

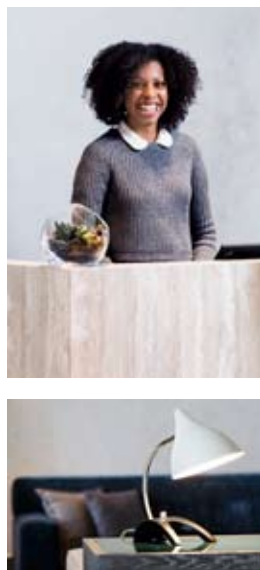
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BRIEFING
Travel: hospitality special

Homes from home Global

Preface

From the world's most anticipated openings to ingenious start-ups and practical advice on how to set up your own star bar, here are our hand-picked heroes benchmarking top-notch service.



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**Sixty SoHo
New York**

Opened in January in lower Manhattan, Sixty SoHo (formerly 60 Thompson) is the hotly anticipated work of acclaimed British interior-design studio Tara Bernerd & Partners and hotelier Jason Pomeranc. Expect glass, steel and velvety finishes in the 97 timber-floored rooms that come with artwork commissioned by British artist Harland Miller (see *interview on page 86*).

The feeling is cosy in spite of the industrial accents while high windows shed light onto the lounge where cream-and-blue couches surround hefty iron tables piled high with books. At the Gordon bar an eclectic collection of flowerpots and old maps blends in with bouncy sofas on a vibrant tiled floor. To eat there's New York restaurateur John McDonald's menu at Italian-themed Sessanta as well as Above Sixty SoHo, a members-and-guests-only roof terrace sure to top the socialite's tick list for the year to come. — ASF
sixtyhotels.com



**La Belle Assiette
Europe**

Many people prefer home cooking to eating out but not all of them have time to slavishly perfect their soufflé for dinner parties. With this in mind Giorgio Riccò launched an online service that brings private chefs into your home to do the hard work for you.

La Belle Assiette lists about 420 such chefs in five countries on its website. Customers planning everything from a romantic meal for two to a wedding

party can browse the menus, check photographs of the dishes and pore through other customer reviews before booking and paying up front for a restaurant-quality meal cooked in the intimacy of their own home.

La Belle Assiette began in France in 2012 before moving into Luxembourg, Belgium and Switzerland. Next came a full launch in the UK in December 2014 with expansion to further European nations on the horizon. — CMG
labelleassiette.fr



**Zaborin
Hokkaido**

Hidden in the untouched forest of Hanazono in northern Japan, Zaborin is a new *ryokan* (guest house) with 15 villas situated directly above the Zabo natural spring. Each villa has its own indoor and outdoor bath with spring water fed directly from the Zaborin hot spring, 1,000 metres below ground. The warm water is also used for under-floor heating in the villas and for melting the snow on the driveways of the property.

For the active there's good skiing in the Niseko region or in the new resort of Hanazono, while some villas feature a *tatami* room overlooking a private courtyard. In the restaurant

Hokkaido-born chef Yoshihiro Seno uses seasonal produce to create authentic *teppanyaki* and *kaiseki* (traditional multi-course) dining. — DEP
zaborin.com



**La Grande Maison
Bordeaux**

Sommelier Bernard Magrez and chef Joël Robuchon's restaurant-cum-guesthouse, La Grande Maison, opened its doors in December last year. The 18th-century mansion hosts two restaurants: a swanky 42-cover affair dedicated to Robuchon's fine dining and L'Olivier, a less formal space with room for 24.

As comes naturally to the hotels in these parts of Aquitaine, the wine list is extensive and offers the region's renowned tipples alongside a choice of 259 bottles. Upstairs, each of the six guest rooms is designed by Bordeaux-native Frédérique Fournier and finished with French furniture and toiletries from Hermès. — BGA
lagrandemaison-bordeaux.com



**Mama Luli
Tokyo**

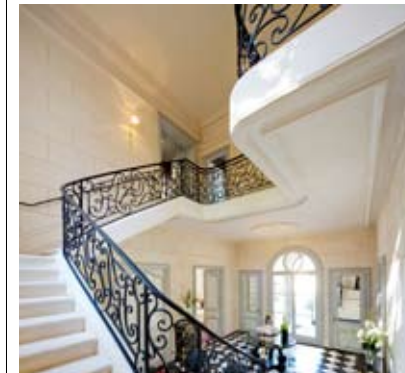
After two decades as creative director at several Tokyo nightclubs, Luli Shioi (pictured) traded dancefloors for dumplings when she started her own catering firm, Mama Luli, in 2012. The self-taught chef who spent a few years looking up culinary ideas in Sydney in the 2000s makes whatever her clients request, from catered dinners to cakes.

"My food is homemade and healthy," says Shioi, who is unwilling to commit to a single style of cookery. Her impressive recipes come from around the globe and word-of-mouth reviews keep her phone ringing with requests from small business to global corporations, including Nike and Yves Saint Laurent. When Monocle visits, deliveries going out include a lunch order for a nearby office.

Whereas larger catering companies encompass a team of managers, chefs and an army of waiters with set menus, Shioi designs unique



dishes for the needs of the client. "I ask them what they want to eat, how and in what situation, rather than presenting a fixed menu," she says. "And there is a joy in meeting their requests." This means Shioi does everything from answering the phone to serving the food – as well as selling her own granola range – but by being small she positions herself closer to customers. "I'm not a craftsman. I'm just a mama for everyone," she says. — JT
mamaluli.com



Q&A

John TA Vanderslice
Global head of luxury and lifestyle brands, Hilton Worldwide Global



With some 4,200 hotels and resorts to its name, Hilton Worldwide has the hospitality market covered. But a new brand called Canopy, launching later this year, is looking to tap into a desire for a more local service. We sat down with Hilton's global head of luxury and lifestyle brands to find out how.

Q Where did the idea for Canopy come from?

A After consulting with 9,000 consumers, the message we got was for a sea change away from the design-oriented lifestyle hotels of the 1980s and 1990s. Travellers want to connect with their destination.

Q What's different about the Canopy hotels?

A They'll be situated not in the usual city centres but in up-and-coming urban neighbourhoods such as Portland's Pearl District, Savannah's Historic District and Miami's Brickell. We'll have local welcome gifts – Garrett popcorn in Chicago and Rocky Mountain chocolate in Denver – along with craft beer or wine tastings.

Q What can guests expect from the aesthetic and the hotel rooms?

A Canopy's design vision is a collaboration. The New York designer Mark Zeff, with input from local designers, is setting the pace with the interiors of the first 11 hotels. Each hotel will embrace the vernacular and be staffed by locals who know the neighbourhood. Amenities include mobile-phone check-in and keys, and memory-foam mattresses in every room, plus a lobby transfer refuge for pre-check-in and post-check-out guests. — LD
canopybyhilton.com

PHOTOGRAPHERS: ANDREW URMW, MARTIN ADOLFSSON, KOHEI TAKE, IMAGE: DEEPIX



Hôtel des Galeries Brussels

When the wife of Parisian bookshop owner and former publisher Jean-Noël Flammarion saw an old hotel building in the famous and elegant shopping arcade Les Galeries Royales Saint-Hubert for rent, she thought it was time that Brussels finally had a small-scale luxury hotel.

Nadine Flammarion transformed the grand building into Hôtel des Galeries, which boasts a main entrance in the pedestrian street Rue des Bouchers and another in the Les Galeries Royales Saint-Hubert. The latter gives access to the hotel's bar and restaurant Le Comptoir des Galeries with a counter over which bites such as handmade croquettes are served with a glass of wine. In front of the bar is a small terrace covered by the century-old glazed shopping arcade of Les Galeries Royales Saint-Hubert.

Next door a former pharmacy building also owned by Jean-Noël Flammarion houses the Librairie des Galeries, where among original interior details dating back to 1946 visitors can snap up art books and photography.

Daughter and interior architect Camille Flammarion and Parisian Fleur Delesalle designed each of the 23 rooms that lie over four



high-ceilinged storeys. The suites are divided over two levels, with one offering a stunning view over the Grand Place and historic City Hall of Brussels.

"We wanted modern Scandinavian accents combined with antiques found here at the Brussels Sablon," says Nadine. "The use of natural materials like the wooden floors still respects the soul of this classified heritage building."

— DEP
hoteldesgaleries.be

*FOOTNOTE:

Original fixtures, fittings and a contemporary eye for design make this an aesthetic treat in the heart of Brussels.



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Q&A

Antony Doucet
Director
of sales and
marketing,
House Hotels
Group
Istanbul



Istanbul's hotel industry is rattling on apace with some 75 new ventures set in motion in 2014. We ask Antony Doucet of the House Hotels Group what it takes to succeed.

Q What defines the Turkish hotel market?

A Turkey has a rich culture of hospitality that you can feel in all aspects of life but there is still work to be done. I want a hotel to convey something through the staff, the design and the ambience. Turkey is still learning to construct this efficiently.

Q How is the market developing?

A Turkish Airlines and the popularity of Turkish soap operas around the world are the biggest engines for expansion in the hotel sector. To capitalise on this growth we need investment to train local staff to embrace the luxury industry.

Q What markets are you focusing on and why?

A We see potential from Lebanon, Iran and the Gulf. Our hotels strike a balance between staff experience, location and an ability to share a story about Istanbul. But this mix is increasingly hard to find here, despite growth in tourism. — JD
thehousehotel.com



Tune in to The Menu

FRIDAY 19.00 UK TIME

Explore the delicious and diverse world of food, drink and hospitality as we meet the makers redefining the culinary landscape. Add in reviews, interviews and trade secrets and you have a recipe for the finest radio fare.

IMAGES: DAVID DE VLEESCHAUWER, KOHEI TAKE

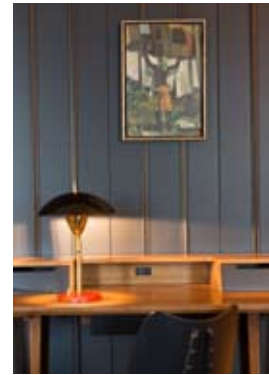
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Valverde Lisbon

Hotel Valverde occupies a six-storey 19th-century palatial building on tree-lined Avenida da Liberdade in downtown Lisbon with views of the city's rooftops and São Jorge Castle. It includes a tree-shaded patio with swimming pool and a lounge, in which films are screened.

Each of its 25 rooms is decorated with 1950s furnishings and modern pieces sourced from Scandinavia, Italy and the UK by Bastir, the Porto design studio behind the city's popular Bairro Alto Hotel and Vidago Palace in Portugal's Trás-os-Montes region. — IC
valverdehotel.com



ABC Cooking Studio Tokyo

Not all of Japan's salarymen spend the evening working late at the office or entertaining clients. Nowadays, some even take cooking classes.

Since 2007, Japan's ABC Cooking Studio has taught more than 10,000 men how to make bread, bake cakes and prepare an entire meal from scratch. The Tokyo-based company opened its first studio in 1985 for women who wanted to hone their skills in the kitchen and has expanded its network to more than 120 locations. The rise of the so-called *ikumens* (a play on words that combines the slang for a "dashing man" and "child rearing") has led ABC to start its "+m" classes for men.

It is a move that reflects a shift in gender roles in Japan



as men spend more time helping out at home and less time at work. Not long ago Osamu Yamada's repertoire was limited to *yaki soba*, a pan-fried noodle dish. Now he cooks elaborate and healthy meals each weekend. "I started taking classes last April because my wife and I were about to have our first child and I wanted to lighten her load by doing some of the housework," says Yamada. "It's made my wife very happy." — KH
abc-cooking.co.jp



Sant Francesc Hotel Singular

Palma de Mallorca
Guests in the know have been keeping quiet about the nicest new room in Palma de Mallorca: La Torre, a tower-topping suite in the new Sant Francesc Hotel Singular.

Sprawling across multiple levels the suite has two bedrooms, a living room and a terrace with panoramic views to the Tramuntana Mountains and the sea. The hotel is hidden in an old manor house once owned by Mallorquin noblesse and now run by the Soldevila Ferrer family, who have overseen the Hotel Majestic in Barcelona since 1918. The 42 rooms mix old and new treasures and juxtapose antique furniture with a growing contemporary-art collection. — DEP
hotelsantfrancesc.com





Aman Tokyo Tokyo

Aman Resorts' new Tokyo space is the group's first city property and the model for several urban projects to come. Situated on the top six floors of the Otemachi Tower, this 84-room hotel offers sweeping views of the Imperial Residence grounds and Mount Fuji.

Designed by Kerry Hill Architects, the interiors are adorned with Japanese touches including *washi* paper and camphor wood, while a Zen rock garden soothes guests at check-in. Despite its location in the bustling heart of the Japanese capital, Aman Tokyo's spacious rooms – equipped with deep granite soaking tubs – make it a true urban oasis. — JS
amantokyo.com



Soho House Istanbul

In March the Soho House group will launch its biggest venue to date in Istanbul's bustling Beyoglu neighbourhood. With Palazzo Corpi – a 19th-century Genoese family home – as its entrance, the space straddles three buildings and includes 87 rooms.

Members can expect the obligatory stunning views offered by other houses in the group and will be treated to the city's minaret-peppered skyline from a rooftop pool. As well as showcasing its in-house spa label Cowshed, a version of London's Cecconi's Italian restaurant will supply the food.

As usual the look and feel come courtesy of company founder Nick Jones and design director Vicky Charles.



The Knickerbocker New York

February's debut of The Knickerbocker hotel is a contemporary reimagining of the now-legendary original of the same name.

First built in 1906, the "Knick" is again conjuring images of US hospitality's glitzy heyday from its location in a 16-storey Beaux Arts building in Midtown Manhattan – the very spot where its predecessor was shuttered in 1921. Inside expect flattering lighting and a muted palette

of coffee tones with oak wood accents that punctuate the 330 rooms and suites. Stylist Ted Gibson outfitted the front-of-house staff in sporty-chic slate grey uniforms and at the restaurant and café, Michelin-starred chef Charlie Gibson serves up a storm with a few of the Empire State's regional delicacies. Rooftop bar St Cloud is perched underneath the New Year's Eve Ball and offers a mean martini overlooking Times Square. — SK
theknickerbocker.com



Q&A Tony Castigliaro Bar consultant London



Toast-of-London bar consultant Tony Castigliaro's work includes establishing the drink offerings at Roka, the Zetter Townhouse hotel in Clerkenwell and his own cocktail spot, 69 Colebrooke Row in north London. With the Zetter Group's new hotel in Marylebone opening this spring, we caught up with Castigliaro to find out what makes a great bar.

Q What is the first consideration?

A There's both the hardware – the physical space and how it works – and the software: the staff, how they interact and how they make that space work. The hardware may look nice but without the staff it's pretty useless.

Q How do you train your team?

A They can speak to me whenever they want. This openness is important; I learn as much from their different personalities as they do from me.

Q What defines good service?

A Beyond the technical side – making well-balanced drinks with a great story – it's important to show customers how and why drinks work. As you're dealing with people you need to use all of your intuition to sense what customers really want.

Q How do you make a hospitable space?

A You need a level of comfort, although not to the point where people fall asleep because you need interaction to create atmosphere. Some bars have nothing in them, some bars create a fantasy world; each works in a different way but each has to have a soul. When people walk through that door hopefully they leave a lot of things behind them. — BO
thezettertownhouse.com

IMAGES: ROSS MANTLE

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cards



Sapling Press Pittsburgh

"Even in today's social-media dominated world, no one is sitting at home with a shoebox full of printed tweets, comments or 'likes'," says Lisa Krowinski (pictured, top right, second from right) when asked about the relevance of the cards produced at her workshop in Pittsburgh. From the space on Butler Street, passers-by can spot Krowinski and her team of five carefully turning out cards and paper-based stationery pieces by the hundreds of thousands. The business's survival is an indication that despite advances in electronic technology there's still value in a hand-delivered envelope shielding a thoughtful thank you. It's both a case of what you say and how you say it.



for wooden letterpress blocks led her to seek out a printing-press professor at Maryland Institute College of Art, from whom she learned the fundamentals of her budding business idea. She went on to buy her first printing machine, a Vandercook SP15, fired it up and so began the business that has occupied her ever since.

In spring 2003, Krowinski sold the first series of Sapling's cards at the National Stationery Show in New York. "I had no idea what I was doing then," she says, adding that she has since picked up much about how to run the business side of things at trade fairs. One such lesson was to hone her cards into themed collections rather than large eclectic mixes of styles and sentiments. Krowinski's professional background continues to come in handy as she designs other paper-based paraphernalia such as clothing tags, business cards and wedding invites.

"The feeling you get when you receive a greeting card in the mail can't be replicated online, no matter how hard you try," says Krowinski. Judging by the children's noses pressed up on the studio's front window, the same can be said for the craft of making them. — JZL

*FOOTNOTE:

Equipment: a 1950s Heidelberg Windmill, a Vandercook SP15 and two 19th-century Chandler & Price presses

Cards produced in first year: 4,000

Current annual output: 300,000 cards
US stockists: 500

Number of shops: one, Sapling & Sons, 48km north of Pittsburgh