



Media Kit

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Fact Sheet

Opening Date:	January 26, 2013
Address:	Museum of Islamic Art Corniche Street, Doha
Location:	Nestled on the top floor of the I.M. Pei-envisioned Museum of Islamic Art
Reservations:	Prior reservations are required for the restaurant Last reservation call is at 10:00pm Reservations can be made by telephone/email The telephone hostess is bilingual (Arabic and English) Confirmation calls will be made on the day of reservation Last minute requests may be accommodated as needed
Telephone:	+974 44 22 44 88
Email:	idam@qma.org.qa
Hours of Operation:	For dinner only Wednesday – Sunday From 06.30 to 10:30pm Monday & Tuesday Closed
Prices:	An a la carte menu featuring: six mezze dishes ranging from QR45 to QR90 three appetizers ranging from QR135 to QR225 three vegetable, pasta & rice entrees starting at QR160 three fish entrees starting at QR230 three meat entrees starting at QR280 five dessert dishes at QR70
Restaurant Capacity:	Seats 60 guests



Cuisine:	Contemporary French Mediterranean cuisine designed with an Arabic twist. Innovative and flavoursome, IDAM recreates the timeless classics of local and regional cuisine, with most ingredients sourced here in Qatar.
Chef Creator:	Alain Ducasse
Executive Chef:	Romain Meder
Restaurant Manager:	Mehdi Ouidane
Head Pastry Chef:	Olivier Lannes
Design:	Philippe Starck IDAM combines a locally-inspired setting with a chic and timeless design.
Credit Cards:	Visa / Mastercard payment cards are accepted.
Valet Parking:	Yes
Wheelchair access:	Yes

IDAM Background

New Heights, Haut Lieu

Guests at Alain Ducasse's IDAM will experience French Mediterranean cuisine with a twist of eclectic Arabian flavours. Its location on the top floor of the Museum of Islamic Art celebrates an iconic landmark in Qatar in an environment that seamlessly blends local tradition with modernity.

With its proximity to such impressive surroundings, nestled under the dome of the museum, IDAM celebrates high ideals and sophistication, steeped in the Islamic golden age.

Enveloped in ambient surroundings, and transported to new heights of Haute Cuisine, guests at IDAM will enjoy a dining experience that transcends time and surpasses expectation, beyond anything they have ever known before...a radiant home to Haute Culture, Haute Civilisation, and Haute Gastronomie.

IDAM Design

Philippe Starck's unique and exquisite design concept for IDAM emphasises the importance of life, creating a venue which takes guests on a journey of discovery. His vision is to "bring life through the ceremony of eating with family and friends and succeed in a sophisticated and mixed cocktail of culture and life."

The restaurant sits regally above the grand entrance of the Museum of Islamic Art - a fitting location for inspired cuisine. Starck has taken special care to create a spectacular, elegant interior that maintains a balance between modernity and classicism, delivering a dynamic environment with Arabian touches. Upon entering, guests are entranced by the lush black carpet laced with white Arabic calligraphy that recalls the folk tales of the Islamic Golden Age, *One Thousand and One Nights*.

Contemporary monochrome furnishings adorn the 60-seat dining area, highlighting the story that Starck is trying to tell, "Only the black and white was strong enough to support the richness of the real colour of life," he says. The combination serves to highlight the "beautiful colours of the people" and the natural tones of the materials.

IDAM's main dining area features floor to ceiling bookcases, providing guests with the opportunity to immerse themselves in Middle Eastern culture. For the Arabic texts are not merely a part of IDAM's design; guests are encouraged to read and learn about arts and culture. In this way, Starck reflects his passion for the elegant and poetic intelligence of Arab literature, stating "It was a duty to give a tribute to all these masters of literature."

Not content with simply designing a place for people to eat, Philippe Starck has transformed the space into a theatre. "For me, architecture is not made of stone, glass and steel. It is made of the movie of our life," he explains. "I feel more like a movie director, preparing emotion for the guests who become actors." The scenario that Starck has created at IDAM attempts to lift people out of the everyday into an imaginative world enchanted with ancient tales.

Philippe Starck stamps his vision on IDAM by adding his "touch of surrealism and poetry with some fertile surprises to open the mind of the people who will be interested to dream and build a vision".

ALAIN DUCASSE- ‘HAUTE CUISINE’ MADE JUST FOR QATAR

Doha, Qatar (26 January 2013) –Today marks the grand opening of IDAM, the Middle East’s new flagship restaurant for Haute Cuisine. For 25 years, Alain Ducasse, the ‘architect of flavours’, has been striving to reveal new tastes and experiences for his patrons. And now, for his first venture in the Middle East, he brings you IDAM, a bespoke dining experience defined by freedom of emotions and passion, but also of rigour, sobriety and method.

“Here’s a chef whose passion for the most refined cuisine transcends the kitchen and pushes him to reach out and translate his ideas into entire restaurants,” said Aisha Al Khater, Director of the Museum of Islamic Art.

He and his team source the finest ingredients - from the modest vegetable garden to the sumptuous fruits of the sea - for the pleasure of the senses. Together, they have worked to create an inspirational cuisine, respectful of the environment, that transforms the fine dining experience in the region.

Striving to create unique restaurants, Alain Ducasse welcomed the ambition of Qatar in becoming a global leader in culture, arts and heritage. Located in Doha’s Museum of Islamic Art, Alain Ducasse’s IDAM is housed in one of Qatar’s most iconic landmarks, an environment combining tradition and modernity.

“My centre of gravity remains, and will always be, cooking. I am thus a happy cook,” Ducasse enthuses. “My inspiration comes from a combination of the Southwest of France, where I grew up, and from the Mediterranean, which seduced me from a young age. But I also remain a curious cook. My roots carry me but do not hold me down.”

This respect for nature with an eye to progression is evidenced by Ducasse’s decision to use Qatar’s own farms for fresh organic supply, supporting both the notions of sustainability and local agriculture.

Together with Executive Chef Romain Meder, Alain Ducasse presents a sophisticated menu of original creations. They include delicate chestnut soup, crayfish and halloumi royale; tender octopus with potatoes lightly flavoured with saffron; chamba of local fish and soft/crunchy Egyptian rice; seared line-caught red snapper and Omani shellfish; tender camel with duck foie gras truffle and soufflé potatoes; and Awais lamb with beetroot, curly kale and pumpkin. Alain Ducasse’s signature Cookpot dish comprises seven vegetables lightly spiced, promising a unique, palate-pleasing creation.

Desserts also form an essential part of the menu, from the chocolate and honey shortbread with saffron and pine nuts to the milk pastilla and green tea/mint granite. Meanwhile, rhubarb, raspberry and beetroot variation and old style macaroon stuffed with orange and saffron marmalade are certain to further tempt the discerning diner.

The exceptional drinks menu is also given special attention, with barmen working alongside chefs to create perfect accompaniments to the delectable food on offer.

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About Qatar Museums Authority

Established in 2005 by His Highness the Emir, Sheikh Hamad Bin Khalifa Al Thani to combine the resources of all museums in the State of Qatar, Qatar Museums Authority (QMA) is a governmental organisation whose remit is to develop museums and cultural institutions and provide an effective system for collecting, protecting, preserving and interpreting historic sites, monuments and artefacts. Under the leadership of its Chairperson H.E. Sheikha Al Mayassa, QMA is transforming the State of Qatar into a cultural hub of the Middle East. The Museum of Islamic Art, inaugurated in 2008, is the Authority's flagship project. The organisation won further global acclaim with the December 2010 opening of Mathaf: Arab Museum of Modern Art. QMA's goal of becoming a "global leader in the world of museums, art and heritage" will be advanced in the coming years with ambitious, world-class projects, including the Jean Nouvel-designed National Museum of Qatar. For further information, please visit www.qma.org.qa.

About Alain Ducasse Entreprise

Alain Ducasse ENTREPRISE devotes itself with passion to the culinary pleasures and arts of hospitality in order to answer to the needs of its varied, mobile and international customers. The Group keeps on developing new ideas and ensuring their circulation. This constant search for excellence relies on the particular talents of the men and women of the Group, on the utmost quality of its products and on a complete knowledge of modern technologies. At the head of his Group, Alain Ducasse is at once a chef-creator, and a strict entrepreneur. As creator, he insists on offering a cuisine that is just right; as entrepreneur, he implements a modern economic model, a transfer of his knowledge and a relevant vision of the food service and hospitality industry.

About Museum of Islamic Art

Qatar's Museum of Islamic Art is a museum for the world. It brings the world to Doha, but it also connects Doha to the world. Its dedicated mission is to not only become the foremost museum of Islamic art in the world, but also to be a centre of education and information in the field of arts of the Islamic world. The Museum of Islamic Art, located in Doha, was designed by world-renown architectural visionary I. M. Pei. The museum's interior gallery spaces were designed by a team lead by JM Wilmotte of Wilmotte & Associates. The museum has a total area of 45,000 m² and lies on the edge of Doha harbour at the south end of Doha Bay. Through the vision of its leadership and the dedication of its staff, the Museum of Islamic Art manifests this commitment by establishing, preserving, and documenting a collection that reflects the vitality, the complexity, and the diversity of the arts of the Islamic world.

Alain Ducasse Portrait

Alain Ducasse is one of the world's most decorated chefs. He is currently at the helm of three restaurants, each awarded by three Michelin stars, in Monaco, Paris and London. Known not only for his incomparable cuisine, Alain Ducasse has created innovative dining concepts reflecting international influences, and consequently has earned a reputation for phenomenal cuisine.

Born in 1956 on a farm in the south west region of France, Alain Ducasse was raised amongst mainly ducks and geese and was surrounded by boletus mushrooms and foie gras. This was where he developed his tastes at a very early age and quickly learnt to appreciate these ingredients, to preserve and of course, cook with them. It was his early childhood that established the path which would lead him down the road to culinary success.

Alain Ducasse started working at the age of 16 in the southwest. Then spent the next years of his life working for famous chefs and restaurants including Michel Guérard, Gaston Lenôte, Roger Vergé's *Moulin de Mougins* (where he discovered the flavours of Provençal cooking which were later to become an essential element in his own kitchens). In 1978 Alain Chapel (near Lyon), his spiritual master and mentor, employed him before he took up an offer from Roger Vergé to be chef at his second restaurant *L'Amandier* in Mougins (southeast of France). A year later Ducasse led the kitchen at *La Terrasse* at the Hotel Juana in Juan-Les-Pins. It was in this restaurant in 1984 that Alain Ducasse was awarded two stars in the Michelin Guide.

1987 saw Alain Ducasse move to the Hôtel de Paris in Monaco to become Chef des Cuisines managing *Le Louis XV*. At the age of only 33, Alain Ducasse made the 33-month old restaurant, the first hotel restaurant to be awarded three stars in the Michelin Red Guide. In 1996, he opened restaurant *Alain Ducasse* in Paris and by 1998 Alain Ducasse became the first six-star chef, three for the *Alain Ducasse* restaurant in Paris and three for *Le Louis XV-Alain Ducasse*. This was followed shortly by the opening of his first concept restaurant, *Spoon, Food & Wine* in Paris, (multi-ethnic cuisine).

Through Ducasse Education, he dedicates himself actively to the training of professionals and amateurs . He is also President of the hotel association *Châteaux & Hôtels Collection* and runs country inns in Provence (*La Bastide de Moustiers* and *L'Hostellerie de l'Abbaye de La Celle*) and in Tuscany (*L'Andana*). He is very much involved in the bistro cuisine (*Aux Lyonnais*, *Rech* in Paris, *Benoit* in Paris, Tokyo and New York, *Le Comptoir de Benoit* in Osaka). He has also created dining concepts like *miX* in Las Vegas and *St Petersburg*, *La Trattoria* in Monaco, *be Bon & Essentiel* (a bakery/grocery store) opened in Paris, Rivea soon to **open** in St Tropez. In November



2007, Alain Ducasse Enterprise opened *Alain Ducasse at The Dorchester*. Located within the famous Park Lane hotel, at the heart of Mayfair in London, awarded 3 Michelin stars in 2010.

Adour at The St. Regis Washington, D.C. opened in September 2008.

Alain Ducasse's books are available in through www.alain-ducasse.com as well as ebook and Ipad application.

Philippe Starck Portrait

“Subversive, ethical, ecological, political, fun: this is how I see my duty as a creator.” Philippe Starck.

Despite his thousands of projects - completed or in the making - his global fame and his tireless protean inventiveness, never forget the essential. Philippe Starck has a mission and a vision: creation, whatever shape it takes, must make life better for the largest number of people possible. Starck believes this highly poetic, political, rebellious, benevolent, pragmatic and subversive duty must be borne by all and he resumes it with the humour that has accompanied his approach since the earliest days: “No one is forced to be a genius, but everyone has to take part.”

His anticipatory concern for environmental implications, his profound comprehension of contemporary mutations, his enthusiasm for imagining new lifestyles, his determination to change the world, his devotion to a positive reduction, his love of ideas, his desire to defend the intelligence of usefulness - and the usefulness of intelligence - have accompanied one iconic creation after the other... From everyday products such as furniture and lemon squeezers, to revolutionary mega-yachts, micro wind turbines, electric cars, and hotels that aspire to be wondrous, stimulating and intensely vibrant places, Starck never ceases to push the boundaries and criteria of contemporary design. His technological miracles are vectors of democratic ecology, focused on action and a respect for the future of both humans and nature. Predicting the phenomena of convergence and dematerialisation, Philippe Starck has always devised objects that demand the most from the least. The solutions provided by his dreams are so vital, so essential that he was the first Frenchman to be invited to the legendary TED (Technology, Entertainment & Design) conferences, talks that bring together such illustrious speakers as Bill Clinton and Richard Branson.

Inventor, creator, architect, designer, artistic director...

Philippe Starck is all of the above, but above all he is a man of honesty, in the purest tradition of the Renaissance artists.

Frequently Asked Questions

Will the restaurant provide a five-star service, including valet service?

- A hostess will be available on the ground and fifth floor to welcome the guests.
- IDAM offers valet parking (with exclusive access)
Valet parking is available during lunch hours only when there's a specific event.
A very exclusive and special experience for guests will be driving up the illuminated Palm Tree road to the main entrance. This experience is normally reserved for heads of state and other VVIP's.
- Waiting area is available at the entrance as well as two high tables on the side of the restaurant

Where can I access the menu? How will I be served?

- Presentation of the menu: (4 seasons = 4 menu's)
The Menu is available online at www.alain-ducasse.com/en/restaurant/idam
Languages to order in are Arabic, English and French
- The chef will be available to meet the guests only when requested
- It may be arranged if possible for guests to see the front of the kitchen

Will you cater outside?

At this time, IDAM will focus on providing bespoke service to patrons in-house

What is your policy on smoking and alcohol?

In line with the policy of MIA, IDAM adheres to a no smoking/no alcohol policy. However, non-alcoholic mocktails and other drinks are specially blended to perfectly complement each meal course.

When will it officially open?

The official opening of the restaurant is January 26th 2013

What is the seating capacity of IDAM?

The service is voluntarily limited to 60 guests.

What are the other culinary offerings at the Museum of Islamic Art?

The MIA now offers a wide collection of food & beverage outlets such as MIA Café, a breathtaking coffee shop in the museum's atrium, and the kiosks at MIA Park facing Doha's skyline, which serve light snacks, fresh waffles and ice cream.

THE IDAM TEAM AT THE MUSEUM OF ISLAMIC ART DOHA

Romain Meder, Executive Chef, has been entrusted by Alain Ducasse to open IDAM and brings his rich array of experiences to the restaurant.

After several years spent learning his trade in France, he decided to fulfil his desire to travel and learned the art of cooking from the various countries he visited. Amongst his many travels he worked for a year in the West Indies, where he learned to cook an exciting fusion of Caribbean food and aromatic spices.

Upon his return to France, he joined the team of Michelin-star chef Helene Darroze in Paris, where he worked for two years.

He later met the great chef Jean-Pierre Biffi and put his talent at the service of the prestigious French catering company “Potel & Chabot”, where he rose through the ranks, starting from Chef de Partie and reaching the prestigious position of Sous-Chef.

Alain Ducasse noticed Romain’s great capabilities as a chef and placed him at the helm of the kitchen at his seasonal restaurant, La Cour Jardin, at the Hotel Plaza Athénée in Paris.

Chef Romain remained at the Plaza Athénée for two years, until Alain Ducasse flew him again to the exotic surrounds of Mauritius, where he indulged guests with his culinary mastery at the SPOON des Iles restaurant in the One & Only Hotel Saint Geran.

Olivier Lannes, Head Pastry Chef, first joined the Alain Ducasse team in 2002 as the new pastry chef of La Bastide de Moustiers, a quintessentially Provençal restaurant with a few rooms in the south of France, amidst the lavender bushes and olive trees.

Olivier grew up in the southwest of France, where gastronomy and epicurean living is a lifestyle. Quickly attracted by the culinary arts, Lannes commenced his training at the Hospitality School of Carcassonne.

In 2006, after passing by l’Auberge Ostapé in Pays Basque, Olivier was reunited with Alain Ducasse and appointed as Pastry Chef of Benoit in Tokyo, the French cafe and restaurant in Aoyama, where guests enjoy cuisines and wines from France.

Led by his passion and hard work, Olivier earned valuable experiences in Michelin-star restaurants, where he assimilated the fundamentals of the profession and nourished his talent in baking desserts.

Since his first crepe and French toast on an old farm stove with his grandmother, Olivier kept the taste for authentic flavours, while offering a sensitive and truthful experience through his creations.

Mehdi Ouidane, Dining Room Manager, known for his attentive service in the dining room, was specially appointed by IDAM Restaurant to help look after its valued guests.

With academic qualifications in fine dining and hospitality management, Mehdi has had a long career of various management positions in some of the world's top Michelin star restaurants and Parisian Palaces.

In 1999 he became the Assistant Banquet manager and Assistant Manager at “Le V”, a three Michelin-starred gastronomic restaurant situated at the Four Seasons Hotel George V in Paris. He also rose to the position of Chef de Rang at Michel Guérard, three Michelin-starred restaurant “Les Près d’Eugénie”. In 2007 he became the Restaurant and Bar Manager at the Hotel Ritz in Paris.

Together with his team, Mehdi will welcome esteemed guests to IDAM, a restaurant at the height of cuisine, offered to all of the Middle East.
