

L'INSTITUT BERNARDAUD



EN

L'ART DE VIVRE À LA FRANÇAISE

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A word from the President



Limoges and the house of Bernardaud



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The Maison Bernardaud is pleased to open the doors of its Institute to you, under the sign of discovery, pleasure and sharing.

For 160 years, the company whose name I bear has been identified with Limoges porcelain to become a world-renowned player in French luxury and to be found on every table, from restaurants to kitchens and private dining rooms.

Today, what could be more reassuring and important than sharing a good meal? It is this emotion of a simple yet central moment in our daily lives that we all seek. My attachment to my family roots in the Limousin region and my taste for French cuisine and wine motivate me every day in the accomplishment of our mission to promote the arts of the table.

Aware of the richness of our history and our know-how, and driven by the family values of excellence and transmission, I have at heart to carry this project of the Institute and to inscribe it in the service of a certain art of living "à la Française".

Above all, we wish to shed new light on the multiple facets that make up the universe of the arts of the table, where protocol, gourmandise and creativity are intrinsically mixed. On the menu, a theoretical and practical multidisciplinary quality education delivered by experts in their fields.

So if you want to immerse yourself in the history of banquets in the Middle Ages, learn how to set a French table and master its codes, but also learn about the art of entertaining around the world, open the doors of the Bernardaud Institute!

Michel Bernardaud



LIMOGES, CITY OF ART AND CULTURE

For many years called "white gold" until the secret of its manufacture (kaolin was found in 1768), porcelain is distinguished by its whiteness, its fineness and its translucence. It is anchored and revealed everywhere in Limoges, a capital city that has been recognized worldwide for three centuries for its arts of fire.

Porcelain contributes in a unique way to the emotion of each culinary event. The table is its original territory of expression and it is therefore quite naturally in this region of New Aquitaine, with its agricultural land and hospitable spirit, that gastronomes, lovers of good food, meet.

A territory rich in varied craftsmanship, from Aubusson tapestry to Basque linen, from Nontron cutlery to the wines and spirits of Bordeaux and Cognac.



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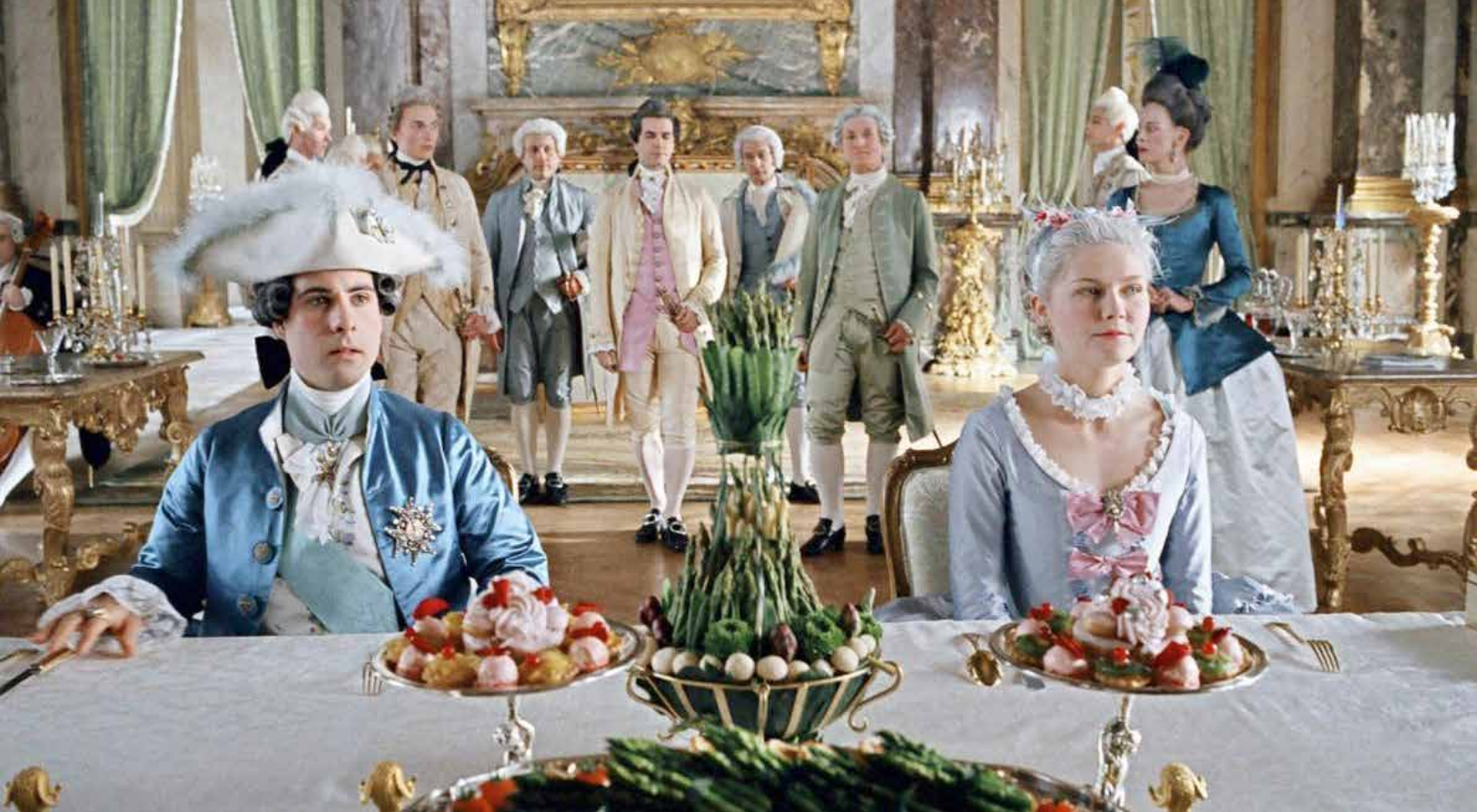


BERNARDAUD

Since 1863 and over five generations, the Bernardaud family company has always chosen excellence, creativity and innovation.

Benefiting from the GI "Porcelaine de Limoges", the "Entreprise du Patrimoine Vivant" label and a member of the Colbert Committee, the company, thanks to its 400 craftsmen and employees, preserves its know-how through its conservation of artisanal gestures, while associating them with the latest technologies to maintain French excellence at its highest level.

Each collection, each piece of furniture, each object signed Bernardaud dresses the daily life with a simple luxury and shows that, two thousand years later, porcelain remains an exception.



BERNARDAUD CELEBRATES THE GASTRONOMIC MEAL OF THE FRENCH

In 2010, the gastronomic meal of the French is registered on the list of the intangible cultural heritage of humanity, UNESCO recognizing the exceptional value of a thousand-year-old tradition that is envied throughout the world.

Le repas
gastronomique
des Français®



Patrimoine
de l'UNESCO

A popular and festive moment par excellence, it celebrates the important moments of life. Beyond rituals such as the search for good products, culinary know-how or table decoration, it is also the social practice surrounding the meal that is valued: conviviality, know-how and sharing around the pleasure of taste.

... AND THE FRENCH ART OF LIVING

Indissociable from luxury and its values of elegance and refinement, this expression of our culture is expressed around the table and is reflected both in the choice of pieces from our know-how and in the adoption of certain codes and customs.

But we must know them. And in today's world, knowing how to live together can be forgotten. However, the art of receiving and being received consists of small and simple gestures that make it possible to be at ease in all circumstances.

As the flagship of French heritage in the field of tableware, Bernardaud is the guarantor of a heritage that contributes to the influence of the French art of living..

Through its Institute, it intends to contribute to the reenchantment of our meals.



THE INSTITUTE AND YOU



Our mission is to prolong the spirit of excellence of the Bernardaud House and its taste for transmission, by introducing the general public to the different facets of the pleasures of the table.

Because moments of sharing are at the heart of our lives, and because the art of entertaining can transform each meal into a unique celebration, we are committed to passing on the knowledge and best practices to master and reproduce it.

How do we do this? Thanks to a multidisciplinary educational program, come and live a unique adventure: experience a decor and a service, seize the opportunity to stimulate your creativity and enrich your knowledge of the art of the table during friendly, instructive and gourmet workshops given by a team of passionate experts

YOU ARE



Whether you are an amateur or a neophyte who loves cooking and the art of the table.

The Bernardaud Institute is a place accessible to the greatest number of people, open to all, where you can come to learn and enjoy yourself.

With the **family and children** for a recreational outing around the table.

With **friends** to share a moment and celebrate an event

Students in search of reference points to evolve in a professional or personal context

Company representative with needs in terms of public relations, brand building or CSR

Journalist specialized in the fields of lifestyle, tableware or gastronomy

Provider of cultural and **tourist activities** to be promoted

Curious about French culture, its savoir-vivre and its gastronomy



AND SPECIFICALLY SPEAKING...

Open-minded

Driven by passion and emotion
creative

Dreamer and traveler

Sensitive to beauty and goodness

In search of excellence and ever more
elegance

Open to sharing pleasure, heritage
and know-how

YOUR WISH IS YOUR COMMAND...

Come alone or with others

For a workshop or more

Over a 1/2 day or several days

In Paris, Limoges, New York, Seoul,
Tokyo... and wherever you are.

Benefit from the House's know-how

Exchange with our experts during
theoretical conferences or practical
situations

Take advantage of visits or workshops
designed especially for you.



AND SO FOR YOU INDIVIDUALS :

Acquire the basics or consolidate
your understanding of a multifaceted
cultural universe

Experience moments of sharing through
educational and fun workshops

Adopt the right gestures of reception
and put them into practice on a daily
basis

Develop the necessary ease in all
circumstances in your relationships with
others.

FOR YOU, COMPANIES

Train your employees in concrete skills
to enhance your brand image

Strengthen the cohesion of your teams
through collective workshops

Build customer loyalty or acquire new
ones through public relation operations.

OUR MODULES

AN "À LA CARTE" PROGRAM
FOR ALL TASTES



A THOUSAND AND ONE STORIES FROM THE TABLE

Who hasn't dreamed of going back in time and diving into a gourmet epic? Here, the French meal is told through the centuries to help us discover how each great period of history has conditioned its table and its cuisine through the evolution of culinary practices or ways of consuming.

From goldsmithing to crystal, discover in this module the secrets of ancestral know-how put at the service of taste that have always made the arts of the table shine throughout the world.



A TASTE OF HISTORY

From our origins to the present day: Relive the history of the tableware.

- The birth and evolution of our table accessories
- At the table of kings, bourgeois or peasants
- From the "French meal" to the "Russian" service
- At the tables of power : The great meals that made history



A ROUNDTABLE OF KNOW-HOW

Let yourself be guided by excellence: When the hand of the craftsmen takes us on a journey.

- From Murano to Lorraine, glass and crystal tell their story
- The history of table linen is full of memories
- To the glory of the Sun King: Colbert and the royal factories
- Tips and advice for choosing and maintaining your

THE ARTS COME TO THE TABLE

Are you passionate about both art and gastronomy?

This module proposes to explore the fruitful and tasty encounter between art, cuisine and the table, through the eyes of artists and gourmets of yesterday and today.

Inspiring a unique experience where all the senses are solicited, these creative craftsmen will make you live new emotions from an object, a work or a dish.



A GOURMET HERITAGE

A dive into the most delicious works of our repertoire.

- The most beautiful pages of gourmet literature
- To the origins of the expressions that awaken our taste buds
- Ciném(a)table, the meal enters the scene
- When painters offer us a feast of images
- Invitation to the table of artists, writers or musicians...



CREATION IN MOTION

Chefs, artists or designers: tastes, shapes and colors.

- The contemporary spirit of ceramics
- Culinary and design: crossed inspirations
- The art of scenographing a table, a new profession?

A CLOSER LOOK

SECRETS OF PORCELAIN

In the 18th century, kaolin was discovered in the heart of the Limousin region of France, the source of porcelain... Refined material with unsuspected properties, it is revealed here in all majesty.

Discover with us its fascinating history, its manufacturing secrets and its numerous territories of expression.

From raw material to finished product

From China to Limousin, the great adventure of porcelain

To each his own: the different stages and techniques of its manufacture

Between Art and History, the evolution of shapes and decorations

A protean material

Biscuit, soft porcelain, ceramic?

What are we talking about and how can we recognize them?

The fascination of contemporary artists for ceramics and porcelain in particular

Health or architecture, porcelain in unknown lands...



PREPARING YOUR TABLE

Because a feast for the eyes is as good as a feast for the taste buds... your kitchen deserves to be magnified and perfectly staged!

Setting a table according to the rules of the art is first and foremost a matter of etiquette specific to each culture. We suggest you learn the codes, without forgetting to use your creativity and some inspiring trends to bring the touch of fantasy that will make the difference in the decoration game. Something to impress your guests!



I SET MY TABLE ACCORDING TO THE RULES OF THE ART

For a perfect French table setting, I review my classics.

- How should the plates, glasses and cutlery be arranged?
- Where to place bread, salt and pepper?
- How to dress my centerpiece?
- What are the differences between French and English table settings?



I DECORATE MY TABLE WITH INSPIRATION

A good meal also requires a beautiful table. So let's make it beautiful.

- I choose a decorative theme for my table
- I create my floral arrangements
- I try homemade: various folding of napkins, original place cards...
- I get inspired by the latest decoration trends...

RECEIVING AND BEING RECEIVED

On the social scene, in a restaurant or in private, whether you wear the costume of the host or that of the guest, the success of a reception depends on the harmony of the arrangements.

Protocol, codes and etiquette are on the menu of this module that will make you the most appreciated conductor or the brilliant guest of unforgettable dinners... and without false notes!



**I'M ENTERTAINING:
TIME TO SHINE!**

To receive my guests in a relaxed manner, I learn the art of entertaining.

- Decide on the menu and the choice of guests
- Create and send invitations
- Draw up the table plan
- Lead the conversation during the meal
- Master the service of food and wine
- Passing to the table and taking leave of your guests...



**I AM BEING RECEIVED:
I AM GRACIOUS AND ADAPTABLE**

You have to learn how to be a model investor! So I avoid making mistakes.

- What time to arrive and leave?
- How to thank my hosts for their invitation? invitation?
- What outfit to choose for the occasion?
- What present and presentation should I choose?
- How to serve yourself at the table and how to handle your cutlery?
- What codes to adopt in a starred restaurant?

TABLES OF THE WORLD

Conviviality at the table is a universal pleasure and an opportunity to discover an elsewhere.

Whether it is a question of gastronomic heritage or current convivial practices, embark on a world tour of different cultures. Europe, the Americas, Asia or the Orient, with us, the meal is told in all tradition.



FLAVORS TIED TO MEMORIES

Culinary Travelogues

- From Italy to the Orient and from Japan to South America: every recipe has its own journey
- Table of yesterday and elsewhere at the time of the pharaohs, the emperors of China or the kings of France
- The extraordinary odyssey of spices along the Silk Road

GOURMET RITUALS

Uses and customs at mealtime

- Chanoyu or afternoon tea, the tea ceremony at the heart of Japanese and English culture
- Chinese, Japanese or Korean table etiquette: what are the particularities?
- From Día de Muertos to Thanksgiving, festivities on American time
- How to celebrate Christmas and New Year's Eve around the world?
- Protocol and festivities at the Nobels' Banquet...

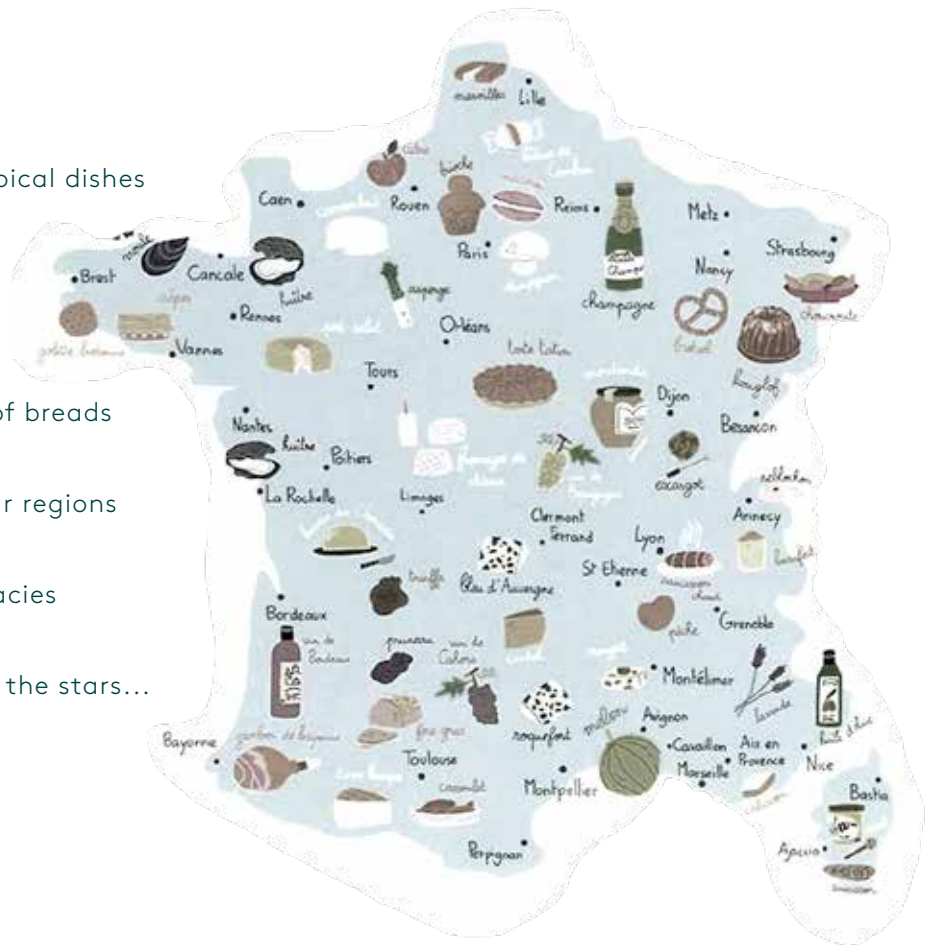
A CLOSER LOOK

CULINARY "TOUR DE FRANCE"

From North to South and from East to West, travel the roads of France with us to discover the flavors of our regions.

Our workshop will invite you to share this generous heritage of ours through its local products, specialties and recipes that make French cuisine great in the world.

- Pôchouse or Matelote : a full range of typical dishes
- Chenin or Riesling: an overview of French wines and grape varieties
- Pain tabatière or horseshoe: the France of breads
- Chaource or Petit Bérêt: cheeses from our regions
- Frescati or Galuchon: a walk full of delicacies
- Gastronomic restaurants: on the road to the stars...



CHILDREN'S MENU

Acquire good manners or free your imagination?
Aspirations and needs to grow serenely, gain self-confidence and open his appetite to the world.



DON'T DO THIS, DON'T DO THAT!

For serene meals in family, return on some habits to be taken in everyday life.

- "Don't talk with your mouth full!" What about the rules of politeness for children?
- How to behave and learn to eat at the table, alone like an adult
- Embark on a world tour of good manners
- Parents in the driver's seat: some tips for a peaceful moment at the table



TELL ME A STORY

Gourmet stories to chew on!

- Pirates or Knights: In the kitchens of history
- Delicious tales and succulent fables
- Recipes from my favorite heroes, from Scheherazade to Harry Potter
- The world tour of breakfasts...



CONTACT

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