

Serenade Re-invented

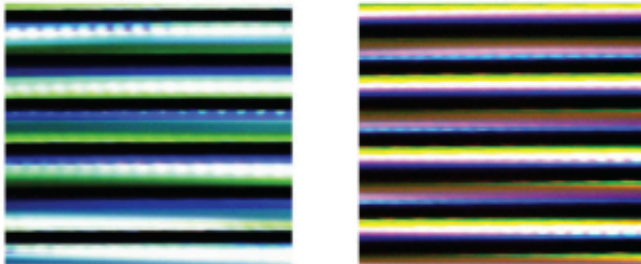
Share in the euphoria with the launch of the new Serenade, where art, food and music blend to bring fresh and experimental happenings that open up new cultural horizons.

Addis Ababa, October 2011 – one of Addis Ababa’s most famous restaurants, Serenade, relaunches with an exciting new concept that combines contemporary art, gourmet food and workshops, redefining the restaurant experience.

The new Serenade is the inspiration and brainchild of Yasser Bagersh, a prominent restaurateur and founder of What’s Out!, who has revamped the restaurant to integrate a more eclectic experience in dining, enriching it with cooking and art classes, and enhancing the enjoyment of fine living.

“I decided to close down a restaurant that was known for being sold out, and that surprised all our patrons. But the idea is to move forward and innovate. So we’ve energised Serenade with bold ideas and concepts that I believe will deliver an exciting and new experience.” said Bagersh.

The “art” zone is Serenade House, where a season of five shows will be unveiled from October 2011 until May 2012. The first show opens on 18th October with the premiere of “In the Light,” a photographic exhibition by the highly respected American-Italian artist, Nicola Parente. The show will run until the end of November.



Artwork part of the series titled **In the Light** by Nicola Parente.

Bagersh explained that Serenade House aims to introduce Ethiopian art lovers to creative works from other countries, and that the season will include an art exhibition premiering the work of some of Kenya’s most celebrated artists.

“Kenya is not just a close neighbour to this country, but also hosts a thriving and dynamic contemporary art scene that would be widely appreciated by Ethiopians and expatriates alike.”

The season will also host exhibitions by renowned American artist Olivia Pendagast, as well as one of the leading Ethiopian artists, Behailu Bezabih and Bisrat Shibabawe. In addition, Serenade Art House is excited to collaborate with Asni Gallery to unveil an exciting art installation, which explores the concept of “lines”, showcasing the work of Konjit Seyoum and Yasser Bagersh.

During the summer holidays (June through August), Serenade, as part of its ‘critical art learning’ segment, will hold the “Multi-disciplinary Art Workshop for Children”. Local and international instructors will take children on a thrilling and educational artistic journey.



As part of Serenade’s food ‘zone’ concept, Bagersh will present new menus along with some of the classics and proven favourites from the original Serenade, but with an added twist: good food will be celebrated in four different areas that include lunches everyday (except Monday), high tea on Thursday through Saturday afternoon, Sunday brunches, and quality catering, both outside and inside Serenade.

Yasser: “I am really excited about launching our new food experiences; it is an adventure that I hope all Addis residents will join me in celebrating”.

Indeed, Yasser will continue to share his great love of cooking



and the Serenade tradition of creative and innovative cuisine that Bagersh has nurtured with a series of cooking classes that he will hold every month, covering a broad range of cooking cultures and disciplines.

Serenade will collaborate with What’s Out!, a leading local English publication in Ethiopia, in the launch of Experience Addis™, a community outreach programme that will welcome newcomers to Addis Ababa through tours that will explore various aspects of life in Addis.

“I believe Experience Addis!™ is one of the most exciting aspects of Serenade’s re-invention, because it will allow us to celebrate this amazing city while enriching the lives of people living in Addis, particularly newcomers to our town.”

An important initiative that will benefit from Serenade’s growth and repositioning is Our Father’s Kitchen charity, under the umbrella of HIDA, which was developed by Bagersh in 2007 to feed under-privileged children in Addis Ababa, many who are afflicted with HIV/AIDS.

“We will promote Our Father’s Kitchen as integral to Serenade’s new identity, with the thought in mind that it will help to promote the spread of goodness and goodwill to those who have the financial means to enjoy it, and those who don’t.”