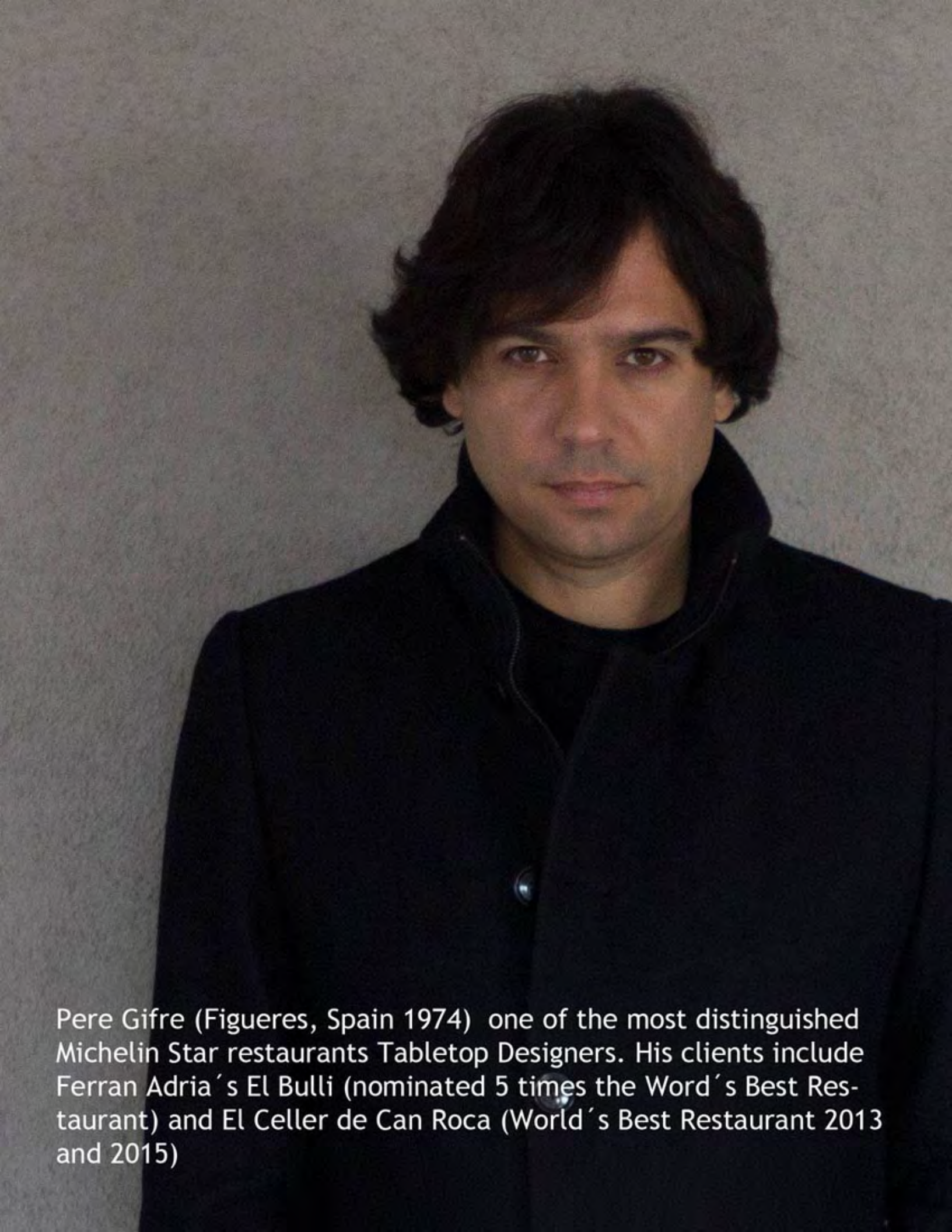


GIFRE

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'anèmona de mar (o actínia): Salsa d'anèmona 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: Escabetx 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



Automoció
 Carreras clàssiques,
 puyas sobre ruedas

Joan Roca, Ferran Adrià and Gifre's Coral Spoon

Adrià cenar 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 anemones 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 GUILLEMET 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

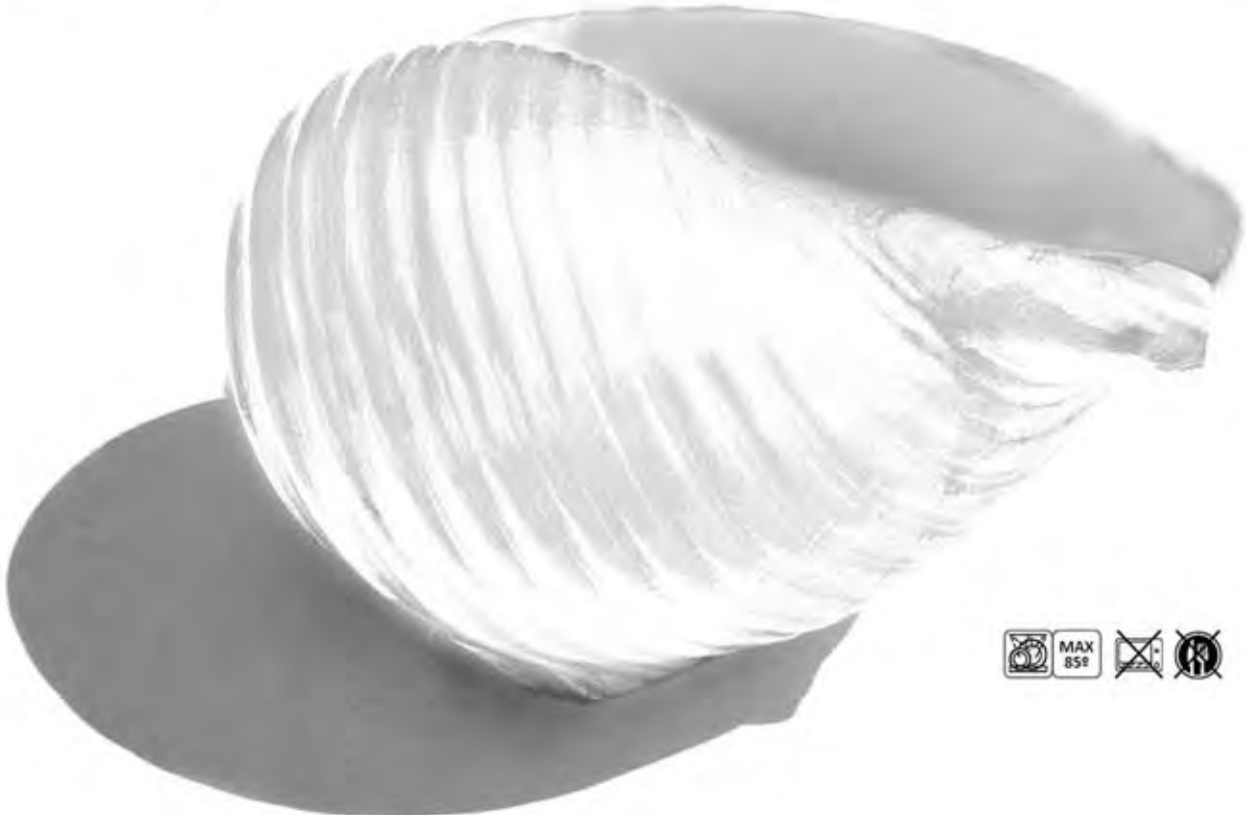
7.5 x 6 x 5 in // Brass & Gold



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 emulsi3n de plancton y rebozuelos.
Gambetes amb emulsi3n de pl3cton i russinyols.



Tree Bark Small

8 x 4 x 3.7 in // Terracotta



Oyster salad with pickled green beans and almonds tender.
Ensalada de judias 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.
Bacallao confitado con crema de guisantes y higos con aceite de guindilla.
Bacallà conhitat 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.



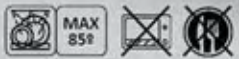
photo : FRANCESC GUILLET - food EDUARD BOSCH

photo : FRANCESC GUILLET - food EDUARD BOSCH

Volcano - Colors



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

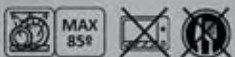


15 .7 x 15.7 in // Organic Resin

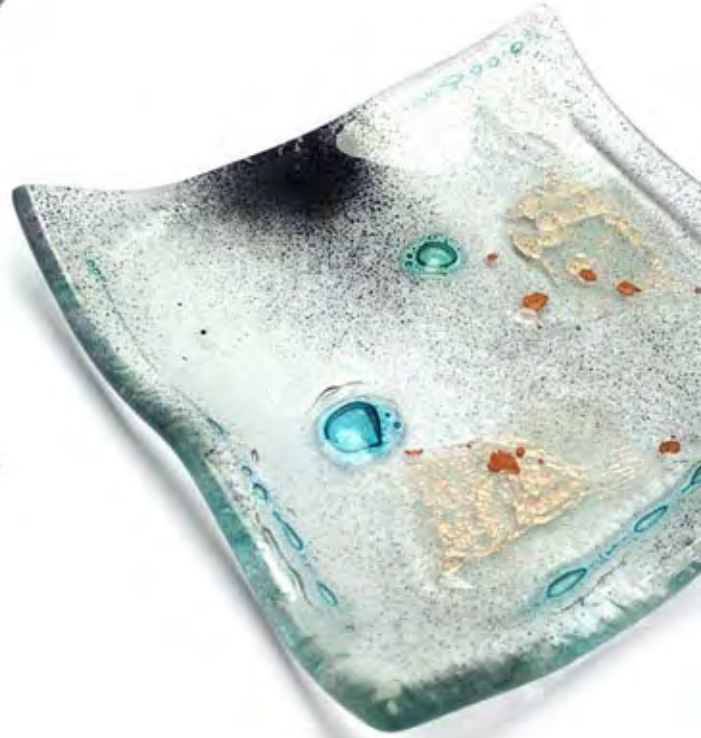
Volcano - White



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

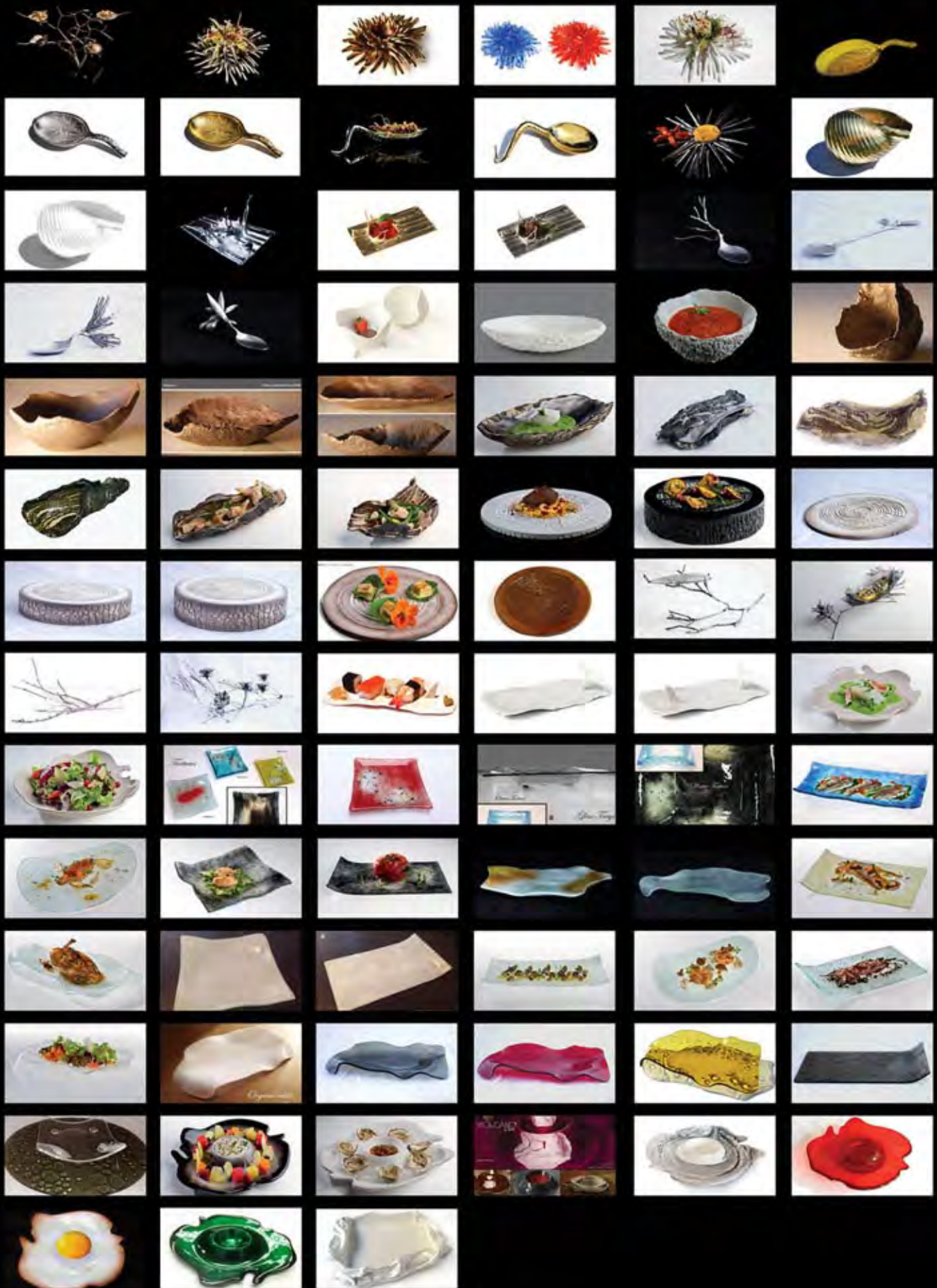




Turbulance Tray

13.5 x 12 x 3 in // Organic Resin





PRODUCT SPECIFICATIONS



DISHWASHER PROOF/APTO PARA LAVAVAJILLAS / APTE PER RENTAVAIKELLES



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



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



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

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G. r

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cal'entric

Ocean
LUXURY RESORTS



Gaggan



Joël Robuchon
RESTAURANT



THE MAN BEHIND THE CURTAIN



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 designs, developed to illuminate 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 world-class dining room, for which he helped to create an underwater world through silver-plated coral, sea urchins and oysters.

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

If the work sounds very refined, the man himself is genial and enthusiastic. There is a family of miniature scenes in Figueras, a city in the Catalonia region of Spain. Gifre helped first master Pere master Pere in Catalonia (shaded industrial design and wood-burning). He learned how to work with various materials, including metals, plastics and ceramics.

After graduating in 2002, he spent a year at Boven designing business cards and then another year at Gae Aulenti, a Spanish company known for its flat tables.

But he found the design possibilities too limited — "there kinds of products are very static," he explains — and went back to school to expand his skills. He learned prototyping and three printing effects, becoming proficient in the 3-D modeling programs Rhinoceros, Maya, 3dsmax and Blender.

A few friends in the real world, Gifre found creative satisfaction working on set design 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 Tapa in Napa.



SPRING PLATE AND ORANGE TREE SPOON

The Spring Plate and Orange Tree Spoon paired with La Tapa chef Pep Planes's amuse bouche, Clams choose from serving plates, custom-made in the case of Michael Mina, were with Gifre on an occasional design.

Illustrations for experimental architect Enric Batlle Gell in Barcelona. In 2005, he and a partner, Daniel Muñoz, formed a

company called Batlle Gell. They try to do most of their own design. One of their early projects was a sculpture of a 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 an unknown name, we were thought, 'Why not try to get an appointment with him?'" says Gifre.

El master, never said those things. When trying to get a job at El Bulli, Gifre found an attention-grabbing portfolio that included a prominent image of Enric Batlle's highest-profile piece, a fish dish, 2-D sculptures of a

teapots, created for an international festival of each place locally and on display today. They are around a meeting for the following week. "I was very luck," he

Teapot and Waterfall. "Pere's work is amazing," says Michael Mina. "Not only are his pieces beautiful, the organic and nature-inspired look of each piece designed for our plates are artfully and naturally that usually complements the cuisine at Michael Mina."

Gifre has also taken other design commissions, like the recipe for one of the cases in the San Francisco American's Cup World Series. The final design was quite classic — a glass supported by nine legs — but Gifre drew in different materials, some

THE CATERER



Wagyu beef ribs



ANEMONE AND OCTOPUS SPOON

The catering and restaurant El Celler de Can Roca, in Catalonia, decided to go global and present a traveling dinner "spoon" that uses found and recycled objects to simplify 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), and he is looking for a U.S. distributor.



FOREST PLATES

Designed to look like tree bark, these ceramic plates were a collaboration with sculptor Jordi Guez 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.



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.

VIP TODAY

LUJO Y ESTILO DE VIDA

FOUR

The World's Best Food Magazine



Profile



"It's about capturing the moment, the emotion, and playing with light and geometry."



the guardian

Labour plan to... What do we want? A change... What do we get? A new...
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Pere Gifre's 23-metre (75ft)-high sculpture Splash takes centre stage at Expo 2008 international fair in Zaragoza, Spain. Photograph: Manu Fernandez/AP

THE NEW YORK TIMES

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 MONSTER

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50 BEST CHEF 2008

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

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50 BEST CHEF 2008

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Expo Zaragoza abre sus puertas

Tres 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 apertura, seguida para él y la reina Letizia por el presidente de la Comunidad Aragonesa, José Manuel Bértolo.

Asimismo, tendrán a su lado el primer ministro español, José Luis Rodríguez Zapatero, el gobernador aragonés, Juan Carlos González, y el alcalde zaragozano, Juan Carlos Sanjaume.

El evento se celebrará en el recinto de la Expo 2008, que incluye un espacio de 100 hectáreas en el barrio de Torrero, a 10 minutos del centro de la ciudad.

Participan 120 países, organizaciones internacionales, comunidades autónomas e ciudades y CMO.

Style and substance

Pere Gifre has turned his hand to a multitude of media, including artwork, public sculpture and now television, winning design for P&G and El Corte Inglés. In Spain, his limited 2008 art show is being promoted by the city of Zaragoza.

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esencia

50 BEST CHEF 2008

BEST CHEF IN THE WORLD

the guardian

Making a Splash Expo 2008

PRICE LIST



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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

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