

# NETJETS



VOLUME 8

## CAUSE CÉLÈBRE

Amsterdam's glittering dinner with a heart

## SUMMER CHIC

Culture and couture mix in dresses to impress

## PRIVATE ART PARTY

Individual collections, very personal museums

## TENNIS UPDATED

The revolutionary Laver Cup in focus

## WORLD VIEW

Matthew Day Jackson's remarkable work



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Welcome to this,  
the summer edition of *Netjets*,  
*The Magazine* – a time of year  
when it seems most of

Northern Europe decamps to the warmer climes, azure waters and rollicking scene that is the South of France.

When Cézanne painted his ground-breaking landscapes over a century ago, little did he dream that his beloved rustic Provence (or the Côte d’Azur for that matter) would someday become a hotbed for cutting-edge art, elegant cuisine and fine wine. Call it the high art of cultivation.

Today, thanks to a surge of stylish new hotels that are mixing authenticity with sophistication enhanced by the timeless backdrop of the French Riviera’s natural beauty, the region continues to inveigle discerning travellers, who come to indulge in the region’s rural and urban charms and leave feeling relaxed, rejuvenated and refreshed.

Which is why we dedicate a few pages to the highlights, the under-the-radar gems and the worthwhile diversions that we think merit your attention – including an update from Corsica, which too often gets overlooked.

We hope you enjoy this and the many other features in the pages that follow and wish you safe and prosperous travels wherever they may take you.

– *The Editors*



This symbol throughout the magazine denotes the nearest airport served by Netjets to the story’s subject, with approximate distances in miles and kilometres, where applicable.

## CONTRIBUTORS

### BILL KNOTT

For *A Pig’s Life* (p60), the London-based food writer discovered the story behind Forest Coalpit Farm in the midst of rural Wales, whose porcine products have caught the attention of many Michelin-star chefs.

### JULIANA A SAAD

From her São Paulo home, the Brazilian casts her eye over the latest developments in her country in *From Dam to Coast* (p22), covering the glory of Itaipú to the glamour of Rio de Janeiro and beyond.

### RODNEY BOLT

An annual event on the high-society calendar, the Amsterdam Diner raises money for HIV and Aids, as well as increasing awareness. Our man in the Dutch capital explores its history in *The Gallant Gala* (p10).

### YOSHIYUKI NAGATOMO

The Japanese photographer captured the intricate style nuances of the season for *Full Bloom* (p40), collaborating with the game-changer of a botanic artist, Masaaki Kawaguchi, and a Tokyo-born fashion director, Mami Sekiya.



HAUTE JOAILLERIE

*Chopard*

THE ARTISAN OF EMOTIONS – SINCE 1860

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Matthew Day Jackson's *Solipsist XV*,  
2018, Formica, silkscreen, lead on  
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© MATTHEW DAY JACKSON, COURTESY THE ARTIST AND HAUSER & WIRTH, PHOTO: KEN ADLARD

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Itaipú reservoir on the border between Paraguay and Brazil (see p22 for an update from the area and across Brazil)

Photograph by Daily Overview, source imagery © DigitalGlobe Inc.

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The World  
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# GALLANT GALA

The AmsterdamDiner Foundation hosts an annual, eye-catching event that leads the way in the battle against HIV and Aids

By Rodney Bolt



Every year, upwards of a thousand people, in spectacular evening dress, gather in Amsterdam for a gala dinner to raise funds to alleviate the impact of Aids. One of the most celebrity-studded and effervescent events in the Netherlands, it generates hundreds of thousands of euros to battle a syndrome that – despite recent medical advances – continues to have grave effects worldwide.

“We have royalty, cabinet ministers, the prime minister, celebrities and CEOs of major corporations,” says Sander Allegro, director of the AmsterdamDiner Foundation, which organises the event. “But the gala is very ‘Amsterdam-ish’, if that’s a word. In Amsterdam we’re quite egalitarian, so it’s one big family, one big party. In spite of the fact we have royal guests, there is no protocol – it’s quite free-flowing. And it raises awareness

for a cause that’s hard to get attention for these days. If you do a fundraiser for cancer, everybody has a story of someone close to them, or even themselves, who has had to deal with it, but, for most people, Aids and HIV don’t impact their lives that much any more. Many people still think Aids is a problem for gay men living in cities, but worldwide it is now the leading cause of death for young women.”

Allegro took over the reins of AmsterdamDiner in 2017, just after the foundation had celebrated its 25th anniversary. He’d been a guest at the dinner almost a decade before, then a volunteer with the organisation (while pursuing his career as a hospitality consultant), feeling that this made more of a difference than donating money. “In today’s world, people want to contribute to a cause not just by donating

money but actually becoming a part of it,” he says. “The Amsterdam dinner is very much something people want to be a part of.”

The first dinner was held in 1992, following an international Aids conference in Amsterdam that had filled hotel rooms across town. Allegro’s predecessor, Robert Weyhenke and others from the luxury hotel sector, decided to give something back. They put up a large tent in Amsterdam’s central square, the Dam, fitted it out as a ballroom, and the rest is history. The dinner now takes place in the vast AFAS Live concert venue – first cocktails on the square outside, with cameras flashing and drinks served by a gay swimming team in audacious drag, then the dinner, from which the press is barred. Local stars provide sparkling entertainment, and a raffle and auction offer such prizes as a private tea with the Dutch Prime Minister, a



The AmsterdamDiner is an affirmation of life as well as a vital and successful fundraiser

diamond for a setting of your choice, or two hours flying anywhere you choose in a private jet from NetJets.

“People sometimes ask why we throw such an extravagant party, when it involves such a sad problem,” says Allegro. “We answer that we were started by hoteliers: that’s what we do. When we want to do something, we throw a party. Had we been cyclists, we would have gone cycling.” Back in 1992 – when Aids was perceived as a gay disease and a death sentence – there was also a note of defiance in such public celebration. “The gay community said, ‘Listen we may go under but we’ll do it dancing and having fun, so let’s celebrate life,’” says Allegro. The focus is now more international, but that spirit of celebration remains.

Each year the event raises between €500,000 and €750,000 for Aidsfonds, the Dutch umbrella organisation that supports research and a wide range of on-the-ground projects across the globe. Through Aidsfonds, AmsterdamDiner supports three projects annually. “Initially that was only one project a year,” says Allegro, “but we decided to make that three, so that the question becomes not ‘Should I donate’, but ‘Which project should I donate to’. Amsterdam’s coat of arms has the motto ‘Heldhaftig – Vastberaden – Barmhartig’ [Heroic – Steadfast – Compassionate]. We have one project for each.”

These projects are on different tiers, dealing with diverse areas of concern: academic, social issues and health. Last year, one of the ventures helped train health workers (mostly women) in Kenya to become entrepreneurs, supplementing their incomes by selling over-

the-counter medicines, condoms and health products as they went from home to home. “The secret is they all have a solar-powered tablet computer,” says Allegro. “They get to remote places where nobody else goes and can show people videos about health-related issues like Aids and HIV – how to recognise it, how it’s transmitted, when to go to a doctor. They also have a sort of personal antenna. If somebody has ordered cough syrup three times over a short period, then they can advise them that this something they ought to see a doctor about. Besides the good that does, it’s very entrepreneurial. Many of our guests are entrepreneurs and they really like that idea.” Other projects tackled the stigma surrounding HIV that persists in countries in Eastern Europe and Russia, and supports research in the Netherlands into a cure for HIV.

The 2019 projects include involvement with the Ndlovu Clinic in South Africa, the country with the most severe HIV epidemic in the world, with, according to most recent figures, 7.1 million people living with the virus, and 750 newly infected each day. Part of the Ndlovu endeavour is to establish a local lab that will make it easier, faster and cheaper to determine whether someone is on the right anti-viral medication. Blood samples collected will also be used for further research into HIV.

“All three projects each year work towards the same goal,” says Allegro. “The financial aid enables us to support projects that really make a difference on the ground, but there’s a second effect: we create awareness, and we reach the professional and corporate world, a spot that is often hard to reach. People are openly involved. All the major corporations in the Netherlands buy tables and have their executive boards here. That’s an extraordinary signal of support to anyone who is battling HIV here or anywhere else in the world. We talk about it, we don’t shy away from it, we break the stigma, and we get attention.” [amsterdamdinerfoundation.nl](http://amsterdamdinerfoundation.nl)

“The financial aid enables us to support projects that really make a difference on the ground”



# DAVID MORRIS

THE LONDON JEWELLER

LONDON PARIS DUBAI ABU DHABI DOHA JEDDAH RIYADH MUSCAT MOSCOW

# THE SMART GUIDE

A timely round-up of the latest travel news and destinations, gear and gadgets, plus a handbook of noteworthy happenings around the globe



## HAMPTONS HIDEAWAY

Shou Sugi Ban House is a one-of-a-kind wellness retreat that almost never came to be. Brian Noone with the tale of this Long Island Phoenix

For more than a century, New York's smart set has defied America's westward logic every summer by going east to the Hamptons. There's now less natural splendour here on the fringes of Long Island than there once was, but its appeals remain largely

intact: stunning beaches, head-clearing fresh breezes and expansive holiday homes filled with charm – and charming people.

In May, lawyer-turned-entrepreneur Amy Cherry-Abitbol opened a very modern attraction in the heart

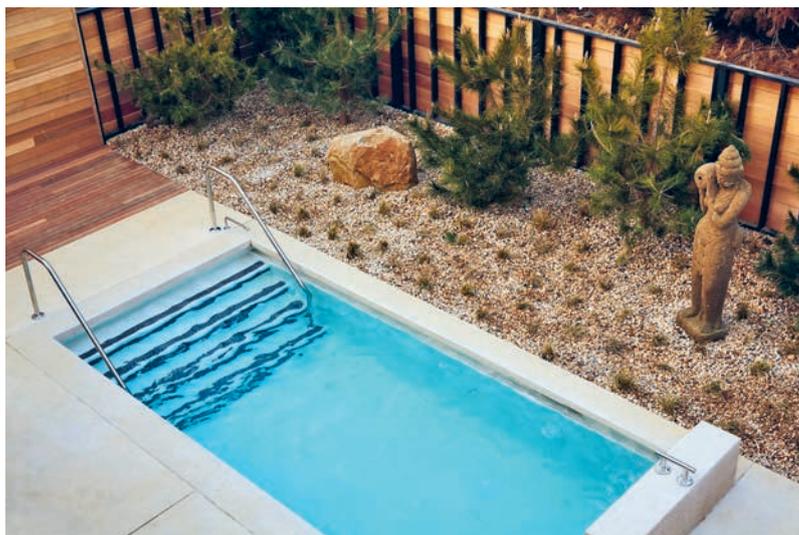
of the Hamptons that might well prove to be the most alluring destination of all. Shou Sugi Ban House is a wellness sanctuary with just 13 suites, a standalone spa, two barns, multiple pavilions, a pool and a seasonal menu designed with chef Mads Refslund, co-founder of Noma, using ingredients grown in the on-site organic garden.

It's a heady combination, especially for such a small property, but Cherry-Abitbol is prouder still of the house's underlying philosophy: personalised wellness. Combining elements of Japanese and Western healing, as well as up-to-date science, the ever-evolving programme is tailored to each individual guest. Perhaps an early-morning tea ceremony or a late-night fire ceremony; a treatment in the chromotherapy shower or a microneedling facial; a guided beach walk or vibrational sound healing. Bringing together both resident and visiting practitioners, all-inclusive stays merge physical, mental and spiritual aspects in a setting that combines both natural and manmade beauty.

"We've created an experience that brings people back to a simple appreciation for their natural surroundings," says Cherry-Abitbol. It also, she continues, "allows for quiet contemplation and introspection, and fosters meaningful human connection in a tranquil setting." In short, Shou Sugi Ban aims to do what the Hamptons have done for generations of urbanites: to remind people of the pleasures of simplicity.

The grounds are wonderfully suited to envelope guests in a state of delightful peace. Guided by wabi-sabi principles – the Japanese aesthetic that accepts, and even encourages, transience and imperfection – the minimalist design of the suites is heavy on natural materials and is restricted almost entirely to a stone and biscuit colour palette. Floor-to-ceiling windows, winding paths through the 250 on-site trees and deep soaking tubs underscore the emphasis on introspection.

But conviviality is never far from anywhere in the Hamptons, and Shou Sugi Ban is no exception, with a communal dining room overlooking the property's cherry orchard, and both



cooking and exercise classes that feel just the right size, neither too big nor too small. And for those seeking a little more action, the Parrish Art Museum, founded in 1897, is across the street in a handsome edifice built by Herzog & de Meuron in 2012, and within 15 minutes – as long as traffic cooperates – you can be teeing off at Shinnecock Hills Golf Club, home to last year's US Open, or wandering through the vines at the Wölffer Estate Vineyard.

Perhaps the most remarkable thing about the retreat is that it nearly didn't happen. Cherry-Abitbol has called the Hamptons home for 20 years and came across the perfect tract of land in 2015, when she snapped it up with her business partner, Kathleen Kapnick. A short time later, the property's main barn burnt to the ground, casting the whole project in doubt. But Cherry-Abitbol, who

spent much of the 1990s in Japan as a corporate attorney, recalled a quote from the 17th-century poet and samurai Mizuta Masahide: "Barn's burnt down – / now / I can see the moon." In addition to this literal piece of advice, she also thought of the Shou Sugi Ban technique, which involves charring and oiling a wooden surface to protect it against fire and decay. It's a technique she and her team – a group comprised almost entirely of women – used in various spots across the property during construction and which, when the time came, was the only possible name she could give it.

And so, like a phoenix, Shou Sugi Ban House has risen from the ashes of an old Hamptons farm. May it long bring renewal and revitalisation, and may it remain at just 13 rooms in perpetuity, so traffic on the Montauk Highway doesn't get even more congested. [shousugibanhouse.com](http://shousugibanhouse.com)



### ART OF DINING

**Sublimotion**, at the Hard Rock Hotel Ibiza is where haute cuisine meets technology, music and dramatic staging. For its sixth season, chef and founder Paco Roncero and his partner, creative director Eduardo Gonzales of Vega Factory, are again providing an impressive line-up. The array of chefs, including Elena Arzak, Pía León, Ana Ros and Janice Wong, are joined by great artists, such as the composer Lucas Vidal and film director Curro Sanchez, to provide a spectacular culinary experience. [sublimotionibiza.com](http://sublimotionibiza.com)

### GOOD FOOD

Soneva raises the bar in dining standards



In keeping with its location within the UNESCO biosphere reserve Baa Atoll, in the Maldives, **Soneva Fushi** enhances its dedication to its environment in its Shades of Green restaurant. The concept is by Danish chef Carsten Kyster, who has created a plant-based menu in which Maldivian produce is combined with Nordic cooking techniques. A meal begins with a tour of a garden where diners' senses are piqued by the lush vegetation, before settling down to indulge in Kyster's five-course menu. There's a more aquatic angle to the latest eatery at another Maldives outpost, **Soneva Jani**. Here guests can enjoy perfectly prepared seafood – Sri Lankan mud crab curry is particularly recommended – at the beachside restaurant before retiring to the upper deck to relax on daybeds and drink in the sea views – and perhaps the wide selection of rosés that stand out on the wine list. [soneva.com](http://soneva.com)

### CLUB CENTRAL

From the driver to the all-important stroke-saving wedge – what should be in your bag this summer



From top: **TAYLORMADE's** M6 irons use new Speed Bridge technology to improve distance, sound and feel. [taylormadegolf.com](http://taylormadegolf.com)

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## The Right Cut

Daisy Knatchbull, founder of The Deck London – a women-for-women tailoring firm – talks to Farhad Heydari about women's suits and the evolution of fashion

**WHAT IS THE DECK?** Sitting between the contemporary and the classic, The Deck provides today's women with an unparalleled experience of craftsmanship, quality and fit while embracing modern femininity. The Deck's ethos lies in the belief that no two women are the same and its made-to-measure offering embraces that, providing uniquely tailored pieces. With hundreds of cloth, lining, button and monogramming choices, the suits are made to satisfy any whim, and can be sold as separates. These tailored garments are an investment, made to last.

**HOW DID THE IDEA COME ABOUT?** Having worked as Communications Director at Huntsman, Savile Row, I was able to see the unique space for tailored suiting exclusively for women. When I became the first woman to wear a top hat and tails at Royal Ascot, the overwhelming response further confirmed the "gap in the market", and I started to understand how suits for women today have become more than just a fashion statement for the modern woman.

**WHAT'S LACKING IN THE EXISTING TAILORING FOR WOMEN?** I'm certainly not reinventing the wheel. There are many great tailors who make for women – but what I found was a need for women to go somewhere exclusively for them; a place where their needs and emotional relationship with clothing could be understood, and their bodies too. And a community of likeminded women built around that. A place that is less intimidating, and offers a fusion of classical elegance and modern femininity with a price tag that didn't break the bank. We also offer the experience of coming to women's homes and offices for fittings.

**WHY HAVE SUITS BEEN SO ASSOCIATED WITH MEN?** Traditionally, suiting was a necessity for men, the tailors were

men – it was a man's world! Things are changing and that's the most exciting part of this all. We launched at a brilliant time when a broader macro trend of suiting for women was forming alongside the rise in female empowerment. It has never been a better time to be a woman, and our suits project the independence, strength and empowerment the modern woman feels. Suits are no longer only worn in office environments and that's something we are really pushing – the versatility of the garments. It's helping women realise that a suit is an investment, it can be worn in a number of different ways both separately and together, whatever the occasion. More often than not I'm in a three-piece suit with trainers during the day. We have lots of exciting things to come in 2020 to broaden the scope of The Deck.

**THE NAME OF THE BRAND IS THE DECK LONDON, BUT DO YOU HAVE PLANS TO EXPAND BEYOND THE CAPITAL?** Of course! Not only nationally but internationally. We have had great interest from overseas, particularly from our American cousins. We will be carrying out trunk shows throughout

certain US states next year and other countries further down the line.

**AS SOMEONE WHO HAS WORKED IN THE BROADER BESPOKE REALM, WHAT DO YOU SAY TO WOMEN WHO MIGHT NOT BE CONVINCED THAT SUITING IS MORE THAN ABOUT CUT AND FABRIC — NAMELY ABOUT EMPOWERMENT AND CONFIDENCE?** Come and try us out! It's very hard for people not to understand once they have had the experience of a suit in their choice of cloth, lining, buttons and made to their measurements. It does something to the psyche – you stand taller, feel stronger and project confidence. Its contagious!

**WHY SHOULD A SCEPTICAL WOMAN TRY THE DECK?** Our expert team provide an empathetic women-for-women service to help enhance the things you love about your body in designing your dream suit – whether in the office, at home or our atelier. Not only that, but our suits are an investment piece that you will cherish for years to come while simultaneously supporting a movement towards mindful consumerism and waste elimination. [thedecklondon.com](http://thedecklondon.com)





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### A CLASSIC REBORN

In 1970, Garmisch, a Marcello Gandini design for Italian car company Bertone, was displayed at the Geneva Motor Show. Now, 49 years later, BMW has brought the concept into reality. Using 3D modelling technology, intelligence from the original designer and building techniques from the era, the Bavarian marque has faithfully recreated a model of times past, from the champagne metallic exterior to the beautifully styled interior. [bmw.com](http://bmw.com)



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POOL OR BEACH: from left to right: MACKEENE Bold Tropic & Navy; [mackeene.com](http://mackeene.com) FRESCOBOL CARIOCA Aqua; [frescobolcarioca.com](http://frescobolcarioca.com) ORLEBAR BROWN Bulldog; [orlebarbrown.com](http://orlebarbrown.com) ERMENEGILDO ZEGNA Technical Fabric Boxers; [zegna.com](http://zegna.com)



PRAGNELL's Honeysuckle ring in rose gold from the Wildflower collection. [pragnell.co.uk](http://pragnell.co.uk)



José Pizarro has teamed up with glass manufacturer **MOSE** to create a suitable vessel for sherry, an elixir especially beloved by the renowned chef. [moser.com](http://moser.com)



An ivory-noire bag from **DELVAUX's** Magritte Collection, created in partnership with the Belgian artist's foundation. [delvaux.com](http://delvaux.com)



Celebrating its 140th anniversary, London shoemaker **CROCKETT & JONES** has produced a collection named after the streets that surround its original factory, such as these Turner demi-boots. [crockettandjones.com](http://crockettandjones.com)



CREED's latest take on its Aventus cologne adds a modern twist to an undoubted classic. [creedfrances.co.uk](http://creedfrances.co.uk)



Merging technology, craftsmanship and experience, **ARC VEHICLE's** Vector is a pioneer in the world of electric motorcycles. [arcvehicle.com](http://arcvehicle.com)

COURTESY OF THE VENDORS

## FROM DAM TO COAST

From the iconic Itaipú region, which features on our cover, to the fashion-forward beaches of Rio, the latest offerings from across Latin America's largest nation.

By Juliana A Saad



### CHARCO RESTAURANTE, SÃO PAULO

Fire-pit cooking with a distinctly southern influence is the star here, a buzzy restaurant that opened in February and is already being lauded as one of the best in town. The duo of young chefs behind it, Tuca Mezzomo and Nathalia Gonçalves, have worked in a range of world-class kitchens and decided to open their own venue in the green and glorious Jardins district of the city. The laid-back decor is as inviting as the shareable starters. Reserve the upstairs table for six to feel right at home. [fb.com/charcorestaurante](https://fb.com/charcorestaurante)



### JANEIRO HOTEL, RIO DE JANEIRO

As designers increasingly become hoteliers – and vice-versa – the latest addition in Brazil is a bolthole crafted from tip to toe by Oskar Metsavaht, founder and creative director of Osklen, one of Brazil's hottest fashion houses. The new destination, in hip-and-exclusive Leblon, combines hospitality, couture, eco-conscious sustainability and art. It's been an instant hit, where see-and-be-seen is a way of life. [janeirohotel.rio](http://janeirohotel.rio)



### HOTEL FASANO SALVADOR, BAHIA

Just opened in January in a historic Art Deco building at Praça Castro Alves – in the old city centre of Bahia's capital, Salvador – this hotel features sprawling views of Todos os Santos Bay and delightful quantities of decadence. From the hardwood floors of the spacious rooms to the Italian dishes in the restaurant, infused with Brazilian twists, to the rejuvenative spa and the rooftop pool, it's an oasis of indulgence with impeccable style. [fasano.com.br](http://fasano.com.br)



### FAROL SANTANDER, SÃO PAULO

Santander Lighthouse is São Paulo's Empire State Building. Built in the 1940s, the skyscraper was revamped and transformed into a cultural space last year, filled with new venues, such as the cool Bar do Cofre SubAstor, which occupies the cavernous vault of the former bank. But first, head to the summit with stunning 360-degree views of the city, then wander down to the skating rink, and don't miss the building's art circuit, highlighted by mega-artist Vik Muniz's installation and containing an array of temporary shows and permanent exhibitions. Gastronomic spaces include a new tapas bar and an experiential restaurant with a roast of rotating star chefs scheduled to open in August. [farolsantander.com.br](http://farolsantander.com.br)

### ITAIPÚ DAM AND IGUAÇU FALLS

A structure that positively drips superlatives – the largest dam and one of the most expensive public-works projects when completed in 1984 and the most productive dam in the world in 2016 – Itaipú Dam has become the centrepiece of the Paraná River, on the border between Brazil and Paraguay. And while the dam itself is an extraordinary demonstration of human ingenuity (try the newly introduced premium tour in the Renault Zoe), it's the surroundings that steal the show, most notably the iconic Iguazu Falls and Iguazu National Park less than an hour away.



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# CLUBLAND CALLING

London's wonderfully diverse range of private sanctuaries has never been more vibrant, says Claudia Roelke



From left: wellness sanctuary Cloud Twelve; The Conduit's roof terrace

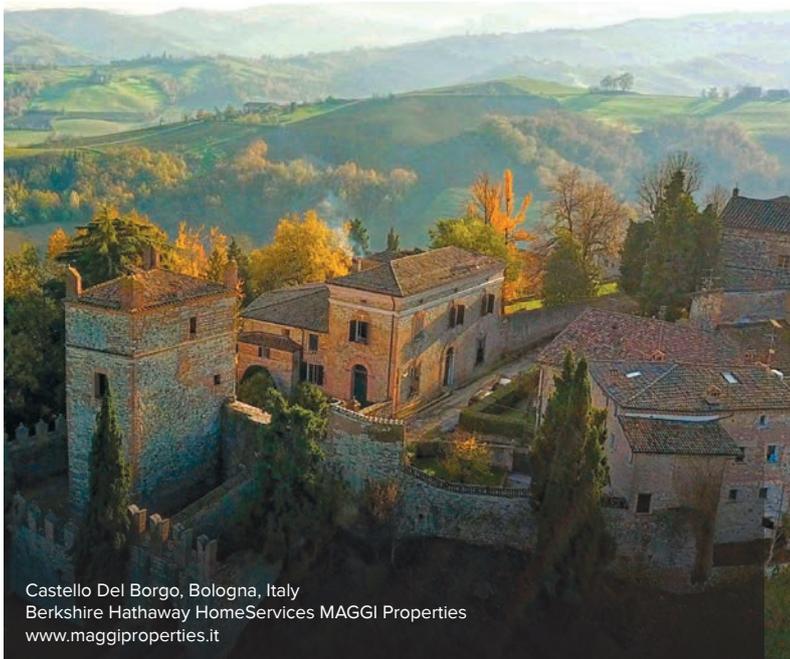
The British capital has long been a fertile nesting ground for private members' clubs, from elusive urban refuges for intimate, drawn-out lunches and after-hours frivolity to more health-oriented temples to the art of pampering. The spate of recent newcomers proves that the club scene is better than ever, starting with **The Court** ([thecourt.co.uk](http://thecourt.co.uk)), a dark, brooding, almost nostalgic Soho establishment in which guests can imbibe stellar cocktails by Mr Lyan Studio while listening to live piano music. Mayfair's **The Conduit** ([theconduit.com](http://theconduit.com)), meanwhile, is a veritable playground, with bucolic alfresco terraces, an in-house restaurant by Michelin-minted chef Merlin Labron-Johnson and music, merriment and mixology at the subterranean speakeasy. Not far away, the **Allbright** ([allbrightcollective.com](http://allbrightcollective.com)) cocoons members in a delightful home-from-home vibe across five storeys that encompass a top-of-the-line fitness studio, a bright restaurant and bar serving seasonal, sustainable cuisine and cocktails and a peaceful rooftop terrace. A more business-focused atmosphere reigns at Marylebone's **Home Grown** ([homegrownclub.co.uk](http://homegrownclub.co.uk)), where like-minded entrepreneurs network at a range of social events and seminars as well as unwind and dine in myriad lounges. Opening in September, **The Wing** ([the-wing.com](http://the-wing.com)) will be an equally high-minded organisation: the women-only members' space fosters connections – be it for business or leisure – in its many co-working spaces, restaurant and beauty room. Wellness is key at **Cloud Twelve** ([cloudtwelve.co.uk](http://cloudtwelve.co.uk)), a three-storey Notting Hill oasis which offers a plethora of rejuvenating, energising spa treatments, an in-house clinic staffed with experts in various fields of complementary medicine, and a chic brasserie for tapas and mezze. A stone's throw from Hyde Park, the **Colony Club's** ([thecolonyclub.co.uk](http://thecolonyclub.co.uk)) offering skews sybaritic: next to top-notch Asian-fusion cuisine, there's an undeniably elegant 20-table casino and a chic cocktail bar.



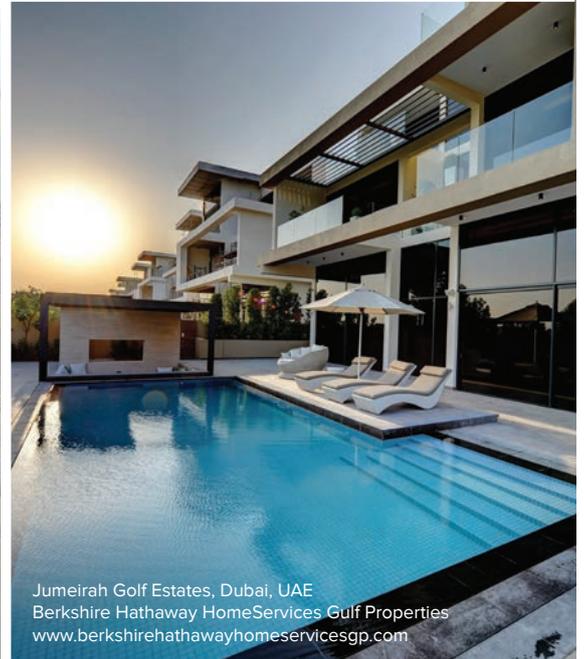
# BERKSHIRE HATHAWAY HomeServices



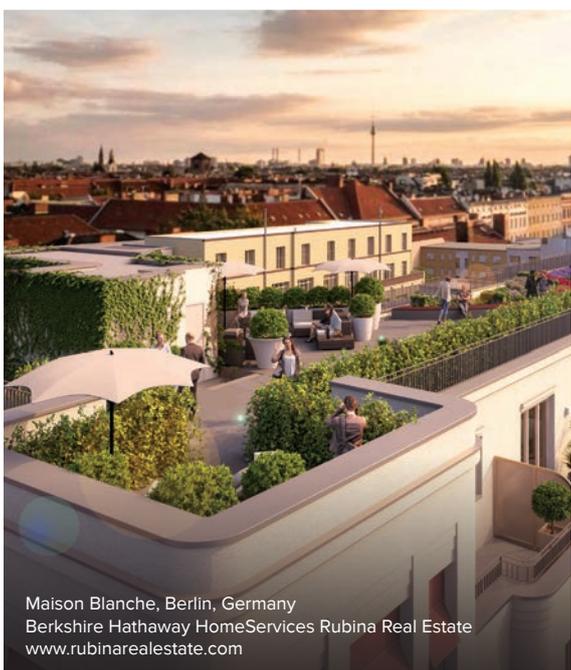
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## NOTES FROM NETJETS

The latest happenings, on-board updates and top events

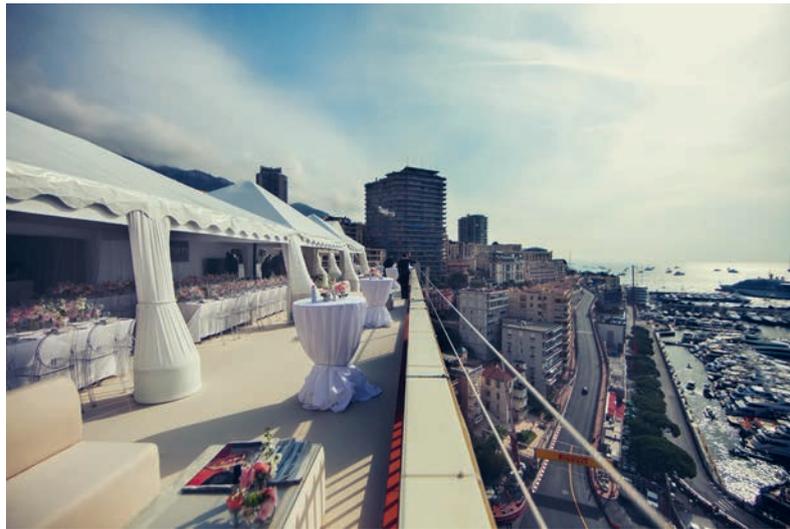


### A SWISS MASTERCLASS

There was a meeting of masters at a special Netjets event in Zurich's Baur Au Lac in April. Just the month before, the restaurant's resident wine expert, Marc Almert, was awarded the title of Best Sommelier in the World at a ceremony in Antwerp held by the Association de la Sommellerie Internationale. Yet even the German's achievement pales into comparison to the myriad prizes won by guest of honour Roger Federer, who took part in a Q&A session at the event. The 20-time Grand Slam champion recently won the 100th title of his career and remains a force in the game even at the age of 37. The Swiss legend, who has been a Netjets Owner since 2004, has a busy summer ahead, with one particular highlight being the Laver Cup (*see page 36*), the Europe v Rest of the World event that takes place this September in Geneva and for which Netjets is the Official Aviation Partner.

### TIME FOR TEA

Netjets' dedication to service extends to all aspects of the journey – including the vital issue of tea. Now flights carry the ultimate beverages from **Kusmi**, a brand formed in St Petersburg but based in Paris since 1917. Its 100 blends and teas are represented on board Netjets flights by Classic Earl Grey, English Breakfast, Chinese Green, Jasmine Green, Spearmint Green, Chamomile, St Petersburg and BB Detox. [kusmitea.com](http://kusmitea.com)



## AT THE RACES

Owners received a bonus at the Formula One season's marquee event. In addition to the annual Netjets terrace event, which afforded attendees a fantastic view of the track on which Lewis Hamilton triumphed, a number of Owners were able to go behind the scenes for an inside view on how the Williams F1 team operates.

## SUPERMIDSIZE HEAVYWEIGHT

The Netjets fleet has an impressive new craft

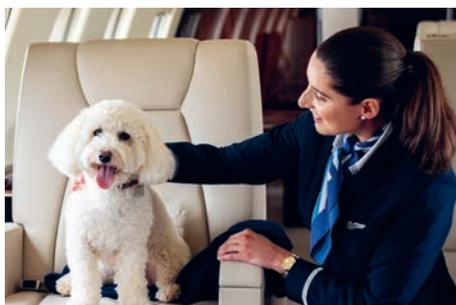


With the addition of a new Bombardier Challenger 350, the Netjets fleet grows ever stronger. The aircraft was the world's most delivered business jet in 2018 and it is not hard to see why. Its spacious interior belies its status as a supermidsize jet with a cabin akin to a large one. This is of course embellished by Netjets' amenities, such as the on-demand inflight entertainment system and the ability for an Owner to control the cabin environment (which is already exceptionally quiet with the cabin acoustic doors closed) via their smart phone. But perhaps the most impressive aspect of the Challenger 350 is its range (3,200 nautical miles/5,926km), which means the whole of Europe is reachable from any point on the continent and it can also fly to Dubai, Riyadh and beyond from London.



## CHOCOLATES TREAT

An assortment of the finest fare from renowned chocolatier Pierre Marcolini is now available on Netjets flights. Among the selections from the Belgian, who is famed for overseeing the entire production process – from sourcing to final assembly – for his products, is a box of three chocolate hearts (raspberry heart, salted butter caramel praline and *torsade au lait*).



## ARKS IN THE AIR

For many Owners, their pets are part of the family, and Netjets ensures that not only are animals welcome on board flights but they are treated in a fitting manner too. Last year, more than 17,000 pet passengers flew on Netjets and as ever security and safety are a primary concern: pet carriers are required for cats and recommended for all other animals, though dogs can travel if kept on a suitable leash or harness; pet passports must be obtained for travel between EU states and other conditions may apply when visiting certain countries. But once on the aircraft, the furry family members are treated like any Netjets passenger and an array of dining and comfort options await.

## A TASTE OF SWEDEN

An in-flight menu with the local touch

With its Signature Selection, Netjets specialises in providing exclusive dishes made with the freshest ingredients, from canapés through to desserts. They are created personally by the chef to reflect the local cuisine, a philosophy which is amply demonstrated on the new menus for flights to Stockholm. For example, one light meal option includes a selection of *kanelbulle* (cardamom and cinnamon rolls), Västerboten cheese from the northeast of Sweden, and Lönneberga ham (from the southeast). For a more substantial feast, another menu features a smörgåsbord of a trio of smoked salmon, gravadlax and hot smoked salmon; *skagen* (prawns on sautéed bread), herring and crisp leaf salad; and dressed new potatoes with capers.



# NETJETS BY NUMBERS

Three major events – the Cannes Film Festival, Monaco Grand Prix and the Champions League final – attract Owners in exceptional numbers, and Netjets provides an exemplary service to get them there

# 46



highest number of flights between two city pairs (Nice Côte d'Azur and London) during Film Festival and Grand Prix week\*

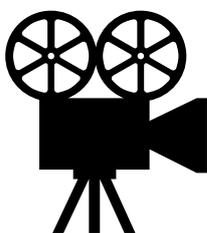


# 54

flights to Barajas, Madrid, forecast the weekend of this year's Champions League final

# 293

number of flights to Nice Côte d'Azur and Cannes Mandelieu during the big events' week\*



# 1052

historic high for number of passengers carried during the Film Festival and Grand Prix week (2016)



INSIDE TRACK

## JOÃO CHAGAS

Security Manager for Netjets Europe

### YOUR NORMAL DAY CONSISTS OF...

making sure NJ operations run smoothly with no security incidents. Security is a very sensitive area and we have to make sure we risk-assess every single flight – before it happens, during the flight, and also assess the locations we are flying to. It involves many aspects, such as being in contact with international authorities, and with our crew members, getting their feedback on potential security threats. Basically, we keep an eagle eye on Netjets Operations

### THE BEST THING ABOUT YOUR

**JOB IS...** not a single day is the same as the last day. It's a mixture of feelings because of the unpredictability of security. You can't mitigate for everything other than stop all Operations. So, the best thing about my job is that every day and at any moment I can have a new challenge.

### THE BIGGEST CHALLENGE YOU FACE IN YOUR ROLE IS...

how can we predict acts of unlawful interference? This is different from safety, where you prepare yourself for what's coming. The biggest challenge is maintaining an operational balance. It's easy to build security if you shut everything down. We need to know, in advance, we are secure for what we face every day.

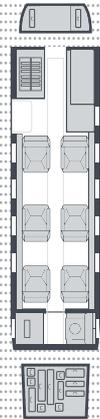
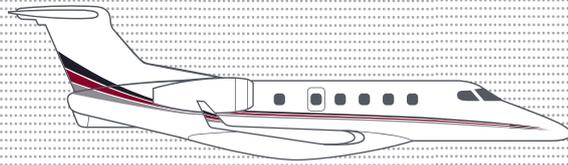
### YOU STARTED AT NETJETS IN...

2000. I was an air traffic control officer for the Portuguese Air Force when the opportunity came up. I started in Operations and learnt about the customer side of things through events. Nineteen years later I am still loving it.

## OUR FLEET

The 750 aircraft – a variety of types across four cabin classes – are all outfitted to NetJets’ highest standards. This issue, we showcase the Embraer Phenom 300, a light cabin jet with impressive capabilities

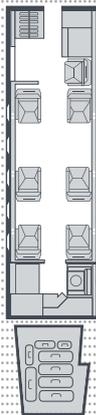
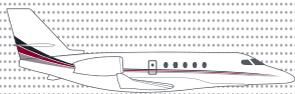
### LIGHT CABIN EMBRAER PHENOM 300



<b>Typical flight</b> London/Berlin	<b>Speed</b> 495mph/797kph	<b>Cabin height</b> 4.9ft/1.49m
<b>Range (distance)</b> 1,689sm/2,718 km	<b>Passenger capacity</b> 6 (Up to 7 with belted lavatory)	<b>Cabin width</b> 5.1ft/1.55m
<b>Range (hours)</b> 4 hrs	<b>Cabin length</b> 17.2ft/5.24m	

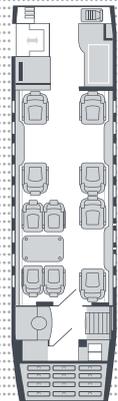
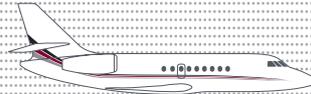
A sleek, welcoming interior is just one of the factors that puts the Embraer Phenom 300 among the most popular of private jet options, with a serene environment for rest or conversation adding to the appeal. It also boasts cutting-edge technology, from the state-of-art avionics to NetJets’ exceptional onboard entertainment system and a surprising amount of baggage space.

### MIDSIZE CABIN CESSNA CITATION LATITUDE



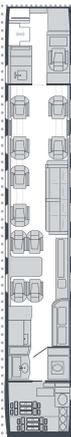
<b>Typical flight</b> London/Baku	<b>Passenger capacity</b> 7 (Up to 8 with belted lavatory)
<b>Range (distance)</b> 3,155sm / 5,077km	<b>Cabin height</b> 6ft/1.83m
<b>Range (hours)</b> 7 hrs	<b>Cabin width</b> 6.4ft/1.95m
<b>Speed</b> 495mph/797kph	<b>Cabin length</b> 21.75ft/6.63m

### LARGE CABIN DASSAULT FALCON 2000 E X



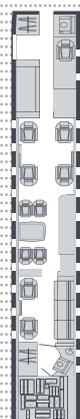
<b>Typical flight</b> London/Dubai	<b>Passenger capacity</b> 10
<b>Range (distance)</b> 4,260sm/6,855km	<b>Cabin height</b> 6.2ft/1.88m
<b>Range (hours)</b> 8hrs 45minutes	<b>Cabin width</b> 7.7 ft/2.34m
<b>Speed</b> 528 mph / 850 kph	<b>Cabin length</b> 31ft/9.45m

### LARGE CABIN GULFSTREAM G550



<b>Typical flight</b> London/Los Angeles	<b>Passenger capacity</b> 14
<b>Range (distance)</b> 7,403sm/11,911km	<b>Cabin height</b> 6.2ft/1.88m
<b>Range (hours)</b> 14:15 hrs	<b>Cabin width</b> 7.3ft/2.22m
<b>Speed</b> 560mph/901kph	<b>Cabin length</b> 50.1ft/15.27m

### LARGE CABIN BOMBARDIER GLOBAL 6000



<b>Typical flight</b> London/Tokyo	<b>Passenger capacity</b> 13 (up to 14 using the crew rest area)
<b>Range (distance)</b> 7,123sm/11,472km	<b>Cabin height</b> 6.25ft/1.9m
<b>Range (hours)</b> 13hrs 50mins	<b>Cabin width</b> 8.2ft/2.5m
<b>Speed</b> 560mph/901kph	<b>Cabin length</b> 48.1ft/14.7m



## PILOTS IN PROFILE

# Magnus Lilja

The Assistant Chief Pilot in the Citation Fleet on Air Force aerobatics, showjumping daughters and breathtaking mountain scenery

**MY FIRST EXPOSURE TO FLYING WAS...** when my dad brought me along to Stockholm on a business trip when I was 12 years old, and I got the opportunity to fly up front on the jump seat in the cockpit. I remember thinking that it was an incredible number of switches and knobs in there and it had to be the coolest job in the world.

**THE BEST PART OF FLYING IS...** when you fly into mountainous airports like Innsbruck or Samedan in the winter on a day with a perfect blue sky. The scenery is always breathtaking and I'll never get tired of it.

**BEFORE JOINING THE NETJETS TEAM, I WAS...** leading the Swedish Air Force aerobatic team, Team 60. I spent 18 years in the Air Force flying the JA 37 Viggen first and later the Saab 105 (twin-jet trainer) as an instructor and display pilot. I flew slots #3 and #5 before becoming #1 and leader of the team.

**ON MY DAYS OFF I...** try to spend most of my time with my family and friends. My wife Lena and I have 16-year-old twin daughters who compete in showjumping, so a lot of time is spent in the stables or going to competitions. Personally, I enjoy sports, mainly squash and golf.

**WITHIN THE NEXT TEN YEARS, I WOULD LIKE TO...** continue my career with Netjets, hopefully flying a newer jet from the left [captain's] seat – and to add a dog to the family.

**MY PROUDEST MOMENT AS A PILOT WAS...** when the aerobatic team was invited to celebrate Freccie Tricolori's anniversary and there were 275,000 spectators over two days. I felt like a rock star taxiing past all those enthusiastic people. Looking down on the crowd from the top of the loops was amazing – there were people everywhere!



# A SIMPLE VISION

Hospitality pioneer Bicky Chakraborty has built one of Scandinavia's largest hotel firms by following a family motto – and by keeping a long-term vision in mind

By Linda Ilste

I guess I was the right man at the right place at the right time,” says Bicky Chakraborty with characteristic Swedish understatement. He may have been born and raised in Kolkata, but Chakraborty adapted quickly to the Swedish veneration of equality – as well as to the business landscape, building his Elite Hotels empire from the ground up. Now operating 32 hotels (with two more under consideration) and 40 pubs, as well as seven hotels, under the brand name The Bishops Arms, it is one of the largest hospitality firms in Scandinavia, and it surely required a bit more than a mere twist of fate, I say to him.

But Chakraborty remains adamant. “My father’s motto bringing my five siblings and me up was ‘Plain living, high thinking’. Meaning, a certain type of job is less important than advancing and cultivating, academically and culturally, what you have up here,” he says and points to his temple.

We meet at Elite Hotel Stockholm Plaza in the chic area of Östermalm. Chakraborty lives close by and doesn’t have an office; this is usually where he sets up his meetings. It’s a crisp Friday morning and outside the building’s large windows sunshine is flooding the city. Inside, Chakraborty proves to be somewhat of a ray of sunshine himself, greeting everyone with a

special warmth. A mere “hello” is never enough; he stops and chats, asks a few questions. He has a remarkably kind and caring demeanour. Is this perhaps part of his successful business model?

“I suppose,” Chakraborty muses when we eventually sit down in one of the hotel’s clubrooms, and he begins to recall a story known across Sweden. Arriving as a young man in Stockholm in 1966, he enrolled at the university for studies in social sciences. He quickly became involved in the social and political activities of the Stockholm Student Union and ended up renting vacant student rooms to travellers during the summer months. This laid the foundations for what would become the Elite group. “Subsequently, in other cities other people did the same, but I happened to be the first to see the opportunity. I believe the reason it’s gone so well, aside from the fact that I’ve kept developing the idea, goes back to the notion of high thinking. You see, the student movement had a purpose, which was that the surplus went to subsidise student housing. The more we earned, the lower their rent became. From day one I felt I was of service and that has kept motivating me in all my entrepreneurial endeavours.”

Another such entrepreneurial endeavour with a communal bent was to acquire run-down, family-owned heritage hotels all over Sweden that were facing extinction, and to carefully renovate them. “I bought what no one else wanted, and I’m very good at seeing potential in various properties where hotels can flourish,” Chakraborty says, going on to explain that the building we’re currently in was falling apart during the 1980s. “It was about to be torn down, but I created a political manifesto of sorts. I put together a brochure that explained to the council how the area could get a kind of Parisian street feel. It fell on fertile ground and gave me

a reputation as someone who was good at preservation.”

It certainly did. His conservation efforts have been hailed by many Swedes – in governmental as well as cultural circles – as a substantial contribution to the safeguarding of inner-city areas dating from the late 19th century. These days Chakraborty also finds other types of structures, such as a school from the early 1890s in the northern town of Umeå that opened as Hotel Mimer in 2014. “Running pubs is an extension of that, too,” he says. “They’re accessible, they’re for everyone and they’re part of everyday life. Someone living in Karlstad won’t stay in his hometown hotel, but he will go to the pub. The Bishops Arms are extremely profitable, yes, but they also bridge that gap and fulfil that need.”

His business is based on years of wise and lucrative decision-making. Is this perhaps why he has remained the sole owner of Elite Hotels of Sweden for so long? “Well, owning everything ensured there was no hassle, and if something went wrong I couldn’t blame anyone else. Everything done badly was my fault, everything done well was to my credit. Nevertheless, these days I own it together with my daughter Caroline.” She’s his only child, living in London with her family, “and would inherit it all anyway, but it’s a privilege to me that she’s interested and that what I’ve built up will stay in the family”.

Another benefit of sole ownership is the philanthropic possibilities. “With several owners it would’ve been very hard to sponsor clean drinking and sanitation to school children in Vietnam together with Unicef. Or help build the Westbank Hospital in India, which is now co-owned by 39 UK-educated Indian doctors,” Chakraborty says. He explains that the amounts of money he spends on things outside the business “are enormous. Because high thinking includes more than what you do for your own profit.”



“High thinking includes more than what you do for your own profit”



Chakraborty is also a committed sports patron, stating that aside from his family and three young grandchildren his biggest passions in life are tennis, football and track and field. Throughout the years he's sponsored everything from the Swedish Davis Cup and Federation Cup teams to world champion athletes such as Kajsa Bergqvist and Christian Olsson.

Being a NetJets Owner for the past 15 years has been very helpful for his business

– “I can travel to three places in northern Sweden in one day, cities that the regular airlines don't fly to,” he points out – but it's also a way to travel for pleasure and catch sporting events. “Flying with NetJets is efficient and comfortable; the service is great and it feels safe.”

It also makes him less stressed, which brings harmony to all aspects of his life. A life he says he's very happy and grateful for, citing Swedish poet Karin Boye: “There is goal and

meaning in our path, but it's the way that is the labour's worth.”

This, I say, sounds like another way of putting his father's expression “Plain living, high thinking”. Chakraborty fires off one last big smile. “Looking back at my life ‘Plain living, high thinking’ has not always applied to what I've set out to do, but *c'est la vie*. Whether I've been successful or not is for others to judge. Me personally, I sincerely hope I've done some good.” *elite.se*

# MAKING HISTORY

Forward-thinking and incredibly popular, the Laver Cup has established itself as a fixture on the global tennis stage in just two years – and the third edition is set to be the best yet

By Richard Pagliaro



On a black-coloured court in Prague, archrivals Roger Federer and Rafael Nadal united as blues brothers in a rousing Laver Cup debut. Moments after Federer edged Nick Kyrgios in a pulsating climax to clinch the inaugural 2017 Laver Cup for Team Europe, Nadal leapt into the Swiss superstar's arms for a heart-felt hug as they were swarmed by blue-clad teammates.

It was a stirring scene for champions, fans and sponsors alike, all of whom embraced the

Laver Cup at its high-flying start in Prague and again at its successful sequel in Chicago last September. Now excitement is at an all-time high for the third edition of the cup, which will be staged on the signature Laver Cup black court at the Palexpo, Geneva, on 20-22 September, particularly as the ATP and the Laver Cup announced an agreement to make the annual men's team event an official part of the Tour calendar.

It will be the much-awaited scene of Federer's homecoming – and of the Roger

and Rafa reunion. "We talked about how excited he was, and me too, that we're going to be on the same team again," Federer says. "The Laver Cup in America was different; Czech Republic was different. I know the Geneva crowd, and I know it's going to be incredible and different again."

While the Laver Cup incorporates the three-day format of traditional Davis Cup ties and some scoring elements of golf's Ryder Cup, it's a completely unique competition combining tennis tradition



Europe's victorious team defended their title on the distinctive black Laver Cup courts in Chicago last year



“It has become  
our guiding mission  
to deliver an experience  
unlike any other in  
tennis for all  
of our constituents”

with technological innovation. A customised court creates clear sightlines for fans and empowers captains and players – who occupy team benches near centre court – to coach their teammates on court, creating a high-energy atmosphere with players and fans feeding off shared passion.

The event emanated from 20-time Grand Slam champion Federer and his management firm, TEAM8, who wanted to honour tennis great Rod Laver. “Roger has played an active role in the design of the Laver Cup tournament from the outset,” says Tony Godsick, CEO of TEAM8 and Chairman of the Laver Cup. “His desire to do something to recognise Rod Laver and his fellow barnstormers who paved the way to today’s Open Era of tennis, was the catalyst for the Laver Cup. As a player, and as someone deeply involved in the tour for 20-plus years, he has great experience and ideas to contribute on just about every aspect of the event.”

The three-day Laver Cup competition is staged each September, pitting Team Europe v Team World. Each side comprises six elite players and legendary captains – Björn Borg leads Team Europe and John McEnroe heads Team World. Four best-of-three-set matches – three singles and one doubles – are contested each day. A unique scoring system escalates the drama with each win

worth one point on Friday, two points on Saturday and three points on Sunday. The first team to earn 13 points out of a possible 24 wins the Laver Cup.

The scoring system ensures competition is still live on the final day of play, influences each captain’s strategy when selecting a daily line-up and means stars square off at critical stages. The format has enabled the Laver Cup to amass an enviable portfolio of blue-chip sponsors, including NetJets, which is the Official Private Aviation partner, as well as Rolex, Credit Suisse, Mercedes-Benz and Moët & Chandon.

Taking its cue from the competition’s format, which transforms rivals into teammates, organisers created the tagline “Tennis Unrivaled” that serves as their theme and singular focus. “It has become our guiding mission to deliver an experience unlike any other in tennis for all of our constituents,” Godsick says. “We pay great attention to detail, put quality into everything we do and deliver a unique and social hospitality experience. This is very attractive to world-class sponsors.”

The result is an interactive and immersive experience. The Laver Cup encourages fans, players and captains to express themselves. Microphones near the captain’s and players’ benches amplify tactical advice, and other technology – including camera angles behind the returner and mini-cameras embedded near the service line – serve to break down the barriers that can exist between athlete and audience.

In the afterglow of Team Europe’s champagne celebration after successfully defending the cup in Chicago, captain Borg was buzzing with excitement over the event’s future. “I believe that the Laver Cup will stay forever,” he said. “It’s a huge thing. Everybody enjoyed it. It’s going to be for many, many more years to come.”

It’s a vision shared by the organisers: “As long as we continue to focus on executing brilliantly, the Laver Cup will grow,” says Steve Zacks, CEO of the Laver Cup. “Fans will tell fans, players will tell players and the Laver Cup will become one of the must-see sporting events on the annual calendar. The initial goal was to make this long lasting. Prior to the first event, Tony would often tell people, ‘It is a historic event with no history.’ It is exciting to have some history behind us now.” [lavercup.com](http://lavercup.com)

# FULL BLOOM



**FUTURIST CHIC**

LOUIS VUITTON sleeveless sequin dress with quilted jersey armour, bag, boots, earrings and bracelet

*Facing page:*

**A REALM OF ITS OWN**

ETRO silk paisley-print minidress, bracelet and hat

From ballroom to garden party, the season's most eye-catching dresses merge couture with art

Photography by Yoshiyuki Nagatomo







**PSYCHEDELIC EXUBERANCE**  
VALENTINO graphic arras crepe  
de Chine dress and trainers

*Facing page:*  
**VIBRANTLY PLAYFUL**  
GIVENCHY graphic ruffle pleated  
dress, boots, earrings and bracelet

**A LIVING INSTALLATION**

CELINE Boule minidress, bangles and boots

*Facing page:*

**BEWITCHING COMBINATION**

BRUNELLO CUCINELLI dress with knitted top  
and sandals POMELLATO earrings with  
rose gold, mother-of-pearl and white topaz





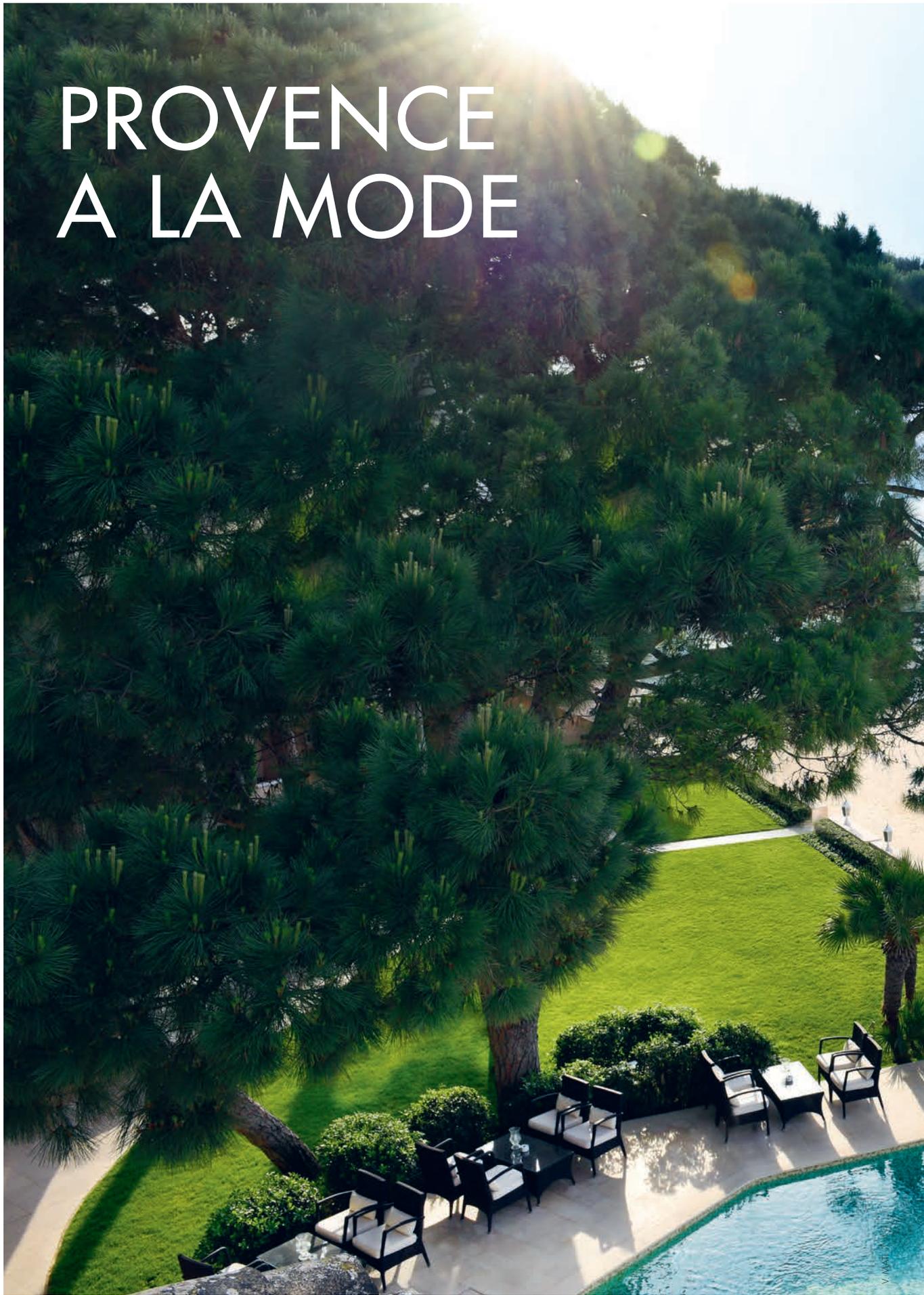


**THE SHOWSTOPPER**

TOD'S leather dress POMELLATO rose-gold earrings and bracelet with diamonds

*Facing page:* KALEIDOSCOPIIC GLAMOUR  
DIOR dress made of tie-dye printed scarves, bra, top, earrings and trainers





# PROVENCE A LA MODE

A scenic view of a French Riviera coastline. In the foreground, a swimming pool with clear blue water is visible, bordered by a concrete deck with several black lounge chairs. To the left, a large, lush green pine tree stands prominently. The middle ground shows a wide, sandy beach that meets the water's edge. A small wooden pier extends into the water. In the distance, a white boat is visible on the calm, light blue water. The background features rolling green hills under a clear sky.

# The French Riviera is at its alluring best in summer and its charms have been enhanced by a raft of enchanting new openings

By Claudia Bright

The names themselves are enough to conjure up an air of style – Saint-Tropez, Nice, Cannes, Monaco – and for decades they have attracted top names in the realms of hospitality, design and gastronomy. Alain Ducasse and Philippe Starck are two such behemoths who have unveiled new projects in the region recently, but the Côte d’Azur is also home to innovators and upstarts who giving this Mediterranean paradise a fresh new face. Herewith our guide to the best of the beautiful south.

#### SAINT-TROPEZ

For decades this Côte d’Azur hotspot has lured jet-set sunseekers with a sort of sepia-tinged glamour that’s impossible to manufacture. Since its heyday in the 1950s, the stomping ground of icons from Grace Kelly to Brigitte Bardot has aged as gracefully as fine wine.

Joining the ranks of the town’s most celebrated boltholes is the 30-key CHEVAL BLANC ST-TROPEZ ([residencepinede.com](http://residencepinede.com)), the feted French marque’s renovation of the Résidence de la Pinède. Decked out in deep blues and stark whites, rooms and suites are of the classic, clean-lined variety. The restaurant La Vague d’Or showcases the Provençal cookery of three-Michelin-starred Arnaud Donckele, and the Guerlain spa lures with invigorating beauty rituals inspired by life on the Riviera.

Meanwhile, the Pariente family – founders of French fashion house Naf Naf – has taken up the reigns at the HOTEL LOU PINET ([loupinet.com](http://loupinet.com)). The dreamy 34-room escape has been reimagined by a star-studded cast of characters: architect Charles Zana spent three years giving the place a stunning architectural makeover; there’s a new outpost of Riccardo

Giraudi’s world-renowned Beefbar; and spa treatments are informed by Tata Harper’s much-talked-about skincare line.

In a wonderfully preserved estate near the beaches of Pampelonne, the upcoming LILY OF THE VALLEY ([lilyofthevalley.com](http://lilyofthevalley.com)) is a Philippe-Starck-designed property that melts effortlessly into the dramatic landscape it inhabits. Guests sleeping in the retreat’s expansive terraced rooms and suites are invited to sample the refined Provençal fare of Vincent Maillard as well as partake in all manner of holistic wellness offerings, from weight-loss and detox programmes to ayurveda and yoga.

No less alluring are the season’s culinary happenings, starting with LA PETITE PLAGE ([lapetiteplage-saint-tropez.com](http://lapetiteplage-saint-tropez.com)), the latest venture by Michelin-minted chef Éric Fréchon. It serves light, healthy rations and the interior is beach-hut chic at its best. Drawing on the success of its locations in Vendôme and Matignon, KINUGAWA ([kinugawa.fr](http://kinugawa.fr)) alights in the Portalet Tower, serving Nipponese crowd-pleasers like sea bream sashimi or black cod in miso marinade

From left: Carmignac Foundation; pizza from Cucina Byblos

Previous page: the pool and beach at Cheval Blanc St-Tropez





### A DATE WITH DUCASSE

Though a legendary Saint-Tropez hot spot for over half a century, Hotel Byblos is constantly upping its game. This spring, a new culinary concept by none other than Alain Ducasse was unveiled to much fanfare. Cucina by Byblos offers unpretentious – but expertly executed – Italian-focused fare, from delectable pizza to steak alla Fiorentina and San Remo prawns with fried vegetables and lemon confit. [byblos.com](http://byblos.com)

## THE ART ISLE

The new home of the Carmignac Foundation is an island escape like no other

Disembarking on the idyllic island of Porquerolles, just off the coast of Hyères on the French Riviera, the dusty trail and eucalyptus trees belie the extraordinary spectacle that lies ahead. Hidden away on a hilltop, the Carmignac Foundation, a new contemporary art museum surrounded by seven hectares of forests, has quickly become one of the region's most captivating places to view works by modern and contemporary masters.

This former Provençal farmhouse, wonderfully refurbished into a sleek, luminous 2,000sq m exhibition space that extends seven metres underground, is the French Riviera's latest privately owned vineyard estate where the cultivation of art and nature go hand in hand.

"The concept here is about shedding the weight of your everyday life and leaving it all behind," says the foundation's director, Charles Carmignac, 41, who is also a well-known rock musician in France and son of the avid collector and financier Édouard Carmignac.

Now in its second season after drawing 70,000 visitors in its first, the Carmignac Foundation's summer show, *The Source*, features a dazzling display of 60 paintings, sculptures and installations from Édouard Carmignac's diverse collection of over 3,000 works, as well as other art on loan. You can also wander through the Louis Benech-designed "non-garden", a wild expanse which spans from a grassy meadow to an olive and fruit grove with over 30 types of rare Mediterranean plants.

Like a Japanese temple, visitors enter the museum barefoot, in direct contact with the stone floor at the rate of 50 people every half hour. The ground floor cross-shaped exhibition space itself is a sight to behold, inundated with light quivering like waves from the glass and water ceiling. Aquatic themes prevail, such as the fountain of suspended fish by Bruce Nauman and Miquel Barcelo's stunning 16m curved fresco of underwater creatures in a chapel-like space. Among the highlights are portraits of women by artists including Egon Schiele, Pierre Klossowski, Roy Lichtenstein, R B Kitaj and Martial Rayasse, and a solo exhibit by British artist Sarah Lucas.

After your visit, the museum's outdoor café, tucked under the pines, offers a menu of fresh local fare as well as the award-winning Domaine de la Courtade whites and fruity rosés, produced on the property. [fondationcarmignac.com](http://fondationcarmignac.com)

— LANIE GOODMAN



Clockwise from left: the verdant surrounds of the Cheval Blanc St-Tropez; La Vague d'Or's Chef Arnaud Donckele; a duplex sea suite bedroom at the Cheval Blanc

And for those young or young at heart, a visit to Saint-Tropez wouldn't be complete without getting a taste of the laidback, party-hearty lifestyle that pervades the city's feted beach clubs

in an atmospheric space outfitted in pale woods and brilliant blues. Lastly, following a three-year hiatus, Moroccan eatery SALAMA ([restaurant-salama.com](http://restaurant-salama.com)) – known for its delectable tagines and couscous dishes – has reopened in a new location in the Villa Romana.

And for those young or young at heart, a visit to Saint-Tropez wouldn't be complete without getting a taste of the laidback, party-hearty lifestyle that pervades the city's feted beach clubs in the summer months, and the most recent openings already count among its very finest. On Pamplonne Beach, the new BYBLOS BEACH RAMATUELLE ([byblos.com](http://byblos.com)) is a great place offering fresh-fruit cocktails – perhaps best enjoyed reclining on a sun bed – completed by fresh veggie and fish dishes. Not far, barefoot revelling is encouraged at LA RESERVE À LA PLAGE ([lareserve-ramatuelle.com](http://lareserve-ramatuelle.com)) – part of the namesake Starck-designed property – offering fragrant Med-inspired dishes and tapas-style sharing plates, and, as a sun draws, a festive vibe scored by music and champagne.

#### MONACO

The diminutive principality has always punched well above its size, its sun-kissed 200 hectares are a veritable treasure trove of both natural and man-made allures that have captured the collective imagination of generations of revellers the world over.

In the glittering heart of the principality, the mixed-use ONE MONTE-CARLO ([montecarlosbm.com](http://montecarlosbm.com)) development continues to welcome intriguing new offerings. Michelin-starred toque Marcel Ravin now counts among them, having just unveiled his bistro, Mada One. In a concept he calls “snackonomics”, the Martinique-born chef

uses local produce to create toothsome delights that span everything from salads to Viennese pastries. An evening “apéro-thérapie” session invites shoppers hitting nearby boutiques to rest their heels and indulge in sweet and savoury appetisers alongside creative cocktails. In nearby La Condamine, KOMO MONACO ([komomonaco.com](http://komomonaco.com)) presents an equally out-of-the-box concept: a pastry shop, eatery and clothing boutique in one. The multilevel space showcases creative talents from the fields of interior design (there's a wall plastered in dozens of water bottles), fashion and the culinary arts (three-Michelin-starred Mauro Colagreco is responsible for an exhilarating menu of tapas with a twist).

Removed from the city buzz is the new LE TIGRE MONTE-CARLO ([montecarlosbm.com](http://montecarlosbm.com)), set between a lush pine forest and the azure waters of the Mediterranean. The 80sq m spa is the ultimate urban refuge, encouraging harmony with the elements via





### QUICK BITES

In conversation with Michelin-star chef Marcel Ravin

### WHAT'S THE CONCEPT OF YOUR NEWLY OPENED BISTRO, MADA ONE IN THE ONE MONTE CARLO COMPLEX?

I call it "snackonomy". My concept is to offer a rainbow of different chic healthy snacks that follow the rhythm of the day, from sunrise to dark, with a boulangerie, bistro, take-out, as well as a place for tea-time and after-work cocktails. We offer mix-and-match hot dishes and salads on a Bento tray. For people who don't have time for a real lunch, I created "Mada Toasts", with energising ingredients like avocados, eggs or spinach.

### YOU DESIGNED EVERYTHING FROM THE LOGO TO THE TABLEWARE. WHAT ELSE IS UNIQUE ABOUT MADA'S MENU?

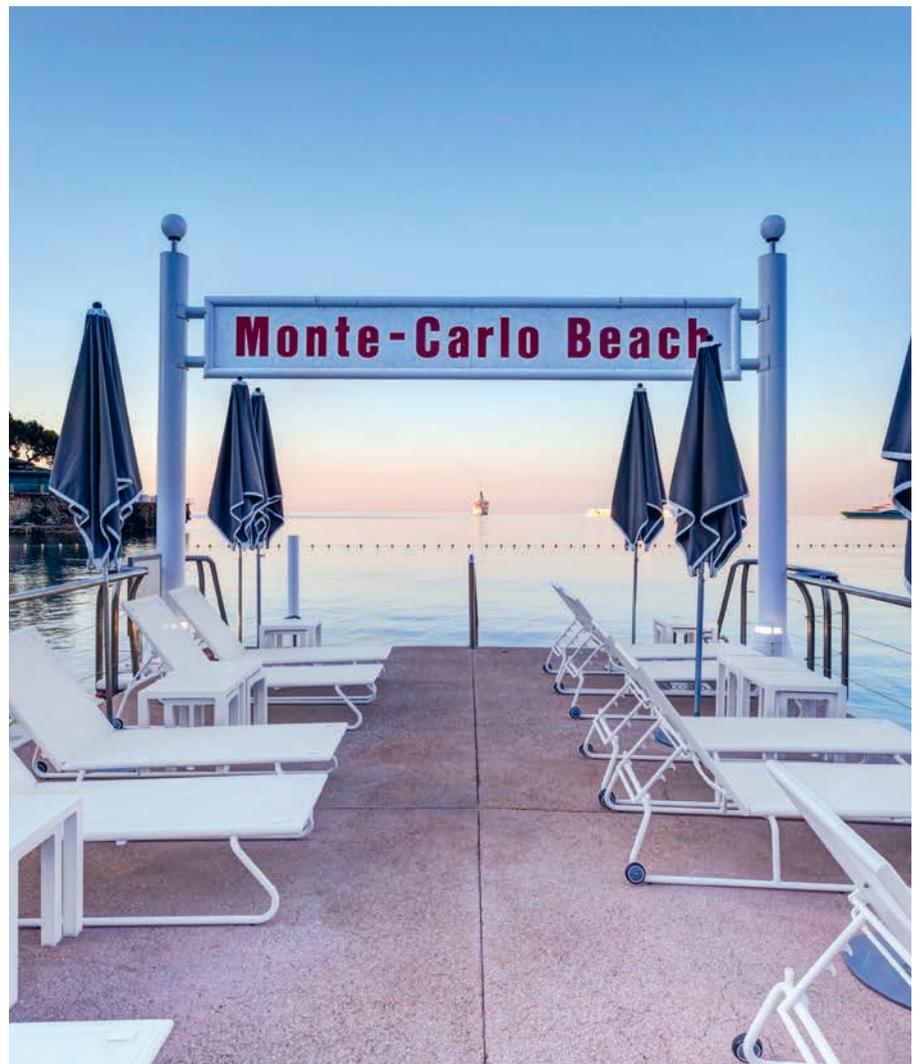
I like to tell beautiful stories through my cooking that reflect a bit of my own identity, so I chose to mix Monaco with the Caribbean for a blend of cultures. Even the name "Mada" was inspired by a mix of "Madame" – since we are located right next to all the luxury designer boutiques for women – and "Madiana", which is a mythical island in Créole. For example, I created a red and white sort of raspberry and lemon brioche, the Munegu, that means both "Monegasque" and "the people's taste" in Creole, which is meant to be shared with friends. [montecarlosbm.com](http://montecarlosbm.com) – Interview by LANIE GOODMAN

a range of signature treatments as well as myriad yoga, meditation and Pilates classes and an organic juice bar. A similarly soul-becalming experience can be had at the newly unveiled LA VIGIE LOUNGE & RESTAURANT ([montecarlosbm.com](http://montecarlosbm.com)), a friendly, Balinese-inspired space in which to savour the seasonal dishes of Michelin-starred chef Paolo Sari as well as cocktails and stirring DJ beats as the evening draws in.

And yet beyond all these newcomers, the grand reopening of the HÔTEL DE PARIS ([montecarlosbm.com](http://montecarlosbm.com)) earlier this year remains the city-state's biggest revelation. First opened in 1864, the one-time Monte-Carlo pied-de-terre of Churchill and Sinatra has emerged from its €250m refit more beautiful than ever. There's now a generous inner courtyard with orchids and palm trees; rooms and suites have a contemporary feel with classic undertones (think Murano chandeliers and marble floors); and diners can enjoy Med classics amid period frescoes at Alain Ducasse's destination restaurant Le Louis XV.

### CANNES AND NICE

One part old-world opulence, one part cosmopolitan melting pot, these two Riviera charmers have long harboured some of the finest French cookery. The latest crop of eateries ups the ante for indulgent gastronomic experiences that discerning visitors have come to expect. At TABLE 22 ([restaurantmantel.com](http://restaurantmantel.com)) in Cannes, Ducasse-protégé Noël Mantel shows off his exemplary culinary pedigree with exquisite French- and Italian-inflected dishes, like lobster ravioli or Italian risotto in veal sauce, all cooked with the freshest of locavore ingredients. Nice, meanwhile, celebrates the renaissance of LA GARE DU SUD ([lagaredusud.com](http://lagaredusud.com)), a 19th-century train station now artfully transformed into a sprawling food hall offering an intriguing blend of gourmet delicacies, from local favourites to international crowd pleasers such as ramen, Tex-Mex and hot dogs. Also in Nice, the HÔTEL AMOUR À LA PLAGE ([hotelamourparis.fr](http://hotelamourparis.fr)) – conceived by the team behind Paris's Hôtel l'Amour – is expected to open this summer.



# CORSICAN DELIGHTS

Natural and manmade wonders abound on Corsica, the idyllic Mediterranean isle perched halfway between Nice and Rome



## 1 HOTEL MISINCU

Overlooking a white-sand beach on the island's Cap Corse, Sylvain Giudicelli and Reza Zographos' 28-room boutique hideaway offers delightfully low-key luxe in white-walled surrounds. [hotelmisincu.com](http://hotelmisincu.com)

## 2 LA SIGNORIA

This 18th-century manor's 29 rooms and suites provide spacious accommodation amid vine-filled countryside, with a superb gastronomic experience in the restaurant helmed by Alexandre Fabris. [hotella-signoria.com](http://hotella-signoria.com)

## 3 MUSÉE DE LA CORSE

Housed in a former barracks, this standout museum examines the region's anthropology. This summer (until 31 August) *E Figure di a Corsica: Symbols, Emblems and Allegories* is a comprehensive study of the island's many faces. [musee-corse.com](http://musee-corse.com)

## 4 CLOS D'ALZETO

Active since 1800, the family-owned winery has the highest altitude vines on the island and a distinctive terroir that gives a delicate taste to vintages such as Biancu Gentile and Cuvée Cardillone. [vineyard-closdalzeto.com](http://vineyard-closdalzeto.com)

## 5 DOMAINE MAVELA

One of the island's many pleasant surprises, this 20-year-old distillery produces a distinctive whiskey aged in 200-year-old oak barrels, as well as a unique spirit from local ingredients. [domaine-mavela.com](http://domaine-mavela.com)

## 6 AIGUILLES DE BAVELLA

In a haven for hikers, many Corsican routes take in these incredible, rugged rock formations. The "needles" of red granite rise from the surrounding forest to make a spectacular sight.

## 7 GRAND HOTEL DE CALA ROSSA

With a spa by Nucca and a trio of delectable dining outlets – ingredients are sourced in its own garden – this residence lives up to its grand title, shining amid the undoubted charm of Porto Vecchio. [hotel-calarossa.com](http://hotel-calarossa.com)

## 8 CASADELMAR

The port is also home to the 34 elegant rooms, suites and a luxurious private villa of this beautifully appointed hotel, where the minimalist architecture contrasts beautifully with the lush Mediterranean gardens. [casadelmar.fr](http://casadelmar.fr)

## 9 BONIFACIO

On the southern tip of the island, this marina town hosts a medieval cliff-top citadel, from where the 187 steps of L'Escalier du Roi d'Aragon take visitors down to the beach via stunning ocean scenery. [bonifacio.co.uk](http://bonifacio.co.uk)

## 10 LAVEZZI ARCHIPELAGO

Site of a famous shipwreck, naval cemeteries and intriguing cave structures draw people to these jagged isles south of Bonifacio.

Inspired by the monolithic shapes of standing stones, designer Ini Archibong's Below the Heavens collection for **SÉ** includes eye-catching Atlas dining chairs. [se-collections.com](http://se-collections.com)



## THE SHAPE OF THINGS

Unexpected forms, bold colours and crisp geometric lines characterise the latest designs from this year's Salone del Mobile in Milan

By Nicole Swengley

The complex geometry of **RUBELLI CASA's** Piano coffee tables, designed by Studio Nava + Arosio, showcases walnut forms between black nickel bases and Calacatta marble or walnut tops using sheet-folding techniques. [rubelli.com](http://rubelli.com)





Liquid-metal etching adds luminous highlights to the marble tops of **VISIONNAIRE's** Granger side-table trio designed by Alessandro La Spada, while steel bases echo their circular shapes. [visionnaire-home.com](http://visionnaire-home.com)



Inspired by a lunar halo, the customisable Luna chandelier by **GABRIEL SCOTT** marries modular tubes with blown-glass beads to create a jewel-like effect. [gabriel-scott.com](http://gabriel-scott.com)



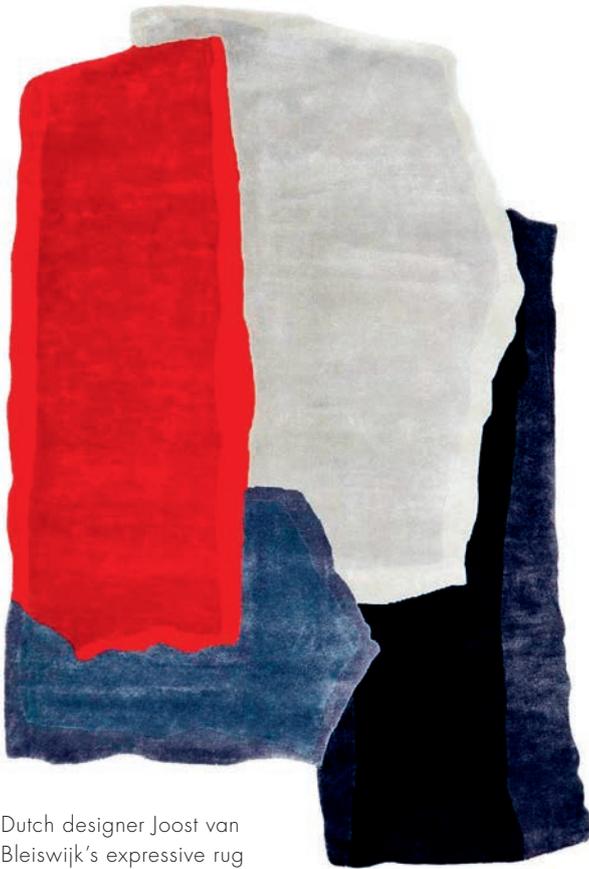
**BERT FRANK's** Rote lights feature laser-cut, diamond-shaped leaves on a brass ring with internal and external LED illumination and optional Bluetooth dimming. [bertfrank.co.uk](http://bertfrank.co.uk)



The debut lifestyle collection from architect **ANDRÉ FU** includes the elegant Interlock screen inspired by 1960s Modernist architecture. Its three-panel oak construction creates a warm, glamorous aesthetic. [lanecrawford.com](http://lanecrawford.com); [andrefuliving.com](http://andrefuliving.com)

A collection of cast-glass furniture by design studio Nendo for **WONDERGLASS**, Melt captures molten-liquid forms created by the flow of gravity. [wonderglass.com](http://wonderglass.com)





Dutch designer Joost van Bleiswijk's expressive rug for **NODUS** is inspired by the shapes of torn paper. Hand-tufted in wool/viscose, it's made in India. [nodusrug.it](http://nodusrug.it)



**NATUZZI**'s sleek Dove chaise longue, designed by Marcel Wanders, is inspired by the bird's silhouette. It has an adjustable backrest and armrest topped by a handy wooden tray. [nauzzi.com](http://nauzzi.com)



The debut porcelain vases from **LA DOUBLE J** – tea jars, amphora, bubble and big bubble – come in two bold prints (Wildbird Blu seen here). [ladoublej.com](http://ladoublej.com)



**GERVASONI**'s eye-catching Next 121 chair, designed by Paola Navone, is made from light-reflecting cast aluminium, seemingly floating on a grey oak frame. [gervasoni1882.it](http://gervasoni1882.it)



A nicely subversive narrative is offered by **ANNA KARLIN**'s Dimple lamp. This bespoke piece is made from glass, brass and marble with a dimmable LED bulb. [annakarlin.com](http://annakarlin.com)



Wallcovering specialist **FROMENTAL** launched its dynamic, painterly Raw design which is hand-brushed on Papyri paper. [fromental.co.uk](http://fromental.co.uk)



Artist Olafur Eliasson's OE Quasi pendant light for **LOUIS POULSEN** employs complex geometry to shine inwards and outwards. [louispoulsen.com](http://louispoulsen.com)



London-based Australian designer **BRODIE NEILL** premiered a new version of his eco-friendly Flotsam bench with a terrazzo-like top made from ocean plastic waste. [brodieneill.com](http://brodieneill.com)



A dramatic Saturn armchair from **BOHINC STUDIO**'s new Planetaria collection combines slim metalwork with plump upholstery in a graphic, celestial-inspired shape. [bohincstudio.com](http://bohincstudio.com)



**DE PADOVA**'s 12-seater French Concession table, designed by Piero Lissoni, has a circular Corian top and white-painted MDF base with hidden steel support. [depadova.com](http://depadova.com)

# A PIG'S LIFE

On a remote Welsh farm, a pair of London transplants are rearing a rare breed to the delight of Michelin-starred chefs across Britain

By Bill Knott

**O**f all the things weary Londoners dream about – the perfect job, more living space, perhaps better weather – starting a pig farm in Wales is an ambition cherished by a very few.

In fact, it may be a life prized only by two: Kyle Holford and Lauren Smith. Five years ago, Holford was working as a sound engineer in the film business, Smith was making props for the theatre and television, and they were struggling to get a foot on the property ladder. The first rung turned out to be a farmhouse near Abergavenny.

“I grew up in Brixton,” says Smith of her London upbringing, “but I had family in

Cardiff, so that’s why we started looking in Wales. We talked to a property agent, who showed us a few places, and finally we drove all the way out to Forest Coalpit Farm.”

The farmhouse was surrounded by trees and grazing land, “but there was no other infrastructure on the land: no buildings, no water,” says Smith. It was the right price, and it was perfect for rearing pigs. “We were told that pigs were great for first-time farmers, much easier than sheep or cattle,” explains Smith. “Quite apart from which, our neighbours were farming sheep and cattle, so we didn’t want to tread on their toes.”

Those neighbours were, to put it mildly, sceptical at first. “I think they thought,





# “We must have tried a dozen or so rare breeds before we got it right”

‘Who are these people from London, thinking they can run a farm?’ but we won them over,” says Smith.

The first year was spent building the farm, and the second year was dedicated to finding the right breed of pigs: “Ninety per cent of pork production in the UK is more or less industrial, from pigs that don’t go outside,” says Smith, “so we had to find a breed hardy enough to survive the Welsh winter, but also with the right characteristics to make good pork, bacon and sausages.”

Their solution was to cross-breed Large Black pigs with Duroc pigs, producing a

breed that is now known as a Welsh Black. “We must have tried a dozen or so rare breeds before we got it right. The Large Black is a terrific pig, but it tends to run to fat; the Duroc, on the other hand, is leaner but with great marbling in the meat, so it turned out to be a great combination. And our local abattoir is the second smallest in the country, so it’s really low stress for the animals.”

All went well, until Holford tried his hand at butchery. “It was his first day, he had all his knives sharpened,” remembers Smith, “and then he managed to sever a tendon in his hand. Being Kyle, he just



bandaged it up with two twigs and some insulating tape, but he turned out to need six months of rehab, so I took over: wearing a chain-mail glove, always.”

Cheap pork – the 90% – is intensively reared, fed as cheaply as possible, and slaughtered after just three months. Smith and Holford wanted to do things differently. “We planted lots of trees for them to forage around – apple, wild pear, chestnut, walnut – because the flavour transmits itself into the meat,” says Smith, adding, “Besides, 25% of the cost of rearing pigs is the feed, so the more they can find for themselves, the better.”

And the best pork comes from pigs that have been slow-reared, as Oliver Denley from London butcher HG Walter explains: “There are two ways of fattening a pig: you can force-feed it to within an inch of its life, or you can do what Lauren and Kyle do, and let the pigs graze slowly and naturally. It’s a more expensive and time-consuming way to do it, but the results are unbeatable.”

Among those who appreciate the pork from Forest Coalpit Farm are Denley’s clients such as the Michelin-starred Clove Club and Heston Blumenthal’s restaurants. “If you look closely, there is a real firmness to the meat. The flesh has a pink blush to it, and it’s nicely marbled: you only get that from slow-reared pigs,” says Denley. “And it’s all down to their judgment: Kyle will sometimes ring me and say, sorry, Olly, your pigs aren’t ready yet.”

Ross Williams, head chef at The Kilpeck Inn, in Herefordshire, is a recent convert: “We’ve been using Forest Coalpit pork for the last nine months, and the flavour of the meat is second to none. The taste of their outdoor-reared rare-breed pork knocks spots off any commercially produced pork I’ve used.”

And it doesn’t only please palates, says Williams: “From an ethical point of view, I’d also much rather use pork with the highest welfare standards. I’ve had nothing but positive feedback from customers – not just about the flavour, but because they appreciate that we’re buying the very best local produce we can.”

Forest Coalpit Farm is now home to about 300 pigs, and the couple have grown a loyal customer base across the UK. Social media has helped, as Smith explains: “Instagram and Facebook have been great for us: it’s so quick and easy to get across what we’re doing, and chefs can see how the meat is reared.” YouTube has come in handy, too. “We now make our own sausages, bacon and hams, and I’m largely self-taught, from studying books and watching videos.” One of their best sellers is the Welsh Dragon sausage, “made with leeks, to make it Welsh, and chilli to represent the dragon”.



Kyle Holford and Lauren Smith’s fare from Forest Coalpit Farm has found its way on to the menus at The Kilpeck Inn (rare-breed pork chop, potato and black pudding hash, burnt apple sauce and duck egg, pictured)

Given the Welsh climate, the pigs have to be robust, and Smith says they are no strangers to hard winters. “The older pigs just stay in their arcs [open-ended huts] and sleep, but the young ones cavort around in the snow: it’s hilarious.” Mischief seems to be in a piglet’s DNA: “Three of them managed to get across a cattle grid, run all the way to our neighbour’s new holiday let, and dig up everything he’d just planted in the garden. I was mortified.”

The perfect job? More living space? Yes to both, but better weather? It might not suit everyone, but it doesn’t seem to do the pigs any harm. [forestcoalpitfarm.co.uk](http://forestcoalpitfarm.co.uk)

# AS WINE TAKES FLIGHT

From the wilds of the Tuscan countryside, Castello del Terriccio has solved the problem of drinking fine wines on high

By Rob Crossan

Seasoned oenophiles know that when you're imbibing choice vintages in the sky, the taste of the wine can be impaired by the altitude, often leading to any notes of fruit and sweetness being diluted while unripe tannins and acidity are enhanced.

For the Tuscan winemaker Castello del Terriccio, however – newly partnered with NetJets to offer its Tassinaiia blend of cabernet sauvignon and merlot on board all flights – the solution is pleasingly straightforward. As Giacinta Pucci, who has worked on the estate for much of the past decade, explains: “Tassinaiia is definitely the best of our wines to be drunk on a flight. Not only is it an easier drinking wine but also, crucially, you can open a bottle and within five minutes it's in perfect condition to drink. It's a contrast to our flagship wine, Lupicaia, which should be opened an hour before drinking and is

potentially not ideal if you're only in the sky for a short time.”

Nestled in some of the wildest Tuscan countryside, in a region where pheasants, roe deer and wild boar still roam amid the rolling hills and dense forests, the Terriccio estate has been producing Tassinaiia for a quarter of a century. But the history of this land and its connection with viticulture dates back to Etruscan times. Since then the land has passed through the hands of the Counts of Gaetani in medieval times and, at the end of the 18th century, Prince Poniatowski, an émigré from Poland, who owned the property until the First World War.

The ownership of the estate is currently in the hands of the descendants of Count Serrafini Ferri, who bought it in the 1920s. Under the stewardship of Dr Gian Annibale Rossi di Medelana, who has now been at the helm for over four decades, the estate has





The Tuscan countryside provides an ideal terroir for Castello del Terriccio's inventive wines

evolved from being feted for its prodigious grain production to becoming a celebrated producer of fine wines.

Mellow and harmonious, the Tassinaia is blended and aged in the bottle for at least a year after spending the previous 14 to 16 months ageing in barriques and tonneaux of French oak. And although the wine-making side of the estate may be small – just 62 of the 900 cultivated hectares are under vine – the diminutive size doesn't imply a lack of ambition. "We are planting three more hectares this year, mostly of cabernet sauvignon," says Pocci. "We're always experimenting with propagation clones as well. This year we're beginning to experiment with clones coming directly from Bordeaux. It's wonderful for us as we have so many different types of soil on the property. We have the hillside, the valley side, the land next to the lake and land next to the river. So it means that each different type of soil has the potential to work in a different type of way with different clones."

Now almost 80 years old and wheelchair-bound following a riding accident, Dr Rossi is still, according to Pocci, intimately involved in every decision made by the estate and still comes to the vineyard in person two or three times a week.

It's easy to see the continuing allure. With its ranks of olive groves and oak, holly and eucalyptus trees standing sentry while Limousin cattle and Italian saddle horses roam on open pastures, this is a wine estate that captures the very essence of the Tuscan countryside and has become a destination for visitors from around the globe who stay in the exceptionally charming seven-bedroom Marrana villa on-site.

"I love to horse ride, to go hunting or just walking and mushroom picking," says Pocci about her continuing love of the estate. "This really is a place you can feel you're in a kind of wild paradise" – a powerful terroir that makes its presence felt in every glass poured, both on NetJets flights and on the ground. [terriccio.it](http://terriccio.it)





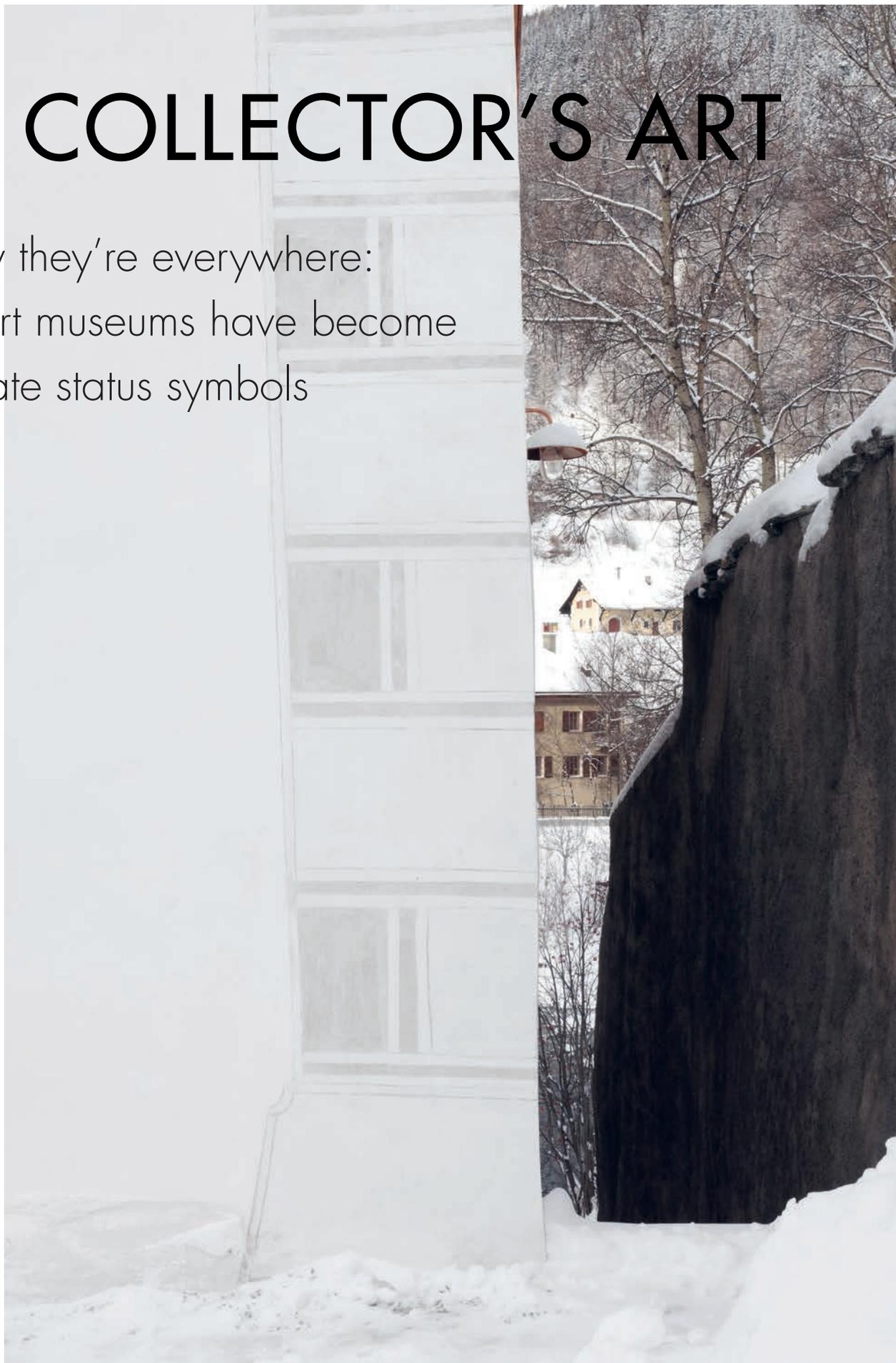
Marcel Duchamp's  
*Roue de Bicyclette* at  
Glenstone, outside  
Washington DC

Facing page: Muzeum  
Susch, near St Moritz

# THE COLLECTOR'S ART

Suddenly they're everywhere:  
private art museums have become  
the ultimate status symbols

By Brian Noone



Let's say your art collection is appraised at \$500 million. Christie's can, perhaps, piece together a series of byzantine deals to guarantee you at least \$350 million at auction. Sotheby's will probably guarantee around the same amount. Whoever you choose, the taxman will take his cut, and you may end up with considerably less cash than the sticker price – not to mention those extraordinary empty walls and floors.

You might choose, like Karlheinz and Agnes Essl last year, to donate your collection to a major museum (the Essls gave the Albertina in Vienna 1,323 works valued at €90 million). The tax credits will likely be of less value than the auction profits, but you'll be able to bask in the glow of knowing you've contributed to the preservation of our collective cultural heritage.

Although, looking a bit closer, does the museum actually have the space to display many of those works? And will it promise not to sell them? Consider negotiating an agreement like the one Donald and Doris Fisher, founders of Gap, made with SFMOMA: the pieces of their collection are on loan to the museum until 2116, and, among other conditions, the museum agrees to display the pieces all together at least once every decade over the next century.

Still, that's quite a burden on your heirs, and you would be right to wonder what happens if the curators of the future don't see eye-to-eye with your collectorial vision (witness the recent controversy over selling pieces from the "unsellable" collection of the Berkshire Museum in Massachusetts).

Given this context, it's easy to understand why so many significant art collectors today are creating their own museums and foundations. More than a dozen major private art spaces are opening this year or are planned for the next few years. That's in addition to the raft of openings over the past decade that includes headliners like THE BROAD ([thebroad.org](http://thebroad.org)) and the MARCIANO ([marcianoartfoundation.org](http://marcianoartfoundation.org)) in Los Angeles, the SOUMAYA ([soumaya.com.mx](http://soumaya.com.mx)) in Mexico City, the BARBERINI ([museum-barberini.com](http://museum-barberini.com)) in Potsdam, the YUZ ([yuzmshanghai.org](http://yuzmshanghai.org)) in Shanghai and the AISHI ([aishiifoundation.com](http://aishiifoundation.com)) in Beirut, among many others.

Drawing the most fanfare so far this year is MUZEUM SUSCH ([muzeumsusch.ch](http://muzeumsusch.ch)), in a village near St Moritz. Founded by Polish



KAYHAN KAYGUSUZ

It's easy to understand  
why so many significant art collectors  
today are creating their  
own museums and foundations



Sinan Demirtas's *Aylin*  
(2014, oil on canvas), at  
the Odunpazari Modern  
Museum in Turkey

real estate mogul Grażyna Kulczyk, it aims to merge the display of the collection with ongoing artist residencies, breathing new life into the former brewery and monastery that is home to it and offering, as she says, “a disruptive outlook for the future”.

This cross-pollination of a collection and contemporary art practice is also the aim of Qiao Zhibing’s wonderfully quixotic TANK SHANGHAI ([tankshanghai.com](http://tankshanghai.com)), which opened in five former oil tanks in March on the West Bund, not far from the forthcoming Pompidou outpost, as well as the planned GES-2 ([v-a-c.ru](http://v-a-c.ru)) in Moscow – a \$300 million project by Leonid Mikhelson – and the PETER MARINO ART FOUNDATION ([petermarinoartfoundation.org](http://petermarinoartfoundation.org)) from the eponymous architect in the Hamptons, which he told a local paper will “make the Frick look shabby”.

This sort of ego boost is inescapable from many of the projects and marks a return to chest-thumping ostentation that has been largely absent since the financial crisis. It might be possible, in fact, to pinpoint the moment when conspicuous consumption made a confident return: on 19 May 2017, Japanese fashion entrepreneur Yusaku Maezawa announced his purchase of a \$110.5m Basquiat painting with a post on his Instagram account. Maezawa, who had previously purchased another record-breaking Basquiat picture, is also planning to build his own museum, in Chiba, where he grew up.

The golden shadow cast by a world-class collection can benefit brands too, and it’s very much of the moment that three of Europe’s most influential private art foundations bear the name of fashion and jewellery houses: the LOUIS VUITTON ([fondationlv.com](http://fondationlv.com)) and CARTIER ([fondationcartier.com](http://fondationcartier.com)), both in Paris, and the PRADA ([fondazioneprada.org](http://fondazioneprada.org)) in Milan.

Part of their success – and they have all three quickly garnered praise from across the art world – is a serious dedication to the art, refreshingly free from corporate meddling. The BEYELER FOUNDATION ([fondationbeyeler.ch](http://fondationbeyeler.ch)) in Switzerland is the gold standard for serious art historical engagement, with every exhibition a must-see, and this ambition is reflected in other institutions like the BOROS ([\[boros.de\]\(http://boros.de\)\) in Berlin, the BRANDHORST \(\[museum-brandhorst.de\]\(http://museum-brandhorst.de\)\) in Munich, the SAATCHI \(\[saatchigallery.com\]\(http://saatchigallery.com\)\) in London, the LONG \(\[thelongmuseum.org\]\(http://thelongmuseum.org\)\) in Shanghai, the eccentric MONA \(\[mona.net.au\]\(http://mona.net.au\)\) in Tasmania, the NORVAL \(\[norvalfoundation.org\]\(http://norvalfoundation.org\)\) and semi-public ZEITZ MOCAA \(\[zeitzmocaa.museum\]\(http://zeitzmocaa.museum\)\) in Cape Town – as well as the forthcoming BOURSE DE COMMERCE \(\[boursedecommerce.fr\]\(http://boursedecommerce.fr\)\) from François Pinault, in Paris, which will join with his Venice galleries to display one of the world’s great contemporary art collections.](http://sammlung-</a></p>
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Other spaces prefer not to emphasise travelling exhibitions but rather to craft displays focused on the collector’s philosophy, which can be incredibly compelling. Time capsules like the WALLACE ([wallacecollection.org](http://wallacecollection.org)) in London, the JACQUEMART-ANDRÉ ([musee-jacquemart-andre.com](http://musee-jacquemart-andre.com)) in Paris and the MORGAN ([themorgan.org](http://themorgan.org)) and FRICK ([frick.org](http://frick.org)) in Manhattan are being joined by contemporary collections of all sizes, from the ODUNPAZARI MODERN MUSEUM (omm. art) in Turkey, set to open in September with the collection of Erol Tabanca, to Berlin’s new FLUENTUM ([fluentum.org](http://fluentum.org)), centred on time-related art, as well as the cache of collections in Miami – RUBELL ([rfc.museum](http://rfc.museum)), DE LA CRUZ ([delacruzcollection.org](http://delacruzcollection.org)), MARGULIES ([margulieswarehouse.com](http://margulieswarehouse.com)), CISNEROS FONTANALS ([cifo.org](http://cifo.org)), the upcoming BERKOWITZ – and the almost incomprehensibly large GLENSTONE ([glenstone.org](http://glenstone.org)), which expanded last year with a 18,592sq m edifice on its 93ha campus outside Washington DC.

Tax credits from national governments make these private institutions financially feasible – especially generous in places like Germany, France, the US and China – but the daily running expenses are not insignificant. Very few are self-funding and already museums and foundations across the globe are starting to close after recent optimistic beginnings. Yet it remains a glamorous and edifying platform in comparison to freeports – after all, a lockbox is not why you started collecting in the first place, and art as a commodity shows remarkable variation in preserving value. So what, in the end, should you do with your \$500 million collection? If only there were a simple answer.

I woke up early  
and watched the sun rise,  
I felt it came up  
just for me.



# CLUB CORNER

A range of bottlings with a twist, a decanter with a history and a look into the world of Cuban cigars

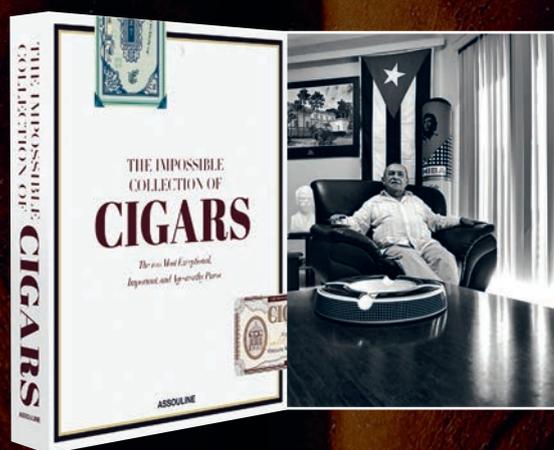
By Farhad Heydari



## REGAL TASTE

The latest **LOUIS XIII** cognac finds a perfect home in the "Smart Decanter" inspired by a royal flask found on the battlefield of the 1569 Battle of Jarnac and acquired by Paul-Emile Rémy Martin in 1850.

[louisxiii-cognac.com](http://louisxiii-cognac.com)



## SMOKE STORIES

**THE IMPOSSIBLE COLLECTION OF CIGARS** traces the tales of *torcedores* (master cigar rollers), as they create the world's most coveted cigars, all presented in a traditional dress-trade box.

[assouline.com](http://assouline.com)

## SPIRITS OF THE AGE

A comprehensive list of the latest elixirs of ingenuity



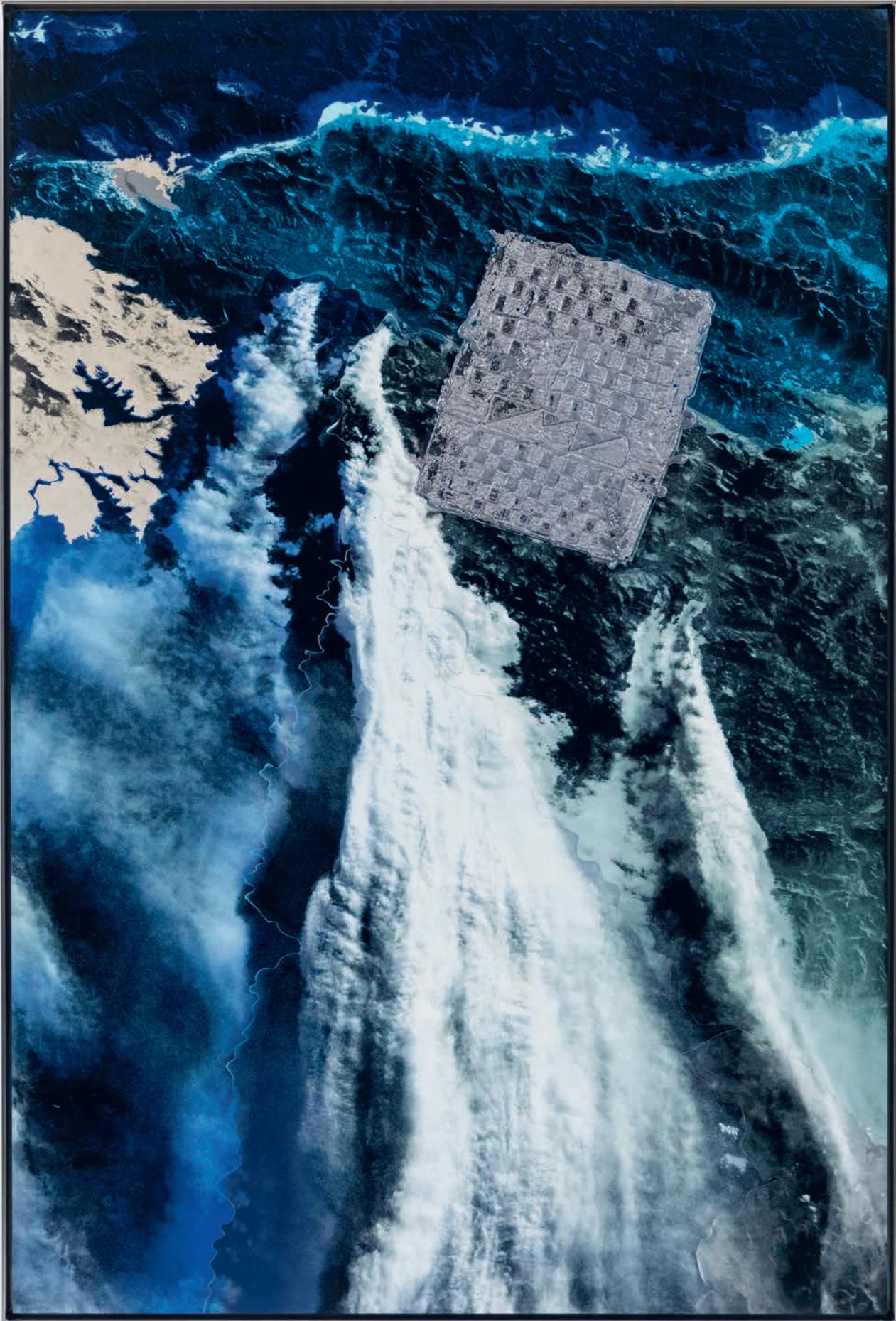
Top row: **HAKU** Meaning “white” in Japanese, Haku is the premium craft vodka from Suntory, a refreshingly crisp clear spirit that is filtered through bamboo charcoal, helping to give it a subtly sweet taste, [hakovodka.suntory.com](http://hakovodka.suntory.com); **KETEL ONE BOTANICAL** Claiming to be neither gin nor vodka, the latest release from the US family-owned firm comes in three versions: peach and orange blossom, cucumber and mint (pictured) and grapefruit, [ketelone.com](http://ketelone.com); **PIRATE’S GROG SPICED** The boutique rum company adds a new dimension to its Pirate Grog Five Year, with an infusion of salt, caramel, spice and a “secret” ingredient sourced from Roatán, the island of Honduras from whence the original came, [piratesgrog.com](http://piratesgrog.com); **BLACK COW VODKA & ENGLISH STRAWBERRIES** The Dorset distillery has come up with its first flavour innovation in this concoction that uses strawberries often deemed too misshapen for sale in UK stores, [blackcow.co.uk](http://blackcow.co.uk); **DON JULIO 70 A** world’s first – this añejo claro tequila from the Mexican maestros combines traditional añejo flavours with a fresh agave taste, [donjulio.com](http://donjulio.com); **ROYAL SALUTE BEACH POLO EDITION** This limited-edition of the 21-year-old blended scotch celebrates the sport of beach polo, with which the distillery is associated, [royalsalute.com](http://royalsalute.com); **SUNTORY AO** In a five-sided bottle to represent the quintet of whisky-producing regions – Scotland, Ireland, the US, Canada and Japan – that contribute to this blend, named for the blue (ao in Japanese) of the ocean, [suntory.com](http://suntory.com); **JAMESON BOW STREET 18 YEARS CASK STRENGTH** The Irish marque has released a new batch of the only cask-strength Jameson to be available globally that undergoes its final stage in Dublin’s live Maturation House in the Jameson Distillery Bow Street, [jamesonwhiskey.com](http://jamesonwhiskey.com); **REDBREAST DREAM CASK PEDRO XIMÉNEZ** The Middleton Distillery celebrated World Whisky Day with a creation finished in a specially selected sherry cask for a smooth and rich flavour, [redbreastwhiskey.com](http://redbreastwhiskey.com); second row: **WOLVES WHISKEY A** blend that’s distilled from stout beer, then aged in French oak barrels, is the first dip into the spirits market by fashion icons Jon Buscemi and James Bond, [wolveswhiskey.ca.com](http://wolveswhiskey.ca.com); **PORT ELLEN UNTOLD STORIES: THE SPIRIT SAFE** The “ghost” distillery – closed on Islay more than three decades ago – remains remarkably lively, as does its recently released 39-year-old single malt, of which 1,500 bottles are being made available. **GORDON & MACPHAIL 1981 FROM COLEBURN DISTILLERY** The latest edition to the “Private Collection” is a whisky that has been maturing in the company’s specially selected cask at its warehouse in Elgin for 38 years, [gordonandmacphail.com](http://gordonandmacphail.com); **CHIVAS ULTIS 1999 VICTORY EDITION** Distilled to mark the two-decade anniversary of Manchester United’s memorable treble-winning season, the 20-year old blend brings together three hand-selected single malts distilled that year, [chivas.com](http://chivas.com); **COMPASS BOX THE CIRCLE** The Scottish whiskymaker has produced a new expression to celebrate its bartender programme. The initiative was formed last year “to connect the creative processes of the blending room with those of the bar trade”, [compassboxwhisky.com](http://compassboxwhisky.com); **THE MACALLAN ESTATE** Distilled with barley grown at the iconic Easter Elchies estate, this pays tribute to the heritage, from humble beginnings in 1824 to opening of the futuristic \$140m distillery opened last year, [themacallan.com](http://themacallan.com); **TOBERMORY 12 YEAR OLD** After a two-year intermission, one of Scotland’s oldest distilleries returns with a suitably vibrant creation inspired by the colourful houses along the harbour of the distillery’s namesake town on the Isle of Mull, [tobermorydistillery.com](http://tobermorydistillery.com); **GLENLIVET WINCHESTER COLLECTION 1967** The hand-crafted bottle by award-winning British homeware designer Bethan Gray is a suitable vessel for Master Distiller Alan Winchester’s last batch of single malt for the Cairngorms producers, [theglenlivet.com](http://theglenlivet.com).

# BEAUTY

Artist Matthew Day Jackson's *Solipsist* series offers an unearthly perspective on our planet, collapsing the macro and micro into mysterious map-like images

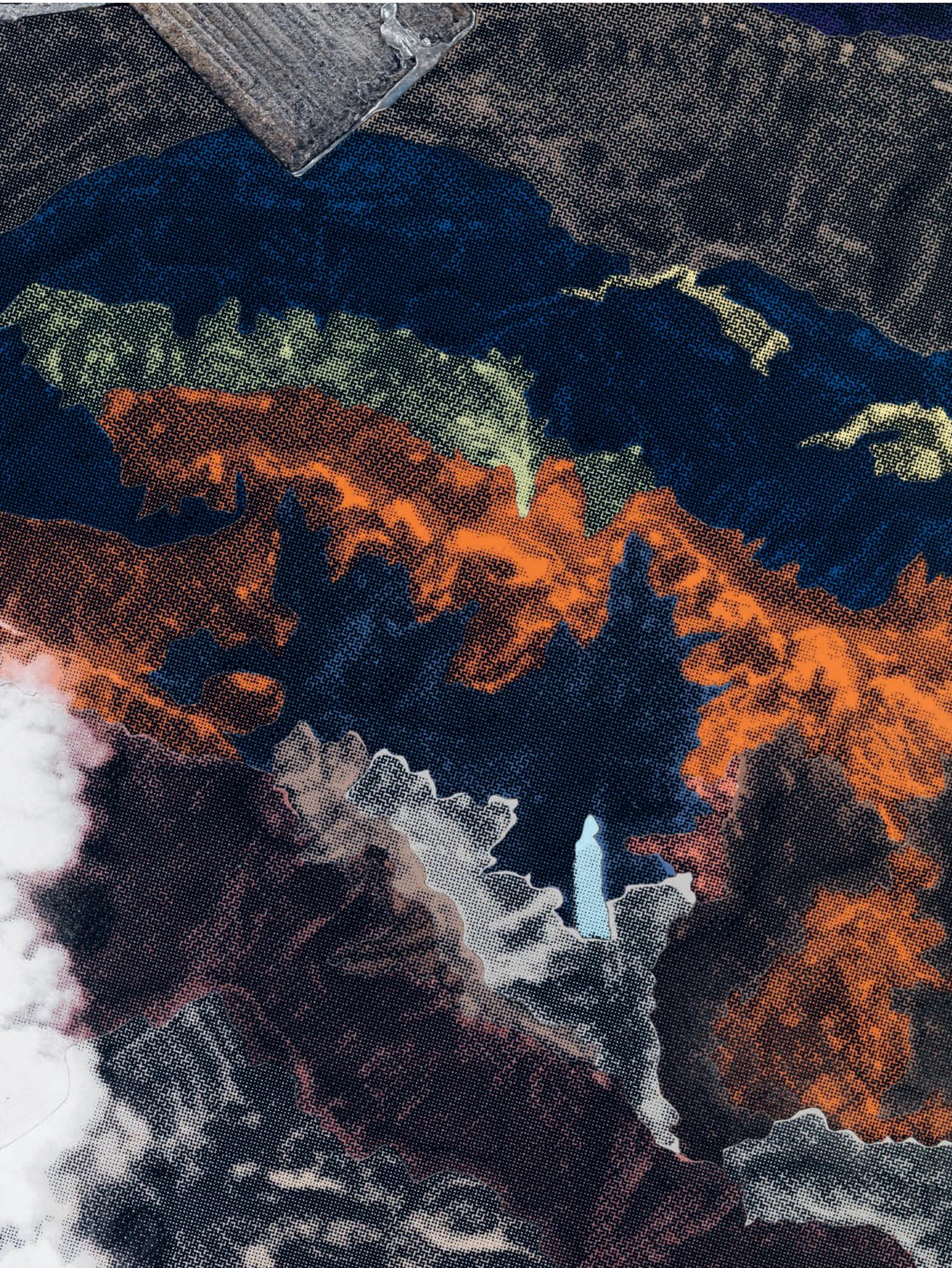
# AND DESOLATION

*Facing page: Solipsist XV, 2018, Formica, silkscreen, lead on panel, oil paint stainless steel frame*





Above: *Solipsist XIV*, 2018, Formica, silkscreen, lead on panel, oil paint stainless steel frame  
Facing page: *Solipsist XII*, 2018, Formica, silkscreen, lead on panel, oil paint stainless steel frame





## MATTHEW DAY JACKSON

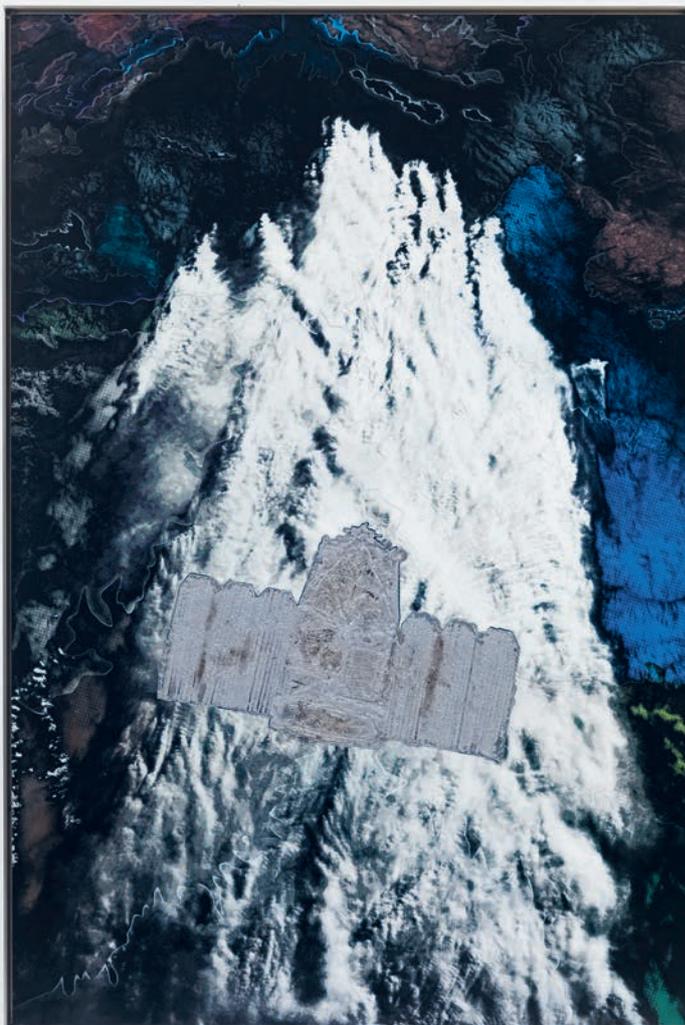
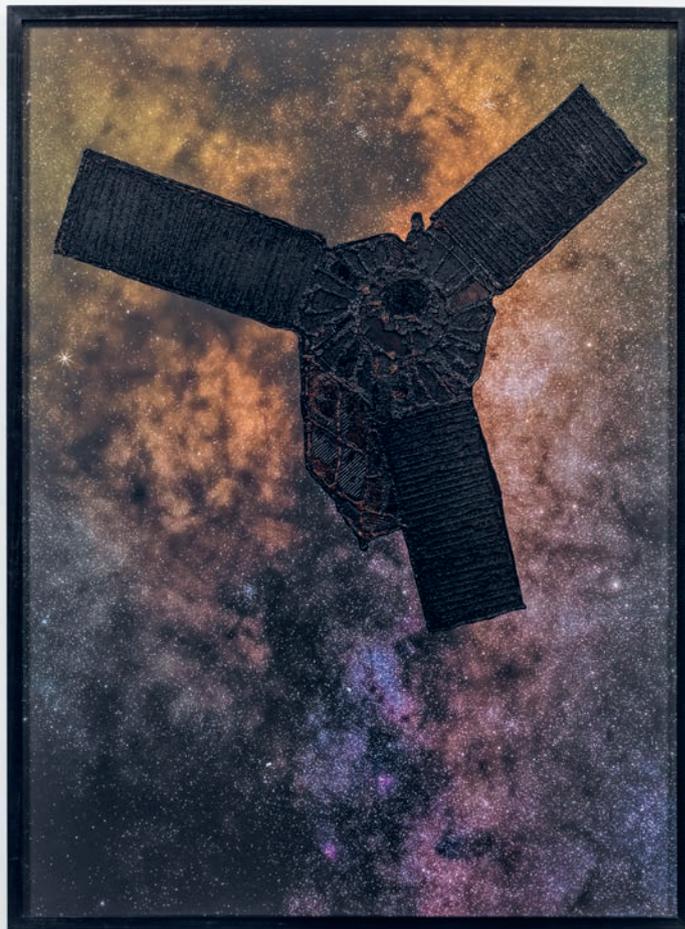
Central to Matthew Day Jackson's work are "big" ideas – the evolution of human thought and humanity's relationship to technology among them. The myth of the American Dream also figures widely in his creations as he examines the forces behind it. His method relies on using a familiar iconography (*LIFE* magazine covers from the 1960s and 70s, for instance) juxtaposed with references from art history, created using materials such as scorched wood, mother-of-pearl, Formica and found objects like old T-shirts, prosthetic limbs and axe handles. Jackson partners beauty and desolation in a concept he calls "The Horrific", exploring the belief that everything one does has the potential to bring both beauty and horror. The works in these pages are from his recent *Solipsist* series (2018), created while in residency at the Hauser & Wirth Somerset gallery, in the UK, and recently shown in Netjets VIP Lounge at Art Basel. The paintings are aerial views of landscapes that are disappearing due to climate change, with a single satellite looking on from above. They are made of silkscreened Formica with cast lead elements, the laser-etched images are uncanny maps, both emotive and conceptual, of the Earth and our place in it.

Born in 1974, in Panorama City, California, Jackson now lives and works in New York. Having gained a Bachelor of Fine Arts from the University of Washington and a Masters from Rutgers University, New Jersey, he embarked on a career that encompasses multiple disciplines such as sculpture, painting, collage, photography, drawing, video, performance and installation.

[hauserwirth.com](http://hauserwirth.com)

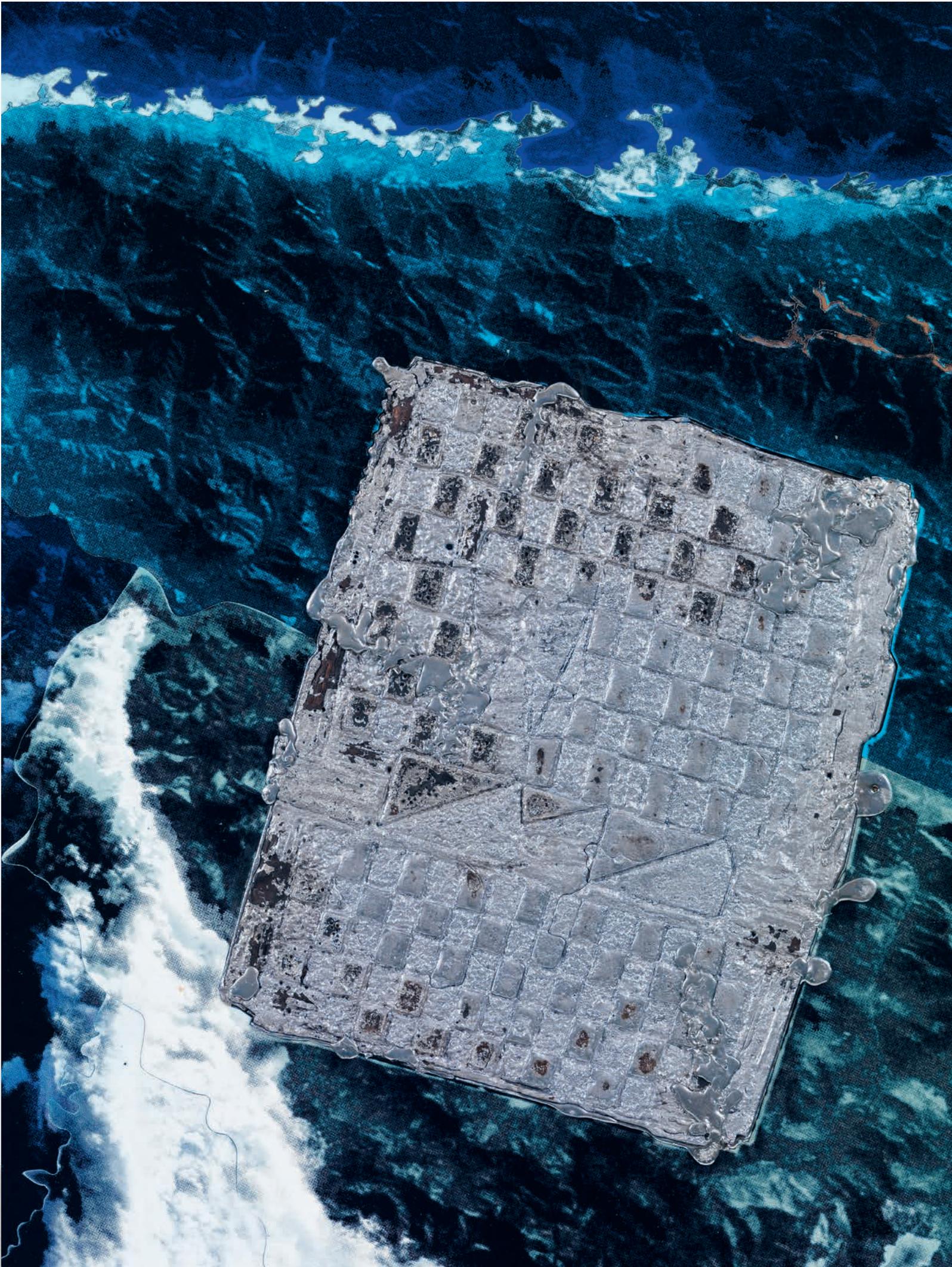
Right, from top: *Mirror XIV*, 2018, scorched yarn, wood glue, sawdust, digital C-print on panel – a companion piece to the *Solipsist* series; *Solipsist XIII*, 2018 Formica, silkscreen, lead on panel, oil paint stainless steel frame

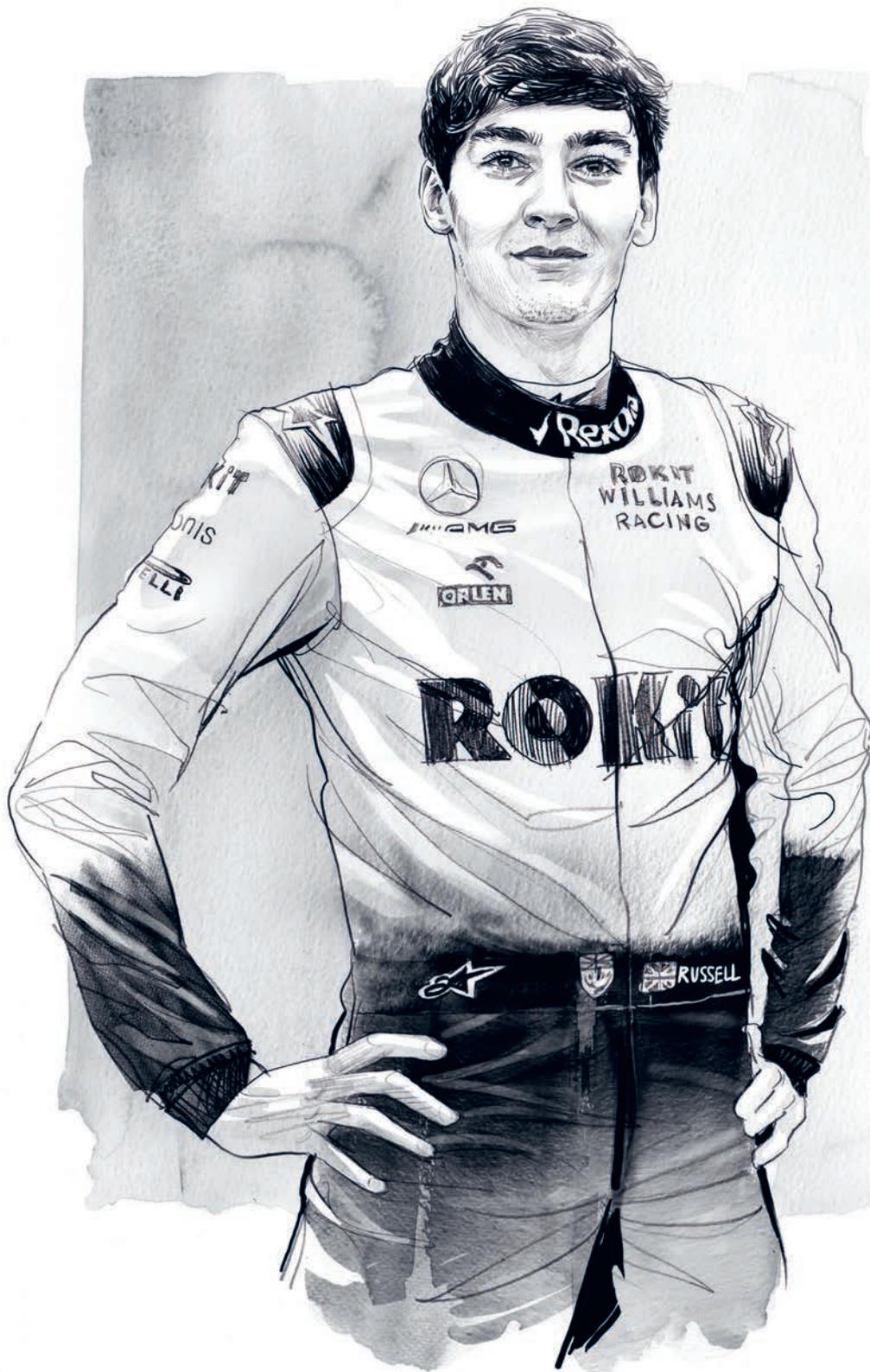
Facing page: *Mirror XII*, 2018, scorched yarn, wood glue, sawdust, digital C-print on panel





Above: *Solipsist VII*, 2018, Formica, silkscreen, lead on panel, oil paint stainless steel frame  
Facing page: *Solipsist XV*, 2018, Formica, silkscreen, lead on panel, oil paint stainless steel frame





## GEORGE RUSSELL

The ROKiT Williams Racing Formula One driver on life away from the track

### TRAVEL

*Sun-worshipper or thrill-seeker?*  
I love the beach. I spend a lot of time inside so it's nice to get out to enjoy the beach. I really enjoy the lakes of Northern Italy, I had a great week in Lake Como.

### GOURMET

*Top names or hidden gems?*  
I do like to find a hidden gem and I also do a bit of research. When I was in Montreal I was just walking down a road and saw a lovely little coffee shop down a side street. I try to find the real culture of a place I'm visiting.

### ACCOMMODATION

*Grandes dames or private sanctuaries?* I like something smaller and stylish maybe a villa or apartment. We're very fortunate in Formula One that we stay in some incredible hotels so it's nice to get away to something different.

### ARCHITECTURE

*Classical or modern?* I'm definitely a modern man. I like city skylines and modern architecture, although when I'm in a historic city I like to go and see those iconic landmarks.

### TRANSPORT

*Fast lane or cruise control?* I have a Mercedes C63 that I love driving and I'm very fortunate to have. When the time is right I would like to buy an older more relaxing classic type of car that I can take out on nice summer days to the coast with the roof down.

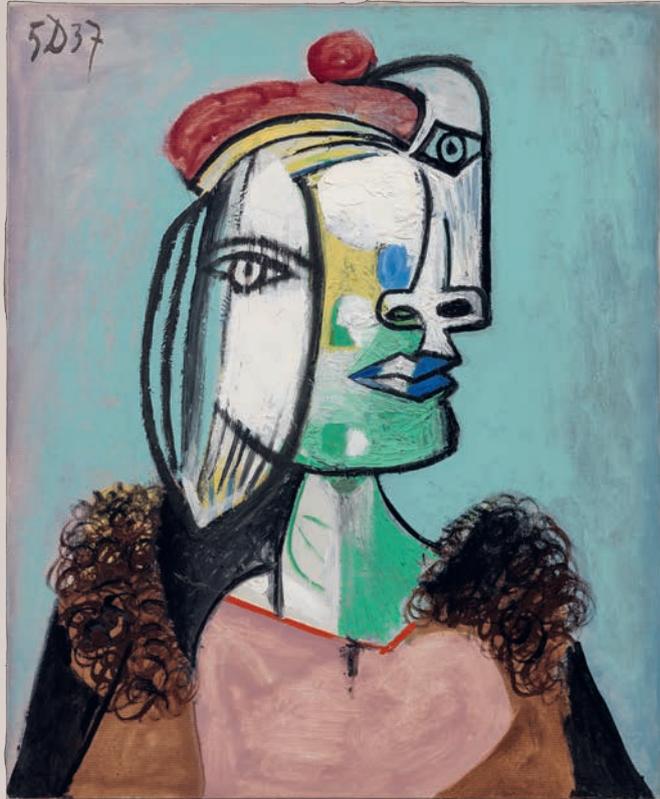
### ENTERTAINMENT

*Page-turner or screen time?* I'm really into my boxsets. I currently have four on the go at the moment, including *The Blacklist*. I think my favourite was *Breaking Bad*; I also enjoyed a series called *White Collar*.

### FASHION

*Tailored suit of smart casual?* I enjoy getting dressed up – I like the saying "look good, feel good".

HAUSER & WIRTH



*Louise  
Bourgeois  
&  
Pablo  
Picasso*

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