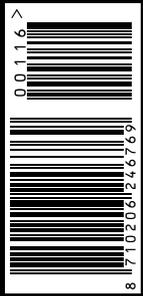


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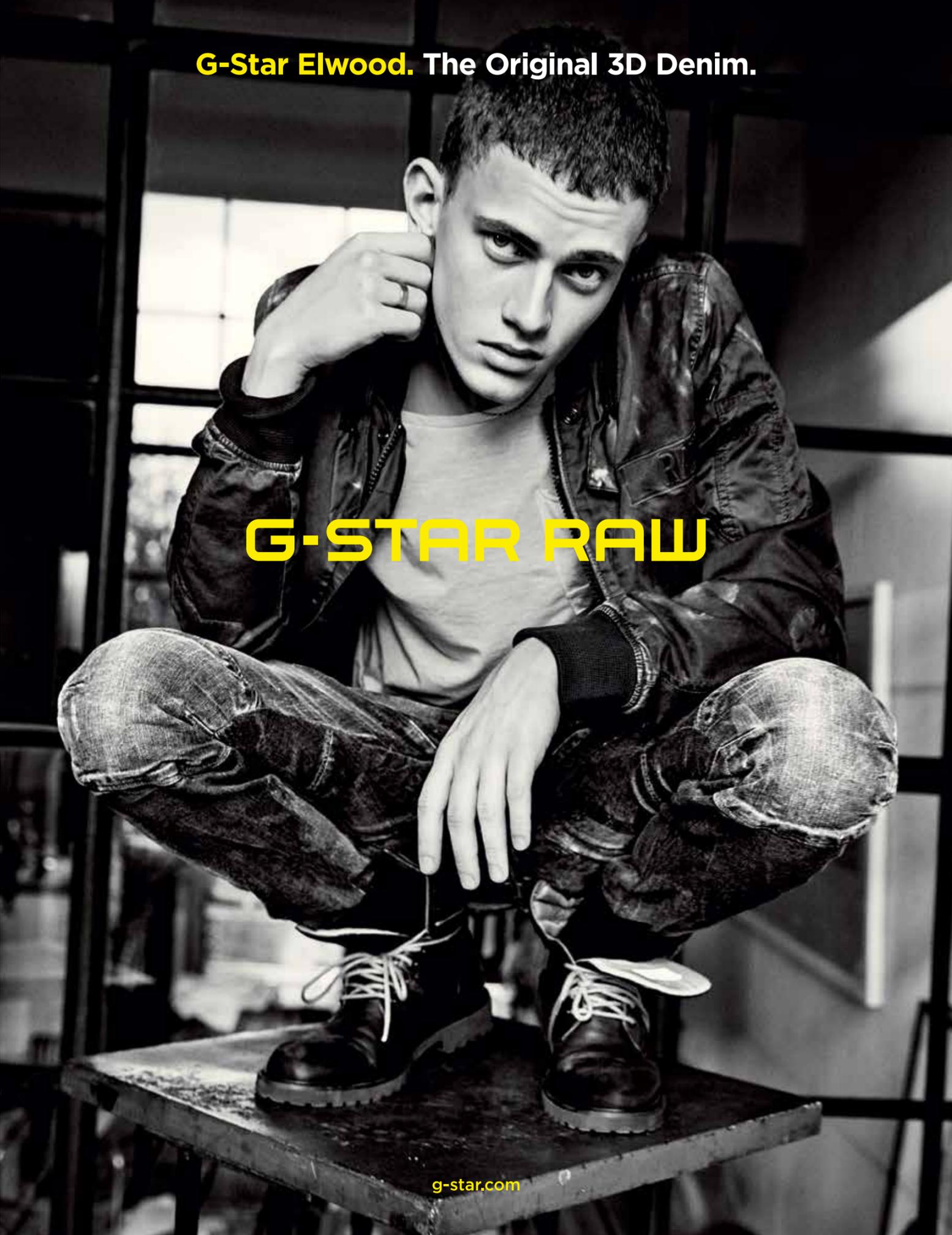
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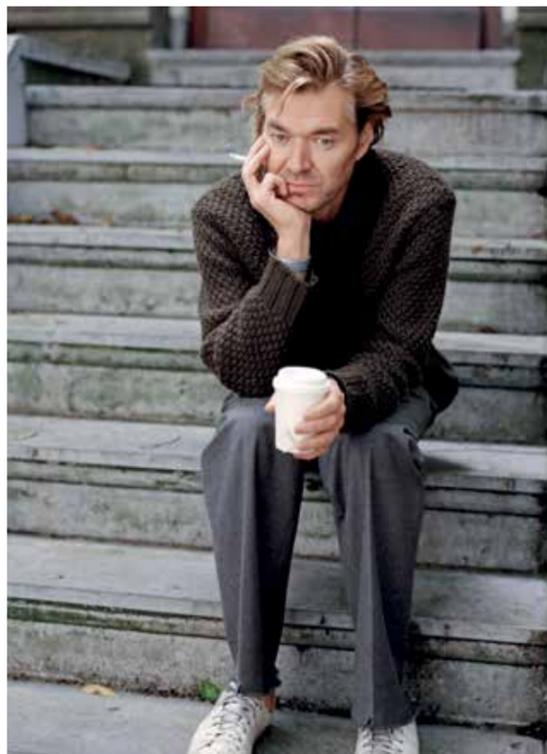


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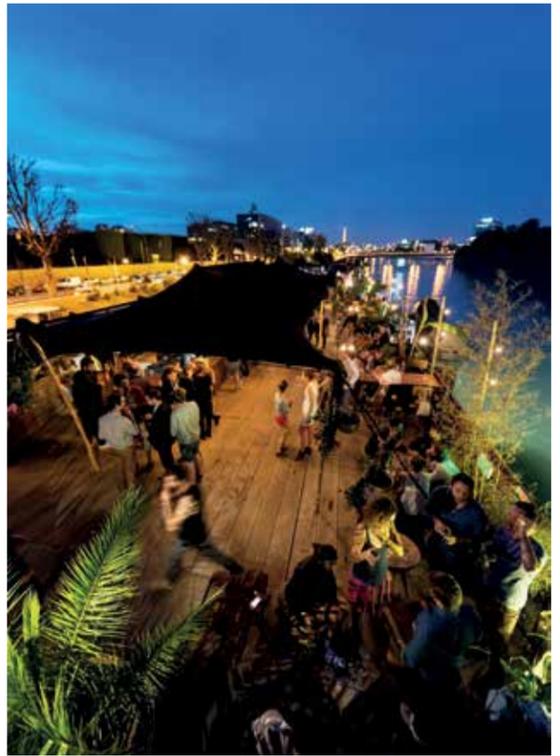
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Like a character actor with one of those ugly-interesting faces who stumbles late into stardom, Rotterdam has finally transcended its perennial supporting role and found its own place in the limelight.

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TRANSMUTATION

You may have heard the tall tale of Baron von Munchausen avoiding certain death by pulling himself and his horse out of a swamp by his own hair.

It's probably the most beautiful metaphor for creativity: the art of creating something from nothing. Pressure is not a requirement for creativity, but things really do become fluid when the going gets tough. Harness the pressure and you may well boost your creative powers.

You may even get addicted to the rush that occurs when you feel things are changing, coming together in a way you had not expected. A certain recklessness, or perhaps blind faith in whatever the future holds, is crucial for the creative force to work.

In a way, we're talking about alchemy, the realm of the mind connecting with the material world. We're talking about turning lead into gold.

Creativity is also about recognizing opportunities or, even better, creating them. In this issue you'll find a wide range of creative entrepreneurs who are masters at creating meaning and value where others see nothing, or at best a challenge. From the game changers who are building the cities of tomorrow to the men who grow food from coffee grounds.

Thinking precedes creativity. But creativity itself is never a thinking process. And for some, creativity is not about high pressure either. Rather, it's about removing pressure entirely. So for this issue, we also wanted to explore the "non-thinking" state. One of the most fashionable ways right now to "not think" is yoga. In *Mantra Men* we feature seven yoga teachers. I always feel a bit uncomfortable with men who seem to claim some kind of spiritual truth. But do yoga teachers claim to be spiritually elevated? It's clear the girls love these new heroes, who combine sensitivity and physical prowess in one total package. For most men, it's probably easier to appreciate a heavy-drinking, drug-using rockstar or a George Best-type of soccer player than a yoga teacher. It all seems so f*ng humorless. But we met seven inspiring individuals. They made no pretentious claims, often had an excellent sense of humor, and were all fitter than any of us at CODE. And, yes, of course yoga is the smart thing to do for any guy.

The more traditional way to reach the non-thinking state, though, is by drinking plenty of that beautiful substance called wine. For this issue, we traveled to the biggest festival in the world for nature wines (La Dive Bouteille, France) to shed some light on the world of 100% natural wines. We discovered that the nature wine-making process is a labor of love. It attracts a certain kind of man who is able to think out of the box to create something meaningful and exciting.

Speaking of a non-thinking state, for some that is what travel is all about. At least, if you adhere to the philosophy that the best trips are made without a schedule, without a plan, and without the notion of having to be somewhere at a specified time. For our travel feature on the amazing—and relatively unknown—Atlantic coast of Spain, we sent photographer Jussi Puikkonen and stylist Clyde Semmoh on a five-day journey from Bilbao to the western edges of Galicia. Each day, our editorial team pointed them to a new destination, based on weather conditions and recommendations by locals. What more is there to say than "read the story and book a ticket now"?

The magazine you now hold in your hands is the first edition of a completely reinvented CODE. CODE was founded almost ten years ago. It changed formats a few times. It started out as a Dutch magazine, was changed into an English title a few years later, switched back to Dutch, and has now made another happy English comeback. Yes, our outlook is global. But our perspective is shaped by living in Amsterdam. And exactly for this reason we felt we needed to feature some of the most interesting creatives of that other great Dutch city, Rotterdam.

For an editorial team, reinventing a magazine is one of the most fun things to do. It's always about teamwork. And trust. And that reminds me of another topic I could devote a few words to: collaboration. It was a sweet ride with an amazing team. We hope you enjoy the result.

Peter van Rhoon
Editor-in-chief and creative director



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“I like to talk seriously about my paintings because I’m not laughing or having fun when I’m painting them”

Harland Miller

WORDS: PETER VAN RHOON PHOTOGRAPHY: BIANCA PILET

For Harland Miller, the writing’s always been on the wall. Though he may have started out as a fiction writer, the Brit rose to fame with large-scale oil paintings of reimagined classic Penguin paperbacks. With titles like *Don’t Let the Bastards Cheer You Up*, *Incurable Romantic Seeks Dirty Filthy Whore*, and *I’m So Fucking Hard — Ernest Hemingway*, his canvases — some witty, others more melancholy—speak volumes about the power of words.

Back in 2000, with the publication of your debut novel *Slow Down Arthur*, *Stick to Thirty*, you were hailed as one of the great comic novelists of your generation. But there was no follow-up. What happened?

Slow Down Arthur was wildly hyped because, as a first-time writer, I had received a record advance from my publisher. It’s a semi-autobiographical story set in the north of England, featuring a traveling David Bowie impersonator who is confronted with the local small-town mentality. The story is funny and sad in equal measures. At that point, I was going to be a writer and take two years off from painting in order to write. There was this excitement around the book, but it didn’t sell as many copies as they thought it would. Plans to turn the book into a film got shelved. In a way, I was glad because after finishing the novel, I actually wanted to go back to painting.

Your decision led to a wildly successful career as a, for lack of a better word, literary painter. You paint imaginary book covers with slightly surreal or tongue-in-cheek titles.

Yes, after *Slow Down Arthur*, I started painting book covers instead of writing books. I have all these potential titles for books I’ve never written. Some titles suggest a story, while others are self-contained, almost like an aphorism. Some, like

International Lonely Guy, are taken from books I’ve actually started writing.

You seem to be very serious about the humor in your work.

The playfulness of my work is kind of a problem. Humor is difficult for people to consider because of its nature. I think a work about humor can be taken very seriously, but work that is in itself humorous always seems a joke. By definition that’s sort of what it is. I like to talk seriously about my paintings because I’m not laughing or having fun when I’m painting them. I’m painting them as seriously as I would be painting any abstract painting.

You use text, but your work is not cerebral. You convey ideas, but your work is not conceptual?

Originally, I was trying to make paintings that would make people free. Not because I wanted to manipulate them, but because I found the idea that art has to make people think a bit thin. A newspaper article makes me think. Watching a documentary on television makes me think. But standing in front of *Guernica* doesn’t make me think about the plight of the people depicted. As for my early Penguin paintings, the words and the harmonious way in which they have been painted will make you feel something personal in a way that only an image can. There’s a lot more going on in my paintings

than just the words, but the power of those words ... That’s what continues to amaze me—I may spend months painting them, but if people don’t like the text on the painting, they’re dismissive of the entire work. They’re either drawn to it or repelled by the words. I think people read words without being conscious of doing so. And when they read them, they hear them inside their own heads, like a voice with a god-like quality. That’s powerful!

Harland Miller is represented in the Netherlands by Galerie Alex Daniels — Reflex Amsterdam, > reflexamsterdam.com. The gallery has recently issued a new print of *Who Cares Wins*, in a limited edition of fifty, signed and numbered. *Tonight We Make History (P.S. I Can’t Be There)*, Harland Miller’s first solo exhibition in Germany, will be hosted by Blain|Southern in Berlin between 30 April and 30 July 2016.

> blainsouthern.com



"I know better what I *don't* want than what I *do* want"

Sjam Sjamdoedin

WORDS: JOB DE WIT PHOTOGRAPHY: CINDY BAAR STYLING: IMRUH ASHA

A few years ago, Utrecht's Nobody Beats The Drum was poised to break through in the EDM-smitten United States. While negotiating a deal with a big American record label, the members of the audio-visual electro collective found out that their ideas about the future of the band were too divergent, and decided to split up. Now, DJ/producer Sjam Sjamdoedin is still in the process of finding his way back, increasingly drawn to the possibilities as well as the limitations of modular synthesizers. He is planning to put out his first solo releases this year.

You are composing on modular synths nowadays, instead of creating music with software. How did you arrive at this point?

For a while, after Nobody Beats The Drum broke up, I had no idea which way to go. I went round people's studios, to chat and to find inspiration. Dutch DJ/producer Palmbomen sat in this small room at his mother's. It held a bed and his gear. He told me how he started toying with MIDI when he got up and recorded those melodies at night. After a few edits he would have a new track. I thought he was nuts! Why would you work that way when there are so many possibilities to create music? I used to draw lines in production software Logic for hours and click on things to make them perfect. With modular synthesizers it doesn't have to be exactly right. Now I think, does this sound cool? If it does, I'll record it and maybe play some other synthesizer or low modulars over it, and that's it.

You've got a whole bunch of modules here in your studio. Some of them you put together yourself. Why?

I'd like to build everything myself, because soldering is just really cool. It's almost like meditation.

This sequencer I built last week has three circuit boards underneath it, and it took me a week. You can think of it as a box of Lego. There's a big castle pictured on the box and you want to play with it, but you have to build it first. You can buy most of them plug-and-play, but they're usually a bit more expensive and there is this whole online community to exchange tips and tricks.

You just made a cool little groove for me in a matter of minutes.

Isn't this fun? What I just made, I have never made before. I'll likely never make it again. This exact combination of wires and knob-setting is unique. Sometimes I'll be sitting here with these cables for about an hour, wondering what would happen if I do this or the other. I've started to look at making music in a whole different way.

Maybe this is not just a musical process for you, but also even... spiritual.

I wouldn't quite put it like that myself, but... you may be right. It's about accepting that things are the way they are. That totally applies to me, haha. I know better what I *don't* want than what I *do* want. I need limitations to be able to work, rather than endless

possibilities. Some limitations in other aspects of life would suit me, too. I like that metaphor.

What do you strive for in your work?

I feel the need to do something original. Something that's my own. Something real, something authentic. I don't know what that is yet. When I'm dancing on my own here in the studio, I know I'm on the right track.

What item in your wardrobe typifies you?

While on tour in America I bought a purple and orange Chicago Bears sweater. It's not as ugly as it sounds. It's more of a deep blue and pale red. I found it in a thriftstore in Chicago, the birthplace of house music. I've painted that bear logo on a wall in my house, even though I don't care about sports at all. It's a baseball team, right?

▶ soundcloud.com/sjamsdoedin



**“The brain is a powerful thing.
You can make shit happen”**

Anderson .Paak

WORDS: JOB DE WIT PHOTOGRAPHY: JUSSI PUIKKONEN

Last year's *Compton*, Dr. Dre's third studio album, featured a relatively unknown artist on no fewer than six tracks. Anderson .Paak from Oxnard, California, now signed to Dre's Aftermath label, is wasting no time establishing himself as an all-singing, all-rapping, all-drumming, all-dancing superstar, sounding somewhere in between Curtis Mayfield and Kendrick Lamar on his latest solo album *Malibu*. He will perform with his band at this year's PITCH, Lowlands, and North Sea Jazz festivals.

How did music get a hold on you?

When I started playing drums at twelve, I remember seeing my mom dance around. The drums have been pretty much the most consistent thing in my life. I started playing in church shortly after that. Songwriting and performing kinda came later. By the time I was in high school, I had my first demo tape. I had made all the beats and I had recorded myself rapping.

Listening to your music and your life story, it seem to have pretty good survival instincts.

L.A. is all about survival of the fittest. That's kinda like how my story's been: learning how to survive and building relationships that mean something. Also, to simplify your life. It's hard to make decisions when you have too many options. So you're gonna have to get down to the bare bones of what's going on. There was a time when I was doing a lot of building up other people's dreams as opposed to building up my own. I had to develop a work ethic where I was waking up and working on my stuff.

What goal had you set yourself at a time when you didn't have a lot of money in the bank and Dr. Dre wasn't on the phone?

I had a few simple goals that I wrote

down. I wanted to sell 10,000 units, I wanted to make a million dollars, I wanted to get health insurance, I wanted a car, I wanted a record deal, I wanted a publishing deal, I wanted a new house, I wanted to travel with my family and ... I think that was it. I wrote them down and most of them I checked off in the last two years. I just need that million dollars, haha.

Getting a call from Dr. Dre wasn't on your list.

It seemed far-fetched, honestly, to ever work with him. To be this close to him now and to have him as a mentor and be able to pull ideas from him, is wild to me. But it is what I always wanted. The brain is a powerful thing. These things are like magnets. You can make shit happen.

Is there something he said to you that has stayed with you?

I remember how he said that he loved the natural pain in my voice. That helped me solidify my whole vocal approach for *Malibu*. I always play around with different things. When he said that, I felt, okay, I got something here. That blues element was something that I'd never really paid attention to. But I was at a place in my artistry, and just personally, where I was free to put that out and be comfortable.

What do you strive for in your work?

I want something that doesn't make me cringe and that I can ride out to from top to bottom. Right now I want to be better at making full compositions with bridges, really fleshing out a whole tune. Some of my songs are really short, or just a couple of verses and hooks, and that's it. I would like to make some timeless pieces. I want them to stick, years and years later. Something that my son's son will listen to.

What do you need to do to get there?

Keep going, stay inspired. Be a learn-it-all as opposed to a know-it-all. Never be comfortable and keep working.

➔ andersonpaak.com



“If you take the ‘I’ out of Ted Baker the business will flourish. That’s the philosophy”

Ray Kelvin

WORDS: PETER VAN RHOON PHOTOGRAPHY: JUSSI PUIKKONEN

Ted Baker began life as a Glasgow-based men’s shirt store in 1988. Despite its humble beginnings, founder Ray Kelvin and his team transformed it into a giant global fashion retailer in the nearly three decades that followed. Kelvin surely is a character. A conversation never starts before hugs have been exchanged, and he talks with great devotion. We spoke with Ray Kelvin about the struggle of starting up, running a global fashion empire, and being blessed.

What was the most fun moment for you in the past year?

I had a gallbladder operation and I woke up on intensive care, but I was still alive. That was a fun moment because I thought I was going to die for sure.

So let’s focus then on this year. What will be your best moment of 2016?

This year is going to be a big year for me because my two boys are moving into their own apartments. They are leaving University. I got divorced when they were very young and I’ve been extremely close to Ben and Josh. So I am designing the apartments with them. Seeing their lives develop is going to be fun. And this year it’s a big birthday for me. I’m taking seven very good friends (we are all very keen on fly-fishing) to New Zealand.

Sharing is caring?

I like experiences. And I love rivers. If I catch a fish, that’s a bonus. My friends are the same friends I have always had. Being with them is very therapeutic, the whole motion is nice. It’s not about wanting more, actually it’s about getting yourself in order. As you get to a certain age, you go backwards, you want simple things. I don’t crave luxury, I seek quality and simplicity. Being blessed is what life is all about.

Being blessed?

I don’t come from a blessed back-

ground, I come from a normal background if we talk in terms of materialism. We’ve got 4,000 people at Ted Baker. Can you imagine? We have Tededucation every three or four months, and I always tell them: “You know what kind of problems I have when the business is getting big?” One: I don’t know your names. And two: as I stand back, it’s like being in an aeroplane: People are becoming smaller because I don’t know everybody’s name. That’s what I don’t enjoy.

You described how the first seven years, you were sleeping on the floor...

For maybe more than seven years it was pretty ugly because it was all about survival, it was all about getting through. We didn’t have deep pockets, we didn’t have strong support. I had to find ways to pay wages. I took on design jobs at large companies to pay myself so I could reinvest in the business. At one moment we couldn’t pay the rent for one shop. I came to the shop in Manchester, and the people who collect for the court locked us out.

Has getting out of the trenches made you the warm, hugging gentleman you are now?

Ted Baker has the best work environment and the most caring, sensitive atmosphere. Certainly, we have to make difficult decisions; we are not pussycats, but if the people in the

business really love the company and they love the brand, if they try their best and they do really well, it’s a great place.

Looking back on the years when you had no clue whether or not it was going to work out, why did you do it?

Fear. I survived on instinct.

Did you get divorced during those years?

No, I got divorced after. Once I got through it, the next battle presented itself. I remarried many years ago. I divorced 15 years ago and my wife lives a few hundred meters from my house. Living together didn’t work out, but we still love each other.

Do you invest in young entrepreneurs?

Not really. I don’t want to be any busier, I’d rather enjoy more quality time. My phone doesn’t ring. I get emails. It’s not that I am not busy. I’ve got a great finance director and a great chief operating officer, and they do what they do. I don’t take these guys’ calls. I try to take the ‘I’ out. You have heard the cliché: There’s no ‘I’ in team. If you take the I out of Ted Baker, the business will flourish. That’s the philosophy.

► tedbaker.com



“I believe great art has the power to unite people”

Ruben van Leer

WORDS: NYNKE VAN SPIEGEL PHOTOGRAPHY: CINDY BAAR STYLING: IMRUH ASHA

Space may be the final frontier, but it's made in a Hollywood basement. Or, if you're acclaimed Dutch filmmaker Ruben van Leer, in CERN, the world's largest particle accelerator. The giant lab, where scientists try to uncover the greatest mysteries of the universe, serves as the backdrop of his dance opera *Symmetry*. Appropriately, the first-of-a-kind movie has been a stellar success, winning seven international awards to date.

The idea for *Symmetry*, which brings opera and dance together in the high-tech world of CERN, is rather explosive.

Yes, the film represents the very first time that filmmakers got access to CERN's Large Hadron Collider, where scientists study the smallest building blocks of our natural world and are looking for the remnants of the Big Bang. In *Symmetry*, the particle accelerator is turned into a stage for dancers. The film is a *Gesamtkunstwerk*, a piece that brings together different art forms, with starring roles for Slovakian-born dancer Timulak and American soprano Claron McFadden. It combines the best parts of opera and dance with digital art and experimental cinematography to make us reflect on existential questions: Who are we? Where do we come from? And where are we headed?

Is this theme close to your heart?

I guess you could say the major theme of my work—from creating concert visuals for the Black Eyed Peas and music videos for Yeasayer to directing the dance film and installation *Merkavah*—is the relationship between the smallest and the biggest things in life. Even though these are extremes, I believe there is always a symmetry between two opposites or dualities—there are always similarities. In my work, I'm looking for those similarities in order to bring people together. In *Symmetry*, the symmetry between

science and art is a metaphor for all dualities having the potential to become one. The arts are becoming more specialized as the world becomes more fragmented, but I believe that great art still has the power to unite people.

What was the most important thing your parents taught you?

They taught me to be a jazz man, literally and figuratively. At home, we had a lot of improvised music sessions. I'd be the drummer, and my eight brothers and sisters would sing and play on the piano, violin, or bass. When I was playing with my family, sometimes that magical transcendental moment happened when everything comes together. I'm eager to find those moments now, on my film sets. I work with a range of disciplines, which in many ways is like playing a jam session. Being a “jazz man” also means that I try to find the essence, the humanity, of a work of art. I always go back to the people. I believe that, in the end, that's what my work is all about.

Who would be a less well-known influence on your work?

Chinese performance artist Cang Xin. He makes these beautiful photos and sculptures of himself, in the middle of an ice field in northern China or licking the ground in an art gallery. He creates rituals that speak a thousand words. I hope to meet him soon on a trip to China, during a debate on *Symmetry*.

Which item in your wardrobe best sums you up?

I have a pair of Paloma Picasso sunglasses, which are vintage and futuristic at the same time. Will.i.am also wore them during the Energy Never Dies tour of the Black Eyed Peas, for which I created the visuals. So for me, there's this show element to the glasses. During the tour, I also got to know the philosopher's side of will.i.am. Entertainers like him have this great people-loving, artistic power inside of them that makes them do what they do, which is also reflected in their fashion. So there are two sides to these glasses, which, incidentally, is the way I love to see the world.

What does the future have in store for you?

I'm currently working with stage director Sjaron Minailo on a new online performing arts film project, in collaboration with the Holland Festival and Google Institute. I'm also in the process of writing a new film that's about art history and immortality. And I'm developing ideas with music producer Flying Lotus, who is releasing his new album soon.

Symmetry will be released online later this year.

▶ rubenvanleer.net
▶ symmetrymovie.com
▶ truth.io



“I got into perfume by accident, through graphic design, and maybe perfume will lead me to something else”

James Heeley

WORDS: PETER VAN RHOON PHOTOGRAPHY: BIANCA PILET

Only a handful of fragrances caught our attention last year. One of them was James Heeley’s Chypre 21, which brings back memories of the archetypal French perfumes but with a modern twist. Heeley has a nose for many other things — he also turns out to be a philosopher with a law degree, a graphic designer, and a product designer.

You got a degree in law and studied theology. Most people who study theology end up with more questions than they started out with. But you ended up with self-confidence instead?

I maybe ended up with more questions but I knew that at the end of the day there wasn’t really a right or wrong. I knew that the world was a big place, full of possibility, and that you should never take for granted what you have been taught. Philosophy teaches you that life is not what you think it is — you cannot assume, you always have to question. And I started to question what I wanted in life. I realized that I have to be passionate about what I do. Once you’ve realized that, you have to face yourself. So basically, I left for Paris.

Why Paris and not New York?

There is this myth about Paris being the center of elegance and decadence, with beautiful girls and architecture. It kind of frightened me in a way, I found it so different. New York was similar to London, in a way, with the language and such, but Paris was so exotic.

When did perfume enter your life?

After working as a graphic designer at an advertising agency run by friends, doing legal work in the film industry, and opening my own furniture workshop, I fell in love with scents when I worked for Christian Tortu, a very well-known florist in Paris. I did the packaging for a scent he was making for Annick Goutal, and it triggered my curiosity. I had very little knowledge of the

perfume world. If you want to do something well, go into more detail. I had to learn about perfume, knock on doors, and eventually ended up working in a lab in the south of France, where I still am today. So basically I got into perfume by accident twelve years ago, and maybe perfume will someday lead to something else.

How did you get to Chypre 21?

I thought it would be interesting instead to revisit the classic chypre accord that has been synonymous with classic French perfume for well over a hundred years. It is thought that the chypre accord actually dates back to the 17th century but really became fashionable as a perfume in France in 1917, when François Coty launched a perfume by the same name. Chypre 21 is a chypre for the 21st century because retro-perfumes don’t make much sense. A perfume made today can’t really smell like it would have a hundred years ago because so many things have changed, including raw materials and methods of extraction.

How did you turn something so sophisticated and classic into something modern?

I looked back at the classical chypres and reworked the key ingredients into a more unisex, “contemporary” scent using bergamot, rose, patchouli and of course oak moss. I think Chypre 21 is fresher than an old chypre. It is certainly less powdery and less floral than a traditional chypre. True to a classic chypre, not one ingredient outweighs the other.

They combine to form the unmistakable and recognizable chypre accord that has been so admired over the years.

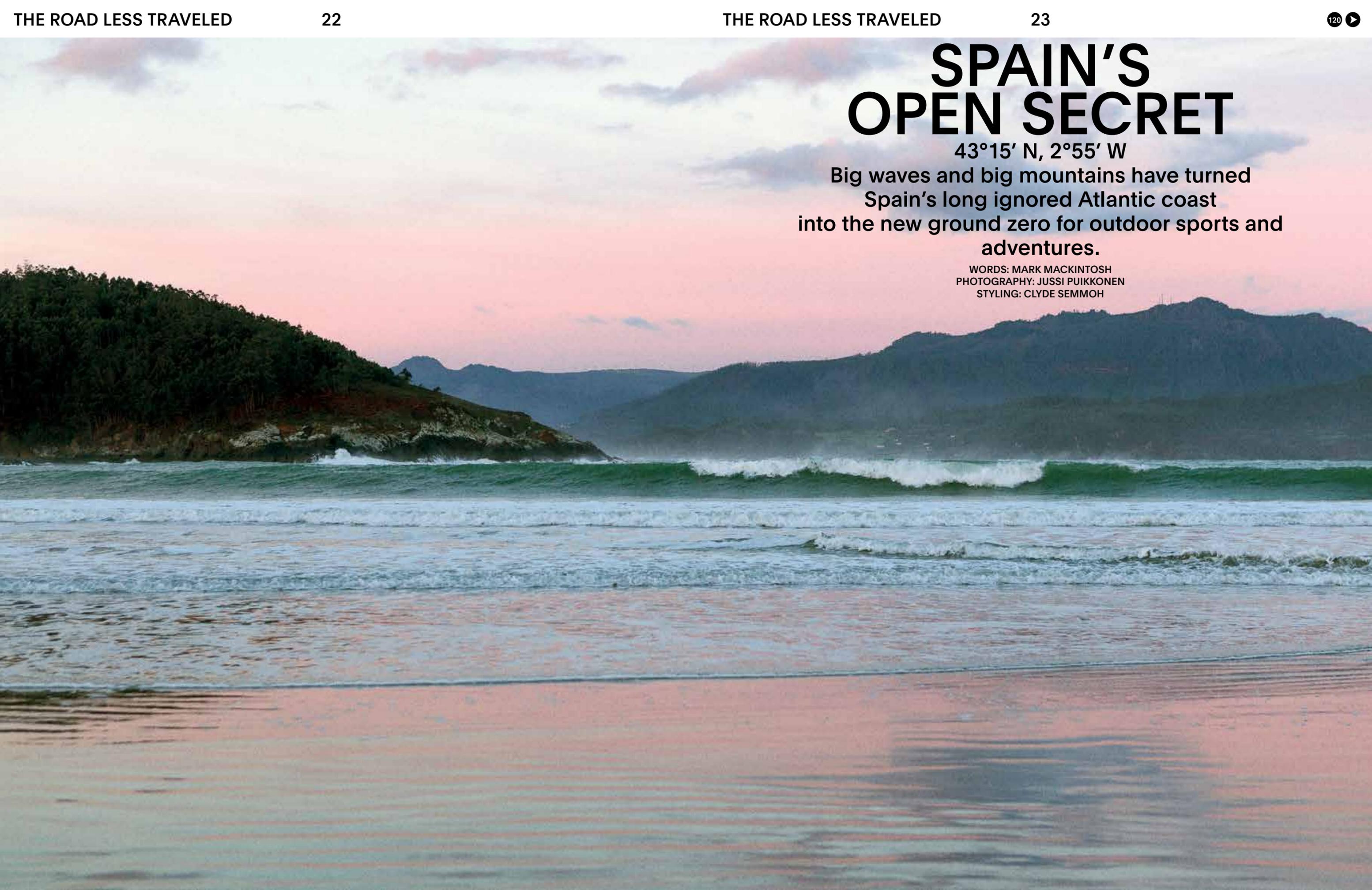
▶ jamesheeley.com

SPAIN'S OPEN SECRET

43°15' N, 2°55' W

Big waves and big mountains have turned
Spain's long ignored Atlantic coast
into the new ground zero for outdoor sports and
adventures.

WORDS: MARK MACKINTOSH
PHOTOGRAPHY: JUSSI PUIKKONEN
STYLING: CLYDE SEMMOH



GOING GREEN

Traveling along the Atlantic coast of Spain, you'd be forgiven for thinking you had somehow crossed into an entirely different country. If Hawaii and the Scottish Highlands had a love child, this is what it would look like—a wild land full of natural wonders. Take your pick from lush, emerald-green pastures interspersed with pine and beech woods, towering cliffs that drop straight into the sea, and lofty mountains as far as the eye can see. No wonder the locals call this part of the country *España Verde*, Green Spain. It includes the regions of Galicia, Asturias, Cantabria, and the northern half of the Basque Country, all the way to the French border. These fiercely independent communities lie north of the imposing Cantabrian and Basque Mountains, which trap the moisture of Atlantic Ocean winds and cause it to rain. A lot. So if all you want is a sun-drenched beach vacation, you've come to the wrong part of the country. But if you're after exciting outdoor adventures, coupled with some of the liveliest cities and best food in Spain, this is the place to be.

HOW TO CATCH THE BEST WAVES

Like the Portuguese coast and the area around Biarritz, just across the French border, *España Verde* is excellent surfing territory. All thanks to strong Atlantic winds and natural wind tunnels, which create mighty swells. But unlike the competition, most prime surf spots are only known to insiders and locals. Mundaka, just north of Bilbao, may get all the attention—it's an amazing lefthand barrel and possibly the best rivermouth break in the world—but you'll find waves that are perfect for intermediate surfers if you travel a little further west.

Exhibit A: Playón de Bayas in the Asturias region. Beautiful mountains in the surrounding natural parks overlook the beach here, which you'll often find completely empty. The sands are wide and completely open to the North Atlantic winds coming in from the Bay of Biscay, creating good groundswell. Another personal favorite of ours is the beach at Somo in Cantabria. One of the most consistent beach breaks of northern Spain, it boasts more than seven kilometers of white sand and excellent waves. "Its long shore offers a great number of surfing spots for all levels," says Miguel Gutierrez "Welsh", a big-wave surfer and instructor at the local Escuela Cantabra de Surf. "If you're experienced, the ultimate challenge is a powerful right-hander to the northeast of the beach, on the western side of rocky Santa Marina island. After a long paddle out, you can expect big barreling waves up to four meters (12ft) as a reward."

Perhaps the most unusual surfing experience takes you right to the heart of San Sebastián, one of the Basque Country's major cities. Between October and May, the waves of the Urumea are powerful enough to take you straight from the mouth of the river into the center of town. Catching waves here involves a fair bit of luck—you'll only have the right conditions two or three days per season—but nothing beats surfing into town while ducking bridges and overtaking city traffic. Elsewhere in town, La Zurriola Beach is a popular place to learn how to surf in the summer, but only die-hards dare ride the monster waves of winter.

HOW TO MEET A BEAR AND LIVE TO TELL THE TALE

If you think brown bears only roam around in the Rockies or Oscar-winning Leonardo diCaprio movies, think again. At least two hundred bears live in the unspoiled wilderness of the Cantabrian Mountains, and you can personally track them down. In the not-too-distant past, locals used to hunt them for their fur and meat, or simply because they wanted to protect their cattle. In the 1990s, when the brown bear had almost been hunted out of existence, the Spanish foundation Oso Pardo started to protect

“Whatever you set out to do—braving waves, bears, canyons or food markets—do as the locals do and go all the way”

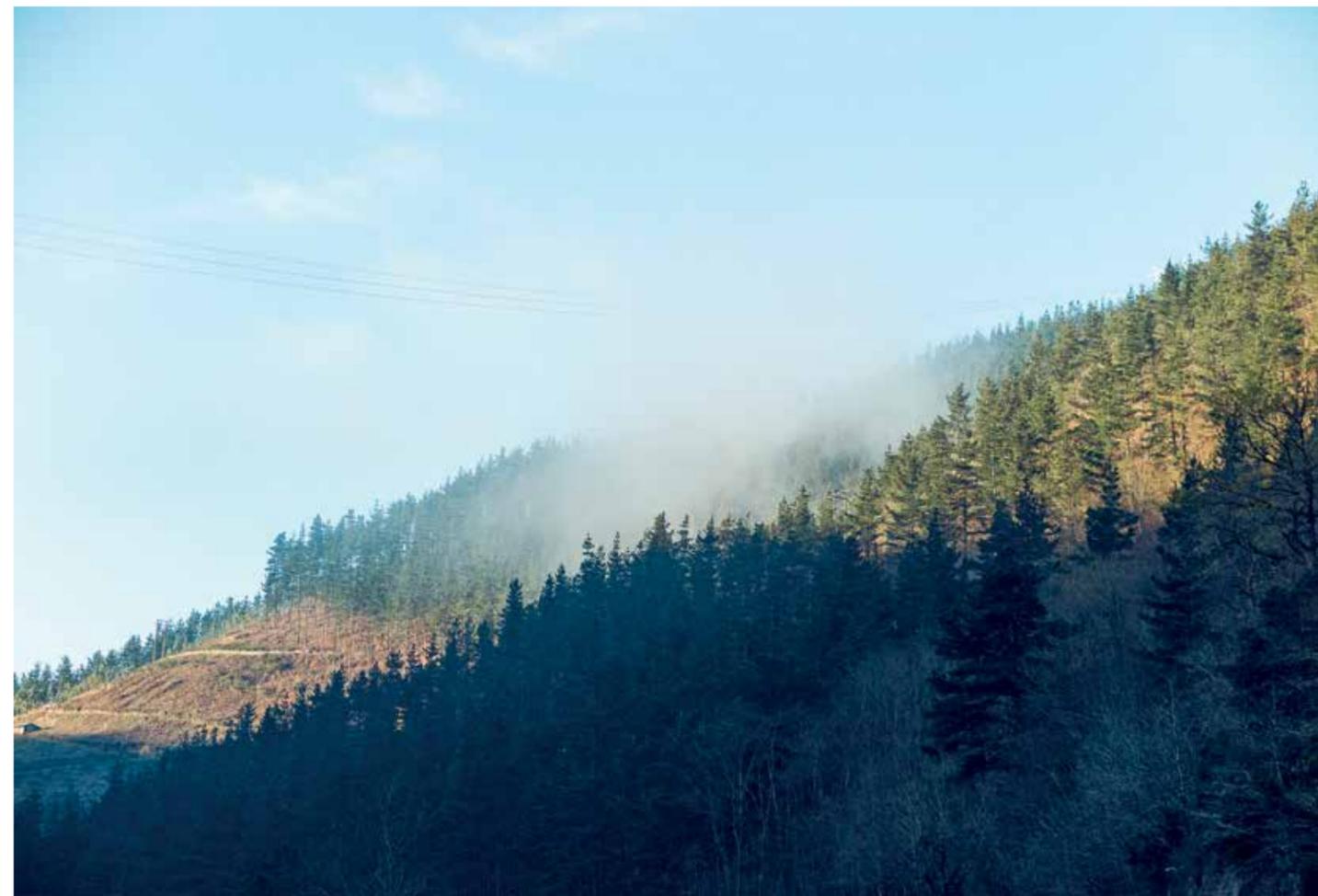
the species, and its numbers went up again. Guides like Iñaki Reyero, from the local travel outfit Wild Watching Spain, will now take you on trips to spot bears from vantage points high up in the mountains. "Sometimes, when we leave at the crack of dawn, we hit the jackpot and immediately spot a bear," says Iñaki. "But it can also be a waiting game. However long it takes, it's a spectacular moment. Especially if you're lucky enough to spy a mother bear and her cub." In the remote forests of the Cantabrian Mountains, you'll also stand a good chance of seeing packs of Iberian wolves and wildcats hunting for rodents.

HOW TO MOVE MOUNTAINS

"Dive in and then climb over the boulder at the next waterfall!"

Heeding your guide's instructions, you take a deep breath and plunge into the current. Even with your wetsuit on, the water is ice-cold. But you're too busy to notice—the next obstacle on your canyoning trip is just around the corner.

Canyoning is one of the most exciting ways of exploring the vast Cantabrian Mountains. Following the course of a canyon river, you will need to walk, climb, jump, swim, and slide down ropes to find your way out. A prime location in



the Basque Country is La Leze Canyon, popularly known as Jentilkoba, which takes you through a spectacular, sixty-meter high cave. It's all in a day's work for Rafael Penafiel Ona, a canyoning guide at local outfit Lurra Adventure. "The setting of La Leze is spectacular," he says. "It's a huge canyon that cuts straight through a mountain, offering plenty of opportunities for rappels and jumps." The cave's exit is an absolute highlight. About an hour before the end of the trip, sunlight starts to pierce through the cavernous space, creating a unique, magical light. "Undoubtedly, this is one of the must-do activities in the Basque Country," says Rafael. "And it doesn't even require any previous canyoning experience. All you need is a love for mountain walks and a sense of adventure."

If you'd rather stay high and dry, just take a hike. The Cantabrian Mountains extend approximately 300 kilometers across northern Spain, from the western limit of the Pyrenees to the borders of Galicia. There's a sheer endless number of trails. You can walk along the coast—many peaks rise straight from the sea—or discover the remote interior, with mountains like Cerredo, Llambrión and Peña Vieja reaching over 2,600 meters in elevation. Especially beautiful are the many *parameras*, isolated plateaus shut in by lofty mountains or even by precipitous walls of rock. One of our favorite hiking grounds is Urkiola Natural Park in the northern Basque Country. This awe-inspiring chain of limestone rocks boasts steep slopes, with gullies, cliffs,

and caves where archaeologists dig up prehistoric human remains and tools. When he's not busy canyoning, Rafa enjoys scaling the area's highest peak, Anboto. "If the weather is fair, you will have one of the best views of the Basque Country on the top of the mountain," he says. "Anboto also has cultural significance. One of its caves is the home of Mariurrike, an ancient Basque goddess who's still very much present in the lives of locals."

HOW TO EAT LIKE A KING

"*Otración, por favor!*" Translation: "I'll have another one of those!" You won't need a bigger vocabulary if you're hungry after another day in the great outdoors of *España Verde*. It's common knowledge that the region is home to the best fish and seafood in the country. The ideal time to dive right into the local culinary scene is early fall. While other parts of Spain are harvesting wine grapes, inhabitants of the north coast put out tables in the streets to serve up regional specialties like *nécora* (crab), *caldeirada* (fish stew), and *pulpo a la gallega* (squid). All this great food is grown just off the coast, on *bateas*, ramshackle rafts of eucalyptus wood with long ropes attached to them. Mussels, oysters and, scallops stick to the ropes and take years to grow. In various harbor towns in Galicia you can hop onto a catamaran to take a look at *bateas* while helping yourself to a serving of fresh mussels and a bottle of Albarino, a local white wine. If wine's not your thing, head to Asturias, where apple orchards produce Spain's finest cider.

A tasting of cider in a local *sidrería* is an experience not to be missed as the act of pouring the drink is a true art form. Waiters hold the bottle high above their heads with one hand while positioning the glass in the other, just above their knees. Then they start pouring. There's a method behind the madness—the procedure creates a foamy layer and releases the full flavor of the cider. Once the cider is poured, the glass must be emptied in one go to fully appreciate the flavor. Bottoms up!

Meanwhile, in the Basque Country, food is something more than a pastime. It's a religion. Make a pilgrimage to San Sebastián—you owe it to yourself. The city and its surrounding villages currently boast seventeen Michelin stars. Most restaurants and bars are located in Parte Vieja, the Old Town. To satisfy early-morning cravings for *pintxos*, the local tapas, stroll through La Bretxa, the city's traditional food market. Look out for Bonito tuna and tasting samples of the tangy local artisanal sheep's milk cheese, Idiazabal.



PRIDE AND PREJUDICE

"Ser español es un orgullo," the saying goes, *"ser asturiano es un título."* Simply put, if being Spanish is a matter of pride, to be Asturian is a title. To locals, Asturias is the real Spain. This claim is not unfounded; Asturias is the sole patch of the country never completely conquered by the Muslims in the early Middle Ages. A Visigothic chieftain, Pelayo, warded them off in a great battle, laying the foundations of the Kingdom of Asturias, from which modern Spain grew.

The other regions of España Verde are equally proud and independent. Like neighboring Asturias, Galicia was Celtic territory before the Romans arrived. The evidence is still everywhere, from the Galician language—which is spoken by more than three million people—to the pagan festivals and rituals that continue to flourish in the region. The most famous Celtic festival is Noche de San Juan, which celebrates the arrival of the summer solstice in June with ceremonial bonfires, fire jumping, and a parade of witches. If you're not around for the festival but want to get a taste of Celtic culture, don't fret. All you need to do is go to a bar and order a *queimada*, or burn. The alcoholic drink, a mix of Galician aguardiente, sugar, lemon, cinnamon, and coffee beans, is traditionally accompanied by musicians chanting spells and beating tambourines. The ceremony, widely held to have Celtic roots, is meant to cast away bad spirits by flaming the brew—creating a bright blue fire—and giving magical powers to participants.

Further east, the Basque Country is practically synonymous with independence. The separatist group ETA waged an armed struggle for independence for nearly five decades. Though most locals condemn that painful history, they're proud of their unique language, folk music, and sports like stone-lifting, log cutting, and longboat regattas. When it comes to contemporary culture, the Basque Country also punches above its weight. Bilbao and its much vaunted Guggenheim Museum may grab all the headlines, but this year San Sebastián is where it's at. In 2016, the cosmopolitan coastal town takes on the mantle of Europe's Capital of Culture, with over 400 events. Don't miss the *Tratado de Paz* exhibit at the San Telmo Museum, which showcases work by Picasso, Rubens and Goya, and make sure to hit town for the International Film Festival. Between September 16-24, it's red carpet time at the Kursaal, the über-hip cultural venue on the city's main beach.

GETTING THERE

The main airports on or near Spain's north coast are in Oviedo (OVD), Santander (SDR), Bilbao (BIO), San Sebastián (EAS), and A Coruña (LCG). All destinations are served by Iberia and Vueling.

GETTING AROUND

You will need a car to reach the remote beaches and mountains that make the region so special.

STAYING THE NIGHT

In the countryside, try to stay at *casas rurales* or *alojamientos rurales*, traditional farmhouses or country homes that have been converted into B&B's. Many have great sea or mountain views. Rates start at about €20 per person. In towns and cities, treat yourself to a stay at one of the Paradores, a series of fine hotels in historic buildings, from €75 for a double room.

- spain.info
- tourspain.es



Joseba Bernardo

"So much of my brain is devoted to thinking about perfectly shaped surfboards," admits Joseba Bernardo, founder and designer of Self Surfboards. For the past five years, in a workshop in the Basque Country, he has been building custom boards for fellow surfers who understand that form and function are two sides of the same coin. "I took the difficult step of quitting a steady job and doing what I really wanted to do," he says. "Now it has become a way of life." Joseba's boards are completely hand-shaped—no computer or machine is involved to determine the ideal hydrodynamic shape. "I'm not interested in mass production. Thinking 'small' means you don't lose your identity and you can really make a mark."

➤ selfsurfboards.com

"I'm not interested in mass production. Thinking 'small' means you don't lose your identity and you can really make a mark"



Aitor Molina

Born and raised in San Sebastián, one of the Basque Country's liveliest cities, Aitor Molina can't keep still. As a brand consultant and a member of the creative team of PUKAS Surf, an innovative surfboard manufacturer in the Basque Country, he also takes full advantage of the spectacular nature all around him. "Life for me is all about surfing and cycling," he says. When he's not catching waves, he likes to bike along the Bay of La Concha and the gravel roads that run both east and west of San Sebastián. "Head

east to Tramo Litoral Deba-Zumaia, a national park with moss-covered cliffs," he recommends. "Or head west and bike about 15 miles to cross the border into France, looping through the Pyrenean foothills." Check out more of Aitor's recommendations in *Pedaliér*, the high-end cycling magazine he edits, and on his blog, The Wave Dancers.

► thewavedancers.com

"Life for me is all about surfing and cycling"



Axel Lorentz

Shaping a surfboard is an art form that Axel Lorentz has down to a T. At PUKAS Surf, a family-run surfboard workshop in the Basque Country, the Frenchman works his magic on foam blanks, turning them into high-performance surfboards like the popular Pukas Original Sixtyniner. With so many variables determining a board's performance—its length, width, thickness, materials,

curvature, and number of fins all play their part—a lot of thought goes into the process. "Yet contrary to popular belief, a custom board is not necessarily more expensive than a shop board," Axel points out. Come see for yourself at the PUKAS Surf outlet in Oiartzun.

► pukassurf.com
► olatusurf.com



Federico Alonso Tellechea

At the 2016 Summer Olympics in Rio, keep an eye out for Federico Alonso Tellechea and his brother Arturo from Asturias. Spain's star sailing athletes will compete in the 49er class. This two-handed, high-performance sailing dinghy — its name comes from its hull length of 4.99 meters — can sail faster than the speed of wind. It's also a handful out on the water, which means pure entertain-

ment for spectators. Federico, who won the bronze medal at the 49er World Championships last year, has battled away in the class for twelve years. "My brother and I are born fighters," he says. "We've had to overcome many challenges, but with the Olympics, a dream has come true." It all began at the Real Club Astur de Regatas, one of the most important sailing clubs in Spain. From its base

in the port city of Gijón, the club has groomed more stars for the upcoming Olympics than any of its competitors. If you're in town, check out its sailing courses, which are open to non-members. "The Cantabrian Sea is beautiful but also wild and unpredictable," Federico warns. "It makes for incomparable sailing adventures."

► rcar.es



Rafael Penafiel Ona

"The Basque people have always had a close relationship with the mountains and nature," says Rafael Penafiel Ona, a mountain and canyoning guide at outdoor adventure company Lurra Adventure. Growing up in Durango, in the heart of the Basque Country, his father initiated him into the mysteries of the Basque Mountains and the Pyrenees, instilling a love of hiking and canyoning. But Rafael's descent into the La Leze canyon, one of the most awe-inspiring natural wonders of the Basque Country,

proved a turning point. "I decided to become a guide and dedicate my life to people who want to have similar mind-blowing experiences in nature." One of his favorite trips is a three-day trek through Urkiola Natural Park, with its intricate limestone formations, secluded forest landscapes, and breathtaking summit views. "It's pure magic."

► lurra-adventure.com

"Undoubtedly, canyoning is one of the must-do activities in the Basque Country"



Txus Dominguez

For thrilling outdoor experiences on Spain's northern coast, you don't even have to venture outside city limits. In towns like Bilbao, San Sebastián, and Santander, there's a bustling skateboard scene. Txus Dominguez, based in Getxo, just outside Bilbao, is one of its front-runners. Since 2007, he and his team members at Zut have designed some of the most inventive skateparks in the country. But the skateboard scene in the Basque Country goes way back. "In the seventies and eighties, we were all

street warriors, bombing hills all day," Txus remembers. Then, in 1987, skateboarders in Getxo fought hard to have the La Kantera skatepark built, sparking a revolution. Copies of La Kantera started popping up all over Spain. "That's really the beginning of my career as a skatepark designer. I wanted to do something different and innovate. Since then, I've designed and built over eighty parks."

► zutskateparks.com



Jorge Murciego Fernandez

Bodyboarders versus surfers. It's the oldest rivalry in the history of wave sports, supposedly going back to some Polynesians in pre-colonial Hawaii choosing to ride their boards lying on their bellies as opposed to standing up. But in the end, all that matters to both camps is finding the perfect wave. Jorge Murciego Fernandez (31), a lifeguard and bodyboarder based in Asturias, travels all

over the Spanish north coast for this one and only purpose. "I'll rack up a lot of miles and spend a lot of money on gas, but it's worth it," he says. "Bodyboarding is a way of life, and riding waves in this part of the world is a privilege. A spot like La Machacona, one of the best breaks in Galicia, is pumping. It's very powerful, has two barrel sections, and breaks on a flat slab. I always enjoy it."



Miguel Gutierrez Welsh

It's not hard to see the draw of the northern Spanish coastline to surfers—this region of the world features clear water, beautiful mountain backdrops, and some of the best waves out there. Take your pick from hollow beach breaks to quality river mouths to massive outer reefs. In Cantabria, the go-to big-wave spot is the excellent right-hander of Santa Marina. Little wonder, then, that big wave surfer Miguel Gutierrez Welsh decided to teach at the local Escuela Cantabra de Surf, which prides itself on

being the first surf school in Spain. "You can't go wrong in this area," he says. "The long shore and consistent beach breaks means there's a great number of surfing spots for all levels." His most memorable surfing experience happened only two years ago. "The Hercules Storm hit the North Atlantic, and I got to surf it!"

► escuelacantabradesurf.com

"Cantabria's long shore offers a great number of surfing spots for all levels"

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MANTRA MEN

WORDS: JULES MARSHALL
PHOTOGRAPHY: JUSSI PUIKKONEN
STYLING: CLYDE SEMMOH
IDEA: SIMONE SASSMANNSHAUSEN
LOCATION: DELIGHT YOGA STUDIOS & STUDIO 13



So guys, apart from strengthening the body, calming the mind and building mental focus, burning excess fat, improving flexibility, blood circulation and the functioning of the internal organs — all while improving muscle tone and posture — what has yoga ever done for us?

The ladies obviously get it, outnumbering men around 5:1 in participation and creating a multibillion dollar industry in their wake.

Yoga wasn't originally the domain of the feminine,



or a church of consumption. The ascetic yogis and fakirs who developed this science of the body over thousands of years, were exclusively male.

Today in the West there are clearly social, physical, and emotional realities that discourage men from practicing and that can be summarized thus: is yoga manly?

Part of today's gender imbalance can be found in the way the media helped fuel the growth of yoga and positioned the practice.

The restrictive American immigration laws of the early

Fred van Beek, 86

PRACTICES YOGA SINCE HE WAS 21

Yoga gave me a tool to help me shape my life and accomplish new things. I gradually developed my own philosophy, individual interpretation and synergy of different schools of yoga with a focus on breathing.

Yoga was something for the "happy few" in my pioneering days. I was for 25 years the masseur of the National Ballet, helping and preparing world famous ballerinas to achieve high artistic performances. I was the private personal breathing and yoga "coach" of VIP's and celebs, but I always had my door open for ordinary people, who I helped with equally great enthusiasm.

Today, yoga is pretty mainstream with many teachers and students. It's a completely new "industry," practiced by everyone from politicians and celebrities to housewives and the man in the street, by people of old age as well as kids in school.

I'm not a follower of trends and hypes; I set my own rules and standards, which is part of my philosophy in life: always follow your own heart and instinct and do not let others tell you what to do or decide for you. Yoga provides me with "food and energy" that is just as vital as the vitamins in

fruit and vegetables, or as good books or wonderful music or art.

Yoga can help you to stand still in your busy life for a small moment in time, and yet give you great and deep insights into your life, where you come from, where you are heading. This is something each individual must discover for themselves. It is the great benefit of yoga.

Men and women are on earth not only to eat, drink, shit, mate and live like animals, but also to be open to other dimensions. Yoga can help one explore these. My biggest tip: always start a new day as if you are reborn.

(Fred no longer teaches, but can refer the interested to one of the teachers he has trained)

▶ fredvanbeek.com

1900s meant only a handful of influential yogis arrived through the decades. One was Indra Devi, who came to the US in the 1940s and was championed by celebrity cosmetologist Elizabeth Arden, who encouraged her customers to try yoga.

In the 1960s and 70s, Richard Hittleman became a global yoga star and published more than 20 books. But his TV shows always had women perform the poses.

Lilias Folan began teaching asanas on public television in the 1970s, empowering

Johan Noorloos, 43

PRACTICES YOGA SINCE 2001

What got me hooked on yoga is how it made me more aware. It created not only more space in my body but, even more important, also in my mind.

I teach Ashtanga vinyasa yoga, characterized by flow, dynamic, meditation in movement. My biggest accomplishments are my books and school (De Nieuwe Yogaschool), because through them I can inspire people to live their best lives.

Running one of the largest yoga schools in Amsterdam and having my face on the cover of a book that's in all the stores, is ego something that needs to be battled? Not really; when you battle your ego, it will create more ego. It's all about being aware that there is an ego. I'm not looking for the spotlight of fame to shine on me from the outside. I work hard to shine the light from within into the world.

While I honor the traditions of yoga, I want to encourage people to integrate the philosophy in their daily lives. Yoga doesn't stop when you leave the yoga mat. My strength and potential weakness is that I want to live this message continuously in my own life.

Yoga is a spiritual thing for me; it's about standing in your authentic strength, and stepping

into the light. The secret is to always practice without ambition. Yoga will not necessarily make you a better person, but it will hopefully make you a more conscious one.

Does doing yoga enhance one's sex life? All asanas are stimulating or regulating the energy in your body, and promote body awareness, so they will most likely also stimulate your sex life.

But even if they didn't, there is deep value in mind discipline and spiritual experience. You know for sure that there's always the option to witness how everything is changing continuously. The Buddha calls it "anicha" — the place from where you observe is a still and peaceful one.

► denieuweyogaschool.nl





millions of stay-at-home moms to follow along. By the time Power Yoga emerged in the 1980s, the mainstream view had taken root: yoga was for housewives.

Yoga is in some ways antagonistic to what we have been brought up to believe are typical male attributes: aggressive, ego driven, ambitious, competitive, impulsive and results-driven. There's no conflict, no external competition to be conquered, it's not played in a team, and there are no beers with the lads afterwards.

Thomas Tukker, 44

PRACTICES YOGA SINCE 2011

I tore a hamstring during sport and my girlfriend suggested yoga. I started practicing daily, sometimes twice a day, for 90 minutes, 7 days a week! Until about a year and a half ago, when I started my Movement practice. Now I practice a couple of times a week when my schedule allows.

At our Crazy Monkey studio we teach the Bishnu Ghosh lineage (the source of Bikram Yoga). It's a strong, physical-type yoga. I started my own school because I really couldn't find what I was looking for anywhere else.

Most yoga schools insist that yoga is the only form of physical exercise you need to achieve total physical health. Although we very much believe in the strong yoga practice we offer, we also have Movement classes — a much broader take on body development based on the teachings of Ido Portal.

What we in the Western world believe to be traditional yoga is only about a century old. The most traditional yoga has very little to do with postures; it's more about meditation. At Crazy Monkey we don't follow the traditional way of doing things — we're pioneers offering something unique to our students.

Yoga opened my eyes to what our bodies are capable of. A new curiosity developed as I progressed in my practice, and this formed the foundation for my current obsession with movement. It's never too late to start working on your physical health and explore the amazing capabilities of your body!

Generally speaking, flexible people tend to lack strength and strong people tend to lack flexibility; this is true for both men and women. Our style of yoga will address both issues regardless of gender. Similarly, in our Movement classes we work the same program with everybody.

▶ crazymonkey.nl

You won't develop a prominent six-pack or bulging guns; supple hips will not score you a Tinder swipe.

You can't just power your way through the bastard poses but must engage subtle strengths of breath and balance. It can be emasculating for those first few classes when you're falling out of pose while the 20-year-old girl next to you is effortlessly crushing it.

Persevere; yoga rewards consistency. Give it 10-12 weeks and not only will you see physical and mental

Ronald van Pijkeren, 41

PRACTICES YOGA SINCE 2004

When I was a teenager I practiced judo, taekwondo and kempo. I was very agile and flexible and I thought yoga was gonna give me that again. And it did, together with an overall increase in strength and fitness. On a mental level, yoga has made me more aware of being me and it also helps me to quiet down and relax.

If being a traditionalist means yoga is more than just a physical practice, then I am one. If it means you have to go to India, only read spiritual books, run around shouting Sanskrit words, thinking yoga is the only way and you will be enlightened if you walk the eight steps of the yoga path as stated by Patanjali, then hell no. I like tradition and I acknowledge the importance of traditions, but sometimes traditions become dogmas, thus limiting freedom. Patanjali says to let go of attachments but isn't vigorously sticking to a specific tradition creating attachments?

The first thing a teacher should realize is that you yourself are also a student. Always and forever. The only teacher who can teach you your truth is you. I see myself as a guide who's willing to share his knowledge and experience (not limited to yoga).

Yoga allows me to tap into the deeper layers of me, of existence. I'm not looking for enlightenment—if such a thing truly exists, it would be arrogant to think one can reach it by following certain steps. It just happens, or not. In the meantime I fully enjoy playing around with this body. Strengthening it, exploring, doing crazy asanas.

Yes, yoga offers you the tools to live more freely and to love more intensely. But there are more ways than just yoga to do this: Ayurveda, Zen, Buddhism, reading books, Kung Fu, meditation, etc. I believe that it's up to an individual human being to pick those tools—often with the help of a teacher or guide—that work best for him or her.

► [instagram.com/vonbannisseht](https://www.instagram.com/vonbannisseht)





benefits, you'll boost your Male Sexual Quotient.

Researchers from the International Society for Sexual Medicine questioned 65 males (aged 24-60) attending a 12-week yoga camp in 2010 to identify their MSQ before and after.

Sexual function scores were significantly improved in all domains measured (desire, satisfaction, performance, confidence, partner synchronization, erection, ejaculatory control, orgasm).

Which sounds pretty fucking manly!

Michiel Kaemingk, 37

PRACTICES YOGA SINCE 2003

Yoga presented itself to me from the moment I started working as a massage therapist in 2003. It took me another seven years to finally embrace it, when I started dating someone with a yoga school in the States. She offered to come over to do the teacher training with me; I went for it.

It changed me as a person, made me softer and more understanding, yet stronger, more flexible, more focused. The fact that you do it just for yourself but in a room with others, is great. You can use the energy in the room to work on yourself. I had to get rid of a lot of frustration, anger and disappointment to arrive where I am right now.

The fact that you create more discipline over your mind, helps you to free yourself from automatically responding to all the thoughts and options that arise and helps you understand that you can be in the moment without freaking out or worrying all the time.

There's definitely a spiritual side to it. Yoga touches the essence of life itself and addresses us all. We have ethical guidelines referring to the do's and don'ts, such as non-violence, truthfulness, or purity and contentment. Then you have the pos-

tures that refer to myths of the gods, et cetera. They tell stories. Somehow even by only doing postures and focusing on your breath you are working on yourself more than only on a physical level.

Many guys have no idea of how intense, challenging, sweaty, and in the end rewarding yoga can be. Men can be a bit judgmental of yoga but I say: follow a strongflow class and let's talk again afterwards!

A little known fact: William J. Broad, in *The Science of Yoga*, notes that it has been scientifically proven that using a yogic breath called "Bhastrika" or rapid breathing stimulates sexual arousal in both men and women. It has also been found that yoga slows down the biological clock by reducing stress.

► tensiontamers.nl

Wessel Paternotte, 39

FOUNDER OF DELIGHT YOGA & HOUSE OF YOGA

I come from a spiritual home. Our bookshelf was filled with books about Buddhism, healing, tarot, and new age stuff. My mom was practicing yoga in the living room when I was a teenager and of course you get curious and want to try it. However, I was more fascinated by healing and meditation. When I was 18, I followed a course in Reiki, a form of natural healing with energy. Ten years later I was initiated as a Reiki Master.

I'd always dreamed of a place where healing, meditation and yoga came together. About ten years ago, I decided to just do it. I rented an attic in the center of Amsterdam and founded Delight Studio.

We're passionate about making authentic lineages accessible to modern practitioners of yoga. Where most studios focus merely on the physical part of yoga, we teach the more spiritual aspects as well. But while our teachings are rooted in the ancient traditions, we offer them in a way that you could call modern.

Most people in the West confuse yoga with Hatha Yoga, the system of body postures. But yoga is primarily a spiritual discipline, the path of

union. The yoga practice helps you become more aware that there is a connection between the different aspects of ourselves; your body and mind, your mind and your soul, your soul and the infinite spirit. If there is a "goal" in yoga — and this is highly questionable — it would be the attainment of perfect tranquillity and spiritual insight while meditating, ultimately leading to eternal peace.

We look for happiness outside of ourselves; a bigger house and a newer car, in food, alcohol, drugs, or entertainment. This way of living is called Samsara in Hindu and Buddhist traditions, and leads to suffering, failure, anxiety, and dissatisfaction. People worldwide are waking up and discovering that true, lasting happiness comes from within. It's the mind that translates the outer conditions into suffering or happiness.

► delightyoga.com
 ► thehouseofyoga.com



BOOK OF DENIM

CODE's new annual Book Of Denim gives a directional, professional, and at the same personal perspective on the world of this fascinating fabric. It is dedicated to the science, industry, and poetic beauty of denim.



Follow us as we travel to the Colombian mountains, where in the blue town of Donmatías, half a century of denim history has led to the perfect integration of place, people, and production. Or visit one of the most progressive production facilities in Portugal. Find out about the strongest denim in the world today, and discover the denim of tomorrow crafted at Denim City, or dive into the denim industry in Morocco. And much, much more.

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Game Changers are creative entrepreneurs in the broadest sense of the word.

They are the alchemists of our time, turning lead into gold. In this issue: four Game Changers thinking about design and the cities of tomorrow.

WORDS: MARK MACKINTOSH
PHOTOGRAPHY: WOUTER JANSEN
STYLING: CLYDE SEMMOH

Richard van der Laken (45)

FOUNDER AND CREATIVE DIRECTOR OF WHAT DESIGN CAN DO
AMSTERDAM

The world needs designers, creative thinkers, and imaginative trouble-shooters to help solve pressing social issues. So says Richard van der Laken, the founder and creative director of What Design Can Do, an annual conference held in Amsterdam that focuses on the social impact of design. When the going gets tough, how can creatives offer creative solutions to problems like housing and food shortages?

What prompted you to start What Design Can Do?

It all started with the economic crisis that hit Europe in 2008. Whether you were a banker, a baker, a politician, or a designer, almost everybody was afraid and suddenly felt that we could not go on like this. Some things had to change radically. To this end, many people started asking, "What can I do?" And that's key. If we want to change society, the only thing we can do is to address the real issues

ourselves. As designers we literally have to ask, "What can design do?" What can design do for refugees, for urban issues, for food? This is where designers can make a difference.

What do you want to achieve?

Our mission is to show, discuss, and question the role design can play in addressing and solving pressing social issues. That sounds very serious, because it is! Design is often associated with aesthetics and exclusivity, even in design-savvy countries like the Netherlands. We want to change that perspective. To do so, my business partner Pepijn Zurburg and I wanted to get as much top-notch creative talent in the same room. We realized there was no annual international get-together of designers and creatives yet to discuss the issues of our times, so we organized a global conference about the social impact of design. The response we got was immediate and overwhelming. Everyone, from design agencies to architectural associations, was on board. It was the first step that got the ball rolling. The conference is now an annual event. I hope that the work we do—the projects we initiate—make a difference. I hope they create awareness and make people want to do things in a different and fun way. I am convinced that creativity in general, and design in particular, can change things for the better. But it all starts with fun. Once creatives, governments, and businesses realize that, great things will happen.

But can design truly solve problems in a world that is driven by business interests?

I don't think our world is driven by business interests. Commerce is only one of many factors in our day-to-day lives and can be a very useful tool for change.

What's the most important thing you've accomplished so far?

I think that after five years of struggling, laughing, and crying, we have been able to set a high yet informal standard for conferences like this. We also established a strong brand that is all about the social impact of design. We are still in our infancy, but cannot be ignored. That's an

accomplishment I'm proud of. As the creative director, I'm mostly here to inspire our fantastic team. We need to keep the wheels turning—there is no downtime. We are always looking ahead because our organization is all about what happens now and what will happen tomorrow.

Do you think of yourself as a game changer?

I am not in the position to say so. I think others should give you their two cents [laughs].

I also think that the word "game changer" is used by many people who are anything but.

What Design Can Do has recently launched a "Refugee Challenge." Care to elaborate?

The refugee crisis is one of the biggest issues of our time, and this is the moment to make a difference. So we're calling upon all designers and creatives to come up with great ideas to help solve it. What can you do to improve the reception and integration of refugees in urban areas? We developed five briefings, and all applicants must be able to tap into one of them. Whether you're an architect, interaction designer, graphic designer, or service designer, you must submit ideas for one of the five categories. Your work will be judged by an international jury. The five finalists will win €10,000 to develop their idea into a prototype or business plan.

What, from a social perspective, is going to be the biggest design challenge?

How we can all live together. The refugee crisis makes that abundantly clear. Many people in Europe have received refugees with open arms, but there also people who burn down shelters. How can we make new citizens feel at home and integrate them while at the same making sure the rest of the population feels safe and free? And what can design do to make that happen?

This year's edition of What Design Can Do takes place on June 30 and July 1
 > whatdesigncando.com



Siemen Cox (41)

FOUNDER OF ROTTERZWAM AND BLUECITY010
ROTTERDAM

Why throw away coffee grounds when you can use them to grow delicious oyster mushrooms? It's a simple idea perfected by Siemen Cox, a Rotterdam-based sustainable business pioneer. And it's only the beginning of a revolution in how we think about waste.

What is Rotterzwam?

We grow mushrooms in coffee grounds in an abandoned swimming pool in the Dutch city of Rotterdam. Our mission is to get from waste reduction to food production—the waste of one product becomes the source for another. It's inspired by *The Blue Economy*, a book by visionary entrepreneur Gunter Pauli that offers one hundred business ideas for local waste. Growing mushrooms in coffee grounds is one of them. When I first read the book, I was working in the financial services industry but I didn't feel connected to that world anymore. I thought, hey, this is a really great opportunity for me to come up with a radically different model for sustainable businesses, and in the process tackle a lot of problems our society faces.

How did you get interested in sustainable living practices?

There were two distinct moments. The first one was watching an online video tutorial by Chris Martenson, in which he explains how the economic system really works. And the

second one was taking a course in permaculture in Portugal, learning how to grow edible gardens.

What is the most important thing you've accomplished so far?

Educating and sharing knowledge with other entrepreneurs. We offer a four-day crash course on growing mushrooms from coffee grounds, so you can start your own business.

When will Rotterzwam's mission be accomplished?

It's an ongoing project. We will consider it successful once we manage to convert at least 50,000 kilos of coffee grounds into mushrooms every year. That translates into approximately 10,000 kilos of mushrooms on an annual basis. We also want to continue to innovate and develop at least one radical new project every year that is based on Blue Economy principles.

Rotterzwam is a proud member of BlueCity010. Care to elaborate?

You could describe BlueCity010 as an ecosystem of entrepreneurs whose business plans, resources, and waste streams are interconnected. We all want to learn and experiment with our waste materials and see how other companies can use them as source materials. For instance, think of a brewery that offers its spent grain to a bakery for baking bread. That's a wonderful way of reducing waste. We'd like to have these businesses all under one roof. It's a new and innovative way of connecting sustainable entrepreneurs with one another.

Do you consider yourself a game changer?

That's always difficult to say about yourself, but looking at what we've accomplished over the past three years, I guess you could call me a game changer. My business partner Mark Slegers and I are doing something radically different by creating this urban farming method for sustainably and locally produced food.

Are there any other game changers in your field?

I'd have to say Tesla founder Elon Musk, for having the vision to create a new car brand amid fierce

competition and making all the patents publicly available. And, of course, there's Gunter Pauli, inspiring visionary and entrepreneur. He shows everyone how to think and act differently regarding waste. Look to nature for answers, he says, because in nature there is no waste.

What has Rotterzwam's key lesson been for you?

You can create a radically different business model from scratch by just doing it. Don't analyze too much, don't do SWOTs. Don't make plans or ask for permission. Just start working on it. Things will happen and fall into place, enabling you to complete your journey.

► rotterzwam.nl
► bluecity010.nl



Hans Meyer (46)

CO-FOUNDER AND MANAGING DIRECTOR OF ZOKU
AMSTERDAM

In the age of globalization, the way we travel has changed drastically. Increasingly, we are looking for unique, personal experiences — cookie-cutter hotels just won't do anymore. Enter Zoku, a brand-new kind of hotel that serves as a home for the global nomad. Hans Meyer is one of the masterminds behind the concept, which promises to revolutionize the hospitality industry.

Why are you fascinated by hotels?

They embrace diversity. The nature of a hotel has always been to offer a place where people from different nationalities, backgrounds, and fields of expertise stay together. Great hotels represent a world of their own.

That world, however, is changing. That's why you first developed the citizenM hotel concept and now Zoku. How did they evolve?

Hotels were increasingly becoming carbon copies of one another, devoid of any imagination and innovation, and failing to meet the wishes of modern-day guests. They

did not evolve to cater to a new type of traveler: the global citizen. With citizenM, we wanted to solve this problem, offering “affordable luxury.” Zoku is the next step. It's an entirely new category in the hotel industry: a hybrid between a home and an office that is suitable for long stays, with the services of a hotel and the social buzz of a thriving neighborhood. Although the mentality of both target audiences is similar, citizenM is a place to stay, while Zoku is a place to *live*.

Why does the world need Zoku?

It meets the needs of global nomads, who may work for a company or may operate completely outside the traditional confines of the professional world. They travel light and are not bound by duty since they are passionate about what they do. And although they maintain strong online connections, they don't always find real and physical ones. Global nomads are on the rise, but so far no one in the hospitality industry has designed a home for them based specifically on their wishes. Traditional hotels or serviced apartments can be slightly boring, potentially lonely, and are often no more than shelters offering the basics. Hotel stays for business travelers often take place between a late-night dinner and an early flight the next morning. However, global nomads often need to stay for several days or weeks, and they would like to have a local social as well as a business life. We started thinking about creating a place where people and ideas come together, and saw the potential of stretching the definition of a hotel into a place where people can stay for longer periods and truly engage with the world and people around them.

What makes a temporary home feel like home?

Comfort, a certain beauty, and soul. And if there is none available, you should be able to add it yourself. At Zoku, you can personalize your smart loft with art that can be chosen from our collection. But to really feel at home, I believe that we need to be surrounded by people we like and want to personally connect with.

Did you have an aha moment whilst making Zoku a reality?

Part of my research for Zoku was living like a global nomad myself. I lived for six months in Buenos Aires, Washington D.C., and Bali. In Buenos Aires I rented an apartment in the Faena Hotel & Universe at the end of 2009. At the pool, I participated in a workshop via Skype with a team at Delft University of Technology. After the meeting I closed my laptop, looked out across the water, and realized that my boundaries between work and leisure had vanished. The internet had given me so many new opportunities for progression and creating my own life, that I wanted to create an environment where the global nomadic lifestyle would be facilitated.

Have there been any struggles?

The ordinary ones: finding a great location in Amsterdam's city center, obtaining funding for a start-up with an unproven concept in the middle of a financial crisis, and overcoming the many hurdles that come with the development of an innovative concept.

Do you consider yourself a game changer?

I feel part of a game changing team. Ideas evolve over time and get better with the involvement of many kindred spirits. I started both citizenM and Zoku, but the final concepts are the result of an exciting collision of countless people and ideas. A large collaborative crowd has gathered around co-founder Marc Jongerius and myself over the past few years, including people who believed in Zoku, actively supported us, cheered us on, gave us confidence, or simply lent a sympathetic ear.

What's the biggest mistake you've made as a creative entrepreneur?

Failing is an essential part of being an entrepreneur. I lost some of my naivety and had a few disappointments, but above all, I believe that mistakes are a necessary part of growth. Nietzsche's quote “What doesn't kill me makes me stronger” is dear to me.

► livezoku.com



Boj van den Berg (30)

INITIATOR OF URBAN GREENERS
ALMERE/AMSTERDAM

In the Dutch city of Almere, green pioneers are building a neighborhood that will be a spectacular showcase for sustainable architecture and landscaping. Slated for completion in 2022, as the centerpiece of the enormous Floriade World Horticultural Exposition, this Green City of the Future is already causing a sensation. Among its masterminds are Boj van den Berg and his Urban Greeners.

So you want to build the Green City of the Future?

Yes! We're helping to build a self-contained neighborhood in the middle of Almere, a city of 200,000 people, that generates its own energy, produces its own food and building materials, purifies its own water, and reuses waste. In other words, we're creating a completely self-sustainable urban neighborhood that will inspire the whole world to make cities greener. It's part of the 2022 Floriade, an acclaimed inter-

national exhibition and garden festival held every ten years in the Netherlands.

How do you go about building the Green City of the Future?

We started construction in 2013. The idea is to put together a new team of young sustainability entrepreneurs, so-called Urban Greeners, every year to help complete parts of the neighborhood. Urban Greeners also share their experiences at schools and during special events. Our target group consists of recently graduated and young professionals between the ages of 18 and 35, with a hands-on mentality and a deep-rooted passion for nature and sustainability. So far, we have built a mobile bar that tours around festivals and we designed an office that floats on water and uses hemp for insulation. We also planted the Food Forest, with sixty different edible plant species, and are currently designing a tiny house that you're going to be able to rent through Airbnb. By 2022, when the Floriade opens, at least fifty projects will have been completed. Step by step, we will show a wide range of people how we can redefine the relationship between urban and green space and how to foster a vibrant green community.

What drives you?

By 2022 the world will need to be a lot greener. We need greener architecture, music, fashion, art, and food. Greener everything. So we need new ways of thinking. New ways of doing. We need young, free, and creative minds who upend existing rules and break old patterns. People with different backgrounds but a common belief in Greener Cities. I also want to inspire others to follow our example. Our Urban Greeners collaborate with various educational programs, events, initiatives, and companies. By teaming up with unexpected partners, we create a fresh and innovative laboratory that sets an example for the future. We hope to inspire as many people as possible to take part in this urban revolution.

How can urbanites start their own green revolution?

There are a few simple mantras you can live by: value use over owner-

ship, quality over quantity, and time over speed, and take inspiration from the past.

What's your personal motto?

Make big problems small.

What's the best advice you've received over the years?

Start with something really small, then grow as new perspectives and opportunities open up.

Do you see yourself as a game changer?

Let's put it this way: leading up to 2022, Urban Greeners will help Almere to become the leading global green city by collaborating with at least fifty innovative young designers, companies, and entrepreneurs. Make of that what you will!

Who else is a game changer in your field?

Samuel Levie, who set up the Dutch sausage factory Brandt & Levie with two friends. He makes organic sausages and at the same time engages in a national debate about the future of food. For instance, he started the popular Youth Food Movement, which teaches young people the ins and outs of the food industry. That combination of making and debating things really appeals to me.

Are you optimistic about the future?

Yes, the green lifestyle is becoming more and more accessible. It reaches an ever-increasing audience and is rapidly changing the old ways of thinking.

What does the future hold for you personally?

Being the captain of a growing organization with so many different young green talents is never boring. If I am given the opportunity to work on this project until at least 2022, I will go for it. I have also started working on another exciting venture: Stad&Vat. I have a dream, with two friends, to bring whisky barrels from the country into the city so that the whisky can age and be bottled right here. But that's another story!

► urbangreeners.com



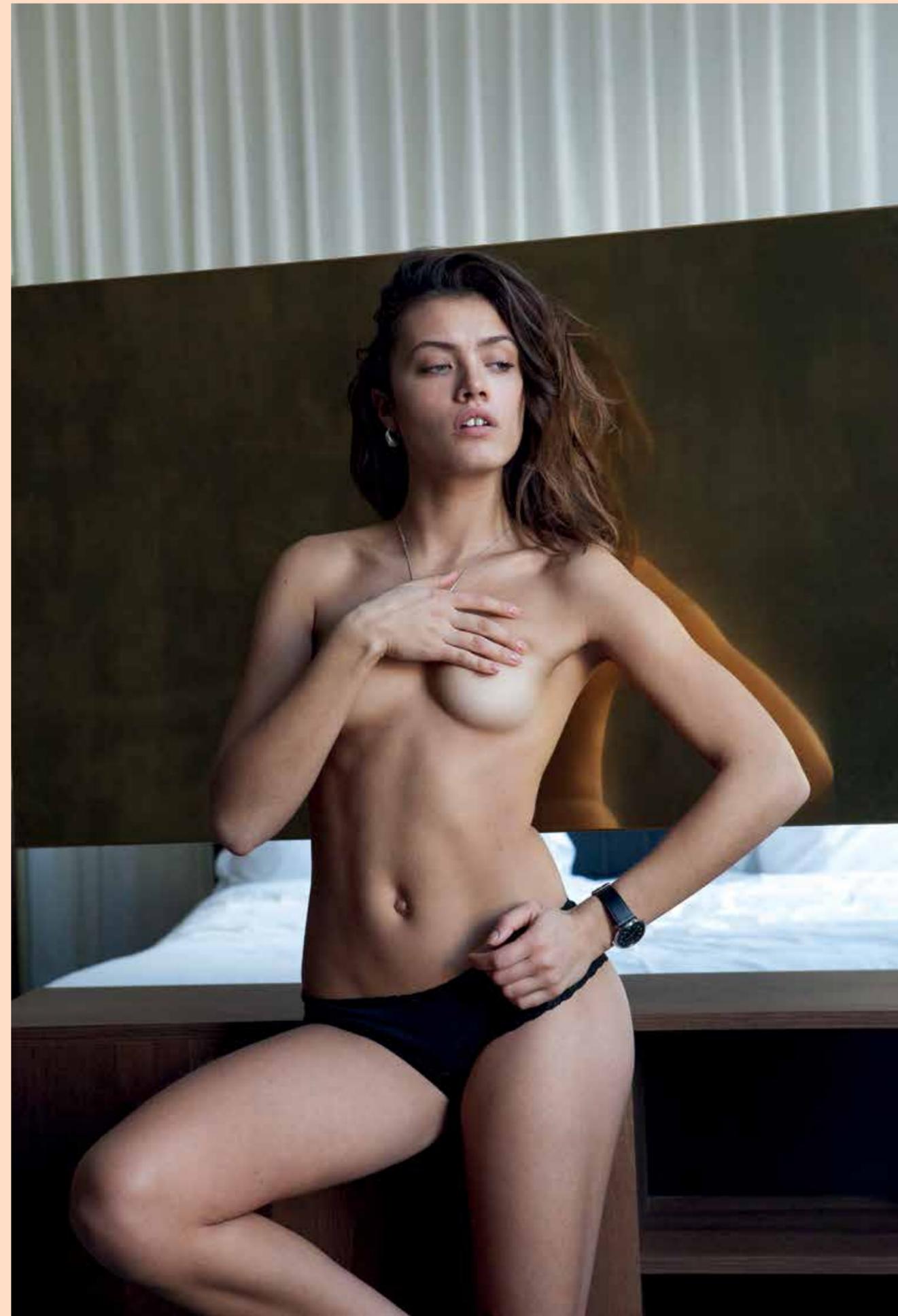
GO SEE AMSTERDAM

52°22' N, 4°54' E

Every issue, CODE introduces 'new faces' sporting menswear classics. We call this feature Go See, named after a meeting prior to a casting call. Call it 'instant casting', if you will. In this issue, we present fresh Amsterdam talent and the men's watches that complement them perfectly.

PHOTOGRAPHY: ILJA KEIZER











Xante

DE BOEKERS

Works as a model and studies communication sciences

In Amsterdam, come and see me at ...

De Hallen, the wildly popular food court, for drinks and snacks. Barceloneta and Beyrouth are great places to have dinner. In the summer, you can often find me at Pllek or Roest, lively waterfront bars. And whenever I'm in the mood to go clubbing, Radion is at the top of my list.

When I have the day off, I like to ...

Start off with a workout with my boyfriend and personal trainer Bas. Then I hop on my motor scooter and go to the beach to spend the day in a hammock, with some sangria and nice music.

The last time I felt completely happy was ... Friday afternoon, when I got home after a grumpy day, and my boyfriend held me in his arms and told me everything was going to be okay.

I think a man has style if ...

He feels comfortable in his clothes and doesn't care too much about what other people think.

Women wearing men's watches are ...
Smart — I like big watches.



Rosanne

DE BOEKERS

Works as a model and studies skin therapy

In Amsterdam, come and see me at ...

Jimmy Woo, for a great night out.

When I have the day off, I like to ...

Do as little as possible!

The last time I felt completely happy was ...

When I got booked for this modeling gig!

I think a man has style if ...

He looks confident and takes care of himself. A good haircut and a nice fragrance are essential.

Women wearing men's watches are ...

Beautiful and androgynous, unless the watches are too big.



Lauren

Works as a model and freelance PR manager

In Amsterdam, come and see me at ...

The Volkshotel and Canvas, its bar and restaurant on the seventh floor. I love to hang out on the rooftop on a sunny day. In the basement, the Doka nightclub serves a mean cocktail until 7 a.m.

When I have the day off, I like to ...

Go for a walk in my hometown, especially on a sunny day. Amsterdam is like a little village—you'll always bump into someone you know.

The last time I felt completely happy was ...

Last Sunday. The weather was absolutely amazing. The air was so crisp, and there was this endless blue sky. I went to the forest with a friend and just soaked up the sun.

I think a man has style if ...

He feels comfortable in his clothes and does not dress like everyone else. The same goes for women, by the way. It doesn't matter what you wear, it's how you wear it.

Women wearing men's watches are ...

Sexy!



Joelle

DE BOEKERS

Works as a model

In Amsterdam, come and see me at ...

Hutspot, a concept store and café on Rozengracht. I like to go there with friends and spend hours browsing through clothes, having coffee and enjoying the best carrot cake in the city. They also have a bar and organize fun events like live concerts.

When I have the day off, I like to ...

Walk my dog in the park for hours and hours. It allows me to be in the moment and forget how busy my life is.

The last time I felt completely happy was ...

I can't think of a particular moment—I am always happy and enjoying life to the fullest.

I think a man has style if ...

He knows how to dress.

Women wearing men's watches are ...

Stylish.



Yu Lian

ELITE

Works as a model and restaurant entrepreneur

In Amsterdam, come and see me at ...

Envy, the Duchess, the Hoxton, Izakaya, Het Paardje, Café Brandon, De Joffers and Van Dam, which all have great bars.

When I have the day off, I like to ...

Meet up with friends, spend some quality time with my boyfriend and, above all, not talk about work!

The last time I felt completely happy was ... Today! After I had my Thai massage, I felt completely relaxed and refreshed.

I think a man has style if ...

He looks good, is dressed nicely, and feels good about himself.

Women wearing men's watches are ...

Making a fashion statement, as long as the watches fit the wrist properly. Personally, I am completely addicted to men's watches!



Dahlia

VDM

Works as a model

In Amsterdam, come and see me at ...

Loetje, a restaurant that serves the most amazing steaks. I also like Nieuw Albina, a Surinamese restaurant near the Albert Cuyp market that's not well known but really nice. If I want to go out on the town, I'll pop into Jimmy Woo's. The people, the music, and the vibe are awesome.

When I have the day off, I like to ...

Work out. I love to go running.

The last time I felt completely happy was ...

Today!

I think a man has style if ...

He wears whatever he likes and is super confident and sexy doing so.

Women wearing men's watches are ...

Sexy.



Lucie

PAPARAZZI MODELS

Works as a model and gallery staff member at ArtDeli

In Amsterdam, come and see me at ...

Pllek, a waterfront bar and restaurant. It's a great place to end up after a boat ride along the city's canals. The best place to go out dancing is De School, a new nightclub located in a former school building.

When I have the day off, I like to ...

Meet up with friends, go to museums, go for a swim, or visit one of the old cinemas in Amsterdam.

The last time I felt completely happy was ...

This morning, when I was having my coffee and reading the newspaper.

I think a man has style if he ...

Looks like my boyfriend!

Women wearing men's watches are ...

Fashionable. Men's watches are nicer than women's watches.

RUGGED MAGIC

MOROCCO, TAZNAKHT

31° 53' 0.96" N, 4° 19' 1.99" W

Handmade in tribal villages in Morocco, Boucherouite Berber carpets combine ancient symbolism with neon-colored psychedelics and an expressionist progress of weaving. They also look really good in white-walled modernist homes.

WORDS: OLIVER STALLWOOD
PHOTOGRAPHY: JUSSI PUIKKONEN





The rugged tranquility of the tribal villages sprinkled among the High Atlas countryside, where fossilized dinosaur footprints can still be seen, could not be more at odds with the raucous hubbub of Marrakesh's souks. But this remote, mountainous area of central Morocco is the beginning of a journey for one of the most distinctive current must-haves. Berber rugs that often combine motifs dating back to Neolithic times with recycled red, blue and neon rags are finding their way via the capital Marrakesh to homes in Europe, the US and Japan.

'When I first saw them I thought that the people must have been on acid while weaving them,' says Jussi Puikkonen, who traveled to one of these tribal villages in 2010 with his business partner Henkka Seppälä (incidentally also bassist in Finnish death metal band Children of Bodom). 'Later I also found out that same area provides most of the hash that the whole of Europe is smoking. Maybe it's just me but I see a connection.'

Following in the footsteps of Jimi Hendrix and the Rolling Stones, who were all seduced by this exotic gateway to Africa in the '60s, Puikkonen and Seppälä had been drawn to Morocco a number of times. It was on one of these trips, in a dusty backstreet of Marrakesh, where the air is infused with incense and animal scents, that they discovered the rugs, hanging from market stalls like a technicolor dreamcoat. The designs, uniform in their haphazard nature, with the energy of construction still raw and forever entwined, were like nothing they had seen before. Visualizing how well they would work in both modern and contemporary homes, they knew they had to bring them back to Europe. In 2011, they

founded the company Foreign Objects. The rugs were the spark that launched the company, but the plan is to eventually bring other interior products from different cultures to a wider market, too.

'First we really wanted to know how they are created but when we spoke to people no one seemed to know. Eventually we found someone to take us to the tribes where they are handmade,' says Puikkonen. A car was arranged to take them into the lawless countryside. There were scare stories revolving around unscrupulous locals selling brick-sized lumps of hash at the side of the road; unsuspecting travelers buying the gear end up being arrested in order to be made to pay a substantial bribe.

But the reality was different than the stories suggested. Arriving in Taznakht, a small village between three and four hours' journey from Marrakesh, they found the people there welcoming, albeit with a trusted middleman at hand. And not only was the weaving done by women but also much of the running of the business.

Some members of the tribe had been to Europe, but others had seldom left the village. One old man they gave a lift in their car didn't know how to use the door handles to get out. 'Visiting the mountains is pretty unique,' says Puikkonen. 'People are really hospitable, but it helps if you have women traveling with you since the carpet weavers are all women and it's pretty difficult to make contact [with them] as a man. Men connect with men in Morocco and women with women.'

There are many different styles of rugs throughout Morocco and every tribe has its own unique flair. One of the most abstract – and sought



after – styles is known as boucherouite, the mainstay of what Puikkonen's Foreign Objects sells. These are rugs and carpets hand-woven on looms by Berber women from thousands of scraps of cotton, lambswool and nylon, from old clothes, dish cloths... basically anything they have at hand. A carpet of this type is estimated to have up to 10,000 knots per square meter. Set patterns and colors are replaced by an artistic expression, the creators given free rein to experiment; it leaves an uncharted end result, in a way that Jackson Pollock would have approved.

In his book *Tapis et tissages: L'art des femmes berbères au Maroc*, Danish art historian and Morocco enthusiast Frédéric Damgaard contemplates that the tapestry work of the Berber women can be compared to playing a musical instrument. Similar to a pianist at a piano, a Berber woman in front of a loom composes 'beautiful music with rhythms and harmonies in color and notes,' he writes.

While most of the carpets are created now, some are bleached to make them appear older. Either way, their heritage remains. The minimalist and abstract images can show the feelings of the maker, like a personal diary. Sometimes they tell a story, sometimes they incorporate symbolism that

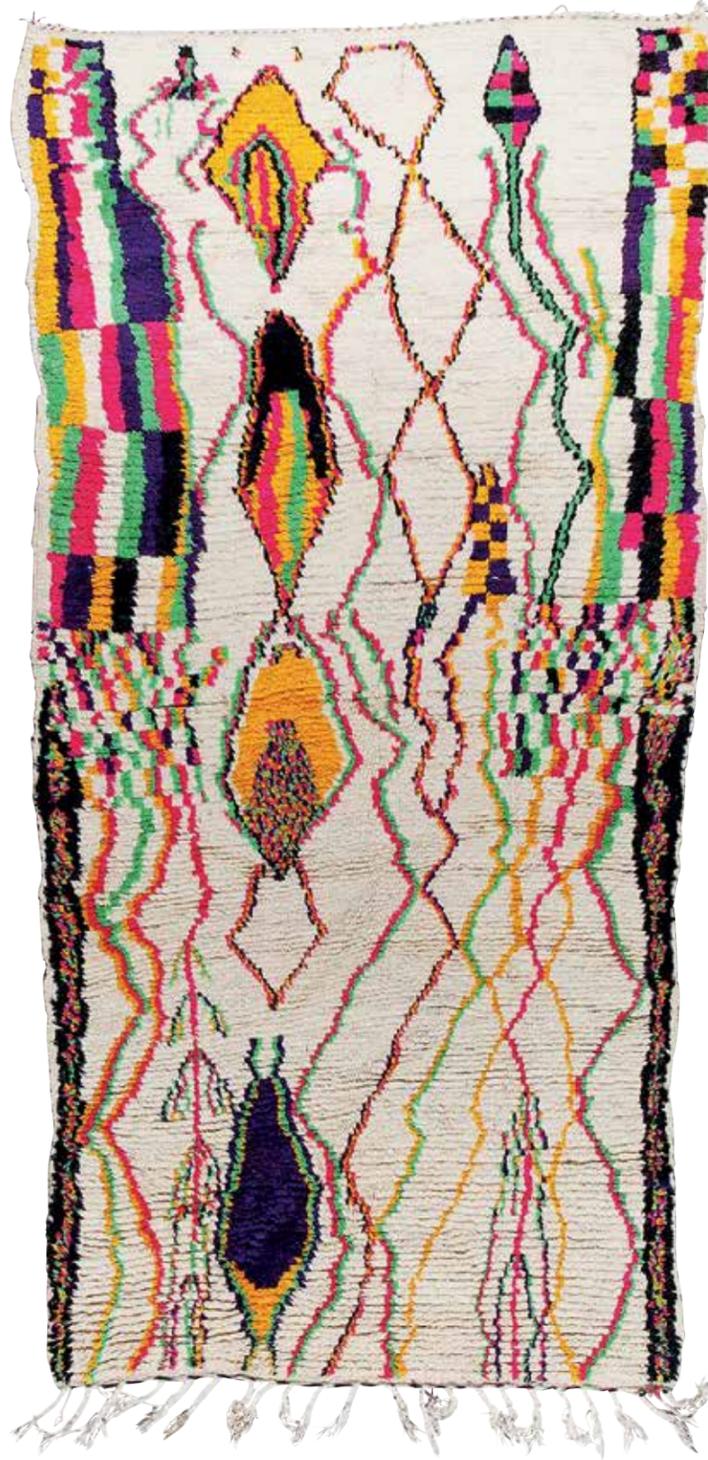
is perhaps harking back to animism beliefs.

Before some styles of Moroccan carpets started becoming popular, the carpets were woven by tribeswomen and had no commercial value, made to be either used or, at most, bartered with. But their likeness to some modern art is astonishing, and their suitability for modern apartments is a useful coincidence. It is no surprise that architect Frank Lloyd Wright's iconic modernist Fallingwater house features only carpets that were from Morocco.

A 1996 exhibition at the Museum Bellerive in Zurich examined for the first time the link between classical modernism and African nomad carpets. In the museum's collection are twelve Berber blankets and carpets acquired between 1938 and 1948. They had been sourced from Wohnbedarf AG, a company that marketed products in the style of Bauhaus and employed Marcel Breuer as one of its designers. Now, over half a century later, variations of the carpets and their style have been rediscovered.

It is easy to understand why these rugs are more in demand than ever: they have a history and a culture that is fascinating, says Iris Dunbar, principal at London's The Interior Design School.

"The designs are of a haphazard nature, with the energy of construction still raw and forever entwined"



‘The skills required and materials available make them a necessary part of a local economy; they are more than a fashionable need for recycling,’ she adds. ‘They also have a breadth of design and color – whether it is the monochromatic, the vibrant abstractions or more simply the use of materials that create differing effects, they all share a design typology. Whatever it is, they feel totally contemporary. You can easily see them in modernist environments, which probably explains why the likes of Charles and Ray Eames, Frank Lloyd Wright and Le Corbusier used them.’

Foreign Objects now has 60 rugs and carpets in stock and counting. ‘Usually we buy around 20 at a time, depending on the demand,’ says Puikkonen. ‘The market is growing pretty fast. Probably it will grow until Ikea starts making copies!’

In the world of interiors, cottage industries are blossoming everywhere to fuel a new-found appreciation for bespoke, craftsman-made products. But few things are as weirdly authentic as these ancient, neon-psychedelic crafted rugs: timeless mind benders from the arid mountains and the ancient tribes of the Atlas.

WHERE TO GET YOUR OWN BOUCHEROUITE BERBER CARPETS?

The Moroccan Berber rugs store is an online shop from an offline French antique gallery, The Demasure Gallery. They also set up a gallery in Marrakech. They import and exhibit Boucherouite carpets that they buy directly from the Berber women.
 > moroccan-berber-rugs.com

For vintage, more affordable Boucherouite carpets go to the Dutch online store El Ramla Hamra. They have a wide variety of rugs, reasonably priced.
 > elramlahamra.nl

The Amsterdam based online store Foreign Objects collects Berber carpets from the Riff and Atlas mountains of Morocco. They have a wide variety of carpets online.
 > foreignobjects.nl

You can also find some good quality carpets at The Loft. The Amsterdam design agency and store.
 > entertheloft.com

“They feel totally contemporary. You can easily see them in modernist environments”

AUDIO SPECIAL

In every issue, CODE's "audio professor" Harry Meewisse reviews a select range of top-notch home audio products. We aim to cut through the mumbo jumbo of audiophile geek speak, the Google prominence of big brand marketing, and the downright complexities of digital audio, to review the latest audio products that could drastically improve your music experience. Glorious sound, that's what we're after.

WORDS: HARRY MEEWISSE & PETER VAN RHOON

BEST PORTABLE DAC (WE) EVER HEARD: CHORD MOJO



In our previous issue, we explained the basics of DACs (Digital-to-Analog Converters). If you listen to music via a digital source—a personal, desk, or home system—life gets a whole lot better with a DAC. Not only when listening to your iPhone with a headphone, but also when using state-of-the-art loudspeakers to play high-resolution files, Tidal, or Spotify. In all cases, DACs will

open up your sound.

The Chord MoJo (Mobile Joy) is a relatively tiny DAC by Chord Electronics. We tested it for three months and ended up buying it. This little beast sounds spectacular. Often better than DACs that cost three to five times as much. The Chord MoJo, which makes the music sound spacious and the vocals involving and natural, offers a nuanced

as well as a round, organic sound.

The MoJo may not be the prettiest device on the planet, but it's built like a tank, takes up less space than a pack of cigarettes, and it will perform wherever you are.

► chordelectronics.co.uk
€599

WEIRD AUDIO UPGRADE: WYRED4SOUND RECOVERY



OK, so you've upgraded your audio system with a DAC. Let's take things a bit further now, straight into audiophile geek tech.

After improving your audio sound with a DAC, it can be made even better with a so-called reclocking device. A what? Allow me to explain. Nearly all modern DACs receive their audio signal through a USB cable. But USB was never designed for audio requirements, and therefore digital sound often has "timing issues" called "jitter." These small timing errors may not be directly audible, but they can have an effect on your music experience (yes, this is where audio gets weird). Vinyl doesn't have this timing issue, which is why many people like to listen to "good old" LPs. Several audio companies have recently come up with affordable solutions to solve this problem by "reclocking the digital

signal." These credit card-sized devices come with impressive names such as Regenerator, Decrapifier and Recovery, and have been the subject of heated debate.

We wanted to hear for ourselves and tried the Wyred4Sound Recovery in combination with several DACs in the €300-4,000 range. We could not believe our ears. Vocals are more natural, high tones are less edgy, and the overall sound has a lot of fine details. If you want a better audio experience from your PC or Mac, this €200 upgrade is a no-brainer. And there's no need to understand the tech side of it all. This geek tech works.

► wyred4sound.com
€175

BRYSTON – 3B³



Bryston is a Canadian producer of exceptional amplifiers that are highly appreciated in the professional as well as audiophile world. The "Bryston sound" can be described as powerful, neutral, and realistic.

The newly introduced Cubed Series amplifiers replace the legendary SST2 series, which was launched in 2009. At CODE we were able to confiscate a 2 x 200 W 3B³ for an extensive try-out. The serial number on our machine: 000009.

Weighing 14.5kg, the 3B³ is built like a tank. The Bryston 4B SST2 is considered by many to be an iconic amplifier. It's safe to say that the 3B³ sounds even better than the 4B SST2 (owned by the reviewer).

Mids and highs have become smoother, without sacrificing detail. The Bryston sound, which some consider clean, has gained warmth. Bass has become tighter, making the timbre of low-pitched instruments sound very natural, and the separation of instruments has become clearer. The perception of a real stage with width, depth, and height (sound stage) is simply spectacular. At low volumes the sound is equally dynamic. Yes, gents, this is the bee's knees when it comes to amplification of audio.

► bryston.com
€5250

ULTIMATE EARS – UE BOOM 2



The UE BOOM was an instant success when it was launched in 2013. Last year, version 2 of this tough wireless Bluetooth speaker was launched. It's waterproof up to 1 meter and for up to thirty minutes, and it's dirt-, sand-, and shock-resistant—you can drop it from a height of 1.5 meters.

The UE BOOM 2 is the tomboy amongst wireless speakers. Throw it around, drop it in the sand, or plunge it in the water. This is the most portable of the bunch. The size of an 18 cm beer can, it weighs only 548 grams. Though not as transparent, loud, or spacious as the sound of other contenders, the UE BOOM 2 offers solid portable sound. And it's definitely an upgrade over the first version.

This friendly device comes in a range of colors and is fun for all, business travelers, backpackers and holiday-makers alike. Retailing at only €199, the UE BOOM 2 is at true bargain.

► ultimateears.com
€ 199

SONOS – PLAY:5



The wireless market has largely been created by Sonos. The brand has become the number one reference for wireless audio. The Sonos app, which integrates all relevant streaming services, is outstanding. No other brand can beat its 100-day satisfaction guarantee. We reviewed the brand-new Play:5.

You want a system that can fill a relatively large room. Yes, the Play:5 is portable, but this is not a portable system for outside your house. Looks are not its main strength. Whereas the Play:1 is a little beauty, we felt the design team had taken a day off when putting together the Play:5. However, the app looks great and is very user-friendly. Recommended if you want to listen to the same music in your bathroom, kitchen, and living room simultaneously, and are willing to spend a few K.

The power and spatiality are excellent for a one-box sound system. The Sonos sound can be adjusted to the space the device is placed in. Great marketing feature, which also did wonders for Bose in the '90s.

► sonos.com
€ 579

KEF – MUO



British brand KEF has a 50-year heritage of great sound and innovative design. The MUO is KEF's take on portable and wireless sound. The looks of this wireless speaker surely are outstanding, but does it live up to its appearance? We can confirm it does.

The sound of the MUO is spacious, natural, and clean. KEF's engineers did

not make the mistake to spice up the MUO up with artificial bass. We never heard a truly portable device with this much impact. Highs and mids are very pleasant, and voices are lively.

Britain's most awarded product designer Ross Lovegrove was responsible for the design. The MUO will look good anywhere, be it in a hotel room

or an apartment. Somewhat inconspicuous, always tasteful, and beautifully constructed. Cool: synchronize a pair of MUO speakers and you have a tiny stereo sound system.

► kef.com
€ 349,95

NAIM AUDIO – MU-SO QB



Naim Audio is that other British heritage audio company. It was founded in 1969 by Julian Vereker, a former race car driver, entrepreneur, and self-taught engineer with a passion for music. Frustrated with the quality of music reproduction after recording a few of his friends playing live, Vereker started building amplifiers and experimenting with them. In 1992 he also started the independent record company Naim Label.

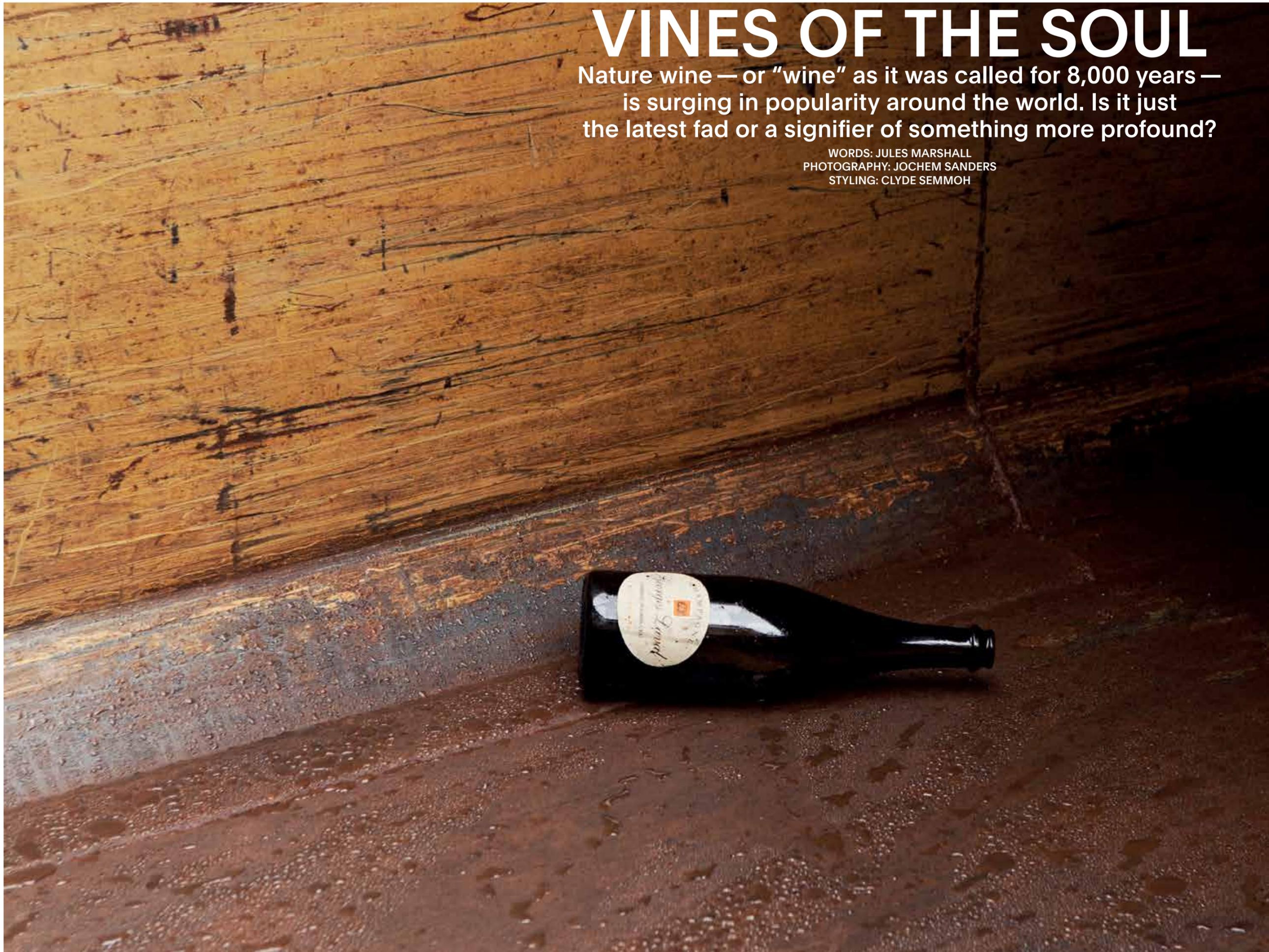
The Mu-so Qb is a very well-designed One Box solution. Priced at a steep €850, you expect something special. And this wireless speaker surpassed our expectations. The Mu-so Qb can play loud while staying in control. The vocals, mids and highs are excellent, and although the sound is produced by just one device, it's capable of filling a complete room and conveying a sense of space at the same time. The looks, clarity, detail, and power of the sound make this a class act.

► naimaudio.com
€ 850

VINES OF THE SOUL

Nature wine — or “wine” as it was called for 8,000 years — is surging in popularity around the world. Is it just the latest fad or a signifier of something more profound?

WORDS: JULES MARSHALL
PHOTOGRAPHY: JOCHEM SANDERS
STYLING: CLYDE SEMMOH



You've probably caught the buzz surrounding so-called nature wine and the inevitable invocation of the H-word. But there's something more going on than the Food & Drink supplements have grasped.

Let's recap on why a nature wine movement arose in the first place. The technologization of wine—its downfall, if you like—occurred in the mid-twentieth century, when large wine houses introduced techniques designed to maximize yields, manipulate vintages, stabilize and generally take the randomness out of winemaking.

There were refuseniks—mostly in France and Italy—who insisted on maintaining a pure practice of their art: no packets of yeast or added vitamins, enzymes, or Mega Purple. They rejected reverse osmosis, cryoextraction, powdered tannins or any of the other sixty additives and processes allowed in winemaking worldwide today.

This old guard gradually coalesced into a loose-knit movement that set some core standards of naturalness (a nebulous concept to be sure). Their wine was simply grape juice fermented by the naturally occurring yeast of the grape's bloom, just as it has always been. Get the ecological health right in your vineyard, and little work is required in the cellar.

It's a message that resonated with the non-wine world trends of ecological activism, permaculture, and healthy, artisanal, local food. Natural wines became a cornerstone of the French neo-bistro trend, and as word crept out, the foodies picked up on it.

Denmark's Noma was one of the very first of the fine dining restaurants to serve natural wines on a broad scale. Pontus Elofsson, the original sommelier at Noma, started to introduce them in 2005.

"For me, it's a three-stage rocket: the really good wines do not only taste very good, they are also good for the body and the planet. The taste makes you happy; the wines charge you with energy instead of giving you a headache, make you curious to taste the next bottle right away. They provoke you, challenge the familiar, and open up the horizon for what to expect in a glass of wine."

Another reason for serving natural wines at Noma was that they "seem to adapt to the food on the plate—a fiction, obviously. But since natural wine is not deprived of any character, has all facets intact, there is always something in the wine that makes a good match with the food."

The most experienced nature wine importer in the Netherlands is Michiel ter Heide, who established Vleck to import them 10 years ago. There was nothing slow about his conversion; it was instant.

"I bought my first natural wine seven years ago—a half-liter of Prieuré Roch from Beaune. I didn't know anything about it, had never heard of nature wines. I took one sip and was flabbergasted! What the fuck? Why don't I know this? Why don't I drink it?"

Michiel says it's something you either "get" or you don't. He'd been working for a natural wine importer five years before setting up his own business. Then he discovered it didn't make any sense selling traditional wines, he just couldn't stand them anymore. He now stocks 400 wines of

85 winemakers and tries to visit each vineyard every year. "The people I work with like to work with me. I'll work with them for the rest of my life—it's a relationship. I've never seen a bad wine from a great vineyard. Nice environment, nicely run by a nice guy; it's a whole system. Natural yeast and grape is the principle, so the less you intervene the better. Every additive you use interferes with this core expression of terroir. If you let nature do her thing it's more interesting."

A good nature wine, he says, is extremely flavorful but in a transparent way. "It's hard to explain; it's in the physics of the wine, a watery feeling in the center that's extremely interesting for chefs, too. That's the main feature of my wine selection: immense transparency and a center of water. I don't taste but *feel* the balance and energy in the mouth; only then, do I taste and smell."

From the 2000s on, natural wine producers have been throwing annual fairs like La Dive Bouteille, which have become legendary for their anarchic fun and the quality of their produce. Michiel has been going to La Dive each year for nearly a decade and now takes a Dutch posse of thirty chefs and sommeliers down to Saumur each year for the event. The wine makers in turn come and visit the restaurants in Amsterdam; it's all about the human connection via wine.

The interest in nature wines and the growing number of producers has spawned a number of other popular fairs. There's Real Wine in London, for example, and La Renaissance, held in a church in Angers. The latter is more biodynamic. "They're also more uptight, but make good wines," says Michiel, who goes to most fairs since they all have wines of merit. Les Vins Anonymes, also in Angers, is "a bit rougher than La Dive", and Les Pénitentes is "held by guys who thought they were better than La Dive so split off."

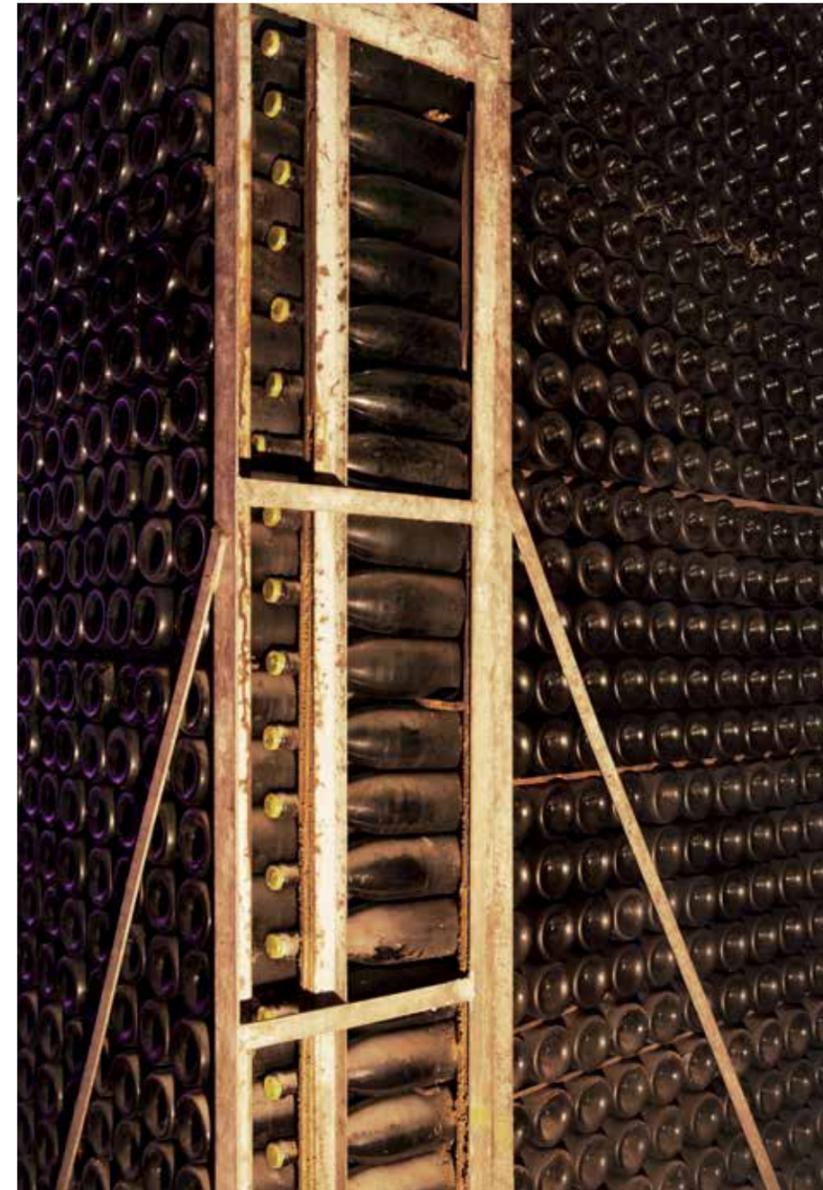
La Dive & Co. demonstrate that beyond the ecological and health and taste concerns, "you should have fun," Michiel says. "Wine should make you spiritually happy and joyful, and these wines do. They are nourishment for the body and soul."

**"The taste makes you happy;
the wines charge you with
energy instead of giving you
a headache"**

Pour natural wine into a group of people, and within a few minutes the atmosphere changes—just ask Figo about the atmosphere in his restaurant."

So I do. Figo van Onna is co-owner and sommelier of Amsterdam's Choux, opened in mid-2015 to great acclaim for its Modern Dutch-European cooking, heavy on local vegetables cooked in a new way. They were the first in Amsterdam working with natural wine. "When someone walks out of here, no matter what they've drunk, they walk out with their chin up—they're high, not slumped down. Their energy level stays high all night; no one's shouting."

"Before Choux I'd had two pop-up restaurants. I started with eight reds and eight whites; I



only knew a few appellations, nothing about wine. I just put together a list by name," says Figo.

"Michiel came by, tasted all of them—and asked for a beer. Same thing happened with a French importer the same week, and I thought, hmm, maybe I'm not doing something right! I asked Michiel to bring a selection round for tasting and from the very first—a simple table Rioja—I said: 'I know what you mean; let's go!' I sent all my stock back to the other importer and have not looked back."

Nature wine has changed the role of sommelier, he says. "Especially in wine pairings, we do a lot of experimental or unusual ones. I have to warn customers as they can be different to expectations. You can't just pour and walk away. It's easy to find a classical wine for a buttery sauce; it's been done a million times already. But there are no books written about how to pair wine with turnip juice."

There has been pushback from the wine establishment, critical of what they see as the "mistakes" in natural wine, although also protective of their expensive educations and traditionally stocked cellars. It's true that each bottle of nature wine is unique, being alive, and this can lead to some eccentricity and character. But that is just another of its charms to fans.

From the Rites of Bacchus to the Catholic transubstantiation, wine and religion have always been closely associated, and to dismiss the rise of natural wine as a hipster fad or a foodie affectation is to underestimate the phenomenon. It might have started as a Gallic philosophical shrug last century, but the movement actually signifies a profound schism, a Reformation of the Church of Wine and a resacralization of the act of intoxication.

Forget the obvious comparison with craft brewing; growing interest in nature wine mirrors that other intoxicating trend, ayahuasca use. Outwardly, ayahuasca is a psychedelic plant brew, but they are both part of a larger human project of re-examining our whole relationship with nature. Wine's just a lot more fun than ayahuasca.

There's broad agreement as to what makes a wine natural, but there are friendly schisms and disagreements as to the fine details. Forget organic; it's too permissive for natural status. "Biodynamic" refers to the esoteric philosophy of Rudolph Steiner, and does produce some remarkable wines.

While there's no official appellation for nature wine, France's Association des Vins Naturels is the primary certifying organization, though Italy's VinNatur and La Renaissance des Appellations are similar. But ultimately, it's all based on trust, in the producers, in your knowledgeable importer, and in an educated sommelier.

The best winemakers say "winemaking is mistakes every day for 25 years until you've made them all, then you're fully grown." And it's that sensitivity that's in the bottle.

The true believer Pierre Clair (30)



For Pierre Clair, organic farming is a kind of religion, even though a lot of people in the wine industry remain skeptical. “The problem is that most winemakers are classically trained. They grew up with the big wines and the big names. Luckily, natural wines are becoming more established. And let’s face it—they are simply better for your health.”

Pierre has run his own wine company since 2006, with vineyards and a wine cellar that are based on the natural wine philosophy. He’d just received his degree in oenology when his grandfather died, prompting him to take over his 1.2 acre property. “We’ve had our ups and downs since then,” Pierre says. “2007 was, unfortunately, one of the most difficult years. We harvested plenty of grapes, but the quality wasn’t great. The pinot noir had too much acidity and lacked depth. In 2012 and 2013, a lot of appellations in Burgundy lost their harvest due to bad weather and hail. The hail damaged some of my parcels as well, but I was able to reap a very small harvest. Only the best grapes went into the wine, so the quality is excellent. And once the wines are in the cellar, the less I do, the better they become.”

**WINE REGION: BOURGOGNE,
CORPEAU
(NEXT TO PULIGNY-MONTRACHET)
PROPERTY: 1.2 ACRES
PRODUCTION: 1,500 TO 2,000
BOTTLES A YEAR
GRAPE VARIETIES: CHARDONNAY,
ALIGOTÉ, AND PINOT NOIR
WINES: RED AND WHITE**

The happy winemaker Toby Bainbridge (43)



In 2012, Toby Bainbridge embarked on a big adventure by becoming an independent winemaker. His motto is to go back to basics. “I don’t want to make a snobby wine. It has to be well made and expressive, but it should never dominate. I don’t want people to spend hours discussing, describing, and criticizing my wine. I just want it to make them feel great.”

Toby is an Englishman in France. He crossed the Channel to study, but because of a three-week internship with celebrated winemaker Didier Chafardon, he “accidentally” ended up making wine. Now he owns his own winery in the Loire region. “There never was a perfect plan,” Tony says. “It was all about meeting the right people at the right time. I had the opportunity to rent some vineyards, all thanks to the fact that vineyards in France are getting bigger and bigger, leaving a lot of gaps in between. We’re talking small plots that do not lend themselves to mechanical methods but are perfect for producing natural wines. They provide perfect opportunities for budding winemakers to prove themselves.”

And so Toby does things the old way, harvesting and bottling by hand as well as employing biodynamic farming methods. He never doubted his choice to make his wines as natural as possible. “The natural wine philosophy fits my lifestyle perfectly. My winery is an extension of how I live my life—I don’t follow trends.”

**WINE REGION: ANJOU, LOIRE VALLEY
PRODUCTION: 13,000 TO 14,000
BOTTLES A YEAR
PROPERTY: 11 ACRES
GRAPE VARIETIES: CHENIN BLANC,
GROLLEAU, AND CABERNET FRANC
WINES: PÉT-NAT, RED, AND WHITE**

The natural Laurent Saillard (44)



After a long career in Lyon and New York, Laurent Saillard now has his own vineyards in the Loire valley, where he produces wines under his own label. "With natural wine, it's all in the hands of Mother Nature. It's a humbling process."

Laurent has seen it all. After studying hotel management in Lyon, he moved to the Big Apple and became co-owner of the celebrated farm-to-table restaurant ICI. The Brooklyn hotspot was at that time one of the first to focus on natural wines. Laurent: "I discovered natural wines in the late Nineties. It all started with a Racine '95 from Claude Courtois. I was so shocked by the taste. I liked it and at the same time I didn't like it ... It was something I'd never tasted before. I became kind of obsessed with the taste—the purity of natural wines is addictive." In 2008, after many years in New York, Laurent decided to go back to his French roots.

And the Loire valley is as natural as it gets. "In our area there's an organic bakery, a local cheese farm, and a young guy growing local, seasonal vegetables," Laurent points out. "In our vineyards, we grow herbs and vegetables, too. And almost every year, we raise a piglet, feeding it chestnuts from the tree, to make the most delicious sausages. Natural wines complement this natural lifestyle. When people drink my wine, I want them to experience the simplicity and beauty of life."

WINE REGION: TOURAINE, LOIRE
PRODUCTION: 20,000 BOTTLES A YEAR
PROPERTY: 15 ACRES
GRAPE VARIETIES: SAUVIGNON
BLANC, GAMAY, PINEAU D'AUNIS,
CABERNET FRANC, CHARDONNAY,
AND CABERNET SAUVIGNON
WINES: PÉT-NAT, ROSÉ, RED,
AND WHITE

The best organic distiller in France Laurent Cazottes (41)



All the fruits Laurent Cazottes uses for his world-famous spirits and wines come from his own land. And he grows them all without the use of chemicals.

Laurent is, quite simply, one of the best and most famous organic distillers in France. His eau-de-vie (a clear, colorless brandy) and wines are made from his own biodynamically grown fruit. Take your pick from a wide range of superb spirits made from apples, pears, plums, and even 72 different varieties of tomato. On Laurent's 49-acre property to the south of Gaillac, in the South West France wine region, you will find four hundred pear trees and eighty greengage plum trees. "Only the "noble" parts of the fruit are used," Laurent explains. "That means we keep the skin and the flesh. The stalks, seeds, or scabs are taken out manually, and that's a lot of work! But it's worth it to keep the pure flavors and aromas of the fruit or flower intact."

Laurent became passionate about distilling in 1998, when he started working with two stills from his father. Shortly thereafter, he began to develop an interest in biodynamic farming. "If you respect nature and the terroir—the expression of a physical place through the flavors and quality of a wine—you will have a wonderful sensory experience." But it takes time to get to that point, Laurent warns. "If you want to make an easy-to-drink wine, without long-term aging or difficult winemaking techniques, it's important to give it time. That's something I have come to understand more and more over the years. Patience is key."

WINE REGION: TARN, SUD-OUEST
PRODUCTION: 9,000 BOTTLES A YEAR
PROPERTY: 49 ACRES, 7 OF WHICH ARE
VINEYARDS
GRAPE VARIETIES: MAUZAC BLANC,
MAUZAC ROSE, BRAUCOL, FOLLE
NOIR, AND PRUNELART
WINES: RED AND WHITE

The French sommelier in Italy Edouard Souchal (30)



Sommelier Edouard Souchal discovered his love for natural wine thanks to a mistaken delivery. Working at a central London restaurant with a very conventional wine list, he one day received bottles that had not been filtered and had no additions of any kind. His response? “It tasted just right!”

Edouard’s first encounter with natural wine was love at first sight. “It is a completely different experience. If you drink natural wine, you drink wine that has a deep connection with its country, region, soil, and terroir. Nothing comes closer to the juice from those grapes.”

After a few years in London, Edouard wanted to gain a better understanding of his field, so he started to travel around Europe. An opportunity came up last summer to work on a project in Puglia, in the south of Italy. “There are big differences between Italian and French natural wines,” Edouard notes. “To list just a few, there’s the climate, the soil, the grapes, and the wine-making techniques. But of course, everyone has their own personal preferences. I will come out in favor of my own country and admit the French *vin naturel* is my favorite. The Loire valley, for example, is an amazing region. You can drink a glass of wine there that has been made naturally but that won’t put you off after just one sip. From a Muscadet to a Pouilly-Fumé, you can be sure to find your own favorite.”

SOMMELIER

The teacher-turned-winemaker Delmee Philippe (48)



To Delmee Philippe, natural wine is more than just a trend—it’s a way of life. A life that took him from the classrooms of Brittany to the organic vineyards of the Loire valley.

“I was working as a math teacher in Brest but wanted to try something new,” Delmee recounts. “So I left to work on a vineyard and was trained on the job for two years.” In the fall of 2011, he said his final goodbyes to the world of education and embarked on a career dedicated to natural wine. “When I decided to change my life and to make wine, it was essential for me to make organic and natural products. Natural wines have no input, and there’s no protection during the fermentation process. But most of the work we do is in the vineyard, which has to be perfectly balanced. Without that equilibrium, it’s very difficult to produce good natural wine.”

Delmee had to learn that lesson the hard way. “My first year, all my red wines were a huge failure. I tried to heat them because I thought that would accelerate the fermentation process, but it didn’t work out. I had to turn all my wine into vinegar—it was my only option.”

WINE REGION: ANJOU, LOIRE
PRODUCTION: 25,000 BOTTLES A YEAR
PROPERTY: 20 ACRES
GRAPE VARIETIES: CABERNET FRANC (5 ACRES), GROLLEAU (4 ACRES), AND CHENIN (11 ACRES)
WINES: RED, WHITE, AND PINK WINES AS WELL AS PINK AND WHITE SPARKLING WINES

The young one Olivier Cohen (28)



Olivier Cohen had been studying law in Nice when a “Tour de France” of natural winemakers changed everything and convinced him to start making his own wine. “I fell in love with the vineyards, the style of winemaking, and the philosophy.”

“During my studies I worked in a wine bar that specialized in natural wines, or *vins d’artisans*, as they say in France,” Olivier recalls. “This is where I met a lot of passionate winemakers and learned about their wines. I wanted to see their work in the vineyard and in the cellar up close, so I went on a tour of the country.” He learned to appreciate that every natural wine contains the specific signature of its maker. “During the entire winemaking process, from start to finish, people put all their energy and love into it.”

His own wines are also distinct but, having just produced his first vintage, he thinks there’s room for improvement. “In the next few years, my goal is to reduce the doses of phyto treatments (copper and sulfur) in my vineyards. Although the vineyards are certified organic, I think that I can do much better than that—I want them to be as healthy as possible. I have many winemakers around me who can inspire me.”

**WINE REGION: ARGELLIERS,
LANGUEDOC-ROUSSILLON**
PRODUCTION: 25,000 BOTTLES A YEAR
**GRAPE VARIETIES: SYRAH, GRENACHE,
MOURVEDRE, CINSAULT, MERLOT, AND
CARIGNAN**

The French Canadian Alexis Hudon (30)



Alexis Hudon is a Canadian sommelier, but he prefers to call himself a wine aficionado. After traveling extensively around French vineyards, he currently works at a ground-breaking natural wine bar and restaurant in Montreal.

Alexis’ first encounter with natural wine took place when he was studying to be a sommelier. A few of his teachers were passionate about wines from local farms and winemakers who produce natural-style wines. “It was a bottle of Julien Guillot in Macon-Cruzeille, Burgundy, that opened my eyes,” Alexis remembers. “Wine without any artificial additives have a deeper dimension, they are more human. You can taste the terroir, the vintage, and the style of the winemaker.”

So how did the Canadian end up in France? “I had the time, and it felt like something that I had to do. For many years, I helped out with the harvest in Burgundy, in the Loire, and in Normandy. I visited many winemakers and ended up in Paris, where I worked in a few restaurants and wine bars. In 2015, I decided to go back to the vineyards for the harvest. There is so much to learn there!”

If you’re a first-timer when it comes to natural wine, go with a Beaujolais, the sommelier suggests. “A juicy Beaujolais that isn’t too complex and you can drink for fun, with friends who share your passion for wine.”

**SOMMELIER AT PASTAGEA VINS
NATURE & RESTAURANT IN MONTREAL**

TERRA INCOGNITA

Life's a beach (club). Whether they are located on an inner city canal or on a proper stretch of sea shore, these are some of our favorite beach bars around Europe.

WORDS: RUBEN VAN DER LAAN

38° 58' N, 1° 25' E
SUNRISE YOGA



A list of beach clubs without Ibiza would be like a Vegas movie without casinos. Indeed, every summer party enthusiasts from all over Europe flock to Ibiza like migratory birds. Whether to ingest illegal substances, build up a healthy tan and/or dance until the sun comes up. You probably won't find too many drugged-out revellers in the morning at Amante Beach

Club, though. This "secret hideaway" in a small cove near Ibiza Town starts the day off with a yoga class. In the daytime you can relax on beach beds, enjoy some haute cuisine or do a bit of snorkelling around the sheltered bay. At night there are open-air movie screenings, or a pleasant party atmosphere might develop. A small word of warning: children are allowed at Amante.

Location:
Sol d'en Serra Beach,
near Ibiza Town.
Open May to September.
► amanteibiza.com

52° 31' N, 13° 23' E
JUST FOR VISIONARIES



With a name like Club der Visionäre ('Club of Visionaries') it is safe to say this Berlin joint isn't devoid of ambition. For starters, the location lives up to its name: a brick house on a quiet canal in the multicultural district of Kreuzberg. A large wooden jetty, just inches above

the water, ensures that everybody will get to cool down in the often simmering Berlin heat. This offbeat location also means you'll have to put in some effort to find the club. It might not be on too many tourist itineraries, but don't expect to discover some unknown

gem. On a warm summer night, even on weekdays, the club will be filled with poets, painters, students, actors and musicians (and sometimes their dogs) sipping on homemade cocktails and flirting until the wee hours. Long story short: this is a Berlin must-see.

Location:
Am Flutgraben 1, Berlin.
Open in spring/summer.
Photo courtesy of visitBerlin
► clubdervisionaere.com

42° 9' N, 9° 5' E
CATCH OF THE DAY



If you were to make a list of the prettiest beaches in Europe, Palombaggio on Corsica would no doubt rank among the top. With crystal clear waters on one side and a white-sand beach on the other, it takes little imagination to convince yourself you are in fact in the Caribbean, Bora Bora, the Seychelles, or somewhere equally exotic. What this beach lacks, though, is a huge club with a deafening sound system, laser beams, girls dancing in cages, and sweaty crowds. Instead, you

will just find I Pini, a tiny wooden shack that provides beach dwellers with just the bare necessities (except for a toilet), such as tables where sitting/relaxing barefoot is the norm. Nouvelle cuisine means the "catch of the day". The best bit: after a meal you can walk right into the surf for a refreshing after-lunch dip.

Location:
Palombaggio Beach near
Porto-Vecchio, Corsica.
Open Spring to early Fall.

48° 51' N, 2° 21' E

MODERN DAY BOHEMIANS



What New York is to hotdog carts, Paris is to city beaches. After all, the world's first ever city beach was created on the banks of the Seine. On the main "Paris Plage" near Hôtel de Ville you'll encounter office workers on lunch break, tourists with sore feet from too-many-museums-in-one-day

and Brigitte Bardot lookalikes with tans like old leather bags. A couple of kilometers away, near Bois de Boulogne, you will find a different crowd at La Passerelle. In this floating beach club you can relax under Balinese umbrellas or escape the sun in a Berber-style tent, surrounded by

sophisticated, well-travelled, thirtysomethings from all the right *arrondissements*. Modern-day bohemians who sip on fine wines, munch on Brazilian churrasco and mini wagyu-burgers while discussing the latest gossip from both the Rive Droite and Rive Gauche.

Location:
52 Quai du Pont du Jour,
Boulogne, Paris.
Open all year.
► leperchoir.tv

57° 38' N, 18° 17' E

KALLIS-FORNIA



"Beach holiday" and "Sweden" are rarely mentioned in the same sentence. Yet a less than favorable climate for beach bums won't keep those pesky Scandinavians from trying. Perhaps that's why Kallbadhuset in Visby (itself located on the tiny island of Gotland) was voted "best beach club in the world" several times. After all, when the sun finally comes out, a true Swede is almost required by law to compensate for the endless rainy days by partying twice as hard. The Kallbadhuset, literally meaning "cold bath house", has

all the right ingredients for a fiesta. A huge open-air dance floor overlooking the Baltic Sea, a colossal DJ booth, coolers full of extremely pricey champagne, and even a dozen palm trees. At this point we should also mention that all the clichés about tall, blond, blue-eyed Swedish half-goddesses turn out to be true at Kallis.

Location:
Strandpromenaden, Visby.
Open late June until early September.
► kallisvisby.se

52° 0' N, 4° 13' E

KOH NORTHSEA



The closest thing to a Thai beach bar you'll find in Holland is Elements Beach in 's-Gravenzande, located on a quiet stretch of North Sea beach, about halfway between Rotterdam and The Hague. Owners Marc Berkhout and Jennifer Krentz have collected everything from Tibetan prayer flags to Balinese tree stump tables to spice up their beach club. While this relaxed and spacey "strandtent" (the proper Dutch word for a beach bar) caters to moms and their toddlers in the daytime, on many warm summer

nights it transforms into a party zone with a mix of local youth, "forever young" hippies and the casual passerby who is just longing for a cold beer (or maybe one of the homemade smoothies).

Location:
Gravenzande Beach.
Open late March until early October.
► elementsbeach.nl

42° 38' N, 18° 6' E

HOLE IN THE WALL



There aren't too many bars in the world that provide rock diving into a clear, warm turquoise sea. Mala Buza in Dubrovnik, Croatia, is part of this select group. Nestled on the rocks on the outside of the ancient city walls, you could even call this a secret bar. A

"hole" (the literal translation of "buza") in those walls is the only way to make your way to the tap. (Okay, swimming is another option.) During the day it serves as an odd mix between beach, swimming pool, tanning salon, and terrace, but at night the

party arrives. It is all rather cramped, so don't expect a big dancefloor or huge crowds. The atmosphere: very laid-back. Dress code: non-existent. Drink of choice: ice-cold bottled pivo. The sunsets: magnificent.

Location:
Crijevićeva ulica 9,
(look for a 'hole in the wall' on this street) Old Town Dubrovnik.
Open in spring, summer, and early fall.
Website: non-existent.



ROTOWN MAGIC

Like a character actor with one of those ugly-interesting faces who stumbles late into stardom, Rotterdam has finally transcended its perennial supporting role and found its own place in the limelight. CODE spoke to some of the cultural catalysts who've made it happen and finds a city amused to be on everybody's bucket list.

WORDS: JULES MARSHALL
PHOTOGRAPHY: SEM LANGENDIJK
STYLING: IMRUH ASHA

It was two headline-grabbing architectural icons that initially alerted the domestic and foreign media to Rotterdam's new status. The single-arch Markt-hal, designed by local superstar architects MVRDV, opened in 2014. The first indoor market built in the Netherlands and the country's largest artwork, it part symbolized and part catalyzed a culinary coming of age.

That same year the Constructivist Van Nelle Factory was awarded Unesco World Heritage Site status, and proved that a city normally stereotyped as 'rebuilt on the ashes of its WW2 destruction', also had some history.

Rotterdam picked up praise from gatekeepers of good taste like *The Guardian* and *New York Times*, then *Lonely Planet* sanctified the city as a Must See City of 2016. But the reality is that for all the talk of "Bilbao Effects" and Heritage with a capital "H", it has been the people, specifically the cultural entrepreneurs of Rotterdam, who have truly remade the city from the ground up.

In any discussion of Rotterdam's cultural evolution, a number of common themes emerge: no-nonsense, working class, hard-working and hard partying, intolerant of bullshit, genuinely multicultural. "Creative powerhouse" and "free spirit city" have only recently made it into the conversation. The big question is: how did this come about?

The port—Europe's largest—dominated the city before its destruction in 1940 and was the focus of the immediate post-war rebuild. The—let's be kind and call it "functional-but-plain"—city centre that was cobbled together out of concrete and glass remained very much in the shadow of its cutesy, tourist-magnet neighbor eighty kilometers north.

Though Rotterdammers have always loved the place, it wasn't until the 1990s that the city dared to even suggest that it had a beauty and talent worthy of others' consideration. "Look at our skyscrapers, we're Manhattan on the Maas!" was a little bit embarrassing if a little bit true. It had the work ethic and the big buildings, but where was the culture?

The decade's Gabber house, ear-shredding apocalyptic techno that originated in the scuzzy suburb of Spijkenisse, was surely not what the city fathers would have chosen as the Rotterdam Sound. Decent bars and restaurants were few and far between; the city center was largely deserted after office hours (though the partying remained hard at weekends).

Traditionally overlooked for government subsidies, the city continued a strategy of modest strategic investment in infrastructure and loosening of red tape and encouraging cultural entrepreneurs to fill the gaps. Bridges were built, literally, like the Erasmus Bridge (1996) that joined south-of-the-river peninsulas Kop van Zuid and Katendrecht to the awakening central district.

This New Rotterdam project nearly ground to a halt when the global recession of 2008-2010 hit the all-important port activity, and Rotterdam's still flimsy cultural offerings started to dwindle.

But incredibly, for reasons we're coming to, the bottom-up, hands-off approach had built sufficient momentum for the city to keep moving towards maturity—and in recent years, cultural significance.

Today the city boasts significant nodes of art, design and fashion, great food and bars, a more eclectic nightlife, a media industry that's threatening Amsterdam's dominance, and an almost embarrassingly trendy image abroad.

If a 70-year urban comeback is finally complete, what made the difference? Let's ask a sample of those who made a difference.

Philip Powel is artistic director of BIRD, a club, venue, and restaurant that's deeply rooted in jazz, but also branches out towards soul, funk, hip-hop and electronica. Established five years ago under the arches of former Station Hofplein, the starting point of a redeveloped railway line and archways that is one of the city's new hotspots, BIRD was one of the establishments that helped earn the city its recent accolades.

Born in north Rotterdam, Philip moved



to Amsterdam for a few years, then back to Rotterdam and now splits his time between the two. "I love both cities for their own reasons," Philip says. "Rotterdam is a working city; straightforward, less cosy. It has the typical Second City syndrome: there's something tragic but at the same time very honest about it. What you see is what you get."

"There's not a lot of money or media, so the dynamic is completely different than in Amsterdam. Rotterdam has a culturally diverse inner city, people are less frivolous, more cautious. It takes a while to conquer their hearts, but if you can make it

here you can make it anywhere."

Philip says they "had the luck to open in a period when there was nothing; clubs were closing, club culture dying — there was a crisis. We didn't know any better, so when things started to pick up we were already established."

The big change in recent years culturally is that a generation of entrepreneurs arose who stayed very close to who they are, he says.

"Many venues in Rotterdam are able to succeed in their own way: BAR (nightclub), Grounds (live venue), Rotown (live venue) and most



recently Annabel (the country's first pop venue to operate without a subsidy). It's a healthy, organic scene; everyone has their own angle. That's one of the strongest features of Rotterdam today."

Chef Marnix Benschop grew up in a village outside Rotterdam and attended university there from 2000, and later catering college. After working abroad at places like Noma and Fat Duck, he returned to the Netherlands and to his home region.

Marnix' impact on the city's dining culture was immediate. His pop-up breakfast bar concept was derided as doomed to failure, yet was hugely successful and prompted hotels and restaurants around town to change their own opening hours.

Now he's head chef and co-owner of The Suicide Club, the city's first rooftop restaurant and another attempt to influence Rotterdam's eating culture. With a kitchen open until 1 a.m. and a drop-by-have-a-drink-maybe-stay-on-for-dinner vibe, it's more New York than Old Rotterdam.

Marnix is also an associate chef and co-owner at MESS, which gives high-end cooking workshops and holds innovative culinary events around the city, and he's opening a modern Arabic grand café after the summer.

"It appeals to me, how people interact here: straight-talking, no bullshit and hard-working," he says. "A lot of people here start something from their own need or passion. 'I'm opening this kind of place because it's the shit I love', and if it works, great. But giving 100% to something you love is paramount. Rotterdammers are critical diners. If you serve value for money they're hooked and become regulars but if not, they leave. 'No bullshit on a plate, please!'"

Marnix also emphasizes the role of the City Council. "They have put a lot of money, time and effort into bringing people back into the center since I was here in 2000. Rent and space is really affordable, and faster public transport to other cities — forty minutes to Amsterdam or Antwerp — has meant more people coming specifically to Rotterdam to eat, and more tourists in general than ten years ago." Projects like the Markthal are helping redefine the city's relationship to food since its opening two years ago.

Overlooking Katendrecht (indeed, most of the city) from his new 16th-floor apartment, documentary filmmaker and TV presenter Tim den Besten didn't really know what growing up in Rotterdam meant until he moved away. "I really missed it when we moved out to a village, where I was seen as a weirdo city boy."

After starting his career in Amsterdam, he recently moved back. The biggest change he sees is the media perception of the city. "I've always loved the place, but when I expressed that I was met with scorn and disbelief. They never really 'got' what I loved. Now these people are all like 'ooh, we went to Rotterdam; it was sooo nice.'" Something has changed, but so have people's perceptions — and that's a good thing.

It's true that Rotterdam has had the freedom to be ugly, to make mistakes, to become in Tim's words "a City of the Future unencumbered by history like Amsterdam — the City of the Past. I like that a lot of things here come from inside, the peo-

ple here, not copied from London, or magazines. For instance, rockabilly's big here!"

Tjeerd Hendriks, a graduate from the Willem de Kooning Academy for art and design, was discussing local creativity with his neighbor Joost Prins three years ago, specifically how hard it was for young creatives to show in a proper context. They ended up starting Groos — old Rotterdam slang for "pride" — selling locally designed and made products, from chocolate and beer to fashion and books. With close to 250 makers, designers, and producers on its books, Groos has become an important showcase for Rotterdam.

In a sense, Tjeerd is doing with Groos what many of the current wave of cultural entrepreneurs are doing: enlightening the local general public to the pearls among their midst, showing them something they can be proud of, and inviting outsiders to come and marvel, too.

Tjeerd mentions Schorem (city slang for "riffraff") as a great example of Rotterdam's style and ambition. This traditional barber's shop opened five years ago and has built a worldwide following worthy of a rock band, with 700,000 Facebook likes. On some days, customers from as far afield as Paris have to wait 5-6 hours for a trim.

"People come from all over the world for our trainings, and now we can take them out and have a really good time," says head trainer Nelis in the atmospheric man cave. "Five years ago, that was really hard. Now this whole area is packed with spot-on restaurants and bars."

Furniture designer and maker Mischa van der Wekke grew up near Rotterdam and came back to study at the age of 19. Following Craft School, he was assistant to designer Richard Hutten

"The bottom-up, hands-off approach had built sufficient momentum for the city to keep moving towards maturity - and in recent years, cultural significance"

for ten years before starting out for himself. He now has his own studio at M4H, once one of the world's largest fruit ports.

"For me as designer and maker looking at spaces in Rotterdam, it's all about the vibe of certain places," he says. "Especially rough locations that leave something to the imagination have my preference. Like M4H where I work, the ever-developing Katendrecht, or Heijplaat, an old submarine wharf." He reckons that it's easier to start out thanks to the abundance of old warehouses and cheap space.

Mischa feels there's not really a distinctive Rotterdam design style or history, but there is a mentality. "A straightforward, no-nonsense mentality," he says. "Not much hot air at all. Something Jules Deelder expresses perfectly in his poem 'Rotown Magic,' my all-time favorite poem about Rotterdam."





Len Chandra is the founder of concepting/video/design agency Studio Beng Beng. He also founded Bogue.nl, the first video blog to cover the emerging Rotterdam cultural scene to a level common in self-confident cities. It's currently pulling 100,000-plus visitors a month.

"Five years ago, when I started making short clips and documentaries about Rotterdam and later other cities, there was an attitude here of 'grab what you can, earn quick money,'" he says. "Now there are a lot of collectives here, independents choosing to bundle their skills, which is

great. There's no need for a massive office of at least twenty people in order just to compete."

These days there is so much happening; even more and more commercials are being shot in Rotterdam, instead of Amsterdam, he says. "The big carmakers come here to shoot as it's more what they need, the skyline and so on." They used to say "Rotterdam earns the money, The Hague takes the money, and Amsterdam spends the money". These days, it feels as if Rotterdammers are learning to hold on to the money and spend it themselves.



OFF THE WALL

SINCE 1966



50
YEARS

VANS
"OFF THE WALL"
SINCE 1966

PLURIMUS

WORDS: PAUL DEZENTJE



The Bolognese brand Plurimus is all about functional outerwear, using technical fabrics and details, presented in modular sets rather than collections. Born and bred in Bologna, founder Fabio Cavina produces his collections in his native Italy in small volumes. Though he formerly collaborated with others on brands such as Nemen and 12thMan, this new venture is more like his private playground; "I am a one-man brand."

The concept of sets allows Plurimus to break away from industry expectations about collections and seasonal deadlines. Cavina makes what he believes is right, and will give their customers a head's up as soon as it's done. The first set, NO_S01, which stands for "number set" as well as "no season," consisted of a full outfit, including a bag. The second set comprised a range of parkas with an obvious military touch. The current Plurimus set SO_03 consists of a hooded jacket in waxed cotton and a reversible multi-pocket reflective vest. All items are interactive—you can wear them in several ways, separate or together. The

waxed cotton has been dyed in unusual colors, is both water- and wind-proof, and breaks in like denim. Cavina: "A reflective piece shows how functionality adds charisma to casual clothing." It was Massimo Osti who created the first completely reflective jacket in 1991, for Stone Island. "Pure magic," Cavina remembers. "I made a good-looking reflective piece that also adds safety. Wear the vest over the jacket at night to gain visibility."

"My small quantities make Plurimus exclusive: 99 pieces per color, four colors, and no retail. The small volumes, truly Italian production, and personal contact with customers form my sacred trinity," The next step is to strengthen his network of suppliers, enabling him to develop innovative, new fabrics. "They know what effort it takes to do what I do," Cavina says. "After two sold-out sets and the third currently available, I have proven to be consistent and a 100-percent serious entrepreneur who does what he wants. What's not to like about that?"

► plurimus.it

ATELIER TOSSIJN

WORDS: CLAIRE VAN DEN BERG

Sartorial excess is becoming a thing of the past. Designer and denim connoisseur Koen Tossijn is one of the leading proponents of downshifting; he has a passion for all things simple. In his own words: "Less is always more."

In line with this minimalist imperative, he has been on a mission since 2008 to make premium custom-made jeans. Now, with his label Atelier Tossijn, Tossijn has broadened his scope, offering non-seasonal, ton sur ton shades using merino wool, twill, and cashmere blends.

Working on a made-to-measure basis, Atelier Tossijn embraces wardrobe essentials. Tossijn brings jackets, caps, sweaters, and jeans back to their most elemental forms. He takes craftsmanship to the next level; only when his hands fall short does he resort to his single-thread sewing machine. In a similar vein, his denim is fabricated from 14 oz. organic selva made of US cotton and dyed with natural indigo, after which it is woven at a Kuroki mill in Okayama, Japan.

► ateliertossijn.com



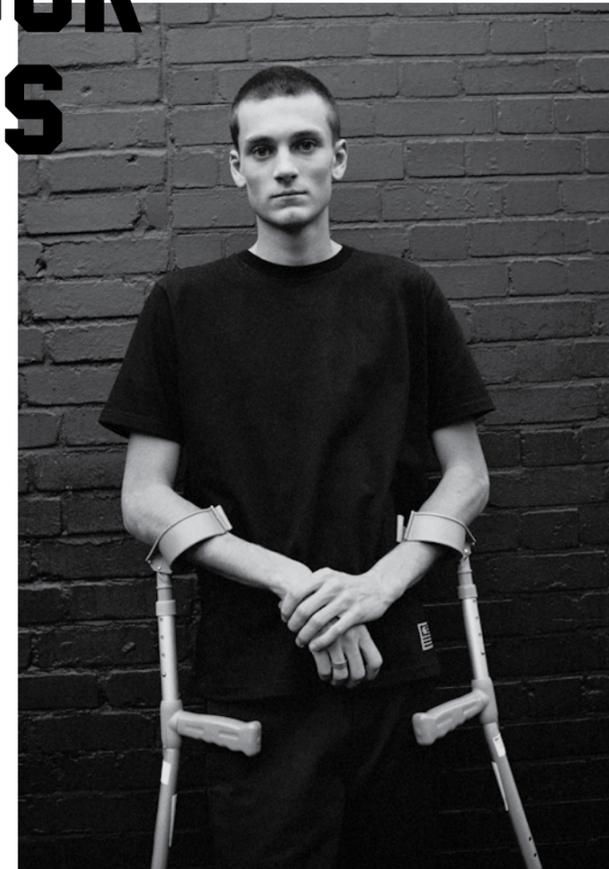
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4.)



1.)

FLY YOUR FLAGS



3.)

5.)



FOR FICTION



6.)

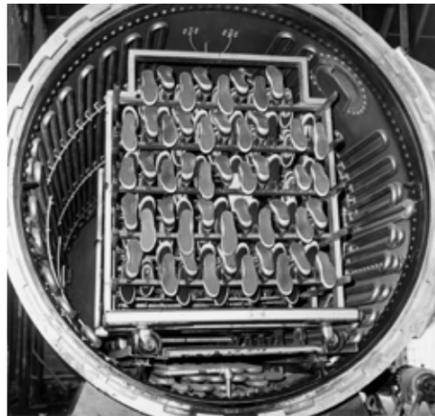
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2.) REMEMBER THE REVOLUTION?
IT DIED DOWN FROM WITHIN.
NOW HERE WE ARE
ROLLING ALONG RUINS
ON REMOTE AVENUES.
WILL TIME TELL AND TURN
YESTERDAYS YEARS INTO
TOMORROWS TRUTHS WHILE
WE HIDE HEADS BEHIND TINTED
GLASS THEMES AND THEORIES
SAVE THE SCENE SISTER
WE SAY AND FLY OUR FLAGS
FOR FICTION AND AN
EXQUISITE ESCAPE.
TRUTH IS NEVER TRAGIC.
ITS A PRELUDE.

VANS

WORDS: RUBEN VAN DER LAAN



In a world of mortals, Vans is a God. Skate shoe companies come and go—multinationals simply buy their street credibility, or at least, try to—but Vans has always managed to retain its very essence. A down-to-earth shoe and apparel company, nestled firmly in skateboarding, surfing and punk rock.

You've heard the story. How brothers Paul and James Van Doren started the Van Doren Rubber Company in 1966 in a small shop/factory in Anaheim, California. How their first order consisted of twelve pairs of shoes for twelve different customers. (Note: twelve pairs, not 12K.) How skateboarders discovered that their waffle soles gripped like no other sneakers available at that time. Needless to say, it was a natural transition from the concrete skateparks and scruffy backyard pools to the sweaty punk rock clubs of downtown LA. In less than no time, the Vans Slip-on was a staple item for any aficionado of bands like the Ramones, Agent Orange, Black Flag, and the Circle Jerks.

Fast forward to 2016. Vans is omnipresent, from schoolyards and skateparks all over the world to beer-soaked mosh pits to the tiny feet of celebrity offspring—Kanye and Kim's toddler North West has been pictured rocking Vans numerous times. Meanwhile, the Van Doren Rubber Company is celebrating its fiftieth anniversary, a feat most action sports companies can—or could, for that matter—only dream of. Not through a series of glitzy parties or pompous TV commercials, but in a way that's very close to the company. By inviting artists and long-term associates to relive their memories and create fresh bits of art. Want to join in the festivities? The perfect location would be the House of Vans: an underground skatepark and art gallery in the Victorian bowels of London. On a budget or not too much time on your hands? Head over to vans.nl and watch *The Story of Vans*, an epic series of short animation movies.

► vans.com



PEPE JEANS GUADO

WORDS: MARIEKE VAN ELSÄCKER



Got your keys, phone, wallet? Perfect, 'cause Pepe Jeans just launched a line of accessories for those essentials. Starting from simple leather designs, they upped the ante by bathing them in the ever-spectacular Guado dye. When we say "spectacular," we're referring to its signature bright blue color, which is even more remarkable when you realize it's an all-natural vegetable indigo dye—it fully

deserves its nickname "the blue gold."

Though recent memory might bring up visions of a young Mel Gibson frolicking around with a blue face in *Braveheart* (big up, Mel), Guado's history actually dates all the way back to ancient Egypt and the Roman Empire. Vikings loved it, too. Its strong pigment made it perfect for textile decoration and a multitude of uses in fine art; none other than

Leonardo da Vinci was known to use it in his paintings. Last but not least, since it's essentially a plant extract, this little blue wonder makes for an ecologically friendly dye. This stuff deserves a prize.

Back to Pepe. Next to a key holder, iPhone cover, and wallet, this new range consists of an iPad cover, credit card holder, and a men's belt.

► pepejeans.com

RENARD

WORDS: MARIEKE VAN ELSÄCKER



When it comes to unisex wristwatches, startup label Renard has carved a niche for itself in affordable yet sophisticated watch design. With its gradually expanding range of analog timepieces, the Amsterdam-based label has developed a keen eye for clean-cut designs with a classic touch.

Mixing tradition with contemporary style, the two founders get their creative juices flowing by drawing inspiration from bygone eras such as the Swinging Sixties & Seventies, "times when design was characterized by an eye for detail,"

according to Ashwin Blauw, one of the two founders of Renard.

Adhering to this ethos, their latest collection comprises timepieces with Italian calf leather straps in archetypal seventies colors such as burgundy and tan.

As a counterweight to today's omnipresent smart-watch trend, they also launched a series of chronographs, dubbed the Grande Chrono collection. The 40mm stainless steel cases are adorned with gunmetal details, interchangeable bands, vertically brushed

dials, subtle domed glass, and matte indices and hands.

Started as a bold experiment in the spring of 2014, Renard has flourished into a full-fledged brand with a knack for timeless timepieces.

Blauw reckons that "you don't need to strap an elaborate device on your wrist to keep track of time." These are watches you want to keep an eye on.

► renardwatches.com

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FREITAG **PREMIUM**
MEMBERSHIP OFFER



Switzerland-based FREITAG has given used truck tarps a new lease on life since 1993. The two brothers who started the label, Daniel and Markus, have proven over the years that sustainable and cool can go hand in hand. They can be considered trailblazers when it comes to responsible production. Transparency is the norm with FREITAG. The production process is made completely transparent to users (from the tarp buying to the sewing), so the origins of the upcycling can be traced all the way back. It's even possible to book a visit to their "F-actory" in

Zurich or have a virtual tour on freitag.ch to view the production from truck to tote. Last year FREITAG launched the F-abric apparel collection for which completely new, and of course sustainable, fabrics were created.

To celebrate the newly restyled CODE, we're giving away 50 FREITAG bags.

The F262 JULIEN can be used as a tote bag as well as a backpack. It measures 370 x 420 x 110 mm (17L volume) and has a few small inner compartments. All FREITAG bags are one-offs. So the

bag you will receive is different in color and markings from the one shown here.

Available in all colors the European transit routes have to offer. Truly a one-of-a-kind bag nobody else in the world owns.

► freitag.ch

GET YOUR CODE SUBSCRIPTION:
 ► codemagazine.eu/subscribe

MATINIQUE X NOTRE VUE

Oh, *instafame*. Joyfully we fall down the rabbit hole of young fashion moguls that build an immense following simply by being, well, awesome. Once exclusively online, it's remarkable to see how new business models swiftly moved their influence to the offline realm and continue to do so. They make it look so easy. But while many try to build such fame overnight, only a few succeed.

Enter Notre Vue ("Our View"), a group of Amsterdam friends that took to Instagram and their blog to showcase their styles and seemingly care-free lifestyles in minimalist street style shots. Whether it's their taste, looks, or photography around the world that did the trick—numbers don't lie. The collective gained a loyal following of thousands within a matter of months.

No wonder they caught the eye of household name Matinique, on its quest to revamp the brand. By the name of Creative Collab, the Danish clothing company is teaming up with content creators around the world, giving them a budget and carte blanche to interpret the brand in their own unique way. For Spring/Summer 2016, founders Luc and Steven jumped on a plane to sunny Lisbon to shoot a mini-campaign, Notre Vue-style. Whoever follows Notre Vue knows they like to keep it simple, and so does Matinique. This collection is all about that minimalist Scandinavian style, featuring refined knitwear, tapered pants and a playful detail here and there. So here they are, dressed from head to toe in the latest fashion, ready to inspire you.

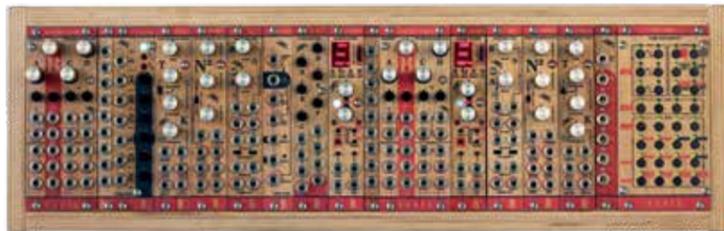
► matinique.com
► notre-vue.com



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Modular
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Traveled
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Go See
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BASTL INSTRUMENTS
EURORACK MODULES



Stack them, make combinations and wire them together mad-professor-style. Back in 1995, Dieter Doepfer invented Eurorack (often dubbed *eurocrack* because according to users: once you start, you'll be hooked) with the mission to make modular synthesizer affordable again, not patenting his invention to enable everybody to build and combine Eurorack synth modules. Bastl keeps on building upon his legacy, and presented four new modules and two expanders earlier this year.

► bastl-instruments.com
€49 to €210

TEENAGE ENGINEERING
POCKET OPERATORS



The issue with most synthesizers: they can be expensive as hell. The solution for those who just want to have some fun: the Pocket Operators, pocket-size synths by Cheap Monday and Teenage Engineering. Available in six different versions (from drum machines, to bass line synthesizers or arcade sounds reminiscent of old school Nintendo games) that can be connected to each other to combine sounds and sequences.

► teenageengineering.com
€69

ROLI
SEABOARD RISE



A love child of a keyboard and synthesizer. Comes in two versions with 25 and 49 pressure-sensitive 'key waves', replacing the keys on a traditional keyboard. Sensors enable to shape sounds through 5D touch - strike, press, glide, slide or lift. A modular massage, wirelessly via Bluetooth.

► roli.com
€799,99 / €1299,99

CRITTER&GUITARI
ORGANELLE



A whatever-you-wish instrument. The core of the Organelle is a computer that runs 'programs' enabling you to use different forms and sounds. Or insert a microphone to sample sounds or your own voice. You can also download patches from a growing list on Organelle's website and load them onto the device (4GB USB Drive included). Only a few MB per patch, so imagine how much fun you can have with 4GB worth of storage...

► critterandguitari.com
€450,-

BLEEP LABS
THINGAMAGOOP 3000



Bleep Labs designs and manufactures noisy objects. The Thingamagoop 3000 is as simple as that: two buttons to generate bleeps and sounds and three knobs to pitch higher or lower, and a photosensitive eye to change the frequency of the noise. R2D2 on crack.

► bleeplabs.com
€240

MOOG MUSIC INC
MINIMOOG VOYAGER



Robert "Bob" Moog invented the Minimoog in 1970 (after 20 years of experimenting), the world's first and most famous portable synthesizer. Known for its powerful bass, intuitive design (no cables needed) and electronic-yet-elegant sound. The Minimoog Voyager is a re-design by "Bob", introduced in 2002, three years before his passing. An ultimate ode to where it all started.

► moogmusic.com
€2993

TEENAGE ENGINEERING
OP-Z



This 'little monster' by the Stockholm-based engineers of Teenage Engineering, blends audio and video into a 16-track multitimbral synth. In Average Joe speak: The OP-Z is like having a number of different instruments packed into one box. The hardware combines multiple step sequencers with a synth, drum kit, sample mode, and has the unlikely addition of visual sequencing to control visual animations. Making it something completely else than the OP-1. The OP-Z will be released later this year.

► teenageengineering.com
€TBA

AAXA
P5 PICO PROJECTOR



UO
SMART BEAM LASER



RED
RAVEN 4K PORTABLE CAMERA



PARROT
DISCO DRONE



Not only portable, but also connects to all of your smart devices, or plays from a USB drive or memory card. The smallest 300 lumens producing device available with a resolution of 1200x720 pixels. Which means full HD quality. Small enough to fit in the palm of your hand. According to AAXA, its LED lighting will last for 5 years when being used for 8 hours every single day. Works on a built-in rechargeable battery as well as plug-in electricity.

This little guy (about as big as a Rubik's Cube) produces an image of 1280x170 pixels, but only at 60 lumens, meaning it needs to be used in fairly dark rooms. The Smart Beam is powered by a USB cable or by battery up to two hours, and has built-in speakers.

➤ aaxatech.com
€310

➤ uobeam.com
€365

OK, you have your state of the art drone. If you're looking for state of the art footage then Red's Raven is the crème de la crème. Red's version of a compact camera offers 4K recording at 120fps and 2K recording at 240fps using an 8.8 megapixel Red Dragon image sensor. Quality comes at a price though.

The Disco Drone is the first "ready-to-fly" wing-shaped drone for consumers that anyone can pick up, toss in the air and pilot. Incorporated in the drone is the Bebop camera that provides a first person view on a tablet or smartphone. Also "Autopilot" mode mimics the flight thrills of a seasoned pilot. Detachable wings for easy transport. You know you need it.

➤ red.com
€9034

➤ parrot.com
€TBA

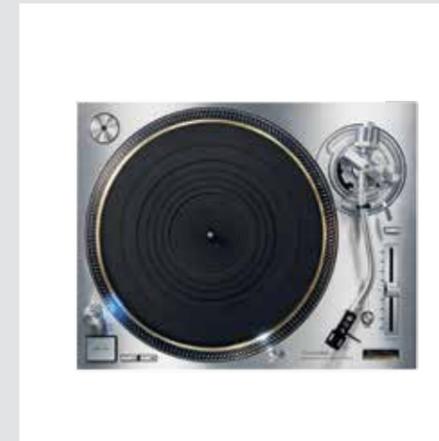
SONY
PORTABLE ULTRA SHORT THROW PROJECTOR



BEVEL AND
TRIMMER



PANASONIC
GRAND CLASS SL-1200



SENNHEISER x FREITAG
F703 (LIMITED EDITION)



Sony's 4K Ultra Short Throw Projector comes at a price of a whopping \$50,000. Tiny bit outside of your price range? Then go for his little brother: this tiny cube produces an image up to 2 meters or as small as 56 cm at 100 lumens. And the craziest thing: It works when placed only a few centimeters away from the wall. Connects wirelessly or via HDMI to your PC or TV, via Bluetooth to your mo-

bile device, includes a built-in speaker (but needless to say: don't expect cinema-quality sound), and plays up to two hours on one charge.

➤ sony.net
€728

US-based Bevel, sells razors and shaving cream specifically for people with coarse and super curly hair. Their new sleekly-designed bevel trimmer is a beast to tame them wild hairs: water- and oil repelling blades to avoid residue, razor bumps and irritation. This smartly designed trimmer works plugged and unplugged (battery life up to 4 hours) and featuring replaceable blades.

The iconic Technics SL-1200 is back. A new version will be released by Panasonic later this year. Built to last, with enough rubber to continue playing during a light earthquake, fitted with a high-precision tonearm and finished with an aluminum top. So now go find the Grandmaster Flash in you.

➤ panasonic.com
€TBA

➤ walkerandcompany.com
€165

German audio pioneer Sennheiser met the Swiss recycling designers from Freitag in order to create a limited run of 1500 colorful headphones. The headbands are crafted with born-again truck tarpaulins. The F703 is part of Sennheiser's Urbanite series, which strives to come as close as possible to a 'club sound', bringing noise cancellation, and deep and distortion-free bass with clear treble. Fresh!

➤ freitag.ch
€190

KEVIN MURPHY
FREE.HOLD STYLING CREAM



Hair care label Kevin Murphy claims to provide skin care for your hair. With a paraben free formula that thickens the hair and lubricates the hair and scalp, this stuff adds shine and hold. Smells nice (bergamot and vanilla), gives the right feel and has a great packaging.

► kevinmurphy.com
€26,50

EVO
WATER KILLER DRY SHAMPOO



Nights filled with work and play, too little sleep, too little time. EVO's Water Killer Dry Shampoo does not need a shower to give you a fresh appearance. It works as a styler as well, so no matter how hung over you are, your hair won't give you away.

► evohair.com
€25,95

COMME DES GARÇON
WONDEROUD (EAU DE PARFUM)



We're not sure yet if Comme des Garçons Wonderoud is a must have or not. Lovely woods, smart oudh sensation and a chemical after burn. In any case a must try. Exclusively available in the Netherlands at the Bijenkorf from this summer onwards.

► comme-des-garcons.com
€110,65 (100ml)

FREDERIC MALLE
MONSIEUR (EAU DE PARFUM)



The latest fragrance of Mr. Malle really rocks, but the name is either a joke or just a poor choice. We expect it's the latter. Monsieur is not bland nor gentleman-like. This is a green, yet dirty and self-confident fragrance which seems to shout 'Spring has arrived and it's a slut!' All night partying during a fresh early summer night and ending up with the fragrance of smoke and sex in the office. That is what Monsieur is

about. Dirty in a good way. Tarry leather and patchouli mixed with the freshness of cedar and mandarin, result in an exciting youthful, yet mature men's fragrance. Amber, vanilla, musk and incense add depth and detail. Young talent Bruno Jovanovic created this fragrance and did an outstanding job.

► fredericmalle.com
€200 (100ml)

L:A BRUKET
DAY CREAM



By sheer coincidence, some product of Swedish grooming label L:A Bruket ended up on our desk. We liked the day cream which, according to those practical Swedes, can also be used as a night cream. Shea butter to protect, bergamot as an antiseptic and jojoba oil to heal. Basically, the usual suspects are doing a good job.

► labruket.se
€28,50

BUMBLE AND BUMBLE
FULL POTENTIAL BOOSTER SPRAY



We work hard and occasionally get a bit stressed. That's fine, but we don't want to lose our hair because of it. The Brit hair wizards from Bumble and Bumble nicknamed their Hair Preserve Blend™, the 'The Hair Doctor'. It creates a fuller and stronger head of hair and prevents hair loss.

► bumbleandbumble.com
€57,50

FLORIS LONDON
HAND CREAM



A guy needs hand cream. No kidding. Floris has been grooming England's finest men since 1730. Ian Fleming himself was a fan of No. 89 and we've been told that Prince Charles stops by every once in a while for a refill of his favorite cologne. Simply put, this hand cream is really really good. And yes, it will be nicked by your girlfriend. That's how good it is.

► florislondon.com
€18

MIRKO BUFFINI
MU (EAU DE PARFUM)



In 2014, Mirko Buffini introduced his label with a bang, namely a coherent collection of 12 strong fragrances. MU is spicy, yet soft and deep. The narcotic flowery-softness of violet leaves, combined with black tea, myrrh and tobacco, make this fragrance elegant yet strong at the same time. But just try all of them. We also loved KIRK, which initially smells like a classic barber shop

and then evolves into something more complex. And then there's that one fragrance which is simply an aphrodisiac in a bottle. Uncensored, dangerous and sexy. But we're not going to give away that darling. Go to the store and seek it yourself.

► mirkobuffini.com
€160

FONTUS AIRO



Probably the most futuristic item in this section, but still in development. This water bottle prototype absorbs the moisture in the air, then condensates it in order to collect this freshly harvested water in a well-designed container. Solar power energizes the condensation chamber and the bottle is said to fill itself in less than an hour in humid climates.

> fontus.at
€ TBA

PROPERTY OF... AMSTERDAM SERIES



Singapore- and Amsterdam-based bag label Property Of... just launched the Amsterdam Series. Inspired by Amsterdam's cycling needs, a unique reflective fabric was developed. Mission: To combine safety with style. Through a special coating process the fabric can be dyed in different shades, moving away from the conventional aluminum textiles.

> thepropertyof.com
€ 159

HYPERLITE MOUNTAIN GEAR 4400 PORTER

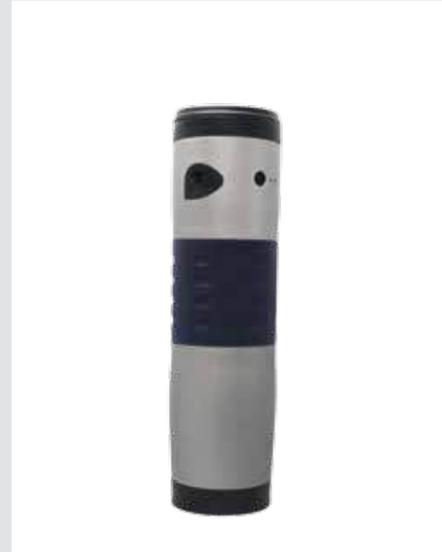


Hyperlite Mountain Gear is the outdoor label you did not know of, but should check out after reading this text. They're hot in the US, winning awards all the time and they use the most exciting tech fabric of this moment: 100% waterproof Dyneema® Composite Fabrics (formerly Cuben Fiber). Want to hike for days with less than 10 kgs on your back? Then this is the backpack

you need. Specifically designed for passionate pack rafters and multi-discipline adventurers, the 4400 Porter carries ropes, snowshoes, ice axes, a PFD, helmet or anything else you might need. Highly durable and weatherproof.

> hyperlitemountaingear.com
€ 324

MOJOE MOBILE COFFEE BREWER



Pour water into the middle reservoir. Fill the reusable filter with your favorite coffee grounds. Hold the power button for three seconds, to power up Mojoe. Enjoy freshly brewed coffee on the go.

> mojobrewing.com
€ 82

AVEX GROWLER



Made out of durable stainless steel, the Growler keeps beverages hot for up to 22 hours and cold for up to 43 hours. Did you know... That this can was actually made to keep your precious beer cold during a long hike?

> avexsport.com
€ 50

MOOV NOW



When it comes to fitness trackers, The Moov features the sleekest design of them all. This portable personal fitness coach syncs wirelessly to any smartphone. It counts reps and laps, measures heart beats and sleep rhythms and is waterproof. Features different apps for different exercising programs with built-in coaching.

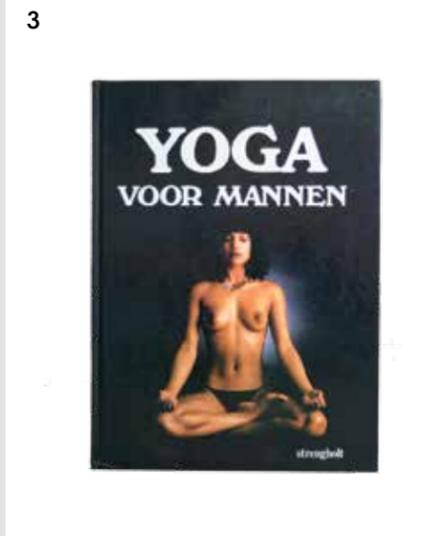
> moov.cc
€ 75

TENTSILE FLITE



The Flite is the love baby of a tent builder and a hammock designer. Weighs about 2.5 kg, fits in a backpack, holds 220 kg and offers any grown-up kid an instant tree house.

> experience.tentsile.com
€ 318



1 Brogamats, Yoga Joes €25 > brogamats.com
 2 Miscellaneous, Terra Hydro €149 > misc-store.com
 3 Yoga voor mannen, Strenghtolt, 1979

4 Teatox, Thermo Go Bottle €29,90 > teatoxshop.com
 5 Black+Blum, Eau Good €19,95 > boxappetit.co.uk
 6 Teva, Leather Sandals €79,95 > teva-eu.com

7 Yogi Tea, Men's Tea €2,99 > yogitea.com
 8 Muse (the brain sensing headband) €332 > choosemuse.com

9 North, Retro 6,2 Single Fin €599.95 > north.life
 10 Sacred Space, Singing bowl €179 > stiggelbout.nl
 11 AOYAMA (via Cloud Nine) €35 > astierdevilatte.com

1



2



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8



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9



1 Rolex Date Just II via Schaap en Citroen €5500
2 Timex The Waterbury Collection €89,95

3 Renard Grande Chrono Gold Gun Veau Black €269

4 Swatch Mono Black €70
5 Casio G-SHOCK GRAVITYMASTER €249
6 Junghans MaxBill €875

7 Longines Twenty-Four Hours €2800
8 Victorinox I.N.O.X. €595
9 RADO DiaMaster Automatic Chronograph €3650



1 Spring Court M2 Lambskin € 160
 2 Filling Pieces Low Top Gradient Perforated Grey € 220
 3 Mason Garments - Tia Leather Taupe € 265

4 Puma Ignite Sock Drizzle € 110
 5 Vans Old Skool € 95

6 WODEN MEN KOEN Strucco € 119,95
 7 Nike Free Socfly Mesh Slip-on € 115
 8 Hanon x WesC Ghillie Brogue € 250
 9 Adidas NMD City Sock € 175

10 Clarks Trigenic Flex Black Nubuck € 130
 11 Converse Fragment One Star € 110
 12 K-Swiss Irvine 50th Anniversary € 119,99
 13 Palladium Flex Lace € 64,95

TWO-O CUFFLINKS



Amsterdam-based design company TWO-O is good with wood. Cufflinks crafted with wood are not too obvious, yet beautiful. Available in Walnut and Oak.

► two-o.com
€ 39,95

JAJEM



JAJEM (meaning 'jenever' in Old Amsterdam) is a 100% organically—and locally- made white spirit with lemongrass, hibiscus, elderflower, juniper berry and filtered osmosis water. All combined creating a soft taste profile. Tested and approved by your diligent CODE team in JAJEM's pop-up Kopstootbar at Zeedijk 134.

► jajem.amsterdam
€ 16,50

MONEY SOCKS
BY JELLE MASTENBROEK

"Bringing money to the bank is definitely no fun anymore in times of negative interest. Every time a coin is thrown in, a short tune rises from this quirky money box, after which it is collected in the sock." Safe and sound.

► jellemastenbroek.nl
€ 850

CAST IRON x VANMOOF



This bike by Dutch city-bike giant VANMOOF and denim brand Cast Iron comes in a limited amount of 33, and is not for sale. How to ride one? You can purchase a Royal Shirt (available in 14 colors), enter the barcode, and cross your fingers to win one. The bike is made from a black anodized frame, custom colored rims, and comes with a leather Brooks saddle and grips.

► castiron-clothing.com

HTNK FASHION
RECRUITMENT
& CONSULTANCY

**WE LOVE
PEOPLE
ESPECIALLY THE
TALENTED ONES**

SPECIALISTS IN DENIM RECRUITMENT

CO-FOUNDER OF HOUSE OF DENIM & JEAN SCHOOL