

Title of the project: *90 cm Above Floor Level*

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The challenge:

Cosentino, the world leader company in production of quartz surfaces by Silestone brand, is a family-owned company with an international focus. In this sense, they focus their activity on the design, production and distribution of innovative high valued surfaces the architecture and design sector.

The Silestone Institute is an international platform, driven by Cosentino, dedicated to the study and dissemination of knowledge about the kitchen area. Its field includes both domestic and professional environment.

As part of its activities, Silestone Institute created and edited a book about the architecture and design of professional kitchen: "90 cm above floor level. Restaurant architecture: High performance sustainable facilities". The aim of the book is to become the model for the future systems of commercial catering kitchen.

Objectives:

- To position Silestone brand as a world model in professional kitchen space
- To differentiate Silestone brand from the competence
- To position Cosentino as the company leader in innovative surfaces

Strategy:

To provide useful knowledge concerning the commercial catering industry by publishing a book that defines the concepts and standards of modern professional kitchen facilities and investigates the needs of haute cuisine. Regarding the research and analysis carried out in the book, the needs of chefs in terms of ergonomics, sustainability or energy efficiency have all been taken into account.

For the composition of the content of the book, we have had experts in commercial catering like Jordi Montañés (architect) and Yolanda Sala (dietitian). The publication also investigates the needs of haute cuisine with the collaboration of universally recognised chefs like Joan Roca (El Celler de Can Roca), Andoni Aduriz (Mugaritz), Alex Atala (D.O.M), Dan Barber (Blue Hill), Massimo Bottura (Osteria Francescana), José Andrés and Dani García (Calima), among others, and also specialised institutions as Foundation Alicia, Basque Culinary Center and the Campus of Food of Barcelona's University.

In addition, the book has also had the participation of experts as Toni Massanés (Alicia Foundation) for the prologue and Marta Fernández Guadaño (Gastroeconomy) for the epilogue.

The book is illustrated with original drawings and schematics describing in detail the different steps, processes and criteria to be considered for the creation of a restaurant kitchen. We have included pictures of the kitchens of leading chefs who have participated in the publication, including pictures of kitchens designed by Silestone surfaces.

The implementation and special actions:

- Research of opportunities to capitalize knowledge of value to the brand Silestone: concept, thematic experts and collaborations.
- Publication of the book in Spanish and English (with the collaboration of 50 Best Restaurants Magazine)
- Presentation and presence of the book in professional international events.
- The book was launched in the gastronomic summit Madrid Fusion 2013. The presentation was attended by Joan Roca, Andoni Aduriz, Alex Atala, Toni Massanés, Joxe -Mari Aizega and book authors.
- Best 50 Restaurants Awards in London (April 2013)
- Meeting of the Basque Culinary Center Advisory Council, headed by Ferran Adrià, New York (October 2013)
- Worlds of Flavor Conference organized by The Culinary Institute of America in Palo Alto, USA (November 2013).
- Send press releases and images of the presentation and content of the book to general and specialized media. Economic assessment of the impact: more than 150,000 euros.
- Campaign shipment of books in Spain, UK and USA to target audiences: Collection and delivery of requests through the website Silestone Institute.
- Cataloguing the book in Official Colleges of Architecture, highlighting the RIBA (Royal Institute of British Architects).

- Presentation and book selection for awards Gourmand World Cookbook Awards 2013.
- Posting content and videos related to the contents and the presentations of the book on the website of the Silestone Institute: <http://www.silestoneinstitute.com/default.aspx>

The future:

- The book is being translated in Portuguese of Brazil
- It will be presented in Brazil with the collaboration of the international chef Alex Atala and regional chef Rafael Costa e Silva.
- In addition it will presented to the following institutions:
 - Associação dos Profissionais de Cozinha (APC) – São Paulo
 - Senac Gastronomia (escuela profesional) – Sao Paulo
 - Instituto de Arquitectos do Brasil

Budget:

- Aprox. 40.000 Euros including presentation events, printing and sending issues of the booking.

Results:

- Creation of a reference book on architecture professional kitchen.
- Presence of Silestone brand in recognized international forums: Madrid Fusion, Best 50 Restaurants Gala (London), Meeting of the Advisory Council of Basque Culinary Center (New York), Worlds of Flavor Conference (Palo Alto, USA).
- Dissemination of the initiative in general and specialized media publisher with superior value to 150,000 Euros.
- Receiving requests by prescribers and potential customers Silestone: Global hotel chains, hotel and catering schools, schools of architecture universities, chefs and entrepreneurs around the world.
- Many congratulations and thanks for the initiative, its contents and usefulness to the sector.

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OF
EXCELLENCE

REAL ESTATE &
CONSTRUCTION

90 cm Above Floor Level

by

Consentino - Silestone Institute with Ulled Asociados

Awarded by

Paul Holmes

Publisher/CEO

Holmes Report

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