

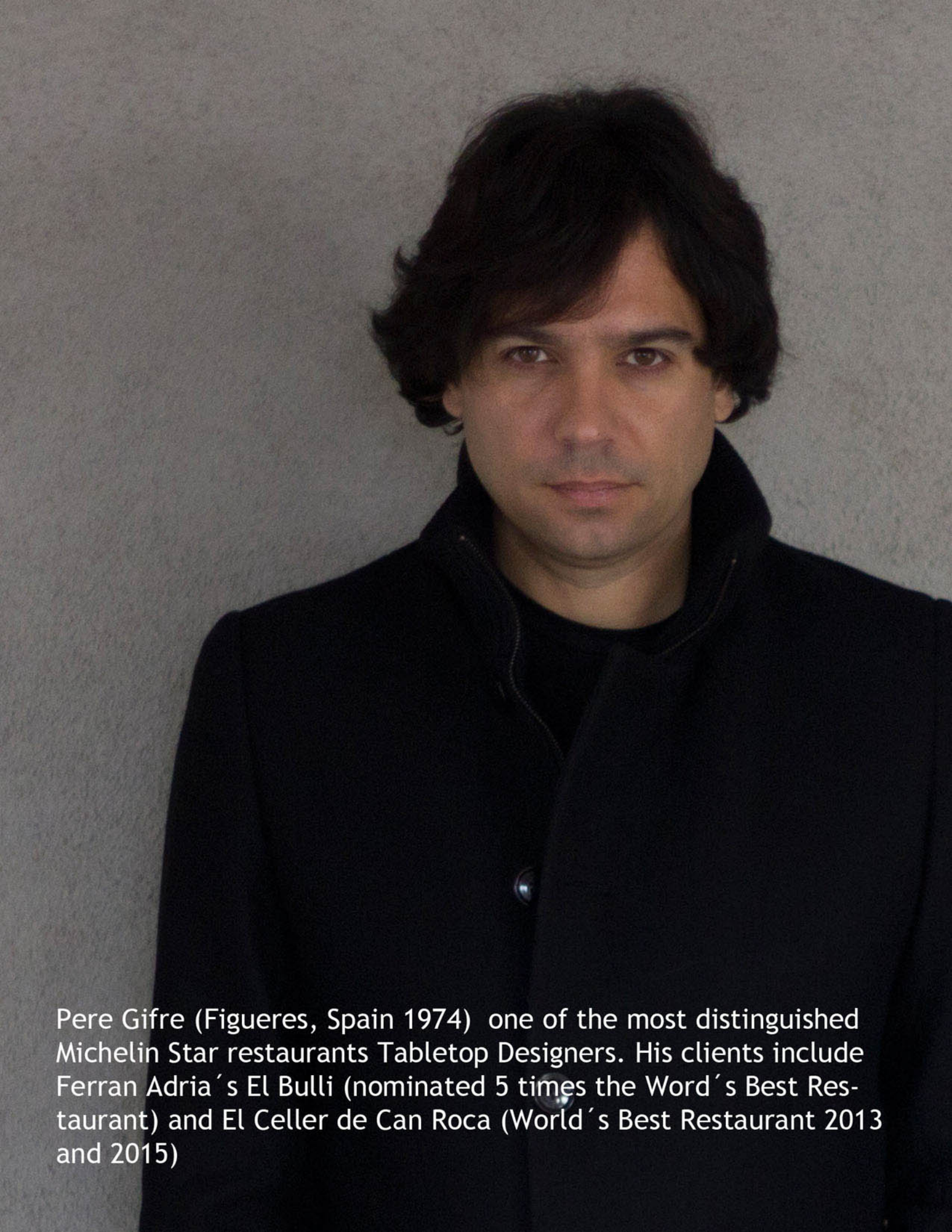


GIFRE

*Mimicking Nature*

LUXURY COLLECTION

*Gifre*  
Mimicking nature



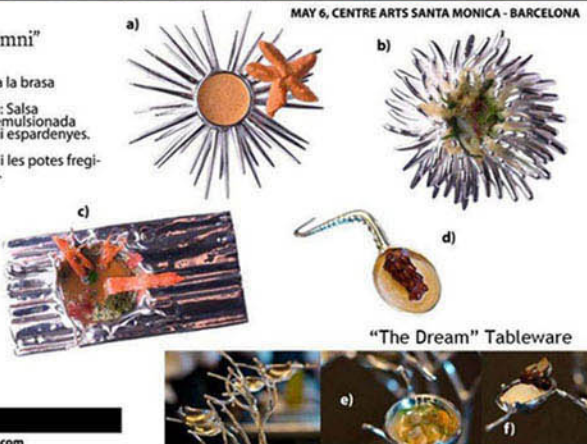
Pere Gifre (Figueres, Spain 1974) one of the most distinguished Michelin Star restaurants Tabletop Designers. His clients include Ferran Adria's El Bulli (nominated 5 times the World's Best Restaurant) and El Celler de Can Roca (World's Best Restaurant 2013 and 2015)



(CCR + A). X = "el somni"  
 "El somni": 4. Under the sea

- Cooking a:** Velouté de garotes a la brasa  
**b:** L'anémone de mar (o actinia): Salsa d'anémone de mar a la planxa emulsionada amb oli d'oliva, navalles, algues i espardenyes.  
**c:** Gamba a la brasa, amb el cap i les potes fregides, i bombó del cap de gamba.  
**d:** Parmentier de pop  
**e:** Escabets de musclos  
**f:** Percebe amb fonoll marí

**Dinner Set** GIFRE collective  
 Pere Gifre i Daniel Molina

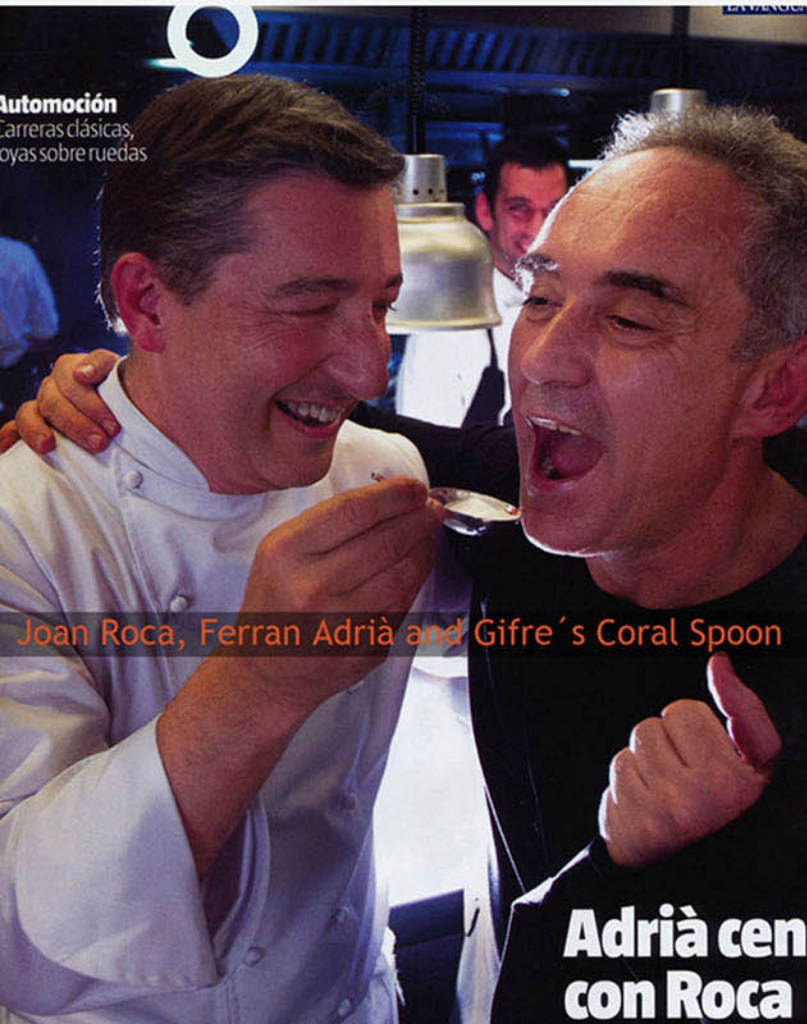


MAY 6, CENTRE ARTS SANTA MONICA - BARCELONA

"The Dream" Tableware



www.elsomni.cat / www.cellercanroca.com

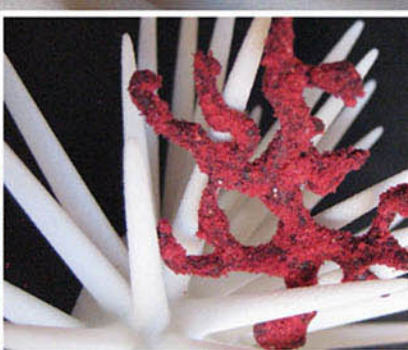


**Automoción**  
 Carreras clásicas,  
 joyas sobre ruedas

Joan Roca, Ferran Adrià and Gifre's Coral Spoon

**Adrià cen  
 con Roca**

Los dos números uno de la cocina reflexionan sobre la revolución gastronómica que encabezan



eBulli Tableware by GIFRE

Ferran Adrià and Pere Gifre

Luxury Decorative Pieces and Tabletop for :

THE  
LUXURY MARKETING COUNCIL  
of San Francisco

Used as a decorative item,  
as a candle holder or as a  
serving plate.

designed for  
CELLER CAN ROCA



Sea anemones sauce emulsified  
with olive oil, sea anemone grilled,  
razor shells and sea cucumbers.

Salsa de anémonas de mar a la  
plancha emulsionada con aceite de  
oliva, navajas y pepinos de mar.

Salsa d'anémone de mar a la  
plancha emulsionada amb oli  
d'oliva, navalles i espardenyes.

## Sea Anemone Silver

7 x 7 x 3.25 in // Brass & Silver



photo :FRANCESC GUILLAMET food: CELLER CAN ROCA

## Sea Anemone Gold

7 x 7 x 3.25 in // Brass & Gold



Decorative Piece / Candle Holder / Serving Plate

## Wave Gold

8x 2.5 x 3 in // Brass & Gold

Decorative Piece



## Wave Silver

8x 2.5 x 3 in // Brass & Silver

Decorative Piece



Gilre

### Leaf Spoon Silver

4 x 2 x 0.5 in // Brass & Silver



### Leaf Spoon Gold

4 x 2 x 0.5 in // Brass & Gold



# Octopus Spoon - Silver

5 x 1.25 x 0.5 in // Brass & Silver

designed for  
CELLER CAN ROCA 



photo : FRANCESC GUILLAMET food: EDUARD BOSCH



# Octopus Spoon - Gold

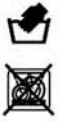
5 x 1.25 x 0.5 in // Brass & Gold





**Sea Bowl - Gold**

7.5 x 6 x 5 in // Brass & Gold



**Sea Bowl - White**

7.5 x 6 x 5 in // Resin

Decorative Piece / Serving Plate



# SPLASH

10.5 x 5 x 2.5 in // Brass & Silver  
Decorative Piece / Serving Plate

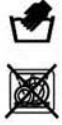


*Splash*



designed for  
CELLER CAN ROCA





### SPLASH Small Gold

4.5 x 2 x 1 in // Brass & Gold  
Decorative Piece / Serving Plate



### SPLASH Small Silver

4.5 x 2 x 1 in // Brass & Silver  
Decorative Piece / Serving Plate



**Dalilian Egg**

10 x 5 x 4 in // Porcelain

## Tree Bark Large

10.2 x 2 x 1.7 in // Terracotta



Prawns with emulsion plankton and chanterelles.  
Gambas con emulsión de plancton y rebozuelos.  
Gambetes amb emulsió de plàcton i russinyols.



## Tree Bark Small

8 x 4 x 3.7 in // Terracotta



Oyster salad with pickled green beans and almonds tender.  
Ensalada de judías verdes con ostra escabechada y almendras tiernas.  
Amanida de mongetes tendres amb ostra escabexada i ametlles tendres.



## Fluid Small

7.5 x 7.5 in // Stoneware



Cod with creamed peas and figs with chili oil.  
Bacalao confitado con crema de guisantes y higos con aceite de guindilla.  
Bacallà confitat amb crema de pèsols i figues amb oli de cirereta.



## Fluid Large

9.2 x 9.2 in // Stoneware



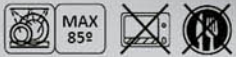
Salad with sprouts, fruit, berries, nuts and parmesan.  
Ensalada con brotes, fruta, frutos rojos, nueces y parmesano.  
Amanida de brots amb fruita, fruits vermells, nous i formatge parmesà.



## Volcano - Colors



Fruit and cream infused with species.  
Fruta impregnada con nata a las especies.  
Fruita impregnada amb nata a les espècies.



15 .7 x 15.7 in // Organic Resin

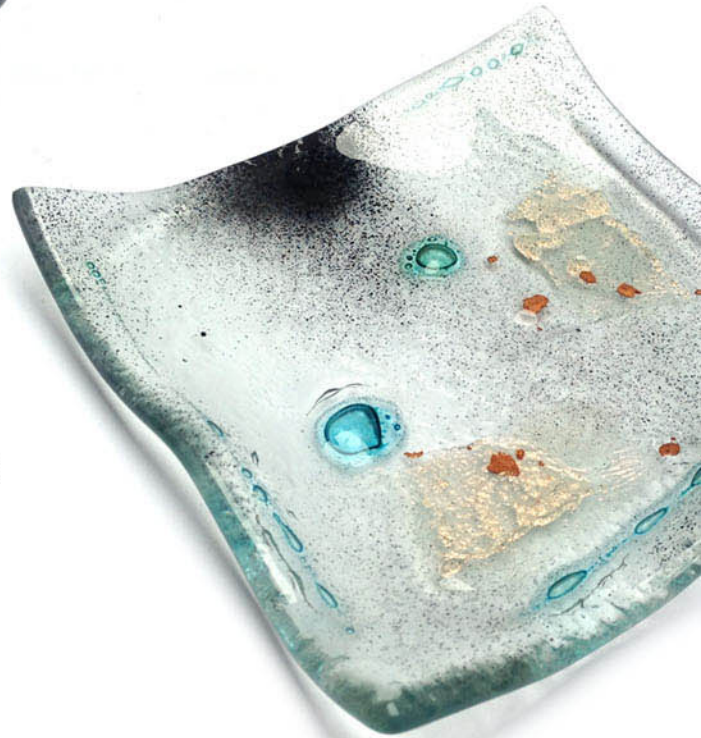
## Volcano - White



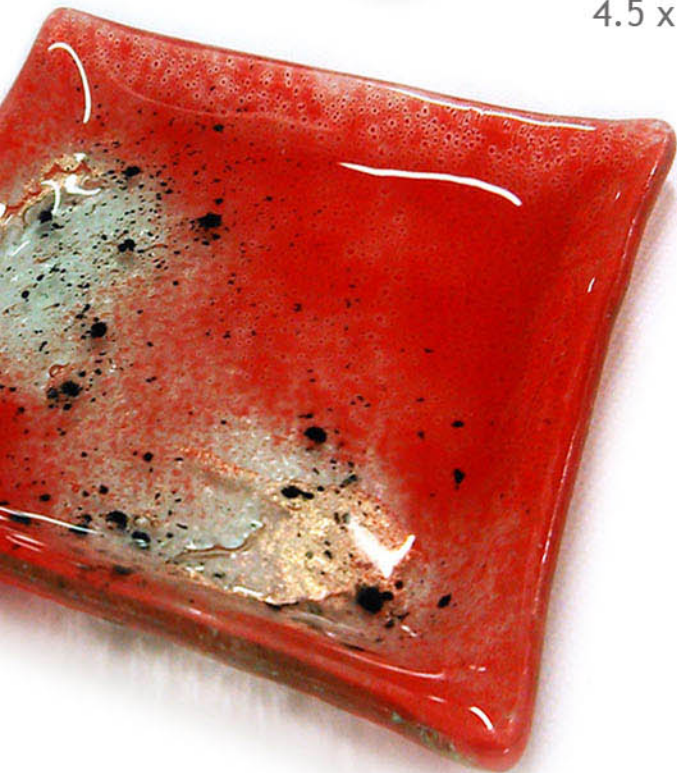
Oysters with natural essence.  
Ostras con esencia natural.  
Ostres al natural.



15 .7 x 15.7 in // Organic Resin



**SNACK Plates**  
4.5 x 4.5 in // Glass



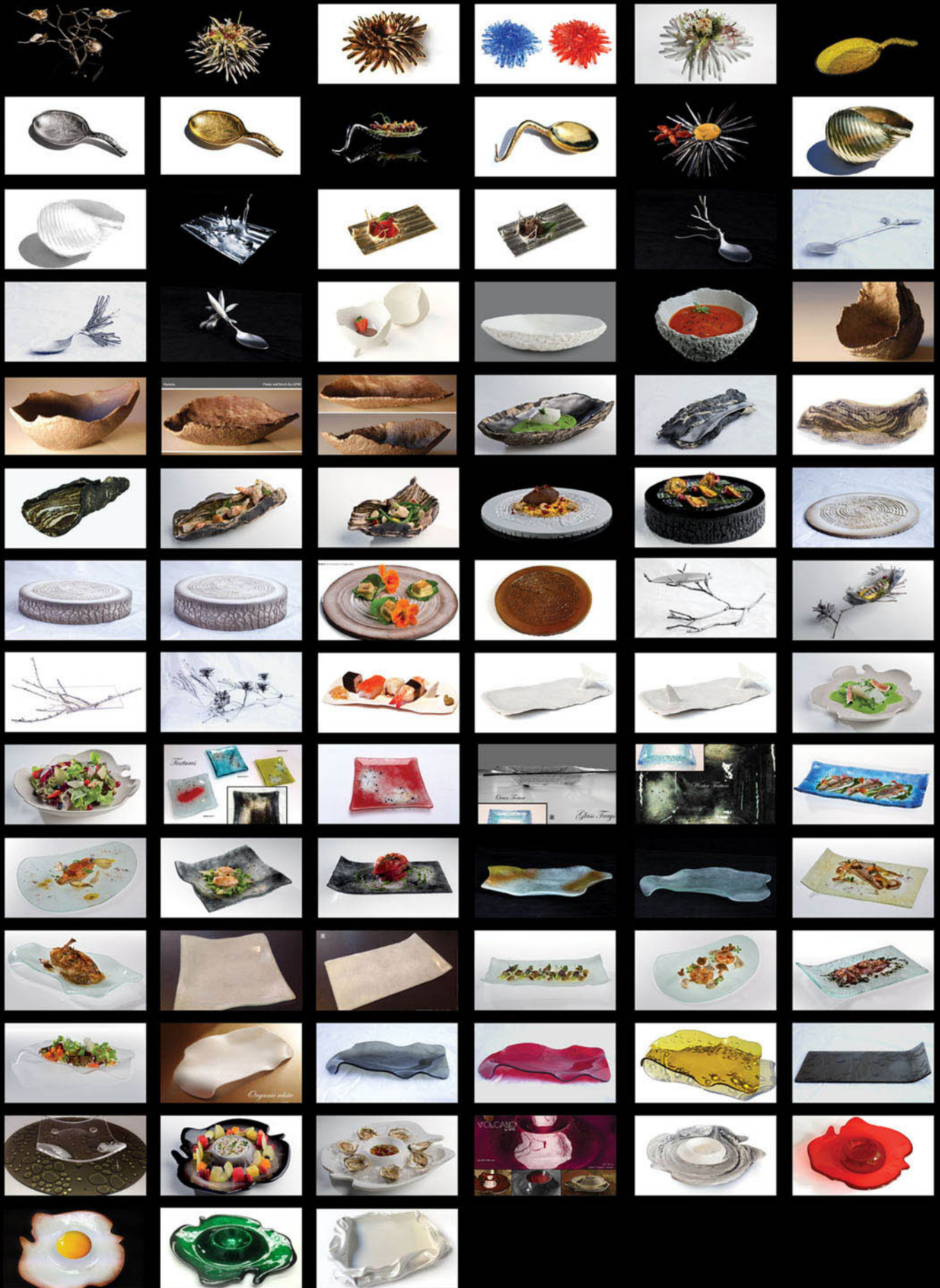




## Turbulance Tray

13.5 x 12 x 3 in // Organic Resin





## PRODUCT SPECIFICATIONS



DISHWASHER PROOF/APTO PARA LAVAVAJILLAS / APTE PER RENTAVAIXELLES



85° DISHWASHER PROOF/APTO PARA LAVAVAJILLAS (max 85°) / APTE PER RENTAVAIXELLES (max 85°)



NOT DISHWASHER PROOF/ NO APTO PARA LAVAVAJILLAS / NO APTE PER RENTAVAIXELLES



NOT SUITABLE FOR MICROWAVE or OVEN/ NO APTO PARA MICROONDAS o HORNO / NO APTE PER MIRCOONES o FORN



NOT FOR SHARP UTENSILS / NO APTO PARA OBJETOS PUNZANTES / NO APTE PER OBJETES PUNXANTS



HAND WASH WITH LITTLE WATER / LAVAR A MANO CON POCA AGUA / RENTAR A MÀ AMB POCA AIGUA

## Packaging Examples





G. r

Some of our clients



THE SEA  
Palo Alto

cal'entric

*Ocean*  
THE ART OF DINING



Gaggan



Joël Robuchon  
RESTAURANT



THE MAN BEHIND THE CURTAIN



Rui Paula



waterbar



THE LUXURY  
MARKETING COUNCIL  
of San Francisco



Worldwide Publications

# Dinner theater

S.F. designer Pere Gifre teams with the world's top chefs to elevate dining to a new stage

By Lydia Lee

Most of what the designer Pere Gifre creates falls under the broad category of tableware. But very few of his creations look like ordinary plates or bowls. Instead, they are more like miniature stage sets, designed to showcase a few carefully composed bites.

The Catalan native and San Francisco resident got his start producing custom pieces for the legendary restaurant El Bulli, created by Ferran Adrià. And some of his most fascinating creations were produced for El Celler de Can Roca's worldwide touring dinner, for which he helped to evolve an underwater world through silver-plated coral, sea urchins and anemones.

"I am like the set designer of the restaurant," says Gifre, who lives in the Sunset where he is not traveling for work. "I set the stage, and the food is the actor."

If the work sounds very rarefied, the man himself is genial and enthusiastic. Born to a family of restaurateurs in Figueras, a city in the Catalonia region of Spain, Gifre took his first name, Pere, means Peter in Catalan) studied industrial design and manufacturing. He learned how to work with various materials, including metals, plastics and ceramics.

After graduating in 2002, he spent a year at Braun designing housewares and then another year at Gas Gas, a Spanish company known for its diet bottles.

But he found the design possibilities too limited — these kinds of products are very static, so he explains — and went back to school to expand his skills. He learned prototyping and then special effects, becoming proficient in the 3-D modeling programs Rhinoceros, Maya, Zbrush and Houdini.

A few beads in the road later, Gifre found creative satisfaction working on set designs for Madrid's Royal Theater and on



Pere Gifre holds his Anemone dish. The designer's tableware is used by Michelin-star restaurants, including La Toque in Napa.



### SPRING PLATE AND ORANGE TREE SPOON

The Spring Plate and Orange Tree Spoon paired with La Toque chef Xavi Frank's amuse bouche. Clients choose from existing pieces, customize them or, in the case of Michael Mina, work with Gifre on an exclusive design.

Installations for experimental architect Enric Ruiz-Gelí in Barcelona. In 2006, he and a partner, Daniel Molina, formed a

company called Iconic Arts to try to do more of their own designs. One of their experiments was a sculptural tapas plate that

Gifre designed for one of his parents' restaurants, which was a big hit with customers. It was right around the time when El Bulli was taking the world by storm with molecular gastronomy. "El Bulli was only 20 kilometers away, so we thought, 'Why not try to get an appointment with him?'" says Gifre.

Of course, easier said than done. After trying for a year to get Adrià's attention, Gifre finally sent him an electronic portfolio that included a prominent image of Iconic Arts' highest-profile piece: a 60-foot, 2-ton sculpture of a splash, created for an international festival that took place locally and on display today. They secured a meeting for the following week. "I was so excited," says

Gifre. "I could do crazy things with him."

When Adrià wanted to create a dessert that evoked the nearby ocean, Gifre designed a wave of silver-plated heurto, with holes to hold a delectable chocolate seaweed fond and a chocolate coral. He designed a total of eight pieces for Adrià and worked for him for three years, doing presentations and going to tableware festivals. It was Gifre's big break into tableware. "The fun part of tableware is that the reaction is quite immediate," he says. "You see how guests are sur-

prise and Waterbar. "Pere's work is stunning," says Michael Mina. "Not only are his pieces beautiful, the organic and nature-inspired look of each piece he designed for us displays an artisanal craftsmanship that visually complements the cuisine at Michael Mina." Gifre has also taken other design commissions, like the trophy for one of the races in the 2011-2013 America's Cup World Series. The final design was quite classic — a globe supported by nine flags — but Gifre drew 30 different concepts, some



Photos by Paul Chen / The Chronicle



### FOREST PLATES

Designed to look like tree bark, these ceramic plates were a collaboration with sculptor Jordi Diez for El Celler de Can Roca. "The Roca brothers wanted us to mimic nature for parts of their menu based on local Mediterranean food," says Gifre.



Photos by Francisco Colmenero

### ANEMONE AND OCTOPUS SPOON

The celebrated restaurant El Celler de Can Roca, in Catalonia, decided to go global and present a traveling dinner "opera" that uses sounds and projected visuals to amplify the dining experience. For the underwater sequence, Gifre created elaborate tableware that includes an anemone, an octopus spoon and a coral (not pictured). At \$1,200, the Coral is the highest-priced item in Gifre's tableware collection. His items are available by special order ([www.gifretable.com](http://www.gifretable.com)), and he is looking for a U.S. distributor.



### ROOT SPOON

One of three spoons in the Forest collection for El Celler de Can Roca, and each spoon was designed for a complimentary dish. Root is used for dishes with root vegetables.

## THE CATERER



Wagyu beef ribs

Franc Aleu El Celler de Can Roca



## Tabletop Journal

## VIP TODAY

LUJO Y ESTILO DE VIDA

# FOUR

The World's Best Food Magazine



"It's about capturing the moment, an instant, and playing with faces and gravity."



the guardian

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4 NBC RAI 20f ...

> in press

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THE ARCHITECTS NEWSPAPER

the guardian

The Daily Telegraph

TIMES DAILY.com

The Washington Post

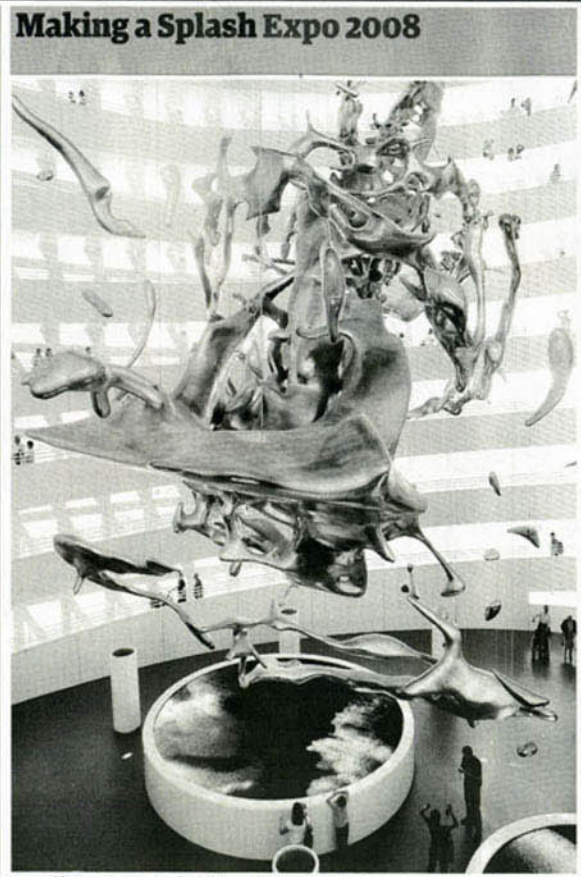
LAVANGUARDIA

EL PAÍS

EL PUNT

el Periódico

AVUI



Pere Gifre's 23-metre (75ft)-high sculpture Splash takes centre stage at Expo 2008 international fair in Zaragoza, Spain Photograph: Manu Fernandez/AP

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It's Zaragoza's Turn to Make a Splash

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MEET O MONSTER

ROLL OVER TO E

UP to the ar count same seems

Spain

Multir

transforming event is Expo Zaragoza 2008, an international exposition that opens this weekend and focuses on the timely themes of Water and Sustainable Development.

> books & magazines publications

MUNDO.com

Expo Zaragoza abre sus puertas

Tras años de planificación, este viernes se inaugura la Exposición Internacional de Zaragoza dedicada al agua y bajo el lema "Agua y Desarrollo Sostenible".

El Rey Juan Carlos de España preside la ceremonia de inauguración, enmarcada por las 8 de la noche hora española (12:00 GMT). Participarán el presidente de la Comisión Europea, José Manuel Barroso.

Asimismo, también se prevé la presencia de la delegación española presidida por el ministro de Fomento, Juan José Luis Rodríguez Zapatero, y el primer ministro de Aragón, Alfonso García Gaitanero.

Esta es la primera exposición universal de carácter monográfico y se espera que la visiten unas ocho millones de personas a partir del sábado, cuando la Expo abre sus puertas, hasta el 24 de septiembre.

Participan 176 países, organizaciones internacionales, comunidades autónomas y ciudades y CMOs.

Products

Style and substance

Pere Gifre has turned his hand to a multitude of media, including artwork, public sculpture and now tableware, including some striking designs for El Bulli and El Deller de Can Roca in Spain. *Lisa Jenkins* talks to him about bringing his new range to the UK.

The life's water glass

The life's water glass

The life's water glass

PERE GIFRE

> events

California - Spain Chamber of Commerce

el somni

50 BEST RESTAURANTS 2008

BEST CHEF IN THE WORLD AT DEWI INDIANA 2009

esència

the guardian

Making a Splash Expo 2008

# PRICE LIST



Contact:

Sales Manager : **Natalia Maldonado**

e-mail : **natalia@gifre.com**

tel: **+1 415-283-7584**

Client:



PAGE 1

LUXURY TABLEWARE for THE LUXURY MARKETING COUNCIL

July  
2015

REF. Catalogue	CONCEPT		Units	Size (in)	Unit Price (\$)
Page 5	Anemone Silver	Brass and Silver	1	7 x 7 x 3.3	734
Page 5	Anemone Silver	Resin and Silver	1	7 x 7 x 3.3	168
Page 5	Anemone Gold	Brass and Gold	1	7 x 7 x 3.3	992
Page 5	Anemone Gold	Resin and Gold	1	7 x 7 x 3.3	172
Page 6	Wave Silver	Brass and Silver	1	8 x 2.5 x 2.5	384
Page 6	Wave Gold	Brass and Gold	1	8 x 2.5 x 2.5	532
Page 7	Leaf Silver Spoon	Brass and Silver	1	4 x 2 x 0.5	89
Page 7	Leaf Gold Spoon	Brass and Gold	1	4 x 2 x 0.5	115
Page 8	Octopus Silver Spoon	Brass and Silver	1	5 x 1.3 x 0.5	92
Page 8	Octopus Gold Spoon	Brass and Gold	1	5 x 1.3 x 0.5	118
Page 9	Sea Bowl - Gold	Brass and Gold	1	7.5 x 6 x 5	994
Page 9	Sea Bowl - Gold	Resin and Gold	1	7.5 x 6 x 5	172
Page 9	Sea Bowl - White	Lacquered Resin	1	7.5 x 6 x 5	128
Page 10	Splash	Brass and Silver	1	10.5 x 5 x 2.5	588
Page 11	Splash Gold Mini	Bench	1	4.5 x 2 x 1	136
Page 11	Splash Silver Mini	Interior design	1	4.5 x 2 x 1	98
Page 12	Dalilian Egg	Porcelain	1	10 x 5 x 4	96
Page 13	Tree Bark 3	Terracotta	1	10.3 x 2 x 1.5	52
Page 13	Tree Bark 4	Terracotta	1	8 x 4 x 3.7	52
Page 14	Fluid Small	Stoneware	10	7.5 x 7.5	298
Page 14	Fluid Large	Stoneware	10	9.3 x 9.3	364
Page 15	Volcano Colors	Resin	1	15.7 x 15.7	98
Page 15	Volcano White	Resin	1	15.7 x 15.7	74
Page 16	Snack Plates	Resin	10	4.5 x 4.5	186
Page 17	Turbulence	Resin	1	13.5 x 12 x 3	126

Shipping and Duties are not included.

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