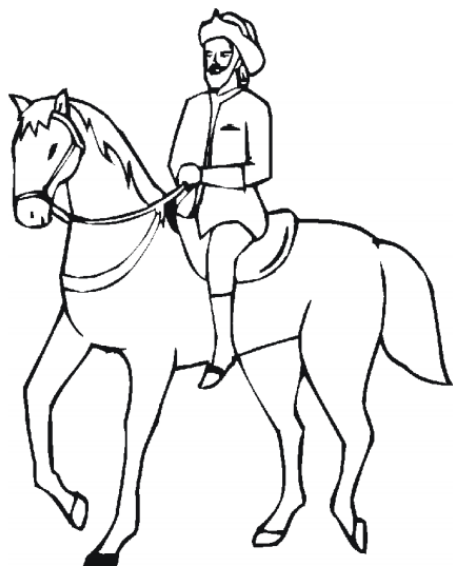


# PELEGRINO BROTHERS

Chef Floriano would like to answer as follows, starting from a drawing:



Being able to draw a man on a horse does not make you an artist. The result of your talent can be beautiful to look at, but it is not art.

Drawing a man on a horse is the same as making food. Many people are able to make good food. Your grandmother could do it. My wife does it great. McDonald's knows perfectly how to make a hamburger that almost everybody likes, and the pizzeria around the corner does their job perfectly.

Preparing food that is liked is like a making a drawing of a man on a horse. It is not that hard, but most people will admire you.

Some people are great cooks. They make spectacular food. They have studied the history of food making and have taken years of lessons to make great dishes.

The artist of this painting of a man on a horse has done the same. He's like the owner of a three star Michelin restaurant. A master chef.

# PELEGRINO BROTHERS



The problem with this artist is that many artists have made paintings like him. I admire the quality. It's well done. But I am bored with spectacular paintings like that. The Louvre and the Prado and the Hermitage are full with such stuff. It's impressive but it's shallow.

Contemporary artists are looking for new horizons all the time, instead. They discover the unknown. They doubt everything including themselves, they research every boundary, they even challenge the concept 'art' itself.

What is art? What is food? What is a chef? What is a client? What is good taste? What looks beautiful?

What is a man on a horse?

# PELEGRINO

BROTHERS



Does art have to be beautiful? Not necessary. It has to challenge you to understand. If it's beautiful too, that's even better.

Contemporary art does not provide you with answers, but offers you great questions.

Contemporary cuisine should do the same. A chef should not offer easy answers, but challenge you with interesting questions.

Contemporary art is not easy. The contemporary artist asks you to think about beauty, to doubt yourself, to trust his creative process, to follow his ideas. That is how revolutions are born.

Here at Bros' we strive every day for avant-garde.

We have undertaken this risk since we decided to return to our territory, after international experiences. We invest to revolutionize it and make it grow with us. We know very well where we are and what we are doing.

We would rather be attached to our work and the technical aspects of it.

How can we respond? Only with our menu. Because we are better with food than with words. We are used to talking with facts, working hard.

We thank Mrs. XXX - I don't remember her name - for making us get to where we had not yet arrived. We are out of stock of "Limoniamo", thank you very much.