

Companion



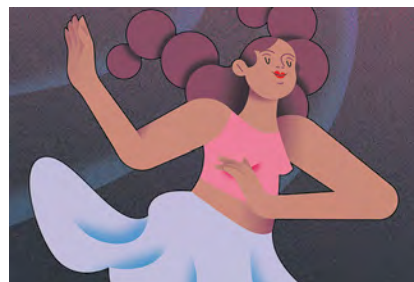
An Eco Wonderland Rediscovered **The Bogs of Estonia**

Read full article on p.54



Copenhagen, Denmark

Discover how Martin Brudnizki Design Studio has brought a riot of expressive artwork, colour and pattern to the new 25hours Hotel Indre By



Berlin, Germany & Beyond

Rediscovering the power of the groove following a time when nightlife has been compromised, plus playlists to get you in the mood



Reykjavik, Iceland

Take a deep dive into Iceland's unique music scene and its very Nordic brand of hedonism featuring the Party at the Edge of the World



Dubai

Meet Butheina Kazim, founder of the UAE's first arthouse movie theatre, Cinema Akil in Dubai's creative Alserkal Avenue district

VIVA CON AGUA

WATER IS LIFE!

25hours Hotels are supporting water projects in Nepal. Join them and donate now for clean drinking water.

VIVA CON AGUA.ORG

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Editor's Note

“The biggest compliment you can pay an Estonian is to call us Nordic,” Olga Malasenko, 31-year-old general manager of the new Iglupark (iglpark.com) in Tallinn’s trendy Noblessner district tells me on a recent visit. Many hanker after that calm Nordic, socially progressive sensibility, be it Danish ‘hygge’ (contentment) or Estonian ‘molutamine’ (mindfulness), especially in these tumultuous times.

Many associate Nordic with minimalism. Yet the New Nordics are embracing something altogether more maximalist. Take a look at our roundup of Northern European fashion designers (p12), who are reveling in something 25hours Hotels knows all about—a ‘more is more’ philosophy.

Following the recent opening of 25hours Hotel One Central in Dubai and 25hours Hotel Piazza San Paolino in Florence, the group has turned its attention North and fallen in love with Copenhagen. The beautiful doors of 25hours Hotel Indre By open this spring in the vibrant Danish capital. It’s a hotel with soulful spaces where special Nordic memories will be created. Not only that, but 25hours is opening a second Copenhagen property on its very own post-industrial, harbourside island in 2024, the 25hours Hotel Paper Island.

You can read more about Copenhagen in this issue: from its innovative architects such as MAST (mast.dk), specializing in floating structures (p48), to a walk with a local (p27) to discover authentic Nordic city haunts.

And to get you in the mood for summer fun, we explore the power of the groove (p16) and the nightlife and music of the Icelandic capital Reykjavik (p33) where there really is a party at the edge of the world to lift your spirits and welcome in the light.

Jane Anderson, Editor in Chief

Instagram.com/janeandersontravel



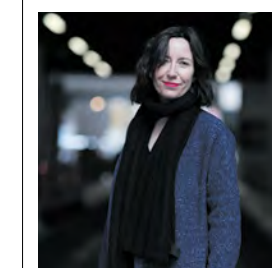
Lobby at 25hours Hotel Indre By, Copenhagen
Photo by Stephan Lemke

FRIENDS OF FRIENDS

The online magazine Friends of Friends has been portraying inspiring personalities since 2009, forming a creative and international community along the way. Over the years, it has also built a lively network of talented people in the 25hours Hotels cities of Hamburg, Berlin, Frankfurt, Munich, Dusseldorf, Cologne, Vienna, Zurich and Paris, and now Dubai, Florence and Copenhagen—and everywhere else to come. Some have contributed to this 20th issue of COMPANION—in particular Anastasiya Varenysya and Ellen McBride. You can find their features about the Power of Groove, p16, and Todo Modo bookshop in Florence, p37.

friendsoffriends.com

Contributors

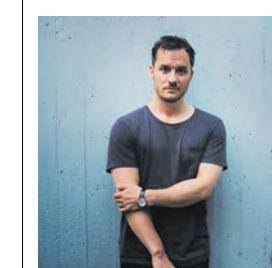


MICHELLE DUGUID

Michelle is proudly Welsh and lives south of the river in London with her son Griffin. She’s a happy jogger and swimmer and although she loves London she regularly escapes to the countryside for peace. A graduate from Winchester School of

Art, in History of Art, her fashion stylist career spans some of the most influential women’s titles in Europe including *British Vogue*, *Russian Vogue* and *Elle* magazine. Michelle is now freelance and is a contributing editor to *British Glamour* and *Grazia* magazine and also art directs and consults for beauty and fashion brands. See her feature on page 12.

instagram.com/michelle_duguid



MATT CHARLTON

Matt roams the world as a culture and travel writer, occasionally dropping in on the radio to share his findings. Often writing about one thing whilst in the middle of another, he has typed up a Gorillaz feature whilst sitting next to Lake

Garda, and a story on Nashville recording studios whilst under a duvet in a log cabin in the wintry depths of Yellowstone National Park. He hates bananas, is trying to figure out a way of moving to Berlin, and, despite his surname, doesn’t care one bit about football. Read his Icelandic music feature on page 33.

Instagram.com/mattsee

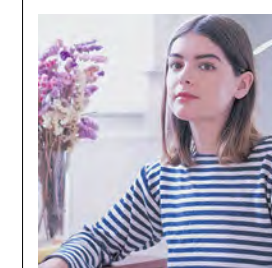


LISA JOHNSON

London-based writer, Lisa, is an obsessive declutterer. Her own home, she likes to think, is a haven of peace and tranquility. She enjoys encountering other styles and approaches and the people and ideas behind them, however, and she loved the

humour and stories in Martin Brudnizki’s multi-layered interiors for the new 25hours Hotel Indre By—especially the multi-hued restrooms inspired by the houses on Copenhagen’s waterfront. ‘They reminded me of picking your favourite colour counter in a board game,’ she says. Read her interview with Martin Brudnizki on page 8.

Instagram.com/lmjondon



KIKI LJUNG

Kiki is a Swedish-Italian illustrator raised in Brussels. After completing her studies in graphic design and illustration in London, and some croissant-eating years in Paris, she moved her life and business to the sunnier city of Barcelona. Her bold

graphic style of illustration seeks to create engaging and quirky compositions compatible with editorial, advertising, publishing and interactive media. Aside from drawing, she is a committed dog-sitter, and has dog-sat over 100 pups. She could eat popcorn for breakfast, lunch and dinner, and has the bad habit of biting her nails. See her illustrations above left, and on page 16 & 42.

Instagram.com/kikiljung

Main cover image: Estonian bog shot: Romet Vaino Instagram.com/metaboodus

MUNICH · FOOD & DRINK

POP UP WITH PORCELAIN

Jan Hartwig has opened his eponymous pop up restaurant in the idyllic garden of the porcelain manufacturer Nymphenburg, as a foretaste of his Munich restaurant JAN which is due to open this summer. One of only 10 three-star chefs in Germany, great things are expected. Located in the northern part of the mansion, the pop up offers a maximum 16 people the chance to experience an intimate meal with Jan, almost like being at home with the chef. Dishes will be served on exquisite porcelain including Lightscape by Ruth Gurvich and clam shells by Ted Muehling.

↳ nymphenburg.com



ICELAND · HOSPITALITY & RETREAT

FIRE AND ICE



The new Sky Lagoon takes wellness to a whole new level. This geothermal lagoon just minutes from Reykjavik's city centre features a 75m ocean-side infinity edge lagoon where bathers gaze out over the North Atlantic Ocean. The sauna has Iceland's largest window, and an overall design inspired by historic turf houses. A seven-step experience called The Ritual has been developed from Icelandic traditions of combining warm and cold waters, warm steam, dry heat and fresh air.

↳ skylagoon.com



Photos: Sky Lagoon by Pursuit



Photo: Erik Thallaug



Photo: Lars Schwed Nygård/Deichman



GREEN VIBES

Aarhus might be Denmark's second city, but it's the undisputed capital of the Danish music scene and a leading light in Danish sustainability. This year Aarhus is combing the two as part of a year-long series of musical events called Music City Aarhus 2022. From 2-4 June, the city hosts Denmark's most sustainable music festival, Northside, adding to its green credentials by running the festival on 100% green energy and serving only plant-based meals for the first time. International artists include Lewis Capaldi and Nick Cave. There will also be a series of free concerts around the city. Later on in the year, the city hosts its annual Aarhus Festival from 26 - 4 September, a 10-day celebration of music, art and culture.

↳ musiccityaarhus2022.dk



AARHUS · ART & ENTERTAINMENT

BEHIND THE FANTASY



Anyone who was obsessed with *Game of Thrones* should make a beeline for Northern Ireland where Warner Bros. Themed Entertainment and Linen Mills Studios has opened the official Game of Thrones Studio Tour in Banbridge, Northern Ireland. The tour will transport fans into the heart of Westeros and Essos with captivating sets, original props and costumes and more behind-the-scenes elements from the hit HBO series.

↳ gameofthronesstudiotour.com

IRELAND · OUTDOOR & ACTIVITY

COMING OF AGE

WORDS **LISA JOHNSON**
PHOTOS **STEPHAN LEMKE**



The new 25hours Hotel Indre By in Copenhagen is a riot of expressive artwork, colour and pattern thanks to Swedish designer Martin Brudnizki



Assembly Hall

“We really pushed the boundaries with the design”

In the centre of Copenhagen—by the ‘Round Tower’ observatory with its spiral ramp that Tsar Peter the Great is said to have ridden up on horseback—is an elegant four-storey building in limestone, slate and glass. Dating from the 19th century, it’s part of a complex that has housed an office building, a Royal Copenhagen porcelain factory and a print works and paper mill. For most locals, however, it’s the former home of Copenhagen University’s faculties of law and theology. And it’s this that 25hours Hotels took as its starting point for its first hotel in Denmark, 25hours Hotel Indre By: the notion of university as a coming of age; the crucial stage that determines the direction a life will take; when a desire for knowledge comes up against a whirlwind of emotions.

To bring this concept to life, the hotel group called on the Swedish design star Martin Brudnizki, the son

of a German stylist and Polish engineer, who studied at the American University in London before founding his studio, MBDS, in 2000. Based in London and New York, Brudnizki has spent the past two decades creating glamorous interiors for high-end restaurants, private members’ clubs and hotels—from Annabel’s in London to Soho House in Miami. In 2015, he co-founded a range of furniture, lighting and accessories, And Objects. His feel-good interiors favour “a love of layering different materials, textures and styles”; ultimately, he believes they should make people happy.

25hours Hotel Indre By was the studio’s first project in Denmark, and its youthful outlook made it a “particularly joyous one to work on,” says Brudnizki. Responding to the concept of campus living and the lifestyles of “digital nomads who hop from city to city living and

working, but also want to be surrounded by comfort and style,” MBDS designed 243 rooms in one of two styles, Passion and Knowledge, along with a series of multifunctional open-plan spaces including a reading room and a co-working space, as well as a wellbeing area with a fitness studio and an outdoor sauna. The trademark MBDS banquettes and rows of tables set with little bar lights are still very much in attendance, but the layering has been taken to the max. As Brudnizki puts it, “We’ve really pushed the boundaries with this design, mixing high and low materials and incorporating expressive artwork, colours and patterns.” From the Restrooms inspired by the colourful townhouses of Copenhagen’s waterfront to the Vinyl Room and Opinion meeting room—a two-toned debate chamber—the result is, in Brudnizki’s words, “a lot of fun”—inclusive, collaborative, irreverent, upbeat.

“In the Knowledge rooms, the artwork, mural-style wallpaper and objects reference the astrological discoveries of Tycho Brahe and the explorations of Charles Darwin”

“We always try to ground a project in its location. The colourful buildings of Copenhagen emanate warmth and playfulness and we wanted to bring this into the hotel. It’s a riot of different colours, but it hangs together peacefully because each colour has a similar tonality.

“Buildings are another starting point. In this case we were presented with a fascinating building that has had a number of functions, which gave us the opportunity to be creative. In the reception area, we designed a sculpture crafted from books that refers to its history as a paper mill. In the F*ck Everything Meeting Room we used decorative wallpaper and flooring as well as vintage furniture to reference the 16th-century office building. And in the Knowledge rooms, the artwork, mural-style wallpaper and objets represent the discoveries of [the Danish astronomer] Tycho Brahe and the explorations of Charles Darwin.

“We took a layered approach to the design process, ensuring that each space had its own identity within a shared narrative. So we used lots of bold graphic patterns and colours while creating a harmonious thread through the use of artwork, antique and vintage finds, and planting, which features across the whole site.

“Several designs and fabrics are unique to 25hours Hotel Indre By. We worked with Pierre Frey on a bespoke pattern for curtains in the public areas and with the Danish supplier Thonet on dining chairs that they brought back from their archive especially for the hotel and produced in a unique colourway and fabric that is only found here. The lighting and vintage pieces are Danish and the artwork in the bedrooms was all produced by Danish artists and creatives including Sophie Klerk and Jacoba Niepoort.

“Most of the furniture and all the soft furnishings in the public areas, as well as the joinery in the bedrooms, are bespoke designs by MBDS. We also designed the twisted wooden tables in the restaurant, the long banquette with built-in streetlamp lighting in the courtyard, and the banquette that wraps around the book sculpture in reception.”

NENI

“The seventh NENI in the 25hours Hotel group offers Lebanese sharing dishes from Israeli chef Haya Molcho in a dining room and courtyard with a retractable roof. The murals reference Tel Aviv. “We love murals as they create a sense of illusion,” says Brudnizki. “It’s as though you are breaking down a wall and entering into another world entirely.”

CAFÉ DUSE

Melissa Forti, the Roman-born author of *The Italian Baker*, specialises in organic cakes and pastries that combine “long-forgotten Italian recipes” with global influences. For her first café for 25hours, named after the belle époque Italian stage actress Eleonora Duse, MBDS designed a “modern Italian-style café, featuring heavily upholstered lounge chairs with a tapestry detail.”

BOILERMAN BAR

Like its namesakes in Germany, the Copenhagen Boilerman was conceived with Hamburg bar entrepreneur Jörg Meyer. It takes its name from the ‘high-ball’ signal on American railroads: when the ball was raised, the driver knew he was running late and would ask his boilerman to stoke the furnace. The long games tables are bespoke designs by MBDS.



Knowledge Room

Boilerman Bar



Assembly Hall



NENI

THE

CURATED BY FASHION STYLIST **MICHELLE DUGUID**

↳ [instagram.com/michelle_duguid](https://www.instagram.com/michelle_duguid)



Saks Potts
Barbara Potts & Cathrine Saks, Founders



Rodebjer
Carin Rodebjer, Creative Director & Founder



Rains
Tanne Krogh Vinter, Head of Design



Brøgger
Julie Brøgger, Founder



Stine Goya
Stine Goya, Founder



Stand Studio
Nellie Kamras, Founder



Ganni
Ditte Reffstrup (left), Co-Founder



Henrik Vibskov
Henrik Vibskov, Founder



Cecilie Bahnsen
Cecilie Bahnsen, Founder



Baum und Pferdgarten
Rikke Baumgarten and
Helle Hestehave, Founders

We used to think that Scandi style was effortlessly minimal, yet a new wave of Nordic designers are embracing a playful maximalism. From pairing bold patterns with bright colours but still offering the key pieces we need to update our wardrobes, these brands have embraced joy

NEW TRENDS



SAKS POTTS

Saks Potts is the go-to brand for Copenhagen cool girls. Founded by Barbara Potts and Cathrine Saks, they take their inspiration from contemporary art, mixing it up with more glamour in candy colours. Their signature piece is the eye-catching Foxy coat, which has given way to a full collection of brilliant pieces. International fans include Kendall Jenner, Lady Gaga and Alexa Chung.

↳ sakspotts.com



RODEBJER

Founded in New York in 2000 by Swedish designer Carin Rodebjer, the brand Rodebjer has fast become a cult staple for women, thanks to its fuss free elegance. Our favourite pieces are her signature slouchy suits, muted prints in pastels, and we love her pink and white checkboard suit for S/S 2021. The brand is committed to creating sustainable collections and using green materials that are built to last both in quality and style.

↳ rodebjer.com



STAND STUDIO

The Copenhagen-based label was founded by Nellie Kamras in 2014. Kamras was working as marketing manager at her family leather business when she had her light bulb moment. What was going to be a sub collection became the launch of her own brand, which she built by taking her knowledge of luxury Scandinavian simplicity and twisting it with bold colours and daring patterns. This alluring mix, paired with an accessible price tag, has made her one of the Scandi IT brands. Everything in her collections is set to put a smile on your face, not least her oversize squishy Tore bags in brightly coloured leather and her checkboard-patterned, faux fur Teddy coats.

↳ standstudio.com



BAUM UND PFERDGARTEN

Rikke Baumgarten and Helle Hestehave founded their brand in Copenhagen in 1999 with a view to dressing women who wanted to have fun with their personal expression. Their brand is just that: strong, structured silhouettes, exquisite fabrics and playful prints. The S/S 22 collection is a homage to Finnish architect and designer Alvar Aalto, which sees the team pushing their silhouettes with rounder shapes inspired by the famous savoy vase. More feminine pieces celebrate the graphic print. Stand out pieces include the 70's-style track jackets paired with billowing skirts.

↳ baumundpferdgarten.com

THE



STINE GOYA

Danish designer, Stine Goya is known for joyful prints, bold silhouettes and her confident use of vibrant colours. After studying in London's Central Saint Martins, Goya started her label in 2006 and has a loyal following who regard her clothes as uplifting and directional. She encourages her customers to be bold, mixing up her colours and prints.

↳ stinegoya.com



HENRIK VIBSKOV

Vogue described Central Saint Martins-trained Vibskov as the pied piper of Danish fashion, and after 20 years in the business he is the go-to for print and colour. We love his men's oversize silhouettes, bright coloured ombre and pixelated jumpers, and graphic print socks. Look out for his concept stores in Copenhagen and New York, where you can buy his full collection along with up and coming designers and artists.

↳ henrikvibskovboutique.com

NORDICS



RAINS

In 2012, three Danish friends launched a fashion business built on pure practicality. This may seem boring on paper, but Rains is an outerwear brand that is anything but. Check out their playful reinterpretation of the classic rubber fisherman raincoat, and the way they push other outerwear shapes for men and women. Latest shapes encompass sporty wardrobe essentials. The new collection still blends a Scandinavian aesthetic design, whilst pushing utilitarian outerwear shapes. It uses both neutrals and a full spectrum of colour like mango and lilac, proving you can look great in the city whatever the weather.

↳ rains.com



NEW

BRØGGER

Danish designer Julie Brøgger launched her label in 2016 and—now based in London—creates clothes that make a women stand out. She plays across the spectrum from masculine soft tailoring to feminine colour and floral prints. Pronounced "Breu-ger", Julie has previously worked for brands such as Preen by Thornton Bregazzi, Erdem and JW Anderson, matching Danish design tradition with London cool.

↳ brogger.co



GANNI

Credited with reinventing Scandinavian style, Ganni strikes the perfect balance between Danish cool and Parisian ease. Think bright coloured gingham dresses, boyish biker jackets and lots of great denim. The brand was launched in 2000 by husband and wife team Ditte and Nicolaj Reffstrup, and there is a lot of reference to the Ganni girl, an authentic free-spirited character who is very relaxed about fashion. While this style is actually not easy to put together, you can see why people want to buy a piece of it. Ganni has just introduced its first ever genderless collection with the relaunch of its responsible line Software.

↳ ganni.com



CECILIE BAHNSEN

LVMH Prize finalist Cecilie Bahnsen's feminine, frilly designs might not automatically match up with the functionality that was once associated with Scandi design, but they showcase a whimsical modernity in their simplicity, with added details full of storytelling and romance, that make the brand difficult to resist. Bahnsen offers a collection in soft colours and black with real craft value attached. Each piece is meticulously made from fairy, dreamlike fabrics using traditional techniques. This leads naturally to sustainability with organic up-cycling happening because of the love, care and value placed on each piece.

↳ ceciliebahnsen.com



THE POWER OF

Finding our common connection
through the medium of movement

GROOVE

WORDS **ANASTASIYA VARENYTSA**

ILLUSTRATION **KIKI LJUNG**

With the fresh breeze of summertime comes the season of festivals and open-air events in Europe. From the moment the weather gets warm and sunny enough, one can find people in parks and fields all over the city dancing with their makeshift sound system set-ups. Summer is the time of watching our worries fall as we let down our hair, move our bodies, and acquiesce to the power of groove under the setting sun and into the night.

Given the constant flux of nightlife over the last two years, summer may be the only time that people in some European cities can dance together in crowds. But even good weather and strong safety concepts are no guarantee, posing an important concern about the future of nightlife for all of us—what do we lose when we can't go out dancing, whether in the summer or any other time of the year? How can we get our groove on instead?

For many of us, dancefloors are a special place that allow us to discover the powers of our inner groove and indulge in all of its pleasures. Found through a strong

beat that has us up on our feet, swaying our hips and moving our bodies, groove helps us realize the abundance within ourselves and our environments. With its ability to get inside and shake things out, groove creates the room for us to imagine different possibilities and new realities, within and outside of ourselves. Groove is about feeling good without guilt, seeing and being seen. Groove is about healing ourselves and connecting with one another; and against the backdrop of the pandemic, characterized by loss and isolation, groove is an energy-like source that can nurture life after destruction.

When we dance in crowds, the invigorating powers of groove are emphasized by the energy we exchange and feed off of from one another, one that is difficult to replicate in other settings—especially alone and virtually. When dancing in groups becomes unsafe or illegal, how can we tap into the power of groove—not only for what it does for ourselves, but also for the sake of our culture?

Here we showcase three Berlin-based artists and collectives that are creating safe, meaningful spaces

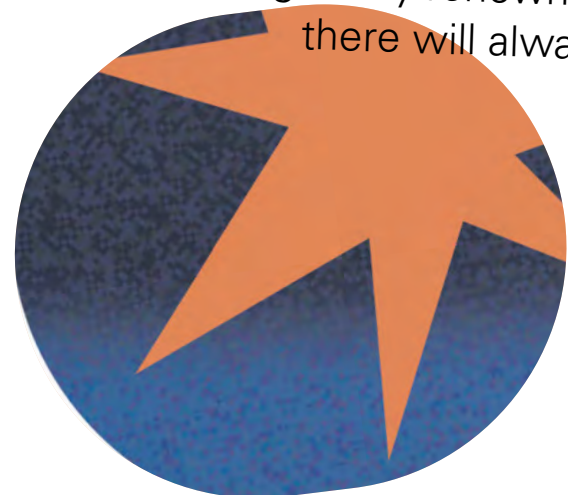
for us to dance in. Drawing inspiration from the city's surrounding club culture, the meditative traditions of ecstatic dance, and the contemporary dance language Gaga, the primary purpose of these events, broadly defined as dance meditations, is to guide participants to move—and tap into their inner groove—more intentionally than on a night out. While no substitute for a full night at the clubs or deep in the grounds of a festival, dance meditations allow us to become present and honest with our movement, leading us to a different kind of freedom than we may find on a cramped dance floor.

If you don't find yourself in Berlin anytime soon, there are other ways to tap into the powers and pleasures of your own inner groove. While some of the examples emerged recently in response to the pandemic, they can be traced back to the long-established practices of ecstatic and Gaga dance, broadening the amount of possibilities we have with getting our groove on, with or without the clubs closed.

BERLIN

Finding our groove in the techno capital of the world

In Berlin, one can observe the influences of club culture in just about anything—from streetwear to high-end fashion, literature to politics, billboards, music in cafés, and the local daily news on the TV in the underground train. For those of us that relish in the city's globally renowned nightlife culture, Berlin is a special city where there will always be one way or another to get our groove on



DOSE OF PLEASURE

Emerging from the first Covid-19 lockdown in Berlin, Dose of Pleasure is a dance meditation event produced by artist and educator Alvin Collantes. What began as an online live-streaming platform to connect with people in isolation has transformed into a global community of "Doseers" discovering the abundance of their inner groove. Whether you join Collantes in Berlin, online, or in one of the many other cities he visits, expect to be challenged but still inspired. For the one-hour Dose, Collantes guides participants through a dynamic journey that expands how we experience movement, inviting us to find the energy and sensual-like pleasure in our body's burning efforts. The meditation is accompanied by techno, house, disco, soul, and funk music, taking us back to late nights at Berghain's Panorama Bar. To close the session, Collantes invites participants to "Overdose" on the learnings from the previous hour and move freely to a live DJ for the rest of the evening. While physically enduring, the event is open to all backgrounds.

Alvin is currently based in Tel Aviv. He regularly travels to teach and host Dose of Pleasure events. Learn more about upcoming in-person and virtual events on his Instagram pages @dose.of.pleasure and @alvincollantesdance.

COCOCREATED

Tucked away inside a small church in Berlin's legendary Neukölln district, Cococreated is a dance research event organized by professional dancer Tanja Saban and music events promoter Eitan Nir. Similar to Dose of Pleasure, Cococreated draws inspiration from the surrounding city's club culture and the embodying practice of Gaga, creating a "dance floor research club" open for all ages, bodies, and dance backgrounds. Led by a dance meditation guide, participants engage in a series of game-like movement exercises, creating a playful overall environment that pleases our inner dancer—and raver. A live DJ accompanies the groove session, playing anything from experimental ambient to classic house tracks.

If you find yourself in Berlin, visit the collective's Instagram page @cococreated to learn more about their upcoming events. Space is limited for this event, so be sure to register fast.

TANZEN 3000

Tanzen 3000 is an ecstatic dance event in Berlin that is more "hip-hop than hippie." Produced by organizers from Berlin's experimental free open-air and self-organizing music scenes, Tanzen 3000 is groovy, unexpected, and raw. They begin their events with a guided dance meditation which, similar to those run by Dose of Pleasure and Cococreated, gets participants all warmed up. After the guided session, they open up the dance floor—inside a circus tent—to a 2-hour groove session, where anything from classical music to dirty Chicago house is fair game. Tanzen 3000's explicit stance on no substances or distractions of any kind on the dance floor is a refreshing reminder that there is so much pleasure to gain from just dancing.

In true Berlin fashion, the best way to find out about the collectives' whereabouts, both in the city and around Europe, is through their Telegram handle @TANZEN-3000-BLN.

BEYOND

Finding our groove around the world



For those of us not in Berlin, one way to tap into our inner groove is to go straight to the source and find local Gaga and ecstatic dance events, either online or in-person. These events offer new perspectives on the powers and pleasure of groove, satisfying our need to dance when other options are limited or we are curious to try something different



GAGA

Gaga is a dance language and movement pedagogy created by Israeli choreographer and dancer Ohad Naharin. Following a back injury, Naharin derived Gaga, characterized by its figurative use of language and embodied practices, as a mechanism to reconnect with his body and relearn movement. With its powerful use of language and emphasis on movement as care, Gaga provides many valuable principles and tools for dancers and non-dancers alike.

Gaga classes are offered in two categories: Gaga/Dancers, which is intended for trained dancers, and Gaga/People, which is open for all backgrounds. To join a virtual or in-person class, check out gagapeople.com for the full list of over 100-trained instructors offering events in 21 countries.

ECSTATIC DANCE

Ecstatic dance refers to events where dancers lose themselves to the rhythm of music, entering a state of trance and ecstasy. The list of different ecstatic dance events one can join are as long and varied as its history, but with a curious mind and a little bit of digging on the Internet, you can find something happening near you. Typically hosted during the day and under the category of class or meditation events, ecstatic dances can be safe alternatives to clubbing when pandemic restrictions tighten. Although more controlled than the clubs, get ready to let loose and find your groove like you never thought possible.

PLAYLIST

To get you started on what we hope is a summer full of dancing, enjoy this one-and-half-hour groove sesh curated by our friends at the Stockholm-based record label House Music With Love (HMWL). Featuring Nordic talents from around the region, this playlist is bound to get you up on your feet and feeling the music. Let's dance to the Nordic groove, baby!



For an endless supply of quality house and chill beats, you can find HMWL on Beatport, Soundcloud, and Spotify.

↳ housemusicwithlove.com/

▶ Satori, Miou Amadée, Crussen – Days Without You (Crussen Remix)	10:43
▶ Daniela Rathana, Bella Boo – Havanna (Bella Boo Remix)	4:07
▶ Yaeji, Baba Stiltz – New York 93 (Baba Stiltz Remix)	5:55
▶ Axel Boman – Hello	8:39
▶ Axel Boman – Nattsudd	6:51
▶ Bella Boo, Kornél Kovács – Stars (Kornél Kovács Remix)	5:08
▶ Off The Meds, Joy Orbison – Belter (Joy O Bell Mix)	8:03
▶ Off The Meds – Karlaplan Remix	5:57
▶ Librarian – I Hope We Can Live on the Moon Someday	7:05
▶ Malin Genie, Per Hammar, Samuel Andre Madson – Scania (S.A.M. Reshape)	7:29
▶ Cid Inc., Dmitry Molosh – Impending Storm (Original Mix)	7:52
▶ Todd Terje – Strandbar	4:28



RIBELLI

ANZEIGE

PEACEFUL REVOLUTION TO ERADICATE THE ITALIAN CULINARY MAINSTREAM



VINCENZO, PIZZAIOLO FROM NOTO, SICILY

MASSIMO, PARTNER IN SEVERAL RESTAURANTS, WINE CONSULTANT AND BROKER



CORRADO, SICILIAN RESTAURATEUR, WORKING IN HAMBURG



THOMAS, FOOD&WINE CONSULTANT, LIVES BETWEEN SOUTH TYROL AND SICILY



TAKU, CHEFKOCH DER ITALIENISCHEN RESTAURANT S'ACCAPAU IN TOKIO

OVER THE COURSE OF A YEAR, PIZZAIOLO VINCENZO CARNEMOLLA, RESTAURATEUR CORRADO FALCO (GALLO NERO, HAMBURG), WHO IS KNOWN FAR BEYOND THE BORDERS OF HAMBURG, AS WELL AS HIS FORMER CHEF TAKU TABUCHI (S'ACCAPAU, TOKYO), SOUTH TYROLEAN FOOD & BEVERAGE EXPERT THOMAS SCHUSTER AND WINE CONSULTANT MASSIMO RUFFINO WORKED TOGETHER WITH THE EXPERTS FROM 25HOURS ON AN ITALIAN GASTRONOMIC CONCEPT THAT IS CLEARLY COMMITTED TO HONEST, ITALIAN CUISINE.

THE OUTCOME:
RIBELLI
CUCINA POPOLARE

„THE ONLY REAL PIZZA IS WRITTEN WITH A CAPITAL N - FOR NEAPOLITAN.“

RIBELLI IS A CLEAR COMMITMENT TO TRADITIONAL ITALIAN CUISINE. THE TABLE IS SERVED WITH UNCOMPROMISINGLY GOOD PRODUCTS FROM CAREFULLY SELECTED PRODUCERS. NEAPOLITAN PIZZA AND CLASSIC OVEN DISHES TAKE CENTRE STAGE, BUT THOSE WHO CRAVE PASTA, PICCATO OR PESCE WILL ALSO GET THEIR MONEY'S WORTH.

LOCATIONS:
ZÜRICH & VIENNA

RIBELLI-RESTAURANT.COM

Cupcake Couture

WORDS JANE ANDERSON



Companion caught up with the flamboyant Italian baker, Melissa Forti, as she prepares to throw open the doors of Café Duse at the new 25hours Hotel Indre By, Copenhagen

From humble beginnings as a self-taught baker to creating afternoon tea in the Royal Academy Café in London, publishing two international best-selling cookbooks and teaming up with 25hours Hotels to create Café Duse in Copenhagen, Melissa Forti's journey through the baking world hasn't followed a traditional route. But then nothing about her follows convention. Her personal style is more tattoos and high fashion than aprons and wooden spoons. She respects yet rejects French baking in favour of an English-meets-Italian philosophy, and constantly pays homage to the cookbooks of old. Born in Rome, she now lives in Sarzana in the Italian region of Liguria, from where she explains her glamorous baking journey.

How did your love of baking begin?

I always said I would never bake in my life! I used to enjoy cooking at home very much. I had the luxury of taking a sabbatical year. At the time, I didn't know what I wanted to become or where I was going with my life, so I listened to all the signs the cosmos were sending me. I travelled a lot and found myself in the United States in front of a cake decorating shop. It was an impressive five floors of colours and sugar and glitter and I thought wow! I wasn't into baking but I bought some things because I'd spent an hour in there!

When I got back to Italy on a rainy Sunday afternoon in 2007 I baked my first cup cakes which were

disgusting! So I baked them again and my boyfriend said these are actually really good. We had a friend who had a restaurant and I took them to him to offer to his guests and he called me after an hour to say 'can you bring them every week' as his customers loved them. No one was talking about cupcakes in Italy at the time.

My baking started for fun and most of my baking skills come from self-taught studies. I started posting pictures of my cakes on Facebook from my pretty, plant-filled terrace. At the time no one was doing this and I started to get lots of online orders.

I moved to England and I started to study baking. I did some courses with Peggy Porschen and then I went to the United States to learn the trade. Back in Sarzana, I opened my first shop. It was very tiny but I had to hire five people within six months of it opening to keep up with the demand. I ended up opening

Melissa's Tea Room and Cakes, a boutique bakery and tearoom in Sarzana which sadly I had to close recently due to other commitments and Covid, of course.

What is your style of baking?

I'm a very traditional baker with a modern twist. I'm not into French baking or modern baking. No disrespect but it's just a style choice. I search for vintage cookbooks from Australia to France to Germany in which I find old recipes. I like to go back in time and see how things have been designed through history and before pastry chefs.

For example, our beloved Italian panettone was not what it is today. Originally it was flat and quite dense—not at all fluffy as it is now. I'm interested in going back in time to see the evolution of items that I bake whilst keeping an eye on a modern twist, although I'm quite faithful to the original. I would say my baking is very traditional, international and local at the same time!

What are your favourite bakes at the moment?

I'm very traditional. Simple things are the best but not necessarily the easiest to prepare. If it's simple you have to make it spot on. I'm very much into lemon. I love all the citrus, oranges and lime. I love everything that's fresh. And I adore raspberries with lemon. These are very traditional but timeless flavours. And, of course, chocolate. Whilst I could eat chocolate every so often, I could eat lemon every day. I also love ricotta cheese. I put it in many of my cakes as it provides amazing texture and flavour.

Is Café Duse your first café collaboration?

Yes, it's my first partnership. I've been trying to work with 25hours for many years, as I feel a strong connection to the brand. I love the fact that they are growing and evolving, and are very curious, open, modern, friendly and informal. Although my style is more traditional in a sense, they have what I am missing, and I have what they are missing! So it's a good match.

Melissa's Top Five Vintage Cookbooks



L'arte di mangiare bene
by Pellegrino Artusi (1891)



Mrs Beeton's Book of Household Management
by Isabelle Beeton (1861)



English bread and Yeast Cookery
by Elisabeth David (1977)



Royal Bakers Book
by Ch. Herman Senn (1902)



Seventy-Five Receipts for Pastry, Cakes & Sweetmeats
by Eliza Leslie (1828)

“The Artusi is a timeless cookery book. In Italy it’s the bible of not just baking but everything from starters to cakes. Julia Child taught America how to cook. Pellegrino Artusi taught Italians how to cook”

How did you decide on Copenhagen for your café?

We talked about Cologne or Dubai, but none of the buildings really felt right until Copenhagen came along and they showed me the building and I was like, ok that’s me! That’s the place! And we totally agreed that’s where Café Duse was meant to be.

The hotel is in a former university and the café space is gorgeous. England is a big part of my life as I lived there for 10 years, and this building has a lot of England in it. The look of it reminds me of Buckingham Palace with big windows and a grand main entrance. It’s stylish but also historic. And we discovered that in the exact place we chose for Café Duse, there was a café at the beginning of the 20th century. It feels like destiny.

How did you come up with the name Café Duse?

I wanted to call this place Café Duse after the Italian actress Eleonora Duse who was born in 1858. She was an Italian woman doing business abroad – just like me. She was one of the very first feminists in the theatre business. It’s remarkable to acknowledge that this woman worked in strong synergy with other women which at the time was rare. She also changed the face of theatre, being one of the first actresses to cry on stage. The way we see the theatre nowadays is thanks to her. She’s very well known in Denmark. All in all, it was a great opportunity to pay tribute to this amazing woman with a decadent café that would awaken all the senses.

Will you have a signature cake at Café Duse?

25hours is a German company and my most famous cake in Germany is the tiramisu layer cake. Two-star Michelin celebrity chef Tim Raue came to my shop here in Italy and had to bake my tiramisu cake for a TV show without knowing the recipe. And he failed miserably! From that moment it became huge. My red velvet and my cannoli cake are also very popular.

I also love tarts made the Italian way—with a sugar based pastry dough called frolla—called Crostata. The specifications for this dough are countless. It’s enough to add or remove one ingredient and the whole texture changes. And usually we fill them up with jam or custard or chocolate cream, so they are very versatile and I love them. I will bake plenty of them at Café Duse in a homemade style.

Will the café have an Italian sensibility?

We will have Italian products that aren’t known in Denmark, so that will be a novelty. And we will introduce a new way of buying cakes. Danes usually go to bakeries to have those amazing pastries to enjoy with coffee in the morning. They are used to having little tarts or beignets. I’ve heard that when they go for dinner at a friend’s house they usually bring chocolates or wine. In Italy we bring a tray of cakes or little mignonne. We will have cakes to take away and for special occasions, which is something new for Copenhagen.

I have designed an afternoon tea for Café Duse which is Italian influenced but also English. We will have scones but also have little Italian pastries. It will be a tribute to both countries in Copenhagen.

I’m a lifestyle enthusiast. I’m Italian, so I do enjoy an aperitivo. I’m very serious about chilling and relaxing. When you work you work, you give a hundred per cent, but when it’s time to stop, then it’s family and friends. And that’s how life should be. Café Duse is all about this. I can’t wait for everyone to come in and eat cake.

↳ Melissa is working on her third baking book now and promises that Café Duse will be featured. Previous books include *The Italian Baker* (2016) and *Melissa Forti Christmas Baking Book* (2020).



The Italian Baker has become a bestseller in Italy



Café Duse at 25hours Hotel Indire By, Copenhagen

Melissa Forti's
**Raspberry
 Streusel Loaf Cake**



This recipe can be used as a base for more variations. You can swap raspberries for blueberries or blackberries, or even apples if you want. I remember having a slice of this loaf in a café near Hollywood Boulevard in Los Angeles very often for breakfast with a cup of coffee. Few things work magically like raspberries! They really are one of my favourite little fruits. Be sure you bake it for a Sunday morning breakfast or for a picnic in the park and your family and friends will thank you!

INGREDIENTS

The Streusel

(crumbly topping)

- 75g – ½ cup – 3 oz. of flour
- 6 tbsp. of white sugar
- 115g – ½ cup – 4 oz. of cold butter diced

The Loaf

- 340g – 2 ¼ cups -12 oz. of flour sifted
- 2-½ tsp. of baking powder
- 250g – 1 ¼ cup – 9 oz. of white sugar
- the zest of lemon grated
- 170g – ¾ cup – 6 oz. butter room temperature
- 1 tsp. vanilla extract
- 3 eggs
- 175g – ¾ cup – 6 oz. sour cream
- 250g – 2 cups – 8.8 oz. of fresh raspberries.

METHOD

1. Preheat oven to 180°C (350°F). Butter and flour a 9-inch loaf pan.
2. Prepare the crumble. In a bowl combine the flour, sugar and cold butter and rub mixture using your fingers until it resembles fine breadcrumbs. You can also use a food processor to accelerate the process. Set aside.
3. Sift flour and baking powder in a bowl and combine. In the bowl of a stand mixer put sugar, lemon zest and beat on low speed. Add the butter and vanilla paste and continue beating.
4. When the mixture becomes light and fluffy, start adding the eggs one at a time followed by the sour cream. When thoroughly combined, add the flour and baking powder in three additions.
5. Finally, fold in half of the fresh raspberries using a spatula and making sure not to break them.
6. Pour batter into the loaf pan and spread the other half of the raspberries over, pressing them a little into the batter.
7. Scatter the crumble over the batter and bake for about 40-45 minutes.
8. Once baked, allow to cool for 15 minutes before removing it from the pan. Leave to cool on a wire rack.

Copenhagen Through a Writer's Eye

On a walking tour of the Danish capital, writer and publisher Camilla Zuleger takes us to her favourite places, where she finds not only beautiful things, but also inspiration and peace of mind



WORDS & PHOTOS ANIKA PAULUS

For a capital city, Copenhagen is small, yet strikingly multifaceted. As a resident, but also as a guest, you can explore and experience a wholly different city. Like plenty of other visitors, you'll be checking sites such as the picturesque Nyhavn, the infamous yet beautiful mermaid, one or many museums and the Queen's home off your list. You might take the design route, enjoying stunning art, from classic to contemporary, visiting various interior brand showrooms, exploring Danish design, past and present. If you have a passion for food, experiencing Copenhagen's ever growing restaurant landscape, ranging from Michelin-starred cuisine to traditional Danish Smørrebrød, will keep you more than busy too; not to mention all the wine bars, cafés and bakeries. And in summer, you must go to the beach or enjoy a refreshing dip in the harbour. Phew, where to start? For this time, I decided, I want a completely different perspective and to see Copenhagen through somebody else's eyes—Camilla's!

Imagine growing up just 8km from the city hall square and still not considering yourself a real Copenhagener... But the streets of Copenhagen, the city of fairytales

and costly baked goods, have formed Camilla Zuleger, even though she thinks of herself as someone who moved here from the suburbs as a young adult. "When I was 20 I felt that even our capital was too tiny. But after half a year in Berlin, I realised that small and not least, coastal, are two central components of a perfect city. It takes 20 minutes to get everywhere, and even if you mostly have a headwind, nothing beats getting everywhere by bike."

Camilla says of the city she now calls home. A writer and publisher, she spends most of her time with words—in her home office, in bookstores, or consumed by conversation in a natural wine bar. Back in 2017, she founded Nord Verlag—a publishing house for Nordic literature translated into German. Five years and five books later, she's taking some time to consider the future of what she originally started as a rebellion against the hygge hype. "But more books will follow," she promises.

So when Camilla agreed to take me on a tour of her favourite Copenhagen places, I was equally excited and curious because I love books and words, too. And because with her I had a feeling that it would not take us down the hygge road...



1
Darcy's Kaffe

Darcy's Coffee is a lot more than just a drink; it's something happening, the famous writer Gertrude Stein noted. And at Darcy's, a local coffee shop just off the doorstep of Camilla's Nørrebro apartment, it's all happening. Set against the bold blue paint of the facade, the patio is already busy with guests getting their daily morning coffee. Inside, the warm and friendly atmosphere instantly gets you—Darcy's is an incredibly welcoming place; gentle music, people chatting, a tasteful interior bathed in soft light coming through the big windows. And limited space for laptops, which definitely adds to the atmosphere. "I come here several times a week—not just for the incomparable oat milk cappuccino, but also to meet friends or indulge in one of my favourite activities: people watching," says Camilla while I take a moment to admire the deliciously

looking home-baked pastries and goods on the counter. If you love coffee, this is your go-to place: Darcy's is not only offering a top notch selection of the world's finest coffees, but Darcy himself is always up for coffee talk—the nerdier the better. And for a while we just sit there, enjoy our delicious coffees and watch the hustle and bustle as Copenhageners start into their day.

↳ darcyskaffe.dk

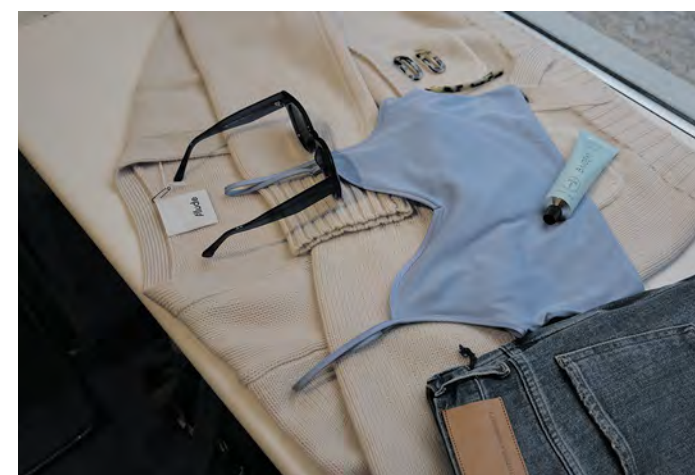
"It takes 20 minutes to get everywhere and even if you mostly have

a headwind, nothing beats getting everywhere by bike."

2

Assistens Kirkegård

It is almost difficult to leave, but what is a city guide with just one place? So off we go! Only a few minutes later we pass a big iron gate and enter, what, a graveyard? "I know, there's something slightly upsetting about spending too much time at a graveyard..." Camilla ponders. But today, Assistens Kirkegård is a graveyard, cultural site and final resting place of some famous Danish personalities—and park where one is not only allowed, but encouraged to sit down and rest. For Camilla, it is proof that life and death go hand in hand. Bustling with people—from parents trying to get their babies to sleep in a fancy pram to joggers and dog-walkers. Or simply writers like Camilla in an attempt to clear their heads and escape the blinking cursor of an empty document. "It's not big, so it takes a couple of rounds or several detours down the small paths to get a proper walk out of it, but I love it here. It's a romantic idea, but I come here for the fresh air or to walk past the grave of one of my favourite writers, Michael Strunge, in the hope that some of the talent will rub off." And as we walk, I can feel it's a good place, a green and peaceful oasis in the centre of Nørrebro.



3

My Favorite Things

Leaving the silence behind, we cross busy Jagdvej and enter Jægersborggade, a street you could dedicate a day to. Nestled in between the many other small workshops, cafés, shops and restaurants is the small gem My Favourite Things, offering a fine selection of organic beauty products, high quality fashion and accessories. "I'm not all that into shopping, but I do have a terrible bent towards beautiful clothes and expensive hand lotion," confesses Camilla as we enter. "If I could exchange my wardrobe for just one store, it would be this. The owner has impeccable taste and the vibe and smell of the store is amazing." As I let my fingers glide over the clothes on the rack, feeling the high quality of the materials; test a bit of a cream from an unknown brand with an peculiarly earthy scent, I think that Camilla is more than right. Everything here can become a favourite thing, valued and cherished every day. Sometimes merely looking at beautiful, well-crafted objects can serve as inspiration and bring joy. But be warned, it's quite hard not to buy anything here.

↳ myfavouritethings.dk

4

BRØG Litteraturbar

Speaking of favourite things, while we head south towards the city centre, we talk about books a lot. "Natural wine and a fine book selection is my idea of heaven," Camilla raves, guiding me towards the next stop on our tour, BRØG Litteraturbar, a small independent bookshop and café in Fiolstræde in the heart of Copenhagen. "A perfect spot for my professional meetings and to unwind after a work day, I come here as often as I can," explains Camilla, as we sit down in the café to eat. On the menu is a small selection of ecological dishes and snacks for breakfast, lunch, coffee or afternoon tea. The beautiful bookshop is an inspiring heaven, so we take our time to explore the hand picked book selection afterwards. BRØG, the name a tribute to the Danish thinker, writer and icon Suzanne Brøgger, wants to introduce you to the great world of literature: From emerging to established to unexpected; from fiction, cultural literature and poetry to graphic novels to other literary finds. "Unfortunately, it's only open during the day so I have to cut my working hours short. But with my line of work, this place should count as work, too!" muses Camilla with a smile.

↳ broeglitteraturbar.dk



1. **Darcy's**
Rantzausgade 2,
2200 København
2. **Assistens Kirkegård**
Kapelvej 2
3. **My Favourite Things**
Jægersborggade 44
4. **Brøg Litteraturbar**
Fiolstræde 7
5. **Kræss**
Blågårdsgade 17A
6. **Omar**
Refsnæssgade 32
7. **Hotel Cecil**
Niels Hemmingsens Gade 10





5

Kræss

Eventually we say goodbye to the books and start again, passing Nørreport, which is bustling. We continue between the lakes and over Dronning Louise Bro, a popular hang out spot, especially in summer. Taking a turn left, we enter Blågårdsgade, a quiet neighbourhood street lined with small shops and places to eat and drink. Our next destination is Kræss, a small boutique with only local artists that opened recently. "Just as with the clothes, I need to surround myself with pretty things, for my wellbeing but also to find new inspiration," Camilla says. "I love the enigmatic and surprising selection of quite affordable art here." Colourful artworks and posters lining the walls, beautifully framed; unique ceramic pieces, candles and other small objects displayed on the shelves, all from independent, local artists and makers. Kræss is a fantastic address if you're on the lookout for a gift for a special one, or for yourself.

↳ kraess.dk

6

Omar

As we walk further north along Nørrebrogade, a seemingly never-ending stream of cyclists on their way home rushes past us. It's time for dinner now! Located in Nørrebro, Omar is serving delicious food and, naturally, good wine. "I love the idea of being a regular at a bar or restaurant," Camilla explains. "With new, exciting places opening every week, it's hard to obtain in Copenhagen. Still, Omar is almost that to my partner and I." The chef's menu serving eight specially selected dishes to share comes not only at a good price, but is truly amazing. We opt for the pescatarian version. All dishes look beautiful and taste more than great, with a dessert with homemade ice cream and currants and another glass of juicy orange wine as the grande finale. Kitchen service is for lunch and dinner, but Omar is open from noon until late, so just drop in for a snack, a double Espresso or a Sportcola (another classic to discover) at the bar. Omar is both intimate and welcoming; a reason it's one of Camilla's favourites. "A down to earth menu, more natural wine, and only ever old school hip-hop from the speakers, it feels like being invited for dinner at a close friend's place."

↳ restaurantomar.dk

7

Hotel Cecil

Having walked quite a bit despite how small Copenhagen is, we jump on a bus that takes us swiftly back to Nørreport. From there, it's just a few steps to the last stop of our tour, Hotel Cecil. Formerly known as jazzhouse, Hotel Cecil has an intimate feel with an upstairs bar and downstairs venue. "Writing all day, I need something to get out of my head and thoughts again," explains Camilla as we sit down. And nothing does the trick better than a concert. "Loud music and the physical sensation of the bass feel almost therapeutic to me, and I love coming here. Whether you go for a concert or just a DJ on the weekends, the atmosphere is lovely. It's the perfect mix between club and concert venue." For now, we just sit at the bar, having one last drink, our bellies filled with delicious food, our hearts filled with joy and inspiration. Thanks Camilla, for sharing your Copenhagen with us. Definitely places I wanna go back to sooner rather than later, I think to myself as I make my way to the 25hours Hotel Copenhagen Indre By, just a stone's throw away...

↳ hotelcecil.dk



Local Heroes

25hours Hotel Indre By, Copenhagen has chosen the best local suppliers for its tasty beverages



BEER

The beautiful island of Møn in the south of Denmark is the home of Bryghuset Moen, a micro brewery set up by three friends, Thomas, Kasper and David, employing just 10 people. With the island's epic white chalk cliffs formed millions of years ago by ice glaciers, this is a fitting setting for a brewery that focuses on taking its time with quality. Bryghuset Moen works in harmony with nature collecting water from a spring close to the blue sea, the white cliffs and the green forest, home to wild orchids. Beer is created using grains which grow in the Danish soil and handpicked ingredients.

If you happen to find yourself on the diminutive island of Møn, be sure to take a tour of the brewery to witness the fermenting and bottling process and sampling four brews for yourself. DKK75 per person.

↳ bryghusetmoen.dk

COFFEE

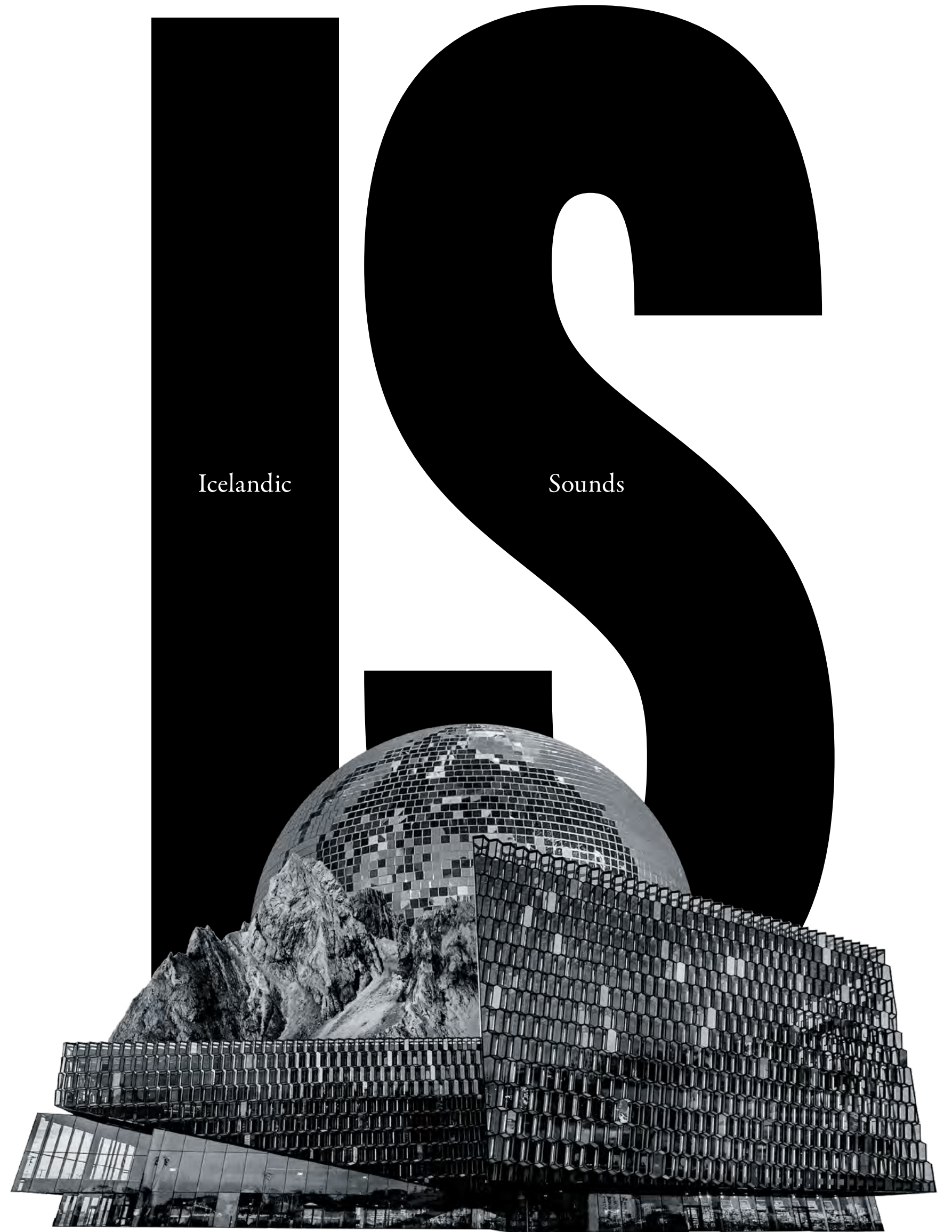


Yellow Bird Coffee derives its name from the Yellow Songbird living in South America who protects the coffee beans from damaging insects. Located at Copenhagen's Amager Strand, with a direct view to the beachfront, this artisan coffee roaster ensures a fresh roast every Friday, meaning that the tastiest coffee is always available. "We roast our coffees with attention to the variety of beans, processing and cultivation," said Director and Head Roaster, Christian Juul Andersen. "Our goal is to promote and support sustainability and fair living conditions for the farmers we purchase beans from, by paying a fair price for all our green coffee beans."

Their trusted roaster is a heavy cast iron drum roaster Giesen W15A Roaster. "We call her The Dutchess. She is flexible and reliable to use for a smaller roastery like ours," said Christian. Production capacity is from 500 gram to 15 kg, and roast batches range from six to 12kg at a time, making it what you would call a micro roastery.

As well as sampling a coffee or two at the small cafe at the Copenhagen HQ, visitors can also take a short course to learn about the consistency of an espresso, how to steam milk properly or get that barista swag. Courses start from DKK 295.

↳ yellowbirdcoffee.dk



Reyk the Mic

WORDS **MATT CHARLTON**

To pick out a particular neighbourhood in a city such as Reykjavik would be to overlook the fact that Reykjavik *is* the neighbourhood. With a cultural scene no bigger than that of any small-sized town in most other countries, what sets it apart is the extraordinary landscape, sense of community, and northerly setting—the endless partying in the summer where the nights are just a momentary blip, and the deep winter, where introspection and a beautiful kind of melancholy takes hold. They have music here to cover every point in that spectrum.

Iceland is a country which has given us, of course, Björk — with her original band The Sugarcubes — and the haunting, atmospheric soundscapes of Sigur Ros, but it is still a volcanic hotbed of new music, with Laufey, Vök, Pale Moon and, obviously, Jaja Ding Dong by Fire Saga (okay, maybe that one is stretching it a bit) contributing to the latest sonic rumblings. The melancholic inspiration the dramatic landscapes offer is always somewhere in the background of Icelandic music, and it's the same dreamy wistfulness which made Blur and Gorillaz frontman Damon Albarn decide not only to become a certified citizen here, but to set his spectacular recent solo album, *The Nearer the Fountain, the More Pure the Stream Flows* against the dramatic otherworldly backdrops. These are backdrops which grow ever more surreal the further north you press ... and press north you will, once you hear about the Party at the Edge of the World. But more of that later.

Back to the capital city. Cities take hours to cross, a lifetime to learn, and feel as far from nature as one could imagine. And then there's Reykjavik, with a population one hundred thousand people fewer than the London Borough of Westminster, bordered by mountains, black volcanic rock and arctic waters, and populated with buildings which look as if they're made of Lego, with a spectacular brutalist cathedral — Hallgrímskirkja — at its centre. The world's most northerly capital almost redefines what a city can be, but this is not to suggest that it isn't vital, youthful, bustling, diverse and quirky, with a music scene which punches well above its weight, and a buzzing nightlife which has earned Iceland's capital a reputation for a very Nordic brand of hedonism.

Reykjavik also possesses an eccentricity which could only happen in a place where, on the shortest day, the sun sets after only four hours of daylight. Get a taste of the music and bar scene by visiting the

enduring Kaffibarinn, a Reykjavik institution (there's a rumour that Albarn is a part owner), which turns from a friendly café in the day to a rambunctious party bar with a makeshift dance floor when the sun goes down ... so roughly 3pm in the winter. 12 Tónar is also a hub for the musically minded — a record shop (and label, and café, and bar, and ...) thankfully not staffed by 'High Fidelity'-style snobs, but people who are just as passionate about the local music and arts scene as the musicians themselves.

More cool crowds are to be found down at the harbour, in a part of Reykjavik simply known as Grandi. It offers hipster chic with a uniquely Icelandic twist, with shops, bars and restaurants inside repurposed fisherman's huts. Once you've stuffed yourself silly at Kröst, and then toured (and sampled) the Omnom chocolate factory for desert, you can finish your touristy day at the Northern Lights museum, Aurora Reykjavik.

This is all a marked contrast to the more secluded parts of the country — which is most of it. Reykjavik is a basecamp to explore an island nation so enchanting that you might end up entertaining the idea that their legendary elves actually exist. The musically minded might care to venture out of Reykjavik at the end of April, and to the 'Party at the Edge of the World' in the remote village of Þingeyri which nestles amongst unspoiled natural beauty of the Westfjords, on the north western tip of the country ... and you thought Reykjavik was remote. Recently named the number one region to visit in 2022 by *Lonely Planet*, for one weekend it will host a pop-up nightclub with a capacity of just one hundred and sixty, in a community house which has been the heart of Þingeyri since it was built in 1939. Styled after legendary New York City nightclubs of the 1970s and 80s, the party will feature a line-up of DJs from Iceland, the US and UK playing classic disco records under a spinning mirror ball. Imagine getting down with your bad self in a surreal, volcanic landscape.

It's an event which sums up the Icelandic approach to culture - open minded, remote, and small scale, yet with a dash of hedonism and eccentricity. The elf magic may well stay with you ... as, inevitably, will the annoying hook from Jaja Ding Dong.

↳ detourdisco.com

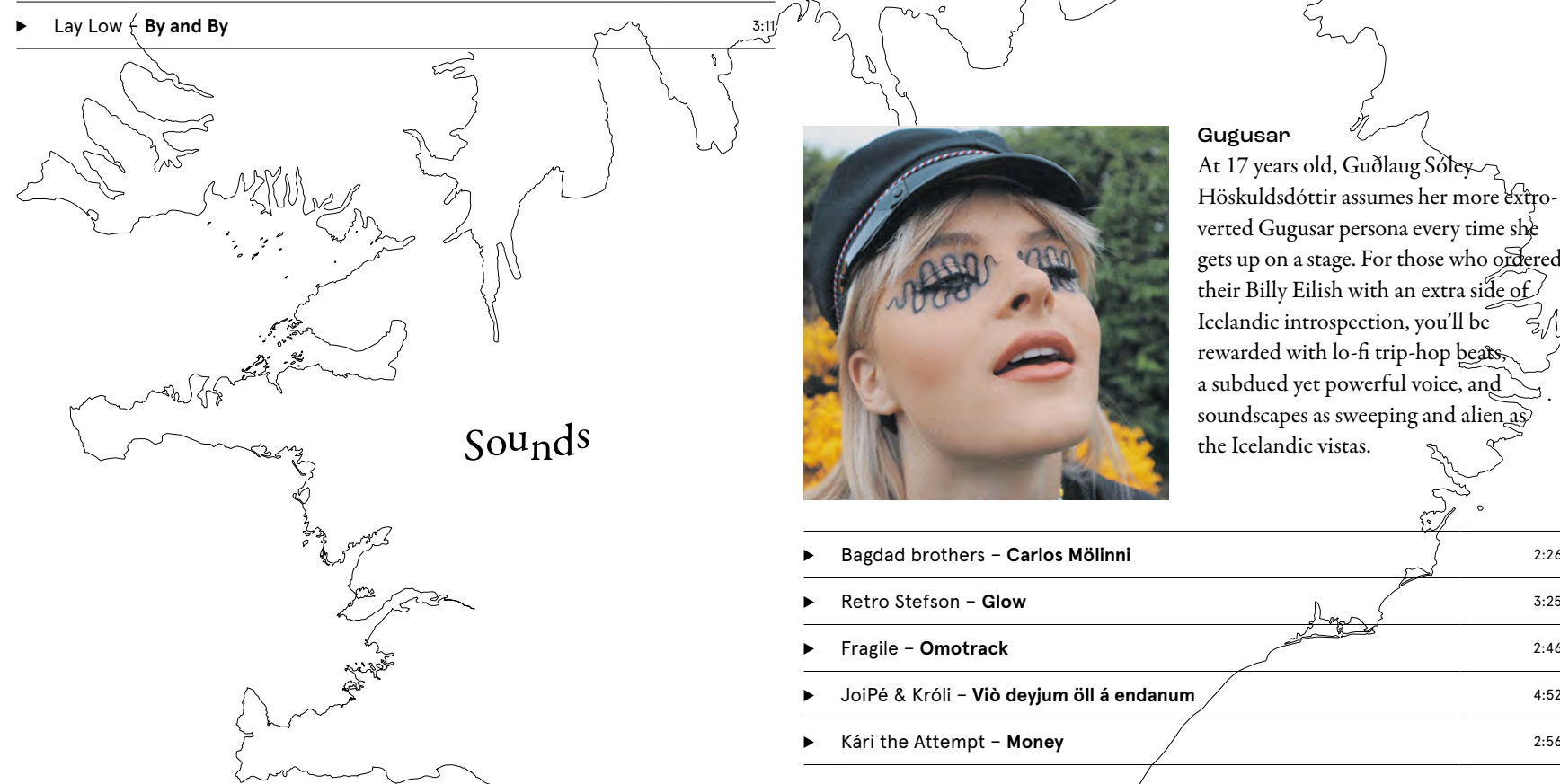


Volcano Victims

This Berlin-based Icelandic band (wonder if they've been to the Monkey Bar at 25h Berlin) are jangly and quirky with a touch of... you guessed it — melancholy! If you're a fan of Sunflower Bean or Mazzy Star, this one is for you. They have a string of singles available now, and hopefully an album soon.

Listen to: *'Canicular Years'*

▶ Jens Lekman – You are the light	3:23
▶ Molina – Hey kids	3:53
▶ Moses Hightower – Sjáum hvað setur	3:50
▶ Suburban Kids with Biblical Names – Love will	3:11
▶ Lay Low – By and By	3:11



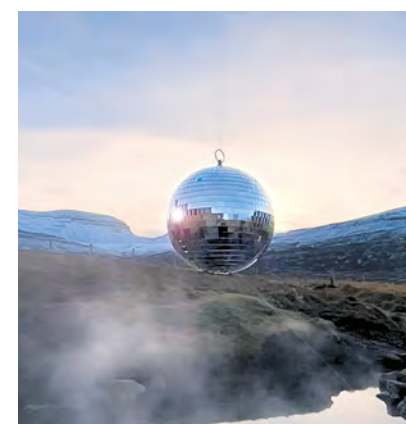
Icelandic



Gugusar

At 17 years old, Guðlaug Sólveig Höskuldsdóttir assumes her more extroverted Gugusar persona every time she gets up on a stage. For those who ordered their Billy Eilish with an extra side of Icelandic introspection, you'll be rewarded with lo-fi trip-hop beats, a subdued yet powerful voice, and soundscapes as sweeping and alien as the Icelandic vistas.

▶ Bagdad brothers – Carlos Möllinni	2:26
▶ Retro Stefson – Glow	3:25
▶ Fragile – Omotrack	2:46
▶ JoiPé & Króli – Við deyjum öll á endanum	4:52
▶ Kári the Attempt – Money	2:56



Five hot tracks from the Detour Discotheque dance floor

With a taster playlist curated by the team behind *'Party at the Edge of the World'* here's what you can expect if you're one of the lucky 160 to make it there.

▶ Hermigervill – Sandstorm	4:49
▶ Julien Dyne – Your Life	3:43
▶ Rahaan – Make Me Hot	7:02
▶ Approach Release – Mino	5:39
▶ Sophisticated Ladies – This Ain't Really Love	4:20

Playlists

Summer Adventures

Add a dash of Nordic style to your explorations this summer with COMPANION's selection of the best travel accessories with a Northern sensibility

PIECE OF CAKE

Designed to be your best friend, as well as the ultimate e-bike, Cake's versatile Ösa Flex has towing truck-like power, 1000+ configuration possibilities and off-road capabilities. The battery functions has an on-the-go power station for all your electrics from laptops to phones.

From €8,500

ridecake.com



OLD SCHOOL SKINCARE

Angan's wild crafted, sustainable Arctic-sourced products are rooted in the rituals of Iceland—bathing in geothermal pools, the Arctic Ocean and using old remedies with wild handpicked herbs that have been used for centuries to nourish the skin.

Seaweed bath salt from €10 and Icelandic moss salt scrub from €13.

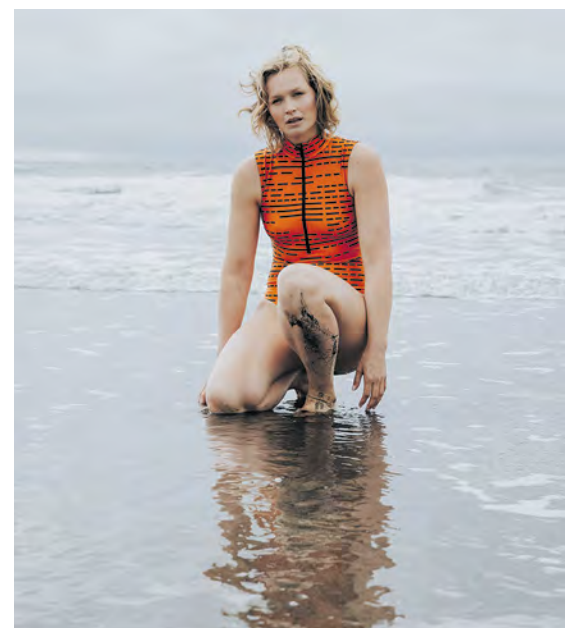
anganskincare.com

SUIT UP

The design of BAHNS orange zipper swimsuit echoes the cardinal marks blinking on buoys throughout the night to help sailors steer clear of danger. Created with slow fashion principles in Iceland, it's ideal for sea swimming as well as the pool.

From €198

bahns.org



MULTI-TASKING

The VOITED Outdoor PillowBlanket is made with 100% post-consumer recycled plastic, starts as a blanket, stuffs into a pouch for a fluffy, space saving pillow, folds and snaps into a single sleeping bag and can be attached to another PillowBlanket for a double sleeping bag, or can be worn as a hands-free poncho!

Ripstop €114.90

CloudTouch €139.90

voited.eu



HEAD SPACE

The phrase 'lie back and relax' is exactly the point of The Flothetta Cap. This innovative piece of headgear from Iceland is designed to achieve floating relaxation in the water and promote a sense of wellbeing.

From €78

flothetta.com



SENSE OF PLACE

On a snowmobile ride through Swedish Lapland, Erik and Emilia Lindmark had the idea to create sustainable eyewear inspired by the exact place they were zooming through. EOE glasses are designed in Swedish Lapland and produced in the Italian Alps. These Fjallspira glasses are inspired by the tiny pink flowers which fascinate summer hikers in the very northern parts of Sweden.

€260

eoe-eyewear.com



WATCH YOUR BACK

Geared towards life on the move, from the mountain trail to the city commute, this Millican Core Roll Pack is made from 26 plastic bottles, and has an internal laptop sleeve, stash pocket, bottle holder and key loop.

Core Roll Pack, 20L, €83

homeofmillican.com

Best Seller

WORDS ELLEN MCBRIDE

Todo Modo bookshop in Florence transcends the function of simply selling books, to become more than the sum of its parts. Ellen McBride chats to founder Pietro Torrigiani about the philosophy behind this innovative, community-minded bookseller



“The big difference between the anonymous spaces of the big chains and the small independent bookshops is that in independent bookshops the customer becomes a protagonist,” says Pietro Torrigiani, one of the four founders of *Todo Modo*, deftly encapsulating the cultural relevance of independent bookstores—and the unique experiences he and his colleagues have been crafting for their customers.

Nestled in the heart of the Santa Maria Novella district in Florence, *Todo Modo* was brought to fruition by two publishers, two booksellers, and a wine producer. Brimming with over 20,000 titles spanning genres from contemporary fiction to graphic novels, *Todo Modo* has established itself as a haven for book lovers. “We specialize in finding the right books for the people who are looking for them,” Torrigiani says.

Competition for independent bookstores can be fierce, and prevailing in the market is no mean feat—but *Todo Modo* has always been steeled for the challenge. Their keen interest in the surrounding community and the individual needs of their customers leads to their cultivating an unrepeatable, organic and ever-growing catalog. Engaging in ongoing conversations with their patrons has developed consumer trust and boosted *Todo Modo*’s well-deserved popularity. They have recently been successful in opening two other bookstores in the city of Florence: *Todo Modo Dilà* (Oltrarno) and *Bento fatti a Modo* (Manifattura Tabacchi).

Indeed, *Todo Modo* has transcended the retail experience by becoming hosts of bespoke experiences and curating literature-promoting activities. In *Manifattura Tabacchi* *Todo Modo* presents *THE LIFT**, a micro-bookshop of 2.52 square meters, situated in an old goods lift of a tobacco factory. Accommodating only Humboldt Books, a publishing house which explores international storytelling, art and travel experiences from an unconventional perspective, this tiny space has been charmingly transformed from abandoned and functionless to a bookstore that challenges the traditional—and proves that anywhere can be part of the cultural sphere.

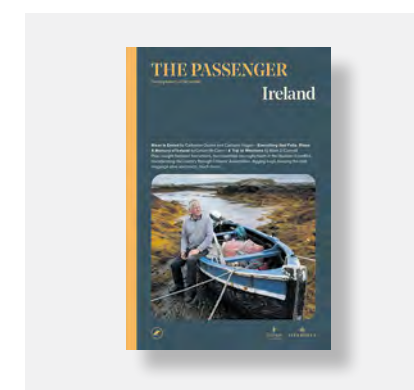
Named as a tribute to the famous JL Borges short story “*Tlön, Uqbar, Orbis Tertius*,” *Todo Modo*’s onsite restaurant *UqBAR* is snug, festooned with leaves and hanging plants, and offers vibrant dishes sourced from local ingredients. Whether you’re looking for a mid-morning cappuccino whilst you sink your teeth into your favorite detective novel, or planning on sampling the wines selected daily to complement the menu, *UqBAR* can cater to you. Torrigiani notes *UqBAR* as a firm favorite with customers as a space to relax and crack open a book within the welcoming atmosphere of *Todo Modo*.

Torrighiani’s insight into the popularity of *Todo Modo* acknowledges the hardships faced by independent retailers, but shows the importance of, and need for, establishments such as theirs: “...shops like this are a resource for the community, the city, and good living.” Their support from locals and tourists alike speaks volumes on its symbiotic relationship with its surroundings and its positive influence as a meeting place for curious minds, eager travelers, performers, and intellectuals. *Todo Modo* stands in sharp relief against the anonymity of the large chains with its unflappable spirit—and endeavors in enhancing customer experience and satisfaction.



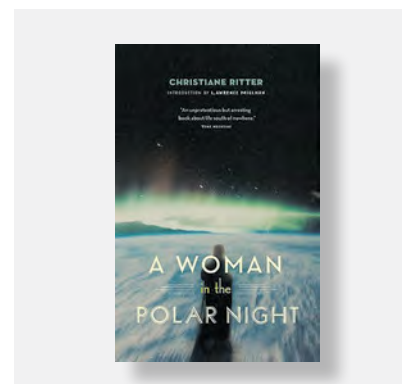
Nordic Bookshelf

Todo Modo bookshops founder, Pietro Torrigiani, recommends his top Nordic-themed books



The Passenger: Ireland

This fully-illustrated collection of literature, essays and photographs aims to explore the identity of Ireland, from its tumultuous history to its tenacity of spirit. *The Passenger* is a celebration of a country thriving despite adversity.



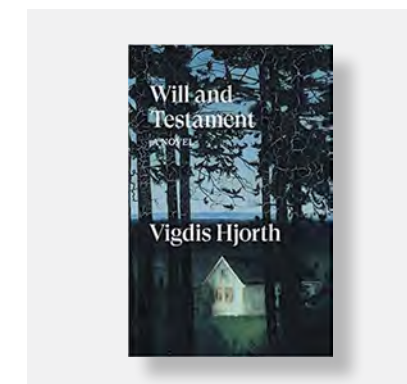
A Woman in the Polar Night by Christiane Ritter

Austrian painter Christiane Ritter joined her husband on an expedition to an island off the coast of Norway with trepidation, and ended up discovering solace and joy in the savage Arctic beauty. Her charming memoir is a meditation on self-actualization without the weight of societal pressures.



Across Arctic America: Narrative of the Fifth Thule Expedition by Knud Rasmussen

Knud Rasmussen led a scientific expedition in the 1920s across the top of North America, and his extensive research has been compiled to encompass the essence of the Arctic and its people.



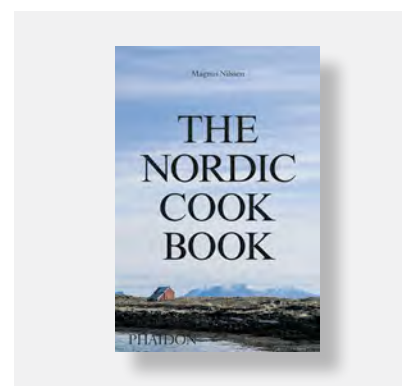
Will and Testament by Vigdis Hjorth

Norwegian writer Vigdis Hjorth’s first novel to be published in English translation, *Will and Testament* is an intimate, relentlessly tense insight into an estranged family after the death of the patriarch.



A Traveler's Guide to Icelandic Folk Tales by Jón R. Hjálmarsson

Trolls, elves, mermen and ghosts are conjured to life on the page by historian Hjálmarsson in this compilation of Icelandic folklore designed to accompany a traveler on their journey through Iceland. Its delightful mix of practical knowledge and supernatural stories make it a must for the high-spirited tourist.



The Nordic Cookbook by Magnus Nilsson

Acclaimed Swedish chef Magnus Nilsson explores Nordic cuisine, sharing over 700 traditional recipes gleaned from his extensive travels. Beautifully showcased alongside photography from Erik Olsson, this comprehensive guide to Nordic food is accessible for everyone.



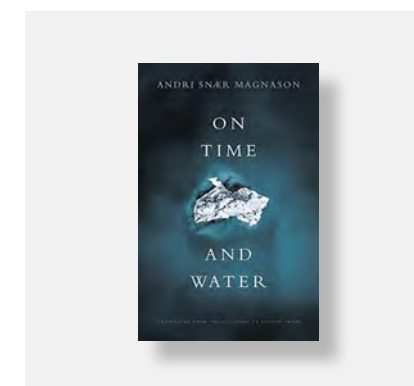
Studio Olafur Eliasson: The Kitchen by Olafur Eliasson

Vegetarians wanting to dabble in Nordic cuisine, rejoice! World renowned artist Olafur Eliasson’s recipe book focuses on plant-based creativity within the kitchen and on a nourishing diet.



Noma: Times and Place in Nordic Cuisine by René Redzepi

Famous chef, Redzepi of *Noma* restaurant, invites you for a private tour. Innovative and deeply passionate, Redzepi’s philosophy and techniques have earned Copenhagen-based *Noma* two Michelin stars and status as a critical darling.



On Time and Water by Andri Snær Magnason

An Icelandic writer and activist grapples with the enormity of climate change. Simultaneously poignant and accessible, Snær Magnason weaves philosophical musings, science and history to craft a candid call to action.

In every city where there's a 25hours Hotel, there's also an independent bookshop created by innovative souls who care deeply about the printed word. Ellen McBride tracks down the best of the best

TEN MORE INDEPENDENT BOOKSTORES



COLOGNE
Walther König

For rare-book connoisseurs, this establishment on one of the poshest shopping streets in Cologne, Ehrenstrasse, is a treasure trove. With shelves teeming with a mix of the unusual finds and the traditional page-turners, you're in for a treat.

↳ buchhandlung-walther-koenig.de



COPENHAGEN
Politikens Boghal

Politikens Boghal's doors have been open since 1915, and it's a hugely popular choice for book-lovers and intellectuals who flock to its wide collection spanning over two floors and the special events hosted in the midst of its shelves. Its close proximity to Copenhagen's City Hall Square makes it an easy find for first-time visitors.

↳ jppol.dk/boghallen



VIENNA
Anna Jeller Bookstore

Is there a sweeter pairing than caffeine and literature? Head to Margaretenstrasse to spend an afternoon in Anna Jeller's personally curated bookstore. Eschewing convention and embracing individuality, the staff are deeply knowledgeable and experience-driven.

↳ annajeller.at



ZURICH
Calligramme

Nestled in Zurich's Old Town, Calligramme Bookstore beats to the march of its own drum, championing the cultural value of the bookstore experience. The beauty of its interior complements the dedication of its staff in assisting customers to find their perfect book, making Calligramme an increasingly popular destination.

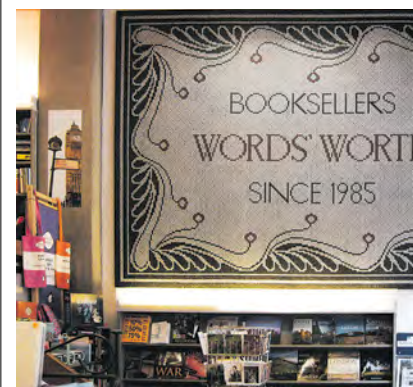
↳ calligramme.ch



HAMBURG
Felix Jud & Co

Founded by a political activist and bookmaker, Jud's shop has been a part of Hamburg's bustling city center for almost a century. Elegant, sprawling, and historically significant, Felix Jud & Co makes for an unmissable outing.

↳ felix-jud.de



MUNICH
Words' Worth

In the heart of Munich's university district, the English-language Words' Worth is a cheerful spot brimming with the hottest paperbacks, the well-beloved classics, and a selection of gifts in the form of jams, teas and DVDs for those who aren't quite so literature-oriented.

↳ wordsworth.de



PARIS
San Francisco Book Company

In the Odeon area of the Rive Gauche and in the midst of an area known for jazz, art, and philosophy, this English-language, used-book shop has been offering a wide and eclectic range of books since its opening in 1997.

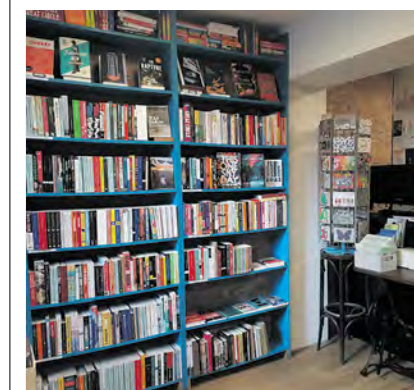
↳ sfparis.com



DUSSELDORF
Booxycle

For the thrifty tourist with a keen eye for a bargain, Booxycle is a haven. Located near the main train station in Düsseldorf, Booxycle operates on a 'pay what you want' basis, following the principle of promoting access to education and knowledge.

↳ booxycle.de



BERLIN
Curious Fox

Having just reopened in their new digs in Lausitzer Platz, rest assured that Curious Fox is still a bibliophile's dream. Boasting thousands of new and used English-language books in their collection, the Irish founders have crafted a space of warmth and intrigue (and always have a cup of tea on offer).

↳ curiousfoxbooks.com



FRANKFURT
Ypsilon Buchhandlung & Cafe

Ypsilon has something for just about anyone: a delicious fusion menu, wine cherry-picked for sophisticated taste buds and an enthusiastic staff eager to give recommendations over a cappuccino. Best of all, it's situated in the uber-central Berger Straße, peppered with boutiques and fancy bars once you've found your perfect read.

↳ y-buchladen.de



Nature's Larder

WORDS JANE ANDERSON
ILLUSTRATION KIKI LJUNG

Summer foraging is an ancient Nordic tradition, once a method of survival, now a growing mindfulness and food trend. There's a growing recognition that wild is best and that nature's superfoods hold powerful properties. Join these 21st century gatherers across nine of nature's northerly larders

1 SCOTLAND

Highland vitamins

The Cairngorms in the Scottish Highlands offer rich hunting grounds for foragers. Come spring and summer, forager and medical herbalist, Natasha Lloyd and her dog Rosie offer immersive foraging tours around the historic town of Braemar. Natasha covers an astonishing array of plants including limeflower, daisy, mullein, rosebay willow herb, rosehips, wood sorrel and hawthorn. When it comes to nettles, Natasha describes this plant as 'nature's multi-vitamin pill'. After the tour, she'll escort you to art-laden The Fife Arms, owned by art collectors Hauser & Wirth, for a tasting of her homemade wild condiments including rose-petal salt and strawberries pickled in apple cider vinegar.

↳ gatheringnature.com

2 SWITZERLAND

Edible plants

Walk with Cherries, a Swiss-American mountain leader in Verbier, who will take enthusiasts foraging after the Alpine snow melts. She specializes in flora, fauna, glaciology, geology, hydrology plus local folklore and orienteering courses. Her nature-themed hike showcases Verbier's spring and summer abundance of edible plants including dandelions, field pansies, harebells, nettles, wild rhubarb, spinach and hogweed. Cherries show you how to pick them correctly and then use them to create salads, sweet treats and flavoursome pesto.

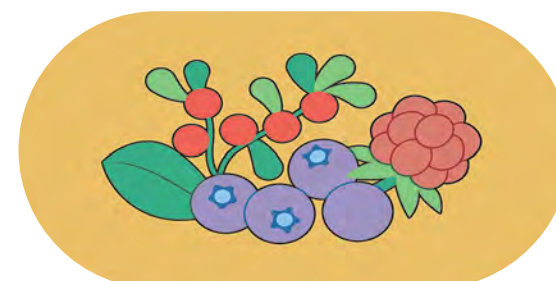
↳ cherrieswalks.com

3 FINLAND

Everyman's rights

Finland was a nomadic place for a long time with fishing, hunting and foraging forming a lifestyle that still exists today. 'Everyman's right' in the forests still guarantees that almost anything can be picked including delicious wild berries, mushrooms and fresh herbs. Wild Nordic Finland offers a five-hour mushroom picking tour in the famous Punkaharju Ridge area. Or head out with Anna Nyman, founder of Foraging in Finland, who will take you in Northern Espoo and Nurmijarvi regions. Back in Helsinki, check out Nolla Restaurant, which champions locally foraged foods and works on a zero waste concept.

↳ foraginginfinland.com
↳ restaurantnolla.com
↳ wildnordic.fi



4 SWEDEN

Berries in abundance

Sweden was at the heart of the New Nordic food movement when it began in 2004. Foraging from its natural pantry of mushrooms, berries and edible plants became popular with top chefs. "According to the government, only four percent of all berries in Sweden are picked each year," says Marcus Eldh, founder of WildSweden, which incorporates foraging into wildlife adventure tours. During the summer months, head out on an expedition to gather the Nordic blueberry, Arctic cloud-berries and lingonberries.

↳ wildsweden.com

5 ENGLAND

Like father, like daughter

Wild food forager and daughter of a botanist father, Sarah Watson loves taking people out in East Sussex in the south of England to collect wild ingredients to create delicious dishes, cocktails and mocktails. She co-founded the annual Hastings Seafood & Wine Festival and now runs Wild Feast. Summer foraging includes chanterelles with their delicate aromatic mushroomy flavour, perfect fried up with butter and garlic and served on a wild hop shoot risotto. And of course, elderflower for a classic cordial to mix with champagne.

↳ wildfeast.co.uk

6 ESTONIA

Forage and cleanse

Half of Estonia is covered by forest, making foraging an important part of local cuisine. Saaremaa, its largest island, nicknamed 'Spaaremaa' due to its high density of spas, is a great place to experience foraging traditions as part of a wellness retreat. The spa treatments often use natural ingredients such as red algae sourced straight from the beaches. The powerful juniper is used during massages to cleanse the body. The Kogi Bog Hiking Trail through Saaremaa's bogs includes a cranberry-picking trail. Come in spring for the best herring, tench and pike fishing.

↳ visitestonia.com/en/koigi-bog-hiking-trail

7 LATVIA

Chef's table

Foraging is second nature in Latvia, and with Riga sitting in the Vidzeme region, known for its rolling forest and countryside, the capital is known for its use of seasonal produce handpicked from the outskirts of the city. Restaurant 3 serves wild and modern Latvian cuisine with seasonal menus. Or head to 3 Chef Restaurant where you can buy local ingredients from the highly regarded Riga Central Market with chef Martins Sirmajs, then cook with him back at the restaurant.

↳ 3pavari.lv
↳ restaurant3.lv

8 NORWAY

By the seashore

The wild and pristine Trøndelag region provides some of Norway's most abundant foraging adventures. Seafood is a focus here with seashore foraging, wild salmon fishing and diving for scallops all local pastimes. Up Norway offers a road trip across the region with daily culinary experiences, tastings and lectures on biodynamic farming, microbrews, and a five-course seafood lunch, plus an introduction to local foraging at Stokkøya. Visitors will also take a scenic drive around the Inderøya peninsula in the Trondheimsfjord along The Golden Road.

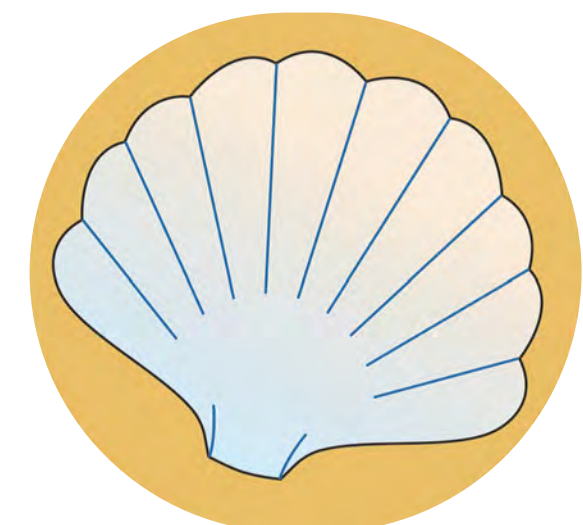
↳ upnorway.com

9 WALES

Nuts about gin

Adele Nozedar of Brecon Beacons Foraging takes guests out on a three-hour guided forage of Abergavenny in Monmouthshire. The tour begins with some urban foraging around the historic market town before heading out into rural parts to gather nuts, berries and fungi. Alternatively, botanical gin workshops begin with a short forage in the countryside and gardens in Llanfrynach, learning about the history of gin, followed by an exploration of the wide array of foraged herbs and spices available to create a unique taste.

↳ breconbeaconsforaging.com



Improving Cities

WORDS HOLLY TUPPEN

© WienTourismus/Gregor Horbauer

By 2050, two-thirds of the world's population will live in cities. At the moment, our urban epicentres make up just over 3 percent of the world's landmass but account for three-quarters of global pollution and 70 percent of energy consumption. As such, making cities more sustainable is a crucial part of our fight against the climate crisis; not only for the planet's survival but also for global health and happiness

The role of tourism

Tourism is intricately woven into the fabric of many cities. It can trigger rapid urbanization but also can help to halt it by providing livelihoods in rural areas. Either way, the needs of residents and visitors are often in sync. What makes a city a good place to live—clean air, affordable transport links, lively culture, treasured heritage, accessible open spaces, and services to suit a range of budgets and needs—also makes a city a great place to visit. While the residents' needs must always come first, tourism can facilitate progress. In theory, cities are ripe for sustainable living. By living in such proximity, city-dwellers should be more efficient, both economically and environmentally. The reality, however, is often quite the opposite. Many parts of the world have experienced urban growth at an unprecedented rate, and cities haven't had the time to adjust thoughtfully or sustainably.

Instead, urban areas are often associated with inequality and pollution. By 2030, the UN estimates that over 2 billion people in the world will be living in slums. Even in the developed world, economic endeavour favours speed over sociability. So most major cities have been sliced and diced by petrol guzzling arteries to the detriment of the environment.

Recognizing this balance of tensions and hope can help us to understand how we, as travellers, can improve cities. By visiting the world's more 'liveable' cities—those championing green technology, innovative solutions and social equality—we can incentivize and support progress. Where this is not possible, we can support environmental and social projects funding the changemakers that seek improvement. We can also travel to improve our home cities by bringing back with us new ideas and innovations to create a ripple effect of change in our own neighbourhoods.

Greening urban spaces

Adopting a more eco and nature-friendly approach to city-living requires significant investment. Tourism can play its part, particularly when destinations develop sustainability policies that put nature first. Some recent examples include Singapore, which has increased its green cover by 10 percent in the last 20 years, and Vienna, which has created its first 'climate adapted street' with gardens, spaces for bikes, and trees. Sweden's second city, Gothenburg, has topped the Global Destination Sustainability Index two years running by choosing green hotels and places to stay helping to promote biodiversity and innovate with green tech, travellers can create a more sustainable city for everyone. Tourists can also support projects that work to green-up a city like cycling networks, kayaking tours, and conservation activities in city parks.

Hotels

Hotels can play a leading role in greening cities, too. Pioneering green hotel designs include the Radisson Blu Hotel in Frankfurt, which generates its electricity from the heat generated from the building, and Vo Trong Nghia Hotel's secret, cascading garden in Vietnam's Hoi An. In Luise, Germany, Creativhotel has created the world's first 'renewable hotel rooms' based on cradle-to-cradle sourcing. Everything is recyclable or biodegradable; the ceilings are made from straws and the carpet from recycled fishing nets.

In some cases, hotels are best placed to innovate green ideas that will hopefully catch on. The UAE based developer Seven Tides is planning to use a hydroponic greenhouse on the World Islands to supply its portfolio of three hotels in Dubai. Hydroponics is a more efficient growing technique and can reduce water consumption by up to 90 percent. Growing produce locally also reduces carbon emissions.

Singapore has increased its green cover by 10 percent in the last 20 years.

Ljubljana, Slovenia

Europe's 'greenest city' knows this better than most. The quaint cobbled capital of Slovenia, Ljubljana, has won much acclaim thanks to its environmentally sensitive and long-term mindset. Between 1996 and 2006 the whole city went through a 10-year transformation to remove cars from the city centre. Planning instead focused on public transport and pedestrian and cycling networks.

While putting people (rather than cars) back into the heart of the city centre, the city also revitalized nature by planting over 2,000 trees, building five new parks, and making the banks of the River Sava more wildlife-friendly. Visitors have lapped it all up ever since, from whizzing between sites on electric Kavalir (Gentle Helper) buggies or strolling along the 7,000 tree-lined Path of Memories and Comradeship.

The transformation resonates with residents and visitors alike—thanks to car-free streets, the city is more 'authentic' than ever. It's also easier to get about, and the air is cleaner. Ljubljana's sustainable ethos has helped to bring locals and tourists closer; it's a far cry from the clashes that now dominate so many other European cities. Let's hope it stays that way.

Transport

Other cities that top the green charts include Copenhagen, Oslo, Gothenburg, and Amsterdam. Copenhagen has a Cycle Score for how bike-friendly each neighbourhood is, and Oslo is reopening its waterways to restore habitats and make them more accessible. Almost a third of vehicles sold in the city are now electric, too, and Gothenburg will soon get an electric river ferry. In the United States, Portland welcomes eco-minded visitors with over 180 miles of bike lanes, eighty bus routes and just under 100 train stations; unlike so many other cities on the West Coast, cars are less of a focus.

Some of the most successful green schemes have caught on worldwide. Paris' Velib was the world's first bike-sharing scheme, attracting 20 million users in its first year. The motivation was to cut dangerously high emissions in the city centre, but it soon turned out to be a novel way for tourists to get about, too. Thanks to its popularity, schemes cropped up all over from Shanghai to Madrid. In Berlin, for example—a vast, unwalkable city—it's possible to spend a weekend pedalling around rather than burdening transport or clogging the streets with taxis.

© Daniel Rasmussen



Guests on Copenhagen's GreenKayak can 'pay' for kayak rental by bringing back a bucket of rubbish gathered from the harbour and the canals



Nature Urbaine—a 14,000m² site on the top of an exhibition centre in Paris

City Farms and Cleaning Pastic, Europe and US

Even city farms are getting greener. In 2020, Paris will reveal the world's largest urban farm—a 14,000 m² site on the top of an exhibition centre that will produce 1,000 kg of fruit and vegetables in high season. In New York, visitors can get back to nature on a trip to Brooklyn Grange Rooftop Farms, where tasting menus and workshops revolve around sustainable living and ecology. In Rotterdam, hotels and restaurants feed cows food waste scraps and collect milk from the world's first floating farm.

Travellers can also help to clean up cities. Rather than a chore, this can often provide a fresh perspective. In London, Copenhagen and Amsterdam, various plastic clean-up schemes get people retrieving rubbish from canals and rivers while taking part in kayaking, standup paddleboarding or boating. Guests on Copenhagen's GreenKayak can 'pay' for kayak rental by bringing back a bucket of rubbish gathered from the harbour and the canals. Founded in 2017, the not-for-profit and its volunteers have collected a total of 24,319 kg of plastic to date.

Throughout Europe, Migrantour demonstrates how migrants have shaped some of the continent's most famous cities. The organization describes itself as 'a form of responsible tourism at kilometre zero, which sees as protagonists fellow citizens also coming from distant worlds'. On a tour of Turin, Italy, a guide might take guests through Eastern Europe, South East Asia and the Middle East within the space of an hour. We so often celebrate cities as melting-pots of cultures, languages, beliefs and food from all over the world, yet how often do we absorb all those different perspectives when travelling around them?

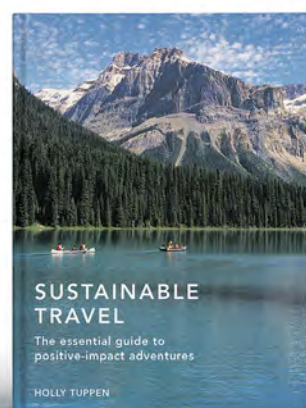
Case Study Talaysay Tours, Canada

Tours led by refugees, indigenous groups, or migrants can also help to break down barriers. In Canada, First Nation owned Talaysay Tours guides visitors around Vancouver, the Salish Sea, and Stanley Park through the eyes of the Shíshálh (Sechelt) and Skwxwú7mesh (Squamish) First Nation. The dialogue shines a light on the city's relationship with nature and First Nation culture, both harmonious and destructive.

Unseen Tours, UK

Tourism can also play a role in challenging preconceptions and uplifting the lives of marginalized people. In London, Unseen Tours invites tourists and locals to 'experience London's secrets through the eyes and voice of the homeless'. Twenty former homeless people lead tours around their patch—Pete reveals the eclectic back streets of Brick Lane (below), and Viv sheds new light on storied Covent Garden. The concept not only breaks down barriers and misconceptions around homelessness, but 60 percent of ticket revenue is paid directly to the guides, and any additional profit is reinvested into the business.

Sustainable Travel by Holly Tuppen, White Lion Publishing



INTO THE DARK

Companion caught up with Butheina Kazim, the founder of Dubai's groundbreaking Cinema Akil, to learn more about what is in store for the future of this art house movie theatre

WORDS ANASTASIYA VARENYTSYA



Butheina Kazim, the pioneering founder of Cinema Akil

Located in Dubai's creative Alserkal Avenue district, Cinema Akil is the Gulf region's first arthouse cinema. Since launching in 2014 as a nomadic concept, the cinema is paving the way for more diverse and under-narrated stories from around the world to reach audiences across the UAE. Their permanent location, opened in 2018, serves as a vibrant community and events space centered around service, creativity, and intellectual exchange. In addition to world cult classics, the cinema showcases independent films from around the South-west Asian region and hosts an array of film festivals throughout the year, including week-long programmes featuring films from Palestine, Sudan, Korea, Italy, and Latin America. We speak to founder Butheina Kazim.

What impact do you hope that Cinema Akil makes in Dubai and beyond?

The film industry is changing with the disruption of online streamers, which bring cinema into our palms and homes. This presents a unique challenge for cinema houses which insist on the collective experience of witnessing, travelling and growing in shared darkness. Cinema is life itself, and life cannot be experienced in absolute solitude and control. Arthouse cinemas are particularly valuable because they can be places of collective care and community service, differentiating themselves from multiplexes that focus on volume. People come to the cinemas to feel something. This is what the history of cinema has been and what its future will thrive on. Cinemas and arthouses need to be more receptive to the evolving needs of their audiences to realize their role as linchpins and hallmarks of social interaction. We aim to respond to our audiences not only as ticket buyers and consumers, but also as allies, organizing ourselves spatially and programmatically around their needs. Cinema has always had the power to change the world, and that kind of power does not dissipate easily.

What should people be on the lookout for in the coming months?

The month of May will see the return of the wonderful Italian Film Week, in collaboration with the Italian Cultural Institute. In Abu Dhabi, we will present a week-long programme of contemporary Italian cinema as well as a tribute to the late Monica Vitti. June through August is our classics season, where we feature throwbacks that are best experienced on the big screen. The Cinema becomes a portal that transports audiences back in time by showcasing some of the most important films ever made, those that shape our consciousness and culture—films that many have seen and do not get tired of seeing. Expect a season of cult classics and retrospective gems that have not received their fair share of screen time.

Are there any other upcoming projects that you are excited about?

I'm very excited about the arrival of the 25hours Hotel in Dubai and their approach to community engagement, which is working with existing players to enrich the cultural landscape by taking risks together. We're looking forward to developing something unique together that is true to the city and the partnership.

How did you pick out the tracks for the playlist?

The playlist is one of several that was created for the opening of Cinema Akil by musician Kamal Rasool, one of the founding members of the band Flamingods. These playlists were the result of many discussions about the intended sonic experience of the space we aim to build. Before any screenings, we play a corresponding playlist that is heard the moment anyone walks in through our doors, acting as a lead up to the film as people make their way through the cinema and to their seats.



Audiences enjoying the art house vibes at Cinema Akil

▶ Ali Farka Touré, Toumani Diabaté – Ruby	5:55
▶ Alsarah & The Nubatones – Bilad Aldahb	6:01
▶ Tsegue-Maryam Guebrou – Presentiment	3:43
▶ Dariush – Cheshme Man	4:57
▶ Salah Ragab, The Cairo Jazz Band – Egypt Strut	4:55
▶ Ziad Rahbani – Intro Instrumental 1	3:43
▶ Arif Sag – Su Samsun'un Evleri	3:43
▶ Amanar – Tenere	5:38
▶ Shankar Jaikishan – BOMBAY TALKIE	7:05
▶ Mulatu Astatke – Yèkèrmo Sèw	7:29

Stay up to date with happenings and events at Cinema Akil

↳ cinemaakil.com

↳ [instagram.com/cinemaakil](https://www.instagram.com/cinemaakil)



The cross cultural appeal of cinema

Magnus Maarbjerg and Marshall Blecher are MAST, an innovative architecture partnership specializing in structures on or around the water. From their beautiful studio in an old shipyard in Copenhagen Harbour, Marshall speaks to Jane Anderson about their love of harbour life and why floating structures are the way forward

FLOAT

WORDS JANE ANDERSON

How did you and Magnus first become interested in water-based architecture?

I come from Australia originally and Magnus is Danish. We studied together at the architecture school in Copenhagen some seven years ago. We both had experience of growing up sailing. Magnus grew up on a big timber German sailing ship from the early 1900s and sailed back and forth across the Atlantic about six times. He's an old-school sailor who has always lived on and around the harbour in Copenhagen and has always been interested in the ocean.

I've had a much more small-scale nautical background, sailing dinghies back in Australia along with surfing, swimming and diving. Water is where I feel most comfortable, and when I moved to Copenhagen I was lucky enough to get a scholarship which I spent on a houseboat rather than on my studies! I lived on it for a year-and-a-half and got a strong appreciation for harbour life. There's a real sub culture on and around the harbour in Denmark which I think has disappeared in a lot of other places. It used to be in most harbour cities, but Copenhagen has retained some of these small-scale boatyards along with people living on houseboats. I really came to like this.

While we were studying we had conversations about this way of life and we both felt like the harbour was developing quickly, in some good ways and some bad, and we wanted to be involved with that. So we started modest a few years ago as a side project doing

some small design projects and that grew organically into MAST.

Up until recently, I've worked doing more high-end residential architecture. Magnus has worked doing production building things on the harbour as well. So we've brought those two things together. Our Copenhagen studio is in an old shipyard and gives us a connection to harbour life. We sit above some boat builders so we co-operate with them a lot on projects.

We got a lot of attention for some small projects we did and are growing to do larger structures. Our POV is basically anything on or around the water. We want to bring high quality craftsmanship and a Danish approach to design to waterside architecture all over the world.

What projects are you working on at the moment?

We won an international competition to design a new passenger pier attached to Fulham Football Club in London. They have Craven Cottage, their famous football clubhouse on this beautiful bend of the River Thames. They wanted to connect the football club with the surrounding transport infrastructure on the Thames, and also to create a connection between the river and the club. Our proposal is for a park and a pontoon and a river bus stop that opens up onto the river and provides a public open space. It also brings in a lot of landscaping elements, creating a green skirt in front of the clubhouse.

MY BOAT



What do you like about working with the water?

Professionally, working on the water is a really interesting challenge. It's a totally different context to working on land. It presents unique challenges. None of the structures we've built are fixed. They can move around and that's a totally different story to when you build on land and choose a site. It's an interesting technical and design challenge.

It's a growing field and has the potential to transform the way we live in cities. We can feel it. There are a lot of people coming to us with really interesting ideas. It can be a really sustainable way of building, and for example in areas that sustain a lot of flooding, it's a clever way to build.

When you're close to the salt water, materials tend to rot, and they can get knocked around by boats, so they have to be really strong. There are certain timbers that perform much better in this environment such as Siberian Larch. It tends not to rot and has a resin that's resistant to seawater worms.

Can you define the Danish sensibility in your work?

There's a long history of Danish architecture. Danish design became very well known in the 1950s. It has a simplicity and an honesty with materials and expression of details. It's not always the case now, but we try and keep things minimal with a reduced palette, making structures that are utilitarian and beautiful. Keeping it simple and obvious whilst expressing that in a beautiful way.

We work with simple materials and try to be very careful about how we use them and connect them together. It's not about these grand gestures. We try to do things in a nice refined way.

Are houseboats part of your work?

We've done both conversions and new-built houseboats. It's quite common in Denmark to convert old ships into houseboats. There's one archetype which is very common, which is to convert medium-sized car ferries. Denmark is an archipelagic country with some 400 islands and there used to be lots of these small ferries connecting them. They were about 30m long with space for six or 10 cars, which over time have been retired and replaced with bridges. It's quite difficult to convert an old ferry from the 1950s and 60s into a house but we've done a few and they are really beautiful spaces in the end.

We've also created new-build houses on floating pontoons, a Swedish product made up of a big block of Styrofoam with reinforced concrete around it. You can also have a house sitting in a concrete bucket like a hull. They can be around 150-square metres, like a good-sized family house. They are much more similar to a traditional house meeting all of the Danish building regulations, so they are high performing, fully insulated, on-grid houses with waste disposal and power. The problem in Copenhagen is the shortage of mooring space as it's become very popular to live in houseboats.

Tell me about some of your most recent floating structures

The floating Copenhagen islands that we've called many things, most recently the 'parkipelago', is an ongoing project. We made a prototype structure a few years ago which was floating around the harbour for a few years. That was to test the idea and to see if the local community liked it. Now we've finally got the support of the municipality and the harbour authority



Above left: MAST's proposed floating islands in Copenhagen Harbour, otherwise known as the 'parkipelago'; left: Magnus Maarbjerg and Marshall Blecher; right: The MAST studio is over a ship builders in Copenhagen Harbour

and we've raised enough money to take it to the next stage. We're due to launch three more islands this summer. The first one will be a bit different from the first one with more wild vegetation. They will be open public spaces for anyone to use including kayakers and boaters. Basically open spaces for people to go and enjoy how they choose with no balustrades or fences.

Our swimming zone structure is parked a kilometer up the harbour from our studio and is a moveable open-air bath. The water in Copenhagen Harbour is extremely clean. You can swim anywhere you want unless it has just rained—then you shouldn't swim in certain areas. However there's a safety issue with passing boats, so the idea behind the moveable open-air bath was to create a safe, protected swimming zone which, for example, you could park next to one of the many saunas dotted around the harbour, relaxing around it on the integrated bench or jumping in the water to cool down.

That was a really popular idea and now we're also working on a series of floating saunas which would be paired with the swimming servers. You could have a sauna and then jump in one of these little protected swimming zones and then go back to work! It's cool that the local government is paying for this initiative that cares about wellbeing.

What is your vision for Copenhagen Harbour?

One of the big ideas we have at MAST recognizes that the harbour in Copenhagen is the biggest public space in the city. Here and in lots of other cities, the harbour

has lost its original function as the centre of commerce, industry and transportation. Slowly over the last 100 years those functions have disappeared. Not many ferries to Norway leave from the centre anymore, they leave from a small harbour on the outskirts of the city. Likewise, cargo terminals and industry have moved out. So we have this big piece of water that's not really used. It's open for being reimagined into a thriving public space once more. We think it's boring when you just have private apartments running along the harbourside. It's more interesting if you can bring people out onto the water and let them use this resource. Making it a fun and interesting place for people to enjoy—we aim to bring back some of the whimsy that used to be here.

What is your involvement with Paper Island?

Paper Island (Papiroen in Danish) is right in the middle of Copenhagen. It's one of those last industrial areas used for paper storage, which is being gentrified. It's under redevelopment and 25hours Hotel will open a hotel there in 2024. The hotel plays with the Danish habit of spending summers in holiday houses out in the countryside.

It's quite a large area of mixed commercial and residential development. And 25hours Hotels has the right to use the narrow canal alongside their hotel. We are working with them to create a semi-public space. It could be a sauna, it could be a floating restaurant, or a combination to create a really interesting space for guests and the public to use.

mast.dk





From Düsseldorf to Tokyo, the 15-year-old German Celine Dornick is dominating the global rapid surfing competition circuit, one city wave at a time

WORDS ANASTASIYA VARENYTSYA

ON THE CREST OF A WAVE

“My motivation comes from the fun I have while surfing and seeing myself improve—and of course, success always spurs me on”

Picking up the sport only four years ago at the age of 11, Celine Dornick has made a name for herself internationally in the field of rapid surfing. Since 2019, she has consistently ranked among the top junior surfers in national and international competitions, including the Deutsche Meisterschaften (DM) and the Citywave Pro Worldtour. Impressively, Celine trains without a coach, strengthening her technique, learning new skills, and preparing for competitions on her own. In addition to a rigorous training regime, Celine attends school and enjoys spending her time with friends, or skateboarding to improve her surfing skills. How does she do it? “My motivation comes from the fun I have while surfing and seeing myself improve—and of course, success always spurs me on.”

Celine’s interest in rapid surfing stems from a serendipitous visit with her parents to the Citywave in Munich. With locations in cities around the world, Citywave is the leading brand behind indoor and outdoor standing wave systems, used by beginners and professionals alike. “You should just drop by and try it,” enthused Celine. “I’d argue that age doesn’t matter and anyone can learn it.”

Celine is currently preparing for her return to the Deutsche Meisterschaften (DM), her first large event of the year and where she ranked first among Juniors in 2020. Follow Celine on Instagram @celinedornick to stay up to date on upcoming events and competitions. To see her in action, check out the film CELINE - The girl from the urban Line-Up, produced in collaboration with 25hours Hotels.

To learn more about where you can hit the waves like Celine, visit the full list of Citywave locations here:

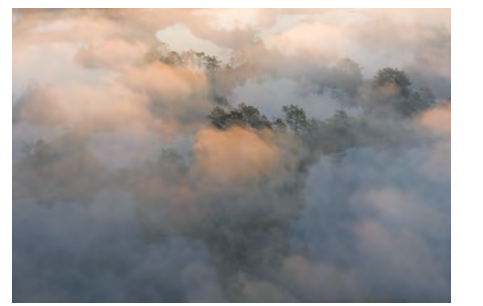
citywave.de/fr/citywave-locations



THE



BOGS



OF



ESTONIA

WORDS **JANE ANDERSON**
PHOTOS **ROMET VAINO**

Bogs are emerging as one of the saviours of the climate crisis, as well as offering a magical landscape to explore. Jane Anderson talks to Estonian bog guide, Romet Vaino, about the precious wetlands of his homeland



Kõrvemaa Nature Reserve may be just 60km from Tallinn, but its ancient bogs are as mystical and ethereal a landscape as they come. Nearly 9% of Estonia is covered in bogs (otherwise known as wetlands) which are now beginning to be recognized as equally, if not more important, than forests for our fragile ecosystem due to their ability to store huge amounts of carbon. Visitors can follow raised boardwalks or walk carefully in the wet areas in specially adapted bog shoes (a bit like snow shoes), or best of all, take a bog swim in the acidic bog lakes, where the black water has a silky feel on the skin. Go during a sultry sunrise or sunset for a life changing experience.

As bog expert and guide, nature lover and photographer, Romet Vaino says, “I feel like the story of the bog is like the Ugly Duckling fairytale. We used to associate bogs with stories of monsters, ghosts and will-o’-the-wisps—a dark forbidding place to be avoided. These days, bogs are regarded as places of biodiversity and beauty, and a more scientific approach suggests that ghostly lights and unsettling sounds like distant thunder are probably due to the release of hydrogen, phosphorous and methane. Though visit on a moody, misty morning, and your mind can still play tricks on you.”

As we walk through the surrounding forest, the trees gradually get smaller and smaller until there is just bog. Romet explains there are no minerals in bogs, so nutrients are gradually removed from the soil diminishing the trees. Moss makes up the peat in a bog. Vegetation takes over but can’t decompose completely as there’s not enough oxygen, so essentially bogs are partially decomposed organic matter. The lack of oxygen means that bogs preserve things. “In Estonia we have found WWII tanks and evidence of war roads from the 1500s through the bogs,” says Romet.

Bogs form at a rate of 1mm of peat per year. “Some of our Estonian bogs are 6m deep, meaning they have formed over 6 million years,” adds Romet. “The oldest bogs here are up to 12,000 years old. They are a great habitat for birdlife. And here in Estonia, we have a fifth season when spring arrives and the snow melts and rivers converge. There’s a huge amount of flooding. Bogs act as a buffer to flooding and equally in drought, they give moisture.”

In Estonia you are free to roam anywhere. There are campsites with complimentary firewood and you can stay in small huts, some of which are free or ask a nominal fee. As we return from our Kõrvemaa Nature Reserve bog walk back into the trees, we sit around an open fire. There’s wood piled up near the composting toilet and natty wooden, pod-like shelters in case you want to bring a sleeping bag and kip under the stars. Romet says that foraging is best in the transition areas between the forest and the bogs. However, he warns that cloudberry are so precious to Estonians, it’s said you’d have to torture them to discover the best places to find them!

And if you’re looking for a place to dine in the bogs, Romet’s favourite restaurant is Ööbiku Gastronomiatalu (oobiku.ee) or Nightingale Gastronomy Farm. Here, chef patron Ants Uustalu creates a five-course menu prepared from local farm products and seasonal ingredients foraged from the forest. Here, you can take a bog walk and return for a three-course menu.

Romet is writing a book about bogs and solitude inspired by writers including Henry David Thoreau, the 19th century American author. “I want to show how close a person can be to a landscape. We all have an emotional connection to nature. Once you tap into that, you feel like you’re part of a secret society.”

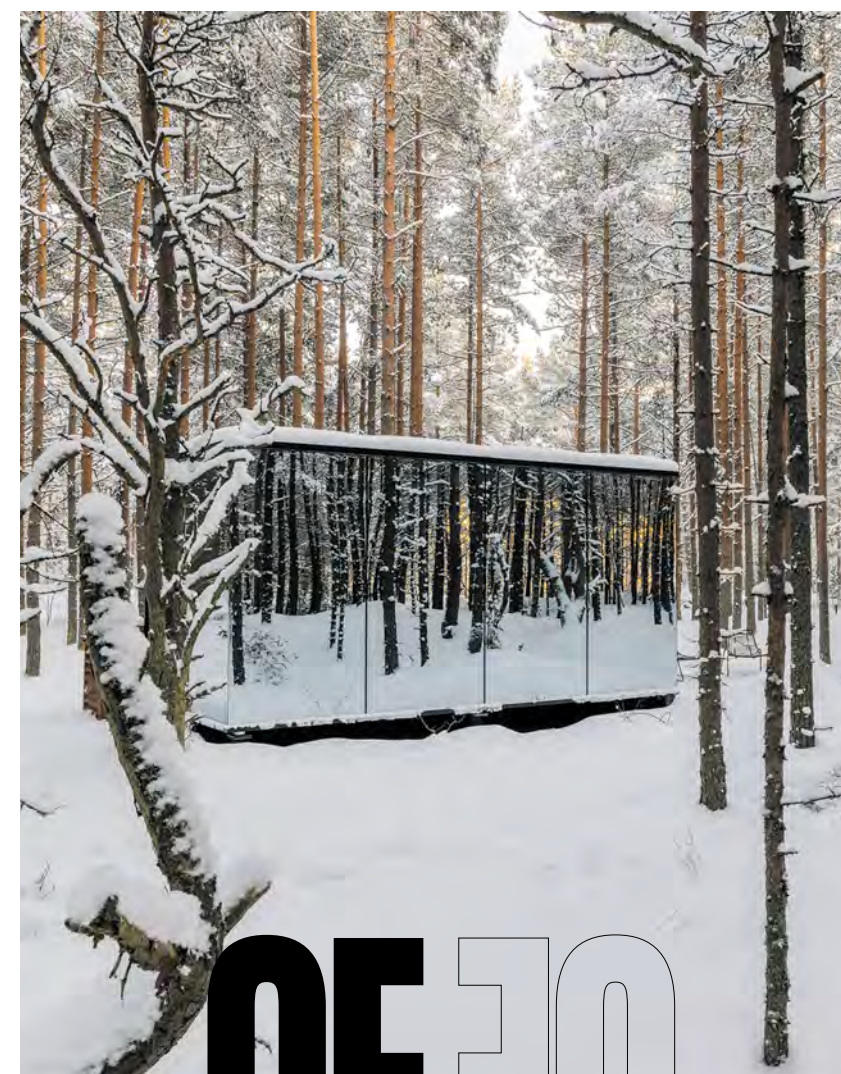
He’s a big fan of Fred Jüssi, the 87-year-old biologist, nature writer and photographer—the David Attenborough of Estonia, if you like. Jüssi came up with the word ‘molutamine’, meaning ‘doing nothing’. In essence, mindfulness.

Romet says, “During Covid, more and more people have realized that being out in nature makes you feel good.” It’s a simple but highly effective equation. I have found that when I take my friends out in nature, I’m much more aware of their true personalities.”

He recommends that everyone watches Jüssi’s powerful film, *The Beauty of Being*, part of the New Nordic cinema movement, which explores the relationship between people and nature—something that’s crucial to our current world which faces such an urgent climate crisis. He also suggests we all watch *Truth and Justice*, a 2019 Estonian film directed by Tanel Toom about the rivalry between two men on neighbouring bog islands as they relentlessly pursue their dreams.

↳ [instagram.com/metaloodus](https://www.instagram.com/metaloodus)

HOUSE



OF 10

WORDS JANE ANDERSON

Hiding in plain sight, discover why Ööd Mirror Houses make such intriguing wilderness cabins

When brothers Jaak and Andreas Tiik were planning a weekend of hiking in their homeland of Estonia, they were searching for a small house in a beautiful spot. It proved more difficult than expected, and so they decided to come up with their own solution: the Ööd Mirror House.

The underlying architectural idea was to design a high-spec cabin inspired by minimalist artists that would blend into the surrounding environment, hence the mirror cladding which reflects whatever’s out there, be that sun-streaked forest, or a snowy landscape. Jaak and Andreas say that the more unique the surroundings, the more playful the house.

At their latest Ööd Hotels Laheranna, located in the beautiful pine forest next to Ihasalu Bay, the trees are magically reflected back into the four cabins, so much so it’s as if they are hiding in plain sight. Each has its own decking with seating and barbeque, and a smaller satellite mirror cabin which houses a wood-fired sauna.

Inside the main cabin, it’s a Nordic style dream with a cosy but stylish double bed—with cushions and throws waiting for you to curl up and awaken to the floor-to-ceiling views of the forest. There’s a designer kitchenette, table and chairs, and a modern shower and toilet. It’s the ultimate 21st century bothy for communing with nature.

How to book

Ööd Mirror Houses cost from €180 per night (sleeps 2)

↳ [oodhotels.com](https://www.oodhotels.com)

How to own

If you fancy owning your very own Ööd Dwelling with heated floors, LED lighting and a Bose sound system, these sleek prefab units can be installed in just 8 hours and start from €33,000.

↳ [oodhouse.com](https://www.oodhouse.com)

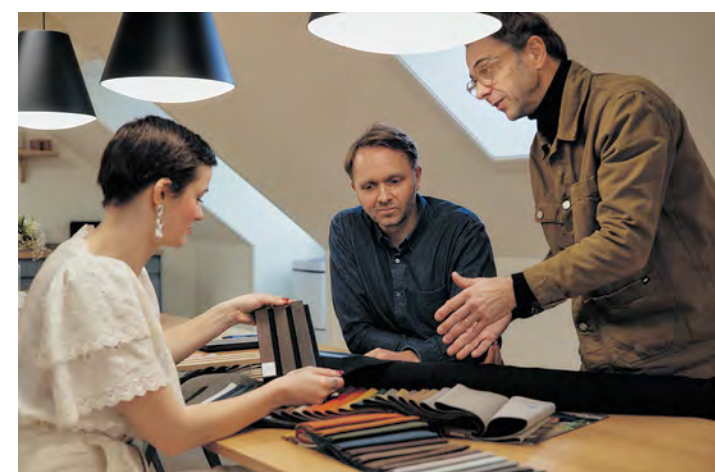
HOUSE



MIRRORS 290991M



WORDS ANNA DOROTHEA KER



Redesigning the future of the office workspace with NORNORM founder Anders Jepsen

For Anders Jepsen, CEO of the office furniture subscription service NORNORM, redesigning the future of the office workspace is key. Reflecting on his design-filled Copenhagen upbringing and time spent living in the Swedish forest, he shares how he's closing the loop on workspace design with a circular startup and no compromise

Just as no person is an island, no chair, table, or any piece of furniture exists in isolation. Each object that makes up our everyday environment is part of a complex ecosystem shaped by resource extraction, global supply chains, and a linear economy defined by eventually disposing of the old and re-buying the new. The things we own don't just have stories, they have histories of impact—and it's time to change the narrative.

Anders Jepsen is CEO of NORNORM, a subscription-based furnishing service founded to flip the script on the unsustainable status quo behind one such environment, the office. NORNORM's MO is simple: an invitation for companies to subscribe to, rather than purchase, a custom set of high-quality, functional, and beautiful furniture for their workspace. When it's time for an update, the pieces are returned and replaced, then refurbished and readied for their next home—remaining in a smart, sustainable, and cost-effective closed loop that eliminates waste.

Evolving a circular model in a world primed for linearity, however, is complex. Speaking from NORNORM's elegant Copenhagen HQ, Jepsen shares his approach to tackling the challenge, how working at IKEA influenced his views on designing for the many—and what he learned about life while living in the Swedish forest.

What does the circular economy mean to you, and where does its potential lie?

It's all about how we treat resources so that we can maximize their use without having a big impact on the environment. In other words, establishing a closed-loop system where we can keep resources in use for—ideally—eternity. And at the same time, minimizing or eliminating waste in the process. With NORNORM, the way we think about it is, "How can we have furniture in that system for as long as possible? Today, when you buy furniture, it's very much about the linear economy thinking of take, make use, and throw away. What we're trying to do is to take furniture into our system and refurbish it over and over—to give it a second home once it has done its job in the first client's place. So that at the end of its life, once it can't serve its purpose any longer, we're asking, "How can we use the raw material to create a new furniture piece, and bring it back into the system?"

How did your experiences at IKEA shape your thinking today?

Over the last 10 years at IKEA, I worked on developing the range and sourcing products. And what I gradually realized was the enormous impact that our design choices had on people and the environment. With the

products we designed, we were reaching hundreds of millions of homes every year. So it was a great opportunity, but also a big obligation. We were doing our best to create sustainable products, but I realized that even with our good intentions, the impact on the environment was still there if the product wasn't used as the design was intended. If it wasn't recycled, it didn't matter if it was made out of recycled material. That made me realize we need to rethink the way business is conducted if we are to solve these problems. Products by default are not circular, but the way we use them may or may not be circular. In the future, businesses need to take greater responsibility for products during their entire lifetime. It's no longer good enough just to say that a product can be recycled. They need to ensure it is recycled.

How did NORNORM emerge to address this challenge?

NORNORM didn't have any baggage, so we could start with a circular mindset from the very beginning. We said, "OK if that's our starting point, how do we set it up? What is the entire business model? What is the commercial logic? What is the supply chain logic? What is the range logic?" We then could take that lens on everything and develop the optimal setup. One of the successes we had was to be very blunt in saying, "This is a circular model," at an early stage. We don't allow our customers to buy our products.

When we looked at the office furniture space, we saw a broken industry. It was an industry with an inferior product, with a great deal of dissatisfaction and anxiety for businesses when remodeling their offices. Yet everybody has the aspiration for a wonderful office that fuels inspiration and collaboration. So we said, "We want to do something that creates workspaces that are better for people, better for businesses, and better for the environment." Twenty, 30 years ago, the office was all about cubicles, efficiency, head-down work, let's get it done. Gradually, that has changed. Most businesses are now focusing on flexible workspaces, and I think that's the future. We can create these adaptive workplaces, where regardless of what you need, we can change it. And you're not generating waste in the process because we will simply take the furniture back, we will refurbish it, or we'll find another home where that need is relevant. That allows you to always ensure you have a workplace that reflects your culture and the way you work as a company.

What are the challenges of building a circular business model that are unique to the furniture industry?

It's incredibly difficult if you've been a linear business for decades to change to a circular model. A major challenge is getting different partners to collaborate. It's about securing an ecosystem. We don't believe we can solve this on our own. We see ourselves as more of a facilitator; an enabler in an ecosystem where we invite

"I realized that even with our good intentions, the impact on the environment was still there if the product wasn't used as the design was intended. If it wasn't recycled, it didn't matter if it was made out of recycled material"

THE LOOP IN THE LOOP

“We need to educate businesses to consider: is it really important for you? Can you create that culture effect in other ways, like the colours on the walls, or do you need to work with the furniture? Because if you don't, you can actually support a more circular way of thinking”



different partners—product partners, logistic partners, implementation, assembly, service and refurbishment. If this is not created efficiently and cost-effectively, we get into a situation like many other environmentally friendly solutions, namely that they come with an enormous premium. What we want to do is something that creates impact. In order to do that, we need to appeal to the many, not the few.

What's NORNORM's take on calibrating aesthetic considerations with circular ones?

One of the keys to creating a circular model is how we pick our products. We scrutinize them to ensure every single piece is capable of circularity. And that may be in terms of a quality dimension—something that's more long-lasting because it has to be able to go back, or it's something that is easier to innovate or something for which we can get spare parts. It goes without saying that it has to be responsibly produced and use recycled material. But it goes beyond that. We need to look at the full life-cycle—how is this product going to be used over and over?

We have quite an efficient range. We don't create an enormous variety. Variety is really what kills a lot of these circular models. This is something that offices today are lured into—the whole idea that you can customize everything, and it's important that you have 200 different fabrics to choose from. I think that's something that needs to change. We need to educate businesses to consider: is it really important for you? Can you create that culture effect in other ways, like the colours on the walls, or do you need to work with the furniture? Because if you don't, you can actually support a more circular way of thinking.

Tell us a little bit about your own environment at work and home?

At home, we just moved from a house in the countryside to a city apartment. That's a big change, especially since I have two sons aged five and a daughter of 12. I love interior design and furnishing the home. I take pride in buying and selling furniture for my home. In general, I hate wasting things. So I often keep things I've stopped using and can't sell on eBay, as they might come in handy later. I'm a bit of a 'keeper', which at times can drive my wife crazy! At work, I find it annoyingly important that the furniture setting matches the situation. In the past, before starting a meeting, you often found

me moving around tables and chairs to match the room, people, and activities. Now that we have NORNORM, the need is less.

How would you describe your relationship with the city of Copenhagen?

Only when moving from Denmark 15 years ago did I start to realize what an amazing city Copenhagen has become. But it was not always like this. The city has been cleaned up greatly with a big focus on the environment, cultural and food. There are many cafes and outdoor food markets where I love the buzz. Having lived in the forest for 10 years, I greatly enjoy what the city has to offer—even just a simple coffee at the local bakery. A walk or run along the beautiful waterfront is always a great way to clear your head.

What did living in the Swedish forest teach you about the importance of being in harmony with nature?

I had the pleasure of being where it all started for IKEA, at Älmhult in the Swedish forest. That makes you think about how beautiful and how amazing nature is. It also gave me a form of obligation as to how we can pass this on through the generations. It's very much staring at your face when you are surrounded by it all the time. So that's something I brought with me into my thinking on the circular model at NORNORM. I've learned how important it is for me to do something meaningful, and how I get enormous energy from contributing to trying to take part in solving some of the big challenges we face today—and how my love of challenging the existing can be channeled into something good.

Where do you see the most potential for individual and community involvement in developing subscription models and the circular economy at large?

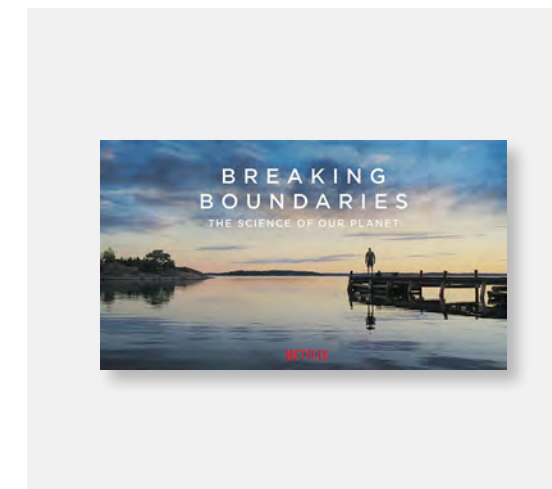
Even before going circular, it's first and foremost about thinking, “What is my need here? Can I live without it? Can I reuse something? Can I buy second-hand?” More options seem available out there, both when it comes to traditional products, but also a lot of services. We're seeing an uptake in service models where people are helping others to repair and upgrade their products. If people want to participate and actively involve themselves, there are a lot of opportunities out there.

Anders Jepsen's sources of inspiration for circular entrepreneurship



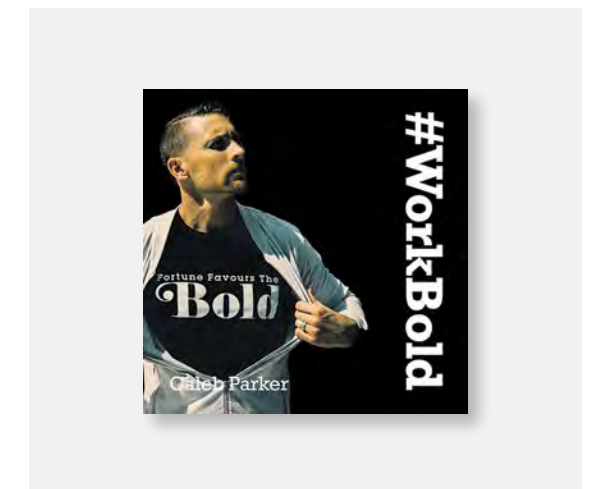
“This book is a bible to me, in terms of how the whole circular thinking and how design thinking needs to evolve. It was a mind-blowing read for me that opened my eyes to just how visionary one can be about this.”

Cradle to Cradle: Remaking the Way We Make Things · Michael Braungart and William McDonough



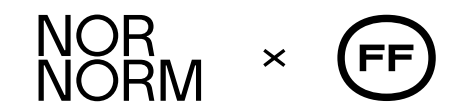
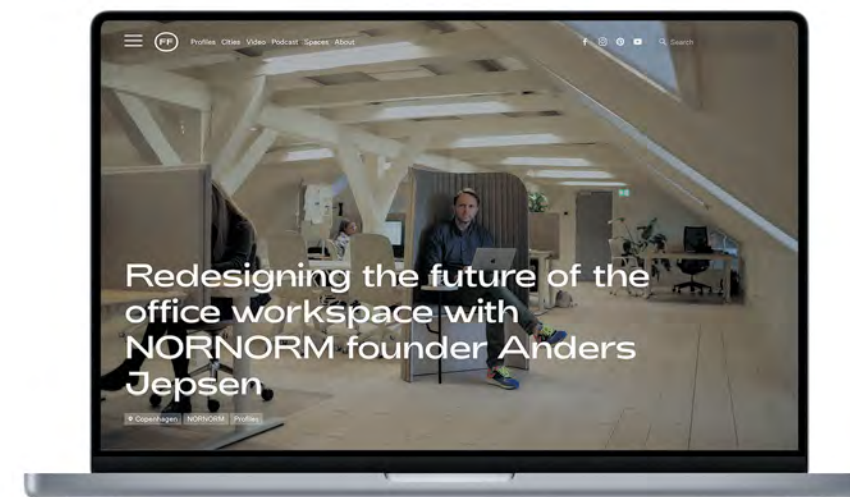
“I highly recommend this documentary to get an appreciation for how important the conversation is beyond the here and now, and how urgent it is that we take these steps now.”

Breaking Boundaries: The Science of our Planet · by Johan Rockström with David Attenborough



“On a more business-related note, closely connected to circular service models for the office industry, I can recommend listening to this podcast, which has a lot to do with how a franchise v service model linked to circular thinking in the office industry can work.”

#WorkBold Podcast · Galeb Parker



This interview is part of “Circular Views”, an editorial series produced by subscription-based furnishing company NORNORM in collaboration with Friends of Friends. Spotlighting innovative thinkers, each interview explores a different dimension of circularity with the goal of raising awareness and fostering a creatively driven movement rooted in circular practices.

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MASTHEAD

VIENNA, AUSTRIA

25hours Hotel at MuseumsQuartier
Lerchenfelderstraße 1-3

Anna Jeller Bookstore
Margaretenstrasse 35
Monday to Friday 10am to 6pm
Saturdays 10am to 1pm
↳ annajeller.at

COPENHAGEN, DENMARK

25hours Hotel Indre By
1112 Copenhagen K

BRØG Litteraturbar
Fiolstraede 7
Tuesday to Thursday 9am to 5.30pm
Friday 9am to 6pm
Saturday 11am to 5pm
↳ broeglitteraturbar.dk

Café Glean

Aegirsgade 46
Monday to Friday 10am to 4pm
Torvehallerne
Monday to Friday 10am to 7pm
Saturday & Sunday 10am to 6pm
↳ glean.dk

Darcy's Kaffe

Rantzausgade 2
Monday to Friday 7.30am to 5pm
Saturday & Sunday 9am to 4.30pm
↳ darcyskaffe.dk

Hotel Cecil

Niels Hemmingsens Gade 10
↳ hotelcecil.dk

Kraess Boutique

Blagardsgade 17A
Monday to Friday 11am to 6pm
Saturday 11am to 5pm
Sunday 12.30 to 4pm
↳ kraess.dk

MAST

Ved Slusen 34, 2300 København S
↳ mast.dk

My Favourite Things

Jaegersborggade 44
Monday to Friday 11am to 6pm
Saturday 10am to 4pm
↳ myfavouritethings.dk

Omar

Refnaesgade 32
Monday to Thursday 12 noon to midnight
Friday & Saturday 12 noon to 1am
↳ restaurantomar.dk

Politikens Boghal Bookshop

Rådhuspladsen 37
Monday to Friday 10am to 7pm
Saturday 10am to 4pm

VAKKA Tea Bar

Elmegade 14
Monday to Friday 11am to 6pm
Saturday 11am to 5pm
↳ vakka.com

Yellow Bird Coffee

Amager Strandvej 108
Monday to Friday 7.30am to 5pm
Saturday & Sunday 9am to 5.30pm
↳ yellowbirdcoffee.dk

MØN, DENMARK

Bryghuset Moen

Priorsvej 1
↳ bryghusetmoen.dk

DUBAI

25hours Hotel One Central
Trade Center Street

Cinema Akhil

Warehouse 68, Alserkal Avenue
Daily 11am to 11pm
↳ cinemaakhil.com

KÖRVEMAA NATURE RESERVE, ESTONIA

Öobiku Gastronoomiatalu
Gastro Talu Oü, Kuimetsa Village, Rapla Rural
Hours on application
↳ oobiku.ee

Ööd Mirror Houses

Laheranna
↳ oodhotels.com

TALLINN, ESTONIA

Barbarea

Marati 5, Pohjala
Wednesday to Saturday 5pm to 11pm
↳ instagram.com/barbarea.restoran

Karjase Sai

Marati 5, Pohjala
Wednesday to Saturday 10am to 3pm
↳ instagram.com/karjasesai

HELSINKI, FINLAND

Nolla Restaurant

Fredrikinkatu 22
Tuesday to Thursday 5pm to 11pm
Friday & Saturday 5pm to midnight
↳ restaurantnolla.com

PARIS, FRANCE

25hours Hotel Terminus Nord
12 Boulevard de Denain

San Francisco Book Company

17 rue Monsieur le Prince
Monday to Sunday 10am to 8pm
↳ sfparis.com

BERLIN, GERMANY

25hours Hotel Bikini Berlin
Budapesterstraße 40

Curious Fox English Books

Lausitzer Platz 17
Monday 2pm to 7pm
Tuesday to Friday 11am to 7pm
Saturday 11am to 6pm
↳ curiousfoxbooks.com

COLOGNE, GERMANY

25hours Hotel The Circle
Im Klapperhof 7-23

Walther König Books

Ehrenstrasse 4
Opening hours on application
↳ buchhandlung-walther-koenig.de

DÜSSELDORF, GERMANY

25hours Hotel Das Tour
Louis-Pasteur-Platz 1

Booxycle Bookshop

Köln Str. 145
Monday to Thursday 11am to 6pm
Friday 11am to 5.30pm
Saturday 10am to 1pm
↳ booxycle.de

FRANKFURT, GERMANY

25hours Hotel The Goldman

Hanauer Landstraße 127-129

25hours Hotel The Trip

Niddasträße 56-58

Radisson Blu Hotel

Franklinstraße 65
↳ radissonhotels.com

Ypsilon Buchhandlung Bookshop & Café

Berger Str. 18
Daily 7.30am to 10pm
↳ y-buchladen.de

HAMBURG, GERMANY

25hours Hotel Altes Hafenam

Osakaallee 12

25hours Hotel HafenCity

Überseeallee 5

Felix Jud & Co Bookshop

Neuer Wall 13
Monday to Saturday 10am to 6pm
↳ felix-jud.de

MUNICH, GERMANY

25hours Hotel The Royal Bavarian

Bahnhofplatz 1

Citywave

Jochen Schweizer Arena GmbH
Ludwig-Bolkow-Allee 1
Wednesday to Saturday 12 noon to 10pm
↳ citywave.de

JAN

Nymphenburg
Nordliches Schlossrondell 8
From 5.30pm til late
↳ nymphenburg.com

Words' Worth Bookshop

Schellingstrasse 3
Monday to Friday 10am to 7pm
Saturday 10am to 4pm
↳ wordsworth.de

REYKJAVIK, ICELAND

Aurora Reykjavik

Grandagarour 2
Daily 9am to 9pm
↳ aurorareykjavik.is

Kaffibarinn

101 Reykjavik
Monday to Thursday 4.30pm to 1am
Friday 4.30pm to 4.30am
Saturday 2pm to 4.30am
Sunday 2pm to 1am
↳ kaffibarinn.is

Kröst

Hlemmur Food Hall, Laugavegur 107
Sunday to Wednesday 11.30am to 9.30pm
Thursday to Saturday 11.30am to 10.30pm
↳ krost.is

Omnom Chocolate Factory

Holmasloo 4, 101 Reykjavik
Daily 1pm to 10pm
↳ omnom.is

Sky Lagoon

Vesturvor 44
11am to 11pm in summer
Check as opening hours change throughout the seasons
↳ skylagoon.com

FLORENCE, ITALY

25hours Hotel Piazza San Paolino

Florence
Piazza di San Paolino, 1

Todo Modo Bookshop & Café

Via dei Fossi, 15/R
Monday to Saturday 10am to 7.30pm
Sunday 11am to 7pm
↳ todomodo.org

RIGA, LATVIA

3 Chef Restaurant

Jekaba Kazarmas, Torna iela 4, Centra rajons
Tuesday to Saturday 12 noon to 11pm
↳ 3pavari.lv

Restaurant 3

Kaleji Street 3
Wednesday to Friday 5pm to 11pm
Saturday 12 noon to 11pm
Sunday 12 noon to 4pm
↳ restaurant3.lv

BANBRIDGE, NORTHERN IRELAND

Game of Thrones Studio Tour

The Boulevard
Summer opening hours 8.30am to 9.30pm
Check as opening hours change throughout the seasons
↳ gameofthronesstudiotour.com

OSLO, NORWAY

Deichman Bjørvika Public Library

Anne Cath, Vestly's plass 1
Monday to Friday 8am to 10pm
Saturday & Sunday 10am to 6pm
↳ deichman.no

BRAEMAR, SCOTLAND

The Fife Arms

Mar Road
↳ thefifearms.com

EDINBURGH, SCOTLAND

Gleneagles Townhouse

39 St Andrew Square
↳ gleneagles.com/townhouse

PERTHSHIRE, SCOTLAND

Gleneagles Hotel

Auchterarder
↳ gleneagles.com

ZURICH, SWITZERLAND

25hours Hotel Langstrasse

Langstrasse 150

25hours Hotel Zurich West

Pfingstweidstrasse 102

Calligramme Bookshop

Haringstrasse 4
Tuesday to Friday 11am to 6.30pm
Saturday 11am to 5pm
↳ calligramme.ch

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

↳ 25hours-companion.com
↳ friendsoffriends.com
↳ moresleep.net

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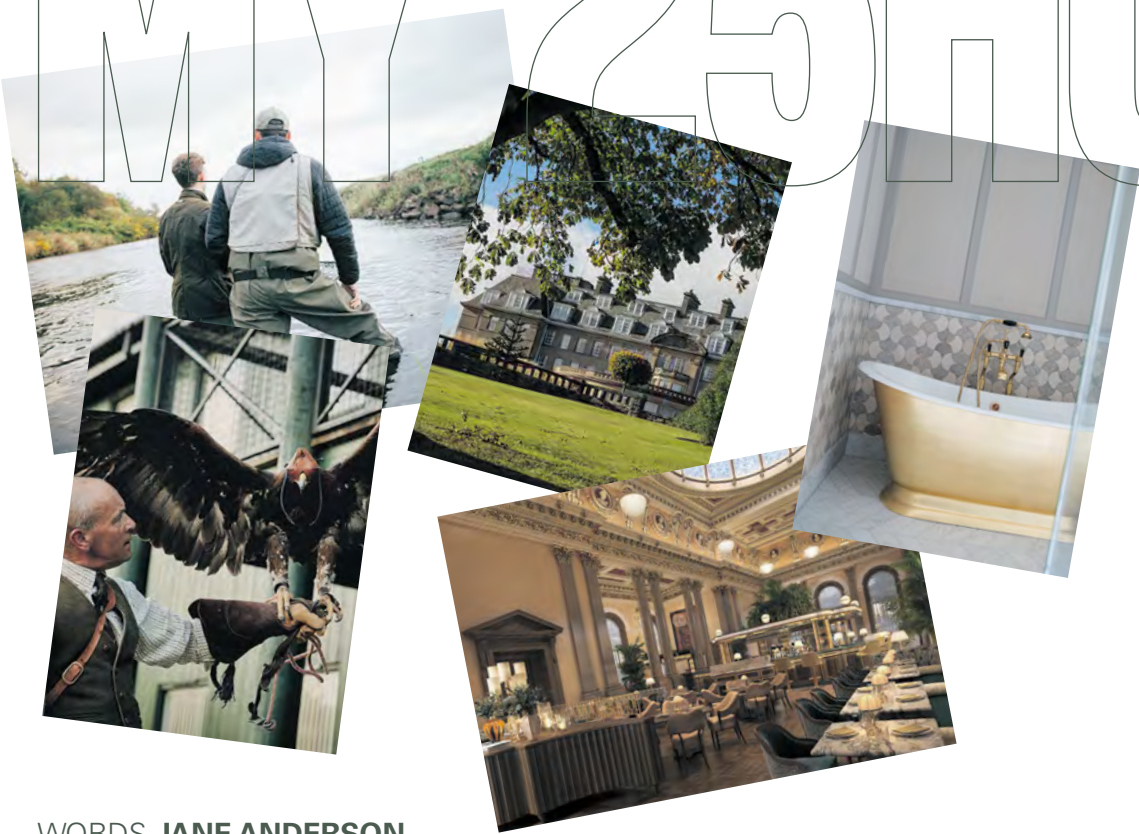
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MY 25 HOURS



WORDS **JANE ANDERSON**

25hours is part of Ennismore, a creative hospitality company rooted in culture and community, with a global collective of entrepreneurial and founder-built brands with purpose at their heart. Gleneagles Hotel in Perthshire, a grand country estate, is part of that collective, created almost a century ago as Scotland's glorious playground. After an extensive seven-year-long refurbishment, Jane Anderson discusses combining ancient and modern with managing director, Conor O'Leary, as this heritage brand prepares to open its first outpost in Edinburgh, the Gleneagles Townhouse.

How does Gleneagles stand out from the crowd?

Gleneagles was purpose-built as a hotel in 1924, so we have great entertainment spaces, beautiful corridors and stunning views from where it sits in its own 850-acre estate. It's very comfortable within itself after that period of time. We have no intention to build any more bedrooms. We prefer to grow by adding extra reasons why you should come and stay, such as fun and interesting activities. We try not to stay still and rest on any laurels. If you stop still, you're already behind the curve.

What are the most popular things to do at Gleneagles?

It's not the grand things you would expect. It's the simple things. Guests love to go on a walk into the glen with a gun dog or two and a picnic. It's all about getting back to nature and enjoying the countryside. Depending on the time of year, you end up coming back to fire places in the lobby or having drinks in our Century Bar with views of where you've just been walking.

We have people to take you fishing, people to teach you how to play golf, how to horse ride, how to zip wire or use a compass to go orienteering, or learn about whisky. All of these people are just talking about their hobbies! You get that natural warmth and enthusiasm from people who really care about a subject. They are all highly skilled individuals who have often represented Scotland

or been professional in their sport. So, if you want to learn the technicalities and really explore how far you can push it, you can.

Is there a single most important factor that makes a hotel great?

It's certainly the people. And it also has to link to the sense of place. We're very lucky that lots of our team here are from Scotland. Others have chosen to move here. There's a huge amount of pride in the region and a huge amount of storytelling that we give customers. The easy part of the investment is refurbishing the rooms and having great food and drink, but it's the team that we have that delivers it in our special way. That makes the difference. Ian Crawford, our doorman or 'linksman', is a local. I hear him talking to customers every single day about the countryside he loves. He's forever telling people what to look out for or who to ask around the estate. He cares deeply.

Are you a cutting edge hotel grounded in a heritage genre?

We're a beautiful old building in a lovely setting in Scotland, with a long history and culture, but we deliver it in a very relevant way for today's customers. For example, every year we host guest chefs, and we add pop ups or change concepts.

During Covid there was a period in Scotland where you couldn't drink alcohol indoors, so we created a pop up pub on the lawn and a seafood shack that spilled out onto seats and deckchairs. We also had our little tuck shop serving ice cream and slushies for kids. It was very popular, and so this year we're going to create a pop up journey through Italy going inland from the Amalfi Coast with Aperol spritzes and arancinis.

There will be outdoor bbqs, pizza ovens, and a big decorated stretch tent. Last year we had hundreds of people sitting on the lawns, having drinks and food and enjoying the Scottish summer. Guests have told me they used

to have signs saying 'Keep off the grass,' like a stately home. I feel passionately that Gleneagles was originally built as a glorious playground, taking people out of the big cities to try new cocktails, to come dancing, to have great meals, to golf and fish and all those activities that we still do. We've come full circle with people relaxing on the lawn with Aperols and blankets.

Is Scottish heritage important to your guests?

They like to discover Scottish heritage for themselves, so we try to weave it into the story of why we do things without plastering it everywhere. We've worked with a local distillery to make a Gleneagles whisky that you can try in our bars and take away with you. We created a very interactive 14-seat whisky experience in a little enchanted forest. Guests can go there before or after dinner for a whisky flight! We take people out to the Scottish countryside. We're very keen to reveal our sense of place and highlight our local community. We want our customers to go out and explore Perthshire and beyond.

How is Gleneagles expanding?

Gleneagles Townhouse is opening in April, 2022. It will be a 33-bedroomed, small townhouse boutique hotel in Edinburgh in the former site of the British Linen Bank in St Andrew's Square. It's a first step off the Perthshire estate for us. And because it's in a city, it has a slightly more contemporary take on Gleneagles' values and culture. We've shifted our tone of voice—the way we use our brand—to be a little bit more sharp, and offer a younger take on the Gleneagles experience. It will compliment well as a lot of people discover Edinburgh first when they come to Scotland. We expect guests will spend a couple of days at the Townhouse and then come to the estate in Perthshire.

The Townhouse has a private members club within the fabric of the building, but it's not all about exclusivity. On the ground floor we're giving Edinburgh a great restaurant called The Spence (the Scottish word for a larder in a house). We want it to have the buzzy energy that so many of those great dining rooms have such as The Wolseley in London and Balthazars in New York. It's in a beautiful former banking hall for all people at all times of the day.

Gleneagles' managing director, Conor O'Leary



➤ gleneagles.com