

Pop Art Inspired Pop Up Restaurant Opening in the Sanctuary Hotel with 15 Year Old Wunderkind Chef Greg Grossman

The Feast presents their Pop Art Pop Up Restaurant in a soon-to-be-opened Midtown boutique hotel

FOR IMMEDIATE RELEASE (New York, NY, February 23rd, 2011) – 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 the food and the 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. 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 Feast will open its doors on Thursday March 10th with a multi-course dinner and entertainment experience and will begin taking reservation requests as of today at ThePopUpRestaurant.com. Service will run for three nights closing on Saturday March 12th, 2011 at the end of service. Grossman's menu will meld his molecular gastronomy training with more classical French elements. He promises to excite guests by using "seasonal ingredients and bold flavors in new styles." Philips and hoteliers Brandon and Hank Fried chose the pop art theme and Grossman because, "The Sanctuary Hotel brand is all about true New York experiences; special experiences one can never have again. The guests for this pop up restaurant will be dining on the food of a culinary prodigy in a living art installation. This will be unique and exciting experience that will be gone as quickly as it pops up." Chef Greg Grossman will draw on his tremendous talents and experience working with luminaries with as Ferran Adria, **Martha Stewart, Lee Anne Wong**, as well as his recent appearances on the Today Show.

Guerrilla Culinary designer Devin Bruce will transform the hotel's construction site into a living and breathing piece of pop art. Bruce will utilize large scale visual installations, furniture, lighting, and 10-20 foot decals along with some surprises to inspire and stimulate guests. Bruce said "Guests will feel like they are dining inside an artist like Andy Warhol's mind circa 1982." The true New York is embedded in **Sanctuary Hotel** and the hearts of the proprietors, Hank and Brandon Freid. Upon its arrival this Spring, a season for new beginnings, guests will discover this New York in the décor, service, design, and most importantly the moments guests have at the property. The Feast will be the first of many spectacular happenings in the coming months surrounding the launch of the Sanctuary Hotel and its unique brand of impulsive luxury.

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 share their passions.

For additional information on The Feast, please contact Marie Assante, at R. Couri Hay Creative Public Relations: 212-580-0835 marie@rcourihaycpr.com

The **GUERRILLA CULINARY BRIGADE** is a production company specializing in **GUERRILLA CULINARY**, a form of irregular restaurant or gastronomic event, also known as A POP UP RESTAURANT. A small group of foodies including, but not limited to, chefs, restaurateurs, and creative types use underground culinary tactics along with extraordinary imagination, the element of surprise, and astonishing mobility to construct one-of-a-kind, memorable culinary and social moments that exist briefly and disappear almost immediately.

Greg Grossman is a true Rising Star in the culinary world at just 15 years old. Passionate about food from an early age, Greg was able to appreciate many foods and even found himself sneaking into restaurant kitchens to watch the chefs cook. At a mere 8 years old, he ended up washing dishes in a small kitchen to learn about food, only one year later he was asked to work the line as a cook.

Through a chef at his school Greg was introduced to the book and works of Ferran Adria (elbulli) when he was only 9 years old, and sparked his interest in avant-garde cuisine and modern cookery (widely known as Molecular Gastronomy). While using innovative equipment and ingredients. When only 10 years old, Greg started a catering “company” in the Hamptons. He began booking jobs at art gallery openings and other events, usually those involved with charitable goals. Although he started with a second hand Camp stove and kids from his class at school for Sous-Chefs, his company quickly rose on the Hampton’s catering circuit and soon was booking many jobs during the summer.

A few summers ago, the New York Post published a surprise full-page story on Greg, including his work in this new genre of cuisine and Greg’s unique cooking style. The story sparked interest among major players in the media, and culinary industry and within months Greg secured relationships with a team chefs that work together to execute their unique event concepts through their collaborative company, Culinaria Group. Since then, Greg has appeared on such shows as NBC’s “The Today Show” and Fox News’ “Your World with Neil Cavuto” Oprah Syrius radio, and extensive articles following his groups efforts in the world of culinary arts.

Currently, Culinaria Group is working on their base of charitable work with Share Our Strength, etc, as well as working to launch their latest concept called “The Amaya Project”. The Amaya project, a creative off-shoot of Culinaria Group, is an innovative, collaborative dining concept; the brainchild of Greg. The driving idea behind The Amaya Project is that food can be an interactive medium, and further can be seamlessly convolved with other forms of art to create a truly unique sensory experience. In addition to the creative planning of unique temporary restaurant concepts (ie: Pop-up Restaurants), he is working with industry professionals, always looking to innovate and create a unique experience from start to finish. As such, the team is looking to draw culinary inspiration from mediums as diverse as music, visual art and fashion. Whether it’s a high-end fashion week dinner or a unique reinterpretation of musical theater, the goal is to seamlessly integrate the food and beverage with the spirit of the material in ways that are thought-provoking, intellectually satisfying, and most importantly, fun. Just turning 15, Greg’s goal is not only to change the way people think about food but to raise awareness to help end childhood hunger in America.