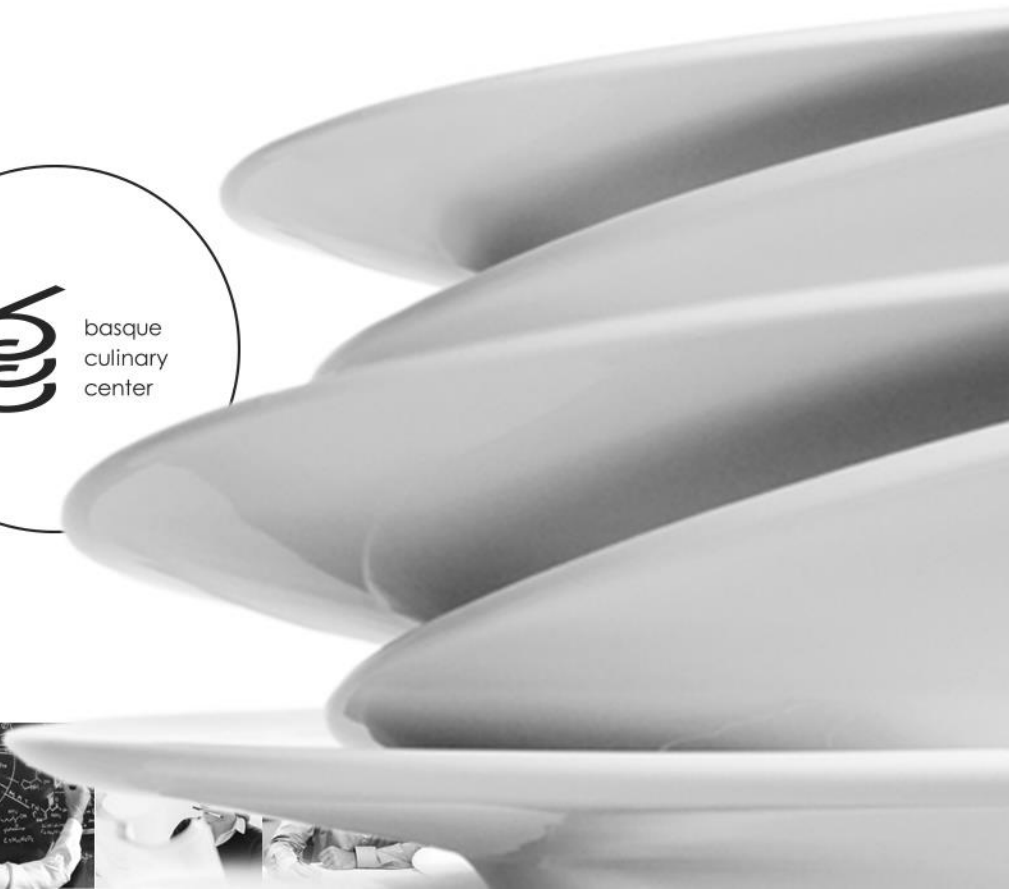


# BASQUE CULINARY CENTER

## #Innovation



# NEW UNDERSTANDING OF GASTRONOMY



# VALUE CHAIN





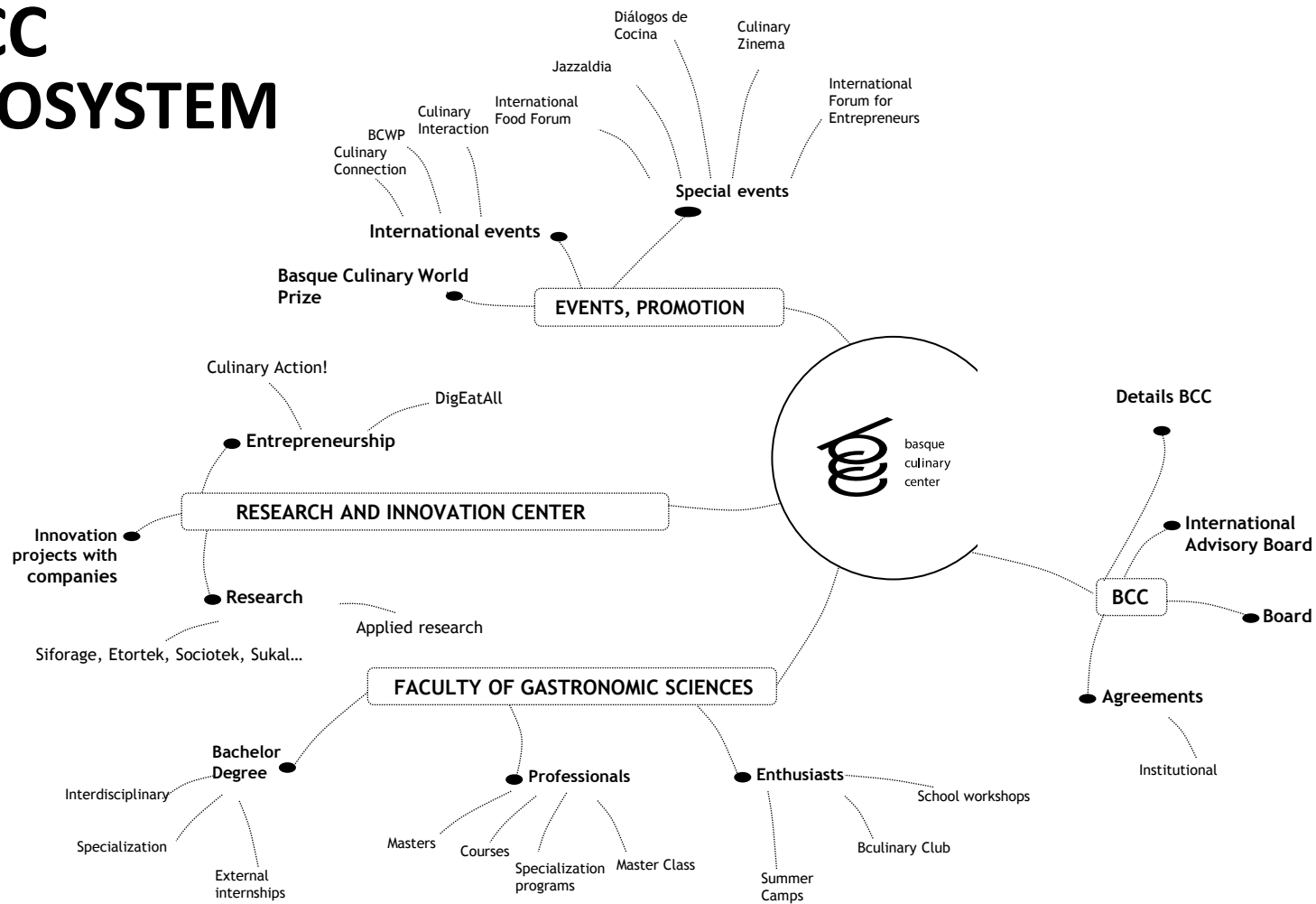


# INTERDISCIPLINARITY

The image shows a close-up, slightly blurred view of a row of small, dark-colored bowls filled with food. The food appears to be a mix of ingredients, including what looks like quinoa or small grains, diced vegetables (possibly carrots and green beans), and small pieces of protein like chicken or tofu. The bowls are arranged in a perspective that recedes into the background. Overlaid on the center of the image is the word "INTERDISCIPLINARITY" in a large, white, sans-serif font.



# BCC ECOSYSTEM



1.1 BOARD

1.2 INTERNATIONAL ADVISORY BOARD

1.3 AGREEMENTS



basque  
culinary  
center

1

BASQUE CULINARY CENTER

## GASTRONOMY AS INNOVATION IN THE FUTURE



basque  
culinary  
center

1  
BCC

2  
FACULTY OF  
GASTRONOMICAL  
SCIENCES

3  
RESEARCH AND INNOVATION  
CENTER ON FOOD AND  
GASTRONOMY

4  
SPECIAL  
EVENTS

5  
CAMPUS  
BCC

6  
MEDIA

7  
DETAILS



# 1.1 BOARD Chefs



KARLOS  
ARGUIÑANO



ENEKO  
ATXA



JUAN MARI  
ARZAK



HILARIO  
ARBELAITS



PEDRO  
SUBIJANA



MARTIN  
BERASATEGI

ANDONI  
LUIS  
ADURIZ



DIEGO  
GUERRERO



basque  
culinary  
center

1.1  
PATRONATO

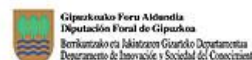
1.2  
CONSEJO  
ASESOR  
INTERNACIONAL

1.3  
COLABORADORES,  
PATROCINADORES Y  
ACUERDOS





# 1.1 BOARD



1.1  
PATRONATO

1.2  
CONSEJO  
ASESOR  
INTERNACIONAL

1.3  
COLABORADORES,  
PATROCINADORES Y  
ACUERDOS



# 1.2 INTERNATIONAL BOARD



**FERRAN ADRIÀ**  
*El Bulli*  
España



**YOSHIHIRO  
NARISAWA**  
Narisawa,  
Japón.



**MÁSSIMO  
BOTTURA**  
Osteria  
Francescana,  
Italia



**MICHEL  
BRAS**  
Bras, Francia



**GASTÓN ACURIO**  
Astrid&Gastón,  
Perú



**DOMINIQUE  
CRENN**  
Atelier Crenn,  
EEUU



**RENE REDZEPI**  
Noma,  
Denmark,



**JOAN ROCA**  
Celler  
de Can Roca,  
España



**HESTON  
BLUMENTHAL**  
The Fat Duck,  
Reino Unido



**ALEX ATALA**  
D.O.M,  
Brasil



**MARIA DI  
GIACOBE**  
Kakao,  
Venezuela



**DAN  
BARBER**  
Blue Hill,  
EEUU



basque  
culinary  
center

1.1  
BOARD

1.2  
INTERNATIONAL  
BOARD

2.1 BACHELOR  
DEGREE

YOUNG  
PEOPLE

2.2 MASTERS

2.3 PRO COURSES

PROFFESIONALS

2.4 PRO ESPECIALIZATION

2.6 CLUB

ENTHUSIASTS

2.8 SUMMER CAMPS

2.7 WORKSHOPS  
WITH SCHOOLS



basque  
culinary  
center

2

FACULTY OF  
GASTRONOMICAL SCIENCES

EDUCATING FUTURE  
LEADERS



basque  
culinary  
center

1  
BCC

2  
FACULTY OF  
GASTRONOMICAL  
SCIENCES

3  
RESEARCH AND INNOVATION  
CENTER ON FOOD AND  
GASTRONOMY

4  
SPECIAL  
EVENTS

5  
CAMPUS  
BCC

6  
MEDIA

7  
DETAILS



2.1

## BACHELOR DEGREE

“ INTERDISCIPLINAR  
INNOVATION  
GLOBAL VISION  
PRINCIPLES

”



+ INFO



398  
STUDENTS



22%  
BASQUE COUNTRY



52%  
SPAIN



26%  
INTERNATIONALS



basque  
culinary  
center

2.1  
DEGREE

2.2  
PRO MASTERS

2.3  
PRO  
COURSES

2.4  
PRO ESPECIALIZATION

2.5  
PRO MASTER  
CLASS

2.6  
CLUB

2.7  
WORKSHOPS  
WITH SCHOOLS

2.8  
SUMMER  
CAMPS





2.1

## BACHELOR DEGREE

“INTERNATIONALS FROM:  
25 DIFFERENT  
COUNTRIES”



>>

400 EXTERNAL INTERNSHIP  
EVERY YEAR

60%  
MEN



40%  
FEMALE



basque  
culinary  
center

2.1  
DEGREE

2.2  
PRO MASTERS

2.3  
PRO  
COURSES

2.4  
PRO ESPECIALIZATION

2.5  
PRO MASTER  
CLASS

2.6  
CLUB

2.7  
WORKSHOPS  
WITH SCHOOLS

2.8  
SUMMER  
CAMPS



## 2.2 MASTERS

### “ ESPECIALIZATION

GIVE A QUALITATIVE LEAP TO  
YOUR CAREER ”

MASTER IN RESTAURANT INNOVATION AND MANAGEMENT

MASTER IN COOKING: TECHNIQUE, PRODUCT AND CREATIVITY

MASTER IN SOMMELIER STUDIES AND ENOMARKETING

MASTER IN RESTAURANT PASTRY AND SWEET CUISINE

MASTER DEGREE IN ADVANCED COOKERY

MASTER IN FOOD TOURISM

MASTER IN GASTRONOMIC SCIENCES



127  
STUDENTS



60%  
INTERNATIONALS



basque  
culinary  
center

2.1  
GRAD  
O

2.2  
PRO MASTERS

2.3  
PRO  
CURSOS

2.4  
PRO ESPECIALIZACIÓN

2.5  
PRO MASTER  
CLASS

2.6  
CLUB

2.7  
TALLERES CON  
IKASTOLAS

2.8  
CAMPAMENTOS  
DE VERANO



2.3

## PRO CURSOS

### “ 8 AREAS ”

- PRODUCT AND CUISINE TECHNIQUE
- PASTRY
- CULINARY TECHNIQUES
- TASTINGS AND WINE
- RESTAURANT MANAGEMENT
- RESTAURANT SERVICE
- FOOD INDUSTRY
- FOOD SECURITY



550  
STUDENTS/YEAR



50%  
INTERNATIONALS



20%  
BASQUE COUNTRY



30%  
SPAIN

50  
Courses  
+  
3 Specialization  
courses



basque  
culinary  
center

2.1  
GRADO

2.2  
PRO MASTERS

2.3  
PRO  
CURSOS

2.4  
PRO ESPECIALIZACIÓN

2.5  
PRO MASTER  
CLASS

2.6  
CLUB

2.7  
TALLERES CON  
IKASTOLAS

2.8  
CAMPAMENTOS  
DE VERANO



2.6

## CLUB - ENTHUSIASTS

# “ MEET CULINARY PLEASURES ”

## COURSES AND ACTIVITIES FOR ENTHUSIASTS BCULINARY CLUB

Cuisine secrets, the product, gastronomical offer.

- 60 COURSES FOR ENTHUSIASTS EVERY YEAR
- 4 SUMMER CAMPS/YEAR
- WORKSHOPS IN SCHOOLS



1.200  
PARTICIPANTS/YEAR



basque  
culinary  
center

2.1  
DEGREE

2.2  
PRO MASTERS

2.3  
PRO  
COURSES

2.4  
PRO ESPECIALIZATION

2.5  
PRO MASTER  
CLASS

2.6  
CLUB

2.7  
WORKSHOPS  
WITH SCHOOLS

2.8  
SUMMER  
CAMPS





3.1 RESEARCH

3.2 INNOVATION AND  
PROJECTS WITH  
COMPANIES

3.3.1 CULINARY  
ACTION

3.3.2 DIGEATALL

3.3  
ENTREPRENEURSHIP



basque  
culinary  
center

3

RESEARCH AND  
INNOVATION CENTER ON  
FOOD AND GASTRONOMY

INTERDISCIPLINAR FOOD  
CENTER



basque  
culinary  
center

1  
BCC

2  
FACULTY OF  
GASTRONOMICAL  
SCIENCES

3  
RESEARCH AND INNOVATION  
CENTER ON FOOD AND  
GASTRONOMY

4  
SPECIAL  
EVENTS

5  
CAMPUS  
BCC

6  
MEDIA

7  
DETAILS



## 3.1 RESEARCH



### 4 AREAS

- CUISINE AND HEALTHY FOOD HABITS
- SENSORIAL PERCEPTION AND CONSUMER EXPERIENCE
- CULINARY INNOVATION
- TECHNOLOGY AND DESIGN

### PROJECTS

- EUROPEAN LEADER PROJECT: SIFORAGE
- ETORTEK PROJECTS
- SUKAL PROJECTS
- APPLIED RESEARCH PROJECTS

10 PROJECTS  
EVERY YEAR

COOK & HEALTH NETWORK



3.1  
RESEARCH

3.2  
INNOVATION AND  
PROJECTS WITH  
COMPANIES

3.3  
ENTREPRENEURSHIP

3.3.1  
CULINARY  
ACTION

3.3.2  
DIGEATALL



## 3.2 INNOVATION & PROJECTS WITH COMPANIES

30 PROJECTS  
EVERY YEAR



3.1  
RESEARCH

3.2  
INNOVATION AND  
PROJECTS WITH  
COMPANIES

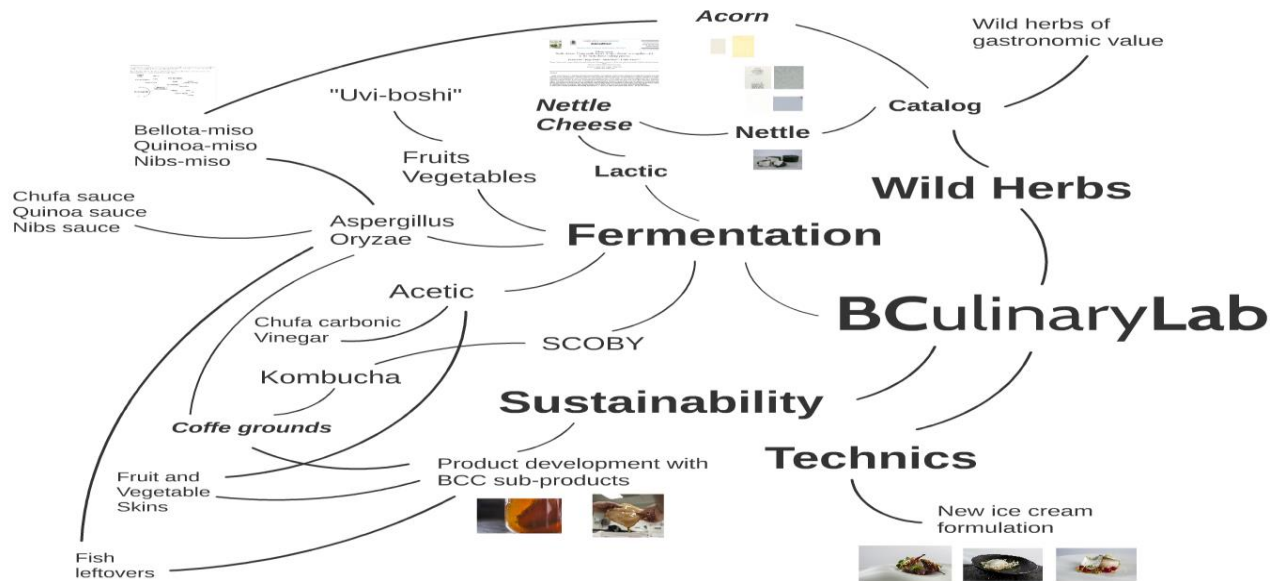
3.3  
ENTREPRENEURSHIP

3.3.1  
CULINARY  
ACTION



## 3.2 INNOVATION

### BCulinaryLAB



## 3.2. BRAINY TONGUE



**BRAINY**  
SENSORY LOGIC OF THE GASTRONOMIC BRAIN  
**TONGUE**

EXPLORING THE INTERFACE OF SCIENCE AND COOKING

[Read more](#)



basque  
culinary  
center

3.1  
RESEARCH

3.2  
INNOVATION AND  
PROJECTS WITH  
COMPANIES

3.3  
ENTREPRENEURSHIP

3.3.1  
CULINARY  
ACTION





## 3.3 ENTREPRENEURSHIP



### 3.3.1 CULINARY ACTION

“ AN OPPORTUNITY  
TO START ”



- ✓ WORKSHOPS
- ✓ JOURNEYS
- ✓ INTERNATIONAL FORUM
- ✓ INCUBATOR



4.1 BCC EVENTS

4.2. INTERNATIONAL EVENTS

4.3 INITIATIVES



basque  
culinary  
center

4

INITIATIVES

90 EVENTS/YEAR



basque  
culinary  
center

1  
BCC

2  
FACULTY OF  
GASTRONOMICAL  
SCIENCES

3  
RESEARCH AND INNOVATION  
CENTER ON FOOD AND  
GASTRONOMY

4  
SPECIAL  
EVENTS

5  
CAMPUS  
BCC

6  
MEDIA

7  
DETAILS



## 4.1 BCC EVENTS

“ WE SHARE OUR SPACE  
TO CREATE  
BIG MEETINGS ”

EACH YEAR:

90  
EVENTS

8.000  
PEOPLE



Jazzaldia Festival



Congress Growing Young



Exposition "Nebulosas"



basque  
culinary  
center

4.1  
BCC  
EVENTS

4.2  
EVENTS AND  
PROMOTION

4.3  
INTERNATIONAL  
EVENTS





## 4.2 INTERNATIONAL EVENTS

“ CONSOLIDATING A GLOBAL  
CULINARY COMMUNITY  
PROMOTING  
CONNECTION BETWEEN  
WORLDWIDE CHEFS AND  
CULTURES ”

### CULINARY CONNECTION

IR A BASQUE CULINARY CENTER

2013



Sao Paulo



Singapur



Hong Kong



Nueva York



Moscú

2014



Chile



México



Ecuador

2015



Miami



Chile



Seul



basque  
culinary  
center

4.1  
BCC  
EVENTS

4.2  
EVENTS AND  
PROMOTION

4.3  
INTERNATIONAL  
EVENTS



Cena Privada London, 27 de Abril Private Dinner

## 7Chefs1Dinner

Diversidad de la Cocina Contemporánea | Diversity of Contemporary Cuisine

**Eneko Atxa** Azurmendi Spain **Virgilio Martínez** Central Perú  
**Ángel León** Aponiente Spain **Jorge Vallejo** Quintonil México  
**Josean Alia** Nerua Spain **Esben Bang** Maemo Norway  
**Marcos Morán** Hispania United Kingdom

HISPANIA





## 4.3 INITIATIVES

### CULINARY INTERACTION

**CULINARY  
INTERACTION**

HOME

**INTERACTIONS**

NEWS

INTERVIEWS

ABOUT US

PARTICIPATE

SPONSOR



#### INTERACTIONS

AGRICULTURE SOCIAL DEVELOPMENT SUSTAINABILITY 04 MARCH 2016

## ATÁ, SHORTENING THE DISTANCE BETWEEN MAN AND FOOD

The institute led by the chef Alex Atala promotes interdisciplinary synergies from a focus that insists on accepting that food is culture

READ MORE



SOCIAL DEVELOPMENT SUSTAINABILITY VISUAL ARTS 22 JANUARY 2016

#### CATEGORIES CULINARY INTERACTION

AGRICULTURE

ANTHROPOLOGY

CINEMA

DESIGN

EDUCATION

HEALTH

LITERATURE

MUSIC

SCIENCE

SOCIAL DEVELOPMENT

SUSTAINABILITY

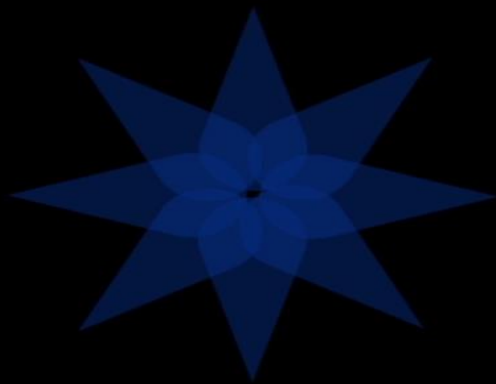
TECHNOLOGY

THEATER

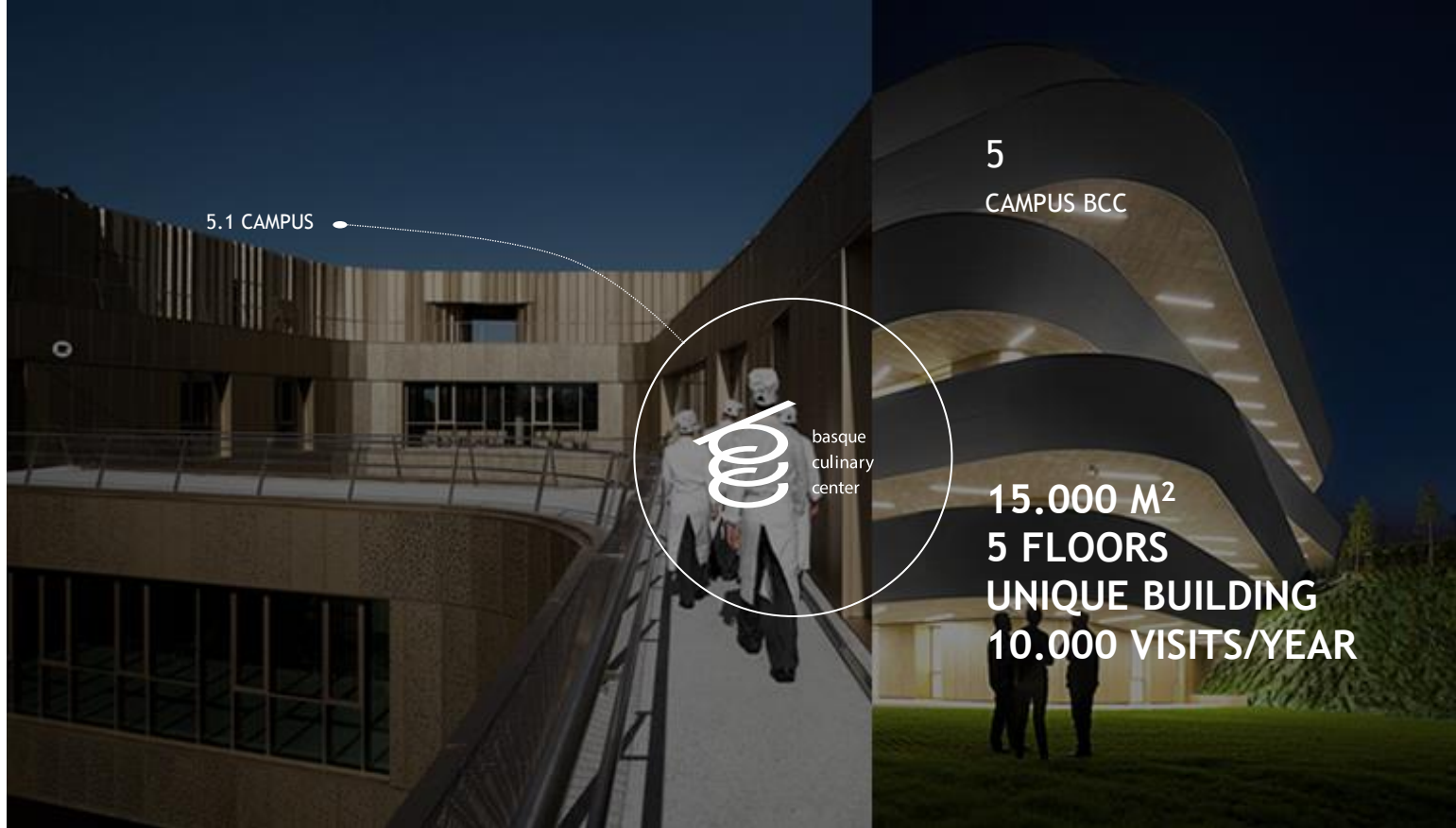
VISUAL ARTS

## 4.3 INITIATIVES

### BASQUE CULINARY WORLD PRIZE



basque culinary world prize



5.1 CAMPUS

5

CAMPUS BCC



basque  
culinary  
center

15.000 M<sup>2</sup>  
5 FLOORS  
UNIQUE BUILDING  
10.000 VISITS/YEAR



basque  
culinary  
center

1  
BCC

2  
FACULTY OF  
GASTRONOMICAL  
SCIENCES

3  
RESEARCH AND INNOVATION  
CENTER ON FOOD AND  
GASTRONOMY

4  
SPECIAL  
EVENTS

5  
CAMPUS  
BCC

6  
MEDIA

7  
DETAILS



5.1  
CAMPUS BCC

“ 15.000M<sup>2</sup>,  
5 FLOORS  
UNIQUE BUILDING  
10.000 VISITS/YEAR ”



6

## COMMUNICATION

### 6.1 MEDIA INFO

### 6.2 NEWS



basque  
culinary  
center

1  
BCC

2  
FACULTY OF  
GASTRONOMICAL  
SCIENCES

3  
RESEARCH AND INNOVATION  
CENTER ON FOOD AND  
GASTRONOMY

4  
SPECIAL  
EVENTS

5  
CAMPUS  
BCC

6  
MEDIA

7  
DETAILS





## 6.2 NEWS



TIME
MAGAZINE
SUBSCRIBE
VIDEOS
LISTS
APPS
LIFE.COM
STYLE
Follow TIME
f
t
+

NewsFeed
U.S.
Politics
World
Business
Money
Tech
Health
Science
Entertainment
Opinion

# TIME World

Subscribe to TIME » Give a Gift »

SEARCH TIME.COM

Main
Global Spin
Keeping Score
Intelligent Cities
Travel
Videos

2 FOR 1 OFFER

GIVE THE GIFT OF TIME

## A Cooking School That Can Change the World

By LISA ABEND / SAN SEBASTIAN, SPAIN
Wednesday, Aug. 04, 2010

Subscribe now and receive a FREE GIFT!
TIME

**Newsfeed**

- Reading While Eating for March 16: Big Spenders
- George Clooney Arrested in Protest at Sudanese Embassy
- Andy Warhol's 'Double Elvis'

### The TIME Android App







[www.bculinary.com](http://www.bculinary.com)