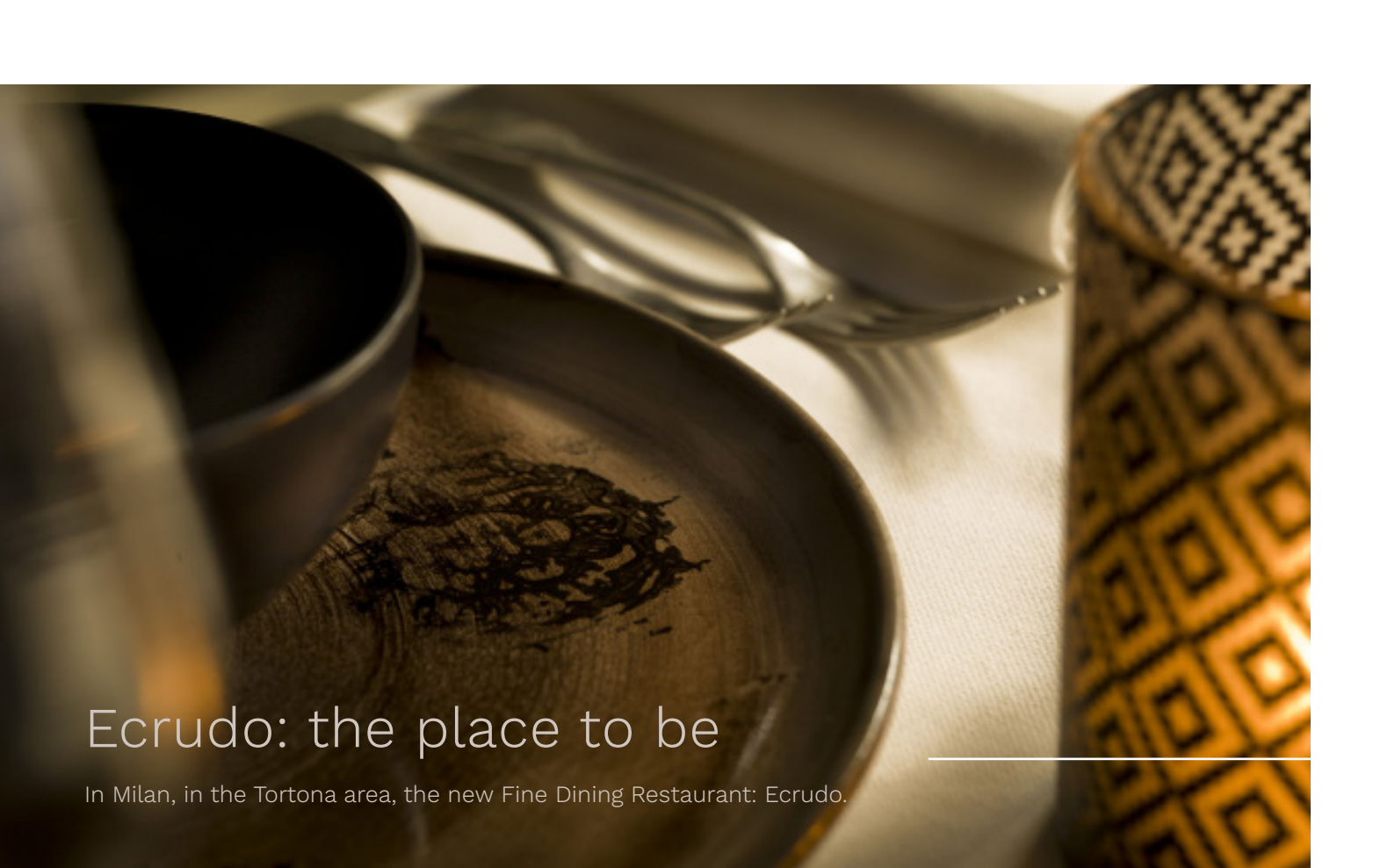


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MILANO

PRESS KIT

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Ecrudo: the place to be

In Milan, in the Tortona area, the new Fine Dining Restaurant: Ecrudo.

The Ecrudo project stems from the creativity of **Alessandro Agrati**, Milanese architect and art director who has made the research towards absolute wellbeing, his physical, emotional and spiritual signature. Agrati's inspiration, expressed through the collections of home living, interior design and wellness, arrives today to fine-dining with Ecrudo.

The concept of Ecrudo as fine-dining finds its consecration in Milan. What distinguishes Ecrudo from the proposals in the Milanese scene is understandable through the words that Agrati uses to explain the name chosen for the space in via Savona:

“Ecrudo recalls the concept of raw, understood as true, primordial, original, without frills. Ecrudo is a place dedicated to food, a place made of truth and sharp contrasts, with a strong and uncommon soul, in which good food and good living elevate the concept of wellbeing and extend it over time”.

Nothing to do with proposing raw dishes, although the menu also presents a choice of this kind of dish. Ecrudo is a Milanese “living room” that will travel the world bringing a different idea of food & living. “With Ecrudo - continues Agrati - **we went to remove rather than add. We go back to the people and reposition them in the center and for people I mean the guest, but also the staff who take care of it**”.

A warm and welcoming atmosphere created by the materials, the soft lights, the volumes and the skilful play of contrasts welcomes guests for lunch, an aperitif or dinner. Wrap-around colors and remodeling tones in all the variations of beige, from taupe to marron glacés with touches of aubergine and vert sauge, essential lamps with natural elements such as raw rope.

One hundred seats distributed over several environments: from



The environment

the initial one, more informal, dedicated to the aperitif and the lunch bistrot, passing through the area designed for the classic dining, ending with the more secluded, silent, lounge-vault enriched with comfortable seats in silk velvet.

The design is cared for in every detail, never casual, enhanced by the works, created especially for Ecrudo, by the Brazilian artist Malù Cruz Piani and the three-dimensional painter Giovanna La Falce.



The team

The first step towards “wellbeing” is done at the table. The interpretation of the Ecrudo code in the kitchen is entrusted to the great experience of the Umberto Vezzoli, executive chef of the Italy First Group, who manages Ecrudo. Curator of the “The invisible kitchen” section for the “I Mestieri d’Arte” exhibition presented at the Milan Triennale, the chef Vezzoli chooses ingredients with primary aromas and flavors for Ecrudo. **“That of Ecrudo - says Vezzoli - is a primordial, contemporary cuisine, strongly based on integrated agriculture. Our proposals are intimately linked to the Italian tradition and focus on the main ingredients of Mediterranean cuisine “.**

Every evening, however, we suggest some ideas to change our eating habits, trying to calibrate aesthetics and taste.

The raw, or “not overcooked”, is cheerful, colorful, crunchy, quick and vitamin-friendly, suitable to fill up with nutrients and enjoy the benefits that nature spontaneously offers. In this sense we talk about perfumes and primary flavors. We have created all this to make you eat healthy searching for the best products in Italy “. As the monocultivar oil, for example, made with olives belonging to a single variety that in Italy are very few to produce.

The Ecrudo winery is curated by one of the best sommeliers in the world, Piero **Sattanino**. World champion from 1971 to 1977, the Piedmontese sommelier is renowned for having made this profession known in Italy. For Ecrudo’s wine list he focused on good Italian oenology, choosing producers as small Vignerons, of excellent quality and with a fair quality / price ratio. **“Particular attention - Sattanino explains - has been placed on producers who in some cases are not**

certified, but who express their product in a biological way, preferring natural substances. Where possible we have listed the grapes used for winemaking, with geographical references, the name of the vineyard or the “Cru”, the “Vintage” and the name of the producer. Many Italian regions are represented. Great emphasis was also given to Italian Sparkling wines with Classic Method and Charmat, strengthened by the presence of quality Champagnes. The dessert list will propose the pairing with wines and spirits best suited to accompany the proposals of the pastry chef”.







ecrudo

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Opening Hours

Ecrudo Bistrot:

12.00 - 14.30

from Monday to Friday

Ecrudo Milano:

19.00 - 00.00

from Monday to Saturday

Project

Alessandro Agrati

Sittings

Ville Venete

Furnishings

SB Arredamenti

Floors and Coverings

RB Interni

Lighting

Bonfanti Gerolamo Angelo

Uniforms

Maurel

Press Kit:

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