

# COOK<sup>®</sup> IT RAW

The search for the new ingredient:

Transparency



## INTRODUCTION

Cook It Raw is an yearly gathering of chefs with the aim to explore cultures through the lens of food.

A photograph of two men, likely chefs, laughing heartily in a kitchen. The man on the left has a full beard and is wearing a white tank top. The man on the right is wearing a red and white checkered shirt and a dark apron. The background is a wall covered in a mosaic of blue, green, and white tiles. A red sign with a white arrow pointing down and the text 'WASH HANDS!' is visible on the wall. A small white device is hanging from the ceiling. The text 'COOK IT RAW' is overlaid in the top right corner.

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IT RAW

COPENHAGEN 2009

COLLIO 2010

LAPLAND 2010

ISHIKAWA 2011

SULWAKI 2012

CHARLESTON 2013

YUCATAN 2014

ALBERTA 2015

NORWAY 2017





## OBJECTIVES

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- To develop awareness about sustainable foodways and how to apply key learning to their home communities
- To encourage cultural exchange and understanding
- To foster the interchange, development and preservation of skills and knowledge
- To use cuisine to address social, cultural and environmental issues
- To build friendships and a spirit of collaboration between chefs and participants
- To push the creative envelope, leading the way to a new vision of cuisine and what it can do

COOK IT RAW NORWAY



## The event structure

- Exploration: we organize a number of activities to expose the chefs to the local food culture
- Discovery: introduce the chefs to the product and producers and the flavours of the destinations
- Collaboration: having the chefs to experiment together with the products they found
- Curation: create a dish based on the experience



Exploration

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We want the chefs to engage with the local producers and 'feel' the environment

Discovery

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We organize a number of food related activities for the chefs to get acquainted with local raw materials and ingredients















collaboration

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The chefs are working together to create the final dish











curation

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At the end of the experience the chefs make a dish as an ode to the destination











Create the story









## INTERNATIONAL CHEFS



**ALBERT ADRIA**  
Tickets, Barcelona  
Spain



**ANDRE CHIANG**  
Andre, Singapore



**EDUARDO JORDAN**  
Salare, Seattle  
USA



**BO SONGVISAVA**  
Bo Lan, Bangkok



**TIM RAUE**  
Tim Raue, Berlin  
Germany



**WILL HOROWITZ**  
Ducks Eatery, New York  
USA



**SYRCO BAKKER**  
Pure C, Cadzand  
The Netherlands



**CONNIE DESOUSA**  
Charcut, Calgary  
Canada



**BENITO MOLINA**  
Manzanilla, Ensenada,  
Baja California



## NORDIC CHEFS & BARTENDERS



**CHRISTOPHER  
HAATUFT**

Lysverket, Bergen  
Norway



**HEIDI  
BJERKAN**

Credo, Trondheim  
Norway



**MAGNUS EK**

Oaxen, Stockholm  
Sweden



**TORSTEN  
VILGAARDS**

Studio, Copenhagen  
Denmark



**TITTI QVARNSTRÖM**

Bloom in the Park, Malmö  
Sweden



**MONICA BERG**

P(OUR), London, UK



**ALEX KRATENA**

P(OUR), London, UK



**MIKAEL SVENSSON**

Kontrast, Oslo  
Norway

## SOME OF THE LOCAL HEROES, PRODUCERS



**HANS ARILD  
GRØNDAHL**

Grøndalen Gård  
organic dairy farm



**FINN DALE**

Bergsmyrene Gård  
biodynamic veg farm



**ANDREAS  
CAPJON**

Bybonden  
organic urban farm



**MAGNUS &  
TIMON**

Indre Oslo matforedling  
dry meats and sausages



**ELIN ÖSTLUND**

Skjølberg Søndre  
Biodynamic/agro-ecological cycle farm



**JON FREDRIK  
SKAUGE**

Fannremsgården  
Dairy farm



**ELSE SKÅLVOLL  
THORENFELDT**

Korsvold Gård  
Organic urban farm

AND MANY  
MORE

**NORWEGIAN**  
Food heroes



# **COOK<sup>®</sup> IT RAW**

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