



ALAIN DUCASSE
AU PLAZA ATHÉNÉE :
A NEW CHAPTER

01

THE STORY CONTINUES...

Having completed the preface, Alain Ducasse is now turning the page at the Plaza Athénée Restaurant. Once again, he has called upon designer Patrick Jouin to give this new chapter proper illustration. The look and style? *"Magic and poetry."* Following the plotline laid out by the cuisine itself, this is a story within a history, tradition deconstructed, modernity reconstructed.

Witness the furniture and the lights...

The totem pole: The phrase *"on lute, on ficelle, on assemble, on concasse, on hache, on émince, on pane, on évide..."* ("We seal in, tie up, mix, crush, chop, mince, coat, scoop out..."), is inscribed on an immense pillar planted in the entranceway. The *"actions-vérités"* of the chefs, their verbs of truth, all in upper case.

The chairs: *"Made of Corian©, a modern material, laid out in classical Regency style, yet couched in the contemporary: a leather cube and a shelf, conveniently integrated."* Historical epochs telescoped together, but softness rigorously upheld in delicious creamy tones.

The floor lamps: *"Sources of light and intimacy."* At each table, a soft-as-felt luminosity erases the room's impressive volume.

The chandeliers: *"Once held aloft in a veil of metallic organza, they have exploded free."* Into stardust, into a cloud of 10 000 dangling, illuminated Crystal pendants. *"Time, stopped."* Allowing us to enjoy it all the more...

The clock: *"In zesty orange, inviting us to better savor each delicious minute passed."* The "tick-tocks" are perfectly perceptible, but we can't read the hour. Meaning? Only the present moment counts.

02.1

THE STORY OF A CUISINE

"*Alain Ducasse lays out the broad strokes. It's up to me to fill in the lines,*" says chef Christophe Moret, who apprenticed at the Louis XV-Alain Ducasse in Monaco, became sous-chef at 59 Poincaré, then chef at Spoon food & wine in Paris. The new *spécialités* of the Plaza Athénée Restaurant? Brittany langoustines with court-bouillon reduction and Oscietre caviar from Iran. Bresse chicken with Albufera sauce. The "Plaisirs de table"? Turbot *en tronçon* with shellfish/shrimp "bouquet" and parsley juice. Local lamb chops and saddle with the first vegetables of the season....

"*True comfort food, generous and authentic, following—and even anticipating—the expectations of our patrons.*" As each preparation only involves two or three seasonal elements, the cooking is clear, easy-to-read. For the customers alone, then, this new chapter, with new pages like "Coquilles Saint-Jacques snackées, coco/curry"—seared scallops in coconut curry. For them, too, "Plats à partager," dishes to share four ways, by special order.

Nicolas Berger, the pastry chef, came to the Plaza Athénée Restaurant from the Alain Ducasse at the Essex House in New York. He is a self-effacing young man, an artist who lets the classicism of his recipes and the elegance of his creations speak for themselves. "*The right balance, with fully apparent simplicity.*" Words that accurately depict his Baba au Rum Monte-Carlo style and his hot-and-cold Poire Belle Hélène.

02.2

THE STORY OF A DINING ROOM

WINE

"*Once upon a thousand and one appellations...*" is the vinous tale masterfully told by Gérard Margeon, head sommelier of the Groupe Alain Ducasse, and Laurent Roucayrol, sommelier at the Plaza Athénée Restaurant. "*A deliberately short and balanced wine list, changed three times a year, and capturing the quintessence of French winemaking and vineyards.*" A list designed to inspire dialogue between oenologists, collectors or just simple enthusiasts, that celebrates the moment of immediate pleasure that these perfectly matured wines offer. With each bottle, a story told at precisely the right moment.

SERVICE

"*Serve neither from the right side nor the left, but only and always from the best side,*" says Denis Courtiade, Dining Room Manager at the Plaza Athénée Restaurant and an Alain Ducasse veteran of almost 15 years. A story and a set of principles that never stops being revised and rewritten, creating an unparalleled standard of service, at once exceptionally flexible, rigorous, warm and convivial.

Like a composer, Denis Courtiade "uses his team's personalities to create a tailor-made symphony for each table and each guest." Hence the unique protocol drawn up for the shared "*Plats à partager*" (special presentation menu, special plates, special ceremony) and the new uniforms designed by couturier George Feghaly, based on the staff's collective definition of "the ideal uniform for 2005."

03.1

THE STORY OF A CHEF

"A merchant of happiness and pleasure." Thus does Alain Ducasse, the creator and entrepreneur at the head of a group of 950 employees divided between Europe, Asia, Africa, North America and the Middle East, describe himself.

As creator, he is determined *"to reinterpret this most essential cuisine, simple, clear and comprehensible to all, subtly balanced between tradition, evolution and modernity."*

A single-minded philosophy, and an open book, followed to the letter in his prestigious restaurants (Louis XV - Alain Ducasse in Monte-Carlo, Alain Ducasse at the Essex House in New York and the Plaza Athénée in Paris), his designer tables, his famous "Gourmet breaks," his country inns and his exclusive Châteaux & Hôtels de France network.

A single-minded course of action guided by the seasonality of rigorously selected products and a broad range of precision techniques, perfectly adapted to capture, highlight and release original essences and flavors.

Above all, the cuisine of Alain Ducasse unfolds in several places, each with its own unique story. Monaco tells the "Tale of Two Rivieras," New York, the great cornucopia of America, while Paris turns a new page in the great book of French haute cuisine.

03.2

THE STORY OF A CHEF

As entrepreneur, he coordinates and fine-tunes his professional teams with precision and harmony. They, in turn, are given far-reaching responsibilities. *"Before they receive their titles, I make sure that they have already assumed them themselves."*

A far-reaching story indeed, taking into account the care with which inspiration and savoir-faire is transmitted through the ADF (Alain Ducasse's professional culinary training center and cooking school for passionate amateurs), the Identité Culinaire© program (international culinary consulting activities) and Éditions d'Alain Ducasse (*Alain Ducasse's Culinary Encyclopedia* and *Spoon Cook Book*).

His young disciples are inculcated with the essential values of rigor and discipline, a sense of urgency, a deep understanding of what is continually required in a professional kitchen, and, ultimately, a complete mastery of culinary prowess. *"Above all else, an appreciation of the culture of professionalism, which gives them the desire to see their endeavors through to the end, with particular attention paid to harmony and a capacity to constantly call oneself into question."*

04.1

THE MAIN CHARACTERS

HÔTEL PLAZA ATHÉNÉE – Member of the Dorchester Group

General Manager: **François Delahaye**

Manager: **Laurence Bloch**

Assistant Manager: **Guy Bertaud**

ALAIN DUCASSE AU PLAZA ATHÉNÉE – Member of Châteaux & Hôtels de France

Address: **25 avenue Montaigne 75008 Paris, France**

Telephone: **33 (0)1 53 67 65 00**

Fax: **33 (0)1 53 67 65 12**

e-mail: **adpa@alain-ducasse.com**

Internet: **www.alain-ducasse.com**

Capacity: **50 seats**

Head Chef: **Christophe Moret**

Dining Room Manager: **Denis Courtiade,**
Has been working with Alain Ducasse since 1991

Pastry Chef: **Nicolas Berger**

Head Sommelier: **Laurent Roucayrol,** *supervised by Gérard Margeon,*
Has been working with Alain Ducasse since 1993

04.2 THE MAIN CHARACTERS

ALAIN DUCASSE AU PLAZA ATHÉNÉE RESTAURANT

Staff:	A professional team of 55 professionals, overseeing every detail and ensuring your complete comfort
Opening Hours:	Lunch: Thursday and Friday from 12:45pm to 2:15pm Dinner: Monday to Friday from 7:45pm to 10:15pm
Menus and à la carte:	"Plaisirs de table" at 220 euros, "Collection de saison" at 320 euros, or à la carte
Design:	Patrick Jouin
Graphics:	Philippe David
Restaurant uniforms:	Georges Feghaly

04.3 THE MAIN CHARACTERS

Screens, leather reservation desk,
and reception desk:

Poltrona Frau

Clock:

Volper – Mellerin

China:

Jaune de Chrome

Glassware:

Riedel

Flatware:

Christofle and Béard

Curtains:

Edmond Petit

Carpets:

Andrew Hartley (Hartley of Paris)

Lighting:

Ets Panavision

Chandeliers:

Swarovski

04.4

THE MAIN CHARACTERS PRATIQUES

Discover the prestigious world of Alain Ducasse:

Monaco:

THE LOUIS XV - ALAIN DUCASSE

HÔTEL DE PARIS - Place du Casino

MC 98 000 Principality of Monaco

T : + 377 92 16 29 76

F : + 377 92 16 69 21

www.alain-ducasse.com

E-mail: lelouisxv@alain-ducasse.com

Open for lunch and for dinner from Thursday to Monday.

Open for dinner Wednesdays in July and August.

"Déjeuner de Saison" lunch menu, wines included: 110 euros.

Lunch and dinner menus :

- 170 euros (« Les Jardins de Provence »)

- 210 euros (« Pour les Gourmets »),

Or à la carte.

