



March 4, 2011

## Guerrilla Culinary Brigade Presents: Pop Art Pop-Up Restaurant

Opening on **March 10th, 2011**, in the soon to be unveiled **Sanctuary Hotel**, is the latest version of **Alan Philips'** pop up restaurant, **The Feast**. This incarnation of *The Feast* will be a **"POP ART POP UP"** with food and décor inspired by major pop artists such as **Andy Warhol, Damien Hirst, Keith Haring, Jeff Koons, Roy Lichtenstein** and **Takashi Murakami**. The menu will be created by 15 year old wunderkind **Greg Grossman**, who recently returned from working with **Ferran Adria**, with courses inspired by the works of each artist. Philips has also partnered with hoteliers **Hank** and **Brandon Freid** to produce the pop up in the construction site of their soon to be completed flagship **Sanctuary Hotel** (132 W. 47th Street).

The site of the hotel's restaurant, lounge, and lobby will be transformed by designer **Devin Bruce** into a living and breathing work of pop art. The idea for **The Feast** came from **Alan Philips'** passion for combining food, drinks, and entertainment to create unparalleled hospitality experiences. The mission of **The Feast** concept is to create memorable gastronomic and social flashes that exist for a moment and then vanish. The evenings are set up like a magnificent dinner parties, where guests are encouraged to interact and

The Feast will open its doors on Thursday March 10th at 8:30 PM with a multi-course dinner/entertainment experience and is taking reservation requests at [THEPOPUPRESTAURANT.COM](http://THEPOPUPRESTAURANT.COM). Service will run for three nights, closing on Saturday, March 12th, 2011 at the end of service.

**Reservations are a must** and include a four-course meal for **\$95**, plus tax and gratuity.

To learn more please visit [ThePopUpRestaurant.com](http://ThePopUpRestaurant.com).