



COLOGNE vs DÜSSELDORF

Companion

The
big ideas
Issue

Issue 24

A magazine created
for 25hours Hotels



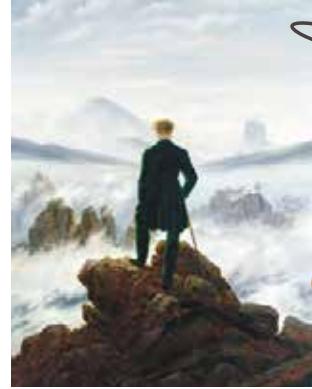
FOOD TECH

From 3D printed cheesecake and chicken sandwiches made from pea protein, to robotic kitchens and precision agriculture, food and drinks science is stranger than fiction, p40



CELEBRATING CASPAR DAVID FRIEDRICH

It's 250 years since the birth of one of Germany's best loved artists. We explore his sublime life, highlighting major exhibitions dedicated to him this year, p44



URBAN JUNGLE

Wooden architecture is making a comeback in our metropolises, from platscrapers to carbon negative structures, p48



Market value

Markets are part of the lifeblood of a city. Whether you're after a vintage lamp or a fried fish sandwich, Companion takes a look at the most authentic places to pick up a bargain and shop local, whichever 25hours Hotel you're staying in, p12

WATER FOR ALL - ALL FOR WATER!

YOUR DONATION FOR CLEAN DRINKING WATER WORLDWIDE. DONATE NOW:
VIVACONAGUA.ORG

VIVA CON AGUA

Cover images: Ihsan Salhi/TG; Vivid Vision; Alamy; Adobe Stock. This page: Louise Anderson

Jane Anderson, Editor
Instagram.com/janeandersontravel

We're curious to know your big ideas for 2024? What's on your radar and what are you ambitions this year? Email me at janeandersontravel@me.com and feel free to give me plenty of honest feedback on this issue, plus anything you'd like to see in the forthcoming issues of Companion.



Editor's Note

Welcome to Companion magazine. It's great to have you here...

What better way to kick off 2024 than with Issue 24 of Companion magazine? With the current state of the planet, we feel this is a year that demands some big, bold ideas about the way we live together, especially in our beloved cities.

25hours Hotels is deeply invested in community spirit and clever ideas to support our neighbourhoods. La Cravate Solidaire (lacravatesolidaire.org) is an organisation which fights against discrimination in recruitment, particularly regarding visible differences. Since 2012 in Paris and throughout France, it has helped vulnerable people to pass their job interviews, boosting their confidence by finding the ideal outfit from high quality clothes donations. It also offers the help of an image coach, with interview technique training and a professional photo shoot for CV-worthy headshots - boosting the confidence of those who need it most.

To support La Cravate Solidaire, anyone who donates professional clothing to this worthy charity via the 25hours Hotel Terminus Nord in Paris will be rewarded with a free drink at the Sape Bar. 'Sapologie' is an African (originally Congolese) cultural and clothing movement worshipping haute couture and elegance as external signs of success. To say that you're 'bien sapé' means that you're well dressed. The Sape Bar is designed around this theme as a mark of respect to the many Sape boutiques in the local Gare du Nord neighbourhood.

In this issue we look at many other groundbreaking ideas, not least the revolution in food science (p40), that offers the mindblowing possibility that the world's food supply could be grown in an area the size of Greater London. Or how about the rise of sustainable wooden architecture (p48), with skyscrapers taking to the skies? We discuss diversity in the fashion industry (p28), and take an in-depth look at the most progressive museums (p32) shaking things up. We invite you to check out one of the most exciting new restaurants on earth, found floating in the middle of a Norwegian fjord (p10), and advise on how to combat the dark nights of winter with uplifting interior design (p54). We ask the question, what makes a successful start-up (p22), and look at some of the best TED Talks ever (p37). And don't miss our introduction to Cinema Akil's new outpost at 25hours Hotel Dubai One Central (p27), quite possibly the coolest place to catch a movie in the UAE. Have fun this year, and think big!

Jane Anderson, Editor
Instagram.com/janeandersontravel

Contributors

Introducing some of the talented people who have helped bring you this issue of Companion magazine



Tatyana Alanis
Illustrator

See her playful illustrations, p22

Tatyana is from Anaheim, California, now residing in Fort Worth, Texas. Under the name French 75 Studios she creates illustrations inspired by a mix of nostalgia and present day. When she isn't working, she's probably playing with her two BIG dogs (a Rottweiler and a Great Dane), running around town with her husband, or watching funny movies. Ambitions for 2024: I want to run a marathon and work with some of my favourite brands including Apple and Vans.

Instagram.com/french75studios



Andrew Eames
Travel writer

Read his Cologne/Düsseldorf guide, p16

With one parent from the Hebrides, and the other from the Channel Islands, Andrew was born with his hand luggage packed. He is also a Germany specialist, having married a lass from Lower Saxony, which has meant an awful lot of sauerkraut, and a disconcerting quantity of parent-in-law nakedness. He writes newspaper articles and books – the most recent being Blue River Black Sea, a journey down the Danube. His next one is all about cod.

Instagram.com/eamesandrew



Megan Murray
Journalist

Read her guide to local city markets, p12

Megan writes about travel and interior design. She is particularly inspired by how these two worlds collide. After spending two years in Hamburg, her 2024 big ambition is to continue her European adventure and move to Copenhagen; a place she's sure to get her design kicks. Before going solo, Megan was Interiors Editor at Soho House, after five years at STYLIST as Senior Writer. Often dressed in head-to-toe pink. You'll usually spot her coming, so do say hello!

Instagram.com/meganrosemurray



Dominic Bliss
Feature writer

Read his start-ups feature, p22

Dominic's work regularly appears in National Geographic, GQ, Men's Health, The Telegraph and the Daily Express. In recent years he has interviewed the photographer David Bailey, the actor Jim Broadbent, the explorer Ranulph Fiennes, the mountaineer Nims Purja, an astronaut, a crocodile wrangler, a shark conservationist, a Bond girl, a vampire expert, and a nuclear physicist. When he's not writing, he loves to go hiking, mountain biking or watch live music.

Instagram.com/dominicbliss

Friends of Friends

Berlin-based Friends of Friends were the originators of this newspaper format magazine for 25hours Hotels. Since 2009 it's been building a online creative community of inspiring individuals.

friendsoffriends.com

BITS & PIECES



DUBAI ART & ENTERTAINMENT

Less bling, more caring

Dubia, the desert city known for conspicuous consumption, is aiming to be net zero by 2050



DUBAI ART & ENTERTAINMENT

Less bling, more caring

● **Alserkal Avenue** is a vibrant cultural district in the Al Quoz industrial area of Dubai. Defying your preconceptions of this gitz city, this former marble factory has been repurposed as a community of over 70 contemporary art galleries, visual and performing arts organisations, makers and risk-takers, spread across 90 warehouses. Here you'll find yoga studios, the only vinyl record store in the UAE, small art galleries including Ayyam Gallery, Carbon 12 and the Green Art Gallery, and arthouse Cinema Akil. Inspiring co-working spaces bump up against

interesting shops (check out The Good Life and Ikonhouse) and restaurants (we love Wild & The Moon, Nightjar and Pekoe). There's even a progressive playhouse for improv nights. Go explore!

alserkal.online

● **Once upon a time Dubai was all about celebrity chefs.** Now its shifting to local. Frying Pan Adventures is the brainchild of two sisters, Arva and Farida Ahmed. Growing up in Dubai during the 80s, they made a commitment to preserve the foods, stories and the community feel of a city that has witnessed incredible change throughout their lifetimes. The carefully curated, three-hour walking food tours and customised food events in Old Dubai are ideal for people whose curiosity leads them through doors that most tourists may not open.

[**fryingpanadventures.com**](http://fryingpanadventures.com)



WORLDWIDE FOOD & DRINKS

AIR QUALITY

Air Up is the world's first drinking system flavouring pure water just by scent. Created by Lena Jungst and Tim Jager during their time at the University of Design in Schwäbisch Gmünd, it all began with their bachelor thesis investigating 'Neuroscience meets Design.' They analysed unhealthy nutrition and dehydration. As a way of getting people to drink more water, they designed the first prototype of the Air Up bottle which uses the fact that we have both orthonasal (perceived via nose) and retronasal (perceived via mouth) scent. This biological connection made it possible for Lena and Tim to flavour simple tap water with a multitude of tastes via scented air. Put simply, your water bottle tricks you into believing the taste of the water via odour pods. All you need to do is choose your flavour - from basil-lemon or cucumber, to coffee.

air-up.com

For more
amazing
start-ups
see p.



VIENNA
FOOD & DRINK

SOUL TO BOWL

If you're in Vienna this year, come-of-age 'enfant terribles' of the local restaurant scene, Max Haufe and Katrin Wondra, are ready and waiting to welcome you to MAKA Ramen. Here, these two passionate souls will dish up deep and creamy shiitake chicken

shio ramen, or how about kale with whipped tofu or delicately burnt asparagus with creamy yuzu hollandaise? This labour of love, born out of Max's culinary flair inspired by travels in Japan and the entrepreneurial spirit of lockdown, have blossomed into this must-

visit restaurant, with cool interiors designed by Katrin in collaboration with artist Denise Ruderfrank. For Max, it's all about depth, soups and stillness. For Katrin, it's about images, colours and restaurant design. The perfect mix of focus and explosion. **maka.ramen.at** →

SWITZERLAND
HEALTH & WELLBEING
FIRE & ICE

Cold, clear lake water, wet, shortening days, pure nature and the desire to take a sauna - not on land, but directly on the water. That's the philosophy of Saunaboot founder and carpenter Res Wallmann. Back in 2018 he was amazed by the sight of a sauna on a boat in the middle of Finland, and intrigued that nothing like this existed in his home country of Switzerland where its beautiful lakes are hardly ever used in winter. Wallmann set to work with friends Stella Holz (designer) and Samuel Muff (electrician and film maker) to create sauna boat. All three sauna boats are named after the founders' grandmothers and are available for hire on Lake Zurich, Lucerne and Thun. The sauna can be heated up to 90°C in a short space of time using a wood-burning stove. As Wallman says, "Sauna on - everyday life off."



Saunaboot costs CHF 450/€476 for 4 hours self-hire. Anyone can be captain as there is no need for a boat license. Private groups of 2-6 people can use the sauna boat at once. saunaboot.ch

DÜSSELDORF
ARTS & ENTERTAINMENT
Face to face


Contemporary artist Steffen 'Hoker' Mumm lives and works in Düsseldorf. His unmistakable style is a combination of graffiti, calligraphy, illustration and painting, which he has explored in various media over many years. With every brushstroke, every sprayed line, every sculpted object, he not only explores his own identity and personal growth, but also invites the viewer to engage with the different facets of being human. 'Heads' are his trademark. Their emotionality arise from the fact

that the artist creates them just as intuitively and spontaneously as he does with great attention to detail and technical precision. The heads and their expression are individual and at the same time subordinate to a unifying system. They are as multi-layered as human existence - a call to discover the inner core that connects us all. His first book 'Facets' is out now and you can see his work in the Paris Club Bar French restaurant and bar at 25hours Hotel Das Tour in Düsseldorf. hokerone.de


COPENHAGEN
HEALTH & WELLBEING
Find your flow

RAVE Yoga was founded by Helen Erichsen with the vision of hosting health-focused events. As she reminds us, "The benefits of a regular yoga and mindfulness practice include stress relief, mental clarity, psychological safety, improved posture and higher productivity, and better long-term health." RAVE Yoga is an immersive wellbeing concept specialising in sense-activating experiences. A high-end yoga studio is created in virtually any space - whether for a brand activation or employee wellbeing. All classes are specially tailored with everything from challenging flow to mindfulness - including breathwork, meditation and stretches. If you're staying at 25hours Hotel Indre By in Copenhagen you might well catch a RAVE Yoga disco-themed yoga class with a live DJ. raveyoga.dk

BERLIN
HOSPITALITY & RETREAT
A CITY ON THE MOVE

This year marks 35 years since the fall of the Berlin Wall on 9 November 1989, marking the end of the division of Berlin into East and West, and the Cold War. Since then, Berlin has thrived as a capital of alternative culture. Here are some new and evolving highlights to explore



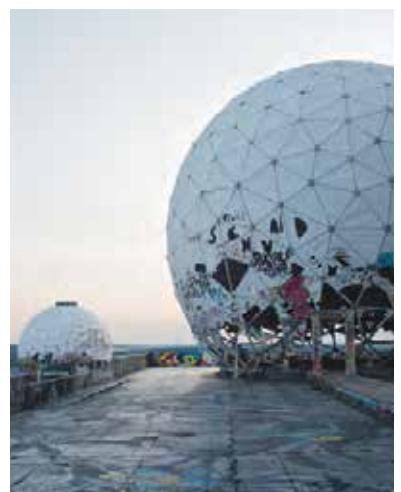
Tempelhof Airport is 100 years old and now renovated into a public park, colloquially known as Tempelhofer Feld covering the equivalent of 450 soccer fields. At more than 1.2km long, the former airport building is Europe's largest architectural monument. Climb up for panoramic city views from the wood-panelled roof terrace by the Tower. tempelhoffeld.de



Book a tour around the iconic **Gasometer** in Schöneberg, currently run by EUREF-Campus and under renovation into a location for sustainable energy companies, as well as an exhibition space and Sky Lounge with a 66m-high roof terrace. euref.de



Happa stands out as a shining example of no-waste gastronomy. Founders, Nina Petersen and Sophia Hoffmann create delicious vegan dishes from leftover food destined for the trash. happa-berlin.com



When you stand on **Teufelsberg**, also known as the City of Spies, you have about a third of the destroyed Berlin under your feet. From 1950 to 1972, up to 800 trucks per day unloaded rubble and ash here, on the remains of Hitler's military engineering faculty in the middle of Grunewald Forest. Today you can book tours to see the dilapidated place that has become a favourite with Instagrammers and urban art lovers. It's also a very fun place to sledge in winter. teufelsberg-berlin.de →

**WORLDWIDE
FASHION & STYLE**

Hurkle dirkle

Everyone has heard of the term hygge but have you heard of 'hurkle dirkle' from the Scots dictionary which simply means to stay in bed long after it's time to get up. This longing for cosiness during these dark months needs no compromise on style with these brands. A cashmere knit from Gobi (gobicashmere.com) is essential



**ZURICH
ARTS & ENTERTAINMENT**

Read all about it

Kein & Aber is Companion's favourite independent publisher in Zurich.

Bringing light to the most vibrant voices in the German-language and international literature since 1997, today it has over 180 authors. In addition to a dazzling story, they also attach great importance to how a book feels, the paper, the ribbon marker and

the cover. As they say, every book should match the voice that the author gives it, be it high or low, quiet or loud, surprising or tried-and-tested, humorous or serious. 25hours Hotels has invited Kein & Aber to create their own kiosk within their hotel shops at 25hours Hotel Zurich Langstrasse and Zurich West.

Look out for upcoming author events at 25hours Hotel Zurich Langstrasse: January 31, 2024 with co-authors Andrea Arezina and Salome Muller talking about their book Genauso Nur Anders. April 10, 2024 with Simone Meier talking about Die Ent Flamm Ten. keinundaber.ch



Photographs: Papa Shabani



**SWEDEN
PEOPLE & BUSINESS**

Plain Sailing



Environmentally-friendly electric vessels are the way forward. X Shore is one of the leading manufacturers of silent boats which emit zero fossil fuels, founded by Konrad Bergstrom, whose reputation precedes him, given his journey of resilience from being

homeless (sleeping in his car) to a titan of the Swedish tech scene. Boats can be designed to your own spec whether you want to go fishing or host a dinner on board. Much of the technology is connected to and handled by an app and wristwatch which also acts as remote keys. If you fall while wearing the watch, a man-overboard safety feature triggers the boat to stop automatically. With no outboard motor to take off, they are almost impossible to steal. From €99,000. xshore.com



SPOUTS creates clay pots for clean water filtration

DROP BY DROP

Companion talks to Dominic Lyando, global production manager at social business start-up SPOUTS of Water, clean water pioneers

Q What is SPOUTS all about?

A SPOUTS of Water is a Ugandan water filter company. They build water filters made of a special mixture of clay, sawdust and ceramic. This special mixture is burned at 900 degrees Celsius and can afterwards be easily used. The filter system includes a clay pot into which the water is filled. Microscopic pores allow only clean water to pass through and retain impurities, bacteria and germs. This process can filter out 99.99% of all bacteria, eliminating the need to boil the water. Simply pour contaminated water into the filter, wait a bit and tap the filtered water below. The filters are all the same size but they come in two different versions. The one for household use can hold up to 20 litres, and there is one that holds up to 75 litres to be used in public spaces like schools or hospitals. They have provided access to clean drinking water to over 200,000 people in Uganda and since 2023 also in Rwanda.

Q Who manufactures the filters and where does the money come from to make them?

A The filters are manufactured in the SPOUTS factory around 25km outside of the Ugandan capital Kampala. The company used investment rounds in the past to finance growth. In 2019 Viva con Agua (vivaconagua.org) together with the Welthungerhilfe (welthungerhilfe.org) invested in SPOUTS and secured 30% of the shares on the company. These shares were the first impact investment for Viva con Agua and the goal behind this investment is to provide even more people with clean drinking water.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

.

OUT OF THIS WORLD

Norway's latest UFO dining encounter is a must-do foodie experience. Jane Anderson investigates

You'll never look at a fish supper in the same way ever again once you've eaten at Iris Restaurant (restaurantiris.no). Located inside the floating Salmon Eye on the islet of Snilsveitøy in Norway's Hardanger fjord, this passion project of chef Anika Madsen and her husband Nico Danielsen, is a must-do for sustainable seafood fans.

Twenty-four guests are taken by electric boat from the pretty town of Rosendal to the floating orb, south of Bergen. There's a stop at Snilsveitøy's minuscule boathouse for foraged snacks, before heading inside the Salmon Eye for an immersive visual experience and an 18-course expedition dining adventure.

With its double curved ellipsoid design in the shape of a fisheye, Salmon Eye is one of the world's largest, enterable floating art installations. With a diameter of 25 metres, it has four levels, one of which is under water. The silvery structure is exposed to the wild elements of nature, surrounded by mountains and glaciers. Waves and wind are felt as you dine.

The menu at Iris reads like a story. A story about the challenges and threats to the global food system, but also with ideas for future innovations. Madsen has worked in several top Copenhagen kitchens, such as the 1-star restaurant Formel B and in several Kadeau group restaurants. Before her stint as Head Chef at Fasan-gården, she headed the acclaimed restaurant Roxie, where her cooking earned her the nickname 'the umami queen'. For Anika, leaving Copenhagen and settling on the tiny island of Snilsveitøy, this venture is a once-in-a-lifetime opportunity to get as close as humanly possible to the bounty of the sea.



Chef Anika Madsen



Eighteen-course experience costs from 270 euros per person

Photographs: Salmon Eye

"Here on the Norwegian coast, I can explore a whole universe below the surface that I could only dream of in Copenhagen," says Anika. "This region offers some of the cleanest and most exciting seafood produce in the world. I especially love working with ingredients like the invasive red sea urchin and all kinds of local seaweed and presenting them as a part of a fine dining experience. There is also a plethora of regional products like game meat, sheep's milk, and ciders that will have natural spots on the menu."

Salmon Eye is initiated and owned by the Eide Fjordbruk, the world's first and only CarbonNeutral® certified salmon producer. Seventy-one per cent of earth's surface is covered with water, but only two per cent of the world's per capita food consumption originates from the sea. UN estimates that we are going to need 56 per cent more food to feed 10 billion people by 2050.

"To feed the future we need to tap into the vast potential of the oceans, not only when it comes to develop technologies for more responsible food production, but also when it comes to creating the best food memories that inspire people to explore the possibilities below the surface," says Sondre Eide. "Iris is all about our vision, setting the standard for the future of aquaculture. It is inspiring to meet people like Anika that shares the same passion for always improving," Sondre continues.

The name Iris alludes to the restaurant's placement in the middle of the fisheye structure but also carries the symbolic weight of the Greek goddess Iris, a messenger goddess transcending the realms of the seas and the heavens. Once you emerge from the six-hour experience, we guarantee you'll feel the celestial influences.



'WAVES AND WIND ARE FELT AS YOU DINE'

MARKET VALUES



Local markets are a vital insight into the character of a city. Megan Murray leads you to some of the most authentic, selling everything from vintage glassware to fresh fish



HAMBURG, FISHMARKT

For an authentically Hamburg experience, take a walk to the harbour at 5.30am on a Sunday to see the 300-year-old Fishmarkt. With the bustling port as a backdrop, this atmospheric market offers fresh produce and flowers, and is a rite of passage after a big night on the Reeperbahn. From the former auction hall, you'll hear the sounds of live music and clinking steiners, where Germans are already enjoying a beer and a boogie – so get involved!

Must buy: Over the years it's become traditional to try a fried fish sandwich for breakfast, and it's a lot nicer than you'd think!

hamburg.com (search Fishmarkt)



PARIS, MARCHE D'ALIGRE

A market which personifies the Parisian spirit? Marche d'Aligre. In the heart of the 12th, it's surrounded by landmarks like Place de la Bastille and the Seine, and yet has retained its neighbourhood feel. Open every day except Mondays, you can find almost anything here and it's frequented by everyone from grocery shoppers to fashion students rummaging through the antiques. It's even said to have been a favourite haunt of actress and singer, Jane Birkin's.

Must buy: Find the vintage homewares, where you can nab ornate glassware for next to nothing.

paris.fr/lieux/marche-decouvert-beauvau-marche-d-aligre-5481



FRANKFURT, SCHILLERMARKT

Frankfurt is brimming with local markets, so the good news is, if you're hankering for a walk around stalls laden with food and flowers, you can't go too far wrong. Arguably the prettiest is the Schillermarkt, a Friday market nestled amongst some of the city's oldest buildings flaunting a mix of fresh produce, alongside steaming hot bratwurst and beer stands, too. Brave in the winter months or wait til the summer and make the most of the setting, taking a pew outside in the sunshine with a local brew.

Must buy: Embrace the German spirit and have a bratwurst for lunch.

frankfurt.de (search 'Schillermarkt')



FLORENCE, MERCATO DELLE PULCI

There's nowhere else on earth like the ancient Italian city of Florence for treasure hunting. A city immortalised by its contributions to art and design, this is the place to happen upon a rare, dusty tome or 18th-century oil painting owned by, who knows? At Mercato delle Pulci you'll find all sorts of intriguing antiques, vintage and retro pieces, especially on the last Sunday of the month when the market super-sizes, spilling onto the surrounding streets. It's great for people watching, too, especially the stylish sellers.

Must buy: Something old! And, the haberdashery is beautiful, so fashion enthusiasts ready yourselves.

feelflorence.it/en/node/12455



DUBAI, THE RIPE MARKET

The Ripe Market at Acadamy Park is well and truly Instagram-approved thanks to its bunting-strewn walkways, colourful stands and aesthetically-pleasing offering of fashion, cosmetics, homewares and trendy bites to eat. Open every weekend into the evenings, this is just as much a social gathering as a market, with a packed events calendar and plenty of space to hang out with friends. With a focus on local businesses, you'll spend the day chatting with small makers and joining in floristry workshops and yoga sessions.

Must buy: Botanical-infused scented candles and healing crystals for ultimate zen.

ripeevents.com/ripe-market



BERLIN, MARKTHALLE NEUN

When a 19th century market hall in the artistic Kreuzberg district came under threat by developers 10 years ago, locals rallied to save it. Today, Markthalle Neun is a thriving hub of street food, organic vendors, wine bars and creatives, where you can spend hours nosing your way around. Though it's open during the week, Saturdays boast the biggest selection of stalls, but check out the events, too. From beer festivals to workshops, the market has proudly become a community platform.

Must buy: Visit Bergschaeferei's Organic Winery for a bottle from her family's Bradenburg farm.

markthalleneun.de



COPENHAGEN, TORVEHALERNE KBH

It would take weeks to taste the breadth of Copenhagen's ever-changing food scene, so instead, get a flavour in an afternoon at Torvehallerne KBH. This centrally-located glass market boasts a typically Danish flair for design and is a haven of original, innovative culinary concoctions. As well as fresh produce, pop-up restaurants sell everything from mochi ice cream to open smørrebrøds, alongside wine bars and bottle shops. Visit with friends, stay for lunch and soak up the happy buzz.

Must buy: The confit de canard sandwich from Ma Poule has been a best seller for 12 years.

torvehallernekbh.dk



VIENNA, BRUNNENMARKT

Ditch Vienna's picturesque centre for Ottakring, an edgier neighbourhood a little out of town. A multi-cultural melting pot recently embraced by the city's artists, here you'll find the huge Brunnenmarkt which with 170 stalls is one of the longest in Europe. Open all week, it runs outwards from the Yppenplatz piazza, where locals gather to socialise with a drink in hand. Top tip: Duck behind the stalls and explore the many restaurants along the streets behind.

Must buy: Stop for a bite to eat or a drink from Wetter, a former laundrette turned restaurant much-loved by locals.

stadt-wien.at/wien/maerkte/brunnenmarkt



ZURICH, ROSENHOFMARKT

For a unique market experience that taps into the local creative community in Zurich, wander the pretty stalls of Rosenhofmarkt - every Saturday from 10am to 6pm. A beacon of handmade arts and crafts, here independent makers come together to share jewellery, homewares and accessories, alongside curated artefacts and vintage pieces. Relax into the bohemian spirit, and sip a coffee while musicians jam in the background and shoppers take a seat on the floor.

Must buy: Treat yourself or a loved one to a hand-crafted bracelet, before checking out the Blue Monkey for warming Thai food.

rosenhof-markt.ch

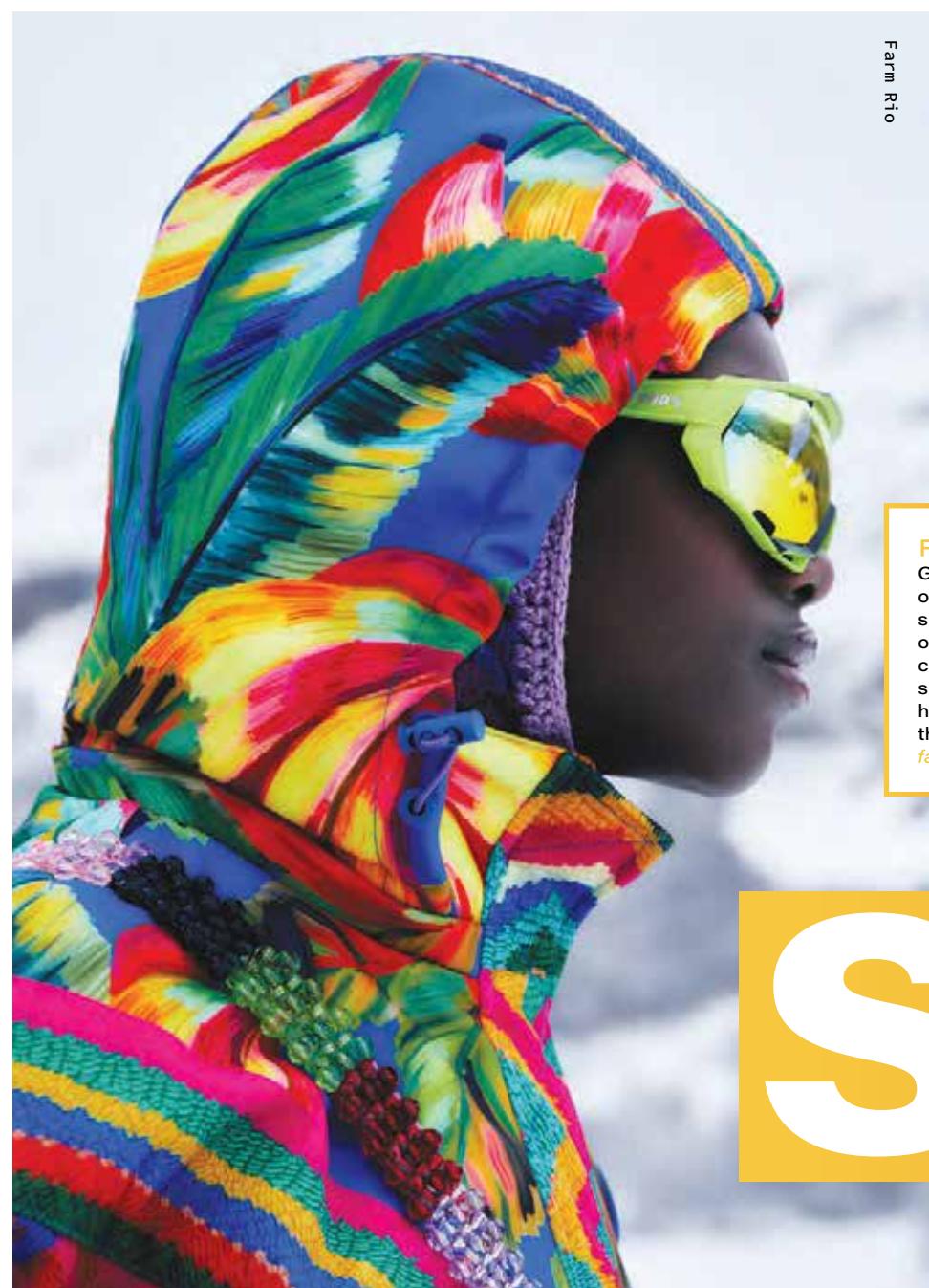


MUNICH, MIDNIGHTBAZAR

Munich's Midnightbazar offers a fun twist on a traditional market with late-night events on selected Saturdays throughout the month within the sprawling music venue, Backstage. While vintage fashion is at its heart, its concept transcends simply shopping with live acts, food and drinks trucks, pop ups and space to socialise, making this market more like a night out than a gander around some stalls. Expect to see Munich's quirkiest out in force, making for a vibrant atmosphere quite unique to this event.

Must buy: Music fans, watch out for the wide choice of vintage vinyls.

midnightbazar.de



Farm Rio



Goldburgh, €449, goldbergh.com

FARM RIO
Get your mountain glow on with the feminine spirit and vibrant colour of Rio De Janeiro. The colour loving brand specialises in prints and happiness and this is their first ski collection.
farmrio.eu



Gucci, €260, gucci.com



Bogner



Bogner, from €520, bognor.com

BOGNER
Founded in 1932 in Munich, this brand has heritage by the bucket load but when Maria Bogner, style icon and wife of company founder Willy, presented her first collection in 1948, fashion and sport merged. She designed a trouser made of a stretch material with stirrups which was worn by Marilyn Monroe and Elizabeth Taylor and the rest is style history. bognor.com



Arksen Lab, €1,151, arksenlabs.com

SNOW BUSINESS



Fashion stylist Michelle Duguid checks out the boldest looks on the slopes this season



66North, €503, 66north.com

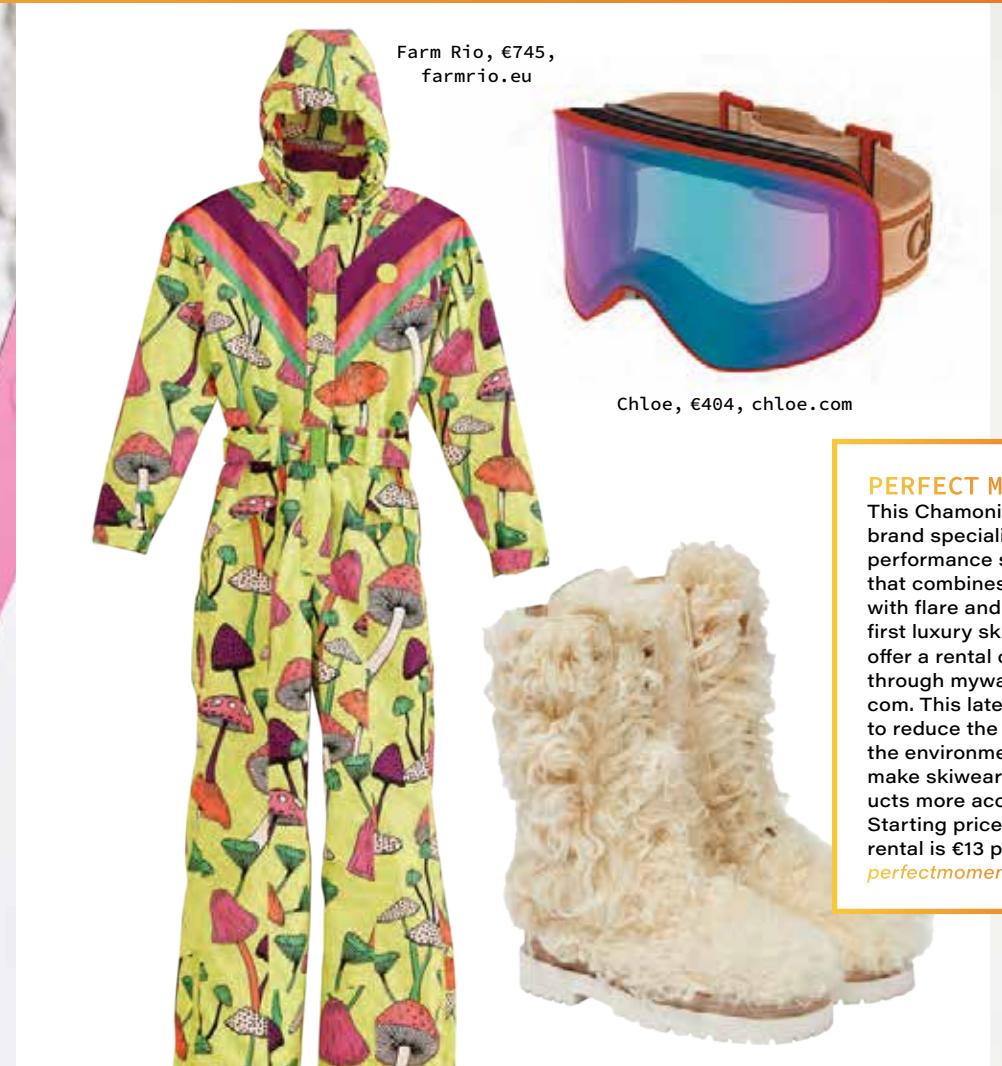


Goldbergh, from €346, bognor.com

GOLDBERGH
The Dutch brand Goldbergh was founded in 2009 by former sports label owners Sandra Peet and Lieke van den Berg. Their mission was to create a fiercely fashionable skiwear line that women would feel confident in on and off the slopes. So whether you are heading for the Swiss Alps or the coast range in Canada then make sure you add this to your basket. goldbergh.com



Goldbergh



Farm Rio, €745, farmrio.eu

Chloe, €404, chloe.com

PERFECT MOMENT
This Chamonix based brand specialises in performance skiwear that combines function with flare and is the first luxury ski brand to offer a rental collection through mywardrobe.com. This latest effort is to reduce the impact on the environment and to make skiwear products more accessible. Starting price for jacket rental is €13 per day. perfectmoment.com



Perfect Moment

A tale of

Cologne



Above: Cologne Cathedral is the largest Gothic church in Northern Europe; Right: Cologne streets come alive for Carnival



Andrew Eames compares and contrasts the nearby German cities of Cologne and Düsseldorf



They may both be linked by the same river, but there is a strong undercurrent of rivalry between the two cities of Düsseldorf and Cologne, situated just 30 miles apart along the banks of the Rhine.

Older and bigger brother Cologne can point to a history dating back to Roman times, to a soaring UNESCO-celebrated cathedral, and a relaxed, easygoing lifestyle. It is also described as the cultural hub of North Rhine Westphalia, but that may be partly because, after World War II, it was its upstart sibling Düsseldorf, not venerable Cologne, that was made the region's capital.

So you may not be surprised to hear that both cities strongly disagree on another very important subject: beer. Düsseldorfs drink Altbier, a copper-coloured, malty ale. Meanwhile in Cologne the locals prefer Kölsch, pale yellow, lightly hopped and served in tall thin glasses called stange. Two very different experiences, in two very different, but engaging, places to be - neither of which is particularly easy on the eye. World War II bombs made sure of that.

Of the two, Cologne, with one of Germany's largest gay communities, is more freewheeling and heart-on-its-sleeve. When I first visited, many years ago, I took a bicycle tour with a guide who apologised for being grumpy. It turned out André had just been given a ticket. "What's the point of riding a bike," he muttered, "if you have to obey red lights?" An attitude that would meet with stern disapproval in almost any other part of Germany.

But then Cologne is the city which dresses up, and lets its hair down. Every February, the processions and parties of Carnival effectively lay waste to a whole week's productivity. A large number of the 1.1 million Kölners belong to one or other of 110 Carnival societies, and if you look inside their wardrobes you'll discover a secret life as a clown or a pirate, with a costume that

"Cologne is more heart-on-its sleeve"

two cities

Düsseldorf

could easily cost over €2,500. These societies are very powerful and effective fundraisers, and organise sickness benefits and holidays for those members who would otherwise be unable to afford them.

There is no equivalent community structure in Düsseldorf, a relative upstart of a city, which was basically still just a fishing village until 200 years ago. The town was put on the map by its 18th century elector Johann Wilhelm II, who married a Medici, built the opera house and opened Germany's first art gallery here. But its real growth was prompted by the rapid industrialisation of the Ruhr, Germany's powerhouse region that grew up around the former coalfields to the north.

Düsseldorf's population of 70,000 in 1870 had trebled by 1900, and today's 700,000 is approaching 20 per cent foreign-born, because of all the labour brought in to keep the Ruhr's post-war wirtschaftswunder (economic miracle) moving. Today its 'Little Tokyo' district is famous for the highest concentration of Japanese residents in Germany.

When the wirtschaftswunder was in full swing, Düsseldorf became known as the Ruhr's 'writing desk', in other words the location of its headquarters buildings, away from all the grime and the smokestacks (still visible on the skyline). It was also the place where lavish amounts of new money were and are spent, on cutting edge arts and architecture, and in the boutiques of the Königsallee, one of the most expensive shopping streets in Germany.

Not everyone appreciates the arty part, though. There's an apocryphal story from the 1980s, when Joseph Beuys placed five kilograms of butter in an exhibition in Düsseldorf's celebrated Kunstakademie, and called it 'Fat Corner'. Eventually a gallery cleaner mistakenly cleared it away.

Ever since then there's been a German saying: "Ist das Kunst oder kann das weg? "Is it art, or can I throw it away?" A question which can be heard in many a teenager's bedroom, up and down the land. →



Above: The Neuer Zollhof building designed by Frank Gehry; Left: Cycling past the Rhine Tower, Düsseldorf's telecommunications tower

"Düsseldorf is a relative upstart of a city"



Cologne

UNEXPECTED, HISTORIC, LIVELY

TOP THREE ATTRACTIONS

The Dom

Cologne's gargantuan gothic cathedral is a national landmark (koelner-dom.de/en). And a miracle, too, its sculpture-encrusted twin towers somehow surviving the devastation of World War II. By contrast, its interior seems surprisingly delicate, and it is worth climbing the steeple for the view (spot the Düsseldorf!), and for the sheer immensity of all that stonework, looked after by a team of 80 stonemasons. The square outside the main doors is a throbbing gathering place for visitors and locals.



The Via Culturalis

A lot of Cologne's Roman remains are hidden under shops and offices, including the ancient sewer system under the City Hall, but some of the best bits have been assembled in the Romano-Germanic museum right opposite the Dom. Also here is another big hitter in the cultural scene, the Museum Ludwig, which has the biggest Pop Art collection outside of the US, along with lots of Picasso and Expressionism (cologne-tourism.com/arts-culture/museums). These two and others are part of the Via Culturalis, a big urban planning project to create an 800-metre cultural trail through the old town.



The Altstadt

Much of the designated Altstadt is in fact a reconstruction, but it's a good visit nevertheless, particularly when all the restaurant terraces around the Alter Markt and the Heumarkt are buzzing. Both squares are cobbled, gabled and host big Christmas markets. Amongst the more pompous statues on Alter Markt is the Kallendresser on the façade of No 24: a man with his trousers down, supposedly aimed at the city council.

LARGEST ETHNIC AREA OF THE CITY

Belgian Quarter, Cologne

The name suggests migration, but in fact it's the streets that are all named after Belgian cities, whilst the locals are of multiple origins, with a strong gay and hipster component. Shops like Groove Attack (records) and Galactic Head (dope stuff) line Maastricht Strasse. In the evening Brüsseler Platz, dominated by the new Romanesque church of St Michael, becomes an al fresco bar; buy drinks at the kiosks, and sit and talk into the night.



Düsseldorf

GLEAMING, YOUNG, CHEERFUL

TOP THREE ATTRACTIONS

City centre architecture

The city's mostly pedestrianized centre feels like a gleaming architect's model, made flesh. Dominating the scene is Daniel Libeskind's curvaceous Kö-Bogen shopping centre, whose 'cuts' in its façade sprout with greenery, and nearby Kö-Bogen II, disguised under terraced hedges, overlooked by a sloped triangle of grass. Trams glide between the two on grassy tracks, making your shopping experience all very chic and futuristic (koebogen.info/en/home/).



Art galleries

The city has an encampment of galleries on the other side of the Hofgarten (visitduesseldorf.de/en/experience/art-and-culture). The K20 has one of the world's biggest collections of 20th century artists - Picasso, Kandinsky, Klee, Miro and Chagall to name a few. The Kunsthalle across the way focuses on the avantgarde, with rolling shows, and the Kunstakademie just beyond was the seedbed for several 20th century art movements such as Conceptualism and Minimalism when the likes of Joseph Beuys and Gerhard Richter were students here.



The Altstadt

As in Cologne, the Altstadt is the social focus, particularly along Bökerstrasse, but you might want to steer clear on a football night. Locals refer to it as the 'longest bar in the world', although in fact there are around 300 different venues packed into these cobbled streets. Seek out traditional favourites such as Uerige, Füchschen or Schlüssel, whose Altbier breweries are on site, and whose service is by middle-aged men (Köbes) who keep track of your consumption by making marks on your beer mat. There's a tradition of capping an evening out with a Killepitsch, a liqueur made locally and sold through the window at Et Kabüffke on Flinger Strasse.



LARGEST ETHNIC AREA OF THE CITY

Little Tokyo, Düsseldorf

The highest density of Japanese in any German city (approximately 8,000) congregates along Immermannstrasse, not far from the main station. Get your Manga mags, your bowls of hot ramen and your Hello Kitty pencil cases here. Tokyo may be the headline, but in fact the local influence is from all over Asia, with Taiwanese, Korean and Indian outlets too. →



MOST INTERESTING SHOPPING DISTRICT

In Cologne, the main drag is Hohe Strasse, featuring lots of big fashion and electronics chain stores, culminating in the intersection with Schildergasse, which has the giant glass Peek & Cloppenburg department store, which looks like a cross between an airship and a greenhouse. If you keep walking west here, past Neumarkt, you'll start to pass quirkier boutiques such as Boutique Belgique with curated luxury labels in Brabanterstrasse, and Magazinpopulaire with edgy Scandinavian design in Brüsselerplatz, alongside Fairfitters, which concentrates on sustainable fashion from German designers.

BY THE WATERSIDE

Cologne, being closer to the ever popular Rhine Gorge, is a significant hub for multi-day river cruises. The much-photographed gabled restaurants of the Rhine Promenade are a step back from the riverside, near where the steelwork Hohenzollern Bridge rumbles with 1,200 trains a day – and groans under the weight of some 500,000 'love locks': inscribed padlocks whose keys have been thrown into the river. A little upstream, the Rheinauhafen former river port has had a fancy dockland makeover, and hosts the popular Chocolate Museum (schokoladenmuseum.de), signature modernist buildings for tech companies, and what is supposedly the longest underground car park (1.6km) in Europe.



TOP RESTAURANTS

In Cologne the brauhaus experience is the place for traditional cuisine with a touch of humour. Here a Halve Hahn – half chicken – is completely fowl-free, being a bread roll with cheese. Köscher Kaviar, Cologne caviar, is a dish made from blood sausage and onions. And Himmel und Ääd, heaven and earth, is made from a mundane mix of mashed potatoes and apples. All are available at the wood-panelled and chandeliered Peters Brauhaus, the latest manifestation on a site which has been home to brewery restaurants since 1544 (peters-brauhaus.de).

For something more refined, and with a great riverside view, head to the Rheinauhafen, on the riverbank just south of the centre, where Limani's occupies a waterside spot. The Mediterranean-style menu features mostly fish, the likes of grilled octopus and stuffed vine leaves. Their range of German wines is something to explore, too (limanico-cologne.de).



Rheinauhafen

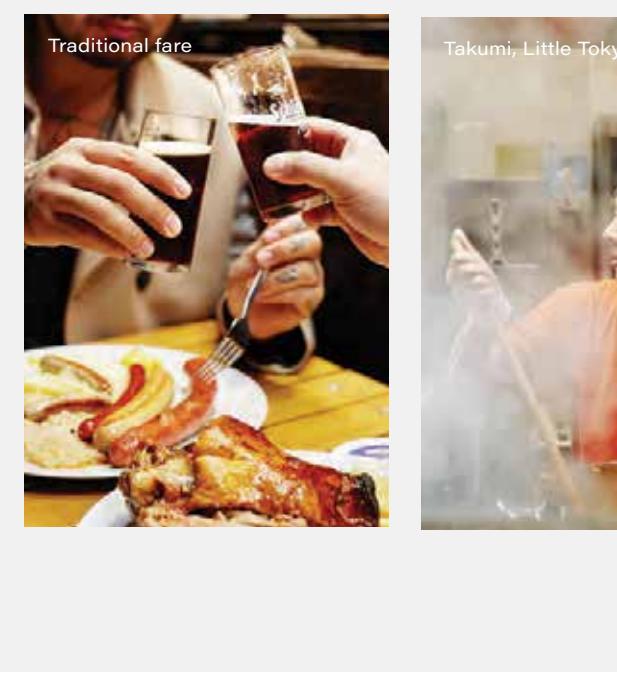
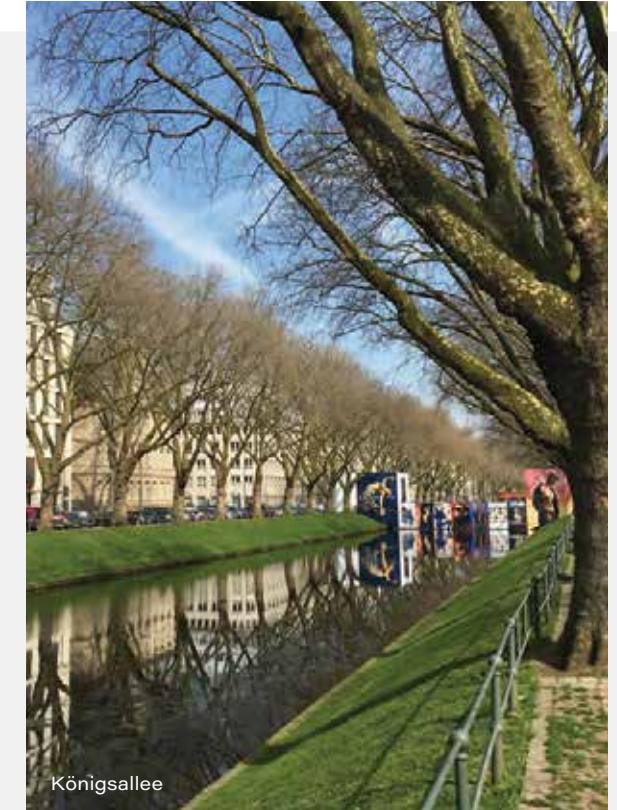


MOST INTERESTING SHOPPING DISTRICT

In Düsseldorf, the place to be seen is the 'Kö' – Königsallee – a shopping boulevard which looks like a slice of Amsterdam, running as it does down both sides of a leafy canal, lined with big name designer boutiques. The mainstay of the Kö is the Kö-tussi - a not completely flattering tag for a heavily made-up lady of indeterminate age, skin unseasonably tanned, toy dog to the fore. Every Düsseldorfer knows a Kö-tussi, even if few will readily admit to being one themselves.

BY THE WATERSIDE

In Düsseldorf, the riverside is less built up. Fully laden barges labour around a giant bend in the Rhine, with sheep grazing on the floodplain on the far bank, while the near bank is lined with a long promenade, punctuated by beer terraces. Here the old river port has had a makeover too, and re-christened Medienhafen, thanks to the presence of a couple of TV and radio companies. It's a headturner for anyone impressed by modern architecture, particularly the warped shiny shapes of Frank Gehry's Neuer Zollhof. The most dramatic view in these parts is from the café at the top of the 240 metre Rheinturm, where the former port and the river intersect (rheinturm.de). You can look down on the roof of the North Rhine Westphalia parliament building, and out to the installations of the Ruhr's chemical factories on the horizon.



THE MILLIONAIRE MACHINE

It's every entrepreneurs dream to create a start-up that makes it big.
Dominic Bliss explore the secret to success

They called it 'the Jam Pad'. Before he launched Uber, one of the world's most successful ever start-up companies, Californian entrepreneur Travis Kalanick used to host brainstorming sessions – or 'jams', as he'd call them – at his home in San Francisco. While sinking beers, munching on take-away food, and playing for endless hours on a Nintendo Wii, he and other bright young minds would discuss their business ideas – some of them crazy, others quite brilliant.

Most brilliant of all was the idea for a ride-sharing taxi company which they first called Ubercab. It launched in 2009, shortly changing its name to Uber. Nowadays, transporting people, food, packages and freight, it operates in 10,500 cities across 70 or so nations, with 33,000 employees and revenue of over US\$31 million.

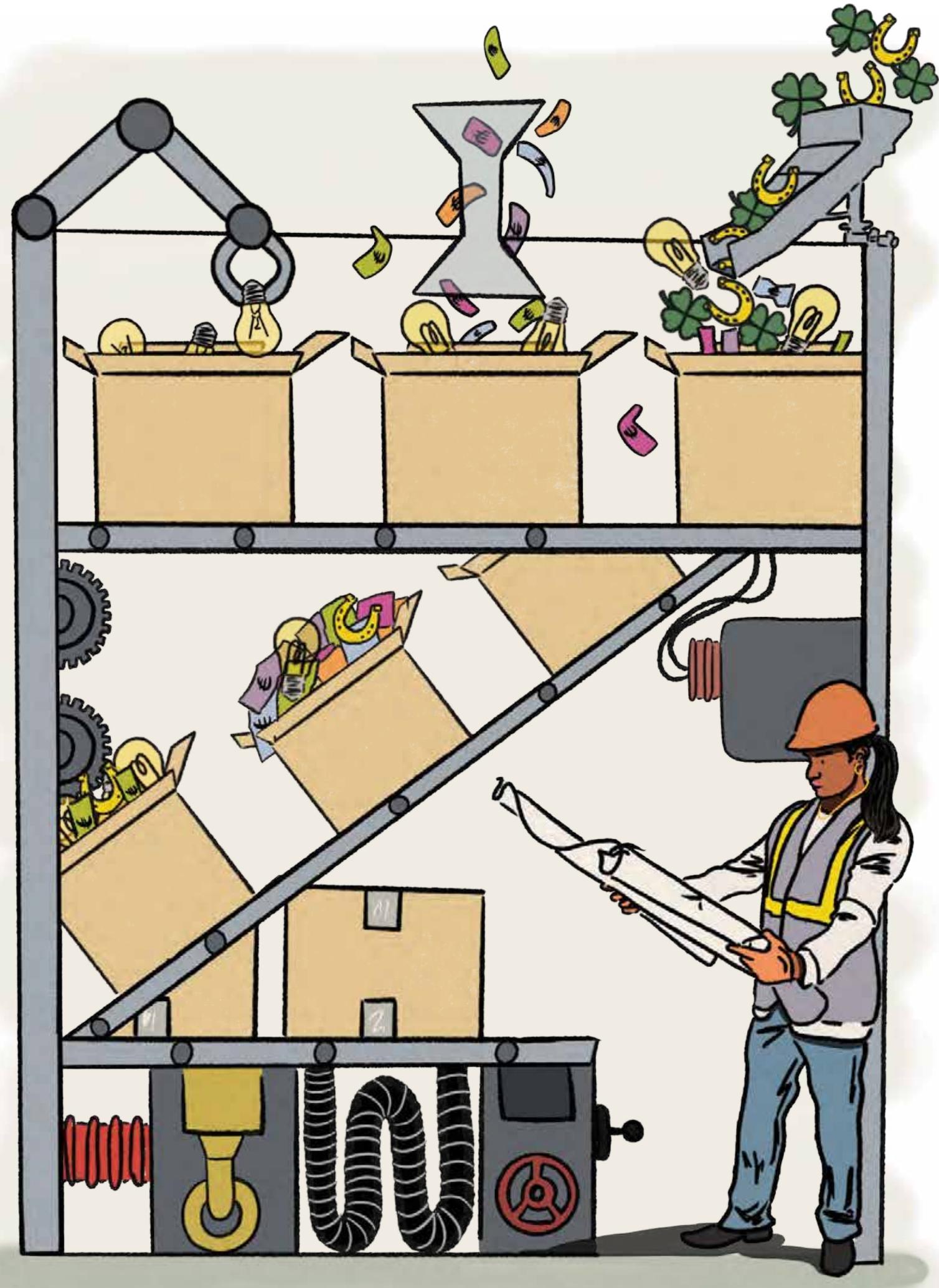
Few start-ups enjoy the glittering success that Uber has achieved. In fact, according to Fortune magazine, 90 per cent of them fail completely. But the ones that survive can – with brains, big bucks, bravado and more than a bit of luck – grow to become among the biggest and celebrated companies on the planet.

Take Beijing-based technology company ByteDance, for example. Launched in a rented apartment in 2009 by two Chinese software

engineers, it now operates the enormously popular video-hosting service TikTok, as well as baike.com (a Chinese equivalent of Wikipedia) and Toutiao (a Chinese news platform). It currently employs around 150,000 people with a revenue of over \$85 billion, and is considered one of the most successful start-ups in history.

So, what precisely is a start-up? It depends who you ask, but it's generally agreed they are companies set up by entrepreneurs on a shoestring, but with bold intentions to earn huge amounts of money through rapid global growth. At the get-go, they often face perilous uncertainty and require sizeable investment. Many aim to solve key problems or disrupt existing business models. Founding members often show huge perseverance, even in the face of imminent failure.

American aerospace company SpaceX, the brainchild of Elon Musk, is a great example. Set up in 2002, in a warehouse in El Segundo, California, it has overcome enormous financial and technological barriers to become the most significant private spacecraft manufacturer and launcher on – and off – the planet. In the last decade or so it has sent astronauts to the International Space Station, invented re-usable space rockets, and created Starlink satellites, disrupting major players in the industry and even impacting the war between Russia and →



"YOU CAN RAISE A HELL OF A LOT OF MONEY AND STILL FAIL"



Britton sold his first can in November 2020 and now has his product in upmarket hotels, restaurants, cruise ships and offices. Next in his sights are the supermarkets.

The launch of High Water was tricky as it coincided with the Covid pandemic, and funding was initially scarce. "I spent my life savings, first," he tells Companion. "Once those had run out, I begged and borrowed from friends and family, anyone who knew me. Then I needed more money, so I sold my house and put that into the business." Finally, he managed to raise money from angel investors. The company is still very small – just Britton and two other employees, all working remotely – and he won't reveal his sales figures. But says he's "delighted with the initial traction" and has "high hopes for global potential".

Also in the food and drinks sector is Yum Bug, which sells food for humans made from insects – crickets, to be precise. Its 29-year-old co-founder Leo Taylor first started experimenting with cooking insects in his parents' garage in Cambridgeshire in 2018, teaming up with trained entomologist Aaron Thomas. "It was very experimental. We tried all sorts of insects: crickets, mealworms, water bugs, dune beetles..." he tells Companion magazine. "The dune beetles were not very tasty, I have to say!"

Ukraine. Oozing with grand ambition, Musk has plans to eventually use SpaceX to colonise Mars.

Others among the world's most successful start-ups may not boast such naked ambition, but they all solve key problems or disrupt existing industries. There are the e-commerce clothing retailers Shein (from China) and Fanatics (from the U.S.), for example. There is the banking service Revolut, the video games developer Epic Games, the messaging service Telegram, and the meat substitute manufacturer Nature's Fynd. Start-up companies valued at over \$1 billion are known as unicorns. According to business analysts CB Insights, there are currently well over 1,100 unicorns worldwide, the lion's share based in the United States. China is the next most fruitful nursery, followed by India, the UK, France, Germany and Israel. Start-ups worth over \$10 billion are sometimes known as decacorns. For the two start-ups now worth over \$100 billion – ByteDance and SpaceX – the phrase "centicorns" or "hectocorns" has been used.

Many of the really successful start-ups blossom in technology and software, but other fields of industry are well represented. Take British drinks brand High Water, for example. Launched by 41-year-old Nick Britton, it sells fizzy fruit-based alcoholic drinks known as hard seltzers.

The German capital Berlin is a strong breeding ground. Trade Republic, for example, an online broker which launched in 2015 and is now worth more than \$5 billion. Content management system, Contentful, and online bank, N26, both of which launched in 2013, are now worth around \$3 billion and \$3.5 billion respectively.

Paris has seen start-up action, too. Healthcare platform Doctolib,

headquartered to the northwest of the capital, launched in 2013 and is now valued at \$6.2 billion. Video game developer Sorare, which counts footballers Lionel Messi and Kylian Mbappé, and tennis player Serena Williams as investors, is now valued at \$4.6 billion. And car-pooling platform BlaBlaCar, now with 26 million active members, is worth \$2 billion. So far, so impressively successful.

Not quite in the same league, but positioning itself as a centre for environmental technology, is the Lithuanian capital Vilnius. Among the start-ups to emerge here is Vinterd, an online marketplace for buying and selling second-hand items, which claims to be its country's first unicorn. There's also PVcase and Inion, both in the solar energy sector; Leafood, a new launch in vertical farming; and Inbalance Grid, an electric-car charging company.

There are bold plans to nurture more environmental start-ups in Vilnius, thanks to a new green technology programme at the city's Sunrise Tech Park which, claims to have trained just under 150 start-ups since 2003. Head of the park is Laima Balciune who explains how fledgling companies will benefit from training and mentoring programmes. "Start-ups will benefit from fully-equipped office spaces, providing them with a collaborative environment to foster growth," she says. "There will be clean technology-focused workshops, ensuring that entrepreneurs stay abreast of industry trends and acquire the latest skills. The mentorship programme will connect start-ups with seasoned professionals, guiding them through strategic decision-making."

With only 10 per cent of start-ups succeeding (according to that research in Fortune magazine), the majority of entrepreneurs and their investors will ultimately be disappointed. In fact, as Nick Britton from High Water explains, it's only when start-ups mature beyond start-up status that they know they've succeeded. "It's when you've become an established business and you're no longer a start-up," he says. "If, 10 years post-launch, you're still existing in the market at scale, that's when you know you're a successful start-up. It's not about how much money you raise. You can raise a hell of a lot of money and still fail. You can also have a great business and do everything right and still fail. There's a hell of a lot of luck involved."

The bosses at Uber, SpaceX and ByteDance may not wish to admit that luck played a part in their own success. But it was surely a crucial element - beyond the most talented entrepreneur's control.



"THE ONES THAT SURVIVE CAN GROW TO BECOME AMONG THE BIGGEST AND CELEBRATED COMPANIES ON THE PLANET"

CATWALK



Sinead O'Dwyer

DISRUPTORS

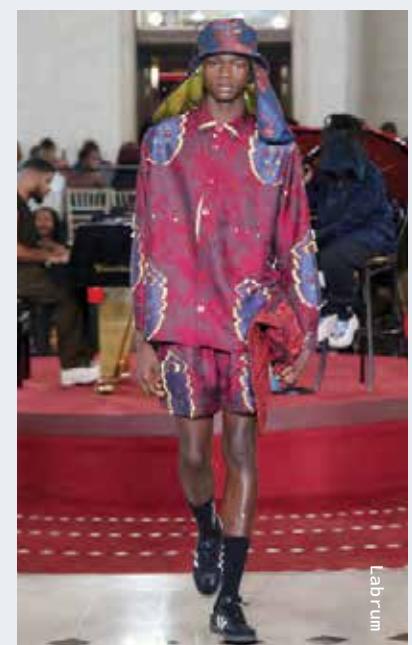
Fashion-insider, Michelle Duguid explores the fight for diversity and sustainability in fashion and the brave designers, models and magazine editors on a mission to shake things up

There's a storm brewing within the fashion industry. A wind of change is challenging the status quo, heralding in the progressive new. An exciting wave of fashion disruptors offer fresh eyes on the way we work in the industry, challenging and changing perceptions for the better. They are pushing creative boundaries with the type of work they are presenting and how they show their work, allowing their cultural references to inspire. Most importantly, they demand total inclusivity on who is representing their work.

Diversity is the practice of including or involving people from a range of different social and ethnic backgrounds, genders, sexual orientation and body types. Historically the industry has been criticised for lack of exactly this, and many fashion brands and retailers are now three years on from the commitments they made to diversity, equity and inclusion (DEI) when the Black Lives Matter movement galvanised attention.

Many brands make grand statements but it is the powerful work by emerging designers that are actually pushing to address historic imbalances in the fashion industry and also proudly offer different cultural reference pots. Grace Wales Bonner has a sold-out Adidas Originals collab inspired by the Jamaican Dancehall culture which is an ongoing theme for her. Saul Nash offers brilliant genderless sportswear collections inspired by the mix of different people he grew up around. Tolu Coker's corseted elegance looks at the matriarchs who have carved paths in England and Nigeria. Menswear designer and founder of Labrum, Foday Dumbuya, mixes British tailoring with a West African design, and Bianca Saunders collection is always a conversation around the idea of black masculinity and Caribbean identity. While these designers have found great success recently, much more representation is needed to implement systemic changes in the fashion industry.

Edward Enninful, the outgoing Editor-in-Chief of British Vogue and soon-to-be global creative and cultural advisor of Vogue, has changed what a glossy fashion magazine looks like. It now has all types of diversity represented on the cover and hats off to the casting director for her important work on fashion shoots too. Vogue and Glamour alike have also celebrated people of all genders and disabled bodies on their recent covers. "For too long there has been a lack of diversity when it comes to genders and disabilities on magazine covers," said Deborah Joseph the European Editorial Director of Glamour. "It was important to me as editor of Glamour to say to a broad spectrum of people, we see you, we are for you, and we tell your life stories. It's important that the next generation grow up feeling that they could be on a magazine cover regardless of who they are →



Designers making the catwalk more diverse and inclusive



Collina Strada



Collina Strada



Collina Strada



Collina Strada



Collina Strada

"DISABLED PEOPLE WANT COLOUR AND PRINT, AND TO SHOP LIKE ANYONE ELSE"

AI DISRUPTERS

Artificial intelligence also played a part in fashion month as an innovation disruptor. According to McKinsey & Company in an article in Forbes, generative AI could add between \$150 billion to \$275 billion to the apparel, fashion, and luxury sectors' operating profits. This has such potential with supply chain and logistics but as such the creative impact is on the fence. Ganni's collection was inspired by the rise of AI and its design brief was set by ChatGPT. While the design team didn't follow all of the brief, it was seen as a starting point. Ganni CEO & Creative Director, Ditte Reffstrup told Vogue, "The first reaction was 'I might not have a job tomorrow.'" Collina Strada seemed to be the first

designer to actually show looks that have been physically designed by generative AI. Hillary Taymour, creative director at Collina Strada, and her team fed the previous collections into the AI model. The algorithm initially provided design ideas that were not strong enough, so it took a human touch from the design team to make it better and back on track for the brand.

Sebastian Meyer and Arnaud Vaillant from Coperni have become a big noise in fashion by cleverly offering contemporary fashion with a fascination with technology. Do you remember they showed Bella Hadid being spray painted into a dress? This time the brand worked with a tech start-up to design a prototype AI enabled pin. This is intended to be worn as you go about daily activities and it uses a multitude of sensors to enable intuitive computing interactions. Coperni also showed their signature Swipe bag reinterpreted as a Walkman.



Coperni Femme

and what they look like - and also because of it." Champions for diversity in fashion have also emphasised the importance of casting disabled models. Unhidden Clothing is the first adaptive brand to show at London Fashion Week, and it specialises in fashion for disabled people. (Adaptive fashion can be a lot of different things - such as clothing with sensory-friendly seams, hassle-free fastenings and design silhouettes specially created for wheelchair users.) This season it showcased clothing made for three body types: short stature, seated and ambulatory. Models walked and rolled down the catwalk and among them were actors

Adam Pearson and model Ellie Goldstein who recently helped to launch Barbie's first doll representing someone with Down's Syndrome. "There's an assumption that disabled people don't need any other forms of clothing except leisurewear," says Victoria Jenkins, founder of the Unhidden brand. "Disabled people want colour and print, and to shop like anyone else."

While designers such as Sinead O'Dwyer and Collina Strada have also been praised for casting disabled models including wheelchair users, in recent shows, research in The Guardian newspaper has found that despite representing 24% of the population, models with visible disabilities feature in only 0.02% of fashion campaigns. Lauren Nathan-Lane is a disabled model represented by Zebedee Talent. She has modelled on campaigns for major high street brands and numerous fashion editorial shoots. Lauren campaigns for the inclusion of more disabled people in the fashion industry and also works as an anti-racism and justice worker for a youth charity. She posed the question in response to these stats, "So what is it about visibility of disability that puts designers off? I think those of us who are models with visible disabilities tend to get told that our disabilities or, more specifically, our mobility aids are too distracting for fashion shows or campaigns which I think is an interesting way to view us. We obviously don't want to distract from people looking at the clothes, but I personally think watching clothes move down a catwalk on various different bodies, including on models using mobility aids or with prosthetic limbs or oxygen tanks, actually makes the show (and in turn the clothes) more likely to stand out."

There are a lot more important conversations currently happening around the fashion industry, powdered by social media and the democratisation of fashion, and the ability for us to use our voices for change. A report by Vogue Business, which analysed 9,584 looks across 230 presentations in New York, London, Milan and Paris, also found a massive discrepancy between the casting of different size models. New York fashion week has always been more inclusive than Paris and Milan with 33 brands on the schedule showing a wider casting. In the European cities, only 3.9 per cent of models were mid-size (UK 10-14). Therefore, 95.2 per cent of models were size UK 4-8. Thankfully some designers are diversifying, now casting mod-



Stella



Erdem



Karoline Vitto

els of all sizes into their mainstream runway shows alongside traditional-size models. This approach is a powerful statement, showcasing that fashion is for everyone, regardless of body size. "We need to have more curves on the runway too and for this to be normal" said Ashley Graham to The Times newspaper after the opening of the Karoline Vitto show in Milan in September. Brazilian-born, London-based Vitto fitted her latest collection on a line of models sized between 10 and 26 which is a really intricate process as opposed to casting regular size models where one size of sample pretty much fits all. The designer is determined that this is the way she showcases her collection and stands at the forefront of a new guard of designers looking to transform fashion and the way it makes clothes for women of all shapes. Karoline Vitto and Chopova Lowena ranked joint first with 100 per cent size diversity, meaning all of the models were either mid-size (UK 10-14) or plus-size (UK 18+).

Sinead O'Dwyer is a Dublin-born fashion designer also known for her work challenging the usual casting in the fashion industry, particularly with body diversity. She has gained recognition for her commitment to inclusivity and for featuring diverse body types in her shows from the beginning of her career. We often speak on the lack of size inclusion in fashion and often blame the designers themselves, but Sinead spoke a lot about how designing for a larger figure isn't made easy when you are starting, and even as far back as the education system. There is a standard type of mannequin and all the equipment and patterns are based on a small sample size figure. She also explains how making a collection in a wide range of sizes is difficult. She has to make four different sample sizes so four different pattern blocks which need to be graded to fit, which is very expensive for a new designer.

It wasn't just who was on the catwalk that was important this season, but also what was being shown and how it was being shown. As the fashion industry's best-known sustainability guardian, Stella McCartney chose to show her new collection alongside a traditional French market, curated with 21 stands from fellow eco pioneers. Stella's collection was made from 95% conscious materials and these small brands who supplied her yarns and dead stock were celebrated and gained important access to the fashion press. Without such a high profile

designer pushing for change, would people take notice? These brands included LVMH-owned dead stock circular platform Nona Source, vegan apple waste leather supplier Mabel Industries; plant-based leather manufacturer Natural Fiber Welding and traceable wool supplier Nativa. Other stalls hinted at the mood of the market including a vintage clothes stall and vintage record stall that stocked some of Stella's famous dad's vinyl.

Rising stars like Conner Ives, Ahluwalia and Chopova Lowena have also embraced the idea of upcycling, creating new garments out of old - tackling the fashion industry's environmental impact. Patrick McDowell only used sustainable fabrics for his latest catwalk show. Old garment bags were transformed into capes, and three looks were made from 170 dead stock Lee jeans. This is very labour intensive and his team took over 150 hours to repurpose the denim into a puffed skirt, patchwork blazer and a jacket.

Long-established designers are also following Erdem who incorporated antique textiles from Chatsworth house into his catwalk looks. Debo, the late Duchess of Devonshire, was a strict proponent of 'make do and mend', and her reworked Barbour jacket was a triumph. Andreas Kronthaler also went through Vivienne Westwood's archives to pull out key pieces that inspired him and he remade 39 looks this way. It wasn't just on the catwalk that recycling played its part, but also on the sets designed to show the clothes off. French designer, Nicolas Ghesquiere from Louis Vuitton teamed up with American production designer James Chinlund to install an inflatable balloon-like structure which was made from 100% recycled and recyclable material. The interior of the building was basked in a glowing vibrant orange which was the perfect backdrop for the beautiful collection.

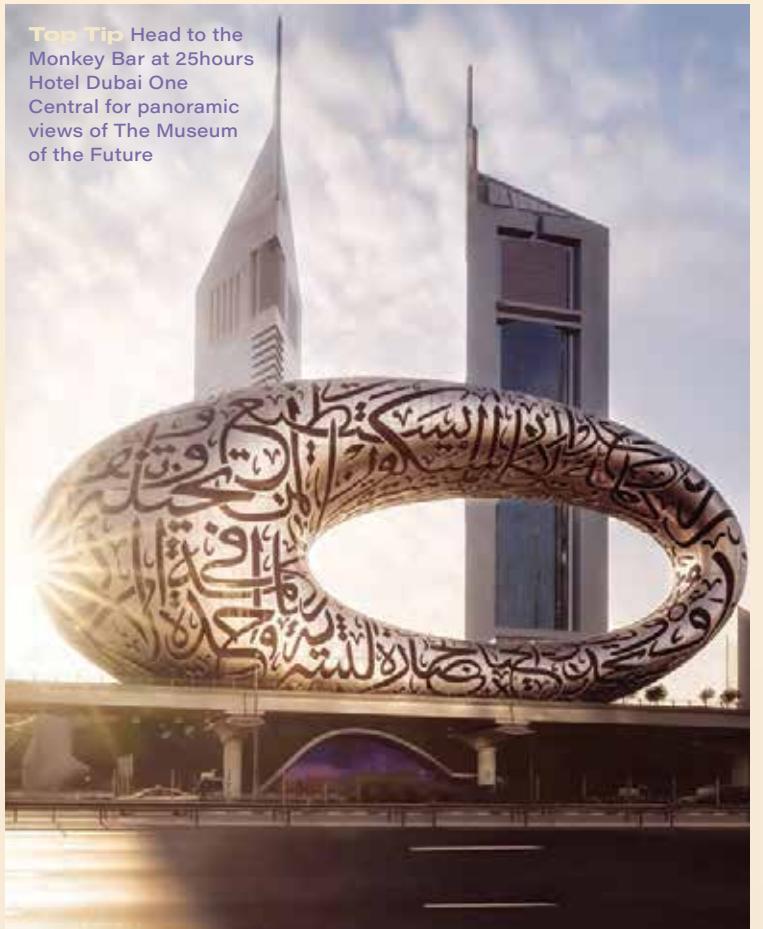
Though the pace of change is slow, the fashion disrupters are disrupting in highly positive and creative way. Support them where you can.



Patrick McDowell

Museums

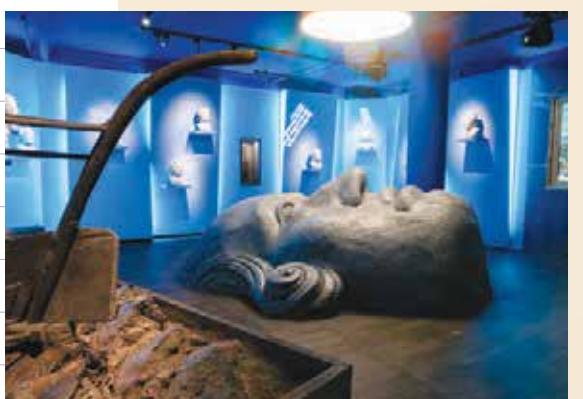
Museum of the Future, Dubai



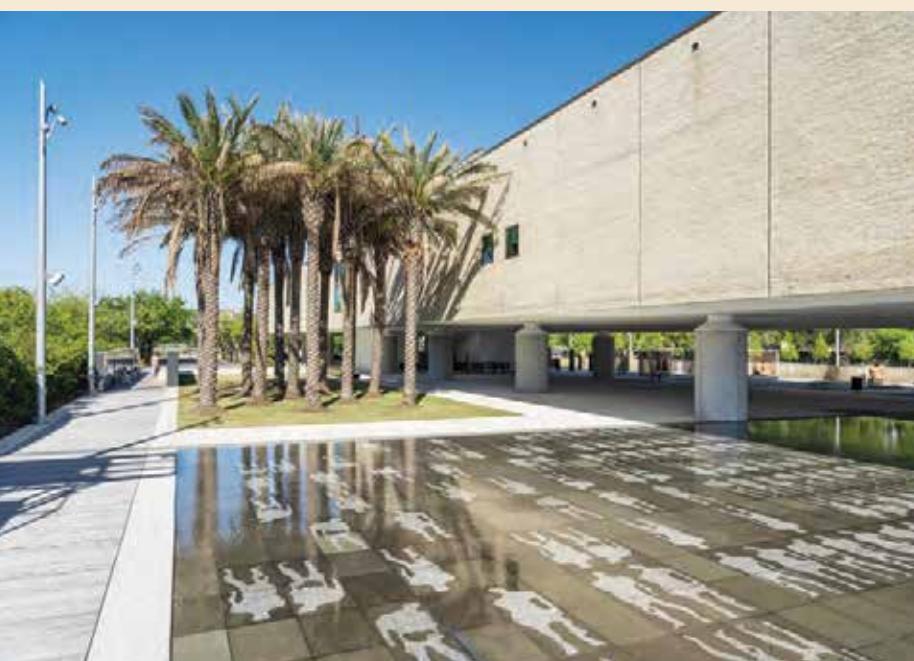
Top Tip Head to the Monkey Bar at 25hours Hotel Dubai One Central for panoramic views of The Museum of the Future



teamLab Phenomena, Abu Dhabi



Deutschland Museum, Berlin



International African American Museum, Charleston, USA

In an age of digital natives, how can museums hold our attention? Jane Anderson consults worldwide institutions with big plans

The Oxford English Dictionary define the word 'museum' as, 'a building used for the storing and exhibition of objects including antiquities, natural history and works of art'. In an age of hyper-immersive media, and rapidly diminishing attention spans, how on earth do museums plan to engage audiences old - and especially - young?

Ask a teenager whether they fancy a visit to a museum, and there will be blank looks all round. Yet in reality, museums are some of our most progressive foundations when it comes to cultural engagement, ground-breaking architecture and outreach programmes, as they strive to push beyond the traditional idea of artefacts in glass cabinets, housed in austere buildings.

One of the world's oldest and most venerable museums, the Victoria & Albert Museum (V&A, vam.ac.uk) which opened its London doors in 1852, is now a powerhouse of innovation, adopting an ambitious plan of regional expansion. As V&A director Tristram Hunt says, "At the V&A we've got 1.7 million objects telling the story of human ingenuity. History is at its most exciting when we have conversations about the past and what it means for the present and future. The big change for the V&A is moving from a museum around South Kensington with its historic outlook, to a multi-site museum."

The V&A has done just that by opening in Scotland on the banks of the River Tay in Dundee, in the quest to have a much stronger regional footprint – somewhat like the Guggenheim did when it rejuvenated Bilbao. As Hunt says, "The V&A Dundee provides culture-led regeneration for a post-industrial city dealing with the collapse of the manufacturing and IT sector of the 1980s." Designed by the Japanese architects Kengo Kuma & Associates, and modelled on the granite cliffs of Scotland, the museum tells the story of Scottish design.

Not resting on its laurels, the V&A is now turning its attention to an area of East London called East Bank, the 21st century answer to London's South Bank. It's right next to the Queen Elizabeth Olympic Park, created for the London Olympics, along with Zaha Hadid's London Aquatics Centre. This happening area of regeneration is now home to Sadler's Wells East, the BBC Choirs and UAL's (University of Arts London) consolidation of all its fashion schools including London College of Fashion. V&A East is due to open in Spring/Summer 2025 designed by husband and wife architecture team, O'Donnell and Tuomey. Their building design is inspired by the Vermeer painting they viewed on a visit to the National Gallery of Ireland, and also by a visit to the V&A's 'Balenciaga: Shaping Fashion' exhibition and the X-ray of Cristobal Balenciaga's evening dress.

Hunt says, "What we're planning here is an exhibition space but also galleries focused on the history of making and designing." This pays homage to a long legacy of creativity in East London around Spitalfields, with its Jewish community and the place where many renowned artists such as Tracey Emin worked in the 1990s. "This area is the →

of
the
future



Young V&A, London



National Museum of African American Music, Nashville



V&A East Museum, London



The Silo Hall, Kunstsiro, Norway

youngest and most diverse, with the fastest growth in innovators in London, who with the best will in the world we find it difficult to get to South Kensington. So having a footprint there in Newham, Tower Hamlets is a social mission. This is where the creatives of tomorrow are working and we need to be a storehouse for them to draw upon for their creative practise," explains Hunt.

"We're also building V&A East Storehouse in Stratford where you'll be able to walk around and see once-hidden storage with over 250,000 objects, 350,000 library books and 1,000 archives, blurring the boundaries between public and private back of house spaces," adds Hunt. "We've also got the space to recreate some great historic rooms such as the 1930s office Frank Lloyd Wright made for American businessman Edgar J. Kaufmann. What it also means is that you, as a member of the public, or a scholar or an artist want to order an object to study it – you want to look at 15th century Venetian glass for yourself – we will have the study rooms for you to do that. You will order a week ahead online. That very democratic principle of the V&A that, 'all of this belongs to you' as Henry Cole, the V&A's first director once said, will be available again in the Storehouse."

Ask Hunt what he thinks is one of the most progressive museums in the world today he highlights the Museum of Art and Photography (map-india.org) in Bangalore by Mathew & Ghosh Architects, conceived by philanthropist and collector Abhishek Poddar in 2020.

"India has a strong tradition of cultural events, but not a tradition of galleries. So how do you crack that code?" asks Hunt. "How do you understand how digital natives will engage with a museum when it's not in their culture? The architecture of museums has changed from a narrow didactic approach to one that is now much more collaborative – co-curation, co-design, thinking about community voices. On the one hand you want that sense of ownership and engagement, whilst remembering that we're not a community centre. This is also about education – broadening our horizons with the expertise of curators, educators and designers to try and push the audience. It's a challenge to do this without being elitist. The way through is to have as inviting a welcome as possible. Plus events. We run the London Design Festival. Lots of young designers are excited to engage with the past. But we always keep reinventing."

Berlin is also keeping pace with museum technology with its new Deutschlandmuseum (deutschlandmuseum.de) in Leipziger Platz, a poignant location where the city was once divided by the Berlin Wall. This immersive experience encourages visitors to cover 2,000 years of

history across 12 epochs in an hour! Surely no one could be bored by that? This 4D museum features modern technology, sweeping vistas, an audio experience, and even aromas to bring history to life. It aims to engage with a formula that's part education, part amusement park.

Deutschlandmuseum director, Robert Ruckel comments, "Digital natives are accustomed to assimilating a vast amount of information in a very short time. On the other hand, they recognize that they no longer need to memorize details but can look them up when necessary. Therefore, museums need to become more engaging, provide overviews, and deliver information quickly to align with the current zeitgeist."

The terms 'museum' and 'future' are surely an oxymoron? How can something that holds artefacts from the past tell us anything about what's to come? Dubai's Museum of the Future (museumofthefuture.ae) takes up the challenge. The 77m-tall building certainly feels futuristic, designed in the shape of a lopsided doughnut inscribed with Arabic calligraphy, where the doughnut is the 'known' and the hole in the middle represents the 'unknown'. Designed by Killa Design architects and looked after by the Dubai Future Foundation (dubaifuture.ae), the structure is powered by renewable energy. It's LEED Platinum-certified, placing it among the world's lowest-impact buildings.

The purpose of this museum is to show the things that will evolve in years to come via forward-thinking exhibitions centred on innovation. A lift simulates a Space Shuttle ride into space. Different floors explore different parts of our lives, perhaps the most valuable one is the wellness floor delving into our five senses. It also houses an intellectual centre to provide a platform for studying future challenges alongside international partners and research entities.

In neighbouring Abu Dhabi, some of the world's most ambitious museums have opened included the Louvre Abu Dhabi (louvreabudhabi.com) designed by Jean Nouvel with a 180-metre, eight-layer star-lattice dome, allowing sunlight to filter through. This year sees the opening of teamlab Phenomena (teamlab.art), an immersive journey through cutting-edge installations sitting at the crossroads of art and technology. The intention is to be the world's new home for 'infinite curiosity' exploring artworks that evolve freely and organically as if they were life-forms themselves. Even the building, designed by MZ Architects, is an organic shape taking visitors inside and out, working like a human body where everything is connected.

2025 sees the opening of Zayed National Museum (zayednationalmuseum.ae), the Fosters & Partners architectural renders of which resem-

ble some kind of elegant spaceship rather than a stuffy institution and proving that museums are at the cutting edge of architecture. Narrow glass atriums rise from the museum, made from lightweight steel structures, representing the wing tips of the falcon, a national symbol of UAE heritage – but also acting as solar thermal towers to draw hot air out. The museum aims to showcase the history, culture and, crucially, the social and economic transformation of the Emirates in pod-shaped galleries suspended over a dramatic top-lit central lobby. Celebrating Sheikh Zayed's legacy and love of nature, the museum will be set within a landscaped garden, based on the timeline of his life.

In contrast to these newly constructed museums, Norway is turning its attention to the regeneration of an architecturally significant 1930s grain silo. This functionalist gem is being transformed into Kunstsiro (kunstsiro.no), a new art institution and experience centre bringing together the Southern Norway Art Museum with the prestigious Tangen Collection of Nordic art, epitomising Nordic modernist art from 1930 to 1980. This testament to human ingenuity will be a place for everyone to interact with art as well as offering panoramic views of the coastline known as 'Norway's Riviera'. There will also be locations for lectures, concerts, dining experiences, workshops and events.

Kunstsiro's inaugural exhibition opens on May 11. 'Passion of the North', will be an immersive journey into the soul of Nordic art. Based on conceptual themes inspired by literary giants like Thomas Hardy and Virginia Woolf, it delves into the dynamics between society, community, the mechanical and organic aspects, and the contrast between rural and urban life. The exhibition will unfold through 25 rooms, each adorned with its distinct mood and pastel colour, making every space an art piece in itself. Kunstsiro hopes to attract people who don't normally visit museums and galleries. Reidar Fuglestad, managing director of Sorlandets Kunstmuseum and Kunstsiro said, "Our mission is to bring people to the arts and the arts to the people. This means giving you a chance to encounter and reflect upon yourself as well as the times you are living in through the very best that the arts have to offer. I think most people feel this is more than just an ordinary building."

It seems above all, the success to museums in the modern age is as old as what makes us human – the ability to tell stories. Much of this comes via our instinct for play – now recognised as the best way for young children to learn. Two progressive museums in the USA base their suc-

cess on this combination of storytelling and play. The National Museum of African American Music in Nashville (nmaam.org) is the only museum dedicated to preserving and celebrating the many music genres created, influenced, and inspired by African Americans and prides itself on its technology-first approach. Features include an interactive rap battle booth and dance room as well as the opportunity to curate your own playlist based on your favourite artists on user-friendly consoles dotted throughout the museum.

Dion Brown, executive director, NMAAM says, "In today's world, museums must get outside of their four walls to attract in-house visitors. NMAAM, like many others, is exploring, designing, and implementing different technologies to expand and welcome new and returning guests. We are currently working on an app that will expand access to digital collections, museum programming and more."

And in New York State in the town of Rochester, The Strong National Museum of Play (museumofplay.org) is all about this engagement – so vital to the success of modern museums. Not only can you stroll down Sesame Street but you can immerse yourself in a new ESL Digital Worlds exhibit which has two video game areas, Level Up and High Score, and create your own avatars whilst learning about the video game industry. Who would have thought that whilst parents the world over are begging their kids to come off their screens, a museum is embracing the creativity of this pursuit?

Which all brings us full circle back to the V&A in London. From its 19th century origins to just last year, the V&A Museum of Childhood in Bethnal Green was a place about childhood for adults to reminisce – despite taking their bored children along to have a stare at old prams and board games behind glass. A recent transformation into the Young V&A (vam.ac.uk/young) – a museum about play for children, speaks volumes about the future of our museums. Three new galleries – Play, Imagine and Design – feature 2,000 objects dating from 2,300 BC to today. Hands-on experiences include optical illusions, sensory playscapes, a giant marble run, a story-telling stage, a self-portrait making station and den-building area. It's a frazzled parent's dream, and what's more it's free. Works by leading artists and changemakers from Olafur Eliasson to Greta Thunberg sit along examples of children's own creativity. And you don't get much more democratic and playful than that. After all, museums must engage our young people – the ultimate changemakers of the future.

ADVERTORIAL FEATURE

Journeys of self-discovery

STEP OUTSIDE YOUR DAILY ROUTINE, SLOW DOWN, AND EMBRACE THE WORLD OUTSIDE YOUR COMFORT ZONE WITH LONELY PLANET'S LATEST BOOK, YOUR TRIP STARTS HERE



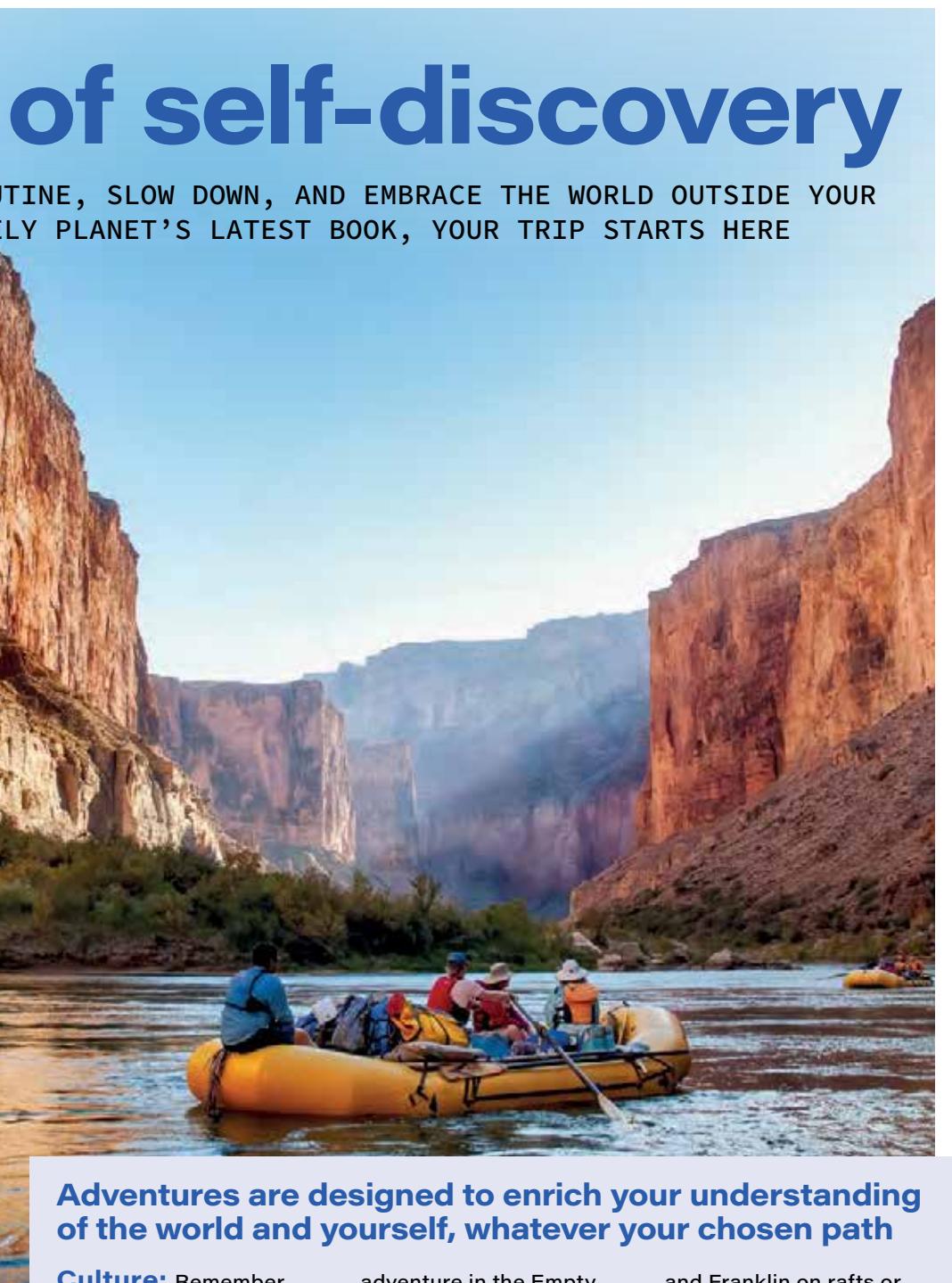
'Your Trip Starts Here - Journeys of Self-Discovery Through Travel: How Travel Helps Us Grow' is a milestone publication in Lonely Planet's 50 year legacy. Featured journeys open up the potential for emotional and spiritual growth, insights and understanding, and the development of physical skills.

As chef, author and traveller, Anthony Bourdain once said, "Travel leaves its mark on us, on our body or our heart." This sentiment resonates deeply in the pages of this new book, where long journeys become catalysts for personal development. Be it an audacious trek, a daring rafting expedition, a cultural road trip, or a timeless pilgrimage, these journeys share the potential to reshape the way you see the world and live in it.

Experience the solitude of a two-week walk through Australia's centre, immerse yourself in a nine-day cultural trek into the Goolarabooloo Country of Western Australia's Dampier Peninsula. Trace the footsteps of civil rights activists along the US Civil Rights Trail or find enlightenment while trekking to Japan's 88 temples of Shikoku. Embark on a month-long pilgrimage to Santiago de Compostela in Spain or feel the rush of unpredictability as you navigate Tasmania's Franklin River by raft. Detailed accounts by writers with first-hand experience, capture the highs and lows of each stage, accompanied by comprehensive maps and practical information setting the stage for your own journey of self-discovery.

lonely planet

Your Trip Starts Here: Journeys of Self-Discovery Through Travel by Lonely Planet
From €34.99. Available where all good books are sold or shop.lonelyplanet.com



Adventures are designed to enrich your understanding of the world and yourself, whatever your chosen path

Culture: Remember the dead on a Mexican road trip, make an artistic awakening on the French Riviera.

adventure in the Empty Quarter's endless dunes in Oman.

Hikes: Walk the Celtic Way from Glastonbury to Stonehenge or follow St. Patrick's Causeway in Ireland. Experience transformative journeys like the Camino de Santiago in France and Spain, or the Via di Francesco in Italy.

Road Trips: Immerse yourself in the stories of Harriet Tubman along the Underground Railroad Byway, see South America by bus, or Ladakh in India by motorbike.

and Franklin on rafts or canoes. Cycle the length of New Zealand or surf through Sri Lanka.

Pilgrimages: Embrace spiritual dimensions as you complete circuits around Mt Kailash in Tibet or discovering a Southern Music Pilgrimage in USA.

Off the Beaten Path: Ride in the hoofprints of Kyrgyz nomads in Kyrgyzstan,

History: Uncover the legacy of Warsaw's Jewish history, the Civil Rights History in USA or Canada's indigenous roots and ancestry.

Adventure & Sport: Navigate rivers like the Yukon, Colorado, Zambezi,

BIG IDEAS WORTH SHARING



Since 2006, the platform TED has been talking about some very big ideas indeed. Barbara Russ distills those with the potential to alter the course of your life →





Brené Brown
The power of vulnerability

63 million views

"Connection is why we're here," says researcher-storyteller Brené Brown, who posits that vulnerability is the key to connection. However, "connection is unravelled by shame," the fear of being disconnected from others because of who we are. Because of this fear, people tend to hide their real feelings and avoid being vulnerable. The problem is we cannot selectively numb feelings. If we numb the bad, we also numb the good. In order for connection to happen, we have to allow ourselves to authentically be seen. Authenticity, says Brown, means "letting go of who we think we should be in order to be who we are."

Top takeaway: Brown's happiest case subjects believed that what made them vulnerable made them beautiful.



Simon Sinek
How great leaders inspire action

63 million views

Why are some people or companies more innovative than others? Why did Martin Luther King lead the Civil Rights movement? Why did the Wright brothers achieve flight? Why do you buy Apple products? Simon Sinek made a discovery that changed his worldview: People don't buy what you do, they buy why you do it. He explains that verbal messaging reaches only the neocortex, the newest part of the brain. But the limbic system, the part of the brain that controls decision-making, has no capacity for language. It is controlled by feelings, not information. So if you want to sell a product, inspire change or lead people, you need to make them believe what you believe.

Top takeaway: Start with your "why."



Robert Waldinger
What makes a good life? Lessons from the longest study on happiness

45 million views

Most people think money and fame are what they need to achieve in life in order to be happy. They're wrong, says psychiatrist Robert Waldinger. He is the current director of a 75-year-old The Harvard Study of Adult Development. In this longest-running study on happiness, two groups of men, from a privileged background and from one of the poorest neighbourhoods in the US, were regularly checked on and asked about their happiness. What is the lesson learned? The clearest message is, "people who are more socially connected to family, to friends, to community, are happier, they're physically healthier, and they live longer than people who are less well connected."

Top takeaway: Put family and friends before the pursuit of money.



Mel Robbins
How to stop screwing yourself over

32 million views

What do you want? Motivational speaker Mel Robbins says achieving your dream is simple, but it's not easy. Everything has already been done. There is a blueprint and free online tools for everything. However, we convince ourselves we are fine, so we hit our inner snooze button on our dreams. We'll do it when we feel like it. Spoiler alert: you are never going to feel like it. Robbins says, "grow up and do it anyway." As an adult, you have to parent yourself, making yourself do the things you don't want to.

Top takeaway: Forcing yourself out of your comfort zone will get you unstuck and closer to your dream life.



Shawn Achor
The happy secret to better work

25 million views

With much comedic talent, psychologist Shawn Achor argues that optimism makes us more productive. "Ninety per cent of your long-term happiness is predicted by the way your brain processes the world," he says. "It's not reality that shapes us, but the lens through which our brain views the world that shapes our reality." So, if we change the lens, we can change our reality. Dopamine, which floods the brain when it's happy, has two functions. It makes you happier, and more open. The brain performs better in a positive than a negative state. "Your intelligence rises, your creativity rises, your energy levels rise."

Top takeaway: Start with a gratitude journal. It trains your brain to scan the world for the positive.

"CONNECTION IS WHY WE'RE HERE"

BRENE BROWN



"THE OPPOSITE OF DEPRESSION IS NOT HAPPINESS, BUT VITALITY"

ANDREW SOLOMON



32 million views



Celeste Headlee
10 ways to have a better conversation

29 million views

"Conversational competence might be the single most overlooked skill we fail to teach," says Celeste Headlee. Her 10 rules for fostering better conversations offer valuable insights. She emphasizes the importance of being (1) fully present, avoiding multitasking, and (2) entering each dialogue with a mindset open to learning. Encouraging (3) open-ended questions, she advocates for (4) flexibility of the mind and letting go of preconceived notions, and (5) admitting when one doesn't know. Headlee discourages (6) equating experiences, (7) repetition, and (8) fixation on details. She underscores the significance of (9) listening to understand rather than just to reply and advocates for (10) brevity while remaining open to the astonishing perspectives others may bring to the conversation.

Top takeaway: Keep on talking. It's one of the most valuable skills we have.



Andrew Solomon
Depression, the secret we share

13 Million views

"The opposite of depression is not happiness, but vitality." This is the central thought in Andrew Solomon's talk about depression. The author of *The Noonday Demon: An Atlas of Depression*, explains why depression is not, as it is often imagined, just sadness. "It's much, much too much sadness," he says. When he was depressed, "everything there was to do seemed like too much work." Listening to voicemail and answering it, for example, or chewing and swallowing food. Solomon explores the complexities of treatment, advocating a holistic approach that may include therapy, medication, and support networks. Ultimately, Solomon's talk encourages compassion and empathy, emphasising that while depression can be isolating, it is a shared human experience.

Top takeaway: Depression requires a holistic approach to making things better.



Chimamanda Ngozi Adichie
The danger of a single story

35 million views

As a little girl, Chimamanda Ngozi Adichie believed, because of the European books she read, that people who looked like her couldn't be in literature - until she discovered African writers. This anecdote shows, "how impressionable and vulnerable we are in the face of a story, particularly as children." You may know Nigerian writer Chimamanda Ngozi Adichie's best-selling books, or maybe from her essay *We Should All Be Feminists*. But even if you've never heard of her, this talk will put her on your map. She argues that no person should ever be regarded as one-dimensional because single stories dehumanise.

Top takeaway: Stories hold power: They can rob people of their dignity, but they can also repair it.



Tim Urban
Inside the mind of a master procrastinator

68 million views

Tim Urban explains the forces at work in his head before a deadline. He paints a mind map that includes a rational actor at the steering wheel, an instant gratification monkey that hijacks the wheel and a panic monster that can take control, but only at the very last minute. The real problem arises when there is no deadline. Then, procrastination can be the source of a "long-term unhappiness and regrets". If the panic monster never intervenes, procrastinators can't achieve their dreams, or even start chasing them.

Top takeaway: Start now.



Susan Cain
The power of introverts

33 million views

In Susan Cain shares insights about the value of introverts in a world that often favours extroversion. She highlights how our culture tends to promote extroverted qualities, with schools and workplaces increasingly incorporating interactive spaces and group work. Introversion is not the same as shyness, but how individuals respond to stimulation. She emphasises the importance of solitude for creativity and suggests three calls to action: stop the obsession with group work, embrace moments of solitude and reflection, and encourage both introverts and extroverts to share their qualities with the world.

Top takeaway: Introversion should be embraced and nurtured.



In the 24th century – at least, according to Star Trek: The Next Generation – we'll be ordering our lunch from vending-machine-sized replicators while zooming across the galaxy at warp speed. These break down biowaste (don't ask) to an atomic level then synthesise it as a delicious chicken sandwich or vegetable samosa or, in the case of Captain Jean-Luc Picard, "Tea. Earl Grey. Hot".

Science-fiction has always boldly gone into the realms of imagination, conjuring all sorts of alternative futures. Isaac Asimov foresaw a far-flung Earth in which whales farmed plankton for human consumption, while Douglas Adams, in The Restaurant at the End of the Universe, wrote about a talking cow bred to actively *want* to be eaten, informing diners about its meaty rump before trotting happily off into the kitchen. As for the 1973 film *Soylent Green*, well, I daren't tell you what the food stuff consumed in that was made from.

Sometimes, the real world catches up with the fictional one; sometimes it surpasses it or continues down a different narrative altogether. If someone from the 1960s – an era when supermarkets, convenience food and microwaves were coming of age and the space age was blasting off – was transported to the year 2024, they might be a little surprised to find current food trends were mainly obsessed with sourcing fresh, hyperlocal and seasonal ingredients. But perhaps reassured to watch us order takeaways and groceries by tapping on a small, personal computer that we carry around in our pockets, or to read about hydroponic farms harvesting micro herbs and fake meat being grown in laboratories. (I'm very fond of the 1973 Woody Allen film *Sleeper*, in which Allen plays a health-food-store owner who, after being cryogenically frozen, wakes up in the year 2173 to discover that cigarettes and cream pies have been proven to be extremely good for us.)



Creative Machines Lab's 3D printed vegan cheesecake



Above left: goodBytz robotic kitchen assistant can prepare up to 150 meals per hour; Right: Perfegg sandwich containing chicken-free eggs made from pea protein

That's not for sale yet, but those with €35,000 to spare may want to invest in a Moley Robotic Kitchen, which has two gratifyingly futuristic robotic arms, each with two articulating hands. It prepares up to 5,000 different recipes using pre-weighed ingredients – would sir like a crab bisque, perhaps, followed by a cauliflower risotto? As well as cooking restaurant-standard meals, it will tell you which ingredients need replacing and washes up.

"Robots can free up cooks and chefs by taking on repetitive tasks, allowing humans to focus on the hospitality aspect, creating and strategising," says Kevin Deutmar, co-founder of Germany foodtech startup goodBytz, which makes robotic kitchen assistants able to switch effortlessly from making porridge at breakfast to ramen for lunch. 'In the long run, I believe that people will decouple from the repetitive production of meals. Famous chefs will be able to offer their culinary concepts to robot users around the globe, and restaurant chains will be able to roll out a new dish in outlets worldwide without the elaborate process of teaching staff how to cook it. It's going to be a real game-changer. And I →

think it will drive more young people into the hospitality sector because working conditions in robot-powered kitchens are considerably better.'

That may be one future, though the jury is still out on how good robot-prepared food actually tastes. Visit California's Silicon Valley right now, and you can be treated to a performative coffee-making experience by a robotic barista called Francisco at CafeX in San Francisco Airport and sit down to a meal of spiced lamb and tzatziki made by the fully automated staff at the container-like Mezli. But these feel like novelty acts, rather than top-of-the-bill names that will one day take over the world. Some of the most exciting scientific developments right now are happening at a cellular level.

Until fairly recently, food tech was something that happened quietly behind the scenes, largely carried out by ingredient companies. But then small start-up companies got in on the act, spurred on by an increasing awareness of the importance of food to both the planet – and the need to feed a global population of 10 billion by 2050 – and our bodies, and by the increasing accessibility of major scientific breakthroughs. Now there are innovative teams of biologists and researchers experimenting in development kitchens, from Berlin-based Perfegg, which makes chicken-free eggs using pea protein, and Hamburg's Infinite Roots, which works with

edible mushroom mycelium, to Brooklyn-based Air Co, which distills carbon-negative vodka by turning captured carbon into alcohol.

"The rising awareness of the impact that the food system has on the globe has accelerated food tech over the last few years," Brett Brohl, MD at TechStars' Farm to Fork accelerator, told *The Grocer* magazine. "And the events of 2020 magnified several challenges facing big food." In 2022, sustainable food start-ups in Europe attracted \$1.9bn of investment, while it's estimated that by 2027, the global food-tech market will be worth nearly \$350bn. Much of that is being invested in cultivated meat companies such as the Netherlands' Mosa Meat, whose supporters include Leonardo di Caprio. When it comes to plant-based protein, start-ups include Berlin-based Project Eaden – its young team resemble a crew of future astronauts – which uses fibre-spinning technology to make plant-based meat. Co-founder David Schmelzeisen says that it produces a better-tasting, juicy 'steak' that looks and acts like traditional meat.

That's a lot of money, isn't it? In her book *Sitopia: How Food Can Save the World*, Carolyn Steel talks about the so-called Google Burger of 2013, financed by the tech giant's Sergey Brin and famously grown from bovine stem cells at a cost of \$330,000. Of course, the cost has come down since then, to a rather more affordable \$10



THE ENTIRE WORLD'S FOOD SUPPLY COULD BE GROWN ON AN AREA THE SIZE OF GREATER LONDON



RePlanet campaigns for Precision Fermentation which creates protein-rich foods using a fraction of the resources used for crops or livestock

per burger. And the benefits to the planet are obvious. Instead of breeding cattle to be slaughtered, which take up huge amounts of land, water and other resources, the meat is grown in a lab. But, Steel, wonders, wouldn't it be easier just to eat more vegetables?

No one really wants tomatoes the size of melons, or pink sweetcorn – though there might be a market – but how about strawberries that can be picked by drone rather than laboriously by hand, or ingredients that have a longer shelf life, thus saving food waste? One of the biggest game-changers in the past few years has been the creation of Crispr, a gene-editing tool that won the Nobel prize for chemistry in 2020. Rather than introduce new elements to a plant's DNA, which happens with GMO (genetically modified organisms), it simply tweaks what exists already. It's been compared to a pair of molecular scissors, with the potential to remove allergens from peanuts, reduce the gluten content of wheat, and strengthen crops to survive climate change.

Gene-editing is also behind one of the buzzwords of the moment: precision fermentation. This involves developing new types of microbes to create specific food-stuffs – such as a flour that's 60 per cent protein, and therefore a much better substitute than plant products for meat, fish, eggs and milk. In Finland, for example, Solar Foods is busy fermenting microbes to create Solein, an edible protein that can be grown anywhere using air, electricity and nutrients. It looks like turmeric but can be made to taste like anything, replacing other forms of protein. The implications are revolutionary. According to one report, precision fermentation needs 1,700 times less land to produce protein than soy – currently the most efficient agricultural method. In theory, that means that the entire world's food supply could be grown on an area the size of Greater London, says campaigning group RePlanet, whose current campaign is called ReBoot Food. This means the rest of agricultural land could be re-wilded to help slow down climate change. It also means that regions without much farmland, such as the Middle East, wouldn't be so dependent on shipping food from abroad – all they need to precision ferment is sunlight, which isn't in short supply.

"Precision agriculture is extremely exciting – it allows for very efficient food production but avoids monocultures," Freddie Mason, creative strategist at Bompas & Parr, tells me. "And so is personalisation, which uses tech to address the very specific needs and interests of a particular person. We're devising very intuitive surveys which build off Zoe [the personalised food nutrition programme launched in 2020, which devises dietary advice based on how users react to certain foods]. Zoe's very good: it has the potential to end faddish food trends about what we should and shouldn't eat."

Bompas & Parr, a London-based experiential food studio, offers another perspective on the way science and food interact: a sense of fun. "I'd say we were driven by an overwhelming love of audacious manoeuvre," says Mason. Its annual *Imminent Future of Food* reports see-saw between provocation and actual proposal, with



Enjoying an ice cream made from Solar Food's Solein protein, at a gelato kiosk in Singapore restaurant Fico

tongue-in-cheek predictions such as edge-of-space dining in hot-air balloons and Michelin-starred gaming cafés. Over the years, projects have included 'Alcoholic Architecture', an inhabitable cloud of gin and tonic, and an AI banquet based on a Chat GBT-style platform, in which historic diners such as Shakespeare and William Blake respond in character to fellow guests.

"Currently, we're playing around with the idea of experiencing taste by using snus – based on the tobacco pouch but containing cheese-and-onion flavouring," Mason says. "You place it between your upper lip and gum, then eat some lightly salted crisps, allowing the flavours to mingle. We also created the world's first nice-smelling interspecies perfume. Many people have noticed a certain umami exquisiteness about the smell of puppy's paws – it turns out they have the same volatiles as nachos and loganberries, so we extracted the volatiles from those ingredients and, voila, created Eau de Puppy Paw." A canine perfume made from food ingredients? Now that's something that even science-fiction has never imagined.

Bompas & Parr's AI banquet in New York



A SUBLIME LIFE

As Germany gears up to celebrate the 250th anniversary of Caspar David Friedrich's birth, the artist's yearning for a union with nature has poignant resonance. Lisa Johnson reports

Caspar David Friedrich is best known for his Romantic masterpiece *Wanderer above the Sea of Fog* (1818), in which a lone, frock-coated Rückenfigur — a figure with his back to the viewer — stands on precipice, gazing at the luminous clouds as they swirl around the protruding rocks and mountain tops below. 'The painter should not merely paint what he sees in front of him, but also what he sees in himself,' wrote the artist. For Friedrich, contemplating nature was a means to connect with the sublime and the spiritual self — a yearning that resonates strongly today. 'I must surrender to what surrounds me,' wrote the artist, 'unite with my clouds and the rocks, to be what I am.'

"I MUST SURRENDER TO WHAT SURROUNDS ME"

CASPAR DAVID FRIEDRICH

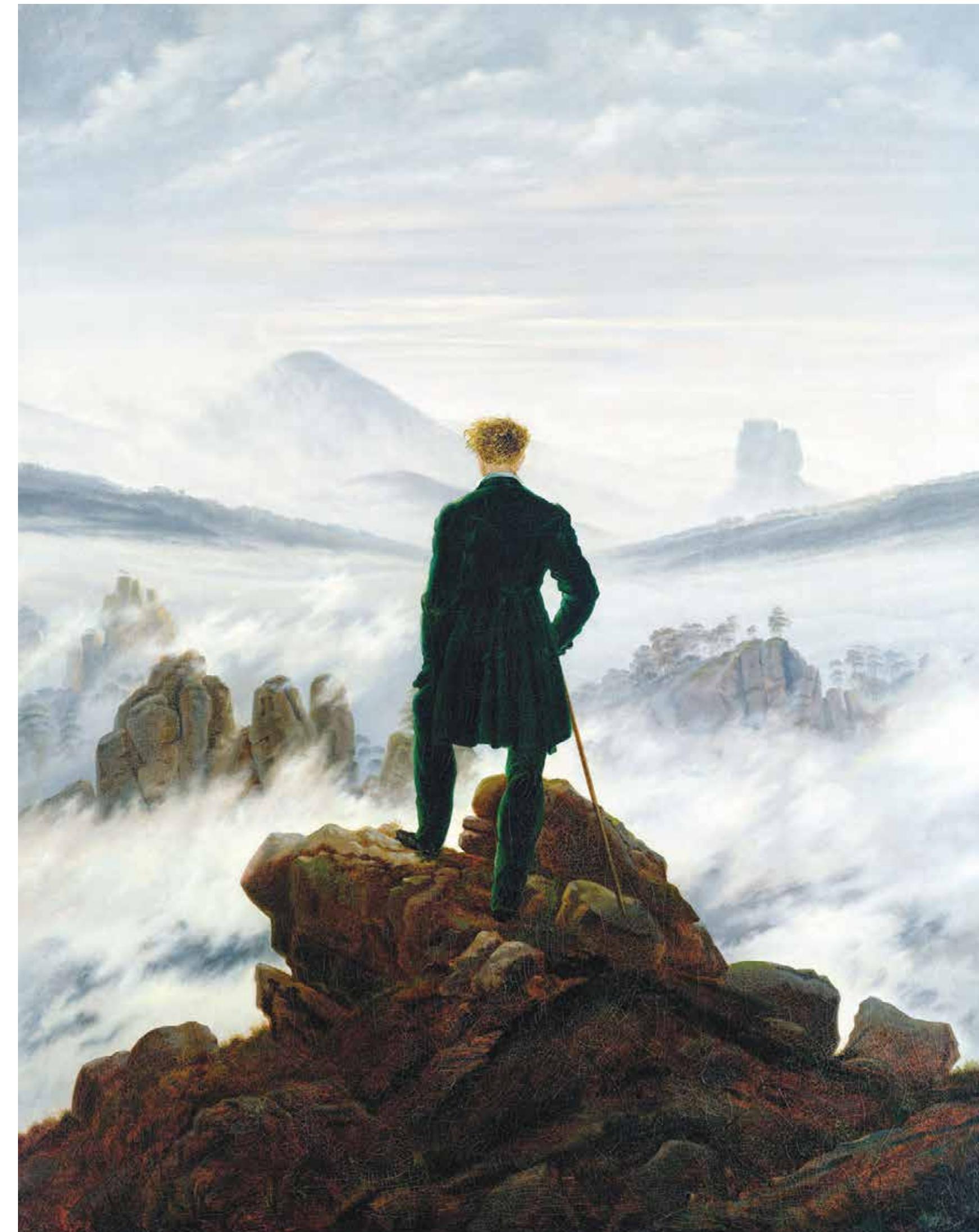
In early 19th century Germany, portraying landscape as a reflection of an individual's subjective emotional state was a radical departure from the classical ideal, but Friedrich had his reasons for painting in this way. His childhood had been full of tragedy. Born in the Hanseatic city of Greifswald in 1774, the sixth of 10 children to a Lutheran candle-maker and soap-boiler, he had lost his mother when he was seven, his younger brother at 13 (he drowned in a frozen lake while trying to rescue Caspar), and two sisters by the time he was 17. Anti-classical notions of rejecting materialism, communing with nature and celebrating individual expression and extreme emotion were also in the ether. After learning to draw from life on outdoor expeditions with Johann Gottfried Quistorp, the drawing master at Greifswald University, Friedrich studied at the progressive Royal Danish Academy of Fine Arts in Copenhagen with artists inspired by the *Sturm und Drang* ('Storm and Stress') movement, a precursor of Romanticism that drew on Icelandic legends and Norse mythology.

Moving to Dresden in 1798, Friedrich started producing landscapes in sepia ink, and making hiking trips to the Baltic coast and the Elbe Sandstone Mountains, sketching the rocky coasts and misty forests and mountains in meticulous detail, then reimagining the landscapes

in his studio, intensifying the light effects to heighten the emotional impact. Awarded a prize in a competition organised by the literary giant Goethe — previously author of the *Sturm und Drang* bestseller *The Sufferings of Young Werther* — Friedrich produced his first major oil painting, *Cross in the Mountains* (c. 1807-08), outraging the art critic Basilius von Ramdohr and sparking a nationwide debate on classical and Romantic art. Things were good for a while after that: Friedrich sold two paintings to the Prussian royal family, became a member of the Dresden Academy, got married, honeymooned on the Baltic island of Rügen, and had three children. So far so sublime.

In the final years of his life however, as his health deteriorated and Romanticism gave way to Realism, he became increasingly reclusive. The mood in his paintings shifted, hinting at the indifference of nature in *The Sea of Ice* (1823-24), and growing darker, as in *Seashore by Moonlight* (1835-36). The symbols of death (blasted trees, graveyards, ruins) were no longer so obviously balanced with those of redemption (the cross and clearing sky). From 1835 he suffered two strokes, and by the time Friedrich died in 1840, he was living in poverty.

His reputation took time to recover. The Swiss symbolist painter Arnold Böcklin (1827-1901) was an early fan, and the Norwegian painter Edvard Munch (1864-1944) was also influenced by his work. And after its rehabilitation at the 1906 Deutsche Jahrhundertstellung ('German Centenary exhibition') in Berlin, his work was discovered by the German artist Max Ernst (1891-1976) and the Surrealists. But in the 1930s, his patriotic Germanic imagery was hijacked by the Nazis, and in 1940, the monks of his Gothic Abbey in the Oakwood (1808-10) resurfaced in Disney's *Fantasia*. By the 1970s, however, his reputation was firmly re-established as the most important artist of the German Romantic period, and one who had helped to position landscape painting as a major genre within Western art. →



Wanderer above the Sea of Fog, 1818, Hamburger Kunsthalle

WHERE TO CELEBRATE THE WORK OF CASPAR DAVID FRIEDRICH THIS YEAR



The Monk by the Sea, 1808-1810



Moonrise by the Sea, 1822

Art for a New Age Hamburger Kunsthalle 15 December 2023-1 April 2024

Marking the start of the anniversary celebrations is this comprehensive retrospective exploring man's relationship with nature in Friedrich masterworks such as *Wanderer above a Sea of Fog* (1818), *Chalk Cliffs on Rügen* (1818), *Moonrise by the Sea* (1822) and *The Sea of Ice* (1823-24). Alongside the 60 paintings and 100 drawings by Friedrich himself and selected works by friends of the artist, 20 works by contemporary artists will highlight his influence on the art of today and the relevance of his Romantic viewpoint in the age of climate change. After contemplating the original *Wanderer*, visitors are invited to climb to the 100m-high viewing platform of St Michael's Church and see a new 200m² mural of the work by the Australian artist Fintan Magee (b. 1985), shown right.

hamburger-kunsthalle.de



46



The Abbey in the Oakwood, 1809-1810



Chalk Cliffs on Rügen, 1818

Places of Longing Pomeranian State Museum, Greifswald 18 August-6 October 2024

In 1818, Friedrich married 25-year-old Caroline Bommer from Dresden, and took his new bride to the city of his birth, Greifswald, and the Baltic island of Rügen. Over the course of 2024, Greifswald's Pomeranian State Museum will be staging three exhibitions, including this one, in which Friedrich's pearlescent Chalk Cliffs on Rügen — depicting the couple on their honeymoon — will be shown in Greifswald for the first time. The exhibition is preceded by *Lifelines* (28 April-4 August 2024) — six paintings and 60 drawings and prints from the museum's collections, presented alongside numerous archival documents and letters — and followed by *Hometown* (16 October-5 January 2025), including *Meadows near Greifswald* (1821-22), portraying Greifswald's three Brick Gothic churches. Visitors can also walk or cycle the Caspar David Friedrich Trail to the artist's family home, now the Caspar David Friedrich Centre, and on to the Gothic ruins of Eldena Abbey, a frequent motif in the artist's work, not least in the iconic *Abbey in the Oakwood*.

pommersches-landesmuseum.de

Photographs: Alamy; Jerome Gerulli; bpk/Nationalgalerie, SMB/Jörg P. Anders; bpk/Nationalgalerie, SMB/Andres Kilger

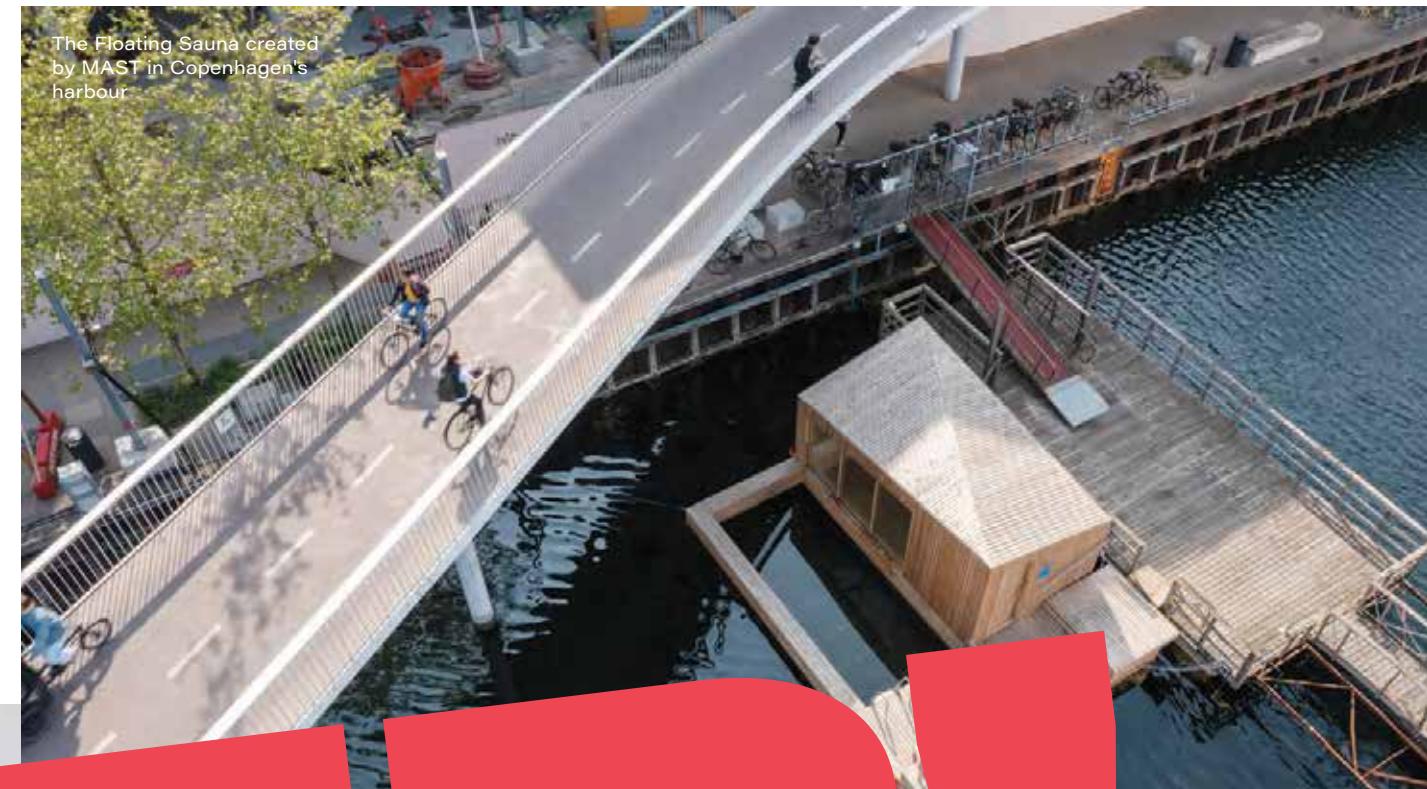
Where it All Started State Art Collections, Dresden from 24 August 2024

Friedrich lived in Dresden for more than 40 years, hiking in 'Saxon Switzerland', grappling with death and the promise of an afterlife — and to celebrate the anniversary of his birth, the Kupferstich-Kabinett and Albertinum will be staging exhibitions of his drawings and paintings (until 17 November 2024 and 5 January 2025, respectively). A permanent exhibition at the latter, which juxtaposes paintings by Friedrich contemporaries with modern and contemporary works, will help to put the works in context. In Dresden's Old Town, visitors can pay their respects to the artist's grave in the Trinitatis cemetery, whose twin-pillared gate Friedrich had captured in the forbidding Cemetery Entrance (1825). Then follow the 15km Caspar David Friedrich Trail in the Elbe Sandstone Mountains, from Krippen along the Elbe up to Schöna and the Kaiserkrone, then over the Wolfsberg, through Reinhardtsdorf, and back to Krippen — frock coat and sketching stops optional.

skd.museum



Man and Woman Contemplating the Moon, c.1824



TIMBER!

Rick Jordan charts the resurgence of wooden architecture in our urban landscapes from skyscrapers to carbon negative structures

In the small northern Swedish town of Skelleftea, a municipality entirely run on renewable energy, children attend classes in a wooden school, while their parents park in a wooden multi-storey car park. The air traffic control tower is wooden, as is the town's cultural centre, home to an expansive timber auditorium, as well as a hotel that rises 20 storeys high. Over in Norway, meanwhile, on the shores of its largest lake in the otherwise unremarkable town of Brumunddal, is another timber tower. From a distance it looks as if it's been constructed from Jenga bricks; walk closer and you can see the lines of wood grain and knots on its surface. Step inside, and bare floorboards lead to a restaurant filled with wooden tables and chairs, illuminated by wooden lampshades. The food, it should be noted, is not made of wood.

These might sound like something from the pages of a children's book by Richard Scarry or a utopian vision of sustainability in the year 2100, but they are – if you excuse the expression – a very concrete reality. After centuries of being overshadowed by man-made materials such as steel, bricks, cement, glass and reinforced concrete, wooden urban architecture is most definitely on the rise as timber takes centre stage again.

Using wood as a building material, of course, is nothing new. Recently uncovered archaeological evidence in Zambia has shown that the earliest wooden structures date back almost half a million years, before we evolved into homo sapiens. By around 9,000BC, wooden longhouses were providing shelter for Stone Age settlements, while the world's oldest surviving wooden building is the Horyuji temple in Japan's Nara prefecture, crafted from cypress in 607AD and still standing strong.

It's this sheer resilience that makes wood such a desirable material. When the Three Little Pigs of popular fable fame jettisoned their stick-built house for a brick one, it wasn't the materials to blame but their technique. A game-changer in the evolution of wooden architecture has been the adoption of two materials: glued laminated timber (made from layers of wood bonded together), which has a higher load-bearing capacity than both steel and concrete; and cross-laminated timber (CLT), a sort of over-sized plywood, with layers stuck at right →

'WOODEN URBAN ARCHITECTURE IS ON THE RISE'

angles making it strong in all directions. Concrete, steel and glass are still used, but in far smaller quantities than conventional high-rises.

This is why wooden skyscrapers, or plyscrapers as they've been nicknamed, are rising with increasing frequency on our skylines. In 2020, the HoHo Tower was completed in Vienna, measuring 84 metres, while the 65-metre tall Roots residential building is underway in Hamburg's HafenCity district, and in Berlin, the WoHo building (short for Wohnhochhaus) near Potsdamer Platz will be 98 metres, topped with a roof garden. The current title-holder for tallest timber tower is the Ascent tower in Milwaukee (86 metres), though that's set to be dwarfed by the Atlassian Headquarters in Sydney – a mighty 180 metres – and then by the just-approved C6 building in Perth, at 191.2 metres and 50 storeys. How high can you go? A century after property magnates competed to out-do each other in New York, throwing up landmark buildings such as the Chrysler and Empire State, we're seeing a new race to the sky.

There are other benefits, of course. Mass timber can be left exposed to the elements, doing away with plastering and decorating – and therefore speeding up the building process. The Sara Culture Centre, for example, would have taken another year to complete had no timber been used. It's also lighter, requiring smaller foundations, and quieter to work

with – resulting in a less stressful work environment. And despite what you might think, timber is surprisingly resistant to fire, as the outer surface burns but creates a protective charred layer on top.

'It's also very easy to work with,' Marshall Blecher, co-founder of Denmark-based MAST, tells me. His studio specialises in using wood for floating and water-facing designs such as the Sauna KFF project and Platform C viewing platform in Copenhagen; the Nordhavn sauna club it designed in the same city is a beautiful structure of exposed wood set around a courtyard, topped by a living roof and with large windows opening onto the water. 'Using robotically cut panels you can achieve extreme precision over a large building. And it's far more flexible and adjustable than other materials, so you can easily make changes further down the line.'

The biggest advantage, though, is sustainability. As James Dibble of Grange Development, the developer behind the C6 building, says, 'You can't grow concrete.' For the Perth plyscraper, timber will be harvested from 600 trees, making it Western Australia's first carbon-negative building. A 2018 report by Chatham House estimated that cement production accounted for eight per cent of global carbon emissions; any concrete waste goes to landfill, whereas timber can easily be recycled. 'It's a blueprint that utilises hybrid construction to offset the carbon within our built environment, which is

'THE BIGGEST ADVANTAGE OF WOOD IS SUSTAINABILITY'

the single biggest contributor to climate change,' adds Dibble. Similarly, Sweden's Sara Cultural Centre, which has been nominated for the 2024 Mies van de Rohe Awards, was crafted from trees taken from the landscape around it, which together sequester thousands of tonnes of carbon.

The architectural studio responsible, White Arkitekter, is studying how far they could transport the building without undoing its carbon saving – partner Robert Schmidt reckons it could go twice around the world and still be carbon neutral. 'Even if you burn the components of a house after 50 years, releasing the captured carbon back into the air, it will still be significantly better than masonry or steel building,' says Marshall Blecher. 'Although I don't know quite how sustainable it would be were all buildings to be made from timber. Would we have enough resources?'

But you don't have to aim high to make a statement with wood. Timber is being used for grand-scale projects of all shapes and sizes. In summer 2024, all eyes will be on the Paris Olympics. There will be a world-beating performance behind the scenes too. The Games are aiming to be the greenest in recent history, cutting carbon emissions by half compared to the 2020 ones in Tokyo. This is partly being achieved by upcycling and using existing venues in the city, such as the timber-framed Champs de Mars Arena (under French law, all new public buildings must use timber as their primary building material). Only the temporary athletes' villages and permanent aquatic centre will be constructed afresh, both from timber; the latter designed as an undulating cathedral to sport, capped by a roof just 50cm in diameter and solar panels that will form the largest urban photovoltaic farm in France.

Meanwhile, in Italy, Kengo Kuma, a Japanese architect with a love of natural materials and forms, is currently realising his Welcome Project in Milan, using timber and vegetation to create what he's described as the post-Covid, biophilic office of the future. More horizontal than vertical, it will be filled with open spaces and hanging gardens, set around angular jutting timber roofs and walkways. 'We are facing a revolution of urban design,' Kuma says; 'and wood can make this revolution happen.'

So wood is durable, and can be immensely strong; it can be nailed and bent and carved and planed, and constructed to dizzying heights; but it's also a very emotive, warm material. We respond to it in a way that we simply don't with concrete or steel. 'I've always loved wooden buildings,' Blecher tells me during a trip to Japan. 'I grew up in a cabin in the woods built by my hippie father in Australia. It's a beautiful material that ages gracefully and patinates nicely. I recently stayed in a 200-year-old wooden house in Tokyo, one of the few left, and it was just superb. It smelled nice, and looked great. I never get that in a modern house made from composite materials. Wood has soul.'

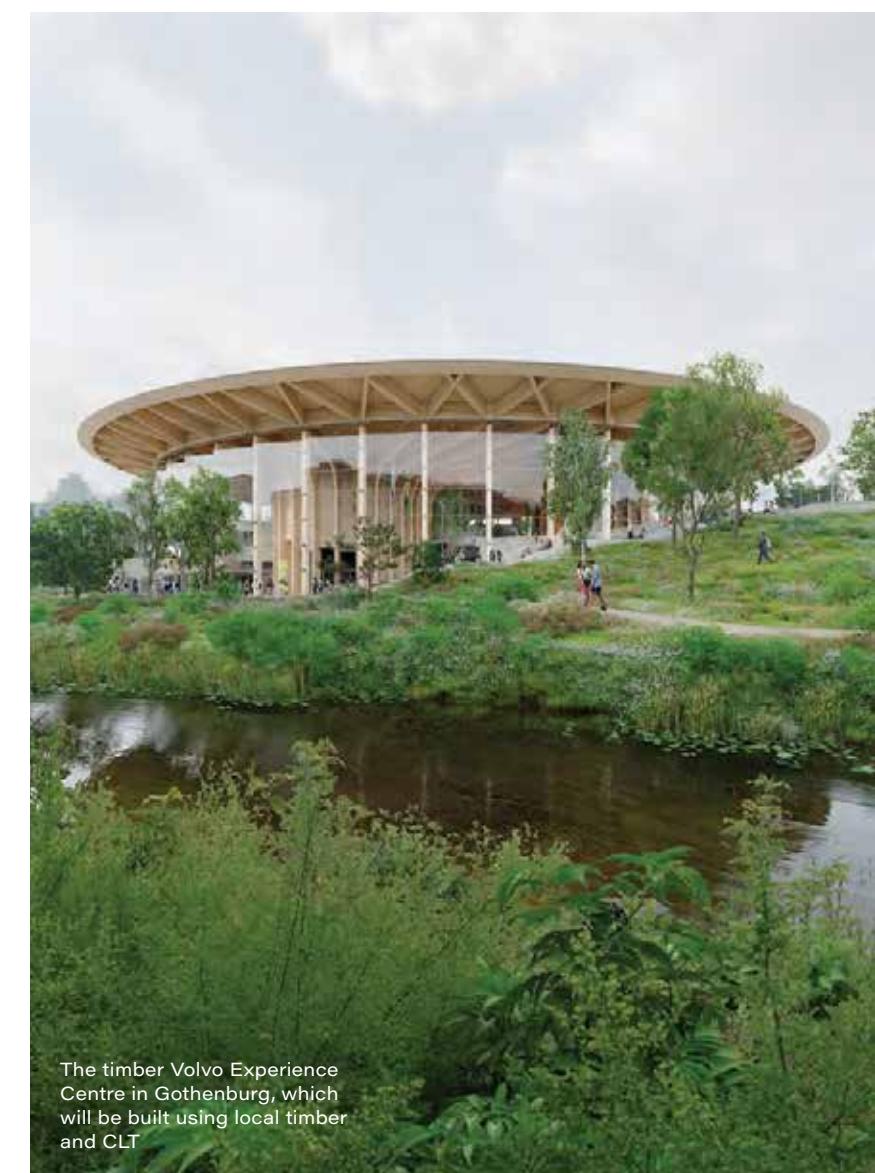
PLYSCRAPERS ARE RISING ON OUR SKYLINES



Photographs and renders: Der Fritz; Plomp; Henning Larsen; Vivid Vision; Thomas Ebert; Kværn; Illustrations: Emma Kirkham



The design for Faroe Island University, in Torshavn, which will draw on historic settlement, and capped with a turf roof



The timber Volvo Experience Centre in Gothenburg, which will be built using local timber and CLT



COOKING UP SOMETHING IN THE LAB

Matt Charlton chats to the Chris Iwasjuta of MotionLab, a thriving ecosystem of big ideas in the home of creativity, Berlin

Photographs: Eric Obrigkeit, Geraldine Nirschl

It couldn't really have been anywhere else but Berlin, could it? It is, after all, a city full of good ideas, where great cultural movements and inventions can spring up from the most unlikely of places and the most hostile of circumstances, from Bauhaus, via the moving picture, the condom (no - really), and up to OstPunk. It's a city that doesn't show off, and is rarely impressed, but if you have the stuff, then Berlin makes the best Petri dish for creativity that you could hope for... just don't expect a pat on the back. The legendary Berliner Schnauze wouldn't allow for such flattery.

Where else then could MotionLab have taken hold? In an era where co-working spaces - notably WeWork - appear to be in a precarious position, MotionLab.Berlin's different approach seems to have captured the imagination of a new generation of creatives and entrepreneurs in Germany's capital.

Instead of an outsider such as I trying to explain the concept, I'll leave it to Chris Iwasjuta, MotionLab.Berlin's co-founder, to give us a quick elevator pitch. "Imagine a place where you're empowered to build any physical product - be it a Desktop Greenhouse, a flying taxi or textiles that change shape and look in reaction to touch or the environment," he tells me. "MotionLab enables you to build what's on your mind by providing an ecosystem of machinery, smart minds, strong partners and access to the resources your projects need to be successful."

A hive mind under one roof then, with all the right tools - and, if you forgive the obvious analogy, a Warhol's Factory of entrepreneurship; a Berghain for busy minds... only without the door policy and sex dungeon... as far as I know. Berlin is the ideal setting for such an endeavour - a place not of 'The Money' but of 'The Idea' - and Chris thinks they make the ideal pairing too. "Berlin's vibrant start-up-scene, but also the broad mix of creatives, engineers and out-of-the-box thinkers provides the ideal foundation of what makes the MotionLab community so special", he enthuses. "They don't take 'no' for an answer: A task is 'difficult and cannot be done'? You'll be surprised what 'unsolvable' problems get untangled in our kitchen while cooking dinner or drinking an after-work-beer."

And of course, being Berlin, the musical element is integral. You can't initiate an ecosystem in a city which thrives on the 808 and not throw in a few decks and a decent sound system. "One of the secret ingredients of our community is a common interest that brings people together, and with the perhaps highest density of clubs and music venues in Germany, what would be more obvious

than luring people together on the dancefloor with good music and perfect sound?", Chris continues, with a twinkle in his eye. "Jokes aside, the term 'work hard, play hard' is there for a reason. You're able to listen to music or dance after a long day working on your dream - and suddenly it doesn't feel like work anymore."

And maybe this is why MotionLab seems to be becoming such a creative force - a boundary free, inspiring space where ideas can grow and be celebrated with a dance and a beer at the end of the day. Why does Chris think there are so many ideas emerging from here? "The short answer is: people. The long answer is: with the right support, your imagination is the limit. Our vision is to provide the ideal environment where you can think ahead freely. Your idea is a little bit crazy or a little bit too ambitious? With like-minded individuals supporting you, you'll be surprised what can be achieved!"



"A BERGHAIN FOR BUSY MINDS"

It also fits in with the culture of Berlin, in that its sole purpose is not to grow and grow with little regard for quality. This is a city, remember, who told Google to shove off once upon a time. MotionLab's modus operandi appears to be to provide the tools for start-ups and then watch all of them grow around each other - like a forest of trees all sharing the sunlight (blimey - that was poetic... some of this inspiration stuff must be rubbing off on me). The fact that it is almost left to grow organically makes it resilient to challenges like economic crises, difficulties in the supply chain, or access to talents... if you've built the machine yourself, then you usually know where to find the parts to fix it. "Never forget about the people that run and support the business. From my point of view, a successful business is a community of like-minded individuals that support each other's growth in order to reach a common goal," Chris adds.

So then - what of the future? We have already ruled out getting too big too quickly, and clarified that we're choosing quality over quantity, but what are Chris's immediate plans for the coming year? "Our vision is to support hardware ideas worldwide. So - 2024 is all about growth to provide more space, better infrastructure and more focus technologies like IoT [Internet of Things] and AI."

So back to MotionLab and Berlin having that innate, holistic, interconnectedness. Both feed and nurture vital creative talent, providing a healthy ecosystem in which they can thrive; and the talent in turn gives back - helping the up and comers, and guiding another generation of innovators.

I'm just waiting for those flying taxis Chris mentioned.
motionlab.berlin

SPACES TO LIFT THE SOUL

In the depths of winter, it's easy to feel down. Matt Charlton explores ways to combat SAD with uplifting interiors and a mindset that embraces the season

It's more likely than not that you are currently reading this piece in Northern Europe. Furthermore, if you are as enthusiastic about consuming Companion as you should be, then it'll roughly be in the dead of winter. Sure - a little bit past the marker of mid-winter, but still in the position where it becomes dark, at the latest, around 5pm, making you feel as if it's close to bedtime.

Your body clock is out of whack, not helped by the medieval notion that we should lose an hour of daylight in the evening from late October. You're eating more, you're listless, energy is at a low: you... just... Can't... Be bothered. Of course, you've got that SAD thing you've been hearing so much about, right? Well, "There is a difference between feeling down because of the weather and experiencing Seasonal Affective Disorder (SAD)", says Stephen Buckley, head of information at Mind, a prominent mental health charity. "Many people are affected by changes in seasons. For example, we might feel more cheerful and energetic when the sun is shining and the days are longer. And we might eat more and sleep longer in winter."

At this point then, we should define exactly what SAD is, when a low mood because of the weather tips over into a genuine medical condition. "SAD is a condition that affects an estimated five per cent of the population, in autumn and winter when the days become short and dark". Dr Norman E. Rosenthal is the psychiatrist who is credited with first describing SAD. "It may also occur at other times and in other situations when there is a lack of environmental light such as cloudy weather, or basement apartments." Symptoms include lack of energy; finding it hard to concentrate; sleep problems, such as sleeping more or less than usual, difficulty waking up, or difficulty falling or staying asleep; feeling sad, low, tearful, guilty or hopeless; and changes in your appetite - for example feeling hungrier or, conversely, not wanting to eat.

If any of this rings bells, speak to your doctor. Doctor Google can often be wrong, indeed, histrionic, leading those who are worrying about their low mood down an even darker route when there is actually no need. This is not to dismiss 'being depressed' as opposed to depression - in the moment it can of course be as affecting as a long-term mental

health issue, or a clinical illness such as SAD, but there are ways to alleviate such ruts through your immediate surroundings. No one knows this as well as the Scandinavian countries - the Danish call it Hygge, the Swedish call it Mysa, the Norwegians call it Koselig, the Icelandic call it 'Cozy' ('Helping your spirit not to die', an Icelandic perfumer recently told me... more on that later). The 25hours Hotel in Indre By does a particularly good line in this, welcoming you back in from the Copenhagen onslaught with bright colours, plush furniture, warm lighting, and numerous candles.

But how do the experts do it? Charlie North, Global VP of Design for AIME Studios, who have designed interiors for the likes of 25hours sister brand The Hoxton hotels, and Gleneagles, knows a thing or two about spaces which lift the soul. "In my opinion, interior design is the key factor in affecting one's mood. I'm most productive and most comfortable when I'm in calm surroundings. Lighting, sound and physical comfort are all outputs of successful interior design which make a big difference to the way we feel", he tells me. "Typically, [AIME] embrace cities with long winters by leaning into a cosy atmosphere. Where possible we'll include fireplaces in lobby designs, and use soft fabrics and mohair to create cosy environments."

So what are his tips and tricks to immediately make your space a welcoming den of happiness? "Avoid spotlights, as these cast downward shadows, and just illuminate the floor. Our focus should be to illuminate materials at eye level and light the ceiling to help lift it and alleviate a feeling of compression - you can do this by using a mixture of shaded lamps. Also, take curtains and drapery all the way to the ceiling - don't stop just above the window - this really maximises the feeling of height in a room, which lifts your mood." →

"ALLOW THE DARKNESS TO GUIDE YOU INTO A MORE INWARD, RESTFUL SEASON"



The Hoxton, Charlottenburg's comforting interiors

And now to another expert. Remember the Icelandic perfumer? No - this isn't the start of a joke. This is Lilja Birgisson, one of the people behind Fischersund, a multi-sensory company with perfumery at its core. It was started by the front man of Sigur Rós, Jónsi, and is now very much a family business. It's run by the Birgisson sisters - Lilja, Inga and Sigurðrós, with even their dad - an ex metal-worker at Reykjavik Harbour - providing fixtures, fittings, and packaging.

If any people know about making it through the long dark nights, it's Icelanders. "[We] have lots of things we do that help us get through the darkest parts of the year," Lilja tells me. "We create cozy spaces using candles, scents, and music. When it gets dark around 4pm, I am lighting candles around my house. The flickering light mingles with music and the smell of good food, or a glass of wine. This makes things warm and peaceful." Can you already feel yourself relaxing? I can... especially when I imagine those words spoken in a clipped Icelandic accent.

It's the next thing she tells me, however, which is the revelation. "I think another important thing is to embrace the change. To allow the darkness to guide you into a more inward, restful season." So - are we doing this wrong? Rather than fighting against the dying of the light, should we embrace it? It is after-all, cyclical - a regularly recurring part of our collective lives. Maybe if we learned not to dread it, but to adapt to and almost welcome it, we could avoid the blues and maybe instead go on to form the new Sigur Rós?!

If it does get serious however, there are things you can do. The first is a SAD lamp - medically endorsed all over the world - which imitates daylight and helps the body to release serotonin, the happiness chemical. "Light therapy involves sitting in front of a custom-built light box for a certain amount of time (usually between 30 and 60 minutes each day) during the season of risk," a spokesperson for Lumie, one of the world's leading SAD lamp manufacturers, and inventors of the world's first wake-up light in 1992, tells me. You can do other stuff whilst the light is on by the way - it's not just a staring contest with a light box - reply to some emails; read a good book (or a bad one).

If, however, none of these at-home solutions touch the sides, you should never be embarrassed to ask for help - not for SAD, not for depression... if you're in pain - physical or emotional - you go to a doctor. "You don't need to wait to see a pattern before seeking support - it's okay to ask for help at any time," Stephen Buckley continues. "It's common to be affected by changing seasons and weather. But if you've noticed changes to feelings, thoughts or behaviours that are affecting your everyday life, try to talk to your GP who should be able to tell you what help and support is available... If you don't feel ready and able to speak to a GP, it can still be helpful to talk to someone you trust."

It is never useful to hear the term 'oh everyone gets down sometimes'. It's not the sort of thing that, upon hearing it, you will suddenly jump and shout 'well, now my suffering is in context, I'm cured!'. It is, however, important to know that you are not alone. "According to the Royal College of Psychiatrists, SAD is most common in women during the years when they can have children. It is about three times more common in women than it is in men. SAD is less common in children and in older adults, affecting men and women equally," says Stephen. So then, you are seen, you are understood, you are both sympathised and empathised with, and there are people there to help.

However, if all it does take for you is lighting a candle, pouring a glass of wine, snuggling up under a plush, brightly coloured blanket, and feeling the crackle of vinyl as the needle drops, then by all means, do it, and remind yourself of this - the very fact that we're in mid-winter means that we're already halfway out of the darkness...

"INTERIOR DESIGN IS A KEY FACTOR IN AFFECTING ONE'S MOOD"



Uplifting decor by AIME Studios

SAD BUSTERS

Arm your home with these mood-enhancing products, guaranteed to bring a reassuring sense of hygge to a wintery day



↗ Donkey Marstronaut

You need something in the corner of your eye to make you smile? Donkey - a German brand in our lobby stores - is all about happiness, and this guy is making a rocket launch into the world of snow globes.

donkey-products.com



↗ boygenius The Record

Hygge in album form, one of the best records of 2023 sees Julien Baker, Phoebe Bridgers and Lucy Dacus form a supergroup and give us 12 beautiful tracks of harmony, delicacy, honesty and introspection. Light a candle and stick this on the turntable.

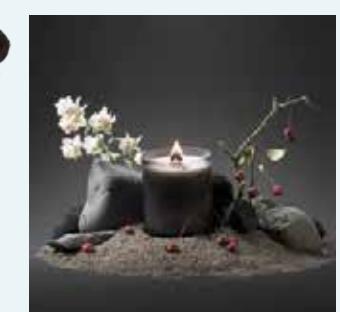
xboygeniusx.com



↗ Matthew Williamson Cabana Knitted Throw

'It is the simplest way to make your home immediately joyful and optimistic,' says Matthew. A little extra warmth and a splash of vibrant colour... what more could you want as a ready-made mood enhancer from this leading UK design house.

matthewwilliamson.com



↗ Fischersund No.101 Candle

'Bottling the ethereal, fresh green scent of the herbaceous backyards of Reykjavík; this amazing fragrance in candle form comes to us from the country which has truly mastered 'Cosy'. It even comes with a complimentary poem by Sigur Ros's Jónsi, helping to evoke sensory memory.'

fischersund.com

IDEAS FOR LIVING

Whether sustainability or style is your priority, Companion loves these clever products



→ **Sneakers**
Cariuma sneakers are worn by everyone from Robert Downey Jr. to Brooke Shields. Working with natural materials, ethical factories and clean tanneries, they reuse 100 per cent of the water in the process. Two trees are planted for every pair of shoes sold. From €63. cariuma.com



→ **Mattresses & Beds**
Matt Tremlett started Naturalmat in response to so many people having a bad night's sleep. Beds, bedding and mattresses are made from organic and renewable materials, and they aim to become net zero. New Budleigh bed, from €1,820. naturalmat.co.uk



→ **Luggage**
Inspired by Susie & Nick Cave's global travels, this Globe-Trotter collaboration with The Vampire's Wife combines ethereal aesthetics with heritage craftsmanship. A limited run of cases cost from €1,452 each. globe-trotter.com



→ **Paint**
Bronwyn and Andreas Riedel set out to create the world's most beautiful natural paint, which led to the birth of Bauwerk Colour. Using locally sourced lime, their new Neighbourhood Collection is inspired by The Hoxton Hotels and the cities they inhabit. bauwerkcolour.com



→ **Soap**
Sustainable brand, Soeder has created a liquid soap inspired by Max Ernst's Petales et Jardin de la Nmphe Ancolie painting, currently hanging in the bar at Kunsthaus Zurich. Created to evoke similar joy, scents include the rare Ho wood. 500ml, 48CHF/€50. soeder.ch



→ **Wooden Furniture**
Goldfinger Design sources high-quality low carbon timber including salvaged wood and virgin wood from trees felled due to weather-related incidents, disease or urban development. All items are built to last a lifetime including this Vale Chair, from €2,272. goldfinger.design



→ **Handbags**
J & M Davidson's new range of bags include the Quiver bucket bag which are sculptural in shape and inspired by archers' bags, used in the Middle ages to hold arrows. If you want something which is a perfect fit for just your passport then try the Mini Furrow in silver. From €689. jandmdavidson.com

COMPANION PUZZLES



SOCKS AHOY!
Mr Big Moustache is in a tizz trying to match up his socks. Can you help him find the one missing its pair?



FOODIE WORDSEARCH



★ BAGUETTE ★ CROISSANT ★ MACARON ★ DATES
★ PIZZA ★ GELATO ★ SAUERKRAUT ★ HUMMUS
★ SHAWARMA ★ CURRYWURST ★ SCHNITZEL
★ EMMENTAL CHEESE ★ CHOCOLATE
★ APPLE STRUDEL ★ BRATWURST

DO YOU KNOW YOUR NATIONAL FLOWERS?



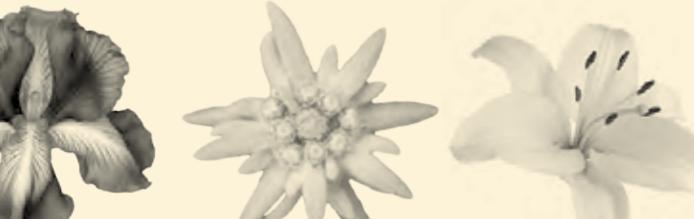
FRANCE



GERMANY



ITALY



DENMARK



SWITZERLAND



BELGIUM

Find answers on page 60

INDEX

ABU DHABI

Louvre Abu Dhabi
Saadiyat
louvreabudhabi.com

teamlab Phenomena
GCG4+X5Q, Al Saadiyat Island, Cultural District
teamlab.art

Zayed National Museum
Al Saadiyat Island - Cultural District
zayednationalmuseum.ae

AUSTRIA

Vienna

25hours Hotel at MuseumsQuartier Austria
Austria
Lerchenfelderstrasse 1-3
25hours-hotels.com/hotels/wien/museumsquartier

Brunnenmarkt
Brunnengasse 21160, 1160
stadt-wien.at/wien/maerkte/brunnenmarkt

HoHo Tower
Oesterreich, 1220
hoho-wein.at

MAKA Ramen
Wimbergergasse 41, 1070
maka-ramen.at

Soeder
Stadelhoferstrasse 8
soeder.ch

DENMARK

Copenhagen

25hours Hotel Indre By Copenhagen
Copenhagen K
25hours-hotels.com/hotels/kopenhagen/indre-by

Torvehallerne KBH
Frederiksborrgade 21, 1362
torvehallernekbh.dk

DUBAI

Dubai city

25hours Hotel One Central Dubai
Trade Center Street
25hours-hotels.com/hotels/dubai/one-central

Cinema Akil
Warehouse 68, Alserkal Avenue
Al Quoz Industrial Estate
cinemaakil.com

Cinema Akil in 25hours
Trade Center Street
25hours-hotels.com/hotels/dubai/one-central

Frying Pan Adventures
Auto Centre, Office A219, Port Saeed
fryingpanadventures.com

Museum of the Future
67CP+H4Q, Sheikh Zayed Rd, Trade Centre 2
museumofthefuture.ae

The Ripe Market
Sheikh Zayed Rd - Al Sufouh - Al Sufouh 1
ripeevents.com/ripe-market

INDIA

Bangalore

Museum of Art and Photography
22, Kasturba Road, Shanthala Nagar, Ashok Nagar, Bengaluru, Karnataka 560001
map-india.org

Tempelhofer Feld
Tempelhofer Damm, 12101
tempelhoferfeld.de

FINLAND

Solar Foods
Laserkatu 6, 53850, Lappeenranta
solarfoods.com

FRANCE

Paris

25hours Hotel Terminus Nord Paris
12 Boulevard de Denain
25hours-hotels.com/hotels/paris/terminus-nord

Marche D'Aligre
25-11 Rue d'Aligre, 75012
paris.fr/lieux/marche-decouvert-beauvau-marche-d-aligre-5481

GERMANY

Berlin

25hours Hotel Bikini Berlin
Budapesterstrasse 40
25hours-hotels.com/hotels/berlin/bikini-berlin

Alte Nationalgalerie
Bodestrasse 1-3, 10178
smb.museum

Bellboy Bar
Mohrenstrasse 30, 10117
bellboybar.com

Deutschlandmuseum
Leipziger Pl. 7, 10117
deutschlandmuseum.de

EUREF-Campus
1-25, 10829euref.de
euref.de

Fotografiska Berlin
Oranienburger Str. 54, 10117
fotografiska.com

Happa
Markthalle Neun
Pücklerstrasse 34, 10997
markthalleneun.de

MotionLab
Bouchéstraße 12/Halle 20, 12435
motionlab.berlin

Project Eaden
Alexandrinestr 2-3, 10969
projecteaden.com

Cologne

25hours Hotel The Circle
Im Klapperhof 7-23
25hours-hotels.com/hotels/koeln/the-circle

Boutique Belgique Concept Store
Brabanter Straße 29, 50672
boutique-belgique.de

Chocolate Museum
Am Schokoladenmuseum 1A, 50678
shokoladenmuseum.de

The Dom Cathedral
Domkloster 4, 50667
koelner-dom.de/en

Fairfitters
Brüsseler Str. 77, 50672
fairfitters.de

Galactic Head
Maastrichter Str. 5, 50672
galactic.de

Groove Attack
Maastrichter Str. 49, 50672
grooveattackrs.bigcartel.com

Museum Ludwig
Heinrich-Böll-Platz, 50667
museum-ludwig.de

Peters Brauhaus
Mühlengasse 1, 50667
peters-brauhaus.de

Dresden

Dresden State Art Collections
Across 12 sites
skd.museum

Düsseldorf

25hours Hotel Das Tour
Louis-Pasteur-Platz 1
25hours-hotels.com/hotels/duesseldorf/das-tour

Agata's restaurant
Kirchfeldstraße 59, 40217
agatas.de

K20 art gallery
Grabbepl. 5, 40213
kunstsammlung.de

Kö-Bogen shopping centre
Königsallee 2
koebogen.info/en/home

Peek & Cloppenburg department store
Berliner Allee 1, 40212
peek-cloppenburg.de

Tokyo Ramen Takeichi
Bismarckstraße 67, 40210
takeichi-ramen.eu

Frankfurt

25hours Hotel The Goldman
Hanauer Landstrasse 127-129
25hours-hotels.com/hotels/frankfurt/the-goldman

25hours Hotel The Trip
Niddastrasse 56-58
25hours-hotels.com/hotels/frankfurt/the-trip

Schillermarkt
Schillerstraße 2, 60313
frankfurt.de

Greifswald

Pomeranian State Museum
Rakower Str. 9, 17489
pommersches-landesmuseum.de

Hamburg

25hours Hotel Altes Hafenamt
Osakallee 12
25hours-hotels.com/hamburg/altes-hafenamt

25hours Hotel HafenCity
Überseeallee 5
25hours-hotels.com/hamburg/hafencity

GoodByz GmbH
Wandsbeker Chaussee 34 22089
goodbyz.com

Hamburger Kunsthalle
Glockengießerwall 5, 20095
hamburger-kunsthalle.de

Munich

25hours Hotel The Royal Bavarian
Bahnhofplatz 1
25hours-hotels.com/hotels/muenchen/the-royal-bavarian

Midnightbazar
Reitknechtstraße 6, 80639
midnightbazar.de

ITALY

Florence

25hours Hotel Piazza San Paolino
Piazza di San Paolino, 1
25hours-hotels.com/hotels/florenz/piazza-san-paolino

Mercato Delle Pulci
Via della Mattonaia, 20, 50122
feelflorence.it/en/node/12455

Milan

Welcome Project
Lambró Park
welcomemilano.it

NETHERLANDS

Haut
Korte Ouderkerkerdijk 1, 1096 AC
hautamsterdam.nl

SWITZERLAND

25hours Hotel Langstrasse
Langstrasse 150
25hours-hotels.com/hotels/zuerich

Rosenhofmarkt
Weingasse, 8001
rosenhof-markt.ch

X shore
Flättnaleden 6, 611 45 Nyköping
xshore.com

United Kingdom

London

AIME Studio
Ninth Floor, 70 Colombo Street, SE1 8DP
enismore.com/studios/aime-studios

Bompas & Parr
3 Grange Yard, London SE1 3AE
bompasandparr.com

V&A East Storehouse
E20 3AX
vam.ac.uk/east

V&A Museum
Cromwell Rd, London SW7 2RL
vam.ac.uk

Young V&A
Cambridge Heath Rd, London E2 9PA
vam.ac.uk/young

Dundee

V&A Dundee
1 Riverside Esplanade, Dundee DD1 4EZ
vam.ac.uk/dundee

United States

Milwaukee

Ascent
700 E Kilbourn Ave, WI 53202
ascentmke.com

Nashville

The National Museum of African American Music
510 Broadway, TN 37203
nmaam.org

New York

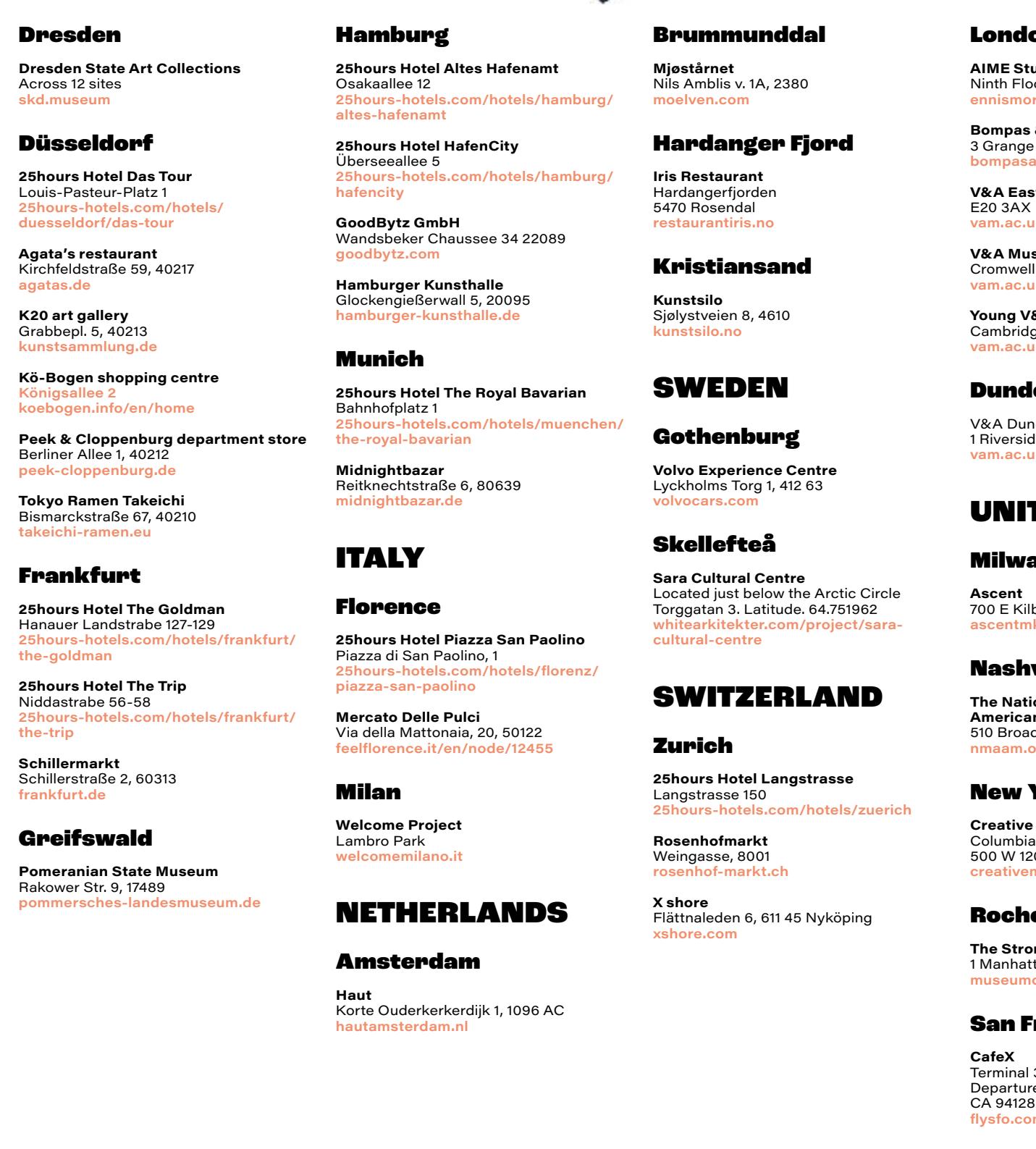
Creative Machines Lab
Columbia University
500 W 120th Street 10027
creativemachineslab.com

Rochester

The Strong National Museum of Play
1 Manhattan Square Dr, NY 14607
museumofplay.org

San Francisco

CafeX
Terminal 3, 110 Domestic Terminals
Departures Level, San Francisco Airport
CA 94128
flysfo.com



MASHEAD

COMPANION is a magazine about the people who shape and enrich our cities and lives

↙ 25hours-companion.com



Editor

Jane Anderson
[Instagram.com/
janeandersontravel](https://Instagram.com/janeandersontravel)

Art Director

Emma Kirkham
emmakirkham.com

Sub Editor

Rebecca Smith

Photographer

Richard Lohs

Illustrator

Tatyana Alanis of French 75 Studios

Writers

Jane Anderson, Dominic Bliss, Matt Charlton, Michelle Duguid, Andrew Eames, Lisa Johnson, Rick Jordan, Megan Murray, Barbara Russ

Advertising inquiries

Jane Anderson, Enough Media
+44 7720 888512
janeandersontravel@me.com

The 25hours Hotels content team

Executive VP Brand Marketing
Bruno Marti

Director of Brand & Communication

Nadja Krawetz

Brand Marketing Manager

Richard Lohs

Photograph: Richard Lohs

SWAROVSKI

Receive your exclusive 10% discount.
To benefit, present this advertisement page at SWAROVSKI stores listed below.
Experience the joyfully extravagant world of Swarovski.
We look forward to your visit!



*General Terms and Conditions: This offer from Swarovski Deutschland GmbH is valid up to and including August 30, 2024, for all overnight guests of the 25hours hotel showing this magazine ad and is only valid for purchases of selected products at the SWAROVSKI Store Munich Marienplatz (Marienplatz 20, 80331 Munich), SWAROVSKI Store Cologne Wallrafplatz (Wallrafplatz 8, 50667 Cologne), SWAROVSKI Store Hamburg Moenckebergstr. (Moenckebergstrasse 7, 20095 Hamburg), SWAROVSKI Store Frankfurt Fressgass (Große Bockenheimer Str. 8, 60313 Frankfurt), SWAROVSKI Store Düsseldorf Koenigsallee (Koenigsallee 82-84, 40212 Düsseldorf), SWAROVSKI Store Berlin Tauentzienstr. (Tauentzienstr.13a, 10789, Berlin). The discount is valid for the purchase of products, excluding gift cards, repair services, shipping costs, or membership fees. This offer cannot be combined with any other offer. The following products are excluded from the discount: Designer, Crystal Myriad, Rosenthal, and other collaborative collections, limited or annual editions, SCS items, exclusive online editions, online sets, eyewear, and spare parts. Cash redemption is excluded. These terms and conditions are in addition to Swarovski's standard terms and conditions, which shall continue to apply. In the event of any conflict between these Terms and the standard Swarovski Terms and Conditions, these Terms and Conditions shall prevail to the extent necessary to resolve the conflict.

BROTHERS & SISTERS

Whether you're an agile worker, a side-hustler or established business, 'Working From_' is the place to crack your next big idea

Working From_ is a shared workspace from 25hours Hotels parent company, Ennismore. Responding to flexible ways of getting your job done, Working From_ offers creatively designed home-like spaces to work and meet, with perks such as 'mates' rates' for bedrooms, free duvet days if you fancy working horizontally, and help-yourself pantries.

Launched in November 2019 within The Hoxton, Chicago, and swiftly followed by The Hoxton, Southwark in London and most recently, The Hoxton, Brussels, Working From_ provides fertile ground for budding entrepreneurs looking for a basecamp to start growing their empire.

Designed by AIME Studios, Working From_ Southwark caters to all working styles, and is perfect for those who can't stand gloomy offices or dull working environments. The five floors are flooded with natural light, and every floor has floor-to-ceiling windows, offering great views of London. Library desks, ergonomic chairs and comfy armchairs in cosy corners make for productive days,

whilst custom-designed daybeds are perfect for those who work better with their feet up. This collaborative working space features 764 desks spread across three tiers: Private Studio, for teams and companies; Open Studio, a fixed desk within a studio; and general hot-desking areas. All desks have nifty wireless charging, and members are encouraged to make use of five free meeting rooms, phone booths and comfy breakout areas.

Working From_ Fulton Market is situated on the third and fourth floors of The Hoxton, Chicago with 294 desks, two meeting rooms, two terraces and weekly programming curated for members.

And at Working From_Brussels, there's the pantry, library, lounge, phone booths, day beds and café, and a Winter Garden workspace with long benches and draped plants. Self care is a priority here with a wellness studio with garden views and showers stocked with Blank toiletries and towels. Take a 100% booty workout to sculpt your glutes, or a HIIT circuit to boost your energy.

ALL THE PERKS!

■ When you have a pressing deadline, members can pop down to the front desk between 9pm and 10pm and if there's a room free, it's yours for the night from just €45.

■ All Private and Open Studio housemates are entitled to two free duvet days a year – just perfect for when you've stayed up late on a deadline or just need to work horizontally. There's no judgement here!

LONDON



Working From_Southwark,
32 Blackfriars Road,
London SE1 8PB

CHICAGO

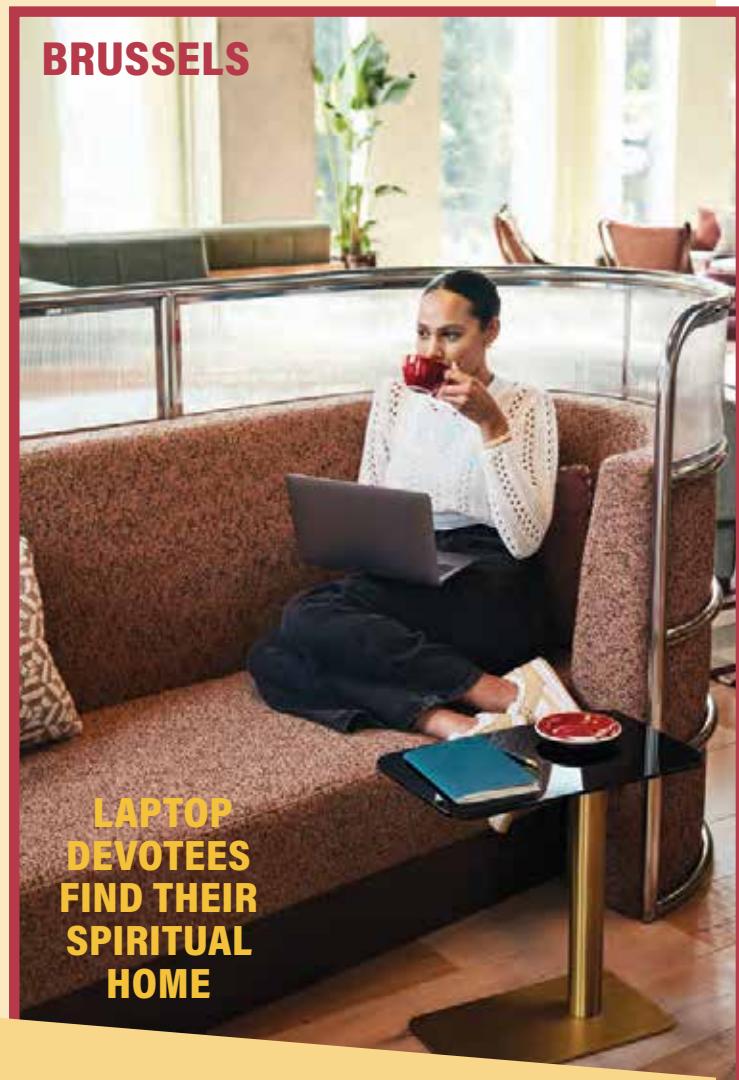
Working From_Fulton Market,
208 N Green St,
Chicago, IL 60607-1702

■ Members also have access to a complimentary stationary cupboard filled with all the pens and Post-its you could need, IT support, unlimited printing, free meeting room access, and no guest limit, all in line with a fair use policy. In addition, there are lockers, bike storage, showers and a wellness space with regular fitness classes.

COMING SOON: WORKING FROM_
25HOURS HOTEL DUBAI ONE CENTRAL

BRUSSELS

LAPTOP
DEVOTEES
FIND THEIR
SPIRITUAL
HOME



■ To enrich brain power, members have access to a help-yourself pantry full of snacks, and a member's café and bar for both breakfast and lunch at special rates, including direct-to-desk meal delivery, perfect when you're working down to the wire.

■ Member events and activities include everything from running clubs to breakfasts and Happy Hours, along with live acoustic sets and quiz nights.

BRUSSELS

Working From_Square
Victoria Régina 1,
1210 Brussels, Belgium