



So Cool!

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So Cool! - Amazing Coloring is good with taste

From nostalgia to play

The third issue of so cool..magazine pays homage to play and nostalgia as two sides of the same coin: ice cream. A product that evokes our emotional memories and, at the same time, is a culturally designed object for play. A discipline that allows us to reconnect with the past and return to the childlike way of relating to the world to experiment, explore, discover, and create in a unique way.

In this new edition of our most international ice cream magazine, we learn how to take advantage of these two dimensions of ice cream through professionals from around the world. So cool.. 3 is your passport to travel back in time and play like children. A creative engine for Russ Thayer, Mario Masiá, Bobby Cortez, Erika Quattrini, as well as Paula López, Mariluz Villegas, the "nostalgia brand" of Prathana A. Narang and Vinesh Johny, Bang Gai, José Manuel Martínez Salas, Yusuke Aoki, and Anthony Chesneau and Yoann Hasselbein. Apricot Tea is an example of how a childhood memory of Bang Gai and his wife, linked to apricot tea and a snack of dried apricots with licorice, gives rise to the creation of an ice cream that evokes the warmth of those years. A memory shared by a significant portion of their clientele in China.

In so cool.. 3, the playful dimension is also very present, from the tasting experience to its format. Andrés Lara, Juan José Orueta, Yusuke Matsuhita, Sachiyo Takagi, and Talia Profet are clear exponents of proposals that reinvent ice cream from different perspectives. Andrés Lara's Lemon Basil Ice Cream Tart demonstrates this with a reinterpretation of the cone in the form of a crispy tartlet, a format open to new interpretations, uses, and ways of experimenting with ice cream.

Ice cream thus activates our most nostalgic and playful instincts, and Profet's Smoked Oolong & Cocoa Soft Serve perfectly represents these two paths to creativity using popular formats and products. An exceptional take on soft serve ice cream, elevated to a purely gastronomic level, which we feature on the cover.

Yusuke Matsuhita and Sachiyo Takagi
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Kyoto, Japan

Ice cream to evoke scenery, imagery and emotion

Text by Bethel Matthews
Photos by Atsushi Oshino

BUU has opened a pastry shop and café where customers can enjoy freshly made ice cream and plated desserts, with the chef finishing in the on-site kitchen. People from around the world flock to the store not only because it is situated in the heart of the famous destination Kyoto but also due to its unique cakes, which have gained popularity on Instagram. The unique designs seem to reflect a serene "Zen" style, captivating even those who do not have a sweet tooth. Chef Yusuke Matsuhita and Chocolatier Sachiyo Takagi agreed to partner with the company opening the hotel where RAU's store is located six years ago after operating a dessert restaurant in Tokyo and gaining overseas experience. Kyoto, rich with ancient Japanese traditions, actively promotes cultural exchange with other countries. This omniscient approach is not only a relaxing and restorative "what-escape" style is, allowing them to shape the world of BUU by incorporating French pastry techniques.



Yusuke Matsuhita and Sachiyo Takagi





bang gai





Vanilla galette
 100 g vanilla (30g/ml)
 50 g butter
 100 g cream 20%
 100 g milk 2.7%

Butter ice cream
 100 g cream 20%
 100 g milk 2.7%

Honey chip
 100 g whole flour
 100 g egg white
 100 g powdered sugar
 50 g butter
 50 g Albi Royal honey
 40 g orange peel (dried)



Place a ring of vanilla galette (14 g)
 7 g of chocolate (example: 3 g of compound brown
 brown and 4 g of chocolate brown)
 Place a 35 g ring of vanilla ice cream on top. Fill honeycomb cells with
 chip.
 Place 7 g of olive oil inside around
 Garnish with calendula petals and flower pollen.



paula lópez & mariluz villegas



Turrón for cream

- 215 g whole milk
- 30 g heavy cream
- 30 g powdered milk
- 30 g powdered sugar
- 20 g stabilizer
- 150 g sugar
- 140 g Jell-O turrón

Heat the milk to 22°C and add the milk powder at 45°C and the sugar together with the stabilizer.
Bring the mixture to 45°C and the heavy cream and sugar. Turn on quickly to 4°C and set for at least 4 hours. Stir and churn.

Mandarin meringue

- 140 g water
- 20 g meringue
- 20 g glucose
- 100 g glucose powder
- 40 g sugar
- 100 g mandarin juice
- 30 g apple juice

In a blender, beat the water together with the meringue and glucose to 45°C. Pour over the semi-whipped egg whites and beat for 10 minutes at 4°C and stored for at least 4 hours. Stir and churn.

Whipped vanilla ganache

- 140 g whole milk
- 2 g vanilla beans
- 50 g chocolate
- 50 g glucose syrup
- 50 g hydrolyzed
- 2 g gelatin powder 200
- 25 g cream
- 140 g water for spraying
- 500 g turrón for cream

Heat the milk with the top and vanilla beans, stir for 10 minutes and strain. Heat the chocolate and glucose with the hydrolyzed and gelatin. Gradually add the hot milk over the chocolate and beat to emulsify the mixture. Add the cream and beat again for 10 minutes. Refrigerate for about 12 hours.

Gloss for spraying

- 100 g water
- 100 g glucose
- 100 g glucose 400
- 100 g meringue glucose

In a blender, mix the water, glucose, and meringue. Beat for 10 minutes and strain. Heat the mixture to 45°C and set for at least 4 hours. Stir and churn.



Turrón,
mandarin,
and whipped
vanilla
ganache



russ thayer





contents

Bang Gai
Harmonizing aromas

Bobby Cortez
That happy coincidence

Prathana A. Narang & Vinesh Johny
A playful and vibrant ice cream shop

Miguel Ángel Morillo
Praising the ice cream cake

Yusuke Matsuhita & Sachiyo Takagi
Ice cream to evoke scenery, imagery and emotion

Talia Profet
Returning to the top

Russ Thayer
Theory and practice of harmony

Andrés Lara
The logic of the game

BoBo
The many forms of ice cream

Mario Masía
The ice cream pan, a creative space

Yusuke Aoki
Parfait is another form of the plated dessert

Anthony Chesneau & Yoann Hasselbein
A unique duo

Paula López & Mariluz Villegas
Shepherd's ice cream

Erika Quattrini
Innovating against boredom

José Manuel Martínez Salas
Ice cream with the soul of a bonbon

Juan José Orueta
The resilience of ice cream

Martín Lippo
Pacotized ice cream: Direct and without artifice