

# MONOCLE

A BRIEFING ON GLOBAL AFFAIRS, BUSINESS, CULTURE & DESIGN

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HOSPITALITY  
SURVEY

## Are you a host with the most? The art of first impressions

Our first **READER SURVEY** on the friendliest people, nations, cities, airports, hotels and brands – and how you can join their smiling ranks

- A AFFAIRS** Müller's corner: Berlin's mayor on urban fixes and giving warmer welcomes
- B BUSINESS** Bedtime story: the hot hotel king from Brazil who's got his eyes on America
- C CULTURE** Let's talk: why Spain wants to teach you a lesson
- D DESIGN** You're my type: the battle to defend iconic city signage
- E EDITS** Nice and Lebanese-y inns, how to say thank you and Mr Nobu's Last Meal

Call on me with any desires, day or night

YOU CAN RING MY BELL  
Monocle's editors answer all your bedside requests

Welcome to Hotel Monocle. Turn the page to get between the covers

**1** Find out how genuine hospitality can help you stand out in a world of click-and-pay experiences

**2** Discover how Canada transformed its global image with a big welcome mat

**3** See who our readers named as the most embracing city, nation and business

### AT YOUR SERVICE

#### MEISTER CHEF: EDUCATION



*A Mitteleuropean masterclass in service, hosting and culinary cunning*

#### FRONTLINE FOLK: AIRPORTS



*How Calgary Airport avoids stampedes and corral culture with its Stetson seniors*

#### VATICAN VIEWS: DIPLOMACY



*We meet the papal team preaching a new foreign policy for a pope with a mission*

## Home comforts Global

### Preface

The latest hotel openings from New York to the French Alps via Vienna and Perth, not to mention a handsome home-sharing service and a genteel Japanese retailer.



### Rivertown Lodge Hudson, USA

The compact 27-room Rivertown Lodge has opened its doors in upstate New York after a full makeover. It began as a theatre on Hudson's main drag in the 1920s and for this transformation, Ramshackle Properties worked with Brooklyn's Workstead to turn the space into a "public living room", paying homage to the craft movement of the early 20th century with vintage and custom-made furniture.

"We wanted to focus on craftsmanship and simplicity because we feel those are the two qualities most inherent to the space," says Ramshackle's Ray Pirkle. Influences of Americana can be felt in touches such as nostalgic room signage and plush seating by the wood-burning fireplace in the lobby. — MDB  
[rivertownlodge.com](http://rivertownlodge.com)



### Wer-Haus Barcelona

Born of a Franco-Catalan collaboration, this vast men's concept store unites retail, art and food (plus good coffee) under one roof in Barcelona's Eixample district. Frenchmen Nicolas Rossi and Jean-Antoine Palagos joined forces with film-maker Marc Miró to carve out this fashionable niche.

The shop stocks Raf Simons, Etudes Studio and Nike; there are temporary photography exhibitions and chef Célio Strapazzolli (pictured, centre) cooks up fresh breakfasts and lunches. The industrial-styled space is also home to José María Martín, one of Barcelona's most skilful baristas, who treats the Wer-Haus Synesso Cynkra coffee machine like a loyal, lifelong friend. — LA  
[wer-haus.com](http://wer-haus.com)

### Terminal Neige Flaine, French Alps

Terminal Neige opened the doors of its stark but welcoming structure in December 2015 and it's a good fit with the Marcel Breuer-designed Bauhaus architecture of the French resort of Flaine in which it's located. This Alpine retreat is the latest project by husband and wife Jean-Louis and Jocelyne Sibuet, who started their family hotel business in 1981 by opening the charming Au Coin Du Feu.

Terminal Neige's 96 neat rooms feature concrete, wool and chestnut-wood accents and furniture designed by Jean-Louis and his son Nicolas. There is a generous buffet for breakfast and inviting lunch dishes such as tartines, while juicy *burgers des cimes* are served on the terrace. — DEP  
[terminal-neige.com](http://terminal-neige.com)



### Need Supply Co Kumamoto, Japan

Last autumn Tokyo saw the opening of lifestyle shop Need Supply Co in the same building as chef Shoichiro Aiba's Italian restaurant Trattoria Babbo (see *The Forecast*, issue 3). The winning formula has been repeated with the opening of a second Japanese Need Supply Co outpost and Aiba's Life Daily Meals Italian restaurant next door, this time in the country's south.

Japan's director of Need Supply Co, Takayuki Minami, picked a mix of brands that include UK womenswear label Studio Nicholson, US heritage outdoor brand Filson and menswear designs by Itty-Bitty. Kumamoto residents will get their fill of smart fashion, as well as treats at Aiba's restaurant. — JT  
[needsupply.jp](http://needsupply.jp);  
[lifedaily meals.cutlass.jp](http://lifedaily meals.cutlass.jp)

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### TWA terminal at JFK New York

The Flight Center Hotel, a partnership with JetBlue and MCR Development, will transform the swooping TWA terminal at New York's JFK airport into a hotel. Eero Saarinen's space-age 1962 building will reopen to the public in 2018. The new venue will be welcomed but we hope it respects the Finnish-American designer's inspired mid-century structure.



### Grand Ferdinand Vienna

Vienna isn't short of old stately hotels but Grand Ferdinand is a tasteful gear change courtesy of the talented souls behind the adorable Hotel Daniel across town. Perched on the southeastern stretch of the ring road that encircles the Austrian capital's historic first district, Grand Ferdinand opened last October after a careful refit of the 1950s building.

As you enter there's a grand crystal chandelier from Viennese glass specialist Lobmeyr but otherwise the reception and lobby are sparing yet homely. To your left there's a 200-seat restaurant with Thonet chairs and red leather booths. Upstairs there are 188 well-appointed rooms and an inviting terrace, making this a great place to stay for Monocle's second conference this April. — JAF  
[grandferdinand.com](http://grandferdinand.com)



### Milchbar Zürich

Don't be fooled by the size of Milchbar. Not only is it a deli serving fine wine and food but also a café that is manned by Nina Rimpl, Switzerland's former barista champion, who is offering the largest variety of brewing methods in Zürich. The space has recently grown to include a one-suite hotel. The room, designed by artist Max Zuber, can only be booked via an online auction. The lucky winner gets breakfast for two and a bottle of champagne. — DEP  
[milchbar.ch](http://milchbar.ch)



### Como The Treasury Perth

Another strong opening for Perth: Como The Treasury, a 48-room luxury hotel housed in a restored public building. No detail was overlooked in the renovation of this 19th-century landmark. The rooms offer something lacking in many hotels these days: plenty of space and fresh air. Como The Treasury will bring in non-residents too for the shops, spa – with indoor pool – and restaurants, which include a glass-walled rooftop space overlooking the Swan River. — FW  
[comohotels.com](http://comohotels.com)



### Q&A

Eva Calduch  
Co-founder,  
Behomm  
Barcelona



Created in 2013 as a home-exchange website for creatives, Behomm has recently opened up to other fans of well-designed houses. With more than 2,100 members, the community founded by former graphic designers Eva Calduch and Agust Juste is invite-only but allows owners of beautiful homes to stay for free in great properties around the globe.

### Q Where did the idea behind A Behomm come from?

A We used to be passionate home-exchange travellers but we were wasting our time on different websites that were overstuffed and inconvenient and we always ended up staying with people similar to us: photographers, architects. So we decided to create what we needed.

### Q Why did you decide to open the community up to design-lovers?

A Many members had been asking us since the very beginning to invite their friends so we agreed. However, we maintain the aesthetic selection [of houses] that all members need to go through. Of course, it's our personal taste, not a universal criteria.

### Q What makes a good home and a good host?

A It's easier to say what we don't like: overcrowded homes. We like minimal spaces that feel harmonious and comfortable. Behomm has got nothing to do with money; a small flat can be nicer than a castle. As there is no money exchanged between members, for the hosts it's all about generosity, which can be addictive. — CHR  
[behomm.com](http://behomm.com)

### Casa Mosquito

Rio de Janeiro  
Married couple Louis and Benjamin Cano Planès have added five new suites to Casa Mosquito, located on the elegant Saint Roman Street between Copacabana and Ipanema. The large living room filled with books is next to a dining space that leads to an outdoor garden where breakfast is served. "We want to offer discretion, charm, elegance and style," says Louis. Casa Mosquito also has a rooftop pool offering views of Rio and all its landmarks. — DEP  
[casamosquito.com](http://casamosquito.com)

