

The Immersive “Le Petit Chef’s Adventure” & “Marco Polo Adventure” Debut, Defining New “Visual Feast” On The Dining Table

On the evening of April 27th, 2018, the immersive “Le Petit Chef” and the experiential “Dinner Time Story: Marco Polo” had the most perfect ending of a show at No. 15 Shaoxing Road in Shanghai. Since landing in China in 2016, the Petit Chef has been catapulted into a stellar IP in the F&B industry, even brands from other sectors scramble to collaborate. This time, its exclusive agency Y&P Culture set up an experiential session – marking the first time for “Dinner Time Story: Marco Polo Adventure” in the “Le Petit Chef” series to officially meet the press. At the same time, “Le Petit Chef” also for the first time brought an immersive experience with projection mapping, giving participants an extraordinary and magical experience with food and technology like no other.

According to the Vice President of Y&P Culture Media Company Mr. Shi Jun, F&B consumption in China is becoming increasingly differentiated, healthy, ultimate and trendy. And the reason why the company’s technology IP “Le Petit Chef” is so popular in restaurants is because it’s not just about enjoying delicacies – it’s more of a visual feast.

It uses IP to upgrade traditional catering industry in terms of technology, entertainment and social interactions, replacing the setting, enhancing the dining experience and redefining how diners understand and interpret food without having them fork out a hefty sum. This is also in line with the new commercial blueprint of its parent company Sino Vision – a listed company that envisions a new business model with a new consumption philosophy.

This experience doesn’t just perfectly combine a feast with a visual fest; it also elevated its storyline and experience. And it’s these two features that left users deeply impressed.

Feature 1: the experience upgrade of “Le Petit Chef Adventure” - an immersive “Le Petit Chef Adventure”

You may feel familiar with “Le Petit Chef”. The work on the world’s smallest chef is from Belgium, and was created by two artists in SKULLMAPPING who specialize in AR, VR and new media arts. It was popular as soon as it debuted in Europe and the US, and in 2018, “Le Petit Chef” even appeared on the big time talk show “Day Day Up” on Hunan TV.



The story of “Le Petit Chef” is told in six segments, where a tiny chef projected on your dinner table goes through a culinary adventure. Diners can see the entire cooking process of each dish right at their table. And after each ‘performance’ and segment, the real deal – which had been meticulously prepared – is served. With this, what you see is truly what you get. The entire dinner is full of surprises and expectations, as a magical glass-free 3D show unfolds right in front of your eyes.





As of April 2018, the “Le Petit Chef” IP series have made their way into several five-star hotels and upscale restaurants in the country. And here at No. 15 Shaoxing Road is the Le Petit Chef’s first brick-and-mortar experience store, and also its grounds for tests and upgrades.

Several independent yet closely networked worlds have created a magical and experiential universe for Le Petit Chef. It is believed that more different and surprising IP experiences will be introduced, creating a more integrated IP creative space.

This time a brand new, “Le Petit Chef Immersive Experience” was launched at No. 15 Shaoxing Road. The storyline still follows “Le Petit Chef”, but it has gone one step further to integrate immersive high-tech projection technology to create an exclusive universe of “Le Petit Chef”.

The entire experience just takes 90 minutes, and users can follow the chef through spaces like the outer space, deep sea, ancient castles and snowy grounds. With an immersive environment through projection, users can be transported to high mountains or deep seas, and witness for themselves how the little chef whip through six magical dishes. On the evening of such events, guests present were all amazed by the chef’s amusing explorations and were able to tell what a truly immersive culinary experience is all about. This is exactly what Y&P Culture Media wants.





Feature 2: The upgrade of Le Petit Chef IP series: “Marco Polo Adventure”

And in another corner, a vast food journey spanning from Asia to Europe is waiting quietly behind the wings before being unveiled. And that is “Marco Polo Adventure”. This new storyline is also the work of SkullMapping in collaboration with a number of chefs from top-class restaurants around the world. The little chef in the story follows the footsteps of explorer Marco Polo, traversing across Europe and Asia to hone his culinary skill by finding the world’s best ingredients. And diners can see this dramatic story, taking place in six different parts of the world, unfolding right on their dinner table.

Apart from being able to appreciate the story of the little chef’s magnificent round-the-world exploits, diners are accompanied throughout their entire meal with brand new animations. Together with a new and unique set of props, such as the little chef’s luggage and an Arabic snack tray, “Marco Polo Adventure” is able to create a brand new immersive experience for diners.

With a journey that spans thousands of miles through a dramatic story, and with all sorts of delicacies possible in even higher-definition images, restaurants are able to bring their dishes to life, leading diners to follow the little chef on a world of adventure as they eat.





During this experiential session, Y&P Culture also shared future plans. It will continue to be based in Shanghai, and progressively expand the “Le Petit Chef” IP series across the country. It is learned that Y&P Culture doesn’t just hold the IP for tech-related products but is also committed to market-oriented R&D and commercial development of innovative IP projects in the areas of arts, sports, media and lifestyle. Through bringing in innovative projects, the company aims to elevate the consumer experience and services for customers, ultimately achieving the goal of increased sales to realize business growth and expand brand awareness. Thanks to its excellent channel development, and the ability to introduce high-quality IP resources, Y&P Culture was wholly acquired by Hong Kong-listed company Sino Vision Worldwide Holdings Limited (HKEX: 8086) in early 2018. At present, Y&P Culture already possesses excellent resources such as various cinemas, hotels, commercial real estate and well-known brands across the country. The successful experiential session signifies that Y&P Culture Media has managed to open up more sales channels in the IP field through resource integration and brought opportunities for itself to expand its footprint in China. One thing’s for sure, Y&P Culture is poised to be a leader in IP Operation in the future.