



可小姐
ミス・コー
MISS KŌ
미스고

**MISS KŌ
UNVEILS HER
RESTAURANT**

FOOD, ART
& CURIOSITY

OPENING FROM

MID-FEBRUARY 2013

49/51 AV. GEORGE V

75008 PARIS

“Sometimes, dreams are feverish, crazy, strange... You wake up feeling different, blown away by what you’ve experienced, relieved to awake, but sad because you’re not sure you can ever return. Miss Kō is exactly that, only that, especially that. A fantasy that has been conceived from scratch, a exquisite corpse inspired by Asia, a crazy collage where you run headlong into a far-distant court of miracles, in a street straight out of Blade Runner, where creative madness knows no limits, where performers know no boundaries, where technology reveals a thrilling prospect of the future and where industry becomes art.

*The David Rochline portrait of the enigmatic Miss Ko reigns over an anarchic world of cooks yelling through the steam of their kitchen, of bottles of washing-up liquid from Wonderland, of acid-fuelled aquarium frescos, and of monstrously oversize, overbright teapots. A profusion of incomprehensible signs that could well be Asian. An infinite exaggeration of information – should that be disinformation – screens. *In the world of Miss Kō, nothing is normal, not even us. It’s contagious”.**

Philippe Starck



MISS KŌ, A NEXUS OF PROLIFIC ENCOUNTERS

Miss Kō is a restaurant conceived as the scenario of a totally original and phantasmagorical experience. A self-referencing world with Philippe Starck as its director, and the mysterious Miss Kō as its star heroine.

Claude Louzon is the producer of this adventure in creativity: “Miss Kō is a rootless woman who opens the doors to her elsewhere world in Paris”. In the space of this restaurant, she embodies its ‘spirit of place’ and unfolds her life’s adventure from the story tattooed on her body.

This 500 m² space replicates an outrageous night-time ‘food street’ that offers many different ways of appreciating its identity, from the covered terrace overlooking the Avenue George V, to the spectacular vision of the kitchens.

The concept of Miss Kō goes way beyond the world of dining. Miss Kō is an artwork that plays out its own science fiction scenario. A temple to urban art, Miss Kō will invite contributions from artists working in areas as diverse as cooking, design and fashion to create a continual flow of excitement and permanent vibrancy.

MISS KŌ, A NEW DINING EXPERIENCE

The bubbling, steamy kitchen exhales flavourful aromas that blend the Far East with the West; aromas of inventiveness crafted by the six expert hands of Executive Chef Fabrice Monot and his guests Linda Rodriguez (Bond Street, New York and Hachi, Las Vegas) and Martin Swift (Nobu, London).

The eclectic menu reflects a thrilling meeting between the chefs in the US with a selection of gyoza, sushi and sushizza as well as Asian dishes revisited with European flavours.

MISS KŌ, A SPELLBINDING CABINET OF CURIOSITIES

To an original soundtrack by Orsten Karki, Miss Kō reveals herself in an interior of vibrant colour reminiscent of her own tattoos. Black and colour jostle and clash through the original contemporary furniture and traditional elements with Asian overtones.

The original designs created for Miss Kō include an enormous 26-metre dining bar; while it symbolises the spirit of the place, cosy interacting and hypnotic flashes, the counter-top made of screens by Philippe Starck is the central piece. It shows a continual stream of Asian TV news bulletins punctuated by the occasional fly-through of a dragon in a video produced by the artistic collective Dalbin.

On one wall, iconoclast artist David Rochline has created a fresco of monumental proportions. Inspired by the rock spirit of his beginnings, the protean artist has developed his abounding yet meticulous graphic universe in which characters seem to come from a futurist manga while reminding of ancient paperwalls.

This ‘food street’ comes to vibrant life through the morphing of Asian faces projected onto the concrete wall, adding yet another dimension to the magic of this place. Created by Philippe Starck, the design is intelligently emphasised by lighting designer Jean-Philippe Bourdon, who invites shadows as extras, and plays with elements that then seem to lose all proportion like this creation by artist Régis-R.

HAPPENINGS

Miss Kō has transposed her entire world into this so-special quarter of Paris by pushing back all the limits... not only with arts, but also with the people that she brings together. She opens this space as a living restaurant in which experiences change with the time of day and along the months of the year. Several events will be organised around the theme of human senses, through fashion, music or photographic exhibitions.

Miss Kō is a restaurant, a canteen, a tea house, a party venue and an art scene. Miss Kō embodies interaction, not only in her cuisine and decorative styles, but in everything that people may discuss or share in her unique environment.

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Practical information

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