

TRANSDISCIPLINARITY: COOKING AND TECHNOLOGY

Luca Marchini

Chef Ristorante L'Erba del Re



THE CREATIVE THINKING PROCESS NEEDS A RIGHT HAND

The creative thinking process needs a right hand. Technology is this right hand, which is made available by the continuous improvements of industrialization, the right hand that puts into practice difficult steps of cooking, storage and processing of food.

Improving the result, speeding it up, making it safer.

...even simple techniques need technology



RAW MATERIAL IS FUNDAMENTAL

The raw material is fundamental, but the tireless curiosity of a mind, and the passion for good food, is always looking for something more than simple authenticity ... it desires the exaltation of the food.

Raw material wants become great



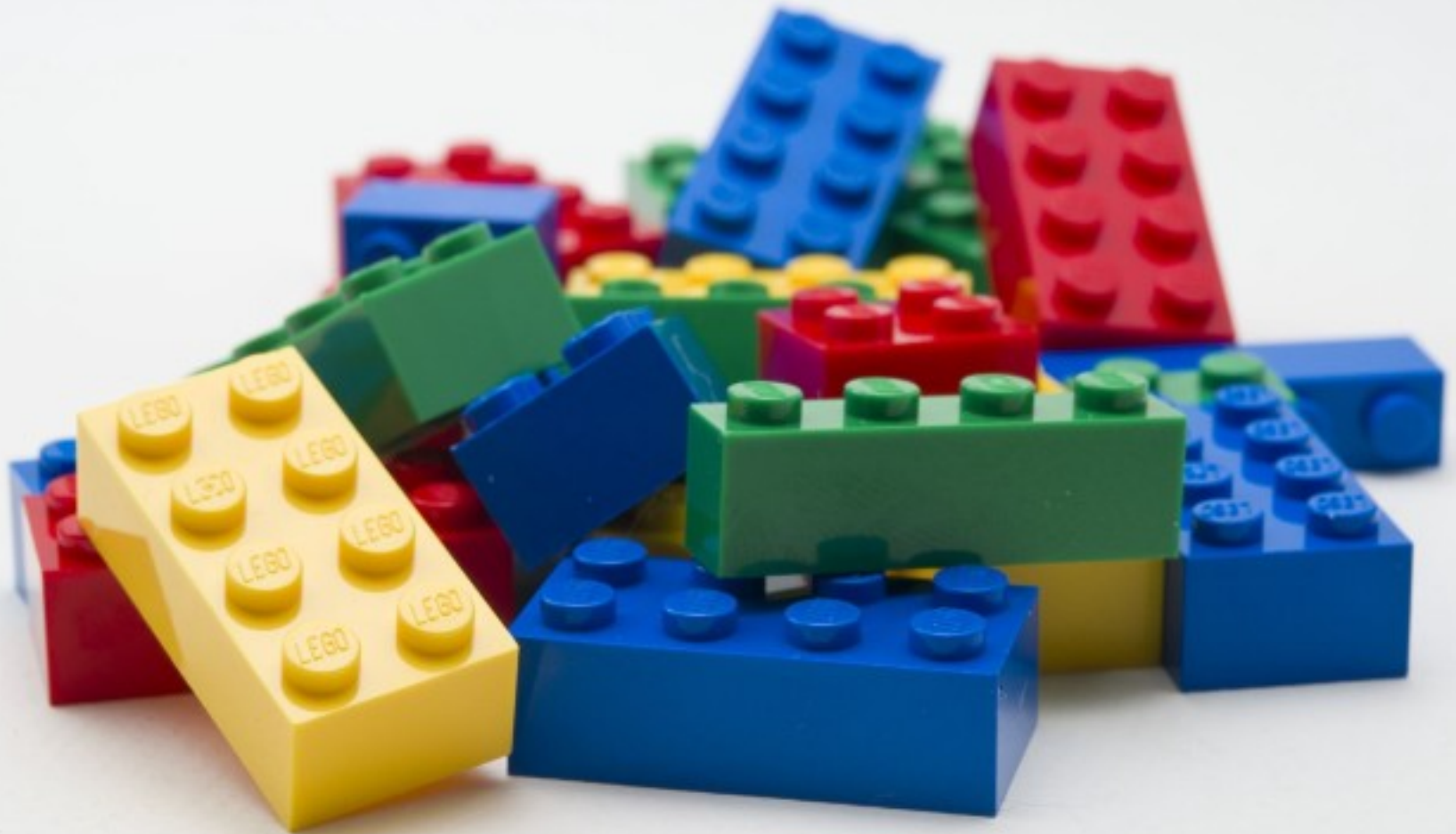


CREATING AND CHANGING IS PART OF HUMAN GROWTH

Creating and changing is part of human growth, development is unstoppable ... the "how" and the "goals" are what define the personal version of every single life.

I want to give you an example. Why do many children adore Lego? In the end, they are just blocks that you can put together.

Are they just blocks?



CHILDREN LOVE LEGO

Children love them, because they can give life to their projects, free to choose the shapes and the colors of their constructions ... So Lego can become a castle, a farm, a house, a fire station ..

Lego is a kind of raw material destined to be transformed into whatever you want, according to your vision.

Raw material is destined to be transformed



TECHNOLOGY ALLOWS CREATION

So. Technology allows the creation of a cooking vision. This vision takes shape, thanks to the consciousness that art and science are very often connected, just as dreams and projects are consequential.

Let me ask you a question: do you dream to create or do you create a dream ... your project, your cooking style? Technology helps us to improve the quality of food and, above all, the quality of our work, also optimizing timing and safety at work.

Technology brings me to my vision



... floating
flavors



SOMETHING DIVINE AND RATIONAL

If human creativity has a touch of “the divine” ... technology perfectly describes our amazing human rationality, it makes life easier for us and helps us with “problem solving”, bringing us faster towards our result.

Art is the “human divine touch”



COOKING AND TECHNOLOGY

THE RELATIONSHIP

Let me ask you another question... what about the relationship between culinary art and technology?

It means dreaming with your feet on the ground.

Creativity, technique, technology. To achieve creativity, you have to apply technique. To apply technique, you almost always need technology.

The secret?
Learn it and do it again and again



WE ARE TRANSDISCIPLINARY

The disciplines involved between art and technology are many and very different from each other, but all generated and guided by an indispensable human resource.

We are able to grasp and manage an overview of reality, we are able to connect different disciplines.

We are TRANSDISCIPLINARY and so is Cooking and Technology... I see it every day! Transdisciplinarity is a mental approach of cooperation and support.

THERE IS A CREATIVE ENERGY

MEDITATION

STUDY AND RESEARCH

PERFORM

THE CREATIVE ENERGY IS CONSTANTLY ACTIVE AND READY FOR CHANGE.

Cooking needs time, while technology runs on fast tracks. But there is that meeting point between meditation and speed, that generates the perfect solution.

Both need clear goals and a clear way to reach them.

Creativity and Technology are both sensitive towards human needs and sensations and both are based on empirical practices.

Both are based on research, but while technology is looking for practical optimization, Cooking is a synesthetic art, that means it works with emotional senses. They are united in their differences, because they are complementary.

Meditation



Study and research



Perform



NOTHING STANDS STILL

Change is in human nature and its arts and sciences grow with it.

What you need to know is where you want to go and how you want to get there, with the prospect of always demanding the best, because every step tells your story.

ANNO 2003



ANNO 2017



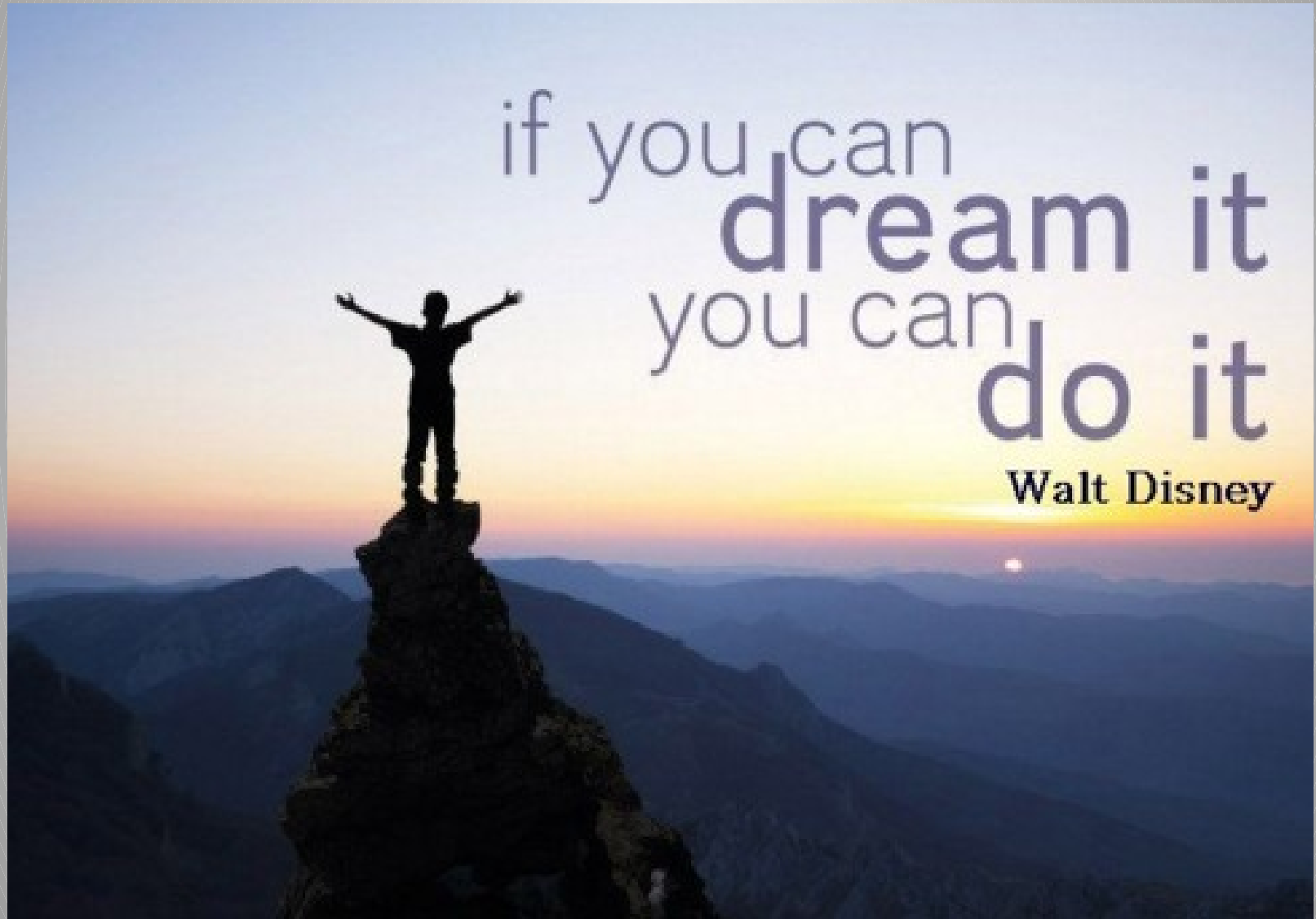
“IF YOU CAN DREAM IT, YOU CAN DO IT” W. Disney

We are living in one of the most blooming historical periods for culinary art.

Chefs and foodie audience do not see a kitchen with stove, but an experiential laboratory, an artistic place, a complex environment organized with a specific equipment, space and timing ... it seems strange, but the magic of a culinary emotion can be tasted also thanks to the help of technology that is not based on instinct, but on the observation and resolution of needs.

After all, the famous phrase of Walt Disney - "if you can dream it, you can do it"- isn't appropriate for both an artist and a scientist?

My effort? Reach my goals!



COOKING TECHNOLOGY: SOME EXAMPLES

The kitchen must operate in a
Technologically advanced environment.

SOME EXAMPLES

- From a simple microwave oven to immersion thermostats for cooking at low temperature.
- From termomix to trivalent ovens for multiple and programmable cooking.
- From blast chillers, to an infrared grill.
- From special blenders suitable for food with different consistencies, to heating lamps.
- From cast iron grills or lava stones to steel and nickel frytops to cook with great uniformity.
- The pasta machines are optimized for different formats and consistent in order to guarantee a uniform product of the highest quality.

Termomix

Thermomix TM31



Pasta machine



Blast chillers



ABOVE ALL, HUMAN RESOURCE

Not only creative process and technology, but above all human resource.

People are at the center of an organizational process, people are the protagonists of every step of an entire project.

In our field the finished product is the plate... the recipe. and every person of the "organizational chain" is fundamental

Human resource is the guide

Luca Montecalvo
Maitre



Matteo Pola
Sommelier



Andrea Manicardi
chef di partita



Jayalath Perera
plongeur



Pietro Gisoni
Sous-chef



THE KITCHEN IS A PLACE OF CONTINUOUS CHOICES

The kitchen is a place of continuous choices. We choose technology, we choose the stylistic imprint, we choose the kitchen and restaurant lounge Team.

When the final goal is excellence, the details of our decisions are fundamental. To guarantee the respect of every organizational step, there is a special person: the chef-restaurateur.

CHEF - RESTAURATEUR

The chef-restaurateur is above all a business owner with hard responsibilities. Food creativity is only a part of its job, probably the most beautiful, but it is not enough to reach success.

What it takes is a hierarchy to define "who does what", how and with what timing ... in conclusion, a structure with defined roles where each step is studied and controlled.

This is certainly a form of **TRANSDISCIPLINARITY**, that is, managing different aspects according to a precise vision, making sure that each role and sector is connected and in perfect synergy.

Chef and business owner



IS TECHNOLOGY OR STAFF
MORE IMPORTANT
IN A RESTAURANT BUSINESS?

Let me ask you a question: is technology or staff more important in a restaurant business? The answer is that both have the same weight. Now I'll explain why.

We reach goals together,
everyone has a role



TECHNOLOGY NEEDS FINANCIAL INVESTMENTS

Technology will be applied to the kitchen and to own location ... think of all the machines used in the various workstations: generally the kitchen space is divided between the processing of the first courses, appetizers and second courses, and finally the pastry. Every single station provides specific equipment. In addition there are the tools that everyone uses: the stoves and the ovens.

Financial investments for a restaurant are quite substantial so the choice will be based on the type of culinary art that you want to achieve.

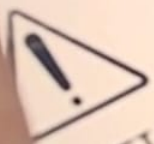
These investments are essential, because without technology there is no avant-garde and experimentation.

HUMAN RESOURCE USE TECHNOLOGY INVESTMENTS

Here comes another fundamental factor, the one that will make the whole system work: the human resource. In fact, if technology is indispensable for a growing experimentation, human resources are indispensable in order to exploit the potential of technology in the best possible way.

I want to give you an example: I purchase a special Hotmix blender with various functions. If I use this tool only as a mixer, I will not have used all the possibilities of the machine, thus making an exaggerated investment. But a competent staff will be able to exploit all the functions of my Hotmix, creating different consistencies and therefore a personal and creative recipe... so my investment will be perfectly amortized.





CAUTION

8:30
IMPOSTARE
TEMPERATURA

CAUTION



+



MAX 4



START
STOP



PULSE
TURBO





THE STAFF MUST HAVE MANY SKILLS

The staff question is very delicate. Choosing the right employees is difficult because often what the Curriculum shows does not correspond to the actual skills.

It is not just about technical skills learned in the academy, but it is about intellectual and social skills that make a worker a true professional and a good colleague.

Also in this case we talk about **TRANSDISCIPLINARIETY**, that is the ability of a person to manage different aspects of his work, from the more technical to the relational one.

Staff is my second family



“There is a kind of professional family into which each chef decides to invest day after day.

This family is called Staff”

... AND WHAT ABOUT COMMUNICATION?

If today Cooking art has become an important form of culture and identity of our country, it is also thanks to the constructive power of communication.

Today we can easily know all aspects of cooking thanks to the web: web sites and social networks made available by technology are our great allies to share this wonderful job.

Food, Communication, share, culture



TRADITION AND TECHNOLOGY

The progress of technique and technology also takes a look at the past, to the recipes that belong to the local gastronomic tradition. We take a historical dish, we add a contemporary touch and so we get a "review".

Let me give you an example.

One of the typical Modenese foods is the zampone combine with its green sauce. In this case my review is technical: in fact we can make this recipe comfortable and modern ...

here is the Modenese hamburger

THE MODENESE HAMBURGER



THANK YOU

Luca Marchini
Chef Ristorante L'Erba del Re

