

MONOCLE

A BRIEFING ON GLOBAL AFFAIRS, BUSINESS, CULTURE & DESIGN

The **YOU CAN DO IT** Issue

2016/17
ENTREPRENEURS GUIDE

Get a move on – all you need to develop a business you care about

A **24-PAGE MONOCLE GUIDE** for entrepreneurs, globally and locally minded creatives and anyone with a good idea who's looking for the perfect home

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SEPTEMBER 2016

- A AFFAIRS** Trump trail: the foreign correspondents trying to explain the US election
- B BUSINESS** Swivel on this: top office kit, from chairs to printers
- C CULTURE** Outside the box: the future of global TV explained
- D DESIGN** Wellington roots: the modernist Kiwi outpost
- E EDITS** Vilnius villas and Paolo Sorrentino's culinary credits
- +** *Bata fingers*: the man who made a Czech shoe town

Do I launch an eyewear business? Or just go for the vineyard?

Verona? Or maybe Portland?



SO WHAT DO YOU WANT TO DO?

OPEN FOR BUSINESS:

Let's go — it's time to make the leap and launch the company of your dreams (or just make yours bigger, brighter and better). Get advice, contacts and a tour of great cities that want you

Uno

SUCCESS:

How to start a business that's robust for the road ahead (and also fun to run)

Zwei

KNOWLEDGE:

Entrepreneurs reveal how to lead an empire or open a garden centre

Trois

HAPPINESS:

We name the outposts with a welcome mat for the global workforce



I'm voting for the wine business with a detour through Nashville (see page 102)



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Coffee maker Lunika Coffee Makers

When asked to design a coffee maker from wood, Italian designer Francesco Fusillo was puzzled. "Wood is a terrible heat conductor but then I remembered how many times I got burnt on other coffee makers' handles – and inspiration came." Doing away with a handle, Lunika 360 can be safely held by its ash-wood body. — CHR

E

INVENTORY
September selection

05

Vases

Nir Meiri

Nir Meiri's unique and at times unorthodox designs have been exhibited from Milan to New York. Like all of Meiri's work, these vases are handmade in London and take inspiration from nature: the wooden sepal (tray-like top) sprouts from a copper base, while a glass vase blooms from its stalk. Adding a real flower is optional. — [C307](#) [nirmeiri.com](#)



05
06



06

Desk organiser

Woud

Aarhus University graduates Anne Holm and Signe Smetana designed this handsome desk-tyd for Danish firm Woud. Equipped with eight detachable shelf-like holders that can be slotted in each of its 14 slits, input is made from solid oak and is the perfect office showpiece for the stationery-proud. — [C307](#) [woud.dk](#)



07
08

07

Hair wax

Fellow Barber

Fellow Barber set up its first space in downtown New York in 2006 and today has numerous spots across the city and more in San Francisco. Like everything else the company makes, this texture paste is US-made, adorned in simple green packaging and never tested on animals. — [B1](#) [fellowbarber.com](#)



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11

08

Organiser

Brad Ascalon

This pleasingly pared-down system made from 3D-printed porcelain is designed by New York studio Brad Ascalon for newly launched brand Othr. Though the organiser comes in three varieties – for bedroom, bathroom or office – each can be endlessly reshaped for individual storage needs. — [B104](#) [bradascalon.com](#)

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Coffee maker

Lunika Coffee Makers

When asked to design a coffee maker from wood, Italian designer Francesco Fusillo was puzzled. "Wood is a terrible heat conductor but then I remembered how many times I got burnt on other coffee makers' handles – and inspiration came." Doing away with a handle, Lunika 360 can be safely held by its ash-wood body. — [C118](#)



09

Watch

Objest

Former Conan designer Jared Manikow unveiled his London label last December; it's a welcome blend of jovial design – as the brand's name suggests – and trusty Swiss craftsmanship. The stainless-steel bezel of this watch contains a numberless face featuring a pattern that hints at the hour positions. The watch comes in a range of colours, as does its Italian-leather strap. — [A011](#) [objest.com](#)

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Sherry

Mar7

Santúcar de Barrameda-based sherry-maker Mar7 turned to Seville design studio Habermas to create an identity that would really stand out. The result was a clean font and simple colours that reflect Santúcar's maritime culture; the design also references the single-letter stamps that adorned the wineskins that were popular here in the 18th century. — [A011](#) [despachodevinopmar7.com](#)



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12

Card holder

Hay

Spanish design firm Kutarq Studio has focused on industrial design since 2012. After making a ping-pong racket-shaped mirror and a chic fly swatter, the studio was commissioned by Danish firm Hay to shape a piece of extruded aluminium into a cardholder. The umpteen curved fins of this starfish-inspired model are excellent for packing with notes, business cards and all manner of desktop ephemera. — [K1](#) [hay.dk](#)

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Notebooks

Write Sketch And

Milan-based art directors Matteo Carrubba and Angela Tomasoni's shared passion for graphics and fashion has influenced this playful line of jotters. "Our inspiration came from Memphis Milano, an avant-garde movement in Milan in the early 1980s," says Tomasoni. "Memphis products were pure fun – saturated colours with shapes and patterns that came from pop culture." All notepads are made with sumptuous Fedrigoni paper, printed with Pantone inks and threadbound for flexibility and ease of use. — [S2](#) [writesketchand.com](#)

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Camera

Hasselblad

Swedish camera-maker Hasselblad has introduced its first mirrorless model for a compact camera. Less than half the weight of its medium-format counterparts, the X1D-50c can shoot HD video and has built-in GPS and wi-fi, all encased in a robust Swedish-made, dust and weather-resistant shell. — [C118](#) [hasselblad.com](#)

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Dressing set

Kanz Architeti

In 2000, architects Mauro Cazzaro and Antonella Maione pooled their years of experience to set up design studio Kanz Architeti in Venice. Handmade in

Japan, this Bombette dressing set stays true to the traditional use of cork while the elegant porcelain vessels bring a refined simplicity to a kitchen staple. — [C11](#) [kanzarchitetti.com](#)

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Brushes

Hine

UK industrial designer Andrew Hine's brushes are handy tools; they're also beautifully made so they need not be put away after use. Whether it's the palm-sized models for dusting away desktop debris or larger sweepers for the pantry, each brush is handmade by craftsmen in Hertfordshire. Wild-boar bristles are set within American black walnut or British beech handles and finished with a light coating of oil and pure beeswax, which ages to form a charming patina. — [B12](#) [bureauhine.com](#)

17

Pens

Enso

LA-based designer Carlo Aiello's pleasantly minimal Pen Uno is slim enough to make for a welcome addition to any brimming pen pot. The simple design comprises a barrel that – screwed up or down – acts as a lid or grip. Made from anodised aluminium, each pen weighs just 10g and comes in a choice of five colours. — [A011](#) [enso.com](#)



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