

CONCEPT IDEA
RAINFOREST
CUISINE
2011/2012

THE INITIAL SPARK BY ARTIST
MAMAKAN AKA KRISTINE OUSTRUP
LAUREIJS IN COLLABORATION WITH
CHEF ANDRE CHIANG AND
DOCUMENTARY FILM DIRECTOR
CATHY HENKEL



QUESTIONING

THINK OF AVATAR...



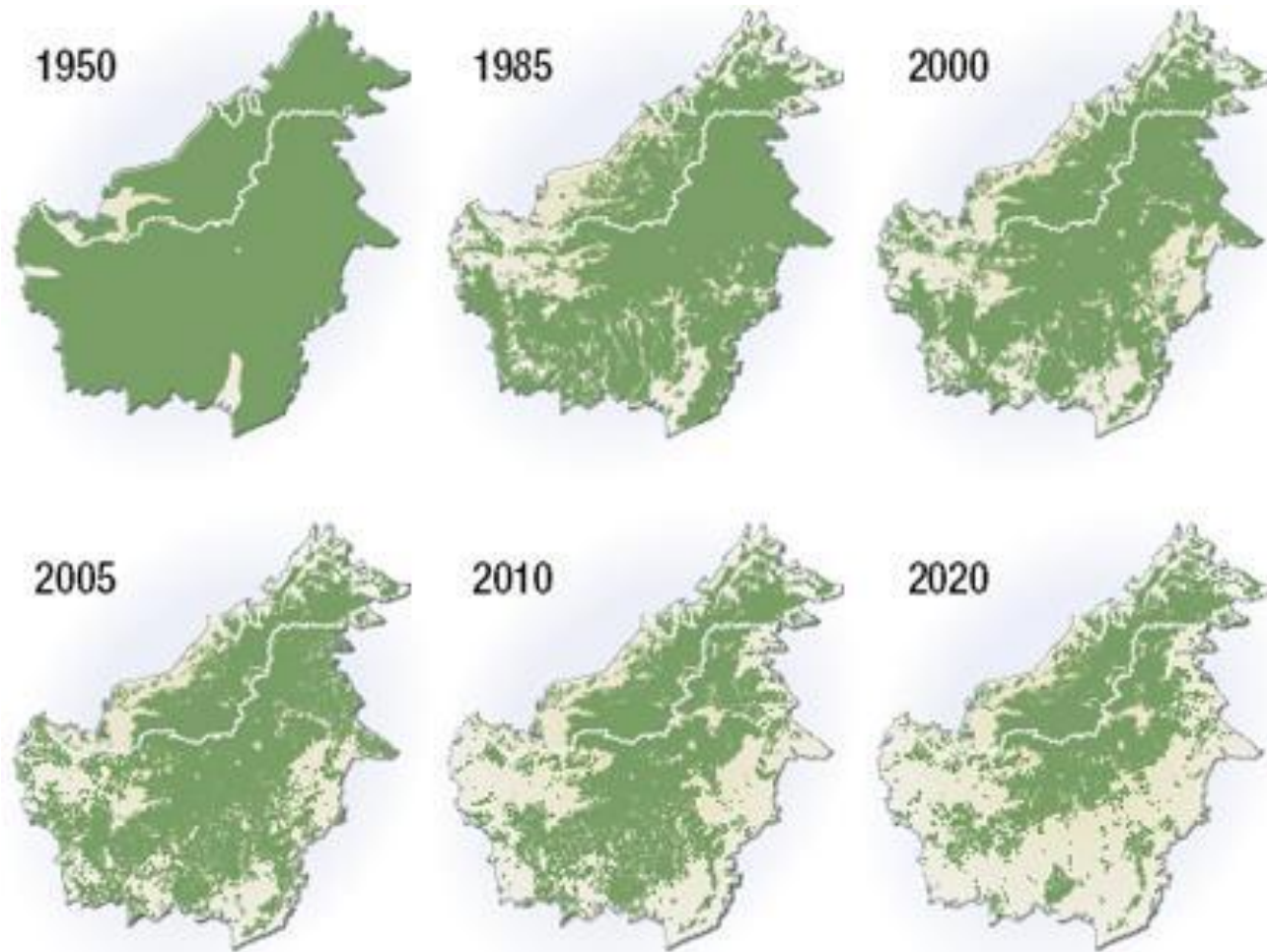
LOSING TRIBES



BURNING DOWN FORESTS



BORNEO, THE REAL AVATAR STORY...





TO MAKE THIS?

Or is there a way to use the forests while still protecting

INSPIRATION



NOMA

Chef Rene Redzepi with
his team...
Fine dining based on
local and fresh sources
from
Scandinavia.



NEW NORDIC KITCHEN



CONCEPT IDEA | RESEARCH

BORNEO



The world's richest food
source?

FIELD TRIP

September 2011

Dr. Willie Smits shows
Top Chef Andre some
of the wonderful food
sources of Borneo's
forests...



DISCOVERING A
GASTRONOMICAL
TREASURE TROVE



The world's
most diverse
ecosystem
has hardly
ever been
tasted.



“...For the first time
I felt that I am useful...”
CHEF ANDRE
2011