

# Cillero & de Motta

1998 2023

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## Pressrelease



From Poetry on Campus to guardians of the Spanish language: how Enrique G. Cillero turned Cillero & de Motta into an international project that today oversees and nurtures a universal language of gastronomy and the contents of the corporate reports of many of Spain's major companies. Cillero & de Motta is a 21st-century monastery, as he likes to say.

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In 1998 Enrique G. Cillero held a permanent position as a teacher at a vocational college. He would write poetry and book reviews in the local press. And he was finishing a degree in Hispanic studies. But he was ready to embark on an adventure. His dreams of being a poet had dissolved into the routine of Spain's system of secondary and vocational education, with its 'no-fail' policy and regulatory bureaucracy, and distinct lack of ambition. Enrique's desire for adventure and his entrepreneurial spirit were materialised in the founding of Cillero & de Motta,

a custom tailoring service whose bespoke suits are not made out of tweed, cashmere or other luxury fabrics, but through the use of keyboards, glossaries, books and words. And with gastronomy, a passion of his since he can remember. In 2023 the project that is Cillero & de Motta is celebrating its 25th year of existence. And the spirit that led to its founding continues to drive daily efforts to make Cillero & de Motta a better choice, with a greater emphasis on providing service and better linguistic quality.

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**Z**aragoza, May 2023 - In his youth, Enrique was a budding writer. He would surround himself with writers and poets. In 1992 he won the University of Zaragoza Poetry Competition, for which he received 186,000 pesetas, a handsome sum at the time. Facing the reality that his desire to succeed in an art would not sustain him for 30 years, he made a living by teaching English at a vocational school in one of Zaragoza's working-class neighbourhoods. But, that life was not for him; he found it too limiting and did not adapt well to the routine, less so to the staff room grapevine: "What I really wanted was to have an adventure," he says. So he took a business creation course, one that was subsidised by the regional government's development programme in the 90s.

– dinner prepared by Martín Berasategui cost 4,000 pesetas in 1986 – to Michel Guérard's Les Prés d'Eugénie, to Elkano... I understood that I would have to put all that knowledge and experience to good use, and that Spain would come to lead the culinary world, sooner or later."

The Aragonese painter Pepe Cerdá remembers Cillero & de Motta well from its early days – the company's memorandum of association was signed in 1998. "He always had a very creative streak. And the translation of words requires a great deal of creativity. Translating is interpreting, and Enrique managed to do it like nobody else. His great achievement is becoming the businessman that he is, knowing how to perfectly combine great creativity with excellent returns." Cerdá, a brilliant painter and bibliophile, designed the translation company's first logo and remains a personal friend.

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With the coupling of English and gastronomy as his insignia, he set up Cillero & de Motta, which started out with the translation of corporate documents, architectural briefs and restaurant menus. His love of fine food was (is) something he picked up from his mother. "When I finished university, I bought the Gourmetour guidebook and drove around Spain in

a white, second-hand Renault 5. By the age of 25, I had been to Arzak, to Bodegón Alejandro

### **Juli Soler, Óscar Caballero, elBulli, the Bullipedia and elBullifoundation**

In 2003 they began working with originals from elBulli. "We were contacted by Gourmand, which at the time had been signed for the international distribution of elBulli's books, to translate one of the oddest and most complicated books we had ever done: *Text and pretext in textures*, by Óscar Caballero. It was the story of elBulli in its prehistoric period, before Juli hired Ferran, and it was full of impossible plays on words. That's how we came to know **Juli Soler [forever an**



partner in this adventure and mother of their two children – have been the custodians of the *Bulliniano* words. “All the volumes of elBulli, the Bullipedia and books by elBullifoundation are translated and edited by us. In English, French, German, Italian and Japanese,” Enrique explains. To put a number to it, Cillero & de Motta’s main clients, five Spanish multinational publishers, currently buy 100,000 euros every year

**Ferran Adrià: “We embarked on a long editorial journey that is still bearing its fruits more than twenty years later. Their proofreading and translation work is based on quality, and on a deep connection with our way of thinking and transmitting knowledge.”**

Ferran Adrià has a very clear opinion about this bespoke tailor of translation and editing: “From the very beginning, we knew that Enrique Cillero and his wonderful team at Cillero & de Motta would be **perfect companions** with whom we embarked on a long editorial journey that is still bearing its fruits more than twenty years later. Their proofreading and translation work is based on quality, and on a deep connection with our way of thinking and transmitting knowledge.”



### How Cillero & de Motta works

Today they are a team of seven editors and project managers, plus 25 indirect workers, freelance translators who, in many cases, have been working for the company since its founding, and who revise and translate more than 16 million words every year. Moreover, they edit and deliver the books already laid out, ready to print. Sometimes even the actual book. An interesting idea and one that makes them very competitive is that they **take on all the editorial processes involved in producing corporate reports**. For example, by translating and proofreading annual accounts and corporate social responsibility (CSR) reports.

They work with state-of-the-art technology and self-developed translation tools. “Obviously, we use all the technology available on the market. We consider Artificial Intelligence as a partner. In our sector, **you either evolve or you’re out**. We evolve with the times and continue to take **the same care in everything we do**, something that has characterised us from the very outset,” says Elena Aranaz, Quality Manager at Cillero & de Motta.

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**“A great many things can be said about Enrique Cillero. He knows his way around the international gastronomic circuit perfectly; he shares ideas; he’s proactive, very reliable... In short, he’s a very valuable collaborator who you should have by your side,” says David Figueras, editorial director of Planeta Gastro.**

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Their daily obsession is with caring for words: how involved they are with clients and the attention to detail that the team shows towards their projects is one of the great strengths of the company. What is more, as Elena also points out: “The key to our success and good positioning is that we edit, we don’t just translate and leave it at that. Aside from that, **Enrique travels for more than 120 days a year** visiting clients

and spreading the word about our work; this kind of work is key.” Today the project sells in the UK, USA, France, the Netherlands and Germany.

On average, each project takes two months before they are given the go-ahead; more complex projects can take up to six months. They translate between **75 to 100 books each year** for international publishers, and they are leaders in the translation and

editing of gastronomy-related books and content in Europe.

Cillero & de Motta is a leader in the cultural and publishing sector. “Planeta Gastro has been working with them since 2016. Not only are they very good translators, but they also know the gastronomy market inside out. A great many things can be said about Enrique Cillero. He knows his way around the international gastronomic circuit perfectly; **he shares ideas**; he’s proactive, very reliable... In short, he’s a very valuable collaborator whom you should have by your side,” says David Figueras, editorial director of Planeta Gastro, Libros Cúpula and Barça Books.

Luisa Gutiérrez, editor of RBA, shares this opinion: “I’ve never met anyone with more enthusiasm than Enrique. He shows an overwhelming energy with which to bring all projects to fruition. He isn’t a typical person; he moves very well in every circle and never gives up. Enrique and his team’s work is of outstanding quality, and that isn’t just a catchphrase. He knows how to deal with chefs; he’s a charming, reliable and honest person; and he’s also an innovator. When things go wrong, he’s the first one to roll up his sleeves, and if he has to get you out of a jam, he jumps in without hesitation.”

### Cillero & de Motta is its clients

Leading publishers in their markets in food publishing, such as **Phaidon, Webedia, Hachette, Planeta Gastro, Penguin, RBA and The Cooking Lab**, and others, are among its main clients. Such books as the previously mentioned ones by elBulli, and the elBullifoundation, as well as *Modernist Cuisine*, *Modernist Bread*, *Modernist Pizza*, and the books from Disfrutar are among its numerous culinary endeavours. The translation of contents by Alain Ducasse Education also bears its stamp.

The agglomeration of cooking and art books does not deter them from being specialists in other disciplines. Ten Spanish multinationals in the

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energy and fashion sectors entrust Cillero & de Motta every year with the translation of their annual accounts, online shopping sites and sensitive business strategy documents. This work, which combines philosophy, culture and economics, suits the team very well.

They work for such museums as the Thyssen Foundation, the MNA, the Goya Museum, Patrimonio Nacional and the Alhambra, among others. They also collaborate with the most reputable business schools in Spain, and have collaboration agreements

with prestigious universities in the United Kingdom, France and Spain.

The educational background Enrique G. Cillero has formed over the years has been fundamental to the success of a solid company, allowing him to move confidently and naturally in diverse international settings and to be a perfect fit for a varied melting pot of clients and collaborators. Enrique holds a degree in English Philology and Hispanic Studies, a diploma in French Studies and an Executive MBA from ESADE.

### Cillero&DeMottainfigures:

**25** years

**16** million words translated per year

**7** permanent employees

**25** indirect jobs

Turnover of **1-1.5** million euros per year

**100** books per year translated for foreign publishers

**120** active clients

**5** client accounts bringing in more than **100,000** euros per year

More than **20** years working for the elBulli universe

**3** international editorial offices: Milan, Munich and Paris

Company founded in **1998**

**We are European leaders in translation and food publishing, without overlooking Spanish multinationals!!**