

## New 'Pop-Up' Culinary Phenomenon To Hit Midtown Manhattan In Late October

2007-10-23

---

World-Renowned Chefs To Host Bon Appetit Supper Club & Cafe Where Public Can Sample Affordable Cutting-Edge Dishes

Bon Appetit magazine and celebrity chefs from around the country are opening on Oct. 25 what is believed to be the city's first "pop-up" restaurant for two weeks (October 25th thru November 3rd) in midtown Manhattan.

The restaurant, dubbed the Bon Appetit Supper Club and Cafe, is taking over the former Hard Rock Cafe space on 57th Street. The renowned architecture firm Rockwell Group, known for its restaurant, hospitality, theatre and cultural projects including Nobu, Cafe Gray, Imagination Playground and the set design for Hairspray, designed the modern dining space. The event is sponsored by Bon Appetit magazine.

"This is truly a once in a lifetime experience. The temporary space fits in perfectly with Bon Appetit's sense of enjoyment and savoring of food and adventure. In addition to the excellent, affordable food, the public will dine in a sleek, modern environment that will only exist for a short period of time before the entire building is repurposed," said Paul Jowdy, publisher of Bon Appetit.

"This restaurant represents a rare opportunity for New Yorkers to have exclusive access to several world-renowned chefs, most of whom do not have restaurants in New York but all of whom have strong national reputations," added Jowdy.

The celebrity chefs include Emeril Lagasse (NOLA Restaurant, New Orleans), Will Goldfarb (Picnick, New York City), Cat Cora, (America's first female Iron Chef and Bon Appetit's Executive Chef), Michael Mina (Michael Mina, San Francisco), Govind Armstrong (Table 8, Los Angeles), Claudia Fleming (North Forth Table and Inn, New York), Michel Richard (Michel Richard Citronelle (Washington, D.C.) and Giada De Laurentiis (host of Everyday Italian on the Food Network).

Lunch entrees will be available to the public during the day, celebrity- oriented private dinners will take place in the evenings. Each night from Oct. 25 to Nov. 2, a chef will create a customized dinner menu for roughly 100 invited guests. During select weekdays, the space will house a casual cafe that will feature signature dishes of the celebrity chefs, with entrees generally costing less than \$10 and desserts \$1.50. Also during the day in the cafe, the public can enjoy cooking demonstrations, tastings, and book signings by these illustrious chefs.

A portion of proceeds from the Cafe will benefit Chefs for Humanity. Chefs for Humanity is an alliance of culinary professionals and educators working in partnership with US and global organizations, providing nutrition education, hunger relief and emergency and humanitarian aid to reduce hunger across the world. Visit [Chefsforhumanity.org](http://Chefsforhumanity.org)

This article comes from Hotel News Resource

<http://www.hotelnewsresource.com>

The URL for this story is:

<http://www.hotelnewsresource.com/article29791.html>

© 1998 - 2007 Nevistas and the author.

Brought to you by Hotel News Resource

*Distribute your news on our Network*

See what all the buzz is about at:

[http://www.hotelnewsresource.com/Info-news\\_account\\_info.html](http://www.hotelnewsresource.com/Info-news_account_info.html)