



Mixeur

A production of

INFOPRESSETÉLÉ[®]

Creator: Sylvie Berkowicz

Mixeur

The show that mixes tastes and ideas

Mixeur explores creative new television territory at the confluence of the beautiful, the delicious and the talented. Exclusive, epicurean, innovative and entertaining gourmet programming.

Mixeur is a unique concept built around creative cuisine — a gathering place for all the new trends in gastronomy and the culinary arts.

Mixeur reveals the trends, meets the creators and visits the places that bring creative cuisine to life.

Mixeur goes to the source of the phenomenon. Europe, of course — Spain, Italy and France — but also Japan, where cooking has long been an art form.

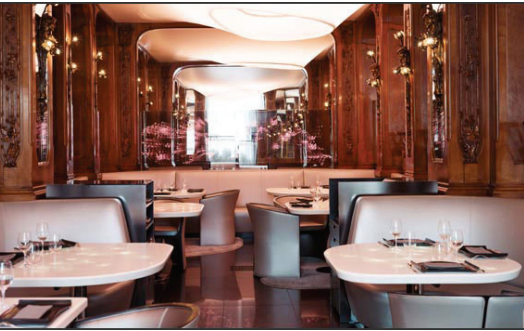
Mixeur also explores Canada, especially Montreal, which is undergoing an immense gastronomic transformation, setting aside the restraints of tradition to freely experiment with the diverse influences of its culinary melting pot.

By examining the cutting edge of these disciplines, Mixeur offers a new look at this profound movement that is so much more than a mere fad.

The topics covered by Mixeur are timeless and of interest to everyone, everywhere. For the creative professionals, this is a unique opportunity to make their work known.

For TV5 Québec Canada, Mixeur is a program with a strong identity, as well as great potential for wide popularity on the network and for broadcast on TV5 Monde.

A program of distinction, offering exclusive and inspiring positioning.



Lucas-Carton Restaurant, Paris



Brontë Restaurant, Montreal

Mixeur



Apple tattooed by photosynthesis.
by Stéphanie Sagot

A new series focusing on modern culinary creation in all its forms.

A new creative energy is permeating haute cuisine : its creators are crossing the borders of their disciplines and experimenting by inventing a new culinary language that reflects the times in which we live.

Gathering around this new gourmet concept are designers, architects, graphic artists, photographers and artists, whose creativity is enhancing and enriching it.

Their works are made to be seen, to be understood... and to be eaten.



Faces collection, Ferran Adrià

In Montreal, designer Bruno Braen has created a surprising décor for the amazing Club Chasse et Pêche; the Geneviève Grandbois chocolate shop decorates its treats with beautiful screen printing; and chef Martin Picard is a rebel who wrote and published a most unusual book that includes a music CD.

In Paris, famed chef Alain Senderens turns over a new leaf and asks a young designer, Noé Duchaufour Lawrence, to revamp the dining room and its Art Nouveau woodwork; Pierre Hermé is inventing desserts that should first be devoured by the eyes; the restaurant in the new museum of modern art in Vitry projects art videos on its walls, including the slow-motion explosion of an enormous cake from the famous Catalan pastry shop, Escriba. This venerable ancestral institution is finding new life thanks to the inventiveness of its fourth generation of pastry chefs.

Still in Spain, Ferran Adrià, grand master of so-called molecular cuisine, plays with flavours and textures. He also creates and sells innovative new kitchen utensils perfectly designed for this new art of eating...

Mixeur



Christmas Log, Philippe Stark

Packaging, graphic design, objects, space, décor — everything that surrounds gastronomy and cuisine is THE topic of the moment, the reflection of a new, modern art of living.

The phenomenon is winning over most countries, in fancy restaurants and in corner cafés, in gourmet food stores and in supermarkets.

In France, Spain, England and of course Belgium — where culinary creators don't hesitate to break the rules — as well as in Canada, notably in Montreal, particularly fertile terrain for the burgeoning talent of new and audacious creators.

Mixeur



Iñaki Aizpitarte, Paris

In addition to being substantial and popular, this subject material has never been addressed as such on television.

This is not a recipe show, nor a presentation of regional products. Rather, it is a gourmet magazine that stimulates the mind as much as the taste buds. A truly new television product that will generate significant media value.

The recipe was cooked up by Sylvie Berkowicz, who has created and directed fashion and design programs for television such as Perfecto and D. The dish will be prepared by Infopresse Télé and served by TV5 Québec Canada



Marc Brétilot

The Topics

The Talent

Portraits of chefs, designers, artists, stylists, photographers, journalists and scientists.

The Places

Visits to the centres of modern cuisine and encounters with their architects and designers.

Restaurants, cafés, pastry shops, chocolate shops, grocery stores... many of them call on the big names in design to develop inspiring spaces that highlight their creations.

The Ideas

The new textures, forms and flavours of modern cuisine: sculpted vegetables and graphic cakes (Stéphane Bureau), tattooed apples (Stéphanie Sagot), Christmas log cake (Philippe Starck).

The new tools for preparing and enjoying : capsules, flasks, pipettes, flatware, china and other new objects for the table.

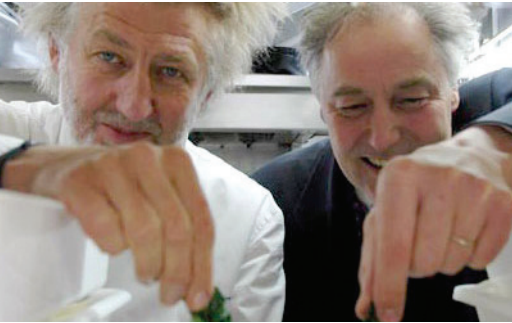
The new packaging for everyday consumer products and their new presentations.

Edible art, the meeting of art and gastronomy : Marc Brétilot's culinary happenings (cute and enticing meals presented on a rolling mechanical cart, vertical chocolate plates good enough to lick...).



Cake by Stéphane Bureau

Program Content



Chef Pierre Gagnaire and scientist
Hervé This

Portraits, interviews and long subjects

(4 to 6 minutes)

- Encounter with a chef in his or her restaurant :

Interview: their culinary vision, sources of inspiration, style, exclusive finds, choice of china, the connection between the menu and the dining room décor.
Images: visit to the restaurant and its setting (the surrounding countryside or city neighborhood), the team at work, the dishes they prepare.

- Meeting with an interior designer in one or several of his or her restaurant projects :

Interview: what makes a restaurant beautiful as well as efficient and in harmony with what is served there; the working relationship with the chef; sources of inspiration...

Images: dining rooms with all the details that make a difference and, when appropriate, other projects by the designer that place their work in context.

- Encounters with professionals connected to the world of gastronomy: photographers, stylists, wine experts, book publishers, researchers and creative producers...

- Profiles of businesses related to the arts of the table, furniture, objects, china, glassware, luxury goods...

- Portrait of a strong trend (ex., Japan, source of endless inspiration)

Features, short subjects

(1 to 2 minutes)

- Description of a dish, understanding its development from the empty plate up

- Food trends (new products, new flavours, new textures in gourmet food stores and supermarkets)

- Trends in packaging and design

- Table settings, decorative trends, new ways of laying the table

Production



Sculpted vegetables,
Stéphane Bureaux

The visual production qualities of the series are rich, meticulous... and above all, appetizing.

The topics and interviews will be highly visual, the editing pace strong but not chaotic, to allow the audience the time to savour what appears on the screen.

With the exception of certain “dish” or “product” features, the series is entirely filmed on location — in the work, creation and living spaces of the creative professionals.

Mixeur is anchored in real life, although it may sometimes have hints of exclusiveness.

The connection between the topics and the general tone of the program is ensured by a strong, graphic, entertaining and very animated visual presentation. Varied inserts are interposed between the subjects, forming a dynamic and constantly changing framework for the program.

This presentation style is very important, because it is what gives the series its unique character, personality and tone. The artistic direction replaces the role of the host, placing no filters or intermediaries between the television audience and the creative professionals. The audience, finding itself in direct contact with the subject, is carried along by these passionate guides to the world of gastronomy.

The topics are presented and explained by voice-over narration, written in a clear and lively tone.

In the case of foreign participants, subtitles in French allow the interviews to be understood rapidly and naturally.

The program is directed by Sylvie Berkowicz, who also writes the program narration and conducts the interviews. Her expertise in television and in written journalism ensures a perfect balance between content and presentation.

In addition, her command of the subject (not to mention her passion) ensures the relevance of the program content. Her long experience as an editor, director and reporter has allowed her to gain perfect mastery of the tools of the trade, from the beginning to the end of the production process.