the world's most renowned music capitals. Catering to a new wave of modern travellers seeking unexpected, yet exceptional encounters, we're thrilled to provide a journey of the senses that promotes musical culture."** he adds.