



by S+ARCK



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"LE PARADIS DU FRUIT  
IS ALL ABOUT FRUIT  
AND PEOPLE  
FRUITS THAT ARE BIG,  
SMALL, YELLOW, ORANGE, RED...  
VITAMINS, MINERALS ...  
WE CANNOT SAY ENOUGH  
ABOUT FRUIT, THERE ARE  
TOO MANY KINDS, SO DELICIOUS  
AND HEALTHY, BUT PEOPLE ...  
WITHOUT THE PEOPLE OF PARADISE,  
FRUIT WOULD BE JUST FRUIT.  
IN PARADISE, WITH FRUIT,  
THESE PEOPLE ARE NO LONGER PEOPLE,  
THEY BECOME ANGELS, GENIUSES, ARTISTS.  
THESE UNIQUE BEINGS SEARCH,  
GATHER, PULP, PRESS, MIX,  
DECANT AND INFUSE, WITH TALENT,  
INSIGHT AND DEDICATION.  
THE FRUIT WOULD NOT BE  
THE SAME WITHOUT THEM.  
FOR US, THESE ANGELS ARE  
MESSENGERS OF FRUIT.  
THANK YOU SO MUCH."

# LE PARADIS DU FRUIT A TIMELESS CONCEPT

*The earth is a garden,  
Le Paradis du Fruit is its kitchen*

In the 1980s, Claude Louzon and his brothers Serge and Gilles revolutionized restaurant food with a pioneering and timeless concept.

With *Le Paradis du Fruit*, they invented a new form of urban dining and offered the public the pleasure they had experienced themselves on their travels. The pleasure of simple and natural food, so common when travelling in Asia and South America.

From their travels in far-off lands, they brought back a souvenir of healthy and exotic flavours of fruits freshly pressed or simply prepared by the roadside.

They are apparently the first to transform this pleasure into a restaurant experience. Along with sampling juice prepared to order, they offer a delightful menu of delicious salads. A way of recreating another holiday pleasure, that of impromptu meals of produce from the vegetable garden and the market, with generous dishes in which the taste of good produce alone is enough.

From morning to night, everyone can come and recapture that moment of freshness and that holiday feeling at *Le Paradis du Fruit*. In the afternoon for an ice-cream or in the evening for a cocktail, the restaurant always offers the friendly atmosphere of a sunny break.

Food is served all day and prices are very reasonable (expect to pay between €5 and €22). In this boundless Garden of Eden, where no social barriers exist, the simplicity of the dishes is legendary. They gather their ingredients from the global garden to create an infinitely varied natural gastronomy. This is what makes *Le Paradis du Fruit* instantly appealing. It anticipates and incorporates all the nutritional revolutions of the past 25 years. A pioneer in well-being food, the culture of pleasure in moderation and the recommended five fruit and vegetables a day, in 2005 *Le Paradis du Fruit* took a new direction.

With Philippe Starck, *Le Paradis du Fruit* reinvented itself. The new doors of Paradise open onto the Avenue George V in Paris, with a menu of completely new recipes which are like the surroundings – simply breathtaking.



# LE PARADIS DU FRUIT

## REINTERPRETED BY PHILIPPE STARCK

"FRUIT IS A VITAL, INDISPENSABLE, ALMOST MAGICAL ELEMENT OF OUR LIFE AND OUR SURVIVAL. I THEREFORE WANTED TO SHOW THE TIMELESS, ETERNAL NATURE OF ITS RELATIONSHIP WITH US, OUR PLEASURE AND OUR BODIES.

LE PARADIS DU FRUIT IS A VERY SIMPLE YET SOPHISTICATED RESTAURANT, VERY MODERN YET CLASSICAL, WHERE DESIGN AND DECORATION ARE NOT MENTIONED. THE FOCUS IS INSTEAD ON INTELLIGENCE AND QUALITY, WITH EVERY GLANCE A REMINDER THAT THERE IS INTELLIGENCE AND QUALITY IN LE PARADIS DU FRUIT'S PRODUCTS.

TIMELESS FORMS, TIMELESS MATERIAL: MAHOGANY, POLISHED STAINLESS STEEL AND GLASS.

THE HUMAN TOUCH IS ALSO EVIDENT IN A NUMBER OF WORKS OF ART, ESPECIALLY THE EXTRAORDINARY WORK BY ARTIST MURANO ARISTIDE NAJEAN, EXPLORING THE MYTHS AND LEGENDS ASSOCIATED WITH FRUIT.

SCREENS LIKE WINDOWS TO PENETRATE INTO THE PULP OF THE FRUIT, INTO ITS INNER BEAUTY, ITS MARVELLOUS INTIMACY, AND FILMS SHOWCASING FRUIT THROUGH THE EXCEPTIONAL QUALITY OF THIBAUT MATHIEU'S WORK.

IT IS VERY SIMPLE, THERE ONLY TO PROMOTE THE FRUIT, TO LAST LIKE OUR RELATIONSHIP WITH THESE MARVELS.

AS WELL AS THE RESTAURANT, I ALSO WANTED TO DESIGN THE CROCKERY DOWN TO THE LAST DETAIL, SO THAT THIS ENTIRE LAND OF FRUIT, THIS ENTIRE EXPERIENCE, WOULD BE CONSISTENT.

A GREAT DEAL OF WORK WENT INTO THE LIGHTING: DIFFERENT MOODS FOR DIFFERENT TIMES MORNING, AFTERNOON, EVENING AND NIGHT SINCE THE MOOD OF FRUIT ALSO CHANGES WITH THE TIME OF DAY."

### THE NEW DOORS TO PARADISE

47, Avenue George V – 75008 Paris

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# LE PARADIS DU FRUIT

## REINTERPRETED BY PHILIPPE STARCK

While the original idea behind *Le Paradis du Fruit* is still just as relevant, it was necessary 30 years after the initial launch, to create an architectural identity which, like the concept, would be inalterable.

Calling on **Philippe Starck**, a polymorphous designer and real craftsmen of living spaces, to totally redefine the pilot restaurant's layout seemed the obvious choice to Claude Louzon and his team.

They immediately clicked and the project took shape rapidly. The restaurant, which covers 350m<sup>2</sup> along the Avenue George V, is now home to a new concept in which nature meets urban culture.

Using quality materials, Philippe Starck has composed a totally unique and timeless environment. An urban escape which has become the new flagship of *Le Paradis du Fruit*.

Wood naturally dominates. Parquet tiles on the floor and mahogany panelling on the walls warmly envelope the structure, which is furnished with pieces by the designer.

As soon as you enter, the full expertise and quality of products used in *Le Paradis du Fruit* becomes clear, behind the mirror-polished stainless steel bar. Its position, marked out by a more mineral, white parquet floor, contains

the dessert, cocktails and fruit juice preparation area. Behind the counter's glazed panes, the ingredients proudly flaunt their freshness and the elixirs of Paradise arouse temptation, as do the many sweet delicacies set out to garnish ice-creams, or the streams of white and dark chocolate which flow from a fountain. The bar staff move with precision, in a perfectly mastered ballet, carrying out the menu's various meticulous preparations.

Philippe Starck has given the pillars spaced at intervals around the room the organic appearance of steel tree trunks. They support a luminescent ceiling which bathes the restaurant in a natural light. With the advances he has made in luminotherapy, he offers a genuine feeling of well-being and simulates the best possible sunlight according to the time of day. Unique chandeliers were specially designed in Murano for *Le Paradis du Fruit*. Philippe Starck invited artist **Aristide Najean** to create these structures which seductively evoke the winding shapes of the living branches of fleshy berry bushes and fruit trees.

From the walls, 14 extra large plasma screens, measuring 2.5m x 1.5m, stream videos directed by the cakedesign agency's **Thibaut Mathieu** with Philippe Starck as artistic director.

The fruit, brought to life by the slow development of a dew drop, acquires a macroscopic dimension. This emphasizes the idea of tranquillity, calm and immobility conveyed by the words «still life» and promoted by the looped broadcast.

Other images emerge from light boxes revealing the fruits' generous pulp.

The music has also been composed especially for *Le Paradis du Fruit*. Sound designer **Stephan Crasneanski**, from SoundWalk, composed the completely original sound effects based on a theme of fruits' journey around the world. These add to the restaurant's ambiance in constantly changing way, depending on the time and the day.

Like the music, the lighting design changes at different times of the day. As midnight strikes, guests witness a marked reversal in the ambiance. The screens reverse their tones, the light dims. The whole room takes on another dimension, to end the night in the ambiance of a plush bar and awake the little devil in everyone.

The restaurant seats 200 guests, divided between the main room, the terrace and the side room with 16 places. The whole venue is available for private hire, when *Le Paradis du Fruit* can help you with a product launch, a business dinner or a presentation. The plasma screens can then be used to promote the message of your event as required.



# À LA CARTE CREATIONS

LE PARADIS DU FRUIT'S CREATIVE TEAMS AND CHEFS WILL, FOR THE VERY FIRST TIME, BE PRESENTING THEIR NEW RECIPES - DELICIOUSLY LIGHT PREPARATIONS FOR THOSE ON THEIR BEST BEHAVIOUR AND EXQUISITELY TASTY ONES FOR TRUE PLEASURE SEEKERS - AT AVENUE GEORGE V.

## *Balance is completely natural*

Apricots are an excellent source of antioxidants and energy, pineapple, rich in natural sugars, encourages efficient digestion, carrots protect against infections and are excellent for the skin... From A to Z, fruit and vegetables are an invaluable part of everyday health and well-being.

Before nutrition-ists and medical institutions recommended it, *Le Paradis du Fruit* pioneered healthy eating and natural ingredients. A specialist in pressed and mixed fruit juices, the establishment offers nearly 500 different combinations along with suggestions for creative salads, soups, plates to compose yourself and exotic concoctions, as well as tasty toasted sandwiches. The fruits of the earth are complemented by fine breads, cheeses, white meats and fish.

Whether you are used to a raw diet, are vegetarian or simply watching your figure, *Le Paradis du Fruit* provides a menu which guides those looking for balance. In this same spirit, the forthcoming menu, which will be released in November 2009, will introduce a ratings system indicated by a number of leaves, so that you can compose your meal according to the daily calorie intake recommended by dieticians.

With salads, dishes to compose yourself from an almost infinite variety of combinations, elixirs of Paradise and every possible variety of yoghurt (a natural appetite suppressant and free of lactose, it is used in both desserts and savory dishes), the next menu from *Le Paradis du Fruit* promotes health and includes the five fruit and vegetables recommended per day.

Variety is one of the keys to the enjoyable lifestyle suggested by *Le Paradis du Fruit*, which is why the restaurant is launching the 1.2.3. formula, as part of the compose-your-own range of dishes. Based on three hot or cold dishes to select from a wide range of suggestions (chicken kebab, salmon kebab, fried feta, creamed tuna, smoked taramasalata, creamed smoked aubergine), you choose a side dish (salad of steamed market vegetables, salad of fresh crudités, quinoa, rustic chips or exotic rice, etc.), and finally one of four sources to season it (O'life with olive oil, mustard, honey, garlic & lemon, Régime Crétois with olive oil and lemon, No-Fat Yoghurt with yoghurt, olive oil, lemon, dill and no-fat cottage cheese, No-Fat Raspberry Yoghurt with yoghurt, raspberry vinegar, coriander and no-fat cottage cheese).



## À LA CARTE CREATIONS

Hot or cold, the 1.2.3. formula therefore represents a complete, healthy, well-balanced and infinitely variable mixed assortment.

Among the new desserts, the Yo'Lita® also involves individual flavours and a minimum of calories. In this recipe, no-fat frozen yoghurt is added to a choice of two ingredients, from simple chopped fresh fruit to choices for those with a sweeter tooth.

At less than 180 calories (excluding decorative fruit), the no-fat Starlight® is a delicious cheese-cake using sugar-free cottage cheese, accompanied by red fruits and a fresh fruit coulis...

The drinks menu is enhanced by completely new and breathtaking elixirs (Sicilian lemonade, Spanish orangeade, Green Ice'T, Pure Rubis®, Carot' Detox® and Cranberry) composed the same day from *Le Paradis du Fruit's* unbeatable recipes. In another innovation, the classic cocktails (Cocktail Fruit with a selection of fruit, Fruit Yoyo with no-fat yoghurt mixed with a choice of fruit, Lacté Fruit with milk mixed with a choice of fruit, and Soja Fruit with «soy juice» mixed with a choice of fruit) can now be combined with a concentrated shot of well-being. Cosmético Food is coming to *Le Paradis du Fruit* in the form of three

virtuous and 100% natural solutions, served in phials. Shot Booster (royal jelly, ginseng and acerola) to strengthen the body and mind, Shot Minceur (organic grapefruit juice, pineapple and green tea) to encourage elimination and reduce the feeling of hunger, and Electro'Shot (taurine, arginine, carnitine and acerola) an explosive mixture reserved for adults who want to combat temporary tiredness. *Le Paradis du Fruit* is therefore continuing to give meaning to day-to-day nutrition and offer little well-being extras which are good for the body and mind.

While balance is a constant theme of the menu, some variance is permitted. Well-being does not mean misery and in this paradise, temptation is not a forbidden fruit.

### *La tentation est un fruit de Paradis*

*Le Paradis du Fruit* pays constant attention to the pleasure/health balance, so there is no room for austerity on the menu. Scallop kebabs in a cocoa sauce, Crispy king prawns in basil, Tartar of red tuna and salmon kebab, or the Oriental Paradise salad with a medley of reworked mezes are examples of divine temptations. Similarly, the Guacamoles Paradise® will entice the most hardened taste buds. This «minute» guacamole with fresh fruit is for sharing. To be sampled on a pita, it combines slightly lemony avocado

cream with your fruit of choice. The subtle aroma of the mixture with mango is, so they say, already fit to become part of the famous Paradis du Fruit legend.

The most intrepid food lovers, meanwhile, will adore the Ice Stone®, a boundless dessert which does not understand the meaning of excess. The vanilla or chocolate ice-cream is rippled with your choice of ingredients, from the healthiest to the most extravagant with all the fruits of paradise, as well as mini Provençal «calissons», caramelized pecan nuts, tarte tatin, chocolate, white-chocolate-coated nougat chips and many other delectable provocations...

Some would say it is the taste of damnation, but everyone will silently be drawn to Paradise!

From 11.30am to 2am, *Le Paradis du Fruit* is a celestial escape where you can top up in the morning with an energizing juice, reinvigorate yourself at any time, enjoy an afternoon or evening ice-cream, enjoy an alcoholic or non-alcoholic cocktail, and always be sure of finding fresh fruit. And where else can you simply share, still at very affordable prices, the obvious pleasure of the best produce sent from heaven to earth.





# ABOUT PHILIPPE STARCK

"I LIKE TO OPEN THE DOORS TO THE HUMAN MIND."

*P.H.S*

To discover an object or a place designed by Philippe Starck is to walk into a world of vivid imagination and to live fantasy.

For more than 30 years, this unconventional creator, designer and architect has been present in our everyday, creating objects that are "good" before they are beautiful, and iconic destinations inviting members of his "cultural tribe" on a journey out of themselves and, above all, to a better place.

Philippe Starck's early desire to create and dream came from his father, who was an aircraft engineer and manufacturer.

Several years and several prototypes later, and Philippe Starck was commissioned to work for French President François Mitterrand. Also at this time he started creating furniture for leading Italian and international retailers. When Philippe Starck designs a hotel or restaurant, he works more like a film director, creating scenarios which invite people into a higher mental, imaginative and creative world. His hotels have all become timeless icons and have brought a new dimension to the international landscape

Through his concept of "democratic design", which is to increase the quality of objects and lower the price in order to give the best to as many people as possible, Starck appeared to be a pioneer at a time when design was focussed exclusively on an elite.

There is little that he has not set his hand to: from furniture to houses sold by mail order, from motorbikes to mega yachts, and even art direction for space projects... among other things.

Starck's green credentials were evident way before it became popular to think about the future of the planet. Very early on, he created the Good Foods catalogue, a catalogue of non-products for non-consumers of the future moral market, set up a company producing organic food, and recently launched the revolutionary concept of "democratic ecology" by creating affordable mini personal wind turbines, which will be followed by solar boats and hydrogen vehicles...

This indefatigable and rebellious citizen of the world considers it his duty to share his ethic and subversive vision of a fairer world and continues to be tuned in to our dreams, desires and needs by making his work a political and civic act, but always with love, poetry and humour.

*[www.starck.com](http://www.starck.com)*

# THE PATRON SAINTS OF LE PARADIS DU FRUIT



## GILLES LOUZON

*Co-founder of Le Paradis du Fruit chain since 1982.*

Gilles Louzon is responsible for brand communications and contributes to the chain's development strategy.



## CLAUDE LOUZON

*President and co-founder of Le Paradis du Fruit chain since 1982.*

As well as the concept for *Le Paradis du Fruit*, Claude Louzon has created and developed other restaurant and ice-cream parlour concepts, on his own and as a consultant: *La Passion du Fruit*, *Pains&Olive*, *Playa do Brasil*, *Café de campagne*, *Il Naturelle* and *Moutarde*.



## EMMANUEL DAYAN

*Development Director then Managing Director of the chain since 1995.*

Since 1988, Emmanuel Dayan has occupied various operational management positions in the food/restaurant industry on behalf of several brands, including UGC Cinémas, British group Allied Domecq Retailing International and with a automotive parts manufacturer: the Cuir Confort/Regali Group.



## LIONEL BENERO

*Development Director, Deputy Managing Director of Le Paradis du Fruit since 2008.*

Having moved from organizing trade shows for the hotel and restaurant industry, Lionel Benero specialized in consultancy and training, especially in those same sectors. He joined *Le Paradis du Fruit* group in early 2008.

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