Amuse-bouche Thinking: Big Ideas, Tiny Bites in Haute Cuisine

Introduction

The value of creativity as a business commodity increases each year as global markets, diversified consumer habits, and new ways of living with technology stoke an insatiable appetite for the new, the next. Haute cuisine exemplifies the unrelenting need to churn out repeatedly novel dishes.

Haute cuisine exemplifies the unrelenting need to churn out appealing, practical ideas in a competitive market. Its most salient challenges are heightened manifestations of phenomena that exist across industries: social activity with highly institutionalized culture prone to toxicity.

Research Question:

What is the creative process haute cuisine chefs use to repeatedly produce novel dishes?

Methodology

- Multi-disciplinary literature review
- Grounded theory qualitative study
- Four participants:
  - Norman Fenton: head chef, Brass Heart, Chicago, IL
  - Kaz Edwards: concept chef, Hai Hospitality (Uchi, Uchiko, Uchiba and Loro), Austin, TX (virtual)
  - Phillip Foss: head chef, El Ideas, Chicago, IL (virtual)
- Approximately 1-hour duration each

Findings

Synthesis of Literature

Model of the Creative Process in Haute Cuisine

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