



The new In Situ restaurant has an astonishing concept.

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Rosenthal equips new restaurant concept from 3-Michelin-starred chef Corey Lee

In August 2016, “In Situ” – the restaurant on the ground floor of the San Francisco Museum of Modern Art – united 80 passionate master chefs and their recipes from all over the world to create a single concept, implemented by 3-Michelin-starred chef Corey Lee. The focus here is on the originality of the recipes, including their ingredients and preparation, but always in harmony with the times and seasons of San Francisco. None of the recipes are Lee’s own. Instead, the concept behind his restaurant draws inspiration from the museum itself: to act as curator, collecting and emphasising the best of different genres from all over the world.

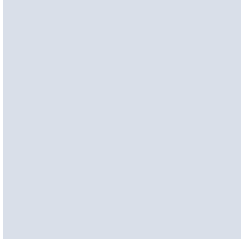
The restaurant’s décor, too, is inspired by the world’s time zones, and a pallet of blues and greys conjures up the oceans that link the continents. The team headed by Lee has adopted the Mercator projection, which is commonly used for nautical charts. As they meet in San Francisco, the lines of longitude and latitude are slightly modified in their axial tilt, a design feature that plays out in all of the different design elements – from the menus themselves to the logo and website – and hints at the shift from a recipe’s origins to its new “origins” in San Francisco.

Conceived by Rosenthal specially for the restaurant, the “In Situ Plate” is a white, 23 x 28 cm, semi-gloss porcelain plate that separates the different elements of a dish and echoes the tilting lines of longitude and latitude that underlie the concept behind the restaurant. The plate was created by designer Andrea Lenardin Madden, who is also the creative director behind the overall concept.

From October, a white-glazed version of the plate will also be available worldwide via Rosenthal Hotel & Restaurant Service. For more information,

visit hotel.rosenthal.de.

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