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WORLD'S FIRST LAB-GROWN MEAT RESTAURANT
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With the world's population expected to reach nine billion people by 2050, it's becoming impossible to produce and to consume the same quantities of meat like we do today. Climate change, energy use, animal diseases and global food shortages are just some of the problems facing mankind, not to mention the issue of animal welfare on factory farms.

With this in mind, **Next Nature Network** and **Submarine Channel** present **Bistro In Vitro**, an online interactive documentary, directed by **Koert van Mensvoort**. **Bistro In Vitro**, a science fiction about the future of meat, with a chic fictional virtual restaurant as its main platform. What if a restaurant like **Bistro In Vitro** would exist tomorrow? What would it look like and what would be on the menu?

On the restaurant website you will find photos, texts and videos of future culinary creations along with video interviews with visionary scientists, experts, renowned chefs and critics.

Bistro In Vitro aims to reflect on the ethics, aesthetics and prospects of lab-grown meat. **Bistro in Vitro** makes people think and wants to instigate a discussion on a possible new food culture.

Naturally, the societal relevance of in-vitro meat plays an important part in its acceptance. If you ask people on the street if they would eat In Vitro meat when it hits their local supermarket, the answer would be mostly negative. In the minds of the consumer, in-vitro meat is considered as an inferior product compared to "real" meat, because it is artificial and technological. Oddly enough, most critics consume completely abstracted meat products, such as perfectly square cubes of chicken meat, canned ham, the Dutch mini croquette and sandwich meat with faces drawn on it.

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Some researchers expect that InVitro meat grown from stem cells in a bioreactor could provide a sustainable and animal-friendly alternative to conventional meat. In 2013 the world's first lab grown burger was cooked. Nevertheless, many people still find it an unattractive notion to eat meat that was grown in a lab.

Before we can decide whether we will ever be willing to consume In Vitro meat, we must first explore the new food products it may bring

us eat meat that was grown in a lab. Before we can decide whether we will ever be willing to consume In Vitro meat, we must first explore the new food products it may bring us

Bistro In Vitro is inspired by The in vitro meat cookbook, which was published this year.

Links & Downloads

www.bistro-invito.com

Meat Cookbook press kit

Trailer

[vimeo](#)

Photos



Stills



For more information see:

www.submarinechannel.com and www.nextnature.net



★★★★

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MEAT FRUIT

Meat Fruit seduces diners with an entirely new eating experience that melds vegetarian and carnivorous traditions. Inspired by medieval dishes that fashioned fake fruit from real meat, Meat Fruit grows muscle tissue with a cellular structure that precisely mimics that of berries, oranges, or mangoes. Meat Fruit combines the femininity of fruit with the masculine sensibilities of red meat in a hybrid celebration of our post-patriarchal, post-gender society.

Meat Fruit lends itself to surprising combinations, such as in these tartlets that replace crème pâtissière with savory custard. Meat fruit 'berries' are a savory-sweet amuse that begins with an intense hit of beef and finishes with the tart tones of forest berries.

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MEAT FRUIT TARTLETS

- 500 grams flour
- 250 grams cold butter, cubed
- 480 milliliters cream
- 1/2 teaspoon salt
- 3 eggs, divided
- 2 egg yolks
- 100 grams goat cheese
- 400 grams meat fruit
- Pijjam, diluted with water

1) In a bowl, mix the flour and butter with your fingers until the mixture resembles breadcrumbs. Beat one egg and add to the flour. Mix until a dough forms. Refrigerate for 10 minutes.

2) Preheat the oven to 180°C. On a floured surface, roll out the dough to a 5 millimeter thickness. Cut the dough with a 10 centimeter round cutter. Line miniature tart tins with the pastry and bake for 15 minutes.

3) Whisk salt, egg yolks, and two eggs in a bowl. Heat the cream and goat cheese in a saucepan, whisking until the cheese has melted. Drizzle the cream mixture into the eggs, whisking continuously. Pour the custard into the pastry shells. Bake at 150°C for 25 minutes.

4) Remove the tartlets from the oven and let cool. Top each with meat fruit and brush with a thin layer of jam.

Bistro In Vitro is inspired by The in vitro meat cookbook, which was published by Next Nature Network and BIS Publishers in 2015.

THE PROJECT



On www.bistro-invito.com you can navigate through the online science fiction documentary. Presented as a real restaurant, you can choose your own menu (starter, main course and dessert), share the menu of your choice on social media, listen to visionary scientists, experts, international renowned chefs and critics or browse through several reviews.

International renowned scientists, experts, chefs and critics attached to the project

Richard McGeown: he grilled the first in vitro burger live on television, but does he see a future in lab-grown meat?

Erik van Loo: top chef from a butcher's family where "real meat" always played a starring role

Jonathan Karpathios: a chef who takes his ecological footprint and social responsibility very seriously

Simone Zazoni: will this chef make room for in vitro meat in one of Gordon Ramsay's top restaurants?

Mac van Dinther: a culinary reviewer who will eat anything but secretly fantasizes about the brave new meatless world

Professor Cor van der Weele: we're going to need to use our imagination now that eating meat is becoming more and more problematic from an ethical perspective

Raj Patel: The man who battles world hunger but refuses to be the Maitreya Buddha

Mark Post: he produced and tasted the first ever specimen of cultured meat and is now dreaming of McDonalds

DESIGN CONTEST

Acclaimed Dutch visual artist **Floris Kaayk** (Human Birdwings project) visualizes the actual preparation of four lab-grown meat dishes, showcasing that in-vitro technology has the unique potential to bring us incredible new food products.

Within Bistro In Vitro we have implemented a special in-vitro meat design contest. On May 8 2015 we launch a call to action for designers and others, to create and design their own item for the menu of Bistro In Vitro. This can be a starter, a main course or desert. This creation has to fit within the concept of our fictitious lab-grown meat restaurant. Participants are requested to send in their own visual design accompanied by a title and short description (in English or Dutch). Deadline is June 3, 2015. The design contest is initiated in collaborating with Boomerang Publishing, an in Amsterdam based visual communication company.

More information on the design contest can be read [here](#).



COLLABORATION

Bistro In Vitro is a collaboration between Submarine Channel and Next Nature Network.

SUBMARINE CHANNEL

Submarine Channel is the world's premiere destination for original transmedia documentaries, fiction, and genre-defying entertainment. The future of storytelling is here. Free Your Screen! From studios in Amsterdam and Los Angeles, Submarine Channel creates fresh content that exploits new technologies to tell stories in visually-exciting, multiple format-friendly ways – including motion comics, online games, interactive documentaries, and video portraits about pioneering creatives from all over the world.

www.submarinechannel.com

NEXT NATURE NETWORK

The Next Nature Network investigates and visualizes the changing nature between man, nature and technology. The foundations serve as a think-and-design tank. The foundation initializes publications in various media outlets (websites, books, DVD's, products, magazines, software) and organizes events in both foreign and domestic territories. The foundation promotes the crossover between science, design, art and popular culture.

www.nextnature.net

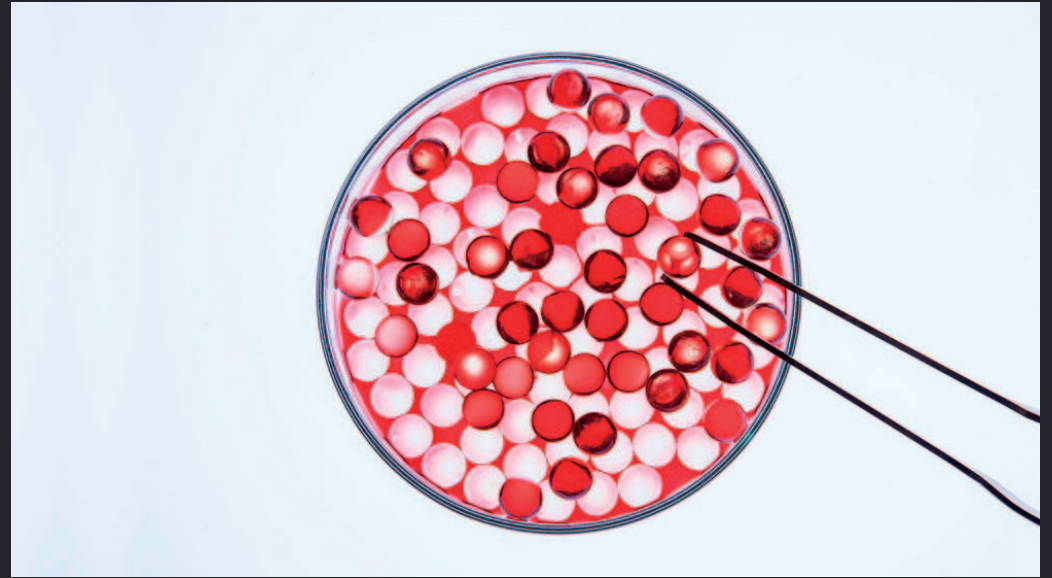
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CREDITS



A Submarine Channel & Next Nature Network Production

Director
Producers
Interactive Producer
Art Direction
Animation Director
Interview Direction & Editing
Interactive Web Development
Copywriting
Styling
Photography
Illustrations
Sound Design Animations
Research Interviews
Production assistants
Styling assistant
Publicity Submarine Channel
Publicity Next Nature Network
Publicity Pre-Launch Campaign
Trailer
English translation

Koert van Mensvoort
Bruno Felix & Femke Wolting
Corine Meijers
Hendrik-Jan Grievink
Floris Kaayk
Geert van de Wetering
Aart Jan van der Linden & Gijs Kattenberg
Hedda ten Holder
Francesca Barchiesi
Nichon Glerum
Silvia Celiberti
Bram Meindersma
Lies Janssen
Nick Ruijter, Rogier Hendriksen & Joshua Jansma
Louise Huyghebaert
Koen Machielse
Alessia Andreotti & Yunus Emre Duyar
Dirk Eidhof & Corine Meijers
Christiaan de Rooij
Judith Kingston

Interviews with

Richard McGeown, Mark Post, Erik van Ioo, Raj Patel
Simone Zaroni, Cor Van der Weele, Mac van Dinther, Jonathan Karpathios
Tommy Pallotta
Sander Roeleveld, Roel van 't Hoff, Pim Hawinkels,
Christian Paulussen & Andrew Barrera
Steven van Dijk, Joris Schouten, Tim van Peppen & Michael Swanner

Interview: Raj Patel
Camera Interviews:

Sound Interviews:

Translation Interviews

Essays
The Carnery
Growing the Future of Meat
Animal Liberation
Bistro In Vitro Introduction:
Interview Mark Post (text):

inVision

Isha Datar & Robert Bolton
Christina Agapakis
Clemens Driessens & Cor van der Weele
Koert van Mensvoort
Alessia Andreotti, Allison Guy, Koert van Mensvoort

Food Visions:

Simone Zaroni, Erik van Loo, Richard McGeown, Jonathan Karpathios, Aylin Groenewoud, Daniel Ong, Chloé Rutzerveld, Alberto Guarín, Ilse Maessen, Frank Valkenhoef, Cor van der Weele, Mark Post, Marjolein Kors, Hendrik-Jan Grievink, Koert van Mensvoort, Silvia Celiberti, Jonathon Markowski, Allison Guy

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