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New Western Cuisine



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Outdoor Dining

户外享食



A Universal Aroma That is Korean 韩蕴雅 烤生香

Many Asian cuisines, just as those in Europe, are closely linked to each other in more ways than one, from cultural and traditional influences to use of ingredients and cooking methods.

One such cuisine with interesting linkages is the Korean cuisine. Originating from an ancient agricultural and nomadic race in southern Manchuria (which is China's northeast Liaoning, Jilin and Heilongjiang Provinces today) and the Korean peninsula, Korean cuisine is a food culture that evolved from a multi-dimensional interaction between people and environment, time and place, ethnicity and mobility. One simple yet revealing dish in this cuisine is the Korean BBQ, resembling a hybrid between Japanese and Chinese epicures yet born of a universal method as ancient as the discovery of fire over which food has been grilled from time immemorial.

CHI-Q, the latest dining venue at Three on the Bund, Shanghai, is the personification of this cuisine. Opened in May this year, the Korean restaurant is the brainchild

of celebrity chef Jean-Georges and his Korean wife cum chef Marja. The name of the place was coined from the two words: "Chi" in short for the iconic Korean "kimchi" and "Q", the abbreviation for the oldest yet most reliable way of cooking - barbeque. While barbeque may sound a bit overly common and pedestrian, CHI-Q is bringing it to a pedestal that is everything but ordinary, giving Korean cuisine its ample share of refinement, and sophistication that is internationally palatable.

On such pedestal, the setting is as important as the food and service. Designed by Neri&Hu, the interior flows with the visual poetry of abstract landscape, complementing the pleasures of food with the aesthetics of space. The use of charcoal wood slates and grayish concrete flooring blanket gives the place a general stoic and natural feel. The foyer resembles the traditional Korean entrance that instantly shifts the urban hustle and bustle of into a quiet atmosphere. The swing of the wooden gate leads comes to a long bar as a refreshing transition into

the elegant dining hall.

Meals are served at the half sunken atrium, a space created to settle dining ambiance into a Zen-like tranquility. The ingenious application of lights, shades and shadows gives the liberating feel of an airy forest that rises to the metal ceiling that is subtly reflective and warm. The seamless interplay of lights, materials, textures and hues sets the tone for an uncluttered experience into the fullness of Korean gourmet.

World acclaimed celebrity chefs Jean-Georges Vongerichten and wife introduced Korean food culture to America expedited by their instantly successful and popular PBS documentary the "Kimchi Chronicles". Today with 23 restaurants worldwide, the couple now adds CHI-Q to their line of flagship restaurants.

At CHI-Q, the barbeque platter brims with fresh and gorgeous assemblage of seafood: scallops, lobsters, salmons, prawns, squid and shrimps, among other fresh catches including a wide selection

of meats, are barbequed and artfully presented. Here, each dish is meant for sharing with the flavors, tastes, and colors unmistakably Korean.

Hailing from South Korean, Chef Bichna Yu, is at the helm of the kitchen. He has been trained at Jean-George's flagship restaurant in New York City. Other than food, well planned beverage menu perks up Korean flavors with choices of juices and beers, sakes and sojus, wines and spirits and many more. As for desserts, tempting sweet concoctions such as mint ice cream topped with chocolate chips, berry flavored mocha, and almond pudding are unending reasons to return again and again.

Being the new kid in town as the Bund's first high-end Korean restaurant, CHI-Q is no less July's talk of the town in Shanghai and many months thereafter.

看到当今文明的百花齐放，往往会忽略孕育它们的同根。就餐饮文化而言，亚洲和欧洲相同，虽囊括千变万化的表现形式，多姿多彩的丰富味道，很多都植根于共同的传统和文化渊源。

韩食就是一个典型的例子。起源于中国古代满洲南部（今天中国东北部的吉林、辽宁、黑龙江省）和朝鲜半岛的游牧民族，

韩食历经环境的变迁与演变，人文的影响和变化，形成一种独立的饮食文化，其中最简单也最广受的就是韩式烧烤。虽没有中国传统菜肴的恢宏大气，但由于传承了朝鲜时代的宫廷风味，韩式烧烤显得玲珑有致，兼具日本料理的文明、中式料理的雅致与厚重。

上海外滩三号最新开业的CHI-Q餐厅就是韩式烧烤的现代演绎。由米其林三星大厨Jean-Georges Vongerichten携韩裔妻子Marja共同打造，并于5月盛大开幕。餐厅的名字很有创意，“CHI”代表韩食中极具代表性的泡菜（即“kimchi”，朝鲜语），而“Q”代表最经典的烹饪方式——烧烤。

餐厅的设计和装饰与食物、服务同样重要。如思设计赋予了CHI-Q惊艳的外观，将隐藏在这个建筑中三层楼高的中庭精妙呈现，创造出抽象的室内空间。以层层木炭包覆的金属片与水泥石地点缀的餐厅接待处，让人联想起传统韩式房屋的隐秘门厅。跨过餐厅的木制大门便到了长廊酒吧，接着进入主餐区。

用餐则在半下沉式定制餐桌区与位于餐厅挑高中庭正下方的分享式餐桌区，餐厅挑高的中庭是整体空间的设计重心，暖色调金属天花板以独特光影与倒影式图案勾勒出森林的轮廓，与质朴的木地板和隔板构成自成一格的异度空间。叹为观止的空间设计、独具匠心的装饰与选材，仿佛为CHI-Q披上典雅的韩服，又画上时尚的妆

容，戴上精致的配饰。

Marja和丈夫Jean-Georges Vongerichten合作拍摄了PBS脍炙人口的纪录片《Kimchi Chronicles》，将韩国的美食和文化介绍到美国。Jean-Georges Vongerichten在全球拥有23家餐厅，Jean-Georges法餐厅、Mercato意大利餐厅将与CHI-Q共同入驻外滩三号。

CHI-Q的烧烤拼盘摆盘精美，更像一件艺术品。肥美多汁的扇贝、龙虾、三文鱼、明虾、腌鱿鱼，齐全而足量，更体现了餐厅的分享式饮食文化。值得一提的是，餐厅的烧烤炭炉拥有高超的日式进口排烟技术，令食客享用美食的同时免受烟味的困扰。

来自韩国的Bina Yu担任CHI-Q的主厨，她曾就职于Jean-Georges纽约旗舰店。为了搭配美食，餐厅还提供各种进口果汁、啤酒、米酒，以及种类丰富的烧酒和威士忌，还有不容错过的CHI-Q特色韩式鸡尾酒单。对于甜点，浓情甜蜜的薄荷味冰激凌配巧克力脆片、莓果味冰霜配麻糬小丸子、杏仁布丁等都会让你成为这里的常客。

作为外滩三号首家国际视野的韩食概念餐厅，CHI-Q势必会成为上海名副其实的城中热点。

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