

MONOCLE

A BRIEFING ON GLOBAL AFFAIRS, BUSINESS, CULTURE & DESIGN

The **YOU CAN DO IT** Issue

2016/17
ENTREPRENEURS GUIDE

Get a move on – all you need to develop a business you care about

A **24-PAGE MONOCLE GUIDE** for entrepreneurs, globally and locally minded creatives and anyone with a good idea who's looking for the perfect home

Do I launch an eyewear business? Or just go for the vineyard?

Verona? Or maybe Portland?

SO WHAT DO YOU WANT TO DO?

OPEN FOR BUSINESS:

Let's go — it's time to make the leap and launch the company of your dreams (or just make yours bigger, brighter and better). Get advice, contacts and a tour of great cities that want you

Uno

SUCCESS:

How to start a business that's robust for the road ahead (and also fun to run)

Zwei

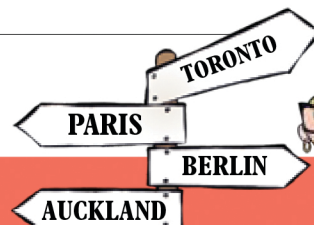
KNOWLEDGE:

Entrepreneurs reveal how to lead an empire or open a garden centre

Trois

HAPPINESS:

We name the outposts with a welcome mat for the global workforce



I'm voting for the wine business with a detour through Nashville (see page 102)

issue 96, volume 10
SEPTEMBER 2016

- A AFFAIRS** Trump trail: the foreign correspondents trying to explain the US election
- B BUSINESS** Swivel on this: top office kit, from chairs to printers
- C CULTURE** Outside the box: the future of global TV explained
- D DESIGN** Wellington roots: the modernist Kiwi outpost
- E EDITS** Vilnius villas and Paolo Sorrentino's culinary credits
- +** Bata fingers: the man who made a Czech shoe town

E
INVENTORY
September selection

05
Vases for Merit

Nir Merit's unique and at times unorthodox designs have been exhibited from Milan to New York. Like all of Merit's work, these vases are handmade in London and take inspiration from nature: the wooden spiral (day-like top) sprouts from a copper base, while a glass vase blooms from its stalk. Adding a real flower is optional. — [CUTR](#)

06
Desk organiser Wood

Aarhus University graduates Anne Holm and Signe Simonsen designed this handsome desk tidy for Danish firm Wood. Equipped with eight detachable shelf-like holders that can be slotted in each of its 14 slots, input is made from solid oak and is the perfect office showpiece for the stationary proud. — [CUTR](#)

07
Ring case Fellow Barber

Fellow Barber set up its first space in downtown New York in 2006 and today has numerous spots across the city and more in San Francisco. Like everything else the company makes, this texture paste is US-made, adorned in simple green packaging and never tested on animals. — [CUTR](#)

08
Organiser Shed Arcadia

This pleasingly pared-down system made from 3D-printed porcelain is designed by New York studio Shed Arcadia for newly launched brand Citi. Though the organiser comes in three varieties – for bedroom, bathroom or office – each can be endlessly reshaped for individual storage needs. — [CUTR](#)

09
Watch Olympe

Former Conran designer Jared Markelov unveiled his London label last December. It's a welcome blend of jovial design – as the brand's name suggests – and trusty Swiss craftsmanship. The stainless-steel bezel of this watch contains a numberless face featuring a pattern that hints at the hour positions. The watch comes in a range of colours, as does its Italian-leather strap. — [CUTR](#)

10
Coffee maker Lunika Coffee Makers

When asked to design a coffee maker from wood, Italian designer Francesco Fusillo was puzzled. "Wood is a terrible heat conductor but then I remembered how many times I got burnt on other coffee makers' handles – and inspiration came." Doing away with a handle, Lunika 360 can be safely held by its ash-wood body. — [CUTR](#)

11
Bottle M&P

Santiago de Berramendi-based sherry-maker M&P turned to Seville design studio Habermas to create an identity that would really stand out. The result was a clean font and simple colours that reflect Berramendi's maritime culture; the design also references the single-letter stamps that adorned the winestore that were popular here in the 18th century. — [CUTR](#)