

MONOCLE

A BRIEFING ON GLOBAL AFFAIRS, BUSINESS, CULTURE & DESIGN

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- EXPO** Izmir: Portraits of Turkey's ancient merchant class

The dynamics of dynasty: Do families do it better?

It's all relative: from politics to media to design,
MONOCLE REPORTS on the mechanics of the family firm



"Just wait till I get my hand on the tiller"

Is this bunch the better bet?

"What the flock are they thinking?"

+1
Lebanon
...
A 32-page national survey

+2
São Paulo
...
A 24-page city survey

"My brother better not bugger things up"

"Dad has to sell before my 25th"

"Being on Twitter is not what I call a marketing strategy"

The granddaughter with grander ideas

Marketing director who's buffed up the brand

The dad as dealmaker

CEO who's waiting for papa to go so he can get aggressive

Grandpa as the good shepherd

Chairman of the board and brand guardian-in-chief

The matriarch and the muse

Mum as the real power broker and in-house therapist

The grandson with delusions of grandeur

Technology chief officer who lives in the cloud

11 -UK £5
USD \$10
EUR 12 (GER)
EUR 10 (ITA)
DKK 122

SEK 95
JPY ¥2,310
AUD \$12.95
SGD \$19.90 (w/gst)
CDN \$10.00

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**Bestseller****Swedese: Lamino by Yngve Ekström, 1956**

Designed by Swedese's founder, the Lamino armchair comes in a range of woods, finishes and upholstery. "It's suitable for all people and can be placed in any environment. It sells all over the world to people's homes, offices and hotels," says managing director Peter Jiseborn.

Back to its roots*Mexico* [HOUSING]

In Valle de Bravo, a city built in 1530 two hours outside Mexico City, is the Santa María project consisting of nine L-shaped houses by multi-disciplinary firm Herve-Diseñería. Shortlisted for "best housing including mixed use" at the World Architecture Festival 2010, the 168 sq m-plus houses feature trees that rise out of floors, a shared pool area and yoga studio. — SRT hierve.com

**Lifting the lid****Made in: Turku, Finland****Tonfisk tableware**

Finnish company Tonfisk, though just 11 years old and staffed by a team of three, has designed some of Scandinavia's most popular contemporary tableware, all made in its workshop in Turku. The Warm tea and coffee set was its debut

range and is a bestseller. Fifteen new pieces of tableware have now been added to it, including these oak-rimmed serving bowls, with lids that double as plates. — HM tonfisk-design.fi

Company merits:

- 01 Clay is mixed on a Friday for use the following week.
- 02 Tonfisk is sold in around 30 countries.
- 03 This year Tonfisk started acting as an export channel for 10 local Turku-based design companies.

**Outside the box***Copenhagen* [PACKAGING]

The cardboard packaging of Han Kjobenhavn's eyewear is every bit as sightly as the contents. The young Copenhagen-based designer does a neat line in 1950s inspired frames. "The challenge was not just to imitate old packaging but to create something that was new with old references," says Jannik, Han's founder. — HM hankjobenhavn.com

**HOT SEAT****Seat with sole***New York* [FURNITURE]

This beautiful chair is the product of a surprising collaboration between Paulista designer Carlos Motta and Brazilian flip-flop giant Havaianas. Made using reclaimed freijo wood and rubber, the chairs are on show at New York's Espasso gallery at Motta's retrospective. espasso.com — HM

Q & A

Leandro Cappellotto
CEO,
Valcucine
Venice



Italian kitchen manufacturer Valcucine has just unveiled its first domestic furniture range, Valcucine Living.

Why move into this market?

Open kitchens are becoming more popular and there's a need to harmonise the design of the living room with the kitchen.

What does it consist of?

A cabinet system, suitable as seating and wall units, tables, chairs and bookshelves. Everything respects our eco principles.

Who is it designed by?

Our designer and chairman Gabriele Centazzo.

Where is it manufactured?

In our main plant in Pordenone. valcucine.it — HM

Floor show*Denmark* [FLOORING]

Danish family firm Dinesen makes some of the best wooden flooring in the world and anyone in doubt should visit John Pawson's "Plain Space" retrospective at London's Design Museum. Pawson, who has worked closely with Dinesen since 1992, spent two days in the Black Forest with CEO Thomas Dinesen to select the Douglas Fir trees for the exhibition's floors. dinesen.com — HM

