



Tree



EPICUREAN NIGHTS x TREE POP-UP DINNERS
Sustainable gastronomic and artistic experiences





DESCRIPTION

Deforestation is contributing more to global warming than any other form of pollution.

Each minute 85 acres of forests are falling. Agriculture drives 80% of tropical deforestation.

We are destroying rainforest and other natural resources so quickly that the UN warns we only have 12 years to avoid the lethal consequences.

We need to act NOW.

DESCRIPTION

Feel the power and fragility of nature through unique VR project and explore a new perception of Taste in an immersive environment.

This series of events flows out of the encounter of the multiple award-winning virtual reality experience TREE and the Creative culinary multi-sensorial fine dining event concept EPICUREAN NIGHTS.

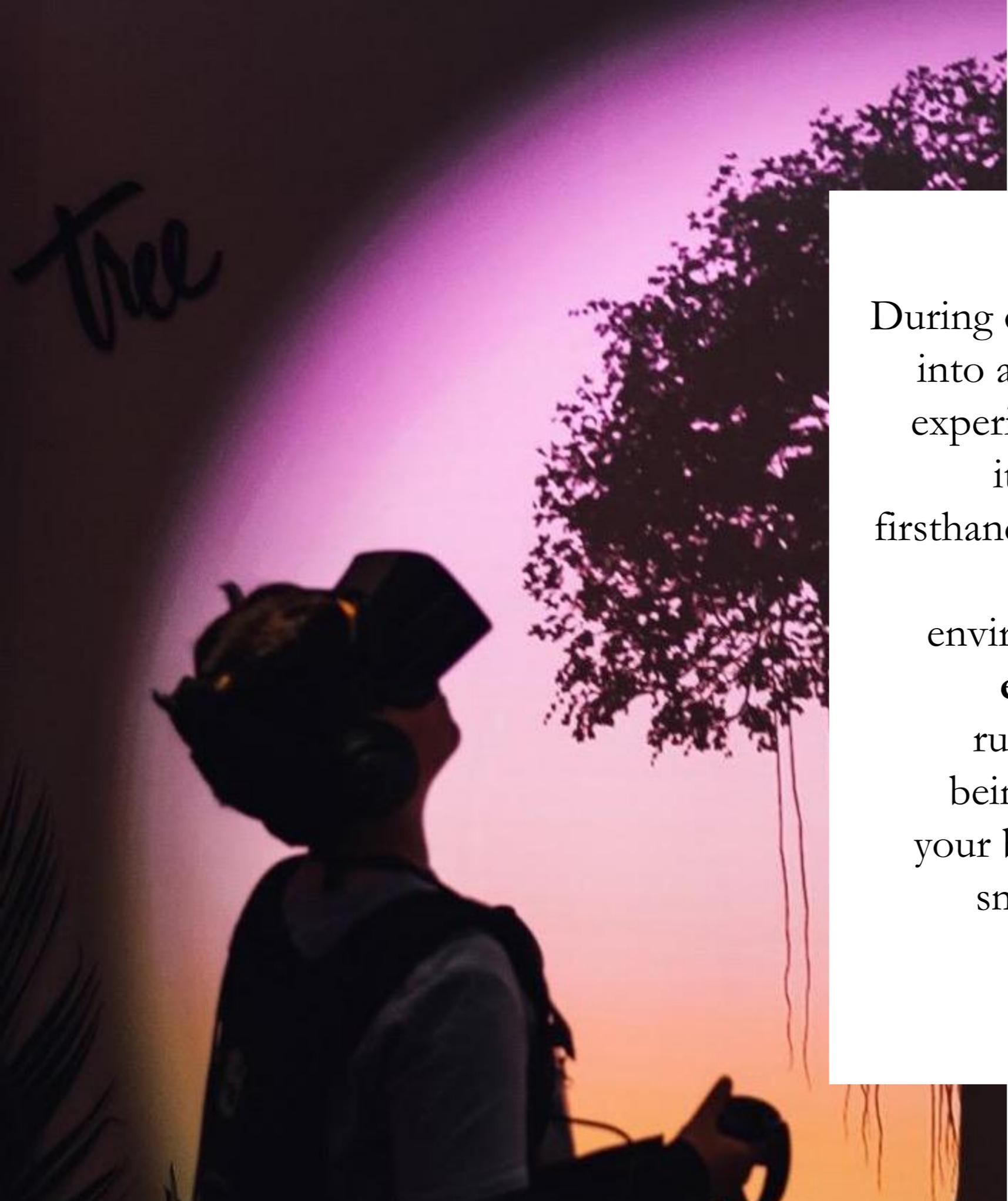
This collaboration is committed to **social and environmental impact.**

MISSION

Establishing a more sustainable food system

Raising awareness of **deforestation and sustainable** by blurring the lines between the **culinary and environmental experience.**

We want to engage the audience on a personal and emotional level through Technology, Art and Food.



THE EXPERIENCE

During cocktails, you will be transformed into a majestic rainforest tree. You will experience a tree's life from seedling to its fullest form and witness its fate firsthand. The VR experience puts you in a scientifically accurate rainforest environment, and uses **multi-sensory elements** (including wind, scents, rumbling) to give you the feeling of being there. Your arms are branches, your body is a trunk, and you can hear, smell, and feel the rainforest as you grow.



THE EXPERIENCE

You will then enjoy a **plant-based multi-course gastronomic meal**, paired with prestigious wines, musical performances, visual atmosphere, custom aromas and powerful activations. A unique fine dining experience through the senses **to immerse you in the rainforest** for an evening of Taste and Emotion.

Our collaboration with **prestigious mission driven Chefs**, is committed to sustainable eating and conscious hospitality with a strong accent put on **local farming and food waste reduction.**



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IMPACT

This experiential journey has been custom made to captivate, to inspire and to **drive change.**

Satisfy your curiosity, experience the unprecedented, leave in awe and create real change...

After the experience, you will be given a gift - a real seed in a recycled envelop - as a reminder to keep our forests standing.

And you'll be giving the opportunity to make a donation to the Rainforest Alliance for a stronger **world impact.**

*“Tree brings a breathtaking moment of realization:
Science can win minds,
but you really need art to win hearts.”*
—Jungwon Kim, Rainforest Alliance



Take action to keep forests standing

Forests are critical to the survival of every living thing on earth. They are our best defense against climate change.

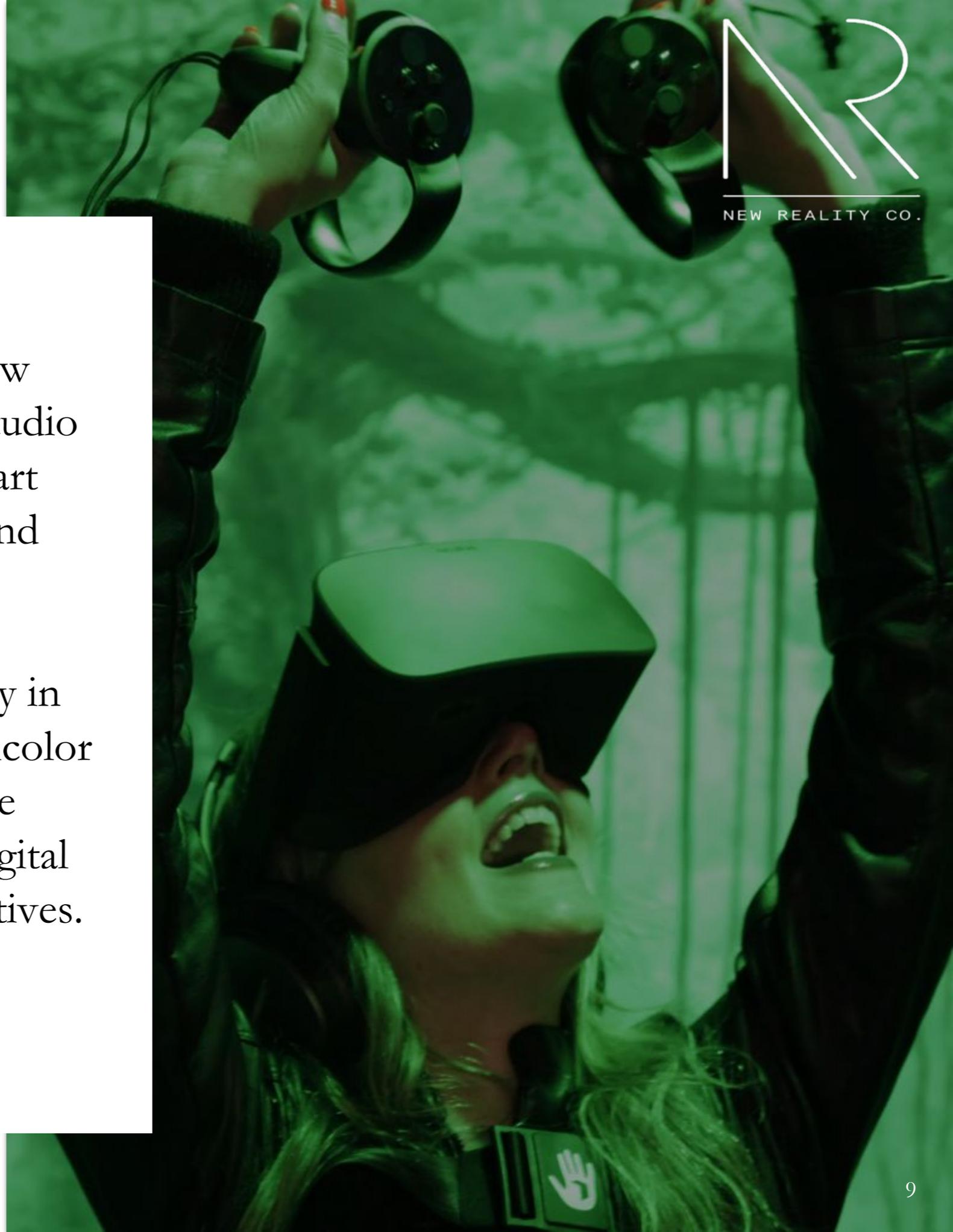
The Rainforest Alliance has conserved millions of hectares of forestland worldwide, in partnership with indigenous forest communities, farmers, governments, companies and people like you.

[DONATE TO HELP KEEP OUR FOREST STANDING](#)

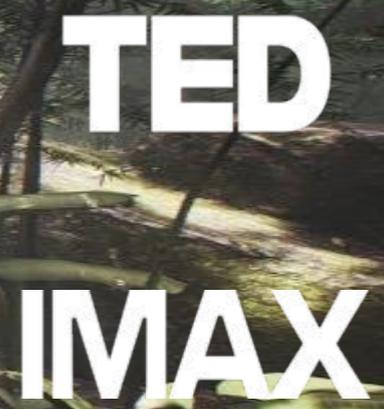
NEW REALITY

Co-founded by Milica Zec and Winslow Porter, New Reality Co. is a creative studio dedicated to synthesizing storytelling, art and technology into groundbreaking and emotional projects.

The company currently holds residency in R/GA in New York and at the Technicolor Experience Center in Los Angeles. The founders were named 2 of only 10 Digital Innovators in Ad Weeks top 100 Creatives.



EXHIBITS + AWARDS



PRESS



“Virtual Reality has been an increasing Sundance focus, and this is especially ambitious. Participants won’t just be handed a... headset and told to have fun.”

The New York Times

“Besides the rich soundscape, it’s fascinating how the piece melds VR with physicality.”

THE VERGE

“These filmmakers don’t just want you to read about climate change, they want you to viscerally experience it.”

VR3 IMPACT

“Your thinking mind sort of stops and you just feel

it all”
YAHOO!
NEWS

Bloomberg

“I watched one woman come out of VR crying, having so fully identified with the now fallen tree.”

TE

Forbes

THE
HUFFINGTON
POST

Los Angeles Times

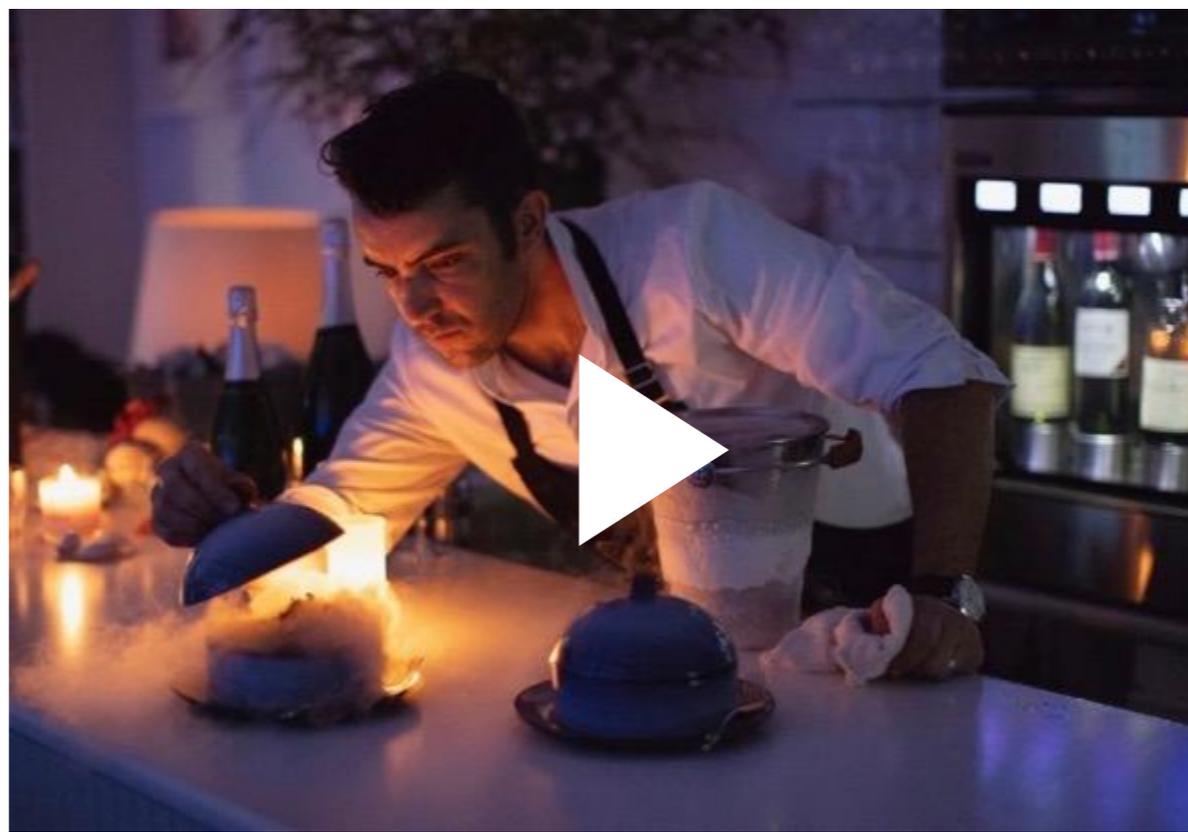
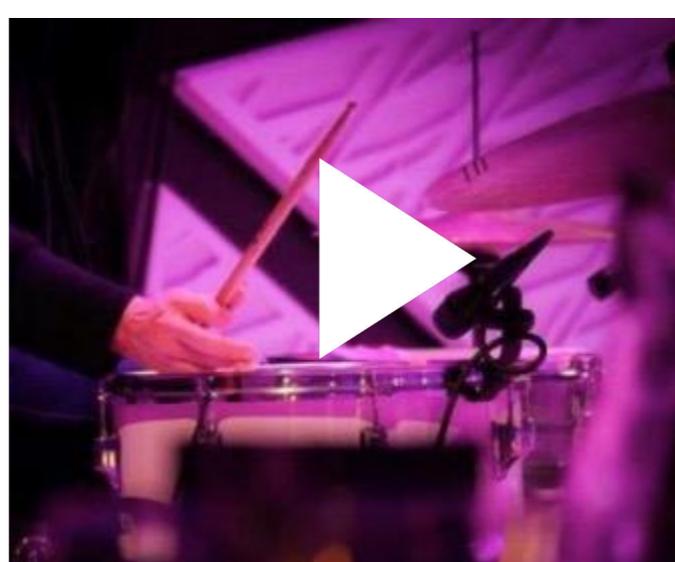
theguardian

EPICUREAN NIGHTS

Founded by Olivia Chessé, Epicurean Nights, is a creative event agency designing immersive multi-sensorial fine dining and art experiences.

The company tailor unforgettable experiential journeys through the senses exploring the intersection of Food, Art and Technology.





“...the gastronomic event no foodie will want to miss.”

SECRET NYC

“A trippy, multi-sensory fine dining experience...”

TimeOut
New York

“Bon vivant bash. (...) the season’s most gourmand ticket.”

MODERN LUXURY

“...the culinary experience that reinvents the restaurant in New York.” *French Morning*

“A feast for all the senses: A tour de force of Haute cuisine...”

PURIST



EPICUREAN NIGHTS
NEW YORK

CONTACT US

Take action now to spread the word and
protect our planet

Bring Epicurean Nights x Tree
Pop-up dining experience to you

Collaborate with us

Contact

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