OMAR SARTAWI

Man

on faml



Bio



Omar Sartawi is an internationally acclaimed food artist/chef with products and projects around the world. Through deconstructing textures, tastes and appearances, and transforming them into avantgarde creations, Omar gives new meaning to food art. He first rose to fame with his first creation Jameed Chocolate, and then went on to create many projects intertwining food and art including the replica of Ayn Ghazal made of Jameed Concrete, and his Aubergine Leather made of aubergine skins. His latest work Tears of Beirut is a conceptual art piece, where he cooked a broth that is similar to real tears in both salinity and viscosity. This was bottled into four limited edition pieces, with the ingredients' labels beautifully expressing a strong political message written in Arabic, English, and Phoenician.

Modernizing Arabic food and molecular gastronomy

Chef's nowadays are taking their culture and traditional cuisine to the 21st century. Omar is taking his beautiful and hospitable culture and modernizing it, making it internationally accessible. Some of his dishes include traditional dishes such as , Desert meets sea and Za'atar, olive oil with bread desert. Omar is also an expert in monocular gastronomy, transforming some of the dishes into monocular piece such as lentil soup, transparent Ma'amoul and transparent Kubeh.







Transparent Ma'a,oul



Desert meets sea

Za'atar, olive oil with bread desert

Food art

Olive and Fig is an example of an exploration of some of the cultural references. Here ancient methods are used in contrast to some of his more rest work such as Jubran on Steak.

Another example of works inspired by cultural references is Five by Omar. Five by Omar is inspired by five iconic paintings by five different artists and his interpretation of their work turning into a dinning experience.







Fig skin stitched on an olive

Fig skin stitched on an olive with half an olive branch and half fig leaf

Food meets art using methodical madness

He himself admits loving to play with people's preconceptions, blurring the lines between disciplines and human senses. "Just like for Jameed chocolate. Turning Jameed exotic to a Jordanian with flavors more familiar to a French or a Belgian person. "

Jameed Chocolate became a unique product that expresses Jordanian culture in a modern way. It has traveled all over the world.

One of the main ingredients, Jameed. It is a Beduin-Jordanian food. It consisting of hard dry laban made from goat's milk. Jameed chocolate is a creative creation that merges Jordanian heritage with French cuisine creating a tasteful dessert with a twist. The product was a stepping stone to many of the creations that followed.



Jameed Chocolate was featured in the Jordan times in an article titled "Care for chocolate jameed, anyone? Local chef gives iconic mansaf ingredient a new life line, and for good cause." The article was written by Camille Dupire and published on the 14th of December 2017. You can read the full article at: https://www. jordantimes.com/news/local/care-chocolate-jameedanyone.



Food artist recreates oldest statue known to man out of Dried milk

Two years after taking the Middle East by storm with his Jameed chocolate creation, food artist Omar Sartawi comes back with another otherworldly culinary invention: an edible replica of the Ayn Ghazal statue.

The Ain Ghazal Statues are a number of monumental lime plaster and reed statues dated to the Pre-Pottery Neolithic C period, between the mid-7th millennium BC and the mid-8th millennium BC. The statues are among the earliest largescale representations of the human form and are regarded to be one of the most remarkable specimens of prehistoric art from the Pre-Pottery Neolithic B or C period. An audacious take on the Jordan's iconic historic discovery by Omar trying to replicate the statue with a new edible building material using Jordan's most unique and ancient ingredient Jameed. The sculpture is currently exhibited at the Corner Art Space in Amman, Sartawi's unorthodox replica certainly does not have much to envy to its original two-headed model, exposed at the Louvre Abu Dhabi

Sartawi a chef with specialty in molecular gastronomy and food science with a background in design made Ain Ghazal statue with a unique building material that he developed over the period of six months having Jameed as one of the main ingredients, a material that he called jameed concrete cause it resembles concrete in its form and it hardens with time. To color it and give it the soul of the ancient statue he used dates to give it the earthy brown color and texture rather than using artificial dye. The art piece was first unveiled at the Amman Design Week 3rd edition to the shock many that were able to eat a bites next to the replica made out of the same material.

The Sculpture has been featured in a number of publications including an article titled "Omar Sartawi's jameed sculpture goes on display at Amman's The corner. After proving to be a big hit at Amman Design Week last month, the edible sculpture is now on show at this Amman art space " in the Architectural Digest Middle East by Jumana Abdel-Razzaq.

You can read more here: https://www.admiddleeast.com/Omar-sartawis-jameedsculpture-goes-on-display-at-Amman's-the-corner.

It was also featured by Grazia, middle east in an article by Zahra Khan titled "This Jordanian Chef Recreated Historical Art out of Food. Material exploration took on a different meaning at the third edition of Amman Design Week". You can read more here: https://www.araziame.com/culture/art-books/this-Jordanian-

chef-recreated-historical-art-out-of-food.



Bite of the Universe

Unsurprisingly, Sartawi's next projects take on even more unexpected fields, an astrophysics inspired 'Bite of The Universe' project, which will combine some of NASA's most astonishing findings in recent years.

Based on a unique scientific discovery made by a group of astronomers and reported by The Guardian, food artist Omar Sartawi brings to the table an out-worldly creation that will blow your senses. The Bite of the Universe, an edible paper recreating the taste, smell and looks of the Milky Way, takes you on an unprecedented sensory journey through the wonders of the galaxy.

Sartawi's mesmerizing piece of edible paper involves all of your senses in a unique immersive dining experience. The Bite of the Universe was launched at the Dubai Fine Dining Experience Sep. 2020, in an exclusive collaboration with the Banquet of Hoshena in Dubai. The Bite will then travel around the world, going from New York to London, among other locations.

Presented four times.

The bite of the universe was presented in Vitznauerhof Switzerland, New York hotel in Rotterdam, Ramee hotel Mumbai and Kempinski Hotel Amman. Kempinski Hotel Mall of the Emirates has launched a new high-tech-led dining show, which promises to be an illusionary feast for the senses. The innovative dining concept named 'The Banquet of Hoshena' transports guests to an imaginary land where flavors and emotions are intrinsically linked and Kings, Queens, fairies and volcanoes come alive on the table. The dining experience uses 3D visual technology, story-telling theatrics interactivity and illusion in a two-hour, six-course banquet accompanied with creative beverages.

Following the six courses, diners will be tasting a "Bite of the Universe". Guests enter a mystically sparkling ambiance in a royal setup. As the dinner starts and lights are dimmed, talking plates, levitating serve-ware, magic candles and animated statues bedazzle the diners into an immersive journey.

It was recently featured by CNN and in an article by timeout magazine titeled "Dubai's Kempinski Hotel Mall of the Emirates launches 3D dining experience".

https://www.timeoutdubai.com/restaurants/447032-dubais-kempinski-hotel-mall-of-theemirates-launches-3d-dining-experience

Hotel Catering

Home News Catering News ME Reviews Suppliers Appointments Videos

Kempinski Hotel Mall of the Emirates introduces new imaginative dining concept



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https://edition.cnn.com/videos/tv/2021/02/04/immersive-fine-dining-dubai.cnn/video/ playlists/middle-east/

Luxurious sustainable material and digital fabrication

Omar created a new material similar to real leather made out of aubergine skins and orange peels skins and am working on many collaborations with different international designers to create fashion, furniture and fine jewelery items. These collaborations include:

- Breathable aubergine leather masks
- Luxurious aubergine bags
- Furniture design using aubergine leather, for example the Aladdin
- Luxurious bags using orange peel leather
- High end luxury table DUCK A L'ORANGE



He never shy's away from experimentation and using new technologies in different ways. Digital fabrication is used for creating unique patterns not only on the leathers but as well on dishes creating distinctive experiences, such as that of the baklava shown here.



DUCK A L'ORANGE

Aubergine mask

Fans of extravaganza fashion thought they had seen it all when, ten years ago, Lady Gaga paraded at the MTV Video Music Awards dressed in a gown made of raw beef. That was overlooking the creative talent of food artist Omar Sartawi, who just unveiled his always surprising new creation: the aubergine leather.

As flexible and resistant as animal leather, Sartawi's creation would fool even the sharpest of fashion critics. "The material is amazing; it feels exactly like leather. It can be torn, stretched, manipulated in every way, it always regains its original texture and look," the chef explains, putting his words into action. Far from the outrage caused by Gaga's attire in 2010, the aubergine leather, on the other hand, comes with a humanistic approach, a trademark of most of Sartawi's creations. "My idea was that any woman in the world, whether my grandmother, a woman in Africa or in the States, could get aubergines or similar aliments easily, make some food out of it and then make her own clothes from the skin turned into leather," Sartawi remembers.

Worked on properly, the material can last for two to three years, a lifespan that is very much comparable to the reduced lifetime of our modern day clothes. Sartawi also had another dimension in mind when developing his product which was tackling food waste. He envisioned recuperating

MASK MAGIC

WITH OMAR SARTAWI

nnovation has no boundary and the pandemic has pushed all of us in many ways to bring out that hidden talent and make the world a beautiful place. Jordanian chef, food artist and taste manufacturer Omar Sartawi has crafted a 'leather' face mask out of aubergine skin which has taken food and fashion to another level. He recently collaborated with local designers to give the leather mask a dose of fashion. In his words, it is a way to create a material that was alive but also frozen in time. TMM got it in touch with Omar to understand the nuances of amalgamation of fashion, food and art.



waste from hotels and restaurants and use it to create leather on a larger scale. "I think there is so much we can do with things that people do not even think about. If we could start collecting all of this wasted food and turn it into clothes for the less fortunate, so much could change!" Despite the numerous offers he received to scale up his idea and turn it into the new "industry buzz", Sartawi insists on the humanistic value of his work, stressing that "he does not want to make it for profit". "Now that we have created the 'recipe' for this material, I want to release it to the world and let people see how it is done, so that they can replicate it in their own homes."



collaborated with Ishraq Zraikat to produce Model Zero. Model One is a patchwork art piece made of aubergine leather, sewn using cotton thread onto a cotton backing. it was displayed at La Casa De Bobblehouse 650, Metropolitan Ave. Brooklyn, NY Some of the explorations of the use of the aubergine skin include a collaboration with Amer Abidi to produce a furniture line including chairs to showcase the limitless ways the leather can be used. He is collaborating with Sawwad for some aubergine bags.



Citrus skin

Inspired by the aubergine leather, Omar explores new materials that can be treated and re-purposed. He adjusted the techniques used to produce the aubergine leather and applied it to citrus skins.

He is experimenting with Paradigm design house, Amman on the possibility of using the citrus skin as wall cladding, citrus on stone.

He used digital fabrication, laser cutting, etching and scoring on the new skins and was able to achieve beautiful natural pattern and different shades of color.



The image shows the beautiful natural colors and shades created from etching of the aubergineskin. The material was then used to make the first fully breathable aubergineskin mask



Mother

" Mother " tattooed on a Molecular Olive

A clarified green Olive broth made into a transparent olive with a real olive seed in the middle with the word "Mother" tattood with edible red ink using stick and poke, the traditional style of tattooing.

Placed on a beautiful piece of white industrial marble and brass from Nagsh Collective's newest collection "Jhazek ya shams" exhibited in Tiraz centre .





Craving Palestine cookbook

Omar contributed to the cookbook among other international celebrates such Mohammed Hadid, Fadi Kattan, with a traditional Palestine dish of Watermelon with cheese by elevating it into a layers of translucent watermelon rinds stuffed with a layer of Nabulsi cheese mousse creating a new Palestine Mille-Feuille



Craving Palestine Soulful Recipes and inspiring stories celebrating community and giving back co- authored by Farrah Abuasad, Lam Bazzari and co-curated by Fadi Kattn was published in Aug. 2020



Ask Chefs Anything

Beirut's culinary scene and its' beautiful places & people captured my heart for years. Seeing the devastation from afar and seeing the aid from all corners of the world has been heartbreaking and heartwarming at the same time.

I genuinely believe that when you have the ability to help and raise money for recovery, it becomes your duty to do everything you can no matter how big or small the initiative. ASK CHEFS ANYTHING is one of those amazing initiatives; in the spirit of gastro-diplomacy, 90 international chefs and food-adjacent personalities banded together for #AskChefsAnythingBeirut to benefit those in desperate need after the August 4th port explosion that killed 220 people, injured 6,000+ and displaced at least 300,000. We managed to raise over \$33,000 in just 3 days for the people of Beirut.

As an Arab chef and food artist I am grateful to have been part that, grateful to the amazing people behind this culinary initiative, and forever grateful to World-Class chefs such as Dominique Crenn, Gaggan Anand, Massimo Bottura, Rene Redzepi and many more, who took time from their busy schedules to contribute selflessly to ASK CHEFS ANYTHING. Thank you & Bless you

Omar Sartawi 13.09.2020 32auctions.com/askchefsanythingbeirut



FOOD&WINE

Famous Chefs to Raise Money for Beirut Relief

Massimo Bottura, Nina Compton, Michael Solomonov, Enrique Olvera, and more are all signed up for the #AskChefsAnything Beirut campaign.

By Bridget Hallinan

September 10, 2020





*ask chefs onything

BARAKA

Ahmed Shihabeldin * Akrame Benallal * Alex Raij * Alon Shaya * Andy Baraghani * Anissa Helou * Apollonia Poilane * Aurelie Saada * Bethany Kehdy * C.K. Chin * Camille Fourmont * Caroline de Maigret * Cecile Cassel * Chad Robertson * Chloe Saada * Christine Muhlke * Christophe Michalak * Claire Ptak * Clara Cornet & Luca Pronzato * Dalia Dogmoch * Daniel Patterson * Dave Arnold & Nastassia Lopez * Dominique Crenn * Donnell Rawlings * Einat Admony * Eli Rezkallah * Elvira Masson * Enrique Olvera * Evan Sung * Eyal Shani * Francois Regis Gaudry * Francois Simon * Frank Castronovo & Frank Falcinelli * Gaggan Anand * Gail Simmons * Gino Raidy * Gioconda Scott * Greg Maloif * Hamed Sinno * Hussein Hadid * Ignacio Mattos * Isaac McHale * Jackson Boxer * James Henry & Shaun Kelly * James Lowe * Jean Francois Piege * Joe Barza * Josh Russ Tupper * Juliana Lopez May * Kamal Mouzawak * Karma El Khalil * Keren Ann * Laila Gohar * Leen Al Zaben * Lior Lev Sercarz * Liza & Ziad Asseily * Marcelle Afram * Marine Bidaud * Massimo Bottura * Michael Mina * Michael Rafidi * Michael Solomonov * Mina Soundiram * Molly Baz * Nina Compton * Omar Sartawi * Ori Menashe & Genevieve Gergis * Philippe Massoud * Philippine Darblay * Pierre Rabbat * Raphaele Marchal * Riad Nasr * Rita Jammet * Samira Nasr * Simone Tondo * Stephane Jego * Tara Khattar * Tarek Alameddine with Rene Redzepi * Tom Colicchio * Tomas Kalika * Tzurit Or * Waris Ahluwalia * Wylie Dufresne * Yasmine Khatib * Youssef Akiki * Yves Camdeborde * Zach Engel

Septo 13 *

people of beirut

START September 2020 1008:00 AM EDT END September 2020 06:30 PM EDT + Extended Bidding RAISED \$35,801.00 GOAL \$25,000.00 143.2% **REACHED!**

My Beirut

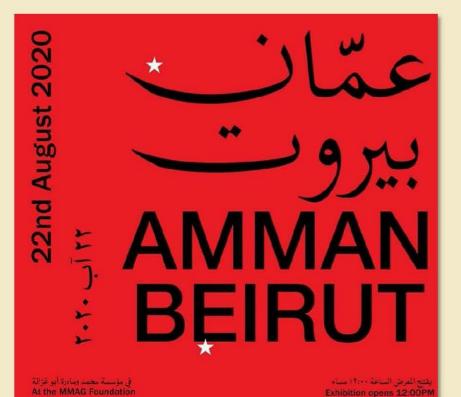
In addition to his creations, passion and love for food, comes his commitment to give back. Today Sartawi's name is associated with numerous organizations to raise funds to world pressing issues.

He was featured in the Amman arts community fundraising as one of the 100 artists from Amman and the region during an exhibition at MMAG where all proceeds were donated to local organizations in Lebanon. He was one of the top 100 chefs from around the world raising funds to Lebanon.

In response to the tragic Beirut explosion, demonstrating an Arabian saying "Your name is written on my heart" Beirut in Arabic calligraphy laser engraved on a lambs heart.

A lamb heart cooked souls vide then the name Beirut is laser engraved on it, then charred split and its seasoned table side with a tear-like broth with similar salinity and viscosity as tears.







Omar Sartawi



صندوق إغاثة فتي من المجتمع الثقاق الأردني الفلسطيني

An art relief fund from the cultural community of Jordan and Palestine

Tears of Beirut **دموع** بيروت



In the media

Omar has been featured in many national and international media such as CNN, BBC, REUTERS, SkyNews, SBS, Al Jazeera, AJ+, MBC, Al Arabyia, The Jordan Times, Al-Monitor and Stepfeed among others. And Great Art and Design publications such as Harper Bazaar, Grazia, Architect Digest and Interior Design magazine.

Gastro Events & Culinary Book

• www.hotelnewsme.com/news/kempinski-hotel-mall-of-the-emirates-introducesnew-imaginative-dining-concept/

• www.trtworld.com/magazine/first-palestinian-cookbook-brings-love-to-thetable-39554

Fundraising for Beirut

• www.vogue.fr/lifestyle-en/article/askchefsanything-chefs-around-the-world-arerallying-to-support-the-people-of-beirut

• www.gqmiddleeast.com/ar/culture/askchefsanything-is-your-opportunity-to-get-30-minutes-with-the-worlds-best-chefs

• www.inquirer.com/news/ask-chefs-solomonov-zahav-beirut-explosion-20200911. html

• www.foodandwine.com/news/ask-chefs-anything-beirut

Aubergine Mask

• https://lifestylewnews.com/fashion/chef-creates-sustainable-face-masks-fromaubergine-skins/

• https://metro.co.uk/2020/06/24/chef-creates-sustainable-face-masks-aubergineskins-12895381/

• www.thenational.ae/world/mena/the-middle-east-framed-regional-photographyfor-june-24-2020-1.1038544#2

• www.kathimerini.gr/1084182/gallery/multimedia/fwtografia/fwtografhmata

 https://m.merdeka.com/foto/dunia/1190899/20200623215945-unik-koki-yordaniaciptakan-masker-dari-kulit-terong-001-debby-

restu-utomo.html

 https://kumparan.com/kumparannews/foto-koki-asal-yordania-ciptakan-maskerdari-kulit-terong-1tfgMXuilAp

 https://foto.tempo.co/read/81361/koki-yordania-sulap-kulit-terong-jadi-maskerunik

Jameed Sculpture

• www.thenational.ae/arts-culture/food-meets-art-jordanian-chef-recreatesancient-statue-with-traditional-yoghurt-1.926397

 $\label{eq:stability} \bullet www.admiddleeast.com/omar-sartawis-jameed-sculpture-goes-on-display-atammans-the-corner$



HOLMES (voice-over): Here in the Jordanian capital, Amman, Chef Omar Sartawi is using eggplants to make biodegradable masks. Sartawi he uses the peels from the vegetable; it is a somewhat tedious process. A single peel could take up to two weeks to be turned into a mask.

≡ № Н КАΘНМЕРІNН 3а--15



Η σειρά της μελιτζάνας. Δέρμα από αβοκάντο έχουν φτιάξει στο παρελθόν που έχει και ωραία υφή. Τώρα είναι η σειρά της μελιτζάνας όπου ο Ιορδανός σεφ Omar Sartawi δημιουργεί όχι πιάτα αλλά μάσκες από το δέρμα της. REUTERS/Muhammad Hamed

TEMPO.CO

Koki Yordania Sulap Kulit Terong Jadi Masker Unik

Q

oleh: Nufus Nita Hidayati

24 Juni 2020 12:05 WIB





Seorang koki, Omar Sartawi meracik kulit terong menjadi masker di dapurnya, di

EXI WORLD GCC MENA ASIA AFRICA EUROPE The Middle East framed regional photography for June 24, 2020

► We bring you the best pictures from the Middle East and North Africa



A model presents a face mask made with the skin of eggplant by chef Omar Sartawi and designed by Princess Nejla Asem and Salam Dajani, in Amman, Jordan. Reuters

On Reuters UK

REUTERS Q ≡



Eggplant 'leather' used for sustainable face masks Eggplant 'leather' masks

VORLD

Eggplant 'leather' used for sustainable face masks

Posted June 24, 2020

Instead of tossing his vegetable peels in the garbage, Jordanian chef Omar Sartawi has transformed aubergine peels into richly textured 'leather', which he's using to create sustainable face masks.

METRO LIFESTYLE

Chef creates sustainable face masks from aubergine skins





Designers work on the final product at a workshop in Amman (Picture: REUTERS)



Wednesday 24 Jun 2020 9:59 am

A Jordanian chef has come up with a novel way of creating sustainable face masks using leftover things from his own kitchen.







في معرض فني أردني يقف تمثال برأسين، أبيض اللون، ليس كأي تمثال لأنه قطعة فنية قابلة للأكل بشكل أمن.

هذا التمثّال الفريد من نوعه أبدعه مصمم أردني خبير بفنون الطهي في إعادة إنتاج لتمثّال أثري، عُثر عليه في الملكة، وذلك باستخدام منتج غذائي محلي مشهور، هو الجميد، حليب الماعز المجفف، الذي يعد مكونا أساسيا في المطبخ الأردني ويستخدم في تحضير الصحن الوطني في البلاد المعروف بالمنسف.

≡ [2] ARTS&CULTURE 9

Food meets art: Jordanian chef recreates ancient statue with traditional yoghurt

 Presented at Amman Design Week, the work by Omar Sartawi is a replica of an Ain Ghazal statue



AD

Omar Sartawi's jameed sculpture goes on display at Amman's The Corner

After proving to be a big hit at Amman Design Week last month, the edible sculpture is now on show at this Amman art space



BY JUMANA ABDEL-RAZZAQ



GRAZIA

THIS JORDANIAN CHEF RECREATED HISTORICAL ART OUT OF FOOD

Material exploration took on a different meaning at the third edition of Amman Design Week

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omarsartawi.com