

# SPICE JOURNEYS

WELCOME TO THE WORLD OF  
THE SPICE TEMPLE

*a Novel Experience  
by Cindia Luest*

## Spice Journeys An Introduction

### 01 **The Spice Temple – The Journey Begins** A Novel Experience

“The Spice Temple – The Journey Begins” is a work of literary or **culinary fiction**. The grand villa welcomes and warns its guests. Travel with the characters from Switzerland to international destinations as they share their journeys of discovery and the taste of culture, creativity, mystery and mischief.

### 02 **The Culinary/ Art Book & App** The Perfect Dinner Companion

The related “**Culinary / Art Book**” features dishes described in the novel, artwork representing characters and themes, and ideas for conversations. Some of the world’s best chefs and resorts have partnered (e.g. Ferran Adria, Massimo Bottura, Soneva, Oberoi). The **App** layers in audio-visual reveals, augmented reality, digital and generative art, and NFTs and serves as a precursor to a metaverse experience.

### **A Story World** Where the Real Meets the Imagined

“The Spice Temple” **novel** is the first of six and other shorter works. The world expands through **sensory storytelling** (e.g. literary fragrances), soundtracks, a dramatized podcast, and audiobook. **Film projects** include a cross-genre culinary series, animation backstory, and short and feature films.

### 04 **About Cindia Luest** Author and Entrepreneur

Cindia is an author and entrepreneur. After working for the United Nations and in Swiss Banking, she now writes and is passionate about the power of storytelling and starting conversations for positive change. As a culture vulture and foodie, she and her husband book their restaurants before they travel. Welcome to the Journey!

### 04 **About Spice Journeys** Innovating Storytelling

Spice Journeys is a purpose-driven business on a mission to innovate storytelling. This includes publishing, audio-visual and Web3 experiences; sensory storytelling and brand alliances; art and music collaborations; and events. Initiatives in literacy, entrepreneurship, environment, and food-related causes are supported.

# WELCOME

an Introduction

It all began with the idea of a novel  
and has turned into so much more ...



## The Spice Temple Novel A Novel Experience

“The Spice Temple – The Journey Begins” is a work of literary or culinary fiction and is the first of six and other shorter works.

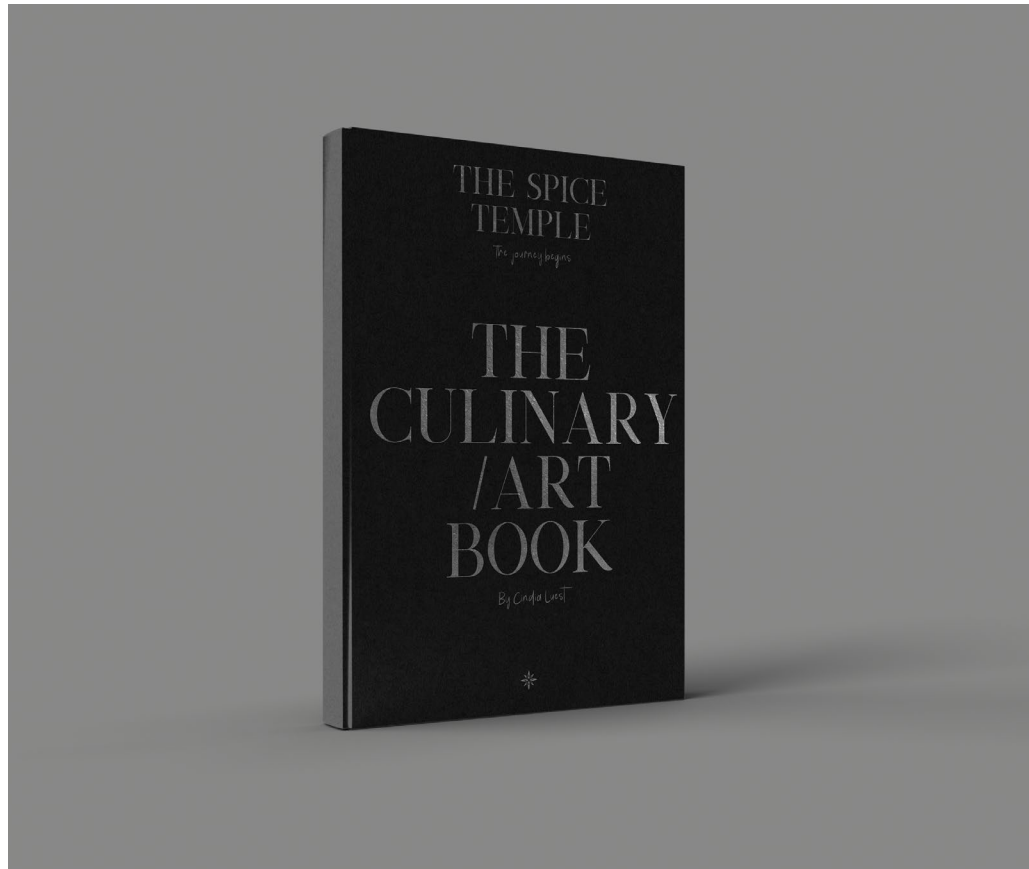
Travel with the international cast of characters to Switzerland and beyond on their journeys of discovery. Experience cultures and taste extraordinary gastronomy inspired by real chefs and resorts. And with themes to spark conversations, there is also always *food for thought*.

Join us on this unique novel experience where the real meets the imagined. You might discover something new, even about yourself.

Along the shores of an Alpine lake, a grand villa with a mysterious history is transformed into a culinary temple. Let it share its tales of opulence and romance; greed and deceit. This tapestry of tales weaves together a kaleidoscope of colorful characters. They come together in stories of magic and mystery and remind us why what happens at the table is so important.

Welcome to a temple for the senses, a sanctuary for the soul, and a place where stories unfold. *Welcome to The Spice Temple.*

- ✳ **The Spice Temple** welcomes and warns its guests and reveals some of its secrets
- ✳ **Yasmin**, a talented young pianist rejected by a famed music school, discovers new passions
- ✳ **Rafael**, a twisted banker haunted by visions and the past, tries to escape his demons but is continually drawn to dark worlds
- ✳ **Ishan**, a charming Indian chef driven by maddening envy, is often saved by his friends through sharing food, culture and stories



## Culinary / Art Book & App

### The Perfect Dinner Companion

#### ACCOMPANYING "THE SPICE TEMPLE" NOVEL

The "Culinary/Art Book" is a luxurious *experience book* that reveals the dishes described in the novel, artwork representing characters and themes, and ideas for conversations. Featuring chefs, artists and destinations that have inspired the storytelling, it also invites audiences to travel, create and connect differently.

The digital version adds on layers of sound and video with backstories, soundtracks, an art gallery, NFTs and augmented reality experiences.



#### CONTENTS

- ✳ **Dishes** from real chefs as described in the novel
- ✳ **Artwork** representing characters and themes
- ✳ **Inspirations** to create, reflect and connect
- ✳ **Conversation** ideas as food for thought



#### CONTRIBUTORS

World-class partners have contributed to this work. Some examples here and more at [www.spicejourneys.com](http://www.spicejourneys.com)

- ✳ **Chefs** Ferran Adria, elBulli Foundation; Massimo Bottura, Osteria Francescana; Peter Gilmore, Quay; Tanja Grandits, Stucki & many more
- ✳ **Resorts** Oberoi Resorts, India; Soneva Resorts, Maldives/Thailand; Grand Resort Bad Ragaz, CH; Kempinski, Istanbul
- ✳ **Artists** Renowned Artists; Traditional, Digital and Generative Art





## About Cindia Luest

### Author and Entrepreneur

**Cindia is an author and founder.**

Having worked in consulting and senior management for the United Nations and in Swiss Banking, she is now dedicated to innovating storytelling. She is passionate about using the power of storytelling for positive change, applying new technologies, and creating virtual and in real life (IRL) experiences that allow audiences to connect differently. Cindia and her husband reside in Switzerland and sometimes Slovakia. They book their restaurants before they travel and enjoy all that life has to offer.



## About Spice Journeys

### Innovating Storytelling

**Spice Journeys is a purpose-driven business on a mission to innovate storytelling.**

- \* Story worlds that share cultures and causes are created through publishing.
- \* The novel experience expands into film, sensory storytelling (e.g. literary fragrances), soundtracks, dramatized podcast, and audiobooks.
- \* Web3 experiences include storytelling and literary NFTs, augmented reality, and IRL (in real life) and metaverse events.
- \* Literacy, entrepreneurship, environment, and food-related causes are supported.

CURIOUS?  
a few more details

Spice Journeys creates experiences  
to inspire and innovate storytelling



**Want more?**

**The Story World**

[www.spicejourneys.com](http://www.spicejourneys.com)

**Cindia's Professional  
Background**

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**Discover More**

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