

MONOCLE

INSIDE: WE NAME OUR TOP 25 CITIES IN THE WORLD
PLUS: MEET 10 HEROES CHANGING URBAN LIFE

M **A to F** **AFFAIRS:** Is Moscow liveable? **BUSINESS:** Directional street furniture **CULTURE:** French radio's wake-up call
DESIGN: How to make a park **ENTERTAINING:** Beyond Basque: a food tour of northern Spain **FASHION:** Arles be back – to shop

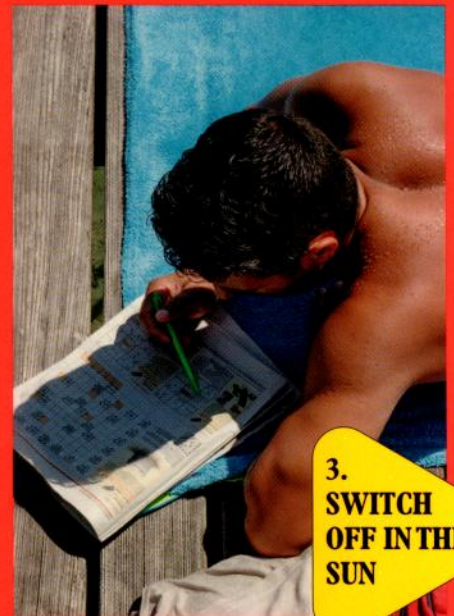


1. **LEARN TO LINGER LONGER**

TIME TO COOL IT?

The moment has come to strip off (and switch off), dive in and make some noise. We present a gentle manifesto for chilling out, being tolerant, talking it over and having a glass or two while you're at it.

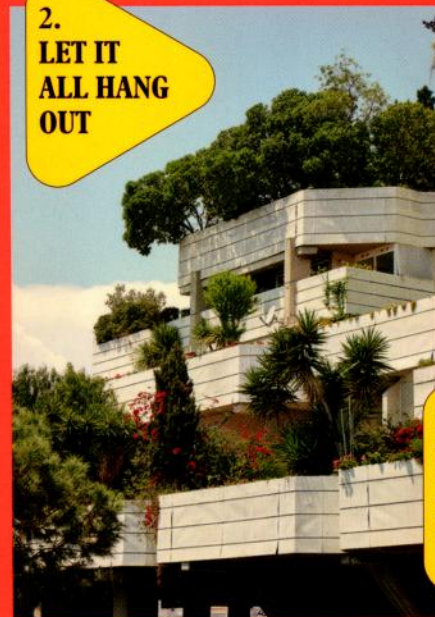
*See our 16-page manifesto on lightening up in Section C.



3. **SWITCH OFF IN THE SUN**



4. **FIND YOUR HAPPY SPOT**



2. **LET IT ALL HANG OUT**



5. **TAKE IT DOWN A NOTCH**

SEK 109
JPY ¥2,350 (tax)
AUD \$14.95
SGD \$19.90 (approx)
DKK 130
ESP €13

UK £7
USD \$14
GER €14
ITA €11
DKK 130
BEL €13



+ **i** **REPORT:** Greece is the word – well, Kavala to be precise. Our guide to **THE BEST NEW HOTELS** from the US to Sweden, and dogged retail in Toronto. And a Berlin **BEST IN CLASS** that's art in action. Plus: lifting off in **MINNEAPOLIS+**



JULY/AUGUST

Contents



AT THE FRONT

- 024 **Contributors** Some of the fine folk who made this issue.
- 027 **Ed's letter** A word from our editor in chief Tyler Brülé.
- 028 – 029 **The Opener** A snapshot of global news – and our views.
- 031 – 039 **Observations** Age is no *barre* for these over-sixties trying ballet in Auckland and the very fast boats that keep Venice's emergency services one step ahead.
- 040 – 041 **My Cabinet** We meet some of the team who, come summer, help make Roger Eddé's Lebanese beach club a hot spot.
- 042 **Cosy Corner** Hanna Lehtinen, Finland's ambassador to Poland, braves the heat in her residence's sauna.
- 044 – 073 **Quality of Life Report** Our 12th annual ranking of the top 25 cities in which to live, work and play.



AFFAIRS

- 075 – 078 **City projects REPORT:** We take a look at the most exciting projects, big and small, that are reshaping our cities.
- 080 – 085 **Moscow REPORT:** In a matter of a few years, the Russian city has been transformed to rival some of the most liveable European capitals.
- 087 – 093 **Urban heroes REPORT:** From reviving neglected spaces to boosting the economy, we meet the individual saviours who are leading the way in fixing their cities.
- 095 **Europe REPORT:** Greece's smart city, Poland's left-wing mayor (and potential future president) and Lisbon's street art.
- 098 **Americas BRIEFING:** A school of cities in Toronto, São Paulo tries to do dockless bikes right and can a park in South Carolina bridge racial divides?
- 103 **Asia-Pacific BRIEFING:** Vietnam's battle for the best city transport system, a neighbourhood makeover in Seoul and Shanghai's riverside gets a spruce-up.
- 104 **Africa and Middle East BRIEFING:** Morocco injects funds into its cities' medinas, Beirut gets some much-needed public space and Kigali's transformation into a university town.



BUSINESS

- 109 – 113 **Street furniture REPORT:** They have long furnished our urban spaces with benches, bins and bike racks but the street-furniture makers are now entering the spotlight.
- 114 – 115 **Rémi Babinet HOW I MANAGE:** The founder of advertising agency BETC has revived a Paris neighbourhood and is on a mission to redefine the French capital.
- 117 – 120 **Cos HQ AUDIT:** The London-based fashion brand has moved into a new office. We take a tour to see what the sparkling headquarters has going for it.
- 124 – 125 **Maurizio Zanella 10 STEPS TO SUCCESS:** The jovial founder of the Ca' del Bosco vineyard talks us through the personal affairs and trinkets that have helped him thrive.
- 127 **Business BRIEFING:** The future of libraries, a canny way to navigate busy streets and the Taipei thoroughfare that's turned an entire district around.



Moscow — AFFAIRS, page 080.



Maurizio Zanella — BUSINESS, page 124.



ISSUE 115 COVER
PHOTOGRAPHERS: Ramon Haindl, Conny Mirbach, Polly Tootal, Samuel Zeller



B10 STEPS TO SUCCESS/
BRESCIA, ITALY

House proud

How a wayward woodsman became a titan of the Italian wine industry.

By *Laura Rysman*
Photography *Federico Ferrari*

More than 50 years ago, in the hills of northern Italy, a Milanese family bought a small parcel of land to serve as their country getaway. A few years later, the son, then an unruly 16-year-old, was kicked out of school and banished to that *ca' del bosco* or house in the woods. But rather than descending into the predictable life of a teenage wastrel, young Maurizio Zanella became enamoured with grapes and the newly recognised wine of the surrounding Franciacorta region. By 17, he had harvested and bottled his first vintage.

His entrance into the world of wine was well timed. "Before the 1970s wine was just another staple – like bread," says Zanella at the headquarters of his winery, Ca' del Bosco, which overlooks the home where he first tried his hand at viticulture. "But then Italian wine changed gears – people were wealthier and wanted quality."

In his youth Zanella was a patient understudy of experienced winemakers and travelled all over Italy to spread the gospel of Franciacorta. "We didn't know then but, looking back, we were among the leaders of what I would call the Italian wine renaissance," he says.

Crafted like champagne with pinot bianco, chardonnay and pinot nero grapes, and utilising the same *metodo classico* of fizz-producing fermentation, Franciacorta is esteemed as the finest bubbly in Italy. While it doesn't yet have the brand recognition of its 300-year-old French counterpart, Ca' del Bosco has become a titan among the region's producers, selling about two million bottles a year.

Tight quality-control strictures keep standards rigorous but Zanella is intent on going further, minimising sulphites and rendering his 218 hectares of vineyards organic. He's also turned his estate into an art gallery of works by contemporary sculptors. Why? "To bring a bit of culture to the world of wine and to show people the kind of respect it deserves." — (M)



First bottle of Ca' del Bosco: 1972
Bottles produced per year: 1.8 million

Employees: 110

Primary markets: Italy, Japan, the US and Germany

Ageing time for top-level cuvée: 9 years

**1****Giacomo Bologna**

"He was reintroducing the previously destroyed Barbera wine in Tuscany as I was launching Franciacorta. We spoke everyday for 30 years and he was an indispensable resource of learning."

2**Annamaria Clementi**

"My mother was a great support from the first time I tried my hand at blending a grape harvest in 1972. Our most precious cuvée bears her name in homage to everything she did for me."

HERE ARE SOME OF THE ATTRACTIONS JUST A SHORT WALK FROM TRUNK HOTEL.



02 HAKUSAN

The history of this Kyushu ceramics maker stretches back to 1779; its Tokyo outpost is in Aoyama, one of Tokyo's top shopping destinations.

03 FARMER'S MARKET

Held on Saturdays and Sundays, this market in front of the United Nations University attracts producers from all over Japan.



04 YOYOGI PARK

For a breath of fresh air or an early-morning jog try Yoyogi Park, one of Tokyo's largest public green spaces.

05 TARO OKAMOTO MEMORIAL MUSEUM

This was the home and studio of the great Japanese sculptor Taro Okamoto until he died, aged 84, in 1996.



06 SUMIBI YAKINIKU YUJI

This tiny Shibuya restaurant has a cult following; the team runs Kushi, Trunk's popular skewered-meat stand.





③

Business cards

“Today you can share all your information with the touch of a button but I’m a nostalgic man so I’ll keep using business cards as long as I can.”



④

Cigars

“I tried cigars to help me quit cigarettes but they were so good that I started smoking five or six a day. I’ve nearly quit but I still have a mania for Cubans.”



⑤

Cancello solare, a bronze gate sculpted by artist Arnaldo Pomodoro

“It took three years to convince Pomodoro to create this gate. It’s become the symbol of Ca’ del Bosco and the first of many artworks at the vineyard to show that what we’re making here is an art in itself.”



⑥

Helmut Newton

“One of the first photographers who came to shoot for our photo book, he took a day to take a single photo.”



⑦

Harley Davidson motorbike

“I arrived in Franciacorta as a teenager. My motorcycle was my escape and my sport.”



⑧

Patek Philippe watch collection

“These watches represent a company that shares our values – they never allowed wrong-headed innovation to impinge upon a great tradition. A watch with a battery is much simpler and maybe even more reliable but you lose the beauty and excellence of the craft.”



⑨

Apple technology

“More than a passion, it’s a problem. I consume Apple products like I do Nutella – insatiably. I’m always getting the latest models even though technologically I have only a pretty basic competence. I barely use them but they make me feel cutting-edge.”



⑩

John Lobb shoes

“Maybe there are more beautiful shoes that cost less but these are crafted entirely by hand. All the objects I love are things whereby people pour their knowledge into a manual skill in the service of a product that creates emotion.”