



**Clockwise from far left:** Sound View faces the Long Island Sound; pool by the sea; front desk; the Halyard restaurant; hearty fried chicken and biscuits; a cosy nook in the lobby lounge



DESTINATION / LONG ISLAND

## SOUND INVESTMENT

Long known as the hotel's crummy cousin, motels probably make you think of cold lighting, stained sheets and vibrating beds. But Sound View Greenport, a new renovation on Long Island, is swapping barred windows for private balconies and showing that the much misunderstood architectural style is here to stay.

WRITER *Sahar Khan* PHOTOGRAPHER *Read McKendree & Paul Brissman*

Erik Warner isn't afraid of a little renovation work. His hospitality firm Eagle Point has refurbished crumbling properties from Hawaii to Napa Valley and has just finished work on a remarkable new stopover on the site of a once rundown motel. The North Fork of Long Island, where it's located, still plays second fiddle to the South Fork (where the Hamptons lie) but what it lacks in prestige and celebrity endorsements, it makes up for with wineries and organic farms – and potential.

Warner's first call was to Brooklyn-based Studio Tack. The design firm has brought out the best in historic buildings such as Barcelona's Casa Bonay and the Coachman Hotel in Tahoe. To honour the former Long Island motel's 60-year history the team took inspiration from the ferries that chug past on Long Island Sound.

The seaside perch features design-minded fittings that lend the building a contemporary look. Outside sit wooden benches by Evan Z Crane; inside, restored lights by Early Electrics illuminate chamfered nooks in a lobby lounge that serves breakfast and cocktails. There are 55 rooms and suites, each with either private balconies or shared patios. The recycled cork-and-rubber flooring resembles the texture of the nearby pebble beach. Meanwhile in the kitchen, award-winning chef Galen Zamarrá of New York's Mas uses ingredients for dishes such as lobster beignet and oysters at on-site restaurant The Halyard.

"It's a transformative renovation that speaks to what Greenport and the North Fork is," says Studio Tack co-founder Jou-Yie Chou. "It's more about a slower pace – and it's for everyone."

### What to do in Greenport:

#### SHOP:

##### Sang Lee Farms

This sustainable, organic farm boasts an on-site shop with soup, salads and juices. [sangleafarms.com](http://sangleafarms.com)

#### Lido

Owner Heidi Kelso's selection of clothes, jewellery and homeware from around the world is a testament to her unerring eye for all-around design. [lidoworld.com](http://lidoworld.com)

#### Lavender By the Bay

Spread across seven lilac-washed hectares, this family-owned farm sells skincare products infused with fragrant flower-honey collected from the farm's beehives. [lavenderbythebay.com](http://lavenderbythebay.com)

#### VISIT:

##### Orient Beach State Park

To the North Fork's east with a forest of red cedars, hiking trails and a pristine bay ideal for a dip or fishing. [40000 Main Road, Orient](http://40000>MainRoad,Orient)

#### Croteaux

This family-run winery is the only one in the US to solely make rosé. Sample it in the barn and walk off its effects in the garden. [croteaux.com](http://croteaux.com)



HOTELS / MEXICO CITY

### New opening

Tucked away in the heart of bustling La Roma, the Ignacia Guest House is a small bed and breakfast started by architect Fermín Espinosa and Gina Lozada. The pair transformed this turn-of-the-century residence into a charming stopover replete with eclectic design details, earthy tones, baroque furniture, Nordic-style lamps and Mexican pottery. But the courtyard is arguably the crowning glory. A Oaxacan-style garden filled with dozens of indigenous cacti, palms and orange trees, the space is a leafy sanctuary in which guests can sit, read and relax.

Each of the five suites has its own colour scheme (black, navy blue, ochre, pink and royal green, respectively). Each also has a private sunlit terrace, organic Loredana toiletries, Casa del Agua water, soft bed linen and a few vintage pieces of furniture. Breakfast is made in house and from scratch – think spicy salsa, *conchas* (sweet Mexican bread) and marmalade from the garden's orange trees. Come afternoon the garden becomes a bar, serving a selection of cocktails made from mezcal, beer and tequilas hailing from craft distilleries. The B&B has also teamed up with its neighbours from Casa Jacaranda, who offer Mexican cooking lessons in a rooftop garden. **Alexa Firmenich**



HOTELS / ROME

### Old favourite

Comprising just two apartments within Palazzo Ruspoli in Campo Marzio, this is one of Rome's most elegant and stately addresses (no mean feat in the grand old Italian capital). It's named after Napoleon III, who lived here in 1830, and today is owned by Principessa Letizia Ruspoli (who often welcomes arriving guests).

The two apartments differ widely in style but have their own draws: the opulent Napoleon Suite has two ornately brocaded and gilded living rooms in which you can lounge like an aristocrat, while the rooftop suite is a bright and breezy affair with modern appointments and a staggeringly vast private terrace. The artwork in the Napoleon Suite is a particular treat, from the Gobelin tapestry hanging on the wall in the sitting room to the huge landscape oil paintings and array of marble busts in the corridor outside. Another surprise is the presence of secret doors concealing the kitchenette and marble-lined bathroom. **Melkon Charchoglyan**

SUBWAY HOLIDAY / NEW YORK CITY

### Subway Holiday 04: the A line

We head south from Lower Manhattan and end up on the edge of New York with a summertime dip.



**Canal Street:** Start the day with breakfast at Charlie Bird then fly off to the Film Forum cinema (about a block away) for a quick indie flick.



**Fulton Street:** Gawp at the New York city hall building then head to the South Street Seaport district and visit Bowne & Co stationers.



**Hoyt-Schermerhorn:** Stop at The Primary Essentials on Atlantic Avenue, a homeware shop full of goodies from local designers.



**Beach 90 Street (shuttle):** Check out Rockaway Beach Surf Club for fish tacos – and wash it down with an ice-cold beer.



**Rockaway Park/Beach 116 Street (shuttle):** The subway brings you to the sea. Bring a towel to avoid a wet seat on the way back. **Ed Stocker**

Let us guide you: Stopping over in Stockholm? Our travel guide will show you the best shops, dining spots and diversions that the Swedish capital has to offer. [monocle.com/shop](http://monocle.com/shop)

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TIME OFF / NORTH AFRICA

# Mysteries of the Maghreb

Buoyed by pro-imperial propaganda, endless deserts and tales of barbaric Arabs, the French bourgeoisies struggled to resist the allure of North Africa.

WRITER *Tyler Stovall* ILLUSTRATOR *Janne Iivonen*



Wish you were here?

“What are you waiting for to go to the Colonies?” croons a popular French ditty from 1931. What indeed? Although the French took pride in their vast empire that, in the early 20th century, stretched all the way from the Caribbean through Africa to the Indian Ocean, East Asia and the Pacific, few had more than a vague idea of life in overseas France.

After the First World War, new wealth spurred tourism and the first chance for many of the growing French middle class to leave their native shores on holiday. This newfound mobility proved a devious way for the government to show off its spoils – and it was keen on keeping its hard-won territory at the forefront of French national identity.

In 1919 a French firm named Compagnie Générale Transatlantique (CGT) invested in making it easier to get to Algeria, Morocco and Tunisia, supported by the Touring Club de France, one of the nation’s first travel organisations. Together they developed a network of hotels and bus tours during the 1920s. By the end of the decade they had succeeded in luring larger numbers of tourists across the Mediterranean.

But more were on their way. In 1930, France celebrated the centennial of its conquest of Algeria and countless festivals illustrated the “improvements” that colonial rule had brought to the country. A year later France held another event that changed perceptions: the 1931 Colonial Exposition. It was one of the largest World’s Fairs in history and turned central Paris into a colonial landscape, complete with mosques, native villages and even a vast model of the Cambodian temple of Angkor Wat.

Naturally both the CGT and the Touring Club had displays at the fair, which pulled in about eight million visitors over the summer. Those few months of allowing Parisians to visit a version of the colonies via the Metro led to a boom of people clamouring to see the real thing.

It would, however, remain a remit of the upper classes until well after the Second World War. Until 1936 paid holidays were unheard of in France and even after they were introduced few working-class French went abroad if they had time off. The cost of an African voyage could cost thousands, as much as a worker would earn in several months.

## Blast from the past

**Years:** 1919 to 1939  
**Destinations:** Algeria, Morocco and Tunisia  
**Duration of stay:** One to three weeks  
**Likely cost of stay:** 2,000 to 6,000 French francs  
**Means of transport:** Boat  
**Who to book with:** Touring Club of France, Thomas Cook & Son  
**Required watching:** *The Sheik* (1921), *The Son of the Sheik* (1926)  
**Activities:** Trips into the desert, archaeological tours, native festivals and shopping in bazaars – plus the odd camel race.

So which of all the dazzling new sights did the French tourists most delight in? They seem to have been preoccupied with the desert. Images of sand dunes, palm trees and oases had long been exotic lures in France. The 1920s and 1930s also witnessed the advent of so-called “Sheik” films, many starring Italian actor Rudolph Valentino as a sexy Arab chieftain swaddled in a comic *ghutra* (headress). It was a fiction that did much to promote the romantic fantasy of the Maghreb.

During the 1930s communities within the colonies also organised festivals to attract visitors: partly by way of greeting but also, one suspects, to prize a few francs from their guests. In 1936 the Algerian city of Touggourt organised a “Grand Saharan Festival”, featuring camel races, traditional agricultural crafts, a gazelle hunt and a hokey mock wedding ceremony. Thomas Cook & Son offered a 12-day excursion to see the festivities at a discounted rate.

At the same time, tour guides played up the importance of North Africa’s ancient past and its connections with France through the common heritage from the Roman Empire. Guidebooks painted French colonialism as a renewal of the noble “Roman tradition”, arguing that modern France was bringing peace and prosperity to a formerly remote and primitive region.

The Second World War and the outbreak of hostilities in North Africa brought French tourism crashing to a halt. The turmoil of postwar struggles for independence, especially in Algeria, prevented a renewal of the industry until the early 1960s. By this time the imagined exoticism of French North Africa had vanished.

Then, in 1965, French holiday company Club Med opened its first North African vacation village in Morocco. French tourism in the form of low-cost air travel and package tours followed – and that old romantic image of French benevolence in North Africa slipped away forever.

**About the writer:** Stovall is a professor of history and dean of humanities at the University of California, Santa Cruz. He is the author of books such as *Paris Noir* and *Transnational France*.

Q&A / STOCKHOLM

## Alessandro Catenacci CEO and founder, Nobis Group

Alessandro “Sandro” Catenacci is the Italian-born founder and CEO of Stockholm-based Nobis Group. Already behind the Hotel Skeppsholmen, Nobis and Miss Clara hotels, and the Operakällaren restaurant in the Swedish capital, the group will open its first Copenhagen hotel this autumn. It has designs on a 16th-century Palma property too.

### Q. How do you set your properties apart from competitors?

**A.** We are a strange bird in this world. As long as it’s working and people like what we’re doing, we will continue. For me, luxury is a smile. We often employ people who have never worked in a restaurant before. You can teach a monkey to make a reservation on the internet but what you can’t teach a person is how to take care of people – and this is what it’s all about. You have to try and find this kind of person and then [clicks fingers] everything is fine.

### Q. How do you think customers’ expectations are changing?

**A.** When the internet came, work in the hotel totally changed: it opened up the world. It would have been impossible for me to do what I do 25 or 30 years ago when we didn’t have the internet. We have the possibility to reach out but the customers in turn have the possibility to find what suits them.

### Q. Speaking of digital, what do you make of the rise in apartment rentals?

**A.** I don’t know. Maybe it sounds strange but I don’t care. It’s a new thing and I think it’s fine. I haven’t done it myself but I know my daughter has. And I think, why not?

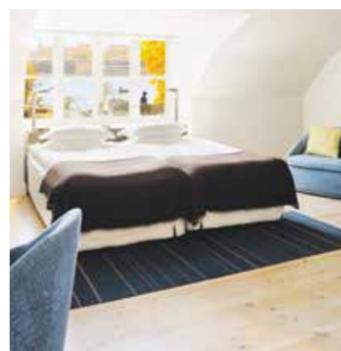
### Q. What are the major challenges for Nobis and the hospitality business?

**A.** Usually for us the major challenge is to deliver every day. We may have very nice designer chairs and my lamp collection from the 1950s – which I will put in the Copenhagen hotel – but the day we open, the design stops being so important. Design can be a boost but when the hotel starts you have to deliver every day, 24 hours a day.

### Q. Tell us about the Copenhagen opening. What drew you to it?

**A.** It’s an old music academy with big windows. You enter and see the pillars. You see the details and everything. You see the stairs going all the way up in stone, marble and iron detailing. I love this place.

### Q. Is there anything different that you’re experimenting with that you haven’t tried in other places?



**A.** I always try to step it up a bit. This is something that could be good in one way but, equally, in another way you could go crazy just trying. You always want to make things a little better. Copenhagen is a new city and a new situation for us because it’s the first time we’ve opened abroad. We have another project in Palma, which is going to be ready in 2019. It involves a building from the late 16th century old town.

### Q. What have you learned from your years in the industry and what advice would you give to hoteliers?

**A.** I still say that we are very enthusiastic amateurs. But enthusiasm and a little bit of humility are my strengths. Maybe I’ve just been lucky. I’d say be humble and take your work seriously.

### Q. How do you manage your team?

**A.** We are like a family. We take care of each other. To be loyal is important – there are lots of people who have worked with us for 30 years.

### Q. How did you get into the hospitality industry?

**A.** My father was in the restaurant business and he was a chef. We briefly had a restaurant together. But after one year we could no longer work together so I made my own life. I started in the fashion business when I was 17. I had a shop in Stockholm – the clothes were fantastic but the shop didn’t work. I didn’t make any money and I had to close it. Then for a while I imported restaurant machinery from Italy and then I said, “Why not get into the hotel business?” This was 1982. My first hotel came in 1999.

“You can teach a monkey to make a reservation on the internet but what you can’t teach a person is how to take care of people – and this is what it’s all about”

### Q. What are you discussing around the boardroom table right now?

**A.** The big question is how much larger we can grow without losing our personality. How many more hotels can we have? How are we going to structure that? Another big question facing us today is pricing. We want to raise the price and have a higher average rate but we have a lot of people who we’d really like to see staying in our hotel who perhaps don’t have the money for that.

### Q. What kind of people?

**A.** Intelligent people who understand the effort that you are going to in order to give them a nice product. I love being able to sit in a Nobis hotel and see journalists, poor painters and artists alongside rich private-equity people. This is the perfect crowd. If you sell rooms at €300 to €500 a night, you’ll be excluding a lot of people. I want to make a kind of club for the people we want but who can’t afford to stay with us. This is how a typical meeting for us goes – and it makes people go a bit crazy when we have five minutes left to talk about 10 things and I’ve already been talking for two hours about the one thing I have on my mind. **Maddy Savage**