

To create, to aim at immortality,
to embody the tension.
To arise the vivid interest of the few of those
who can recognize it.
True immortality
is not to leave a sign,
is rather to built the instruments which someone else could do it with.
Individualism is the deepest expression of community.
Here's the evidence that we're not alien one from another.

(Luca Lombardi)

MONOCHROMES

The project, leaded and sponsored by Roberto Abbadati, explores different perceptions through multiple ways of communication. Thanks to the collaboration between experts in several subjects, Monochromes unfold its message through several key points in the attempt to stimulate the reader's taste.

As other traditional form of art, food can reflect a people or an age culture. In the contemporary society, mass-medias provide culture in shining packages, as quick and nourishing as fast food products. We swallow everything without giving any attention. Monochromes presents the food in a distort and unrecognizable form as a warning of the poor respect and consideration that we give to it. Monochromes intends to show our difficulty to recognize what can really feed our body and our soul and it tries to lead us to an aesthetic experience, through a path towards the abstraction of pure form.

AESTHETIC CONCEPT

Monochromes : comes from the two Greek words mono (μωνο, meaning "one"), and chroma (χρωμα, meaning "surface" or "the color of the skin"). A monochromatic object has a single color or shades of that color.

The concept runs through the impressions suggested by the use of the monochromatic filter that allows us to associate the ingredients of the menu with their warped iconographic representation.

The pictures are twisted and torn by developing acids, as much as our relationship with our nourishment, at any level, is contaminated by the overwhelming amount of media stimulations that everyday pepper our perceptions. Only the monochromatic filter allows us to recognize the four courses, in a research that aims to synthesis and essence. The four ingredients find back their identities thanks to elementary associations with the four colors.

Here, spreading out of the white plexiglas cover, a seal of sterile material and absence of color, the entire menu:

- **(Almost) Virgin Bloody Mary**: the pureness of the red recalls the simplicity of tomato and the force of the volcanic stone,
- **Stewed Broad Beans with White Spring Onions and Roast Coffee Seeds**: the green echoes to the freshness of broad beans and the metal,
- **French Boiled Potatoes, tarragon flavored, with Beluga Caviar Pearls**: the light of the yellow and the worm wood reflect the veins of the potatoes,
- **Pink Pepper and Blueberry Jellies in geometrical shapes**: return the classical elegance of the blue to the synthetic plexiglas.

Ready, steady cook! Here is the receipt to regain our perception, in a complete opera that also includes, for the boldest ones, a DVD with all the instructions to venture on the menu and discover the pure essence of taste.

TASTE AND SMELL:

Roberto Abbadati, chef:

combined the four ingredients in a monochromatic four courses menu.

SIGHT AND TOUCH:

Giovanna Magri, photographer:

Shot the four dishes and revised the pictures touching the film during the developing process, to paint monochromatic shadows creating unique images.

Luca Pedrotti, art director:

Created the aesthetic concept based on the monochromatic use of colors and developed it into a multimedia photo book of essential forms.

HEARING:

Luca Lombardi, writer:

Marvelously introduced this collaborations with poetic words.

Art is more abstract than we fancy. Form and color tell us of form and color,
- that is all.

(Oscar Wilde)