

*Live dinner experience & night club*

## ZUU INTRODUCES AN ORIGINAL DINNER-AND-SHOW EXPERIENCE IN BARCELONA

**This new nightlife venue fuses haute cuisine with live performance in a space bursting with personality**



As of today, Barcelona is home to a new culinary and nightlife hotspot: **ZUU**. The most original way to spend an evening in the city, akin to the dinner-shows on offer at the coolest clubs of New York, Paris or London. This exclusive space combines haute cuisine with live performances in a space that has a personality all its own.

Located in the new **SOFIA** hotel, as of today this is the ideal space for group meetings and social soirees. Plus, after midnight it offers even more when it becomes a nightclub.

# ZUU

## **The show: a universe of luxury and mystery**

**ZUU** was designed as a new concept in dinner shows. The enveloping atmosphere invites guests to enjoy a new experience that brings music and drama together, all while enjoying a unique menu created for a special, different kind of night.

Using cutting-edge staging, **ZUU** seeks to awaken a world of sensations in its guests. That's why the space is presented as "mysterious, brazen and seductive" and invites guests to let out "their most adventurous side."

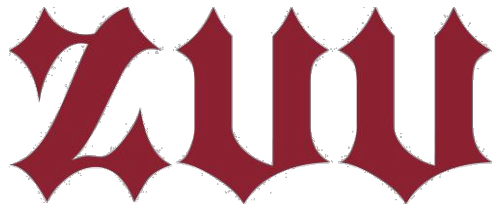
Decorated in the style of Parisian cabarets, the new nightlife spot evokes the colour palette of a black panther: deep blacks, sombre reds, antique golds and dark shades of violet. Quality, cutting-edge materials were used to construct the space.

The skull motif is present throughout the space, from the patterned velvet damasks to the door handles. This symbol represents transgression and relinquishing control. The classic seats (in the French *Chauffeuse* and *Crapaud* styles) are upholstered in burgundy velvet with brass-coloured tassels that reinterpret the classics. The slogan of this new space: "*Find your other side.*"



## **A dinner show laced with desire**

The music and dance performances immerse the viewer in a culinary experience full of flavours and textures that are presented in harmony with the unusual staging. The way the dishes are presented - with an original element as the base for the culinary service - is inspired by surrealist contradictions.



To begin, guests sample entrees "with a spark of desire" as part of the varied spread of aperitifs, which are small bites juxtaposing different textures: cold/hot, crunchy/soft, vegetarian/meat... A main course of your choice rounds off the menu. To finish things tastefully, we propose a unique dessert designed just for **ZUU**.

To pair all of these dishes, the venue offers various signature cocktails, such as "the 7 deadly sins" as well as exclusive sparkling wines from all over the world. The champagne and cava menu features numerous bottles of *Bollinger* and also exclusively offers "*Veilles Vignes Françaises 2006*".

When midnight arrives, and following the dinner-show, **ZUU** becomes a nightclub. Music pervades the space, inviting guests to dance and sample different cocktails.

#### **The show: a universe of luxury and mystery**

Under the direction of **Desvarío Producciones**, **ZUU** presents a show that envelops that audience from the very first melodies. For this reason, all elements are integrated and the distinction between artist and waiter vanishes. A show with music and dance in which elegance and sophistication go hand in hand with art.

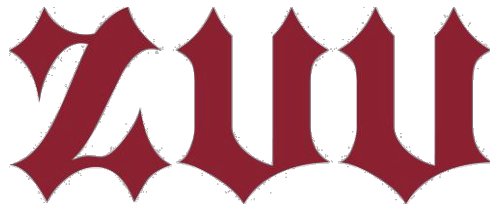
#### **New Year's Eve at ZUU**

Ring in the New Year with a show where music and dance make up a unique culinary experience is one of the most impressive things this space offers, located in the **SOFIA** hotel.

The menu features aperitifs such as king crab royale, nougat foie gras with Pedro Ximénez, smoked meat croquettes with piquillo sauce, garlic prawn ssam, or the Peking Duck Zuu bun, among others. Below, the menu also proposes three delectable dishes. Choose from the Bilbao sea bass with elver salad, the veal cutlet with truffled potatoes and eggs, artichoke cheese and truffle. To cap things off, there's the mysterious dessert: the ZUU 2018.

Set menu price: €350/per person (Drinks not included).

**ZUU** is just one of the experiences offered by the new **SOFIA** hotel, which has recently reopened its doors following a process of refurbishing and redesigning its spaces. It has capacity for 150 dinner guests and can be made completely private. The chef **Carles Tejedor** and the designer **Jaime Beriestain** have collaborated as culinary and design consultants, respectively.



### **About SOFIA**

The new SOFIA has opened its doors after the complete reconceptualisation and modernisation of its spaces and will gradually introduce new areas. The renovated hotel is intent on becoming one of the most exclusive meeting points in Barcelona. As its current image reflects, Avenida Diagonal – the main artery across Barcelona – opens up to welcome back the new SOFIA hotel, thereby regaining one of its most iconic establishments.

SOFIA introduces a wide variety of culinary offerings and high-level leisure options for Barcelona residents and visitors who are looking for unique, varied options in an exclusive hotel. With a concept based on innovation, sophistication and exclusivity, its opening is a response to those seeking experience and excellence. More information about [SOFIA](#).

### **About the Selenta Group**

Founded in 1976 in Barcelona by the Mestre family, the principal objective of the Selenta Group is to exceed its customers' expectations. The company's portfolio features exclusive resorts and practical city hotels, each with their own surprising culinary concepts, in Barcelona, Marbella, Valencia and Tenerife. The Selenta Group offers a complete service with the goal of providing its customers with total satisfaction, thus giving value to the global idea of *hospitality*.

Because of its *expertise* in the restaurant and leisure industry, its management models and excellent locations, international brands such as Nikki Beach and Hard Rock Cafe choose the Selenta Group to establish, develop and manage their establishments in the main Spanish tourist destinations. More information about the [Selenta Group](#).

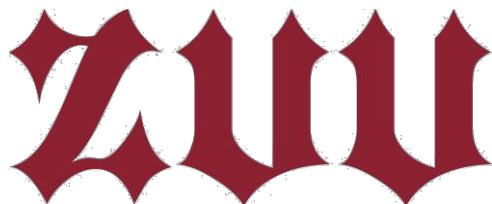
### **About Carles Tejedor**

Businessman, consultant and culinary concept designer, Carles Tejedor has an impressive CV, with stints at restaurants in London, the United States, Baja California and China. For eight years, he held a Michelin star as head chef at the Via Veneto restaurant in Barcelona. For five years, he has served as an oil expert in the Science & Cooking graduate programme at Harvard and completed a year at MIT. He also actively collaborates with the University of Barcelona.

With OILMOTION Design Cook, his professional brand, Tejedor develops consulting, public relations and teaching projects, as well as anything else that intrigues him, as long as it has cooking, cuisine, the palate and sampling at its core. One of his most ambitious projects has been defining the culinary concept at the renovated SOFIA hotel.

### **About Jaime Beriostain**

Beriestain started working as an interior designer in Chile in 1991. In 1996, he struck out on his own and opened his own office. In 1999, Beriostain moved to Barcelona to complete his training, and two years later he opened a studio and his first showroom in the heart of the Eixample district of the city. Running and managing his own café gives him a unique vision when it comes to



designing new restaurants and public spaces. During this time, his study of interior design has shone through in the exquisiteness and personality of his projects.

Currently, Jaime Beriestain enjoys national and international renown thanks to the high-profile projects he's developed over his 25-year career, including hotels, culinary spaces and the homes of political leaders.

#### **About Desvarío Producciones**

Desvarío Producciones is a space for the creation, production and artistic management of events and *street* marketing campaigns. Their philosophy is to closely work alongside the client, using their wide range of artistic resources, to seek out the best ideas reflecting the unique spirit of each event. At the foundation of its creations are personalisation, quality and above all, fun, all combined to produce a greater emotional impact. The **ZUU** project in the newly renovated **SOFIA** is the company's first collaboration with the **Selenta Group**.

#### **ZUU/SOFIA**

Plaça de Pius XII, 4 – 08028 Barcelona

Open to the public from Thursday to Saturday, 21:00 to 3:00

Capacity: 150

#### **Average price:**

Entertainment and dinner: €150/per person (drinks not included)

#### **Bookings:**

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