



The Magazine opens

The Serpentine Gallery has opened a brand new arts venue in The Magazine building in Kensington Gardens, London. The Serpentine Sackler Gallery opened in September and aims to be a cultural destination in the centre of London hosting a range of exhibitions and events. The new venue also hosts The Magazine restaurant which was unveiled on the 1st November.

Berlin-born chef Oliver Lange will head the galleries new eatery fusing his passion for Japanese cooking, and British and European ingredients on the restaurants impressive menu. The restaurant is located five minutes' walk away from the main gallery on the north side of the Serpentine Bridge. The Magazine building is steeped in history as it used to be a former 1805 gunpowder store.

Pritzker Prize winner Zaha Hadid Architects designed the Serpentine Sackler gallery and The Magazine restaurant. The Magazine is Zaha's first restaurant space she has designed in central London. The restaurant space comprises of an innovative undulating membrane roof which allows natural light into the room.

The restaurant has clear glass walls which transport diners into a make-believe al fresco dining environment. Lunch, dinner, weekend brunch and traditional roasts for Sunday Lunch will be available at The Magazine. Using the finest British ingredients throughout the contemporary, seasonally changing a la carte menu Oliver Lange is set to wow diners with sumptuous dishes.

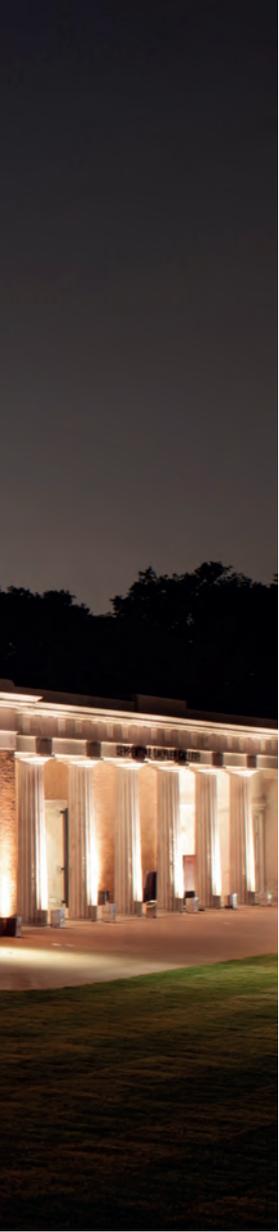
Unveiling The Magazine

Fabian Hecker, Project Architect on the development, spoke to Premier Hospitality about the project:

"It was very interesting for us to give the space a certain flexibility so it can be used for all types of functions. We designed both the gallery and the restaurant, and it emerged quite quickly that the approach we wanted to take was to play with the contrast of the old and the new."

"Whilst the Magazine building was refurbished in keeping with its historical context, the new extension was designed to complement this solid and classical structure with a contemporary light, transparent and dynamic space."

The wine list is also eclectic hosting an array of beverages including favourites from the Old World as well as German, Austrian and English wines, New World wines and an 'artists series' of fine wines. The cocktail list will make reference to the Magazine's history as well as the kitchen's Japanese and British roots.



The Magazines Head Chef Oliver Lange said:

“I am thrilled to be in London, it’s exciting to be in a city that has a restaurant scene that is vibrant and diverse and be amongst so many brilliant chefs. I have a terrific team working with me.

“People often ask me about my style of cooking and my response remains unchanged – cooking should not always be so defined; it evolves from one style and then reinvents itself to another. I cannot limit my cooking to one description; however one thing that never changes is my passion for being in the kitchen.”

Oliver perfected his craft from an early age, travelling all over the world to learn about different cuisines. He settled in Japan and learnt the tastes, techniques and textures of the Japanese kitchen. He now combines the precision and dedication of Japanese cooking with his own European heritage.

From autumn 2013 the Serpentine will present a varied programme of exhibitions and events across both galleries and into Kensington Park. The new Gallery is named after Dr Mortimer and Dame Theresa Sackler as they established a Foundation which made the project possible. The Foundation donated the largest gift ever received by the Serpentine Gallery in its 43-year history.

Funding to renovate The Magazine building was also received from Bloomberg, who are long term supporters of the Serpentine as well as sponsors of the opening exhibition.

The Serpentine Gallery, which boasts modern and contemporary art, currently attracts 800,000 visitors a year. The Serpentine Sackler Gallery is housed in the Grade II*listed building formerly known as The Magazine.

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Amina Technologies Ltd

Amina Technologies Ltd design and manufacture invisible live loud speakers. The company was formed in 1999 and invented the invisible loud speaker in 2001. The company are very successful in both the residential and commercial sectors; providing invisible speakers to many projects where acoustic “clutter” can be ruinious to the design.

Modern, minimalist designs are the perfect environment for using invisible loudspeakers. Director Babs Moore also said that the speakers are often used in historic, listed buildings, requiring an authentic look to be combined with the latest technology.

Babs added:

“People who want stunning aesthetics and high clarity sound want to use our speakers as conventional “dinner plate” ceiling loudspeakers can ruin the design. In historic buildings, frequently visible speakers are either not allowed or not wanted.

“Our customers are Audio Video installers or large electrical contractors on big projects. We give advice to clients and I spend a lot of my time working with architects and interior designers looking at design drawings and making suggestions for suitable speaker locations.”

The company have worked with a plethora of clients including providing speakers to Cowarth Park Hotel in Ascot, the Mandarin Oriental in Kuala Lumpur and the Bingham Hotel in London. Most recently they have provided invisible speakers to The Serpentine Sackler Gallery in London

Babs said:

“We like to be involved in prestigious projects where aesthetics are key. We get involved in hundreds of projects. We pride ourselves on offering the best quality invisible sound available anywhere in the world.”

invisible loudspeakers

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