

# GHETTO GASTRO

**Ghetto Gastro** is the Bronx-born culinary collective from Jon Gray, Pierre Serrao, and Lester Walker. The group has notably defined its own lane, merging food, fashion, music, art, and design. Claiming both the beauty and grit from the streets with the aspiration and aesthetics of the finer things, Ghetto Gastro's interdisciplinary approach celebrates the Bronx as a driver of global culture. The crew masterfully blends influences from the African diaspora, Global South ingredients, and the pulse of hip hop to create offerings that address race, identity, and economic empowerment.

Since launching in 2012, Ghetto Gastro has gone from hosting underground parties to spearheading large-scale brand campaigns and events with leading fashion designers, artists, and entrepreneurs. Their collaborators and partners include figures like Virgil Abloh, Nike, Cartier, the Serpentine, the Museum of Modern Art, and many more.

During the onstart of the pandemic in 2020, Ghetto Gastro prioritized Bronx grassroots initiatives and mutual aid. In recognition for feeding their community, the group was nominated for the Basque Culinary World Prize. In 2021, Ghetto Gastro launched its namesake consumer goods brand of pantry items inspired by ancestral ingredients. The collective released a custom line of kitchen appliances, CRUXGG, across Target stores nationwide. This spring, Ghetto Gastro launches their cookware line with Williams Sonoma. Their first cookbook, *Black Power Kitchen*, is forthcoming from Artisan Books in Fall 2022.