

# MONOCLE

A BRIEFING ON GLOBAL AFFAIRS, BUSINESS, CULTURE & DESIGN

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ENTREPRENEURS  
GUIDE →

## The New Entrepreneurs – and how you can join their ranks

Finish the plan, find the funding and finally do the thing you love. Learn how in **MONOCLE'S ANNUAL GUIDE** to the changing world of good work

- A AFFAIRS** Law and borders: on patrol in Paraguay's drug bandit territory
- B BUSINESS** It's a stick-up: a bamboo scaffolder's secrets
- C CULTURE** Ad creatives on the economy of words
- D DESIGN** Made in Italy: a heel-to-head tour of the nation's fashion-producing towns
- E EDITS** Marcio Kogan's well-designed last meal and Helsinki's market manoeuvres

In a year's time I want to be featured in Monocle's guide

- 1) Better stop reading this newspaper and get moving
- 2) Research my beard-care concept store
- 3) Keep my idea secret at all times

### FOOD

How Good Eggs cracked the home-delivery business in the US

### ADVICE CORNER

'In business relationships no good deed ever goes unnoticed' – send flattering, personal, purposeful email introductions

### GROOMING

How some Greek busy bees created a beauty brand winner

### LOGISTICS

How Munich's Carpooling is driving the sharing economy

### FASHION

How inexperience created a hit shoe brand

## SHALL WE BEGIN?

### SERIAL THRILLER:

How to create a host of hit companies

### THIS MUCH I KNOW:

Business owners on failure, success and the bits in between

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From bicycle book deliveries to Paris property visionaries

### +SARAWAK SUPPLEMENT

Our 28-page guide to Malaysia's rising region – and the challenges ahead



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## The Good Business GAZETTE

GLOBAL EDITION



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**Let's start again!**  
Revealed! The secrets of dusting off an old brand for a new generation

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**Hit the right note!**  
How reinventing the keyboard kickstarted a harmonious company

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**The new share deal!**  
Why fresh work environments help to create good business

HEADLINES:—

**All the ingredients for an Aussie success**  
How cookwear company Phillip&Lea created a rural retail haven where quality rules and profits gently rise

ENTREPRENEURS REVEAL THEIR WELL-CUNCOCTED BUSINESS RECIPES



**Dish of the day: Lisboa**  
Inside the restaurant empire of José Avillez

### 'Dream bigger – earlier'

Exclusive! Top tips from wise entrepreneurs

INSPIRATIONAL BUDDIES

## Moving up Tokyo [CIBONE]

Ever since it opened in 2001, Tokyo interiors shop Cibone has been a beacon for fresh design and imaginative retailing. The shop was the main attraction at Bell Commons, a landmark building designed by Kisho Kurokawa in 1976. When the property's owners announced they were planning to demolish and rebuild, Cibone's founder Masaki Yokokawa (pictured) was forced to look for a new home. "We were thinking about renovating anyway," says Yokokawa. "We'd been there for 14 good years and built up layers of history." He ended up choosing a bright, open space just across the road on the second floor of a brand new building.

The shop opened in July with one of Cibone's famous parties (dress code: white). "We haven't changed our identity," says Yokokawa. "We're still about good things but we've piled up years of experience. When we started we were thinking about bringing things from overseas to Japan. Now we're thinking about going in the other direction, selling more products made in Japan so it's half and half." Cibone still carries select pieces from the Dutch brand Moooi and also stocks towels from Imabari and wooden boxes handmade in Matsumoto.

The new Cibone is a leaner version, tightly edited and styled with flair, blending a Workstead floor light from Brooklyn with a dresser from Danish company Gubi. "We've narrowed the selection down and blended everyday products with vintage and unique pieces." The shelves are also filled with kitchenware,



Japanese ceramics, toiletries and a selection of clothes from the likes of Knott and Taro Horiuchi, plus shoes from New Balance and E Porselli.

Some of the signature pieces from the old shop, such as Piet Hein Eek's reclaimed wood table, are still there. But Yokokawa's eye is also drawn to new talent. Recent arrivals include the Beetle chair by Danish-Italian duo GamFratesi and industrial stacking chairs from French design group Cigüé. Yokokawa, whose company Welcome also runs the popular design shop Today's Special, says that the Japanese market has changed since Cibone opened. "Design is more about lifestyle now. People don't just want the name of the designer; they want to know what's behind the design." — FW [cibone.com](http://cibone.com)



## Good with wood London [LIAM TREANOR]

Based in a workshop in south London, British carpenter Liam Treanor set up his business in 2011. He's quickly made his name using traditional British woodworking techniques such as drawboring, making furniture that is extremely solid but light and beautiful in appearance. This September during the London Design Festival he will introduce a new range of furniture: the Santiago collection. This will appear

alongside the two already available: the 2011 and the Interbau collection, which includes this Egon clothes rack.

As the name of the range suggests, the pieces are all heavily influenced by modernist architecture (Interbau was Walter Gropius's Berlin housing development). Treanor likes the "functional, machine-like aesthetic of modernist architecture", which he says was "designed for pure function without being devoid of beauty". Just like the Egon. — ALM [liamtreanor.co.uk](http://liamtreanor.co.uk)



**Q&A**  
**Marc Peridis**  
Founder,  
19 Greek Street  
London

London-based furniture and interiors store 19 Greek Street has just launched design charity "16", which employs disadvantaged youths in the UK to produce works by three of its designers.

### What sort of people are you working with?

They are all people who have a hard time getting jobs and who could benefit from a second chance. These are kids between the ages of 16 and 19 who were part of gangs or kicked out of school. The programme aims to help them get on the right path, get new skills and develop a career.

### Does the design industry do enough to help the disadvantaged develop skills?

For the most part, many of these projects tend to be temporary or short-lived. While they are nice as brand-building and to show the company's values, their impact is limited. We need people to believe that this is a long-term solution. It's quite an ambitious journey we are starting; let's see how it goes. — TM [19greekstreet.com](http://19greekstreet.com)

## Top table Italy [MINOTTI]

Designed by Rodolfo Dordoni, Joy is an occasional table from Italian manufacturer Minotti's latest collection. Launched at Salone del Mobile earlier this year, its bevelled top is made of Isogone marble and its base is characterised by the criss-cross of its feet. A slightly taller round version is also available – the perfect accompaniment to one of the brand's sofas. — TM [minotti.com](http://minotti.com)



PHOTOGRAPHER: HAYATO MOIE, STILL LIFE: DAVID SYKES, ILLUSTRATOR: MASAO YAMAZAKI



## Knitted together Italy [ROBERTA LICINI]

Following a number of years working as a knitwear designer for brands such as Ballantyne, Roberta Licini turned her skills to homeware products last year with this collection of blankets and cushions. Having had an opportunity to learn about "refined techniques and materials in the fashion industry", Licini says it was a logical progression.

The collection consists of 13 different styles and all items are made in Veneto "by a knitwear factory that collaborates with the most famous luxury fashion brands", says Licini. — TM [robertalicini.com](http://robertalicini.com)

## Lighting the way Barcelona [MARSET]

The name is a good clue to what makes this lamp by Barcelona manufacturer Marset special. FollowMe is a lightweight portable lantern, perfect for outdoor use. Designed by Valencia-based Inma Bermúdez (who has worked for both Lladró and Ikea), its soft glow is a great substitute for candlelight on summer evenings and the oak handle makes it smart enough to keep indoors during the winter.

"Marset is known for its excellence in technology but with this luminaire I wanted to escape from the look of hi-tech," says Bermúdez on the charming lo-fi design. — TM [marset.com](http://marset.com)

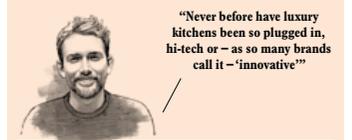


## Communal life London [HHBR]

Henley Halebrown Rorrison (HHBR), the London-based architecture studio, has designed a building that offers a solution to the capital's housing problem. This residential construction in north London, called 1-6 Copper Lane, is the city's first co-housing project.

The six houses contained within the development all look inwards onto a shared courtyard. It is surrounded by a garden with the common parts located below, including the hall and laundry facilities.

Tenants made it clear that they wanted to be able to share a vegetable patch and workspace and have a chat by the washing machine, while also having their own living space to retreat back to. "We didn't want to force communality," says Ken Rorrison, one of the directors in charge of the project at HHBR, "but we wanted to encourage it while maintaining that crucial balance between privacy and communality." — MAL [hhbr.co.uk](http://hhbr.co.uk)



"Never before have luxury kitchens been so plugged in, hi-tech or – as so many brands call it – 'innovative'"

## Gadget overload Kitchens are becoming overcrowded with fancy – and often unnecessary – gadgets. Monocle's Design editor talks passing trends and who's getting it right. BY TOM MORRIS

**I'd like you to cast your mind back to the last time you cooked for a dinner party and run through the kitchen elements you used. A level counter on which you chopped things? A stove or oven to cook them in? A sink?**

I'm going to suggest that perhaps a wine refrigerator didn't quite make your short-list. Nor did an elevating television that rises from the counter like Conchita Würst from the flames. A pop-up knife block? I'm assuming not – I'm guessing you keep yours in a drawer.

Never before have luxury kitchens been so plugged in, hi-tech or – as so many brands call it – "innovative". Well, it increasingly seems that this pumping organ of the home can only do its job properly with all sorts of pacemakers and fandangled dangles attached to it.

At EuroCucina earlier this year (the biennial kitchen trade fair takes place in Milan during Salone del Mobile), supreme brands like Dada, Valcucine and Ernestomeda knew the best way to attract attention was with refined looks and sleek materials, not unnecessary gadgetry. Although not all kitchens were quirk-free, there was largely no sign of microwaves connected to Twitter or touch-screen sinks that can be hidden at the flick of a switch. The fact that these brands are Italian is no coincidence. Just like the national cuisine is based on simplicity and fine ingredients, so too most of the time is their approach to kitchen design (and, admittedly, the Germans too).

The kitchen has long been subject to passing trends (cast your mind back to the Shaker-style units of the late 1990s, or indeed the wok) but the whimsy that has taken over is unprecedented. People expect the place they knock up dinner to be like the screen of their iPhone, bedecked with multiple, essentially unused "apps". The timer on my oven is as technically advanced as I get – but none of my dinner-party guests have ever noticed. I assume yours haven't either. — (M)