

April 26 & 27th

LE GRAND FOODING CRUSH

PARIS - L.A.

2013



The Geffen Contemporary at MOCA

RESERVATIONS : LEGRANDFOODING.COM

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Art direction: Le Bureau du Fooding® / Illustration: Jeanne Detallante

APRIL 26 & 27TH, 2013

LE GRAND FOODING CRUSH PARIS LOS ANGELES

THE GEFFEN CONTEMPORARY AT MOCA, 152 NORTH CENTRAL AVENUE, LOS ANGELES, CA 90012

Le Fooding? Hmm...

"Fooding": the tastes of today. Without borders. Born in 2000, in Paris, on the seventh floor of Radio Nova, in the rush to meet an article deadline. "Food" + "ing", to make food rhyme with feeling... A barbaric gerund in English. But what an outrage in French!

Le Grand Fooding Crush Paris-L.A.?

A one-way ticket, to begin with...

Los Angeles has always been high on inspiration. L.A.: where local and tasty ingredients always come first. A simple grilled side of pork with salt and pepper can become an experience. Same for a taco or a bo bun. L.A.: capital of culinary combinations, full of fusion restaurants, Unidentified Food Objects, and dude chefs envied by everyone! L.A.: new territory and new culinary frontiers, home of the world's best food trucks. L.A.: the only place where movie stars smile when they eat crispy pig head. L.A.: where cuisine carbonates with cool and slowly swallows 502.7 miles of not-exactly-digestible urban tentacles.

Much smaller, Paris is home to countless up-to-date chefs. They just don't get mentioned enough. The media are too dazzled by the evanescent glittering stars. The fact is that bourgeois cuisine is no longer

France's daily bread. Techno-cuisine never will be. In Paris, the gourmands are devouring the gourmets. Our favorite chefs are not celebrity chefs. Their photos aren't printed on packs of vacuum-sealed ham. So where do you find these oh-so-Parisian luxuries? In their kitchens, of course! They're frequently French, most certainly Parisian, and always authors. Free as birds in the air. Because you need air to fly in the face of convention. And to keep your flag flying high.

Le Grand Fooding Crush Paris-L.A.?

Eleven incredible chefs, a fine champagne, gutsy *fromages*, acclaimed DJs and graphic designers to feast your senses and do some conscious good.

Le Grand Fooding Crush Paris-L.A.?

April 26 and 27, 2013, at The Geffen Contemporary at MOCA.

Hurry and book your tickets at www.legrandfooding.com. Twenty percent of our ticket sales support L.A. Food Bank & MOCA.

Tasty regards,

Alexandre Cammas

Working day and night to bring you priceless experiences on a platter.

That's MasterCard®. That's Priceless.

Visit www.priceless.com/LA to book your one-of-a-kind culinary experience today.

Certain terms and conditions apply.

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PS: Stay tuned! An exclusive presale will be available for MasterCard® cardholders only.

Ludo Lefebvre
L.A.



APRIL 26TH, 2013

LE GRAND FOODING CRUSH PARIS L.A.

THE GEFEN CONTEMPORARY AT MOCA, 152 NORTH CENTRAL AVENUE, LOS ANGELES, CA 90012

LE TASTY CRUSH TICKET (from 7PM)

Price: \$50. Twenty percent of each ticket sold goes to L.A. Food Bank and MOCA. Tasting + one flute of Champagne.

Featuring:

♦ Kogi Classic Short Rib Taco (Remix)
by **Roy Choi**, Kogi, L.A.

♦ Fresh Beans, Herbs and Brown Butter by **Inaki Aizpitarte**,
Le Chateaubriand, Paris



♦ Amberjack Ceviche, Lime, Cara Cara, Watercress, Rice Cracker by **Josef Centeno**, Baco Mercat, L.A.

♦ Pulled Lamb Sliders

by **Greg Marchand**, **Frenchie, Paris**

Love in Italian:

Grilled Beef Tagliata, Rucola & Parmigiano with Aged Balsamico. An exclusive illustration of the Italian *art de vivre* from Italian cuisine maestra **Nancy Silverton (Mozza, L.A.)**, inspired by the Italian lifestyle and passion for fine food that only S.Pellegrino® can convey.

Un amour de fromage:

Drinkable Pizza, Tomatoes-Anchovies-Oregano, Cheese Bread. Besties **Jean-François Piège** (Restaurant Jean-François Piège, Paris) and **Carolynn Spence (Chateau Marmont, L.A.)** will serve a unique reinterpretation of the classic American street-food dish, creatively spicing it up with delightful cheeses from France.



Sweet heart:

Chocolate Crispy Caramel Candy Bar Cup, Warm Lavender Honey Lemon Pot and Strawberry Rhubarb «Dolly Madison» Pies by **Lemonade**, L.A.

Love drinks:

- ♦ Veuve Clicquot Yellow Label
- ♦ S.Pellegrino Sparkling Natural Mineral Water
- ♦ Acqua Panna Natural Spring Water



Paris
André Saraiva

LE CLICQUOT CRUSH TICKET (from 6PM)

Price: \$80. Twenty percent of each ticket sold goes to L.A. Food Bank and MOCA. Exclusive pre-tasting + complimentary Veuve Clicquot from 6 to 7PM.

Veuve Clicquot celebrates the L.A. debut of Le Fooding at the Museum of Contemporary Art with an exclusive Champagne preview for 100 lucky gourmands. From 6 to 7PM, guests will attend a special sneak-preview «pique-nique», where they will sample 6 exclusive recipes created by 10 premier chefs from L.A. and Paris. Tickets entitle guests access to the open Veuve Clicquot Crush bar for the first hour, and to the pique-nique in a chic temporary urban shelter, where music will be mixed by top DJs from both cities.

LE MASTERCARD® PRICELESS® CRUSH TICKET (from 6PM)

Price: \$125. for MasterCard® cardholders only: Twenty percent of each ticket sold goes to L.A. Food Bank and MOCA. Exclusive pre-tasting + complimentary Veuve Clicquot from 6 to 7PM + backstage VIP access.

In addition to all of the goodies listed above, 20 lucky MasterCard cardholders can discover what *Priceless* really means with full backstage access. This guest-list-only VIP area also includes an exclusive dish prepared by chef **Sven Chartier** of **Saturne in Paris**. Lest you fret about missing out on the rest of the party, waiters will be making the rounds and serving you all on a platter. Use your MasterCard® card to purchase your tickets today. MasterCard® is the Official Card Partner of Le Grand Fooding Crush Paris – L.A.



SWINGING FLING MACHINE

With **Kitsuné (Paris)** and **Guest Stars** from **Los Angeles**.

I ♥ CITEE-SHIRTS

Star street artists **Shepard Fairey (L.A.)** and **André Saraiva (Paris)** will design collector's T-shirts celebrating each other's city. Only a few will be sold on site, to benefit L.A. Food Bank. Don't miss out!

APRIL 27TH, 2013

LE GRAND FOODING CRUSH PARIS L.A.

THE GEFEN CONTEMPORARY AT MOCA, 152 NORTH CENTRAL AVENUE, LOS ANGELES, CA 90012

LE TASTY CRUSH TICKET (from 7PM)

Price: \$50. Twenty percent of each ticket sold goes to L.A. Food Bank and MOCA. Tasting + one flute of Champagne.

Featuring:

♦ Barbecued Carrots, Smoked Mascapone Chantilly, Orange Candied by **Ludo Lefebvre**, **Trois Mec, L.A.**

♦ Fresh Beans, Herbs and Brown Butter by **Inaki Aizpitarte**,
Le Chateaubriand, Paris



♦ "Color Dissonance" by **Jordan Kahn**, Red Medicine, L.A.

♦ Crab, Beetroot, Horseradish

by **Sven Chartier**, **Saturne, Paris**



Love in Italian:

Grilled Beef Tagliata, Rucola & Parmigiano with Aged Balsamico. An exclusive illustration of the Italian *art de vivre* from Italian cuisine maestra **Nancy Silverton (Mozza, L.A.)**, inspired by the Italian lifestyle and passion for fine food that only S.Pellegrino® can convey.

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Nancy Silverton
L.A.



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L.A.
Shepard Fairey



1997, c-print, photo by Stefan Wurm, Outlines, Lehmann Maupin Gallery, New York

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LE GRAND FOODING CRUSH PARIS LOS ANGELES

*Inaki Aizpitarte, Paris
& Roy Choi, L.A.*



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LE GRAND FOODING CRUSH PARIS LOS ANGELES

*Carolynn Spence, L.A.
& Jean-François Piège, Paris*



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LE GRAND FOODING CRUSH PARIS LOS ANGELES

*Josef Centeno, L.A.
& Greg Marchand, Paris*



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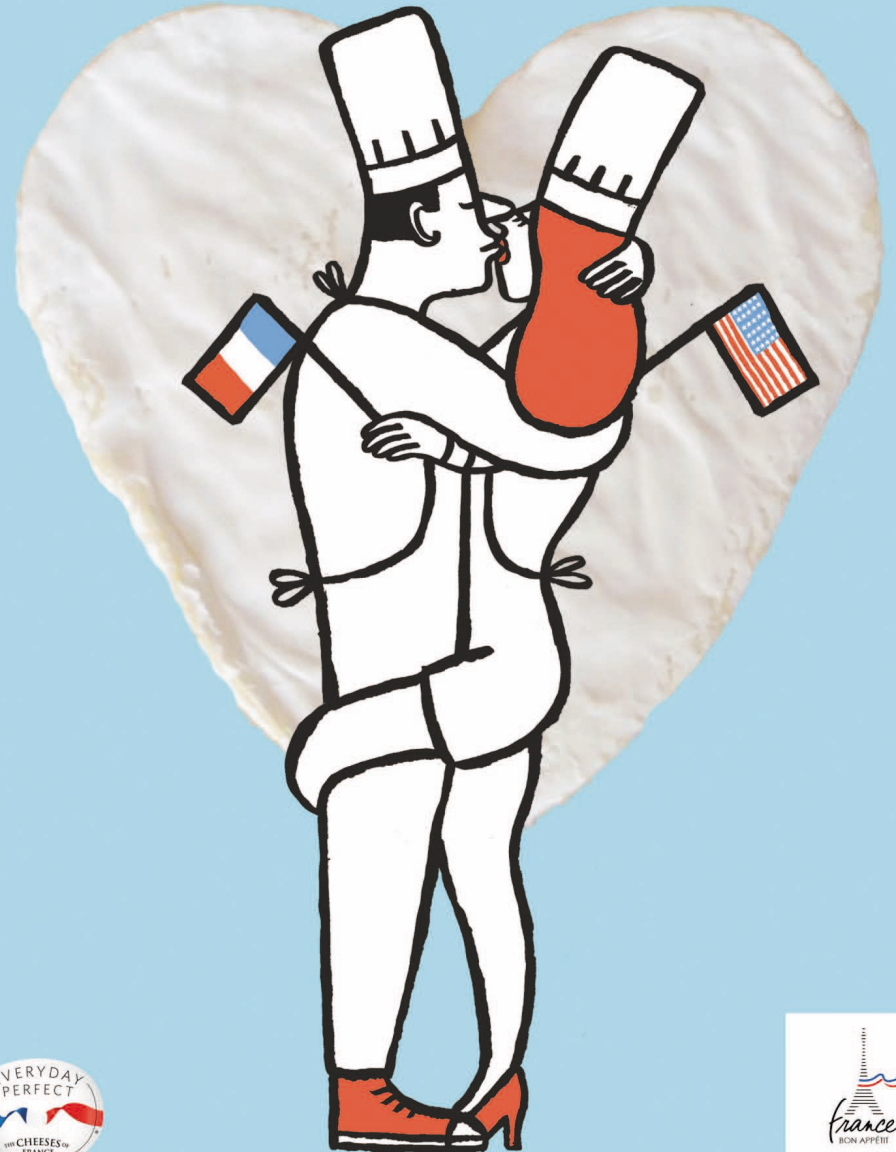
LE GRAND FOODING CRUSH PARIS LOS ANGELES

*Sven Chartier, Paris
& Jordan Kahn, L.A.*



LOVE AT FIRST SIGHT
WITH THE CHEESES
OF FRANCE

© Art direction: Le Bureau du Fooding® / Illustration: Joachim Larralde



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LE GRAND FOODING PARIS - LOS ANGELES 2013

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LE GRAND FOODING L.A. 2013
APRIL 26-27



AN URBAN OUTDOOR PICNIC
PARIS AND L.A. STAR CHEFS

ACCLAIMED DJ'S

THE GEFEN CONTEMPORARY L.A.

GRAND 15000L - PARIS FOR LE BUREAU DU FOODING