

MAPPING OUT
A FUTURE
TURKEY'S BIG
DILEMMA



FLAVIO
BRIATORE
LIFE IN THE
FAST LANE



WHERE IN
THE WORLD?
PROPERTY
HOTSPOTS 2009



SIZZLING
CAN A NEW
FERRARI RESIST
THE MELTDOWN?



EUROPEAN BUSINESS

December 2008

NEXT!

THE NEXT BIG THING IN...

POLITICS **TRAVEL** SPACE **MEDIA** CULTURE **MUSIC**
SOCIAL NETWORKING **FASHION** BIOTECH **TRANSPORT**
ARCHITECTURE **SPORT** IT **FINANCE** ENERGY **DESIGN**
AUTOMOTIVE **ELECTRONICS** PHILANTHROPY
BRANDING LUXURY **SHIPPING**

ISSN 1743-6664



AUSTRALIA A\$7.95 AUSTRIA €6.50 BELGIUM €4.50 BULGARIA LV9.95 CANADA \$6.95 CROATIA HRK35 CYPRUS €2.50 CZECH REPUBLIC Kč120 DENMARK KR42 ESTONIA 80KR FINLAND €4.40 FRANCE €3.95 GERMANY €4.70 GIBRALTAR €3.25 HONG KONG HK\$55 HUNGARY Ft1150 ICELAND IKR495 ISRAEL £2.94 ITALY €4.30 JAPAN ¥1350 LATVIA LVL3.5 LITHUANIA LtL16 LEBANON 8000LL LUXEMBOURG €4.70 MALTA €4.66 NETHERLANDS €4.70 NEW ZEALAND NZD\$9.90 NORWAY NKR40 POLAND Z16.50 PORTUGAL €4.50 ROMANIA L250,000 RUSSIA RUR190 SINGAPORE S\$7.50 SLOVAKIA SKK175 SOUTH AFRICA SAR27.50 SPAIN €4.30 SWEDEN KR38 SWITZERLAND 8.30FR TURKEY €3.75 UK £3.25 UKRAINE UAH34.5 USA \$4.95

TV DINNERS

The dining room in Mama Shelter features a table of TV screens with constantly changing images



STARCK CHOICE FOR BARGAIN-HUNTERS

The hottest hotel in Paris is not a grand palace but the graffiti-covered site of a former garage in the relatively scuzzy 20th *arrondissement*. Mama Shelter, wholly designed by Philippe Starck, has been built by Roland Castro, architect of low-cost housing projects, under the aegis of Serge Trigano, son of a co-founder of Club Med. For an almost unheard-of €79 a night – room rates vary according to how far in advance bookings are made – the hotel offers 172 “sensual and elegant rooms” equipped with iMacs and “high-quality” MyBed bedding. The restaurant serves traditional French cuisine; there are two bars, and a bistro with private terraces. Guests can check in at machines like those at airports and at the end of the lobby is a small computer-equipped business centre, Kiehl’s lotions, DVDs and art books. One of the airy, public rooms has a huge eight-person table football console, which encourages guests to mingle, and a large video screen on which people can introduce themselves, Facebook-style, over a drink.



TAJ OPENS GATEWAY TO INDIA

The largest Indian luxury group Taj Hotels Resorts and Palaces has launched a new brand within its portfolio, going by the name of Gateway Hotels. Taj describes the new offering as “a pan-India network of upscale hotels and resorts that offer travel nomads a crisp, contemporary and warm experience”. The brand has launched with 26 properties, including rebranded and new hotels across India. Gateway Hotels will be divided into zones – Enter, Stay, Hangout, Meet, Work, Workout, Unwind and Explore – with “a 24/7 approach to all services”, and amenities including yoga mats in all rooms, and low GI foods on offer.

ROCCO FORTE FEELS PINCH

Rocco Forte Hotels plans to open The Augustine in Prague in early 2009 despite a fall both in profits and in the fortunes of backer, the UK’s HBOS bank. HBOS has invested in six of Forte’s 11 hotels, having taken a 50% stake in them through its Uberior Investments vehicle. Forte has just released its figures for the year ending April 2008, which showed profits falling from €16.2m to €7.2m because of the exceptional profit made in 2007 after it sold Cardiff’s St David’s Hotel for €7.7m. Turnover nudged up from €110m to €114m. Forte said the growth was partly fuelled by increasing the amount spent by each guest through offering more services.



CABIN FEVER HITS SCHIPHOL

Amsterdam’s Schiphol Airport, so beloved by business travellers, has just got even more welcoming. YOTEL, the UK capsule hotel outfit, has launched its first international and airside hotel inside Schiphol’s terminal. A room at the 57-cabin YOTEL can be booked from upwards of four hours with standard, twin or premium options. Cabins feature free Wi-Fi and wired internet access and flat-screen TV’s. Each cabin has an en suite bathroom with a monsoon rain shower. YOTEL has the ongoing investment support of Kuwait-based IFA Hotels & Resorts. Eric-Paul Dijkhuizen, managing director of Schiphol Group’s Consumer Business Area says: “Our goal is to be an Airport City within a City in our own right.”



AIRLINE GROWS CELL BOARDING

Passengers flying on Lufthansa flights between London Heathrow and Germany can now use a mobile phone boarding pass. After checking in online the airline sends a barcode to an email address or internet-enabled phone allowing a traveller to proceed straight to the departure gate. The German carrier already uses the system on all domestic flights and on some European flights. The airline says more than 750,000 passengers use the service each week.

JOURNEY’S FRIEND

Californian travel specialist Eagle Creek has launched a wedge-of-cheese shaped, wheeled carry-on designed to fit easily into crowded overhead lockers. Tall travellers might appreciate the metre-long telescopic handle, while the drop-down front access tab may allow fast access on the fly. €180; www.eaglecreekluggage.co.uk

