

SPICE JOURNEYS

# THE ART OF CONNECTION

COME TOGETHER AT THE TABLE  
AN EPISODIC NETWORK SERIES

[WWW.SPICEJOURNEYS.COM](http://WWW.SPICEJOURNEYS.COM)

# THE ART OF CONNECTION

*A Narrative-Driven Culinary Series  
From the World of The Spice Temple*

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A three-act format where cinematic storytelling meets reimagined cuisine, and conversation evolves into connection.

Culinary Fiction | Culture | Community | Experiences



# THE STORY WORLD

AN ONGOING NARRATIVE



# STORY WORLDS

The Beginning | Building a Storytelling & Experience Ecosystem



STORIES



ART BOOKS



PRINT & DIGITAL



IMMERSIVE

## IT BEGINS WITH “THE SPICE TEMPLE” NOVEL

- “The Spice Temple – The Journey Begins” is the first of six novels and shorter works
- Publishing in high-value print and digital versions
- Innovating the art or coffee table book into an experience
- Integrating digital innovation to build community & commerce
- Content from the “Culinary / Art Book” features images from some of the world’s best chef and resorts, and innovative artists
- This art book also serves as the playbook for the Digital Platform, Network Series, and Events.



REAL  
INSPIRATIONS



EXPERIENCES  
CONNECT



IMAGINED  
WORLDS

## WHERE THE REAL MEETS THE IMAGINED

- Real life inspirations inspired by evocative destinations and cultural curiosities are woven into the narrative and story world
- Events (IRL) can be mirrored in virtual experiences and events
- Innovative narrative co-creation builds online community
- A unique storytelling platform creates a creative ecosystem

#literaryfiction #culinaryfiction #novelexperience  
#sensorystorytelling #escapetheordinary #spicejourneys

# CHARACTER JOURNEYS

An international cast with evolving storylines

## THE MAIN CHARACTERS IN “THE SPICE TEMPLE” NOVEL



### THE SECRETS OF THE GRAND VILLA

- Will The Spice Temple welcome or warn its guests?
- What secrets will it reveal?



### MUSICAL SHAPESHIFTER

- Who is Yasmin?
- Where will the notes take her on her exploration of identity through music and fashion?



### CULINARY QUEST

- What is Ishan?
- Where will the spices lead him on his quest to become a modern chef?



### DEMONS & MYTHOLOGY

- Why is Rafael?
- Will this twisted banker ever be able to escape the demons that drive him to evil ways?



THE RICH STORY WORLD AND CONTINUING NARRATIVES CAPTURE AUDIENCES WANTING TO KNOW “WHAT HAPPENS NEXT?”

# BRAND ALLIANCES

Select Collaborations & Cultural Alliances | Already Partnered

## CHEFS

World's best chefs representing creativity and culture



FERRAN ÁDRIA



PETER GILMORE



MASSIMO BOTTURA



TANJA GRANDITS



MICHÈLE MEIER

## RESORTS

Luxury resorts and cultural caretakers



OBEROI RESORTS



SONEVA RESORTS



RESORT RAGAZ



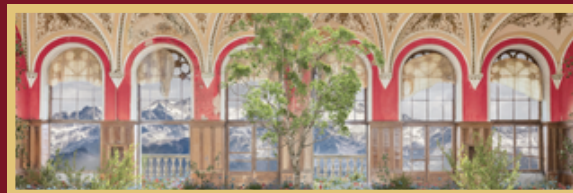
CIRAGAN PALACE



DOLDER GRAND

## ARTISTS

Acclaimed innovative artists – traditional and digital



KOOPMANS/WEXELL



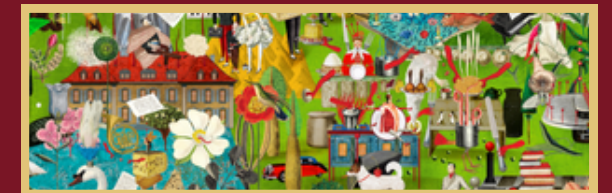
SALUSTIANO



ADA CROW



ANDRÉ WAGNER



VARVARA ALAY

## BRANDS

Conscious creators across luxury, heritage & sustainability



FASHION | SILK



FRAGRANCE



TIME PIECES | JEWELRY



CULINARY



AUTOMOTIVE

• Note: Indicative - Only some brands and partners are listed here.



# THE NETWORK SERIES

WHERE DRAMA AND CULINARY DOCUMENTARY  
MEET CONVERSATIONS & COMMUNITY

# A THREE-ACT STRUCTURE

- A culinary storytelling experience where narratives and culinary inspirations drive conversations and community
- Connect later through social media, IRL & virtual events, challenges, and brand activations



## ACT I – NARRATIVE

The audience leaves the outside world behind through this short character-led scene. The story and cultural theme lead to a culinary inspiration from the “The Spice Temple” novel.



## ACT II – CULINARY INTERPRETATION

The dish concluding Act I is interpreted and recreated by chefs through their creativity or culture. Original dishes from Act I are from some of the world’s best chefs and resorts.



## ACT III – CONVERSATIONS

Guests taste what is created in Act II and explore the themes introduced in Act I. This is followed by an invitation to viewers to connect off-line to build community.



# SERIES OVERVIEW – SEASON ONE

- **KEY THEMES** in the novel are explored through culinary masterpieces that are recreated to inspire audiences
- **SEASON ONE** based on the first novel of “The Spice Temple” series
- **NEXT SEASONS** planned with fresh content from upcoming stories, novels and themes

## THEME 1 SJ ORIGINALS



**Spice Journeys Originals**  
Dishes designed to inspire and create culinary challenges

## THEME 2 NATURE



**The Sun Room**  
This venue within the grand villa celebrates nature and honors farmers, producers and purveyors

## THEME 3 CREATIVITY



**The Moon Room**  
This venue within the grand villa showcases culinary art, creativity, and sensory surprises

## THEME 4 CULTURE



**The Spice Exchange**  
A special alliance of chefs and friends, sharing culture and creativity at the table – a key theme

## THEME 5 FOOD 4 GOOD



**The Power of Food**  
Sharing culinary skills demonstrate how to uplift, inspire, and empowering others

## THEME 6 HEALTH



**Healthy Interpretations**  
Reimagined culinary masterpieces with health and wellbeing in mind

## THEME 7 CELEBRATE



**Celebrated Rituals**  
Where sharing culture and rituals create connection and lasting memories

## THEME 8 CONVERSATIONS



**The Considered Table**  
The grand finale brings participants & special guests together to explore the power of food & why being **at the table** is so important

THE CULINARY INSPIRATIONS FROM THE FIRST NOVEL (world-class chef and resorts; only a selection here)  
Guest chefs interpret the culinary excellence featured in the novel to inspire and show audiences how to create their own version

- An Original Spice Journeys Challenge
- Tanja Grandits
- Peter Gilmore
- Ferran Adria
- Massimo Bottura
- Oberoi Resorts
- Kempinski Resorts
- Soneva Resorts
- Guest Chefs
- Culinary Schools
- New talents (underprivileged or mid-life reinvention)
- The Dolder Grand
- Other resorts
- Grand Resort Bad Ragaz
- Other resorts
- Inspirations from the previous episodes of this series



# FILM PROJECTS

Exploring formats, community building, and distribution

TRANSMEDIA STORYTELLING | BRAND ALLIANCES | COMMUNITY



NETFLIX

## NETWORK SERIES — THE MAIN EVENT

WELCOME TO A UNIQUE CULINARY NETWORK SERIES

A premium culinary network series inspired by *The Spice Temple* novel, blending fiction, documentary, and travel. The series features world-class chefs and luxury resorts, offering strong international co-production, brand partnership, and multi-platform potential. Designed for global audiences who seek depth and inspiration, it transforms food and storytelling into a cinematic journey of discovery and connection.

*Entertainment that evolves into community through transmedia storytelling and a virtual aftershow (Web3 potential).*



## YOUTUBE SHORTS — THE SUPPORTING ACT

SHORT FILMS BUILD COMMUNITY

Short cinematic stories developed alongside the series to grow visibility, test audiences, and attract strategic and distribution partners. Screened across innovative venues and digital platforms, the shorts sustain audience engagement and expand the story universe. Each one leaves viewers inspired — a taste of the larger journey still to unfold.

*These short films allow for shorter and more frequent content that spark curiosity and connect global audiences between major releases. Releases can be coupled with innovative events.*



# ABOUT CINDIA

## AUTHOR, PRODUCER & CULTURE CURATOR



CINDIA LUEST IS AN AUTHOR, PRODUCER, AND THE FOUNDER OF SPICE JOURNEYS. SHE IS ALSO THE CREATOR OF NOVEL EXPERIENCES.

Cindia worked previously in management and IT consulting, and in senior roles for the United Nations and in Swiss Banking. She left the large organizations behind to pursue her dream of writing and innovating storytelling through impact-driven narratives.

Spice Journeys has been producing and publishing culture-rich content and experiences. It begins with books, short films, and sensory storytelling events. A network series is underway with a related innovative platform and ecosystem designed to build community for the culturally curious. The omni-channel approach builds brand alliances with conscious creators and has embraced Web3 experiences, including digital art, XR, metaverse activations, and is applying AI to content creation and enhancing data sets.

Spice Journeys' mission is to find new ways for audiences to connect, support culture and the creative economy, and promote inspirational narratives and experiences that entertain and also create impact.





THANK YOU

WELCOME TO THE JOURNEY!