

MONOCLE

A BRIEFING ON GLOBAL AFFAIRS, BUSINESS, CULTURE & DESIGN

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Charm, the next offensive. Is it time to go back to finishing school?

Why businesses, brands and nations need a new buzzword for 2012 and beyond. **MONOCLE REPORTS** on the top charmers

- A AFFAIRS** Oil minus corruption: Ghana gets rich nicely
- B BUSINESS** Pulling the rug: Iran's carpet makers get knotted
- C CULTURE** The best media store in the world? Tsutaya's big bet
- D DESIGN** A New Zealand beach home with a Herbst crust
- E EDITS** Locking up your money in Milan, a Stockholm 'hood and an Austrian culinary classic
- EXPO** Southern comfort: the Charleston craft revival

1 SMILE

...
A small gesture transforms transactions and makes them matter

2

BE HONEST

...
Be proud of qualities that can't be faked

3

BE TRUE

...
Have an opinion. Don't workshop your vision

4

BE FRIENDLY

...
We all want a bit more warmth

5

AND...

...
Charm is not measurable. Bad luck for copy-cat firms



Konnichiwa!

OUR JAPAN TRAVEL GUIDE

A MONOCLE GUIDE TO THE WORLD'S MOST CHARMING NATION



HEAD FOR THE HILLS:

Get your skis on for a tour of the Japan Alps (also home to famed puddings)

LISTEN TO THIS:

From J-pop to traditional tunes, you'll be filling your tote with CDs from a Nippon tour



WELL GROOMED:

Even the fluffed-up pooches are exquisitely coiffed (and behaved)

TAKE THE BULLET:

Ride the Shinkansen to see Japan at high speed



02

UK £6
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



03: RESTAURANT OSTERIA DELLA VILLETTA

Italy

Eating out is one of life's simpler pleasures but too often cold interiors, indecipherable menus and overzealous chefs get in the way of a good meal. A weekend lunch at Osteria della Villetta, an hour's drive east of Milan, restores faith in a profession that is at its best when it sticks to the basics. Patrons sit on well-worn chairs and rest their elbows on wooden tables free of stiff tablecloths. The Liberty-style décor has remained largely untouched since the restaurant's doors first opened to hungry travelling salesmen in 1900.

The day's specials are read out and there's no need to peruse a bloated wine list – owner Maurizio Rossi, the fourth generation to command the kitchen, has little trouble steering diners towards a bottle of Franciacorta, the local rival to champagne. Regional comfort food (meatballs, sweet stewed peppers and pan-fried perch fished from nearby Lake Iseo) takes the place of fancy-named pastas. The well-measured service, with Rossi and his wife, Grazia, on the front line weaving between guests, leaves you feeling as if you've stumbled into someone's home. — IC osteriadellavilletta.it

Most charming points:

01: The pop of the cork every time owner Maurizio Rossi opens another bottle of well-made Italian bubbly behind the bar.

02: Local dishes made with local ingredients – the cold-cuts come from livestock literally around the corner.

03: Service that's familiar and never rushed. Guests linger long after desserts and coffee have been enjoyed.

