

MONOCLE

A BRIEFING ON GLOBAL AFFAIRS, BUSINESS, CULTURE & DESIGN

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A sleeves-up start to 2011: fixes for nations, cities and business

From Dublin to Manila and Buffalo to Buenaventura,
MONOCLE REPORTS on a world of rethinks and revamps

- A AFFAIRS** Russia's Far East boom-town in waiting
 - B BUSINESS** World service: the rise and rise of the Filipina brand
 - C CULTURE** Dub dynasties: the faces behind the voices
 - D DESIGN** The great Made in China revolution
 - E EDITS** Swedish scrub-downs, getting fresh in Sydney and a home in Rome
- EXPO** Kish me quick: Iran's easy breezy island outpost

+
**Conference
Hosting**
...
A 32-page
guide



HOW TO CHART A STEADY COURSE



- 1** KEEP FOCUSED ON WHAT LIES OVER THE HORIZON
- 2** DON'T BE DISTRACTED BY TRENDS OR FADS
- 3** KNOW WHAT YOUR BRAND STANDS FOR
- 4** MAINTAIN A DIVERSE TALENT MIX
- 5** INVEST IN SEEING THE WORLD
- 6** BE TYRANNICAL WHEN IT COMES TO DETAILS
- 7** CHANGE TACK THE MOMENT IT'S NO LONGER FUN



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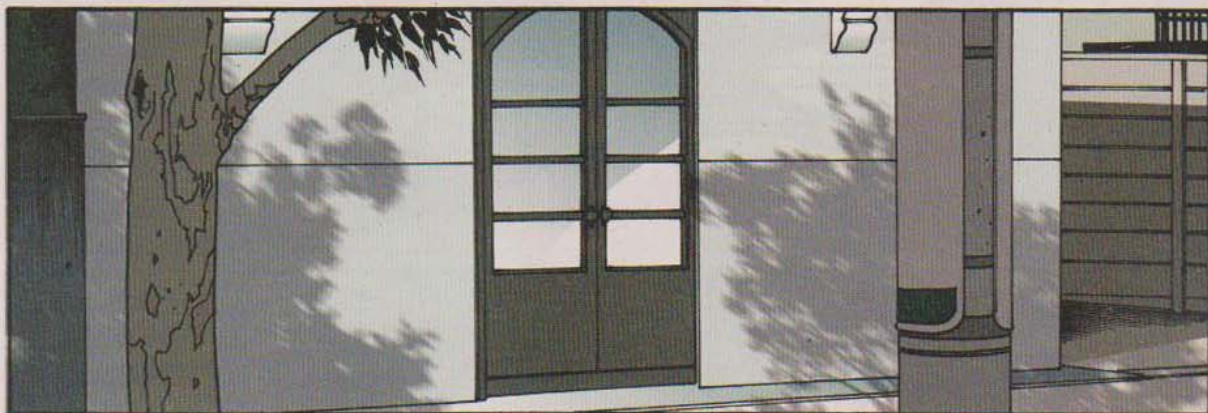
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Background
Alessandro Tokuji Takeda has made the life-changing decision to leave the financial rat-race and move back to Japan to start a small-scale shirt-making business, and in the process revive the practices his late father perfected. We join him as he adds the finishing touches to the interior of his shop and takes his first trial orders.

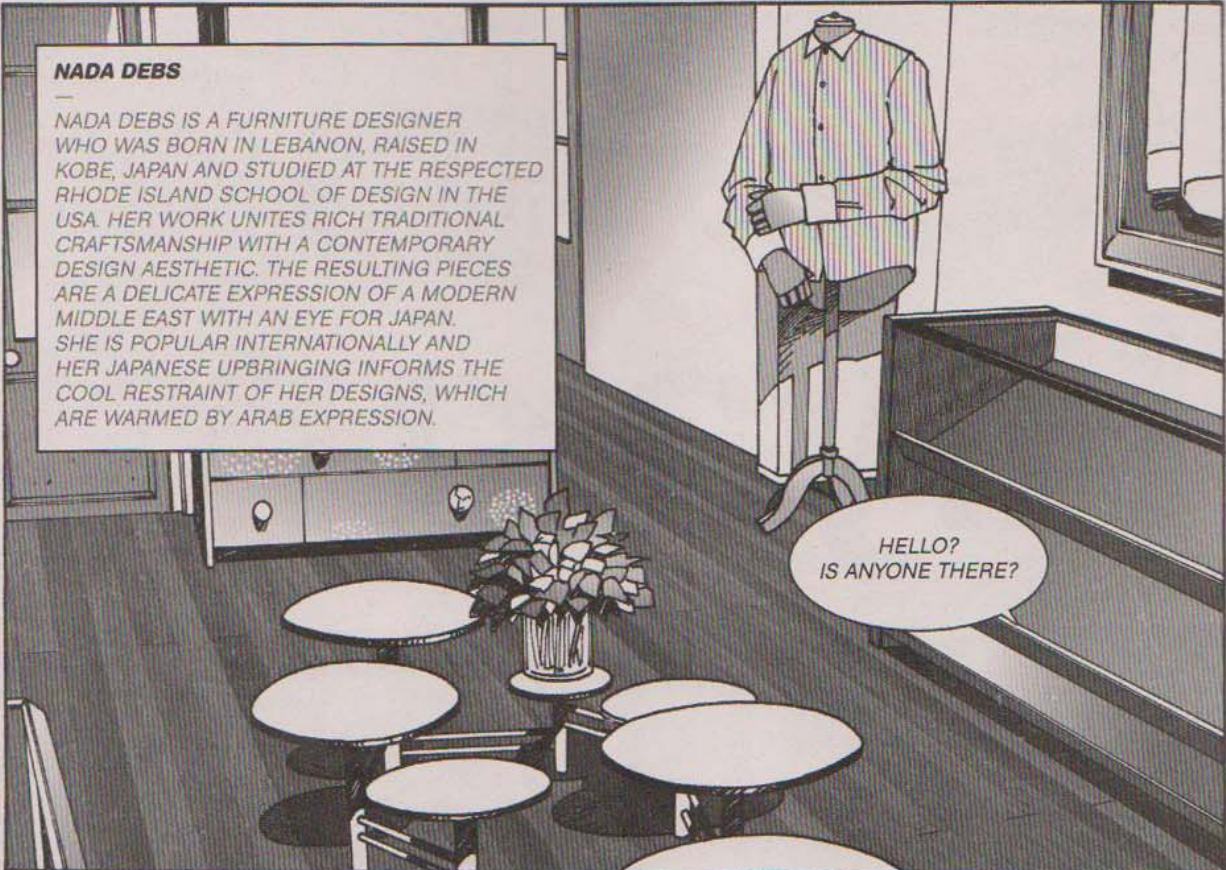
Hiyaku

A time for change




NADA DEBS

NADA DEBS IS A FURNITURE DESIGNER WHO WAS BORN IN LEBANON, RAISED IN KOBE, JAPAN AND STUDIED AT THE RESPECTED RHODE ISLAND SCHOOL OF DESIGN IN THE USA. HER WORK UNITES RICH TRADITIONAL CRAFTSMANSHIP WITH A CONTEMPORARY DESIGN AESTHETIC. THE RESULTING PIECES ARE A DELICATE EXPRESSION OF A MODERN MIDDLE EAST WITH AN EYE FOR JAPAN. SHE IS POPULAR INTERNATIONALLY AND HER JAPANESE UPBRINGING INFORMS THE COOL RESTRAINT OF HER DESIGNS, WHICH ARE WARMED BY ARAB EXPRESSION.



HELLO?
IS ANYONE THERE?

**DING
DONG!**



HOME DELIVERY
SERVICE. CAN I GET
YOUR STAMP
PLEASE?

