

Press Release  
Lyon, 25 January 2019

## 6<sup>è</sup> sens By Sirha: an inspirational source signed GL events-Franck Boguenet- Institut Paul Bocuse

Through three pop-up restaurant concepts inspired by the seven influences identified by our partner Food Service Vision, Institut Paul Bocuse students offer visitors to Sirha an amazing immersive experience into the latest food service trends.

60 Institut Paul Bocuse students on the 3rd year of the Bachelor(s) in International Culinary Arts Management & International Food Service Management have been given the task of designing and fitting out the 6<sup>ème</sup> sens By Sirha space.

Accompanied and coached by their Institut Paul Bocuse professors, as well as Franck Boguenet the set designer, our students have created every aspect of the three concepts proposed in this inspirational location. From choosing a name, a logo and a design, to writing the menu, choosing the tableware and table decorations so that each detail is in harmony with the theme they defined.

- **Ressources** - which focuses on locavorism and food traceability trends to satisfy the new concerns of consumers.
- **Poésie** - a lounge restaurant concept offering a cosy setting and refined design that creates a feeling of relaxation.
- **Bol d'air** - taking visitors on a flight over Tanzania, in the midst of flavours that come from elsewhere.

Not just a real-life design exercise, the 6<sup>è</sup> sens By Sirha space is also an opportunity for a unique managerial simulation, with our students in charge of the organisation and running of the restaurants throughout the 5 days of the exhibition.

More than 400 Institut Paul Bocuse students will be actively involved in the main events of what is recognised as the biggest hotel and catering exhibition, including: 6<sup>è</sup> sens By Sirha, wine bar By Sirha, The Maître d'Hôtel Trophy, the Pâtisserie World Cup, the Bocuse d'Or and its Gala Dinner, the Grand Chef's Dinner, which in honour of Mr Paul Bocuse will be held this year at L'Abbaye de Collonges in the presence of the most prestigious names from the world of the culinary arts.

### About Institut Paul Bocuse:

Institut Paul Bocuse trains more than 1,000 students each year, representing 55 nationalities studying on 10 international campuses. From undergraduate through to doctoral level, students on our courses benefit from an innovative teaching approach recognised by the 2017 Worldwide Hospitality Awards. Our Institute is also a member of the elite Conférence des Formations d'Excellence du Tourisme (CFET). In just 28 years, Institut Paul Bocuse built its international development strategy upon an educational hub created in partnership with the best schools and universities in the world and a network of several thousand alumni located in more than 80 countries across the globe. Institut Paul Bocuse is the first-ever hospitality and food service higher education institution to be fully certified by the Ministry of Higher Education, Research and Innovation and by the Ministry of Labour.

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