

# BEHIND THE DISH

A VIRTUAL REALITY DIVE INTO GASTRONOMY

*Behind the Dish* is a virtual reality docu-series that lets viewers step inside the fascinating world of gastronomy. Through three 10-minute episodes in 360° film, meet three extraordinary female chefs revolutionizing the food industry and admire their cuisine in super-sized macro 3D.

Thanks to virtual reality, viewers are shrunk to the size of ingredients and take a mesmerizing look at the chefs' creations. They discover XXL dishes like never seen before as if they were landscapes or gigantic sculptures.

The series sheds light on diverse cuisines and the unique life trajectories of daring women chefs reshaping a male-dominated industry. It features 6-Michelin-star French Chef Helène Darroze, African-American lesbian Soul Food Chef Deborah VanTrece, and one of the rare Japanese women Sushi Masters, Yumi Chiba.

From France to the United States and Japan, ***Behind the Dish* is a culinary world tour exploring the behind-the-scenes of today's most sensational cuisines.** With exclusive access to their kitchens and picturesque farms, the viewers acquaint themselves with the chefs' inspirations and their craft.

This series is produced by the Emmy®-nominated VR studio TARGO in partnership with Meta Quest. The three episodes of *Behind the Dish* are available on Meta Quest TV, for free.

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## FOOD IN 3D, LIKE NEVER BEFORE

### **Super-sized food!**

Thanks to the power of virtual reality, this series offers a never-seen-before perspective on food. Instead of looking at a small plate on a screen, the food now appears extra-large and within reach in the headset, enabling viewers to admire it in detail. From caviar plates to fried chicken and sushi, watching the dishes come to life in macro 3D is a riveting experience.

### **The magic of cooking unleashed**

By bringing the viewer inside the frame, *Behind the Dish* pushes food-filming techniques à la Netflix's *Chef's Table* to the next level. Watching food becomes a show: smoke effects surround the viewer, time-lapses and slow-motions feel like entering a new dimension, light reflections make the food shimmer... All of that within reach in a headset!

### **A custom-designed camera rig**

Supported by six months of research and creative use of 3D stereography, *Behind the Dish* leverages state-of-the-art hypostereo techniques and macro filming. A technical prowess made possible by the development of a custom-designed 3D macro camera system. Designed for busy kitchens and compact and easy to transport to several locations around the world, this rig was uniquely fitted for VR live-action food filming and the needs of this series.

## MEET FEARLESS ROLE MODELS

### **A series on gender equality and adversity**

While making it to the top of the restaurant industry is hard, being a woman makes it significantly harder. Signs of sexism in the food industry are widespread: today, only 6% of restaurant chefs would be women. In Japan, women's body temperature is still said to alter the sushi taste. In the US, only around 10% of chefs are African American. In France, only seven women own three Michelin stars. This series shares the journeys of women who overcame the odds of making it in gastronomy.

### **Three extraordinary chef stories**

*Behind the Dish* highlights the journeys of three chefs who made it to the top by being unapologetically authentic. H  l  ne Darroze had the courage to put an end to a century-old family restaurant and became the most renowned French chef. Yumi Chiba survived breast cancer by turning the art of sushi-making into her source of solace and self-expression. Deborah VanTrece redefined her life and career as an African-American lesbian flight attendant to become a Soul Food chef fascinated with other cultures.

### **A personal connection with inspiring characters**

The viewers experience special one-on-one moments with the chefs as they share their stories and culinary philosophies. From sit-down interviews in their restaurants to the farms where they source their produce, *Behind the Dish* is a plunge behind the scenes of gastronomy. The key moments of the chef's journeys come to life as their family archive pictures are reprojected in 3D around the viewer, creating natural proximity with the chefs.

## A WORLD TOUR OF CULTURES

### **A dive into history and culture**

More than a culinary show, *Behind the Dish* also explores food history, cultures, and traditions all over the world from Japan to France and the United States. By visiting local farms, meeting producers, and wandering through iconic landscapes, they are immersed in the cultures and lifestyles nurturing the chefs' cooking styles.

### **A travel and lifestyle experience**

The chefs and their cuisines are gateways to world-famous and emblematic sceneries. From Mount Fuji to the Southwest of France, swinging by a British palace and wandering across the national forests of Georgia, each episode is a unique tourism experience around the world enabling a full immersion in the gastronomy world.

### **Indistinguishable from reality**

To provide a spotless ultra-realistic experience, the entire series has been filmed in 8K 3D 360   video, going above and beyond the maximum resolutions enabled in virtual reality headset.