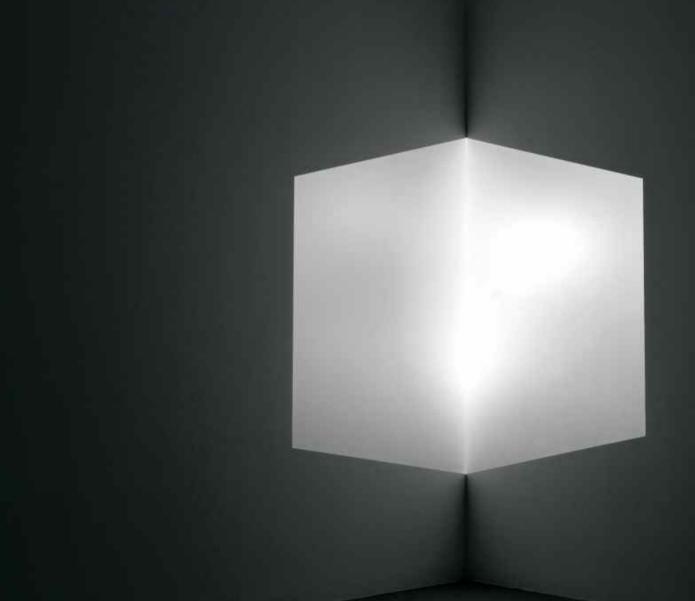
# COULECTION autumn - winter 2014





collect N°14 dorchester collection...

Bear witness to the ways Dorchester Collection's iconic properties express their celebrated cultural contexts and engage with local creative talent. This is what we delve into here in these pages across London, Ascot, Paris, Geneva, Milan, Rome, Beverly Hills and Los Angeles, with Hotel Eden in Rome having joined Dorchester Collection this year. All of these are truly exciting destinations, and Dorchester Collection hotels act as concentrated focal points in these epicentres of culture, like small communities, that become enriched with every event and every guest they welcome.

Yaffa Assouline



collect N°14 dorchester collection... 05

### Christopher Cowdray

Chief Executive Officer of Dorchester Collection

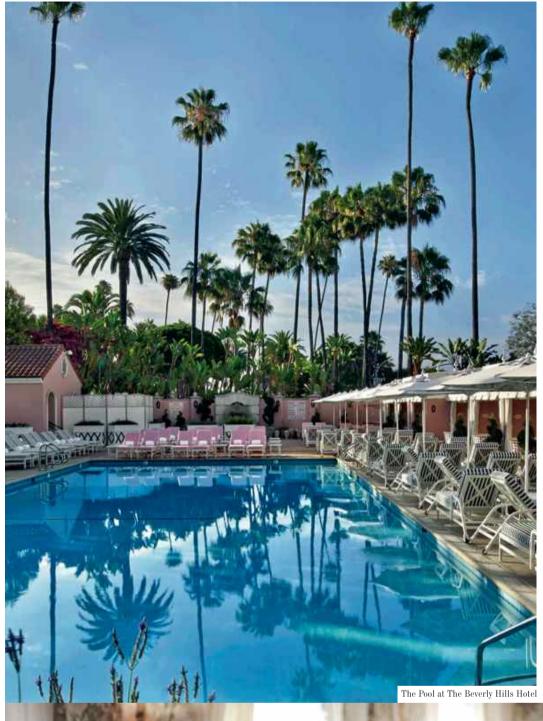
When I joined Dorchester Collection, we were five hotels, which all operated individually. Today, we are focused on Dorchester Collection as one entity, having evolved from being a group to becoming a collection. The challenge has been to find the right properties to fit into our portfolio; they must be 'trophy hotels' that provide a perfect setting for the high-level quality products, personal services and memorable guest experiences that remain constant throughout Dorchester Collection.

Our latest addition, the 121-room Hotel Eden, suits such criteria flawlessly; its landmark status, heritage and individuality complement the style and locations of our other nine hotels in the UK, France, Switzerland, Italy and the US. It is one of the world's most majestic and iconic hotels in a truly superb setting. Overlooking the seven hills of the Eternal City, this presence in Rome, one of the major epicentres of classicism, creates synergies with our Hotel Principe di Savoia in Milan. We are delighted to welcome Hotel Eden's employees into the Dorchester Collection family.

This 'family' not only has cohesion but also heritage and an exciting future. Hôtel Plaza Athénée celebrated a century this year in Paris, with a glamorous party held at the hotel in April. It embarks on an extensive expansion programme as, over the past several years, Hôtel Plaza Athénée has had the opportunity to purchase three buildings surrounding the hotel, including a townhouse to its right on 29 avenue Montaigne, a townhouse on rue Clément Marot, and the building where Le Relais Plaza is located. Despite every effort to maintain the hotel's activity during this period, we have resolved to close it in order to preserve the guests' comfort and convenience whilst the developments take place. Hôtel Plaza Athénée,

# A WORD from

dorchester collection... collect N°14



06

scheduled to reopen mid-2014, will be ready to embrace its next century.

Following its own 100-year celebrations in 2012, The Beverly Hills Hotel, also at that time, embarked on a four-stage restoration programme that began with the lobby; today, loyal guests will be delighted to discover that the iconic Polo Lounge, poolside and cabana environments have been tastefully revived.

Given the long-standing success of the globally renowned chef Alain Ducasse present at two of our hotels, Alain Ducasse at The Dorchester and Alain Ducasse au Plaza Athénée, it was a natural choice to extend his talent into the kitchens of Le Meurice, where he has been overseeing the entirety of the culinary operations since September. Dorchester Collection seeks to align itself with the very finest and most prestigious global partners; we are delighted to have his talent on board, one that I would venture to say is making history in the tradition of the culinary arts.

On the sweeter side of the culinary arts, in this edition of Collect, we have devoted a few pages to the ritual of afternoon tea. For a pleasant respite between outings, a business meeting or for taking time with family and friends to enjoy the creations made by our pastry chefs, tea is a traditional ritual that we like to keep contemporary. For example, there are themed teas connected to the arts including the annual Mad Hatter's Tea Party with students of the English National Ballet School dressed as characters from Lewis Carroll's story Alice in Wonderland as well as the opportunity to take tea within the Salvador Dali-inspired interiors



collect N°14 dorchester collection...

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of Le Meurice. These highlight the way in which Dorchester Collection blends the arts and the 'arts de vivre' within all of the hotels' activities.

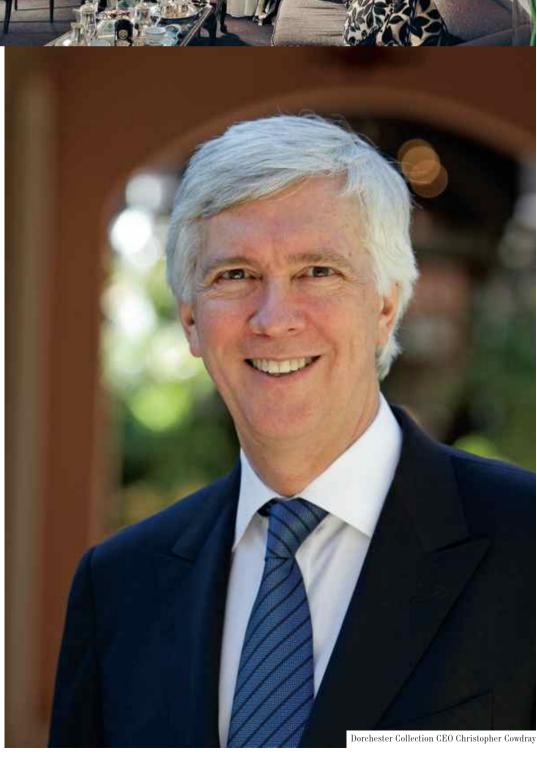
The fine line between the arts and the 'arts de vivre' is witnessed not only in the culinary arts, but also in fashion, with the Dorchester Collection Fashion Prize now in its fourth successful year, and in the contemporary arts, with the Meurice Prize for contemporary art in its sixth year. We gain several insider perspectives on this latter prize on page 70, in which we hear from winning gallerists and artists as well as jury member and Le Meurice general manager Franka Holtmann.

Now that Hotel Eden in Rome is included in Dorchester Collection, we look forward to engaging even more with the cultural life of contemporary Italy. As Dorchester Collection grows, it is somewhat counter-intuitive to consider that in its growth, the Collection does not become dispersed but confirmed in its identity, with the single goal of becoming more cohesive, articulated and generally a greater whole.  $\kappa$ 

bloistopher boundan

) Dorchester Collection

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Two of the most impressive yachts in the Burgess charter fleet will be available in the Caribbean this winter 2013/14.



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AARON YOUNG PARIS 2013 THE FINEST GARMENT FOR MEN IN THE WORLD

## ) ( Dorchester Collection

### The Dorchester









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At the centre of London society since it opened in 1931, now over 80 years ago, The Dorchester is set in the heart of Mayfair opposite Hyde Park. The landmark 1930s art deco exterior houses a stunning Ballroom reception area as well as 250 rooms and suites, including 22 newly refurbished suites, all tastefully designed with classic English interiors. The award-winning Dorchester Spa is one of the city's ultra-glamorous pampering destinations. Its restaurants and bars also rank among the city's best and include The Promenade, The Grill, China Tang, and the three Michelin-starred Alain Ducasse at The Dorchester.

Situated majestically on 12 acres of lush tropical gardens, The Beverly Hills Hotel has been affectionately nicknamed 'The Pink Palace' by those who cherish its charm. In 2012, the hotel celebrated its centenary, at the same time embarking on a fourstage restoration programme. Celebrities, royalty, and world leaders enjoy its attentive service within its luxurious rooms and hide-away bungalows, including two ultra-luxurious Presidential Bungalows. The sumptuous resort feeling is enhanced by the Polo Lounge Bar and Restaurant, Bar Nineteen12, the Spa by La Prairie, and the famous pool and cabanas. Here. the stars come out to play.

Overlooking the beautiful Tuileries Garden, Le Meurice stands majestically in the most stylish neighbourhood of Paris, with many of the world's best-loved sights just a short stroll away. Its rooms. decorated in Louis XVI style, as well as its Spa Valmont. offer calm and luxury in a space where history and the latest fashion trends mingle perfectly. Both offering refined cuisine. Restaurant le Meurice under the direction of Alain Ducasse claims three Michelin-stars while the stunning, hand-painted ceiling of Restaurant Le Dalì, named after the hotel's famous regular Salvador Dalì, sets the tone for a heightened experience of excellence.

In 2013, Hôtel Plaza Athénée celebrates 100 years as a vibrant icon, the place where fashion, business and celebrity crowds meet, altogether creating a dynamic energy that is second to none. Surrounded by the fantastic shopping opportunities along avenue Montaigne, the true heart of Hôtel Plaza Athénée is its peaceful Cour Jardin. around which are arrayed its stylish rooms and suites, many with stunning views of the Eiffel Tower. In September 2013, it closed its doors to undergo an extensive restoration programme, re-openning mid-2014 and preparing this legendary Parisian institution for another 100 years ahead.

This is the true spirit of Milan, an exceptional experience of hospitality, comfort, style and tradition. Dominating Piazza della Repubblica as a landmark neo-classical building, Hotel Principe di Savoia has been the home to international travellers and cosmopolitan society since the 1920s. Discover the newly refurbished rooms and suites, or sip a cocktail at the Principe Bar, spoil yourself with the impeccable cuisine of executive chef Fabrizio Cadei in the five-star Acanto Restaurant, and immerse yourself in a world of wellbeing at the Club 10 Fitness and Beauty Center.

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Email: reservations.BHH@dorchestercollection.com

Website: beverlyhillshotel.com Le Meurice 228, Rue de Rivoli 75001 Paris

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Website: lemeurice.com

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### COWORTH · PARK









Undertaken with great care to retain its intimate charm and celebrated character, iconic Hotel Bel-Air reopened in October 2011. The extensive refurbishments offer a new La Prairie Spa and 103 guestrooms and suites, including 12 that are built into the hillside to provide sweeping canyon views. Furthermore, master chef Wolfgang Puck joined the hotel, to share his world renowned take on contemporary California cuisine. With an illustrious history as a discreet hideaway for the rich and famous, Hotel Bel-Air harks back to the timeless elegance of 1950s Hollywood as a truly living classic.



Coworth Park opened in September 2010 and is Dorchester Collection's 70bedroom country house hotel and spa that rewrites the rules. Set within 240 acres of picturesque Berkshire parkland, Coworth Park integrates extensive renewable and energy-efficient facilities; it is also the only hotel within the UK with its own two polo fields. Other features include an Equestrian Centre, ecoluxury Spa at Coworth Park and various dining offerings. The jewel in the crown of Coworth Park's 16 suites is The Dower House, a threebedroom private house that originates from 1775.



Opened in September 2011 in the heart of London's Mayfair, 45 Park Lane hosts 45 rooms, including suites all with a view of Hyde Park, and a top floor Penthouse Suite with panoramic views of London. Designed by renowned architect and designer Thierry Despont, 45 Park Lane features art throughout by British contemporary artists such as Damien Hirst, Sir Peter Blake and Brendan Neiland. Steps away from The Dorchester, 45 Park Lane is dynamic in spirit with private dining in the Media Room, Library, Bar 45, and CUT at 45 Park Lane, Wolfgang Puck's first European outpost overseen by executive chef David McIntyre.



Le Richemond is located in the heart of Geneva near the business centre, landmarks, museums and galleries. The terrace views of Brunswick Gardens, Lake Geneva, the Jet d'Eau, and towards the mountains beyond, set the tone for urbane yet understated sophistication. Hosting some of the best corporate meeting rooms and event spaces in Geneva, business turns to pleasure in the spa's sleek bamboo and mosaic interior, at the European restaurant Le Jardin, or at Le Bar where live music fills the air. Renovations starting in 2013 will further refine this Geneva landmark.





The latest addition to Dorchester Collection, joining September 2013, Hotel Eden overlooks the Seven Hills of Rome. It offers particularly stunning views from its sixthfloor Terrace Garden spanning St. Peter's Dome all the way to the Vittoriano Monument. Originally built in 1834, it is ideally located between the Spanish Steps and Via Veneto. Hotel Eden is one of Rome's most celebrated hotels, popular amongst royalty, heads of states and celebrities, with the hotel's restaurant, La Terrazza dell'Eden, awarded a Michelin star in November 2012 under the helm of executive chef Fabio Ciervo.

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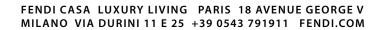
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T. +39 06 478 121 F. + 39 06 482 1584

Email: reservations.HER@ dorchestercollection.com

Website: edenroma.com









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This edition is in honour of our friend  $\it Michel~Assouline$ 

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Cover: Afrum (White), 1966, by artist James Turrell. Cross Corner Projection. © James Turrell; Photo © 2013 Museum Associates/LACMA.

 $i\ love\ shopping...$  collect  $N^{\circ}14$ 



The extravagant universe of designer Vincent Darré is encapsulated in his Parisian boutique, Maison Darré, located just steps from Le Meurice in Paris.

Te is sometimes referred to in France as Ta 'baroque dandy' and can be spotted around town wearing a bow tie, and with a charming glint in his eye. Yet this moniker fails to capture the Surrealist sense of freshness, humour and play in the interior design approach of Vincent Darré. He started his career in fashion, having worked at Prada, at Fendi under Karl Lagerfeld and at the helm of Ungaro once upon a time. But in a swift shift he turned to design, and in his own Dadaist vernacular. He has designed club interiors such as Le Montana in Paris and Le Baron in New York as well as the interiors of the homes of his tight Parisian inner circle. Here he offers a glimpse into the likes of his rather classic personal effects.



www.mais on darre.com



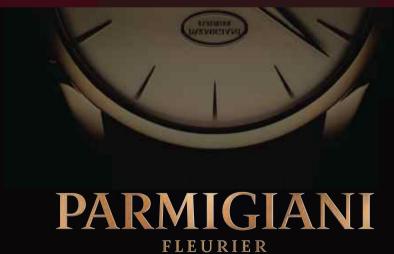






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# Robyn Lea / Milan

Both a photography book and a luxury object in itself, *Milan:*Discovering Food, Fashion and Family in a Private City by photographer Robyn Lea offers rare glimpses into a rather subtly seductive city.

 ${
m F}$  rom her native Australia, Robyn Lea moved to Milan at the correction Milan at the age of 18 to pursue her dream of becoming a photographer. "When I arrived I found the city grey, private and utterly impenetrable. At the time. I did not realise that Milan's creative heart could be found tucked away in courtyards, behind gated streetscapes, and inside buildings with nondescript facades," she recounts. Over the years her photographs, contacts and snippets of information became a book, also available in a limited edition version printed and bound by the finest artisans in Italy. Inside are recipes, images of iconic gowns and historic jewellery as well as portraits of Barnaba Fornasetti, Carla Sozzani and others in their private spaces and studios. Here we seek some of her city secrets.

Clockwise from top:
Robyn Lea with her
camera; Gianfranco
Ferré gown in
Milan; page views
regarding
Barnaba Fornasetti
(right) and Alberta
Ferretti fashion
(left): a portrait of

Rossana Orlandi.





### What do you love most about Milan?

I love the infinite tapestry of artistic disciplines. One of its most wonderful aspects is that much of the best is tucked away and requires determined discovery. Challenging but very satisfying.

Which are your favourite private galleries?

Galleria Patricia Armocida (Via Lattanzio, 77, T. +39 02 3651 9304), owned by the passionate, energetic and driven Patricia, and Studio Visconti (Corso Monforte, 23, T. +39 02 795251). It is set in the historic Palazzo Cicogna, once the studio of sculptor and painter Lucio Fontana.

### Which are your favourite shops?

I adore Antonio Marras's Nonostante Marras (Via Cola di Rienzo, 8, T. +39 02 7628 0991) and the Luisa Beccaria boutique (Via M. Formentini, 1, T. +39 02 801417). For jewellery, Donatella Pellini (Via Morigi, 9, T. +39 02 7201 0213). I love Fornasetti's handcrafted furniture, hiding in its magical boutique (Corso G. Matteotti, 1/A, T. +39 02 8965 8040), furniture by Bokja at Rossana Orlandi (Via Matteo Bandello, 14-16, T. +39 02 4674471) and gifts at the 'Design Supermarket' of La Rinascente (Piazza del Duomo, 3, T. +39 02 88521).

A memory related to Hotel Principe di Savoia? Last year, I spent a night there after a photo shoot. I ate the most exquisite pasta dish at Acanto Res-

I ate the most exquisite pasta dish at Acanto Restaurant (Piazza della Repubblica, 17, T. +39 02 6230 2026) after an aperitivo in the Principe Bar.

### Where do you go in Milan to rejuvenate?

The walled garden of Villa Necchi Campiglio (Via Wolfango Amedeo Mozart, 14, T. +39 02 7634 0121), also a museum by appointment only.

www.themilanbook.com

For more on Milan, visit *luxuryculture.com*, the web's first high-gloss window into the world of luxury.







# RICHARD MILLE



rendez-vous with... collect N°14

# Patrick Lifshitz / Paris

Most would not think to marry the hard style of rock n' roll with the soft sensations of cashmere but Patrick Lifshitz, founder of Hobbs Cashmere as well as his eponymous brand, has made a success of such contrasts.

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20

A scarves have a reputation of being stuck in the realm of staid attire but the Parisian Patrick Lifshitz, pictured below, has been shattering this reputation for over 30 years. Hobbs Cashmere has three retail stores in Paris, selling understated wares as well as playful, printed items that immediately fetch attention. In 1984, the likes of Mickey and Snoopy appeared on conservative cashmere; later, the iconic visages of Mao Zedung and Che Guevara. For many of the prints, Patrick Lifshitz has exclusive copyrights. In 2010, a limited edition of 100 examples of cashmere pullovers, featuring John Lennon's sketched self-portrait and handwritten lyrics to the song 'Imagine', commemorated the 30 years of Lennon's death by permission of his widow, Yoko Ono. Iconic images from the careers of The Beatles, The Rolling Stones and The Sex Pistols continue such a range of vintage rock n'roll glamour, yet with a soft side.

Yashmere cardigans, pullovers, shawls and

In addition to Hobbs Cashmere, the Patrick Lifshitz brand is distributed internationally, with a standalone shop planned to open in London to offer a new line of printed cashmere pullovers and shawls. "They are essential," remarks Patrick Lifshitz, "because even if you fly first class no one will ever give you a cashmere shawl...with a twist!"

www.hobbscashmere.com



For more on Paris, visit *luxuryculture.com*, the web's first high-gloss window into the world of luxury.

# BUCHERER A PASSION FOR WATCHES



# **BUCHERER**

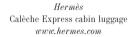
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Lavallière button-down shirt www.lavalliereparis.com



# $\underset{\textit{Kyoko Shimada}}{Selected}\,By$

This young Franco-Japanese designer launched a label of equestrian-inspired fashion and accessories. We highlight her sophisticated, understated items of style.

t is the French word for an ascot tie, yet  $oldsymbol{1}$  Kyoko Shimada has taken the French name for this accessory, as well as the stately sport of horseback riding, as old-world inspirations for her new Parisian brand called Lavallière. Kyoko Shimada walks in her mother's footsteps: Junko Shimada was one of the most prolific designers of the Japanese wave that became an integral part of the 1980s Parisian fashion scene; she is still designing today. With a fresh and modern tempo, which can be seen in the brand's colourful riding outfits, Lavallière also includes a fine selection of boots and blazers. Several show jumpers competing across the European and American circuit are already sporting many of Lavallière's accoutrements.



www.lavalliereparis.com

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24 city guide... collect N°14



# Carol Hatton / London & Ascot

Combining Swiss technology with nutricosmetics, Carol Joy London harnesses the powerful benefits of Golden Millet Oil across its product range. These elixirs are the result of a passionate quest by Carol Hatton, who seeks an innovative approach to beauty.

> hen The Dorchester Spa reopened after its 2009 refurbishment, Carol Joy London products launched in tandem. When Coworth Park opened in Ascot a year later, Carol Joy London was at home there, too. "After receiving top treatments all over the world," recounts founder Carol Hatton, "I always felt something was missing. I thought of starting my own brand and travelled all over the world; finally, in Switzerland, I found the ingredient that is the core of our brand, Golden Millet Oil." Carol was introduced to a team of Swiss scientists who had been working for 12 years to find a natural method to extract Golden Millet Oil from its seed. Rich in essential fatty and amino acids, the oil yields stellar results for repairing and strengthening the skin, also revitalising hair growth. It is also a food supplement, working in synergy to deliver beauty from the inside out. This smart approach lends The Dorchester Spa and The Spa at

### What do you love most about London?

I love how it captures you with its vitality. You get caught up in the buzz as soon as you arrive. Yet still, it holds its traditions, style and culture.

Which are your favourite shops in London? Being a lady of tradition, Harrods (87-135 Brompton Road, SW1, T. +44 20 7730 1234).

### Where do you go in London to rejuvenate?

My daughter and I have a little secret from the rest of the family. When things get a bit stressful we sneak off, book into The Dorchester, change into a comfy tracksuit, order room service from China Tang (Park Lane, W1, T. +44 20 7629 9988), slip into the cosiest beds in town and pop on a movie. Truly the most relaxing night possible...

### What is your favourite part of The Dorchester?

I obviously have a soft spot for The Dorchester Spa. The proudest moment in my business career was launching Carol Joy London there. I had the pleasure of watching it grow from a new niche brand to creating The Dorchester Spa's signature facial. And, we launched a hair salon this year. The Dorchester truly is the home of Carol Joy.

- -

### Where do you go in Ascot to relax?

I always get dragged to Sunningdale Golf Club (Ridgemount Road, Berkshire, T. +44 13 4462 1681) by my golf-crazy family! However, sitting on the terrace looking out at the stunning view with a Pimms in hand is a truly perfect moment.

### Which are your favourite shops in Ascot?

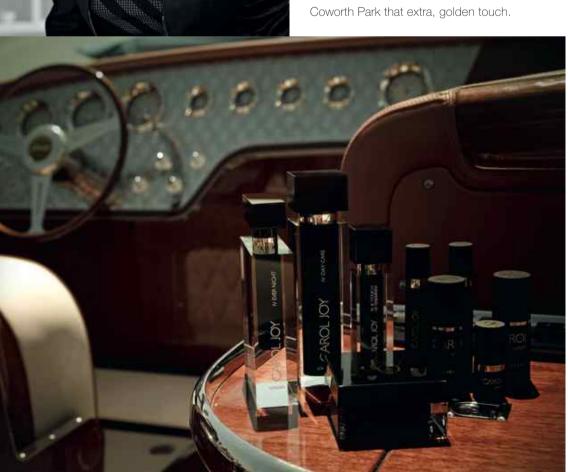
Grace Boutique (4 Hermitage Parade, Ascot, Berkshire, T. +44 13 4463 8600).

### What is your favourite part of Coworth Park?

Sitting in the Spatisserie with a cup of tea looking out onto the meadows of flowers, with Polo being played in the background.

The Dorchester Spa, T. +44 (0) 20 7319 7109 The Spa at Coworth Park, T. +44 (0) 13 4 75 6756

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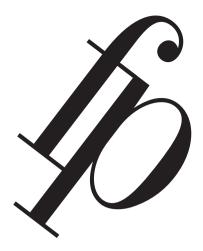
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Bold forms, colour statements and strong lines with daring definition, going graphic is the best way to beat the winter blues.

Graphic



30 fashion... collect N°14



### Dorchester Collection Fashion Prize

With a new international format, Dorchester Collection Fashion Prize steps boldly into its fourth year running. Four finalists vie for the endowment of  $\mathfrak{L}25,000$  as well as an added element this year in line with the prize's goal of helping build nascent careers: the prospect of one-to-one mentoring from a selection of the high-profile judges.

Since winning the 2012 Dorchester Collection
Fashion Prize, we've had a huge amount of media attention," recounts Annelie Augustin who, with partner Odelie Teboul of Augustin Teboul, presented an all-black palette of womenswear designs that seduced the panel of judges, convincing them of the brand's positive prospects. "This has been fantastic for promoting our brand."

The aim of the Dorchester Collection Fashion Prize is to encourage emerging international design talent that already has an established design business in operation for a minimum of two years and a maximum of five years. Applicants for the 2013 Dorchester Collection Fashion Prize had to be based in the UK, France, Italy, Switzerland or the US – countries where Dorchester Collection hotels are located. This reflects not only the worldwide interest that the prize has generated in the fashion industry so far but also underlines the intimate ties Dorchester Collection hotels have with the respective cities of their situation, the city's unique sense of fashion, context of culture, and distinctive style.

This international scale is also reflected in the selection of the 2013 roster of judges. In Paris, this includes jeweller Lorenz Bäumer, Musée des Arts Décoratifs chief curator Pamela Golbin and Kappauf, founder of magazine Citizen K; in the UK: the founder of Issa London Daniella Helayel, the executive fashion director of Tank Caroline Issa, milliner Stephen Jones, fashion designer Nicholas Oakwell, shoe designer Rupert Sanderson, and jeweller Stephen Webster; in Italy: Uomo Vogue journalist Fabia Di Drusco, designer Vivia Ferragamo, Guglielmo Miani, the president of Associazione di via Montenapoleone and the CEO of

Larusmiani, and stylist Margherita Perico. In the US, judges include journalist Derek Blasberg, Beverly Hills Neiman Marcus personal shopper Catherine Bloom, stylist Penny Lovell and designer Gelila Puck. Judges from Switzerland are photographer Frederic Aranda, *Edelweiss* editor-in-chief Laurence Desbordes and Jean-Pierre Greff, the director of HEAD (Haute École d'art et de Design).

The Dorchester Collection Fashion Prize winner is announced during a glamorous awards ceremony, with Laurent-Perrier as official champagne sponsor. The £25,000 endowment is clearly of interest to a young brand; it could establish growth in manufacturing or retail operations, for example. A new element to the prize for 2013 takes the benefits even further with the prospect of a one-toone mentoring programme established between the winner and a selection of the judges. This encourages engagement with resources that poise the winner for long-term success. Also new to this year's application process was the request for a one-minute video entry submission, inviting applicants to present their collection, inspiration and design philosophy. These small but important changes encourage designers not only to articulate the ideas behind their work but also help to shape their intentions for building a concrete business around these ideas.

The 2013 Dorchester Collection Fashion Prize finalists include Brazilian-born women's ready-to-wear designer Barbara Casasola, who studied fashion design at Central Saint Martins in London and later at Istituto Marangoni in Milan where she graduated first in her class in 2007. Barbara has already been shortlisted for Milano Unica's On-

Stage Project and selected for Milan Fashion week's Vogue Talents Corner. Finalists also include Fyodor Podgorny and Golan Frydman of women's ready-to-wear brand Fyodor Golan already showing two collections a year during London Fashion Week. Golan Frydman has previous experience working at Alexander McQueen, Richard Nicoll and Net-a-Porter while Fyodor Podgorny has worked at Issey Miyake and Raf Simons. Emilia Wickstead, with experience in the design studios of Giorgio Armani, Narciso Rodriguez and Proenza Schouler, claims a fast growing ready-to-wear line, which was shown for the first time at London Fashion Week in September 2011. She has collaborated with Manolo Blahnik since February 2012 and more recently Swarovski and, in 2013, Emilia was nominated for the Vogue Fashion Fund.

Lastly, the designs of Chinese-born, Londonbased designer and Central Saint Martins graduate Huishan Zhang blend eastern heritage and western influences. Whilst studying, he was handpicked by Delphine Arnault to work at Dior. London's V&A Museum selected his couture 'Dragon Dress' as a permanent piece in the T.T TSUI gallery - the first Chinese contemporary fashion designer to receive this honour. "Our aim is to continue to attract a high standard of talent," notes Christopher Cowdray, chief executive officer of Dorchester Collection. "It's been rewarding to follow the success of previous winners and finalists, knowing that the prize has helped them to make that next step to global success and recognition." Dorchester Collection Fashion Prize attracts the talents to watch for the future, or



# Art Galleries London ck Lane bear its own

While the walls of 45 Park Lane bear its own collection of contemporary art, a tour around Mayfair's private galleries gives further access to the world's leading artistic talent of today.

### BRANCOLINI GRIMALDI

Having opened in Florence in 2000, then a second space in Rome, and in London in 2011, Brancolini Grimaldi stands apart due to its focus on artists with an experimental approach to photography as a means of artistic expression. Its aim is to loosen photography from its conventions. Brancolini Grimaldi is the long-time representative of Italian photographer Massimo Vitali, and his renowned large-format photographs of expansive, populated beaches; in 2013, the gallery produced an edition of 180 portfolios, entitled 'Carousel', featuring 32 lithographic and silkscreen prints of electric, colour photographs by Miles Aldridge.

### DAVID ZWIRNER

Situated in a renovated 18th-century Georgian townhouse, a former bank as well as Helena Rubenstein's 1909 beauty clinic, David Zwirner's Mayfair outpost spans five floors, with the main exhibition spaces on three levels. The gallery's expansion into Europe, comes with a solid New York reputation and representation of 43 artists and estates. Founded in New York in 1993, to mark its 20th anniversary in 2013, the gallery opened a new space at 537 West 20th Street and is the first commercial gallery to receive LEED (Leadership in Energy and Environmental Design) certification.

### SKARSTEDT GALLERY

One of the smaller galleries to join the wave of international dealers opening in Mayfair, Skarstedt Gallery opened in London in 2012 with the inaugural exhibition 'Andy Warhol: The American Indian'. Founded in New York in 1994 by Swedish private dealer Per Skarstedt, the gallery's programme focuses on historical exhibitions by contemporary European and American artists of the late twentieth century. Skarstedt London continues with its historically researched exhibitions and publications, for which it is known, whilst also evolving. Cindy Sherman, Christopher Wool, John Baldassari and Georg Baselitz are just some of the names on Skarstedt's roster of talent.



BRANCOLINI GRIMALDI, 43-44 Albermarle Street, W1, T. +44 207 493 5721, www.brancolinigrimaldi.com



DAVID ZWIRNER, 24 Grafton Street London, W1, T.  $+44\ 203\ 538\ 3165,$  www.davidzwirner.com



SKARSTEDT GALLERY, 23 Old Bond Street, W1, T. +44 207 499 5200, www.skarstedt.com



HAUSER & WIRTH, 23 Savile Row, W1, T. +44 207 287 2300, www.hauserwirth.com



TIMOTHY TAYLOR GALLERY, 15 Carlos Place, W1, T. +44 20 7409 3344, www.timothytaylorgallery.com



PACE GALLERY, 6 Burlington Gardens, WI, T. +44 20 3206 7600, www.pacegallery.com



ORDOVAS, 25 Savile Row, W1, T. +44 20 7287 5013, www.ordovasart.com

### HAUSER & WIRTH

The Savile Row gallery is Hauser & Wirth's second permanent space in London, which furthermore joins two galleries in New York and the original gallery in Zurich, which opened in 1996. Hauser & Wirth is known for maintaining the old European model of fostering the relationship between artist, dealer and collector. As partner Iwan Wirth explained to The New York Times, "We work on the Swiss model, developing relationships with collectors slowly." The Mayfair space's 2010 inaugural exhibition, 'Louise Bourgeois: The Fabric Works' curated by Germano Celant, was critically acclaimed, appearing the same year of the artist's death and honouring the long-standing relationship of the artist and gallery.

### TIMOTHY TAYLOR GALLERY

A Mayfair native, Timothy Taylor Gallery was founded here in 1996, with the gallery relocating in 2003 to a larger space at 24 Dering Street. In October 2007, Timothy Taylor Gallery opened a new, greatly expanded space on Carlos Place, Mayfair, designed by Eric Parry Architects. Timothy Taylor Gallery represents more than twenty-five established and emerging artists – Kiki Smith, Alex Katz and Ron Arad, to name a few – and continues with a high-profile programme of exhibitions.

### PACE GALLERY

Founded in 1960 in Boston by Arne Glimcher, and today representing more than seventy artists and estates under the direction of his son Marc, Pace Gallery is a heavy hitter amongst international contemporary art galleries. It claims four locations in New York, one in Beijing and two in London: a small gallery in Soho and another in Mayfair, opened late 2011, is situated in what was once the Museum of Mankind, a nineteenth-century building that also houses the Royal Academy of Art. Executive director of Pace London Mollie Dent-Brocklehurst is well in-the-know, having come to Pace Gallery from the Garage Center for Contemporary Art in Moscow and, before that, the Gagosian Gallery in London.

### ORDOVAS

Pilar Ordovas started her own gallery after fifteen years building long-term relationships with eminent collectors, scholars and artists. Before two years as a director of Gagosian Gallery in London, she spent over thirteen years at Christie's, as international director and deputy chairman of post-war and contemporary art in Europe; she brought to auction Francis Bacon's 'Triptych 1974-1977', which sold for a record-breaking £26,340,500. 'Raw Truth', on show at her Mayfair space until December 1, 2013, stages paintings and etchings by Rembrandt, borrowed from The Rijksmuseum, in conversation with paintings by Frank Auerbach.



collect N°14 art de vivre...



Alain Ducasse

From September 2013, Le Meurice in Paris welcomes the formidable culinary talent of Alain Ducasse, who has already made an impact within Dorchester Collection at the three Michelin-starred restaurants at Hôtel Plaza Athénée in Paris and at The Dorchester in London.

He holds a full constellation of Michelin-stars across nine countries, and is the first chef to own restaurants with three Michelin-stars in three different cities.

In addition to Alain Ducasse at The Dorchester and Alain Ducasse au Plaza Athénée, which is temporarily closed until mid-2014, Alain Ducasse strengthens his culinary presence further within Dorchester Collection and within Paris at large by joining Le Meurice to oversee its kitchens. In his landmark, distinctive style of contemporary French haute cuisine, he draws a unique 'editorial' line across the gastronomic Restaurant le Meurice as well as Restaurant Le Dalí, where the spirit of the famed Surrealist artist – a one-time regular guest of the hotel – still very much holds court.

"I have the marvellous opportunity to offer contemporary French cuisine at Le Meurice," explains Alain Ducasse, in response to Hôtel Plaza Athénée's temporarily closure in September 2013 for extensive refurbishment. "My philosophy still remains the same: a cuisine that concentrates on the essential, with taste at its forefront."

Alain Ducasse focuses on the nature of the original product, continually seeking both simplicity and generosity. "I believe that the demand for quality will be greater and greater," he notes. His is a pure sort of cuisine, which turns the simple into the excellent while ardently respecting the rhythm of the seasons when the product is at its best.

In addition to the over 30 years of experience behind this talented chef, Alain Ducasse is an avid influencer as well as an acute businessman at the head of a mini-empire. Alain Ducasse manages more than 20 restaurants worldwide yet his vision of the profession places passion and transmission of knowledge at the forefront.

As an entrepreneur, he implements a modern economic model around his expertise, for its transfer to professionals and amateurs alike. His activities as book publisher, trainer, mentor and consultant help the chef, who has become a truly passionate leader, share his vast culture and curiosity with the world – and now, to the delectable delight of global 'gastronauts' and regular guests, even more concertedly within Le Meurice. x



When art initiatives dot cities with temporary or permanent outdoor installations, culture gets some fresh air. Some of these pieces are encountered unexpectedly, during a leisurely stroll in an unknown area; others are destinations in themselves that welcome adventurous discovery of a museum or garden grounds.

In Los Angeles, LACMA installed artist Michael Heizer's 'Levitated Mass' in 2011 onto its campus; it is a gradually descending slot over which is placed a 340-tonne granite megalith. Michael Govan, CEO of LACMA, describes it as "ultramodern" despite having "timeless, ancient overtones of cultures that moved monoliths, like the Egyptians, Syrians and Olmecs."

The site-specific installation at HangarBicocca in Milan, titled 'The Seven Heavenly Palaces' by German artist Anselm Kiefer and installed since 2004, features seven towers weighing 90 tonnes; they reference ancient Hebrew tracts and represent the ruins of the West after the Second World War.

Conceived specifically for the large public esplanade in the centre of Geneva, Plainpalais, Neon Parallax reunites nine light installation by Swiss and international artists. It is an ambitious public initiative, which incites urbanites to second-guess

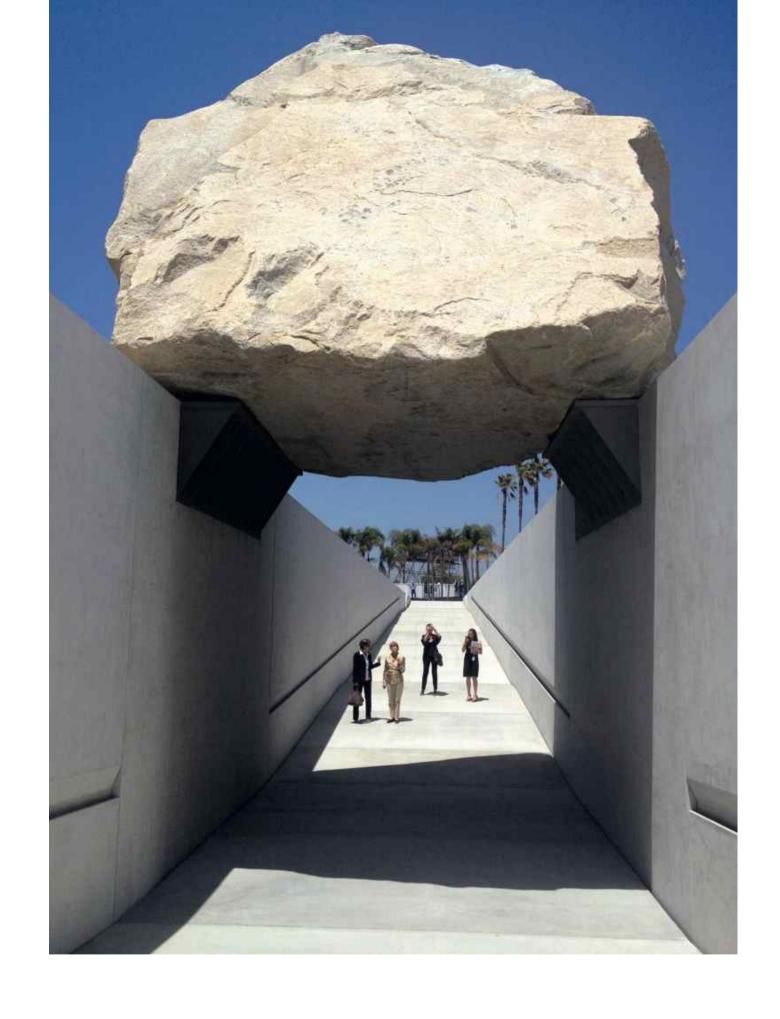
the border between advertising and art. In Rome, architects Massimiliano and Doriana Fuksas were inspired by child play for the 2013 refurbishment of the former 'Unione Militare', which includes La Lanterna, an undulating geometrical glass dome and lighting installation that cuts through the building to the rooftop restaurant, framing panoramic views of Basilica of Sant'Ambrogio and San Carlo al Corso.

The Serpentine Gallery, London, commissioned 'Rock on Top of Another Rock' by Swiss artists Fischli/Weiss, installed in Kensington Gardens; it evokes a sense of oscillation between stability and instability, construction and destruction. And, across the English Channel in Paris, sculpture takes a more classic, rigorously detailed form with the 'Gates of Hell' bronze within the walled gardens of Musée Rodin. The late 19th century sculptor's works are interwoven with colourful flora as points of meditation in the outdoors.

Art splashed onto the streets and in open urban spaces teases the predictable, everyday aesthetics of city living. More importantly, it underscores a democratic ideal that art is for everyone; and, the degree to which the experience of art in the urban environment changes profile, so measures a city's unique cultural dynamism.

# URBAN EXPLORATION

Across some of the world's major cultural capitals – London, Paris, Geneva, Milan, Rome and Los Angeles – the artistic experience is taken beyond traditional museum and gallery walls to be engaged, rather, where one least expects it.



# $Los\ Angeles$



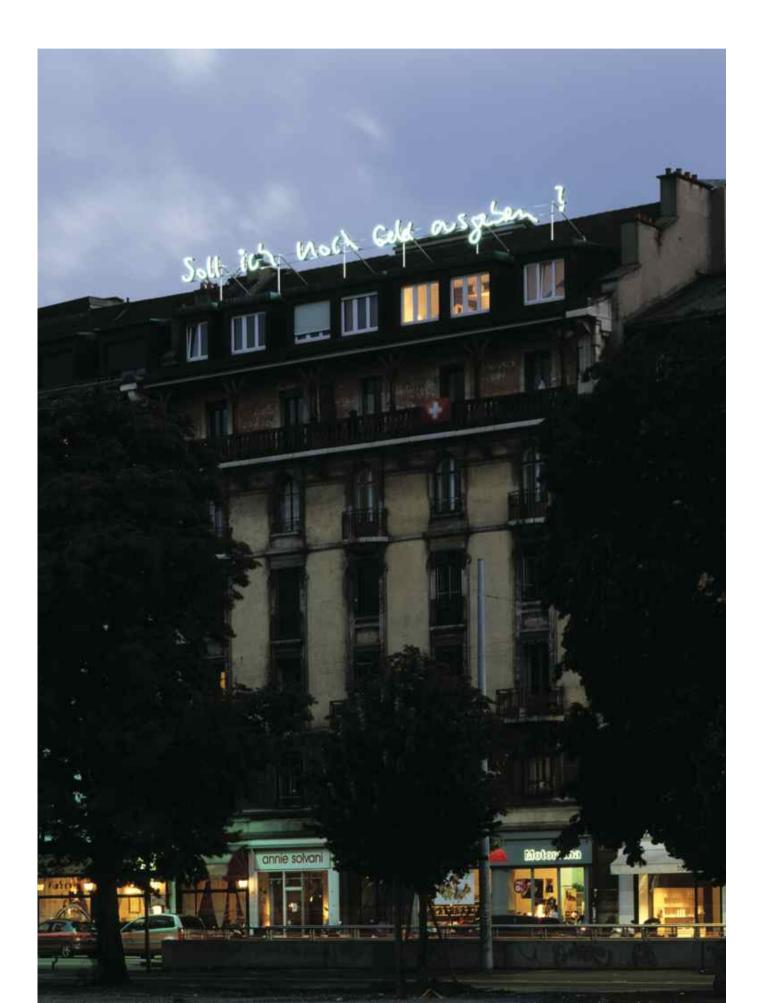
# Milan

Neon Parallax, What I Still Have To Take Care Of by Christian Jankowski.

Nine art installations, each remaining ten years. Plaine de Plainpalais, 1211 Geneva, T. +41 22 312 02 70

# Geneva

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# Rome



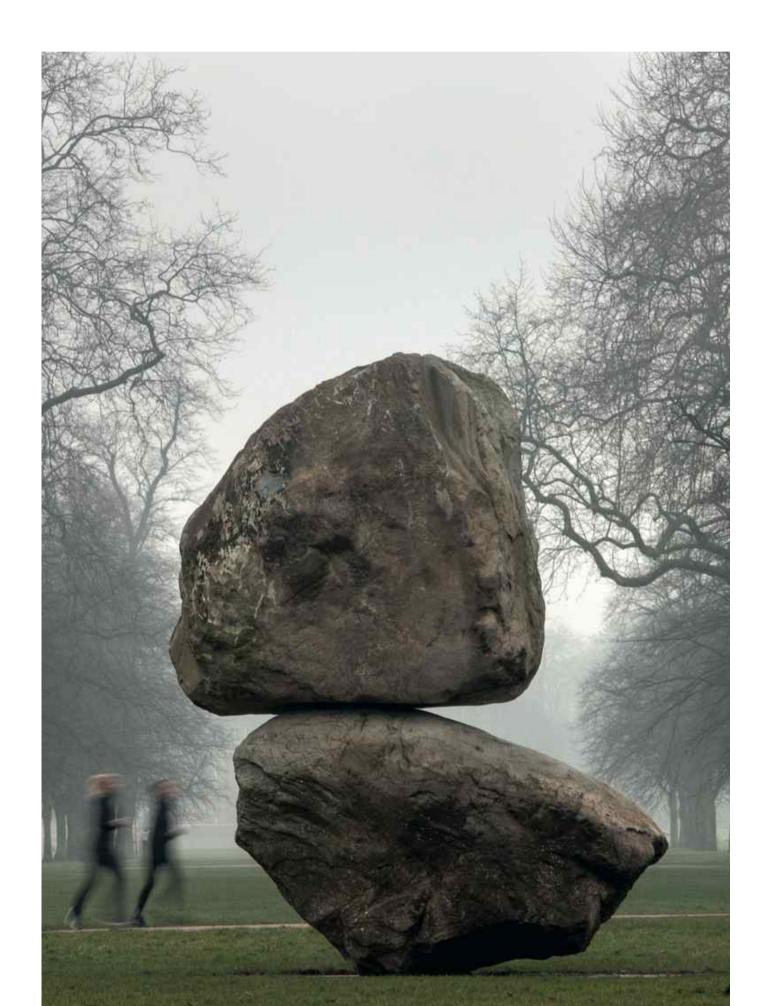


# Paris

art... 43

 $Serpentine\ Gallery\ commission\ in\ Kensington\ Gardens,\ Rock\ on\ Top\ of\ Another\ Rock\ by\ Fischli/Weiss.$  Until March 6, 2014. Kensington\ Gardens,\ London\ W2\ 2UH,\ T.\ +44\ 300\ 061\ 2000

## London





## A Collector's Perspective: Laurence Graff

Laurence Graff OBE, Chairman at Graff Diamonds, is one of the world's top art collectors, a passion he has nourished in tandem with his eponymous company for over 40 years.

The colourful walls of the London office of Graff Diamonds stand in fierce competition to many of the city's finest cultural institutions. They display just some of the impressive art collection belonging to the company's founder and chairman, Laurence Graff, often described as 'The King of Diamonds'. Behind the over 35 Graff stores worldwide lies a family business, a charity called For Africa's Children Every Time (FACET) and a business empire: Graff is controlling shareholder in South African Diamond Corporation (SAFDICO),

a diamond wholesaler and manufacturer based in Johannesburg. Graff diamonds are cut and polished in operations across Johannesburg, Antwerp, New York and Botswana, then handed over to designers and master craftsmen at the headquarters in London's Mayfair. One of the first artworks Mr. Graff purchased was a small Renoir in the late 1970s, which he kept in a safe amongst his diamonds. This exceptional businessman, with a love for beauty, has indeed mastered the art of collecting.

#### What, for you, defines a true 'collection'?

For me, collecting is very personal; it is about building and creating something that works as a whole. A collection should comprise pieces that have meaning and relevance. Collecting cannot be forced; I always trust my instincts and need to have a real love for any piece before I will consider acquiring it.

## What commonalities exist between jewellery and art?

Intense passion, exceptional skill and the appreciation of both flow and form are certainly attributes that are required whether you are creating a beautiful piece of jewellery, or a magnificent work of art.

#### Can you please tell of an encounter that sparked your interest in contemporary art?

The first contemporary artist who caught my attention was Warhol in the 1970s. I was collecting Impressionist art at the time and was invited to see Andy Warhol's 'Electric Chair' series on Madison Avenue in New York. Following this, I started researching the genre and this furthered my interest. My first purchase of contemporary art was Francis Bacon's 'Portrait of Lucien Freud', which I purchased in London for £700. I went onto acquire a

number of pieces from Warhol, including the icons 'Red Liz' and 'Lavender Marilyn'. From there, I moved on to Basquiat, then Ruscha and so on, building my collection into what it is today.

#### Can you please describe a moment when art or art collecting has inspired you at a certain moment in your extensive career?

A few years ago we cut and polished a truly magnificent stone, 'The Light of Letšeng', creating the largest round diamond in the world at 102.79cts. This incredible diamond needed a name, and it was the wife of artist Ed Ruscha who came up with the perfect answer: The Graff Constellation.

#### What is your most recent acquisition?

I have a passion for masterpieces. One such piece that recently became part of my collection is Roy Lichtenstein's 'Woman with Flowered Hat'. I had followed this painting for over 30 years. It connects two great artists from the Contemporary and Modernist worlds and is a spectacular piece.

#### In which city or region do you believe there is particularly exciting contemporary art being produced today?

Exciting contemporary art is produced all over the world. I have an extensive collection of contempo-

rary South African art; the large canvasses and unique sculptures of artist Lionel Smit are particularly interesting.

## What do you believe are the most important links between art and commerce?

An obvious link between art and commerce is the notion of investment; however, I don't believe that anyone should purchase a work of art, or indeed a diamond, solely with profit in mind. It is important to feel a passion for such items, to buy because you really love a piece. That certainly is, and has always been, my ethos.

## Can you please describe one of your favourite memories related to The Dorchester?

Absolutely. I have many happy memories from time spent at The Dorchester. I would often visit clients at the hotel with a briefcase full of Graff jewels.

www.graff diamonds.com

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 $collect \ \mathrm{N}^{\circ}14$ art & style...





T he choice of this one image encapsulates it all – the era, the glamour, and the original meaning of 'jet-set'. While the term 'jet-set' is rather ubiquitous these days, at one time it carried incredible appeal in a world in which cosmopolitanism was risky, and the preserve of only a few. It was not always the case that international travel was available to all; there was a period when it was the domain of an elite group of sophisticates who crossed the world's oceans and continents, and they did so in style.

With chapter titles such as 'Lady-Killing on the Côte d'Azur', 'The Golden Greeks', 'Let It Snow' and the 'Jet-Set White House', in his book, Swans: Legends of the Jet Society, author Nicholas Foulkes recounts the rise of jet travel in parallel with the colourful personalities of those who enjoyed it. "The spirit of the world that I have tried to capture in this book," Foulkes explains in the introduction, "is a world that was like a secret society, with a global membership of perhaps a few hundred people united by shared secrets, a society that talked in code and spoke of each other by first names and miraculously knew about whom they were all talking...They shopped in one country, ate in another, skied here, summered there, and knew by a mysterious sixth sense where they would all be at a certain time of year. It was a world of taste and culture, a world of elegance and beauty; it was the world of the jet set."

A period spanning from the late 1950s to the early 1970s marked an old-fashioned world adapting to the new jet age. It was a world in which the old aristocracy and nobility still had an enormous part to play: certain cultural values persisted and certain archetypes of behaviour were adhered to. Although the term 'jet set' was in circulation by the mid-1950s, it was only in 1957 that more people crossed the Atlantic by plane than by boat. In 1956, the majority of American visitors to Europe would have arrived by one of the great ocean liners. As Elsa Maxwell, the veteran socialite and columnist, phrased it in one of her writings from the time: "Socially speaking, this is not the space age; it's the pace age. Space, in terms of miles or kilometres, is passé. Distances have telescoped, and today the genuine social celebrity must think internationally. The rich have always travelled from one marble palace to another - but now everyone goes everywhere. Just being in the right place at the right time often enough can in itself amount to an entrée, of sorts, to international society. American socialites, and climbers, are now as much at home in Venice, Rome and Paris..."

Travel still evokes a sense of luxury and power, and to understand the social roots of why this is so, let Nicholas Foulkes tell the tale.  $\kappa$ 

Swans: Legends of the Jet Society by Nicholas Foulkes.
Published by Assouline.
Buy online: www.assouline.com

### Swans

British society author Nicholas Foulkes provides captivating insight into the historical heritage of travelling in international style in the book Swans: Legends of the Jet Society, published by Assouline this year.



Aten Reign, 2013 © James Turrell. Installation view photo: David Heald © Solomon R. Guggenheim Foundation, New York.

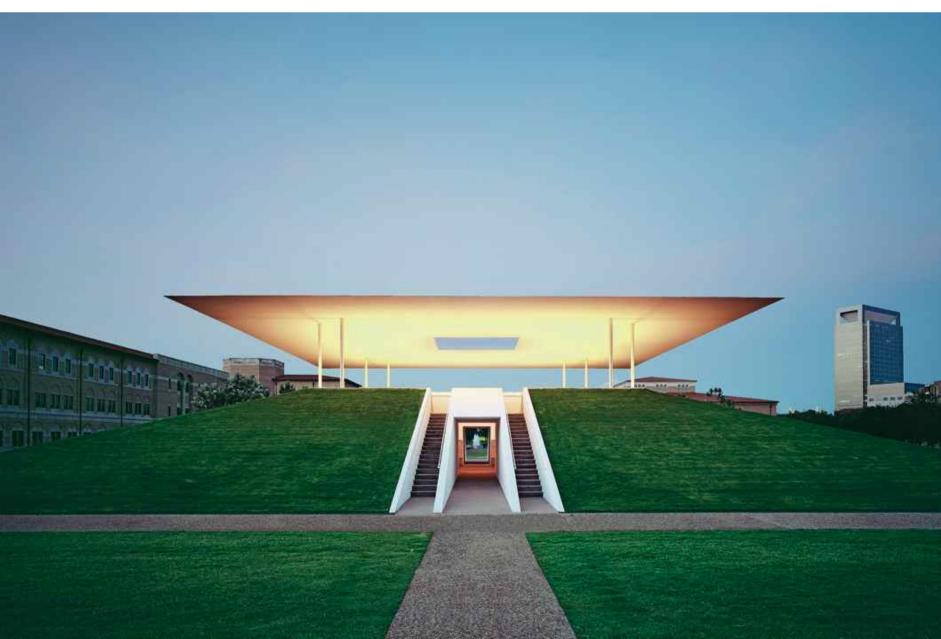


## James Turrell

The stunning, large-scale light installations of American artist James
Turrell are honoured across three simultaneous and complementary
exhibitions in 2013, including a major retrospective at the Los Angeles
County Museum of Art (LACMA) that carries into April 2014.

"I use light as a material to work the medium of perception, basically the work really has no object because perception is the object. And there is no image because I am not interested in associative thought."

James Turrell





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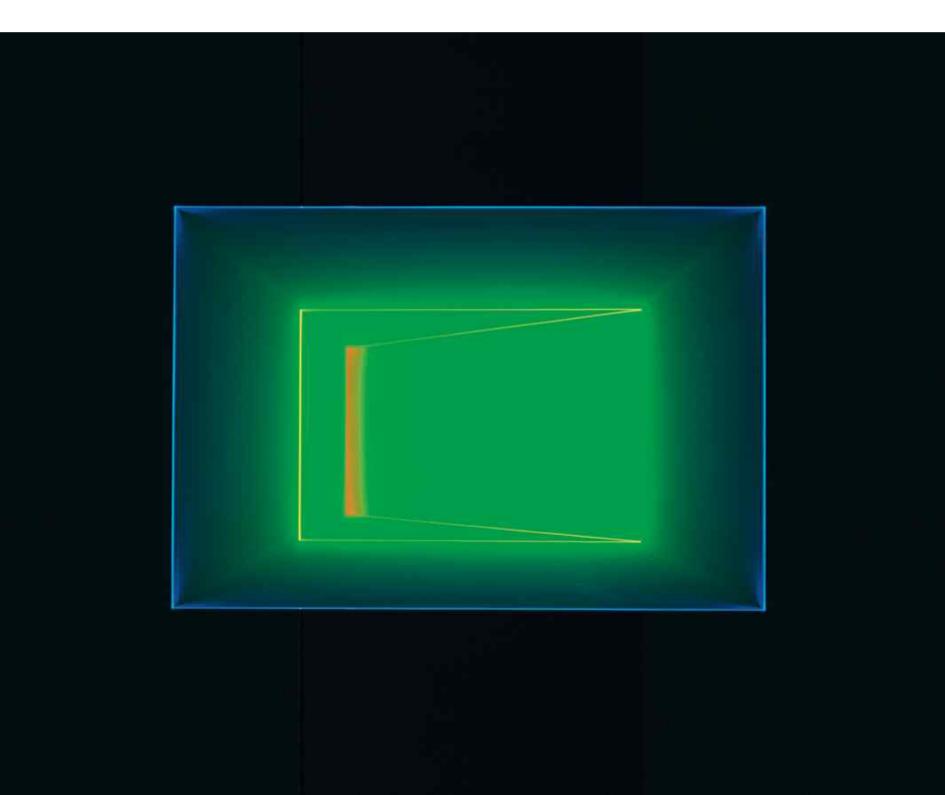
In contemporary art, where originality rather than craft seems to be king, James Turrell is not only a true original but also a stellar craftsman of light. His art practice focuses on the viewers' perception, the experience of seeing shapes, shadows and dimension; his medium is the interplay of light and space. Viewing his work demands time as well as the choice to be present to the experience of viewing it. Many adore his work for its spiritual, philosophical as well as mathematical dimensions; others, for its beautiful and soothing simplicity.

Nine light installations representing five decades of Turrell's career are permanently showcased at the James Turrell Museum of the Hess Art Collection in Colomé (Salta Province), Argentina. The museum, the only one worldwide dedicated specifically to the work of James Turrell based on a plan created by Turrell himself, opened in 2009

with the support of one of his long-time collectors Donald Hess. "It's beautiful when someone realises such an idea in such a secluded place, away from the tourist routes of the art world. It is exactly the type of place that I like," James Turrell has said of the museum.

In another open space, Turrell has been intriguing the art elite for decades with his masterwork in process, Roden Crater, which was begun in 1979 and is not yet open to the public. It is a site-specific intervention into the landscape, a natural cinder cone crater located outside of Flagstaff, Arizona, that is being turned into a massive nakedeye observatory.

For those with no intention to visit Argentina or Arizona in the near future, 2013 is the ideal year to see the work of James Turrell in key enclosed



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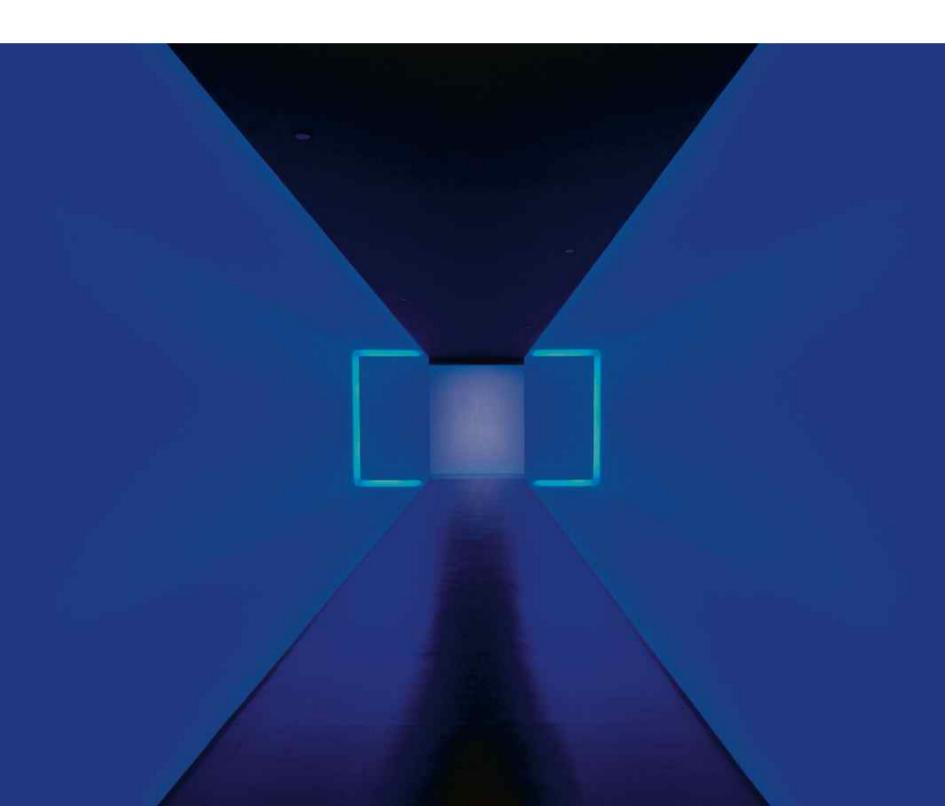
urban spaces; in fact, he is most well-known for this type for work, in which he encloses the viewer in order to control their perception of light, sometimes referred to as 'perceptual environments'.

In May and June 2013, the Los Angeles County Museum of Art (LACMA), the Museum of Fine Arts, Houston (MFAH), and the Solomon R. Guggenheim Museum in New York concurrently opened three independently curated exhibitions highlighting the achievements of James Turrell: a retrospective in Los Angeles, work from the extensive permanent collection and commissions in Houston and a monumental site-specific installation in New York, which closed in September. The LACMA retrospective, however, runs into 2014 and presents one of the most complete overviews of his career to date. A section is devoted to Roden Crater, which is presented through models, plans,

photographs, and films. After Los Angeles, the retrospective will travel to the Israel Museum in Jerusalem (June 1 - October 18, 2014) and the National Gallery of Australia in Canberra (December 2014 - April 2015).

Born in Los Angeles in 1943 to a Quaker mother and father (Turrell himself is a birthright and practicing Quaker), Turrell attended Pomona College, where his studies concentrated on perceptual psychology and mathematics. In 1966, Turrell began experimenting with light in his Santa Monica studio, the Mendota Hotel, at a time when the socalled 'Light and Space' group of artists in Los Angeles, including Robert Irwin and Doug Wheeler, was coming into prominence. In 1973 he received a master's degree in art from Claremont Graduate School. His long-standing gallery representative in France, Almine Rech. director of the Almine Rech. Gallery in Paris, first met James Turrell in 1989. "He is a man with vision." she describes. "James is one of the major artists of the 1960s and 1970s, as part of the very important conceptual and minimal art movements born at that time; yet, he writes the chapter of what is called 'perceptual art'. There is the Californian aspect of light and space and the importance given to colour, while the conceptual and minimalist movement of the east coast is stricter, and evacuates the perception and emotion that Californian artists seek to enlighten." In a poetic manner, she describes the objective of James Turrell's work thusly: "To put the beholder into orbit..." )c

JAMES TURRELL: A Retrospective Until April 6, 2014 Los Angeles County Museum of Art (LACMA) 5905 Wilshire Boulevard, Los Angeles, CA 90036 T + 13238576000www.lacma.ora









*Aurélie* Bidermann

For over ten years she has built a loyal following and, in 2013, Aurélie Bidermann takes her eponymous brand a step further by launching her first collection of fine jewellery. The jewellery of Aurélie Bidermann is instantly recognisable – the bohemian chic style that is almost always dipped in gold, such as signature gold lace cuffs or the famous braided 'Do Brazil' bracelet. Now, for her maiden fine jewellery collection, she glorifies this style with vividly coloured precious stones that are chosen to reflect the light of Greece and the traditions of India.

"Travel is my first source of inspiration; every collection starts with memories from my travels. The most inspirational place for me is Positano, Italy. I love the Amalfi coast – the colours, seaside and people. And my next place to travel is...a secret!" Fans buy Aurélie Bidermann jewels in order to

wear them like she does. "I wear lot of jewellery every day, and my word is: accumulation. I mix my favourites bracelets that I never take off with fine jewellery pieces. It's important to mix custom and fine jewellery – it's my idea of luxury." While the exciting sights, sounds and sensations of travel remain her core inspiration, other inspirations are closer to home: "The pieces that marked me the most were the Van Cleef & Arpels minaudières of my grandma, in pink gold with incrusted rubies, emeralds and diamonds. They were so sophisticated." With a touch of the very same opulence, Aurélie Bidermann creates statement pieces for today's globetrotter with ultra fresh modernity. x

www.aureliebidermann.com



56 style icon... collect N°14



Lapo's Wardrobe

In partership with Gucci creative director Frida Giannini, Lapo Elkann launches a made-to-measure collection inspired by his personal style and the legacy of Italian style that he inherits.

apo Elkann cuts a dash. As the grandson of Italian industrialist Gianni Agnelli – often cited as the best dressed man ever - Elkann inherited not only Fiat Automobiles but also his grandfather's wardrobe and sartorial prowess. Indeed, Elkann's signature look is one of Agnelli's widelapelled, brightly coloured suits, which he has tailored to fit just so. While Elkann has long designed fashion under his Italia Independent label (its sunglasses are another Elkann style signature), these have been technologically pioneering collections with an emphasis on a sporty aesthetic. But the inimitable day-to-day style of Elkann is now available to buy in the form of Lapo's Wardrobe, a new made-to-measure collection designed in partnership with Gucci creative director Frida Giannini.

With 23 looks for men and four for women, Lapo's Wardrobe encompasses tailoring, leather goods, shoes and jewellery. "It was a great experience to build this capsule collection together with Frida," says Elkann. "We share a love and respect for tradition, yet we are not afraid to dare and experiment. This combination I believe is exemplified in the pieces we designed and created."

With a particular focus on fabrics – some suits come lined with vintage Hermès scarves – the collection is notable for its 178 possible combinations of colours and fabrics. Embroidered monogramming of initials will also come as standard. "Fashion is something which is non-lasting; it's ephemeral," explains Elkann of details that make this a collection of style rather than fashion.

Lapo's Wardrobe is initially available at Gucci boutiques in Milan, London, Paris, New York, Tokyo and São Paulo. "Lapo perfectly embodies my vision of Italian style as an attitude, an instinct to interpret fashion in an individual yet sophisticated way," says Gucci's Frida Giannini of the collaboration. "Lapo pays great attention to detail and is never afraid to take risks."

Of course, to achieve the total Lapo Elkann look requires some finishing touches: Nike sneakers that match the rich hues of your tailoring, brightly coloured Swatch watches worn over the cuff as did Agnelli and, most importantly, acres of tattoos.  $\kappa$ 



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## Tea Time

It is difficult to imagine what civilisation would be without the very important ritual of taking the time to drink tea along with some tasty nibbles.

here are few hours in life more agreeable than the hour dedicated to the ceremony known as afternoon tea," so famously begins Henry James's 19th century novel *The Portrait of a Lady* about a young American lady's introduction to European society. Its well-metered prose echoes that slightly slower sense of time defining the very pleasure of afternoon tea. It is a time to slow down, heighten the senses and sweeten the day's activities with a little bit of conversation.

Afternoon tea, and the delightful pastry creations that surround it, are a point of discovery across Dorchester Collection's hotels in Europe and North America. Each hotel offers guests its own touch of local character and culture along with its afternoon tea; it is also the perfect showcase for the pastry chef's style and creativity. As a tête-à-tête catch-up amongst friends, or for

a fairytale-like presentation to be enjoyed as a family, tea time is a pause, a pleasure and priceless memory in the making.

In another era, tea was an important occasion in which to display one's fine silverwares, elaborate one's social circle and exercise manners. It was taken in a garden or in a day room, library or salon. Today, formal teas in the domestic arena are less common; the ritual of afternoon tea is increasingly held within the domain of fine hotels, where resources are available for its true and proper production. Also, today, a glass of crisp champagne is frequently enjoyed at the time of afternoon tea.

Taking the time to have tea, in the end, is not so much about the tea itself but the importance we give to this little respite of pleasing the senses.





"Take some more tea," the March Hare said to Alice, very earnestly. "I've had nothing yet," Alice replied in an offended tone, "so I can't take more."

"You mean you can't take less," said the Hatter:

"it's very easy to take more than nothing."

Lewis Carroll, Alice in Wonderland

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She poured out Swann's tea, inquired "Lemon or cream?" and, on his answering "Cream, please," said to him with a laugh: "A cloud!" And as he pronounced it excellent, "You see, I know just how you like it."

This tea had indeed seemed to Swann, just as it seemed to her; something precious, and love has such a need to find some justification for itself, some guarantee of duration, in pleasures which without it would have no existence and must cease with its passing.

Marcel Proust, Swann's Way







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Yet let's be merry; we'll have tea and toast; Custards for supper, and an endless host Of syllabubs and jellies and mincepies, And other such ladylike luxuries."

Percy Bysshe Shelley, The Complete Poems



© Philippe Forestier





A selection of afternoon teas across Dorchester Collection

## At The Dorchester, London: *The Annual Mad Hatters Tea Party*

With entertainment by English National Ballet School's young dancers – the Mad Hatter, the March Hare, the Dormouse and Alice herself are found pirouetting, plié-ing and jeté-ing amongst The Promenade tables topped with a selection of Alice in Wonderland-inspired cakes.

Every day, October 28 – November 1, 2013 For reservations: T. +44 20 7629 8888

#### At Coworth Park, Ascot: Christmas Carols Champagne Afternoon Tea

Celebrate the season with an afternoon tea in The Drawing Room with festive pastries and mince pies, carols sung by a local choir, all topped with a glass of Veuve Cliquot NV Champagne.

Every weekend, November 23 – January 5, 2014 For reservations: T. +44 13 4487 6600

## At The Beverly Hills Hotel, Los Angeles: Afternoon Tea in the Polo Lounge

Enjoy tea time in the newly refreshed Polo Lounge, with its patio set amidst an array of palm trees and flowers. The wide selection of teas is accompanied by miniature savoury canapés and tea sandwiches as well as the delights of executive pastry

chef Julie Jangali. Opt for the champagne afternoon tea and receive a glass of Bouvet Ladubay, Cuvée Beverly Hills.

Every Friday and Saturday, from 3pm to 5pm For reservations: T. +1 800 283 8885

#### At Hotel Bel-Air, Los Angeles: Little Royals Tea

Savoury bites, freshly baked scones with home-made preserves and a selection of sweets (including swan-shaped cookies) accompany loose leaf teas such as fresh mint from local Scarborough Farms and the hotel's own Rejuvenation Blend: rooibos, honeybush, lemongrass and rosehips. Little ones will also be delighted to receive a special surprise, a gift from Hotel Bel-Air.

Every Friday and Saturday, from 3pm to 4pm For reservations: T. +1 310 909 1644

## At Hotel Principe di Savoia, Milan: *Exclusive Blends*

While Italians are known to sip espresso rather than tea, Hotel Principe di Savoia has nevertheless teamed up with expert tea stylist and food consultant Francesca Natali to design a tea menu that includes two exclusive blends: Blue Black Tea and Fleur de Bamboo, which is made of bamboo leaves, pomegranate flowers with hints of apple,

pineapple and mint designed to help ease jet lag. Caffeine-free, children love this light, fruity blend. Every day, from 7am to 11.30pm

For reservations: T. +39 02 6230 2081

#### At Le Richemond, Geneva: Ski Tea

With great slopes in close proximity, skiers can justifiably indulge in a scrumptious tea: mugs of hot chocolate made with local Swiss chocolate, regional gruyère-flavoured scones, chocolate fondue, a coconut-sprinkled 'snowball', or slim-line 'ski' sandwiches. Choose champagne to enliven a weary sportsman or toast a perfect winter's day. Every afternoon during the winter season.

#### At Le Meurice, Paris: Afternoon Tea at Le Dalì

For reservations: T. +41 22 715 72 01

Amidst the Surrealist-inspired décor designed by Philippe Starck, enjoy a variety of scones, finger sandwiches and delightful pastries by Cédric Grolet that tempt the boundaries of contemporary art; his Rubik's cube-styled cake duly attests. Choose the Tea Time Fleur de Thé to discover the 'grands crus' teas, including a Fleur d'Orient blossoming in a transparent teapot...

Every day, from 3.30pm to 6pm For reservations: T. + 33 1 44 58 10 44



#### Alaïa

The iconoclastic couturier and living legend Azzedine Alaïa receives the first retrospective in Paris dedicated to his work, an exhibition that also marks the reopening of Musée Galliera, the city's preeminent fashion museum.

A zzedine Alaïa's influence on contemporary fashion is fundamental yet, in many ways, he has worked outside of its conventions. He does not follow the business model of driving sales with an 'it-bag', nor does he ascribe to the seasonal rhythms of fashion week presentations; he jealously guards his independence as artist and artisan. With an old-world approach, his nearly 60-year career has focused intensely on his private clients, which has garnered him an impressive host of faithful admirers, clients and friends.

To present its freshly renovated interiors having been closed since 2009, Musée Galliera chooses a selection of 60 iconic pieces by Azzedine Alaïa to illustrate the designer's career. Tunisian-born, he studied sculpture at the School of Fine Arts in Tunis before arriving in Paris in the 1950s, working at Christian Dior and Guy Laroche, opening his private atelier in the late 1970s. He presented his first collection in 1979. He has crafted the sartorial silhouettes for the likes of Louise de Vilmorin,

Arletty and Greta Garbo throughout the 1960s and 1970s as well as supermodels Naomi Campbell, Stephanie Seymour, Linda Evangelista, and Yasmin Le Bon in the 1980s and 1990s, when his career skyrocketed to international fame. Grounded by the integrity of working with cloth and scissors, he is one of the rare designers working today to have mastered all the production steps involved in creating a piece of clothing - and to infuse all of these steps with a particular and pointed vision. His designs are revered for the way that they have reworked and presented novel morphologies. He achieves this through a simple play of seams in jersey stretch and leather; he is often dubbed 'The King of Cling' for his celebration of the female form. Azzedine Alaïa stands firmly in the tradition of those who craft a perfect sort of Parisian elegance with clothes, and he does so with the force of modernity made truly timeless. x

Until 26 January 2014, PALAIS GALLIERA, Musée de la Mode de la Ville de Paris, 10 avenue Pierre-1er-de-Serbie, Paris,  $75001,\,\mathrm{T.}\,+33$ 156528600







### Beyond Extravagance

Amin Jaffer, international director of Asian art at Christie's, talks with us about a staggering collection of Indian jewellery he helped put together in just three years for a member of Qatar's al Thani family, and which is showcased in a new Assouline book.

I t began with a visit to the 2009 exhibition 'Maharaja: the Splendour of India's Royal Courts' at the V&A Museum in London by a member of Qatar's ruling Al Thani family. "He visited the show several times and soon after acquired a magnificent gem-set gold pen-case made in the late 16th or early 17th century," says Amin Jaffer, international director of Asian art at Christie's, who was soon employed by said collector to scour the world for the very best examples of Indian jewellery. "This significant acquisition suggested immediately that this collection would be an important one."

'Important' does not do it justice. Beyond Extravagance: A Royal Collection of Gems and Jewels, the title of a new Assouline book showcasing the collection in its entirety, is a more accurate description. Spanning 400 years right up to the present day, the pieces acquired by Al Thani represent the very best. A choker made by Cartier for the Maharaja of Patiala, the Arcot II diamond and Taj Mahal emerald are some of the historic highlights,

while specially created pieces by JAR and Bhagat, represent the finest contemporary jewels. "Initially the collection grew organically," says Jaffer of what became a series of important purchases that propelled the entire market for Indian jewellery. "Only later did a concerted strategy evolve for new acquisitions, supported by a team of specialists for vetting pieces." The entire collection was put together in just three years. The book – a gem of an object in itself made up of 412 pages – marks the culmination of the project with plans to exhibit the collection in London, Paris and New York.

What guided the collector's selection? "Coming from a curatorial background, I tend to create cohesive and comprehensive groups of objects which relay particular messages," explains Jaffer. "The collector, on the other hand, was far more focused on the quality and design of individual pieces, believing that one should never compromise just to fill a gap." x

www.assouline.com



## The Meurice Prize for contemporary art

Unique of its kind, this annual award provides an endowment of 20,000 Euros for equal distribution between the winning artist and their French gallery. Now in its sixth year, the Meurice Prize for contemporary art underscores the hotel's nearly 200-year legacy of engaging with the arts as well as 'les arts de vivre'.

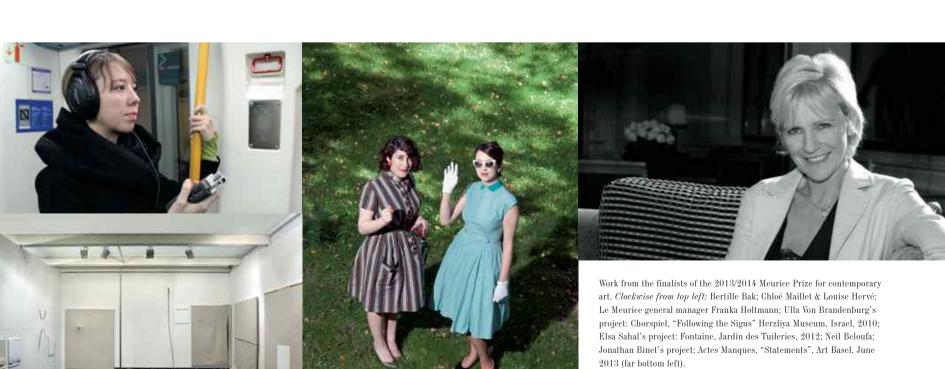
 $\Gamma$  he stunning, Surrealist-inspired ceiling of Restaurant Le Dalì, featuring the work of artist Ara Starck, offers a taste of the degree to which the arts infuse Le Meurice, in the stories of its past and in the engagements of its present.

The work of the shortlisted artists of the Meurice Prize for contemporary art, is exhibited in the hotel each autumn; from this group, a winning artist and his or her partnering gallery is announced during a glamorous awards ceremony. Olivier Antoine, director and founder of Parisian gallery Art:Concept, who won the 2012/2013 Meurice Prize for contemporary art in tandem with artist Alexandre Singh, describes: "My best moment at Le Meurice

was the award ceremony when Alexandre won. Your artist is happy; friends and people surrounding you are smiling. A glass of good champagne in hand – what more could you ask for?" Such a high point in the relationship between gallery and artist, an essential unit in the arts, celebrates the professional bonds and interesting projects at stake. The gallerist credits winning the prize with greater freedom in the large-scale theatre project he and the artist are working on, 'The Humans', part of which was presented to the jury. "That is what is remarkable about the prize," continues artist Alexandre Singh, "It's a nice example of gallery and artist working together as a team. It encourages gallerists to make the extra effort to support

artists in the production of work, not just in the selling of work that is already completed. For young artists, such support in the early stage of production is critically important." The jury, led by ambassador Jean-Charles de Castelbajac, altogether culls a powerful circle of influencers in the French art scene, including collector Maryvonne Pinault, FIAC director Jennifer Flay, and Palais de Tokyo president Jean de Loisy, among others.

Franka Holtmann, general manager of Le Meurice, member and president of the Meurice Prize for contemporary art jury, here provides an insider view of this award building momentum, influence and engagement with every one of its editions.



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#### What has been the most exciting part of developing the Meurice Prize for contemporary art?

The biggest challenge was to gather the right judges, and I must say that all the members of the jury for the Meurice Prize for contemporary art show real commitment to their involvement – they are all exceptional and passionate. Thanks to them, we have been able to develop the prize over the years and, every year, it becomes more and more exciting! In April, when we start receiving the applications, it is enthralling to see the diversity of talent. When the time comes for making the preselection it is always a great pleasure deliberating and engaging in discussions about which of the artists should move forward to the next stage of the process. Every year is special; last year we celebrated the five-year anniversary of the prize. In 2011, we officially launched our private collection of art pieces, and this year we plan to extend the length of time that we exhibit the six finalists' work. Showing the preselected artist's work has become a tradition. Usually we let it run for one week but this year the display will be there for three weeks. It's open to the public and we have a lot of curators, collectors and other important figures in contemporary art who love visiting. Furthermore, it is part of the VIP circuit of the FIAC contemporary art fair taking place at the same time.

#### How would you describe the unique relationship between Paris, Le Meurice, and contemporary art, historically and today?

Le Meurice is known for being the hotel of kings and queens as well as artists. For over 30 years Salvador Dalì, accompanied by Gala, his wife, spent several months of the year at Le Meurice; Pablo Picasso and Olga Khokhlova celebrated their first wedding anniversary at the hotel; there is Rudyard Kipling, Leo Tolstoy, Jean Cocteau, and the list goes on. Even Coco Chanel used to organise parties here with one of her best friends Misia Sert - who, incidentally, was a pianist and the muse of many famous artists.

#### Can you please share an anecdote about how winning the prize has positively affected the careers of artists?

After winning the Meurice Prize for contemporary art, Renaud Auguste-Dormeuil went on to become the artist-in-residence for a year at the Villa Medici in Rome. For another previous winner, Eric Baudart, the artwork he exhibited at Le Meurice was bought by the Fine Art Museum Boston, which was a tremendous opportunity for him. More recently, another artist, Baptiste Debombourg, who was preparing a preview of his work a few days after the Meurice Prize grand final gave out invitations to each guest at the ceremony. Thanks to the contacts he made at Le Meurice, his exhibition became a huge success and he got the opportunity to sell quite a number of pieces. The most important thing for us is to constantly keep in touch with the artists. It is a long-term collaboration and we will always strive to help them. We also visit galleries on a regular basis in order to discover new talent.

#### How do you see the equal distribution of the prize money between artist and gallery as an important part of the concept of the prize?

Whilst the artist thinks about the 'creative' side of development, the gallery works alongside them managing the production, the logistics and the transportation. Le Meurice has always respected this complementary partnership and chooses therefore to split 20,000 Euros between the artist and the gallery. We also need the support of the galleries, as they are the specialists giving us the right orientation. So, their involvement is crucial and very much valued.

#### How have you witnessed hotel guests engaging with contemporary art at Le Meurice?

Our guests love to discover the art on display; they are always asking questions about the individual pieces. For example, 'The Kiss' by Zoulikha Bouabdellah displayed in the lobby has become so popular! For many of our clients, it is now part of the hotel's identity. Every day we see couples, families and children asking our employees to take their photograph in front of it.

#### What are the most important experiences that an artist can gain from their participation?

Networking opportunities, local and international recognition through extensive press coverage, being part of a unique ceremony at Le Meurice amongst Paris's art elite and, finally, the involvement in a stand-out exhibition.

#### Can you please share any future projects?

When Wilfried Almendra had his solo exhibition at the Fondation d'Entreprise Ricard, we hosted a special cocktail party at Le Meurice in his honour. In December 2013, we are planning to do the same for Renaud August-Dormeuil's solo exhibition. These events enable us to stay connected with the people who count in the art world and also allow us to showcase our own assets, such as culinary and organisational talent. Through the prize we have been lucky enough to attract and engage with new clients who feel a connection with our 'art de vivre' outlook.

#### What is your vision for this endeavour?

As we have always been synonymous with the world of art, it seems fitting that we offer a platform to showcase the work of emerging artists. The prize is constantly evolving, in the same way that art is also constantly evolving.x

www.prixmeuricepourlartcontemporain.com



The Meurice Prize for contemporary art 2012/2013 jury. Back row: Montse Aguer, Director of the Centre for Dalinian Studies; Franka Holtmann, Le Meurice general manager and jury president; Jean de Loisy, Palais de Tokyo president; Henri Loyrette, conseiller d'état; Jean-Charles de Castelbajac, award ambassador; Colette Barbier, Fondation d'Entreprise Ricard director; Philippe Dagen, Université Paris I Panthéon-Sorbonne professor and writer; Anne Vogt-Bordure, Le Meurice director of communications and prize founder; Mathieu Kleyebe Abonnenc, artist and 2011/2012 prize winner. Front row: Marta Gili, Jeu de Paume director;



45, RUE PIERRE-CHARRON, 75008 PARIS. T. +33 (1) 47 20 83 22 - 179, BOULEVARD SAINT-GERMAIN, 75007 PARIS. T. +33 (1) 45 44 20 00 8, AVENUE VICTOR-HUGO, 75116 PARIS. T. +33 (1) 45 00 12 00 - www.hobbscashmere.com

collect N°14

# Around the world )( Dorchester Collection





#### Hotel Principe di Savoia – Discover Milan Piazza della Repubblica, 17 20124 Milan

 $T. \ +39\ 02\ 6230\ 5555$ 

Delve into the city's rich resources of art and design with Discover Milan, which includes discounted access to museums and monuments, car service to and from the city centre, a city guide and an art book. Available until January 5, 2014.

#### The Beverly Hills Hotel Restorations 9641 Sunset Boulevard Beverly Hills, CA 90210 T. +1 310 273 1912

The last in a four-phase restoration programme that began with the lobby in June 2012, and continued with the Polo Lounge, pool and cabanas in 2013, September launched the restoration of all guest rooms and suites in the main building, to be completed late 2014. The C.W. Stockwell-designed banana leaf wallpaper and famed pink exterior remain constants, while the rooms will feature material upgrades such as leather and silk.

Triennale Design Museum: Piero Fornasetti November 13, 2013 until February 9, 2014 Viale Alemagna, 6 20121 Milan

T. +39 02 72 43 41

This is the first major exhibition in Italy dedicated to the designer, curated by Barnaba Fornasetti.

The Dorchester and Excellent Vintages
Park Lane
London, W1K 1QA
T. +44 20 7629 8888

While a generous selection is available at The Bar, Laurent-Perrier is also champagne sponsor at the annual grand final catwalk presentation of the Dorchester Collection Fashion Prize, taking place at The Dorchester on October 29, 2013.

Coworth Park's Sunday Feast Menu Blacknest Rd. Ascot, Berkshire SL5 7SE T. +44 1344 87 6600

Restaurant Coworth Park hosts a home-style tra-

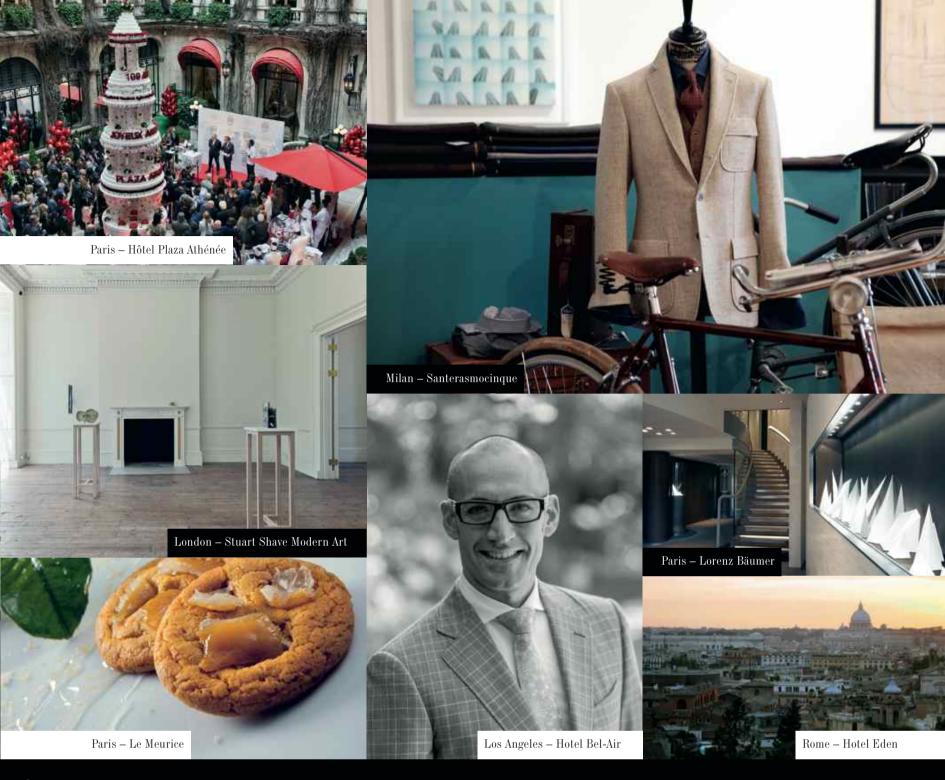
ditional Sunday Lunch served in the Conservatory, a private room adjoining the restaurant with floor-to-ceiling windows offering stellar views. Brian Hughson, executive chef, carves poultry and game at guests' tables, for parties of eight to 14. Many of the ingredients are locally sourced.

LACMA: Calder and Abstraction November 24, 2013 until July 27, 2014 5905 Wilshire Boulevard Los Angeles, CA 90036 T. +1 323 857 6000

Explore how American artist Alexander Calder revolutionised modern sculpture with his iconic kinetic sculptures.

LN-CC Boutique 18 Shacklewell Lane London E8 2EZ T. +44 20 7275 7265

Two new spaces opened in February at LN-CC, which offers an unparalleled selection of design and fashion; visit only by appointment.



Hôtel Plaza Athénée Centenary and Closing 25, Avenue Montaigne 75008 Paris T. +33 1 53 67 66 00

On April 20, 2013, Hôtel Plaza Athénée held the party of a century. Guests met a stunning 3.50-metre pyramid of 650 champagne flutes, as well as an eight-metre high cake in the Garden Court-yard made by Jean-Marie Hiblot under Christophe Michalak's supervision. The COO of Dorchester Collection and general manager of Hôtel Plaza Athénée François Delahaye filled and sealed a time capsule with treasures, some dating from 1913. Happy birthday to a legend!

Santerasmocinque Boutique Piazza Sant'Erasmo, 5 21012 Milan T. +39 02 8945594

Santerasmocinque is an art, culture and craftsmanship space featuring products 'Made in Italy' including vintage garments, objets d'art, as well as handmade bespoke suits and accessories. Hotel Eden joins Dorchester Collection Via Ludovisi, 49 Rome 00187 T. +39 06 478 121

As one of the world's most majestic and iconic hotels in a truly superb setting, the 121-room Hotel Eden joined Dorchester Collection in September. The hotel's restaurant, La Terrazza dell'Eden, was awarded a Michelin-star in November 2012 under the helm of executive chef Fabio Ciervo. Hotel Eden will undergo a careful restoration to enhance the heritage of the building, in close keeping with Dorchester Collection's portfolio.

Hotel Bel-Air's New Appointment 701 Stone Canyon Road Los Angeles, CA 90077 T. +1 310 909 1640

Acclaimed restaurant leader and team member of the Wolfgang Puck Fine Dining Group since 2002, Adam Crocini is now general manager for Wolfgang Puck at Hotel Bel-Air, overseeing the operation of the restaurant. Stuart Shave Modern Art 6 Fitzroy Square London W1T 5DX T. +44 20 7299 7950

This always on-trend East End gallery opens two new spaces in 2013, one on Fitzroy Square.

Le Meurice Cookie Festival 228, Rue de Rivoli 75001 Paris T. +33 1 44 58 10 10

Le Meurice launches its very first COOKiE Festival, including the introduction of a seasonal flavour on the fourth day of every month until December 13, 2013. Online, a Magical COOKiE Box reveals pastry chef Cédric Grolet signature recipes.

Lorenz Bäumer Boutique 19, Place Vendôme 75001 Paris

This celebrated jeweller, and 2013 Dorchester Collection Fashion Prize judge, opens his first eponymous boutique on the famed Place.



Grand Palais: Raymond Depardon November 14 until February 10, 2014 3. Avenue du Général Eisenhower 75008 Paris

T. +33 1 44 13 17 17

This is the first exhibition dedicated to the photographer/film director, featuring previously unseen colour photographs as well as new perspectives.

Musée des Suisses dans le Monde: René Burri Until December 15, 2013 Chemin Impératrice, 18 Chambésy

T. +41 22 734 90 21

An exhibition consecrated to Swiss photographer René Burri's iconic black and white portraits.

Le Richemond's Sunday Brunch Jardin Brunswick 1201 Geneva

T. +41 22 715 7100

Following the June 2013 opening of the terrace for delightful al fresco dining, restaurant Le Jardin also announces a Sunday Brunch, 'à la carte', featuring all the classics: freshly pressed juice, eggs Benedict and pancakes covered in maple syrup.

Coworth Park Speaker Events Blacknest Road Ascot, Berkshire SL5 7SE T. +44 1344 756 784

'Country Life' offers informal and informative monthly dining events with experts speaking on a range of topics from floristry to fashion. On November 12, 2013, Nicholas Oakwell talks modern British couture.

Hotel Bel-Air Grace Kelly Suite 701 Stone Canyon Road Los Angeles, CA 90077 T. +1 310 909 1640

In tune with the December 27, 2013 release of a Grace Kelly biopic starring Nicole Kidman, spend a night steeped in elegance at the Grace Kelly Suite overlooking a gorgeous private patio shaded by incredible 100-year-old trees.

Charlotte Olympia Boutique 474 North Rodeo Drive Beverly Hills, CA, 90210 T. +1 310 276 1111

London-based accessories designer Charlotte Olympia opens her first L.A. boutique at the top of Rodeo Drive, in a style that is an ode to fabulous, Old Hollywood glamour.

Le Meurice's New Chef Pâtissier 228. Rue de Rivoli 75001 Paris T. +33 1 44 58 10 10

At just 27 years old with an impressive, skyrocketing career behind and ahead of him, Cédric Grolet assumes the role of chef pâtissier at Le Meurice. In 2011, Cédric joined Le Meurice as sous-chef pâtissier and now, at the head of a team of some 18 pâtissiers, Cédric Grolet's creations reflect his quest for supreme delicacy, exquisite modernity in his sense of design, all with a taste for the sublime. His work is a feast for the eyes as well as the taste buds.





#### Dorchester Collection's COO Recognition 3 Tilney Street London W1K 1BJ T. +44 20 7629 4848

François Delahaye, who is chief operating officer of Dorchester Collection, was recognised for excellence in being named 'Hotelier of the Year' by International Luxury Travel Network and multi-award-winning magazine Virtuoso®, as part of its 2013 Best of the Best hotel awards.

Tate Modern: Graciela Iturbide Until May 11, 2014 Bankside London SE1 9TG T. +44 20 7887 8888

The free exhibition 'Poetry and Dream' provides a rare opportunity to see a four-decade overview of the black-and-white work of photographer Graciela Iturbide, once a former student under Manuel Álvarez Bravo. She is widely acknowledged to be one of the most important photographers working in Mexico today.

#### Dorchester Collection eGift Cards

With a choice of value ranging from £50 to £2,000, Dorchester Collection eGift Cards provide access to memorable experiences in outstanding locations, available to buy 24/7 online.

Bucherer Boutique 12, boulevard des Capucines 75009 Paris T. +33 1 70 99 18 88

The famed Swiss watch retailer, a family business since 1888, opens a grand space in Paris across three floors as a modern temple of timekeeping.

The Dorchester 'Royal Babymoon' Offer Park Lane London, W1K 1QA T. +44 20 7629 8888

Inspired by the Royal birth this past summer, The Dorchester, along with Dorchester Collection's other UK addresses, 45 Park Lane and Coworth Park, offer luxurious getaways for well-deserving parents-to-be until December 2013. It includes

pre-natal body massage (and a massage for the nervous father-to-be), a personal menu, cooking classes on how to prepare healthy baby food, a pillow that is uniquely-designed for pregnancy, late checkout for additional rest, and a complimentary 'I'd Rather Be at The Dorchester' newborn onesie.

The Dorchester and 45 Park Lane Park Lane London, W1K 1QA

T. +44 20 7629 8888 and +44 20 7493 45 45

The Dorchester and 45 Park Lane are awarded Forbes Travel Guide's highest Five-Star Award, as two out of six hotels in London to receive the recommendation, and only 82 worldwide.

Scuderie del Quirinale: Augusto Via XXIV Maggio, 16 00186 Rome T. +39 06 3996 7500

To commemorate the bimillennium of Emperor Augustus's death, the exhibition brings together captivating statues, portraits, and pieces of décor.

# From the World With LOVE

What would you bring back from your travels:

1. For a Friend? / 2. For a Lover? / 3. For a Child? / 4. For a Dog?

#### Michel Parmigiani

Parmigiani Fleurier is one of the few independent Swiss luxury watchmakers today. Founder Michel Parmigiani conceived the brand's spirit in 1976 while working in the restoration of watchmaking artefacts, during which time he gained a profound knowledge of the mechanical marvels of the past.

The brand made waves in the world of haute horlogerie in 2006 with the Bugatti 370, a driving watch based on the Bugatti Veyron supercar, designed to look like a transversal engine and mounted in 18-carat gold. With full autonomy and a refined approach, Michel Parmigiani is high on the hot-list of Geneva's leaders in fine timekeeping.

www.parmigiani.ch

#### 1. For a friend?

A work of art specific to the visited country, or a transportable and typical object either in pottery, ceramic or wood.

#### 2. For a Lover?

A piece of jewellery attached to a local tradition.

#### 3. For a Child?

A game, such as a set of little elephants (depending on the traditions of the country).

#### 4. For a Dog?

A collar.



#### Alexandra Schimel-Fila

As director of communications at Zilli, as well as daughter of the founder, Alexandra Schimel-Fila trots the globe promoting the menswear brand. A French family-run business for over 30 years, which is deeply engaged with the arts, Zilli invited photographer Peter Lindbergh to photograph New York artist Aaron Young in Zilli's hyper-luxurious leather jackets – a signature product of the brand – for their 2013 campaign.

www.zilli.fr

#### 1. For a friend?

A catalogue of an art exhibition I visited in the city where I travelled.

#### 2. For a Lover?

Nothing, as he is travelling with me.

#### 3. For a Child?

I am spoiling my 15-month-old son with cuddly toys, clothes, and typical toys from every country I visit, toys that are handcrafted of wood...

#### 4. For a Dog?

Nothing!





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