

# MONOCLE

A BRIEFING ON GLOBAL AFFAIRS, BUSINESS, CULTURE

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DECEMBER 11/JANUARY 12



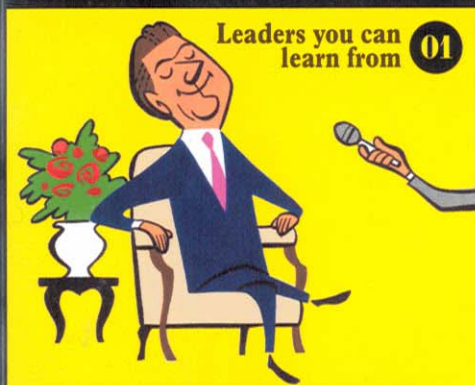
**ITALIAN FOOD:  
A GLOBAL SOFT  
POWER SUCCESS  
STORY**

## Our 2011/12 Soft Power Who's got it – and who's not

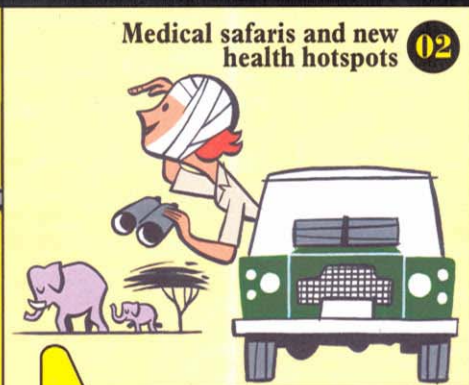
*Why sometimes all you need is a good song, a hot artist or an attractive leader to change perceptions of your national brand*

- A AFFAIRS** Leadership race: masters of modern statecraft
  - B BUSINESS** Soft ride: the London taxi's persuasive journey
  - C CULTURE** At the mic: a day in the life of Monocle 24
  - D DESIGN** Baltic bolthole: a cosy island retreat
  - E EDITS** Our global Christmas gift guide, plus Italy's pasta power battling for minds and tummies
- EXPO** A river runs through them: a tale of two chilly Asian outposts

**01** Leaders you can learn from



**02** Medical safaris and new health hotspots



**05** Turkey's soap-show empire builders



**09** How Canada can up its game



**THE MONOCLE**  
**NEW 100**  
THE PEOPLE, PRODUCTS, PLACES AND PUPPIES THAT WILL SHAPE AND IMPROVE THE YEAR AHEAD

**+1** Travel top 50  
Our annual round up

**+2** Denmark  
A 36-page national survey

**04** Is London heading in the right direction?



**05** Swede dream design



**08** Brand Germany and its Mittelstand ambassadors



**07** Chefs as diplomats



**06** Make your presents felt



SEK 95  
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SGD \$19.50  
DKK 122

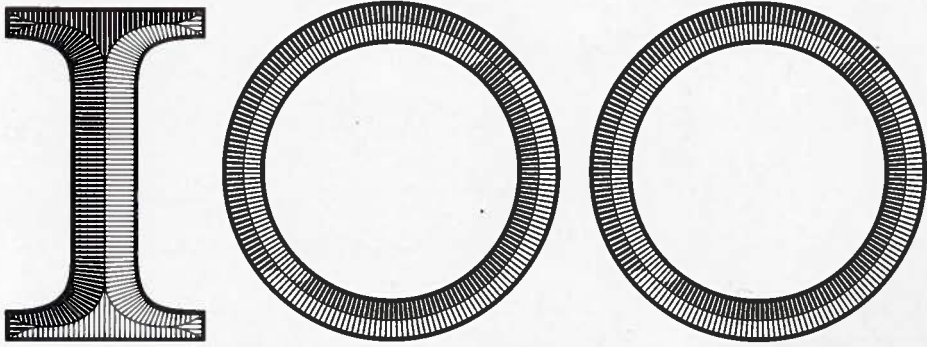
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# MONOCLE



— 2011/12 —

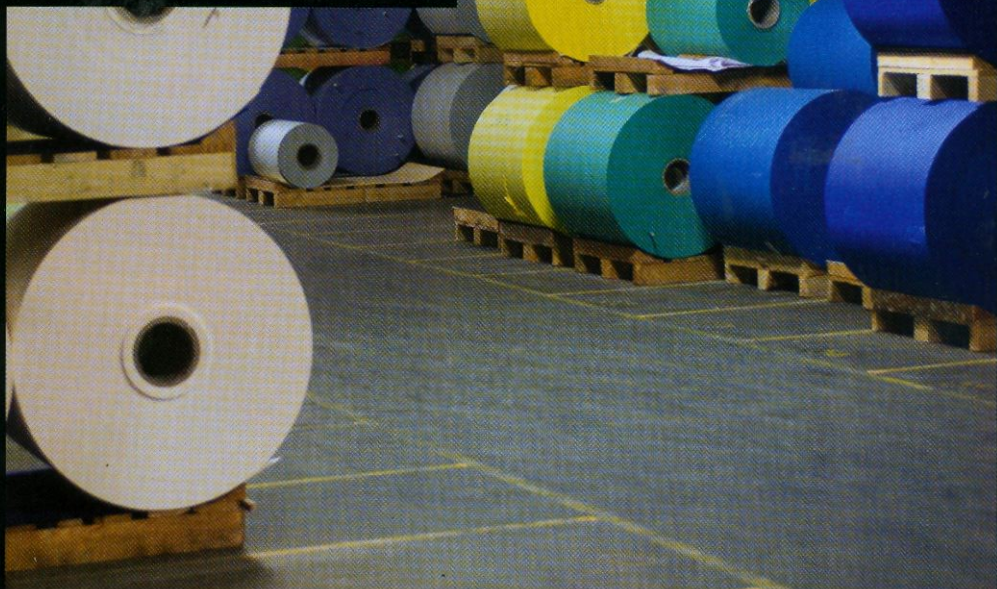
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### THREE MANUFACTURERS

Making one basic product or material better than anyone else is the best way of safe-guarding your business



## 35

### Paper

GMUND

Gmund, based in a village of the same name on Tegernsee Lake, just south of Munich, has been producing elegant paper products since 1829. Still family-run, Gmund makes more than 100,000 varieties of paper, envelopes, notebooks, cards and other stationery. “No electronic medium can produce the feel of value and the quiet sound you hear when you open a beautiful Christmas card,” says Gmund’s Anja Wackerhage. — KB  
[gmund.com](http://gmund.com)

## 36

### Fabric

#### COTONIFICIO ALBINI

Shirtmakers are keen for quality cloth that is durable around the elbows, where it receives the most wear and tear, but still smooth to the touch. Family-run weavers Cotonificio Albini are no stranger to such demands. The Italian firm with looms in Bergamo supplies premium cotton to artisan clothiers and fashion houses. Its latest creation, the Millennium Star, is a silky triple-folded yarn that is so resistant you’ll never need to patch a fraying elbow. — IC  
[albinigroup.com](http://albinigroup.com)

