

# MONOCLE

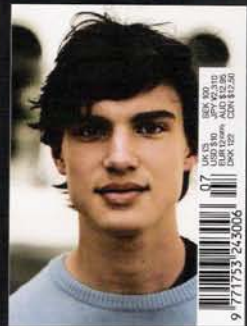
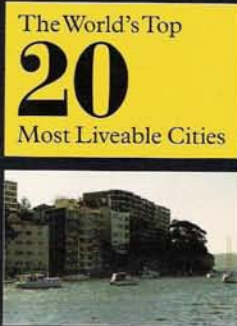
A BRIEFING ON GLOBAL AFFAIRS, BUSINESS, CULTURE & DESIGN

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## The best places to call home

New York? London? Paris? Munich? MONOCLE ranks the cities that offer the best quality of life



The World's Top  
**20**  
Most Liveable Cities



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# 50 THINGS TO IMPROVE YOUR LIFE.

In search of a new architect to do something with that plot of land in northern Vermont? Keen on a new tonic to give you a little tingle when you stride to work? Want to find a place to peel off the layers for an early evening splash? Wondering how to perfect your pour for a Melbourne-grade flat white? Dreaming of a vehicle that will whisk you from Seattle to Berlin in a couple of hours? *Monocle's* editors in Tokyo, Zürich, New York and London have come up with our first annual list of products and places that are guaranteed to deliver a superior standard of living.

## EXPO JULY/AUGUST — 2007

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### [ 04 ] FAMILY BUSINESSES

There's no question there's a certain buzz that goes with an IPO. From the exhausting yet exhilarating roadshow conducted in the comfort of a Dassault Falcon to the continual tweaking of the sales pitch to the confrontations with sceptical analysts who drag out the same old questions, there's definitely an allure to going public. When it comes to pure life improvement however, we reckon it's better to keep it in the family and do like the Quants at *usaw* (own nearly 40 per cent), *Mission* (own the whole thing), the *Terris* of *Sumory* (90 per cent of the distiller and food group), the *Thomsons* (around 70 per cent of their information-based empire) and the *Kohlers* (pretty much the whole shebang of their premium plumbing and design businesses).

### [ 05 ] A MORNING MIX

Where did all the decent morning television go? We like *Meredith Victoria* on *SABC*'s *Telzy* show but wish she had better content to work with. We like the pace of *Tilman* on *France 2* but it's too consumed with domestic affairs. And we like the global ambitions of *Case International*'s mornings out of London but it feels a bit under-resourced. It's for all of these reasons that we've migrated to radio and made our morning media diet bits of *SBN*, *J-Wave*, the *World Service* and the *abc* to get us going first thing. If we could have a blend of all four we'd have the ideal mix to get us up to speed and out the door.

### [ 06 ] AN OSSIFOFF HOUSE

We really want an Ossipoff. Born in Vladivostok in 1997, Ossipoff grew up in Tokyo where his father was stationed as the Russian military attaché. He then moved to the US to study architecture at the UC Berkeley College of Environmental Design in California before heading west to lay roots in Honolulu, where he lived for the rest of his life. Ossipoff popped off in 1998, leaving behind over 1,000 buildings on Oahu. His approach was labelled 'tropical modernism' and his designs are characterised by indigenous materials and their sympathetic environmental impact — he was famed for his sensitivity to Hawaiian topography, light and climate. His private residences were glamorous representations of mid-century chic. We'll settle for one of his smaller beachside residences, but with his houses going under the hammer for millions of dollars we'd better start saving our escrow.

### [ 07 ] THE FOOD HALL AT THE GALLERIA

The foodhalls of Harrods, Selfridges, Galeries Lafayette and Sookmann have nothing on Seoul's Galleria Mall West. Housed in the basement of the mega-pixel-covered department store, there's too much to look at between the beautiful young locals popping in for fancy cakes, the exquisite produce and the outstanding packaging. Owned by the Hamwa Store Company, Galleria sits at the heart of *Appigicong-dong* retail district and is something of a treat throughout. After touring the foodhall and grabbing a molten bowl of *bbimbubup*, it's also worth checking out the fresh Korean fashion talent on the upper floors — *Bon* is a new favourite.

### [ 08 ] TAKKYUBIN

Japan's curiously efficient domestic delivery service, *Takkyubin*, is something that every big city needs but could only ever work in Japan. For a small fee, couriers will send heavy suitcases home from the airport, skip ahead to resorts and even transport clothes you'd rather not get wrinkled. Everything arrives on time and in perfect order. Delivery men race around Tokyo with trolleys laden with parcels; you can spot brand leaders *Yanamo* by their black cat logo.



### [ 09 ] NANTUCKET REDS

Nantucket reds — sailcloth (cotton-canvas) trousers dyed a red that fades to salmon — define summer menswear on America's East Coast. To wear them is to channel the Kennedys on Cape Cod, the Rockefeller's in Maine and international sailors at the Newport Yacht Club. Available only at Murray's Toggery Shop on Main Street Nantucket.

### [ 10 ] THE BEST FROM BACK TO FRONT

When it comes to long-haul air travel, our ideal A340 or 777 would call upon Singapore Airlines to cover economy class, Air New Zealand to offer up its exceptional premium economy concept, JAL to deliver business class and ANA to do everything up in first. For short haul, Lufthansa does the best job in Europe in business class and we anxiously await the arrival of JAL's domestic first-class concept that's been developed to respond to cross who are looking for more space and privacy at the front of the plane.

### [ 11 ] FERNANDEZ & WELLS

Come lunch we hanker after something more wholesome than a *Prêt* sandwich so we head the extra mile to our favourite *deli* on *SoHo*'s *Leavitt Street*, *Jorge Fernandez* quit his job at the celebrated *Monmouth Coffee Company* and *Rick Wells* handed in his press pass at the *use World Service* to open their *William Tozer-designed deli* this year. Fernandez & Wells started out selling selected wines, cured meat, cheese and bread. They then introduced sandwiches — try the grilled chorizo and red pepper — till demand grew so much they were forced to open another shop around the corner. "We had to remove a table just to accommodate the influx, so decided it was time to open another, concentrating on exceptional coffee, cakes and chocolate," says Wells. We can smell a franchise brewing. [fernandezwells.com](http://fernandezwells.com)

### [ 12 ] NET-A-PORTER

*Net-a-Porter's* 24-hour online designer boutique is for those whose schedule requires them to shop at 3am from a Hong Kong hotel room for a weekend wedding in Qatar. A beautifully wrapped box will be waiting at the hotel when you arrive. It's high fashion for smart, busy people. [net-a-porter.com](http://net-a-porter.com)

### "...William Tozer - designed deli"

