



GIUSEPPE IANNOTTI

PRESS KIT 2019



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OVERVIEW

Talking of food, Iannotti has undoubtedly suffered **indigestion, from over frequent globetrotting.**

A chef by attitude who risked becoming an engineer, like a **crazy algorithm** that's shaken up the results. Extreme **freedom of expression** is what drives him, along with **cultural contaminations**. A bit like a trawler, he **gathers** up what the sea of life offers, but then makes his choices, bringing together what **instinct whispers loudly in his ear.**

He captures, studies, elaborates. And thinks, thinks, thinks...

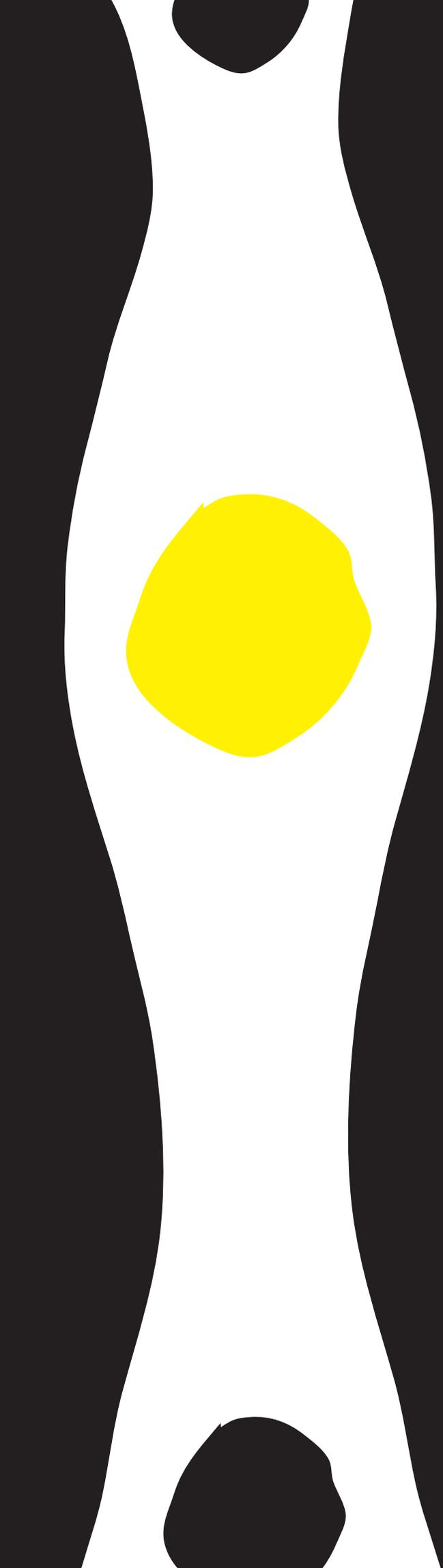
He's a creative who's chosen the **kitchen as his train of thought**, his dishes being stops along the line. Busy and on the ball, fast and elaborative, in his kitchen he **condenses cultural experience and contaminations into reductions of taste.** And the place he's chosen to do so is out of the ordinary: Telese Terme, in the Samnium area (Benevento province), near Naples, where you have to want to go.

For this if no other reason.

For this is the way to "take the lid off" Giuseppe, through the processes of **choosing and discovering that arouse desire.** Which he fills with surprise and experience.

With courage.





BACKGROUND

Born in 1982.

He went to a science high school and studied computer engineering at university.

In 2007, he opened a restaurant in Castelvenere (dropping out of university to follow his passion, just 5 exams to his degree), calling it “Krèsios”.

Soon after, he also opened a shop (Krèsios Bottega, in Telese Terme) to sell gourmet specialities selected with meticulous care.

In 2011, he merged the two businesses under a single roof, a farmhouse owned by his family just outside Telese, in which he now has a gourmet restaurant and a number of elegant rooms, today’s Krèsios.

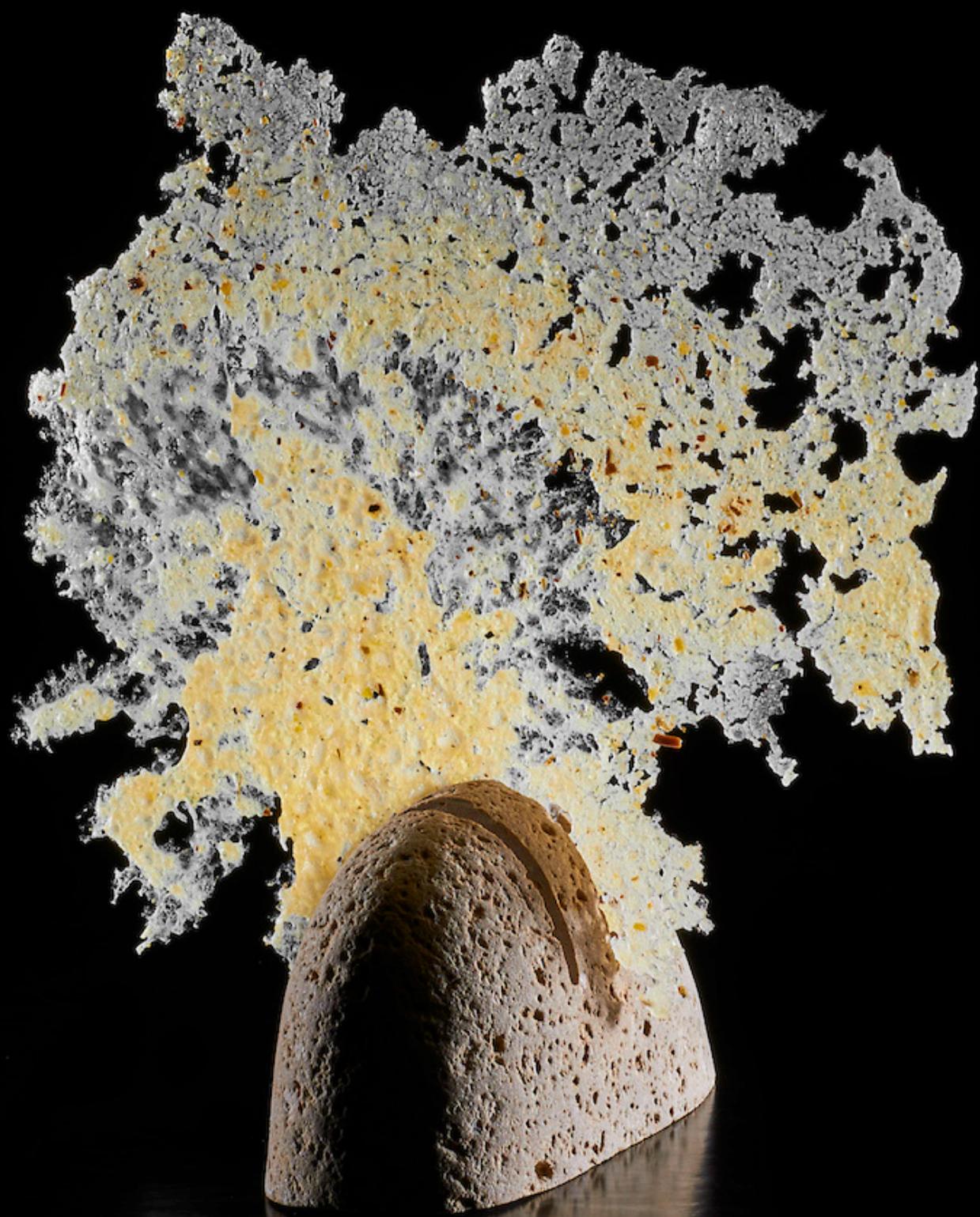
In 2012, he was judged **Best Young Chef by Le Guide de L’Espresso**.

In 2013, he joined **Jeunes Restaurateurs d’Europe (JRE)**, won the “San Pellegrino **Premio Vent’anni**” – an award for emerging talents on the Italian gastronomy scene – at the Identità Golose food congress, and received his first **Michelin star**.

In 2017, he won the “**Premio Innovazione in Cucina**” (**Le Guide de L’Espresso**) and joined **Associazione Le Soste**.

Alfredo Buonanno, maître of Krèsios, is **Best Sommelier of the year for La Guida de L’Espresso Restaurants 2018**.

2019, Krèsios Restaurant won the special prize “**Miglior Pane in Tavola**” for “**la Guida ai Ristoranti d’Italia del Gambero Rosso**”





THE MODERNIST/PHILOSOPHY

“**Modernism**: a movement founded on the necessity of renewing ideologies, methods and structures to bring them into line with the needs of the modern world”.

Renewing.
Doing things differently.
Bending straight lines.
Inverting orders.

Iannotti is a chef who likes to be **subversive**, while maintaining a **rigorous sense of order, but turned on its head**. His menu defiantly places the first courses near the end, just before the desserts, creating unusual **tasting journeys through flavours, nutritional values, weights and measures**. Over and under. Upside down. His language is **essential but rich**, with a semblance of linearity that conceals from the superficial eye or palate a whole world in the process of exploding.

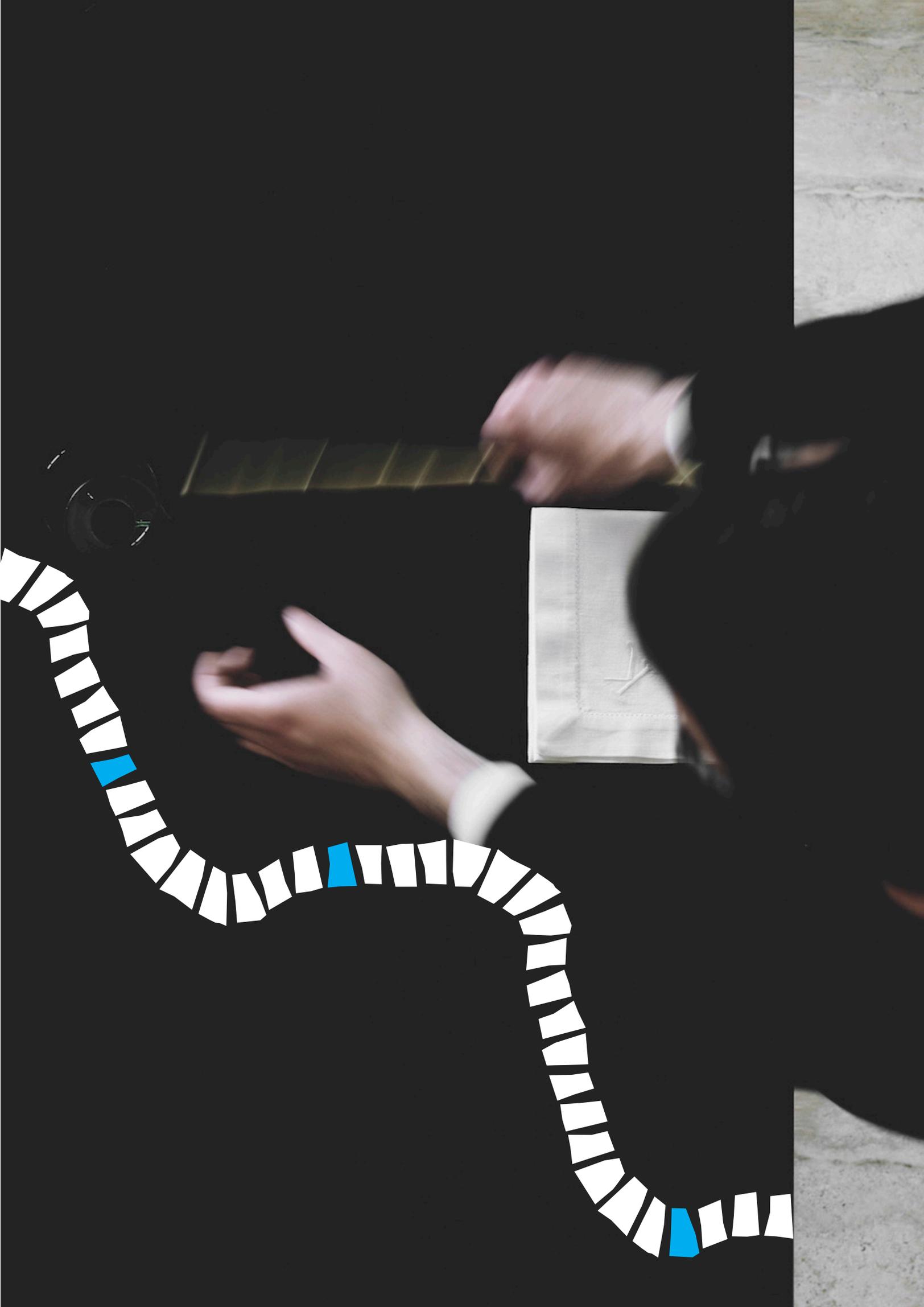
Functionality and usefulness identify, most of the time, with **form and decoration**, with their **elegance and beauty**, to merge into new possibilities. Promptly subverted and revisited.

Modernist.

This is what Giuseppe Iannotti is like: a **modernist in the kitchen**.

With his **contrasting of old and new**, with **his heart in origins and tradition and his head in the world** - preferably a new one. Rejecting styles, fashions and techniques that don't particularly attract him, he develops **new concepts rooted in the nature** in which he was born and bred. And as long as the aromatic herbs cultivated in his own gardens can grow as nature would grow them, he will **extract their essences and break them down**.

Ongoing research.





KRÈSIOS

They say Krèsios is one of the names of Bacchus or Dionysius.

Today, it's a restaurant. The restaurant. Iannotti's restaurant.

At Telese Terme, surrounded by the fields, olive groves and vineyards of Samnium, just an hour from Naples, Krèsios has decided to put down deep roots. An aqueduct (the "Vanvitelliano") separates the provinces of Naples and Benevento, as if to mark your entry to a little-known territory, off the beaten tourist track: Samnium.

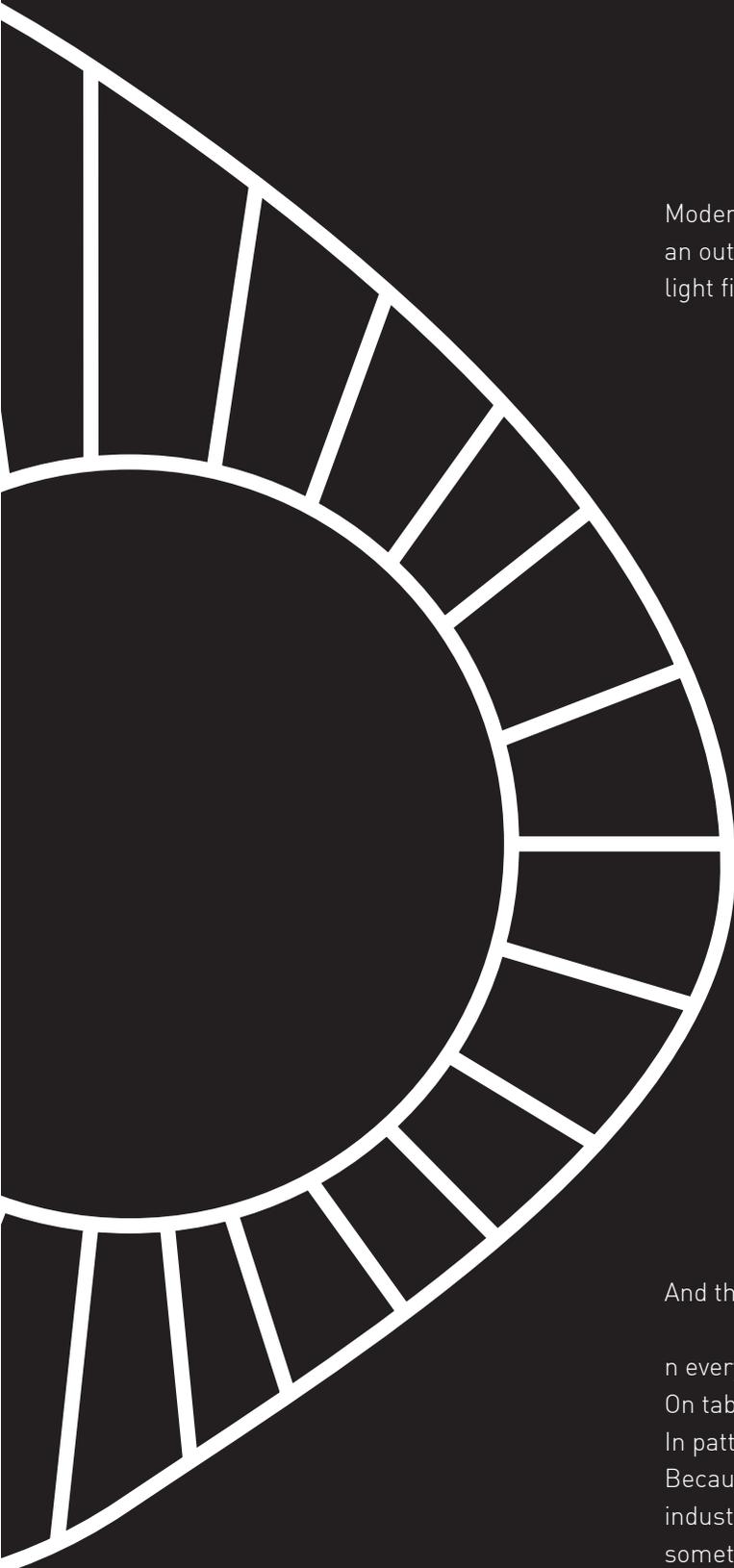
A land of beauty and courage.

Krèsios – the very name betrays the role played by wine within and beyond its walls – is a restaurant in an old farm, surrounded (you guessed) by vineyards and prolific nature.

The natural colours of tuff and other stone outside in contrast with the transparency of glass and the sheen of steel at the entrance, beckoning into the as yet unknown.

Once again, Iannotti's **contrasts and opposites**. Once again, **his spirits disperse, only to meet up again in his creativity**, in his Krèsios.





Modern, minimalist interiors dialogue with an outdoors steeped in origins and tradition: light filtering in and out, a natural continuum.

Greys, browns, blacks, sombre greens – inside and out. Craft and nature seem to mimic one another, and merge. So different, so identical. No frills needed: the warm embrace is in the tones and hues, in the people that inhabit Krèsios. Whether in the kitchen or the dining hall, the intimate rooms of the bistrot or the bar, the people that animate and govern the place. *luogo, lo accendono e lo governano.*

No table cloths and, in fact, no concession at all to the “restaurant” as such.

Minimalism designed to welcome and surprise, a canvas, a work of art in progress.

The upstairs rooms are the other side of the coin: here, the simplicity of country life gives way to chic comfort and elegance, speaking a language that knows no borders. *senza barriere.*

And then there are **the ants**, at Krèsios.

In every shape and manner.

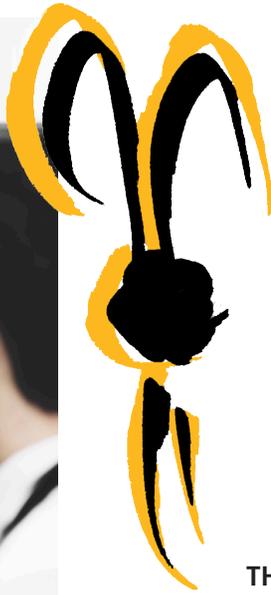
On tables and shelves.

In patterns and images.

Because Krèsios is basically a fabulous, industrious anthill, where everyone is busy doing something and the whole gives back to everyone.

In the words of an ant...





THE ANTHILL

They don't have barriers, get in one another's way or jump the queue. They're fluid, following lanes that interweave, but without colliding. They move, act and return in a space without partitions, from the kitchen to the dining floor, from floor to kitchen, back and forth in a fluid continuum of infinitesimally tiny steps in which everyone has something to do.

This what Chef Iannotti's kitchen crew and floor staff do in fact. If you look closely, they could be part of a seething anthill. Knowing no differences and united by the **common cause of creating value through what they do and love, whatever their role.**

Like windmill blades that produce energy out of wind, they do it with their movements, **calculated to make the customer feel good.** A sort of clean energy generated by continual and graceful motion, **professional yet at the same time spontaneous**, welcoming and caring, nourishing those at table as much the beauty or wholesomeness of the food.





Expertise travels at high speed from kitchen to table seamlessly, on an invisible non-stop train, to preserve freshness and vitality. This is the secret of the Iannotti ant colony, **where everyone carries their load to destination with the same intensity. With the same perceptibly high yet spontaneous competence.**

The high note is reached when chef Iannotti and maître **Alfredo Buonanno, Best Sommelier of the year for La Guida de L'Espresso Restaurants 2018**, stand side by side, closing the circle. Invisibly. Embodying the kitchen-floor-kitchen circularity that's played out across the floors of the Krèsios ant colony.

"If I tried to relax, I'd go to pieces [...] and if I went to pieces, the wind would blow me away." Haruki Murakami

But not if, albeit small as an ant, the whole colony stands together.





LAB

Embryonic as yet but close to exploding is the LAB at Krèsios, Iannotti's LAB.

A natural extension of the experimentally-minded Chef's **thirst for knowledge and study**, the LAB will be a "**secret room**" **opening out** onto a whole world of international research.

Cooking, creativity, gastronomic art, sophisticated techniques, inventive methods. The aim is to **create a space** within the walls of Krèsios **accessible to anyone wishing to explore it, practically**. With ideas, materials, theories and pots and pans.

For further information

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