

VIKING'S BEACH HEAD: A NEW TAKE ON THE AMERICAN COMPANY TOWN — MISSISSIPPI STYLE

MONOCLE

A BRIEFING ON GLOBAL AFFAIRS, BUSINESS, CULTURE & DESIGN

issue 48 . volume 05
NOVEMBER 2011

- A** **AFFAIRS** Laptop diplomats and how to buy an ambassadorship
- B** **BUSINESS** Cairo's entrepreneurs start a business revolution
- C** **CULTURE** LA's art boom goes global – in a laid-back way
- D** **DESIGN** The house that Mr Oda created as a seat of learning
- E** **EDITS** Living it up in Lima, a Costa Rican carrier and John Malkovich's last meal
- EXPO** How the Koreans have made golf a whole new game

The food-chain rethink: A survey of good food and drink

Grocers that get it, Danes that do it better and Japan's burger war:
MONOCLE meets the people putting provenance before profits



MONOCLE'S FOOD RETAIL SUPERSTARS

Aisle be back: we report on the tastiest ideas from counters to checkouts around the world

- 01**
A well-stocked grocer in Copenhagen
- 02**
The best new take on a bakery
- 05**
Helsinki's new crop of ideas
- 04**
Why Joe's juice tastes better
- 05**
A fresh meat market in Vancouver
- 06**
Meet Mos-san – can this Japanese player kick Ronald's buns?



UK £5
USD \$10
EUR12.00
EUR10.00
DKK 122

SEK 95
JPY ¥2,310
AUD \$22.95
SGD \$19.90
COP \$10.00





Monocle travel guide Global

Preface

This month Monocle visits a new luxury retail behemoth in Milan, a Yemeni coffee outlet in Tokyo and a Copenhagen restaurant serving New Nordic food at affordable prices.



Excelsior Milan

In a 4,000 sq m venue that used to house an old cinema in downtown Milan is Italian luxury retailer Gruppo Coin's latest venture, the Excelsior, a department store where fashion and food mix. Designed by French architect Jean Nouvel, the neon-bright building is a new landmark in the capital's centre, stretching from Corso Vittorio Emanuele to Piazza Beccaria, taking up two sides of Galleria del Corso.

The shop's top three floors offer clothing from brands such as Rag & Bone, Mackintosh and Borsalino while the basement is reserved for the Eat's Store, a food market and three eating spots: an elegant take-away, a bistro and a restaurant hosted by guest chefs. — SRT excelsiormilano.com

Monocle's favourite department stores:

- 1) Shinsagae, South Korea
- 2) Mitsukoshi, Japan
- 3) Beymen, Turkey



PHOTOGRAPHER: GAIA CAMELJAGGI

Fasano Boa Vista São Paulo State

Brazilian hotelier Rogério Fasano has created the ultimate country retreat set in Fazenda Boa Vista, a mere 10-minute chopper hop from São Paulo. "Brazil had hotels like this but they have disappeared. I wanted to recreate this concept," he says. Architect Isay Weinfeld has satisfied Paulistas yearning for a reconnection with nature by giving all the living areas (including the 39 rooms and suites) floor to ceiling windows with views of the Floresta Nacional de Ipanema natural reserve. Diners at the Italian restaurant enjoy views of the fresh-water lake, ideal for swimming in the late afternoon sun. — LH fasano.com.br

Highlights: Sundowners under the sibiriruna trees at the 1930s vintage railroad wagon, the golf bar that sits on the first tee of Randall Thompson's 18-hole course. Other highlights include vintage horse-drawn carriages and six helipads.



45 Park Lane London

45 Park Lane, sister hotel to The Dorchester, opened its doors in September. Architect and designer Thierry W Despont has transformed the former Playboy Club into an Art Deco space full of cosy woody interiors. Each of the 45 rooms and suites have a verdant view of Hyde Park and original art works by artists such as Sir Peter Blake and Damien Hirst hang on each floor. — AK 45parklane.com

Highlight: Wolfgang Puck's signature steaks at restaurant Cut. They are grilled over hardwood and charcoal then finished to a crisp perfection under a custom-made broiler.





Game on Sydney

Inside the city's revamped casino, The Star, three much-anticipated restaurants have opened: David Chang's Momofuku Seiobo, Stefano Manfredi's Balla and Teage Ezard's Black. star.com.au

Colobockle Tokyo

At Colobockle*, Japanese artist Michiko Tachimoto's art graces everything. It's in the children's books and on puzzles, lampshades and jewellery around the old house she and her husband, Tomochiro Nagao, renovated in Tokyo's Nakameguro area. They opened the shop seven years ago to showcase Tachimoto's work, a mix of handsewn craft and collage illustration.

"Since kindergarten, I've wanted to create my own children's books," says Tachimoto. Handmade stuffed dolls lounge near books such as *Annie's Little Train*, and a glass case holds some of her collaborations with Disney and Lipton. Buyers can put their goods in the custom-fitting cloth bags that Nagao makes on a sewing machine at the back. — KH colobockle.jp

***Footnote:** Colobockle means "a person under a butterbur" (a native plant) in Ainu, the language of a tribe in Hokkaido.



PHOTOGRAPHER: AYA SEKINE

Grill Market Reykjavik

Iceland's culinary wunderkind, Hrefna Rósa Sætran, met her kitchen partner Gudlaugur Frimannsson at the Fish Market, her first restaurant in Reykjavik, in 2008. The chefs' bond bore fruit and two years later the Grill Market was opened in the busy Lækjargata street in a rebuilt cinema that had burned down. Decorated by designer Leifur Welding, the two-floor restaurant's main attraction is the extreme-temperature coal grill. Custom-made by the London-based Clay Oven Company, it reaches temperatures upwards of 1,200C, imparting an earthy flavour to the meat and fish. — JBA grillmarkadurinn.is



PHOTOGRAPHER: BJÖRN ARNARSON

Q&A Paul Pairet, Chef, Shanghai

Paul Pairet, the French chef behind Shanghai's Mr & Mrs Bund restaurant, created what according to him is a multi-sensory eating experience with his 10-seat space called Ultraviolet. Machines pump aromas into the air and video screens and sound machines create a specific ambience to accompany 20 small-plate courses.

Why engage senses other than taste? The point is that all the senses influence the way we eat. The experience of eating a dish on a beach is not the same as eating it in Paris.

How will the mood shift from course to course?

The scenarios will build with every course. First an apple wasabi disc is served with ringing bells, dark light and AC/DC music. There's also the Indonesian Gado Gado experience — I use the scent of kretek, a clove cigarette typical of Indonesia, and the durian. Those two smells are very typical of Indonesia to me.

Could the technology distract from the food?

The goal is to the contrary — not to distract, but to focus. I can send a single light onto your dish, perfectly centered on your plate — you've never focused so much on food before. — JB paulpairet.com



Aldo's Vinoteca & Restoran Buenos Aires

Argentina's most famous sommelier Aldo Graziani has created a wine cellar in Buenos Aires that runs as a restaurant yet retains its wholesale prices. Aldo's showcases 500 of the country's top wines. "My aim is to open up a discussion where wine becomes the main protagonist," says Graziani. — LH aldosvinoteca.com

Aldo's top Argentinian wines:

- 1) Manos Negras Torrontés 2011** A fresh, aromatic white wine from San Juan.
- 2) SonVida 2008** One of Mendoza's best cabernet sauvignons (produced by former Reuters correspondent and UN diplomat David Smith).
- 3) Calypso Malbec 2008** Outstanding value for what is a top quality wine from Bodega Monteviejo.