

Vanderful

Project Detail

For this individual project I did in school, I envisioned and designed a single publication, which was a foodie magazine named Vanderful.

Jun-Aug2020

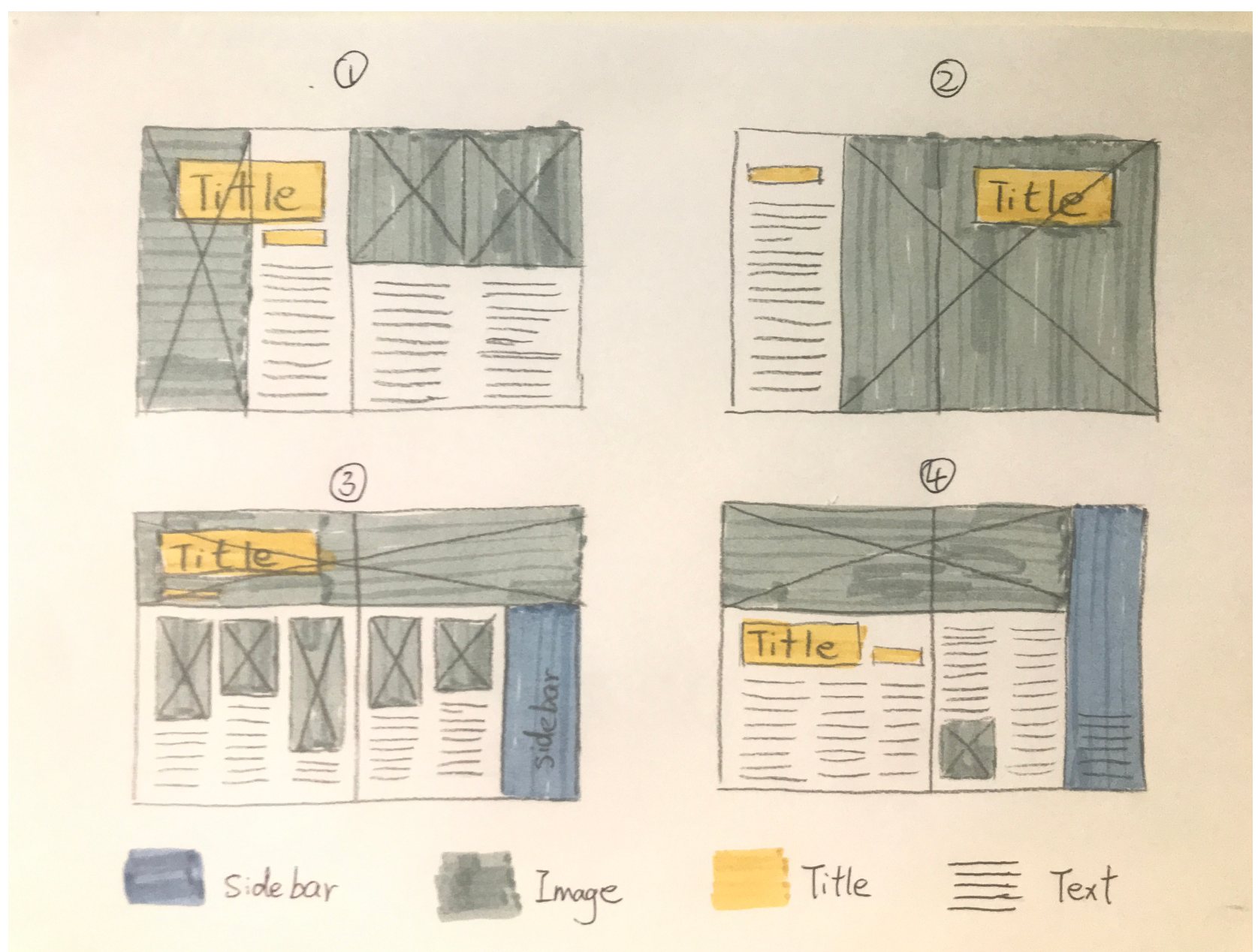


Challenges

Appropriate time management. I spent a long time identify and target a specific readership, to define a distinctive editorial mandate, and to create a memorable and appropriate brand.

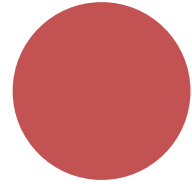
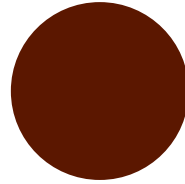
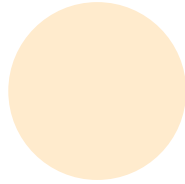
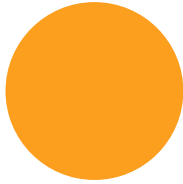
Learning how to use Blinkplan to plan the editorial content and how to use Adobe InDesign to experiment with my ideas.

Sketches and Moodboard



Vanderful

Keep tasting the world.



Sidebars

1 cup cold water
2 tablespoons cold water
½ cup butter
2 tablespoons white sugar
¼ teaspoon salt
1 teaspoon freshly grated nutmeg
1 cup all-purpose flour

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12 strips bacon, sliced crosswise into
1/2-inch pieces

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Vanderful
Keep tasting the world.

The name is an evolution from the word Wonderful, which means extremely good. The word Van is the shorthand for Vancouver. The unique orthography of the brand Vanderful emphasizing the geographical characteristics of our magazine, clearly shows that our magazine is associated with Vancouver's vibrant and innovative food.



The Curious Foodie

They are seekers of fine world cuisine, which can satisfy their curiosity about novel tastes, food culture, and vibrant dishes. They are social's tireless gastronomy seekers who committed to have unusual encounters with food, listening to innovative food culture stories, and taste the best dishes. They are passionate about the local restaurant and willing to keep tasting the world.

- **Gender Split**
50% female, 50% male
- **Age Range**
55% between 25-35
- **Median Income**
\$200,000+
- **Average Education**
Graduated/Attended College
- **Occupation**
Executive chef; food photographer; food writer; food artist; restaurant designers; globetrotter; Student; blogger
- **Geographic Location**
Vancouver downtown, West Vancouver and North Vancouver, White Rock
- **Activities/Interests**
Photography, travelling, party dinner, dating, tweet, fashion, understand regional culture, reading books, food



德聚全

Leica





Editorial Mandate

Vanderful talks to the curious and discerning foodies who are passionate about the fine dining restaurants that take global inspiration for their flavours. Vanderful commits lead readers to have wonderful encounters with world food and explore the world's food culture. Vanderful balances a curious, playful tone with an exacting eye for detail, integrate polished dishes with culture. We would guide you to the best tables in Vancouver, and share hidden gems of flavour wherever they may be. You can experience the food flavours and culture of different regions in the collision of taste buds. We tell you the best chef stories from the kitchen to the elegant restaurant, updates on Up-to-date popular restaurants suitable for dating dinners.

My Final Design

cover, table of content, cover story, website, subscription

Vanderful

Keep tasting the world.

Taste Europe

Elisa Reinvents: the Classic Steakhouse in Yaletown

In The Kitchen

Talk to the Chef

Top Recommendation

Vancouver's Top 10 Best Restaurants

July 2020 Issue #24
U.S. \$7.85 | CANADA \$10.39

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By YARUNIV Studio

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On The Cover: A beautiful ice-cream dessert on an elegant plate. *Photo by Pietruszka*



Review: Elisa Reinvents the Classic Steakhouse in Yaletown

By Neal McLennan

Jack Evrensel was one of the most highly regarded restaurateurs to ever hang a shingle (or in his case, many shingles) in this fair city, so when he sold his Toptable mini-empire (then consisting of CinCin, West, Araxi, Blue Water and Thierry) a few years back to the deep-pocketed Canucks-owning Aquilini clan, most wags predicted doom for the new owners. Running a restaurant has crushed many a seasoned industry veteran—how were these newbies going to handle Evrensel’s obsessive pride and joy?

Pretty darn well, it turns out. Blue Water is as popular as it ever was, Thierry is as niche as it ever was, and while West has morphed from destination dining to a neighbourhood spot, that transformation had begun long before the sale. With CinCin, the Aquilinis revamped a tired bastion for tourists into one of the better Italian spots in town. And we haven’t even got to Whistler, where Araxi’s reign atop the village restaurants is challenged only by the newly revamped Il Caminetto—which they also own (having bought it last year from Umberto Menghi) at the high end and their more casual spot, Bar Oso, at the low.

But buying a known commodity and not screwing it up is one thing—successfully creating something from scratch is quite another. For well over a year before Elisa—that’s the new spot—opened, there had been rumours of a full-court press of the entire Toptable team to get the “Steakhouse,” as it was known in the industry, perfect. Even the launch of the name last fall—it’s an ode to the Aquilini family matriarch—was filled with the sort of pomp and circumstance normally reserved for a state visit.

It all added up to the sort of hype that’s impossible to live up to, but on three visits in the last few months it appears that Elisa is up to the challenge. It doesn’t hurt that they’ve assembled a sort of Toptable all-star team—chef Andrew Richardson, chef de cuisine Yvan Burkhalter

By YARUNIV Studio



By Legat33

Salmon Tartare

Just the right amount of richness.

and restaurant director Ricardo Ferreira all came over from CinCin, sous-chef Alex Hon from West, and, for good measure, they poached sommelier Franco Michienzi from Hawksworth and bar manager Katie Ingram from L'Abattoir. Wow—how does one pay for such talent? We'll come back to that in a bit.

The hook for Elisa is that it's a new kind of steakhouse, its feminine name a nod to this isn't the usual bro-fest explosion of red leather, brown leather and lingering Cohiba smoke. Walking into the classy, muted room doesn't skew male or female as much as it screams money (designers the Rockwell Group were parachuted in from New York). As we sit down, it's clear the menu designers didn't get the feminine memo: the hulking black leather-clad tome is straight out of the 21 Club circa 1927.

In addition to steak, Elisa's big on tartare (which is sort of like expressing your musical diversity by saying you like country and western), which opens the menu with five variations. We started with the bison and, at the server's urging, the tuna. Good choices. The generous portion of lightly smoked bison rolls out atop some grilled red fife bread and dotted with pickled ramps. It's just the right amount of richness, and, at \$20, the portion size is easily

enough for two—compare that with Bao Bei's \$18 version which is smaller in size and cheaper in cut, and the expense of Elisa starts to seem relative.

The tuna version (\$19) is the perfect counterpoint—light, with a bed of perfectly ripe avocado providing some creamy lavishness held in check with soy and horseradish. So far, so great. (I went with the veal on another visit and its solid, if staid, take on vitello tonnato left it a distant bronze medallist.)

The salads don't let the momentum slide, which, I suppose, is their role in a steakhouse. The Caesar uses gem leaves instead of romaine, which necessitates using a knife and fork (groan) but then compensates by not shying away from the anchovies (and when we tell the server we're sharing it, comes out on two separate plates). The burrata (\$19) is a glorious little slab of Puglian white gold (the portion neither chintzy nor generous), studded with wood-grilled veg and pickled red onion, is among the best in town.

But enough with the opening acts—you can dazzle all you want with raw tuna, but even if you're a new-style steakhouse, the steaks have to wow or you've failed.

Beefy Godness

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The steaks wow.

I'm of the school of belief that the most important step in a great steak is sourcing great meat, and here Elisa has no parallel. There are 21 different cuts from nine different purveyors that run the geographical gamut from Wisconsin to P.E.I. to the Kagoshima prefecture in Japan. It verges on too much, but I'm able to rule out the ones that will bankrupt me—the above-mentioned A5 Wagyu (\$28/oz) and the 50 oz tomahawk (\$179)—and ultimately settle on three.

First up is a Holstein dairy cow rib-eye (\$58) that comes out much thinner than I expected but is a wallop of rich, creamy flavour. I counter that with a lean (Alberta) Wagyu flatiron (\$38) that is a marvel of consistency—none of the sinew that can creep into the cut, each bite firm but again a blast of rich beefy goodness. The third is the P.E.I. striploin (\$49) and it's only a slight letdown—the flavour is still there (the cows eat the island's potatoes) but it's a tiny bit on the firm side and salted just a hair aggressively. It

would likely be the best steak at almost any other spot in town, but in here it's a step behind.

All come with a carrot purée side and half a roasted potato, which while, not really enough to qualify as a full side, are at least a slight nod to the ridiculousness of the practice of charging someone \$50+ for an entrée and then expecting them to pony up another \$12 for a side—although I ponied up for the onion rings (\$12), the roesti hash browns (\$10) and the Brussels sprouts with parmesan (\$10) and all were large portions, as they should be for that supplementary price. We ventured just once outside le boeuf—the land-and-sea portion of the menu is literally hidden behind the overlay of the steaks—and it was for the rabbit (\$39). We were told it was nonna's recipe, and as insulting someone's nonna is a universally bad idea, I'll simply say we ate only a small portion of the bland, very dry dish.

The wine list looks like it comes from a restaurant that's been in business a decade. The prices are generally high (the markups generally hover between 2.5 and 2.75 times retail) but that translates into relatively well priced for a steakhouse, where huge margins are the norm. And there are bargains if you look—a bottle of savoury, peppery syrah from the small Okanagan producer Winemaker's Cut is only \$58 for a \$32 bottle of wine, and the Aquilinis own blend from their Red Mountain vineyards in Washington is a perfect foil for steak, and at \$80 priced at what's probably just retail, given the value of that land and the price of neighbouring wineries. The

”

**Is it expensive? Yes.
Is it also a good deal? Again, yes.**

”

corollary is that if you want to celebrate with a bottle of Krug, expect to pay a \$444 markup on a bottle that retails for \$286, which as a percentage isn't egregious but seems ungenerous just the same.

So what of the cost of this voyage? My tally for one tartare, two entrees, two sides, a dessert and four glasses of wine is \$246, which with tip buzzes \$300. There's no getting around that that's a flipping expensive dinner, but it's concurrently a pretty solid value. Black and Blue would be at least as pricey and is not even in the ballpark in terms of food, service or decor. The fact is, great steak is very expensive, but Elisa wins your heart with little gestures—you start with the not inexpensive beef carpaccio (\$20) and it arrives with a very liberal sprinkle of Burgundian truffles. And the portions are huge.

Is it expensive? Yes. Is it also a good deal? Again, yes. And this sentiment seems to be shared by the restaurant-going crowd—it's been slammed since opening, with the big room packed almost every night. It's all going so well that one wonders if soon the Aquilinis will be described as restaurateurs...who also own the Canucks. 

Garlic Butter Steak Recipe

Ingredients

- 2 tablespoons butter, softened, divided
- 1 teaspoon minced fresh parsley
- 1/2 teaspoon minced garlic
- 1/4 teaspoon reduced, sodium soy sauce
- 1 beef flat iron steak or boneless top sirloin steak (3/4 pound)
- 1/8 teaspoon salt
- 1/8 teaspoon pepper

Directions

Mix 1 tablespoon butter, parsley, garlic and soy sauce.

Sprinkle steak with salt and pepper. In a large skillet, heat remaining butter over medium heat. Add steak; cook until meat reaches desired doneness (for medium-rare, a thermometer should read 135°; medium, 140°; medium-well, 145°), 4-7 minutes per side. Serve with garlic butter.

Greatest Hits List

Best European Restaurants in Vancouver



Bauhaus Restaurant

Bauhaus Restaurant offers German cuisine with two crafted menus, Chef Tasting Menu, and German Classic Menu. Considering how close Germany is to Italy, France, Austria, Spain you can see influences from all these rich culinary countries within the tasting menu dishes while creating its own genuinely unique style. Each dish tells a story, and the menu is designed to take you on a culinary journey.



Cioppino's Mediterranean Grill

No other restaurant in town delivers luxurious Italian dining—and drinking—of such estimable range, passion and authenticity.

Giardino Restaurant

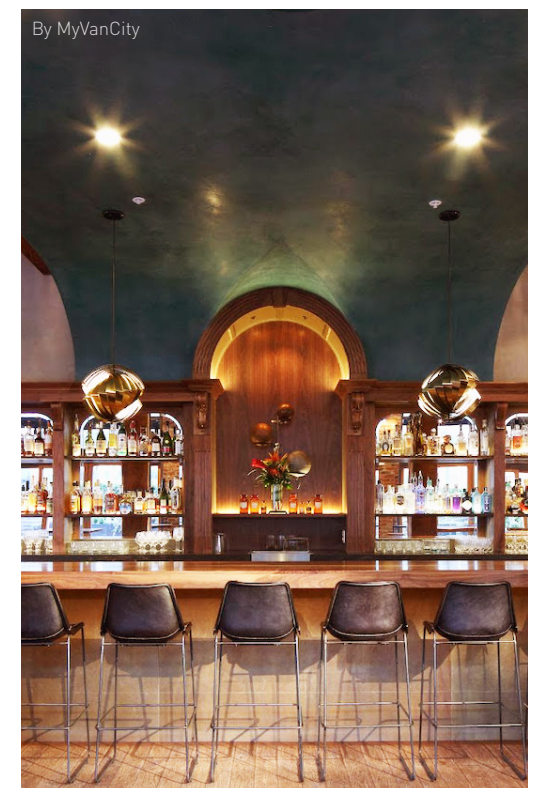
For years, Umberto Menghi's Giardino Restaurant was a local favorite for fine dining Italian cuisine. The indoor space is warm and feels like you're walking into a friend's dining room, albeit a very large and fancy one.



L'Abattoir Restaurant

L'Abattoir is located in the heart of Gastown between historic Gaoler's Mews and Blood Alley. The building was constructed in the 19th century and is the site of Vancouver's first jail. Originally buttressed to the city's main butchery and meat packing district, the name L'Abattoir pays homage to the neighbourhood's colourful past.

Chef & Owner Lee Cooper is dedicated to highlighting the finer points of eating and drinking in a comfortable, yet refined setting. The French influenced West Coast fare is paired with an award-winning wine program and inspired cocktail list to offer a truly unique dining experience for guests.

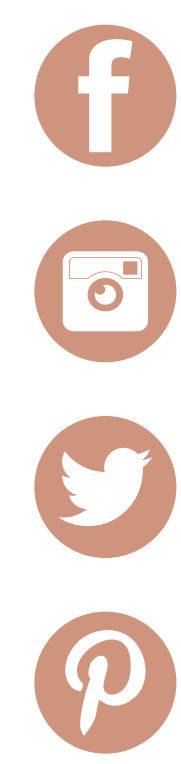


Chambar

In a city blessed with an abundance of restaurants, Chambar has earned its place among the best. Multi award winning for its design, service and wine list. The food is exceptional, with a commitment to fresh seasonal produce, Belgian themed with North African influence. Leave your day at the door & enjoy the essentials – food, service & great music.

Vanderful

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Featured

Elisa Reinvents, the Classic Steakhouse in Yaletown, Vancouver

 Neal McLennan



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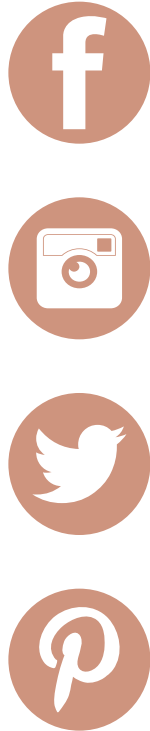


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Elisa Reinvents, the Classic Steakhouse in Yaletown, Vancouver

Neal McLennan



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How to make the best garlic butter steak?

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