

SINGAPORE

THE PEAK

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A WORTHY RIPOSTE

WONG TOON KING, CHAIRMAN, Z GROUP

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THE BRIEF



Art Attack

Talk about thinking outside the window.

Offices in Paris have been indulging in a war of Post-it art, plastering everything from the likeness of Michael Jackson to Super Mario Brothers on the windows of the city's skyscrapers.

Hailed "La guerre des Post-it" or "the Post-it wars", the phenomenon began innocently late May when video game publisher Ubisoft displayed a small space invader on their office window. Their facing neighbour French bank BNP Paribas then stuck it to them with a collage of the cannon used to kill the aliens in the popular shooting game – sparking a competitive, creative spirit that spread swiftly to the west of Paris where other bankers joined in. Among the most impressive creations: Societe Generale Bank's six-storey, 11,000-note Post-it versions of Asterix and Obelix.

Capturing the buzz, digital communications agency digital communications Gustibus and Coloribus founded Postitwar.com where they have received close to 1,300 entries. And the viral craze is now popping up across Europe from Sweden to Germany and beyond, where participants have upped the ante with giant Marilyn Monroes, Donald Ducks and Donkey Kongs.

The creative battle shows no signs of abating and no one's complaining – though office workers who spend more time at the window than their work desk might just find themselves in a "sticky" situation of a different kind.



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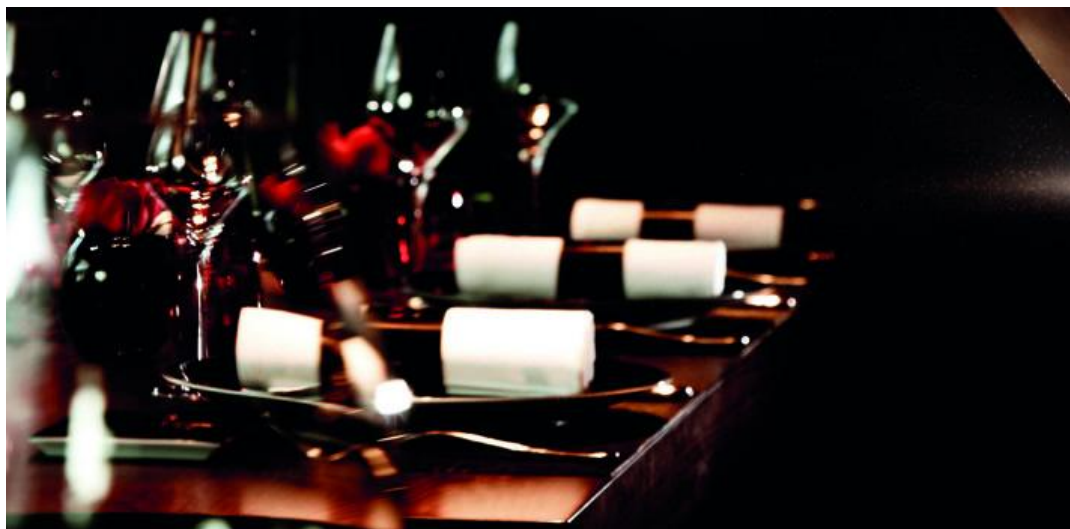
PURSUIT



PASSION



PORTRAITS



Nose In The Air

Amid the high-stress environment of the central business district sits an oasis of peace the Keystone Restaurant at Stanley Street, with its soothing smell of roses wafting in the air.

The fragrance isn't the happy incidence of having a rose garden nearby – it's the introduction of aromatherapy by the modern European restaurant. "We want our guests to be relaxed so they can enjoy their meal," explains owner Eddie Han.

We've long known that our olfactory sense has mysterious effects on mood, behaviour, taste and memory. Studies on the benefits of ambient scent in the retail sector show that the right fragrance could make shoppers spend a longer time in a store or feel less impatient as they queue to pay. It seems natural that restaurants would try to leverage on that to enhance the dining experience for

their customers.

Like highly acclaimed Michelin-star chef Joel Robuchon. Service staff at his L'Atelier restaurants around the world, including the one at Resorts World Sentosa, liberally spray a sweet-smelling mint and green tea fragrance into the air daily, just before doors open. Chosen because it is his favourite, the scent was customised exclusively for him by Luxembourg perfumers Casa Privata.

Taking it to the extreme is the soon-to-open Ultraviolet in Shanghai. The brainchild of avant-garde French chef Paul Pairet, it is the first restaurant in the world to offer a multi-sensory dining experience. A selection of fragrances from a tailor-made catalogue by Swiss industry leader Givaudan will be emitted at controlled intensities and precise timings throughout your meal.

These days, it's not enough that your palate is well taken care of. Your nose should be too.



A Class Of Its Own

There are no showers, fancy soaps or even a hot buffet. Yet, VIPs from the Saudi royal family to Harrison Ford are paying £1,800 (\$\$3,530) each time they use this Heathrow Airport service.

The lure: absolute privacy. Step off the plane and you are met on tarmac by one of the Heathrow By Invitation staff, who quickly ferries you by a BMW 7-series limo to the Windsor Suite, bypassing the public terminal. As an attendant takes your coat, serves a champagne, and perhaps even shines your shoes, your passport is collected and stamped, while bags are delivered directly to you. Onward connection options include private jet and helicopter, but if London is home, your chauffeur will be waiting just outside. Departing guests, of course, receive the same service.

Dubbed Heathrow's best-kept secret, the lounge was previously funded by the UK government's Foreign & Commonwealth Office and reserved for dignitaries such as Russian Prime Minister Vladimir Putin and the Dalai Lama.

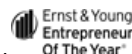
In 2008, the lounge was transferred to Heathrow's owner, BAA who this year extended the service to paying customers. "Until now," says VIP services manager Tom Lomax, "these suites have been the preserve of royalty and diplomats."

Surprisingly, the Windsor Suite is not super posh. Furnishings like the Eames loungers and Minotti armchairs are business-like; the only refreshments available are biscuits, coffee, tea, and a small selection of alcohol. On the other hand, exclusivity is guaranteed. Travelling groups are limited to numbers of six while children are tolerated, but "only well-behaved ones".

The biggest appeal of this door-to-door service is how one could pass through the world's third busiest airport and not see a single member of the public. Whether you're a king with unique security requirements or an A-list celebrity too knackered to fend off adoring fans, that's certainly priceless.

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