



#22 LOS ANGELES

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Anna Gunn

ACTRESS

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ON THE WINGS OF DESIRE

DEAR CLUB MEMBERS,

Santa Monica, Venice, Malibu... these glittering names that spread their sparkle to the very edge of the world also hint at how Los Angeles is a city seemingly blessed by the gods. A city chosen by Nespresso, too, as the place to open its most spacious Boutique in the United States, right in downtown Beverly Hills. An eclectic paradise, as well, that shines as bright as the nine letters of the Hollywood Sign, the birth of which is recounted in the pages of this issue. A Shangri-La of cinematic and small-screen productions that fashion our heroines, like the one portrayed by Anna Gunn, our Citizen of Honour, in the searing series *Breaking Bad*.

The star system, the skateboard, Airstream travel trailers. Under the dazzling sun, California embodies the very essence of the American dream. A blend of freedom and multifaceted experience that is a call to seize and savour the day. One might, for example, enjoy a refined meal-on-the-go from one of the gourmet food-trucks crisscrossing the city. Or by pairing the pleasure of the eyes with that of the palate in a single cup of coffee by admiring the magic of Latte Art. An ode to enjoyment in all its forms, honour that is shared by the new Lungo Bukeela *ka Ethiopia* that has now found its place in the range of Grands Crus Pure Origin.

And happiness? It is in the City of Angels, as contagious as George Clooney's smile as it lights our path into these pages to explore Universal Studios, where he filmed the latest Nespresso commercial. A lingering look at this legendary dreamland that we have reserved for a very exclusive audience, those to whom this magazine is addressed. A privilege that, like our Grands Crus, beckons you to explore new horizons.

May your reading and your coffee both offer you memorable moments.

JEAN-MARC DUVOISIN
CEO,
Nestlé Nespresso S.A.



Our team,

SANDRINE GIACOBETTI

JOURNALIST Sandrine is editor-in-chief of the French magazine *Elle à Table* and has worked on numerous cooking and lifestyle publications.

Her coffee moment: "I always take my time." She waits until she's completely relaxed and then makes herself a foaming latte macchiato.



MARIE LETEURÉ

STYLIST Marie is a stylist at *Elle à Table* and also author of lifestyle and cookery books published by Marabout and Solar.

Her coffee moment: she enjoys a Rosabaya de Colombia with its slightly acidic notes of summer fruit when she arrives at her photo studio.

JÉRÔME BILIC

PHOTOGRAPHER Jérôme works with stylist Marie Leteuré at *Elle à Table*, and also produces photographs for cookbooks published by Solar.

His coffee moment: a Fortissio Lungo in the morning. "With a sprinkle of sugar because it's strong."



JEAN-CLAUDE AMIEL

PHOTOGRAPHER His photographs feature in the food pages and reports of the magazine *Elle à Table*, and other French publications.

His coffee moment: a white Decaffeinato in the afternoon.

OLIVIER GACHEN

PHOTOGRAPHER He has travelled the world, and produced portraits and reports for French publications including *Elle*, *Libération*, and *Le Monde*. He also works with the same passion in cinema.

His coffee moment: a lungo for breakfast and a strong espresso after lunch.



JULIEN BOURÉ

JOURNALIST Regular reporter for the Travel and Portrait pages of *Elle à Table* magazine, and columnist with the *Fooding* food guide.

His coffee moment: all day long, in small but regular doses.

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EXECUTIVE MANAGER
Agnès Péron.
EDITOR-IN-CHIEF
Sandrine Giacobetti.
ART DIRECTOR Xavier Bouré.
STUDIO MANAGER Matthieu Carré.
COORDINATORS
Nadine Male Hershkovitch
and Léa Le Mouël.
EDITORIAL SECRETARY
Marie-Françoise Dufief.

COLLABORATORS FOR THIS EDITION
Marie Baudet, Alexandra Dejean,
Francis Dolric, Stéphanie Durteste,
Marc Frohwirth, Susanne
Gehrockens, Nadia Hamam,
Élodie Rambaud,
Gabriella Rocopolo.

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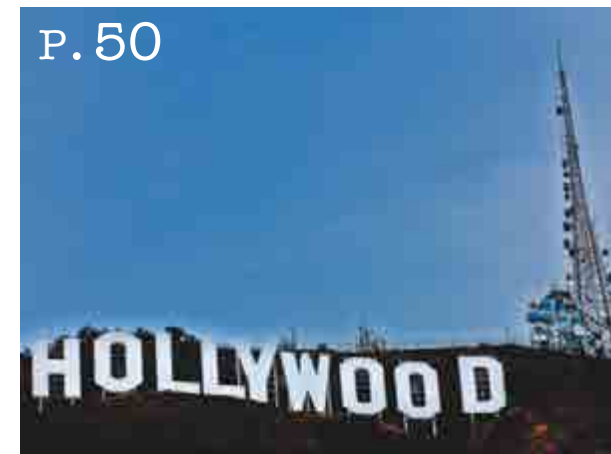
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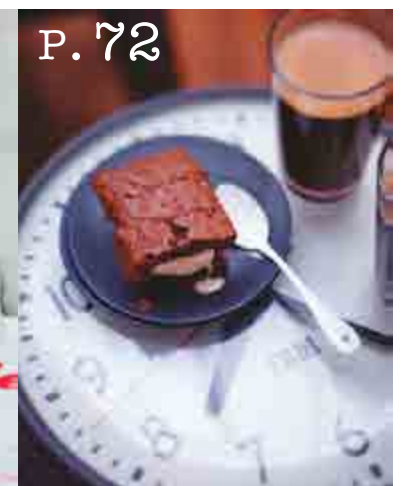
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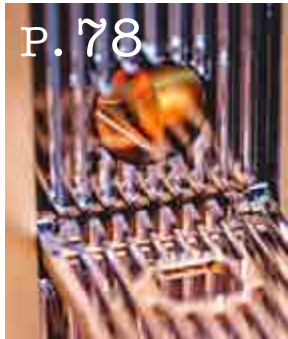
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www.cannesyachtingfestival.com



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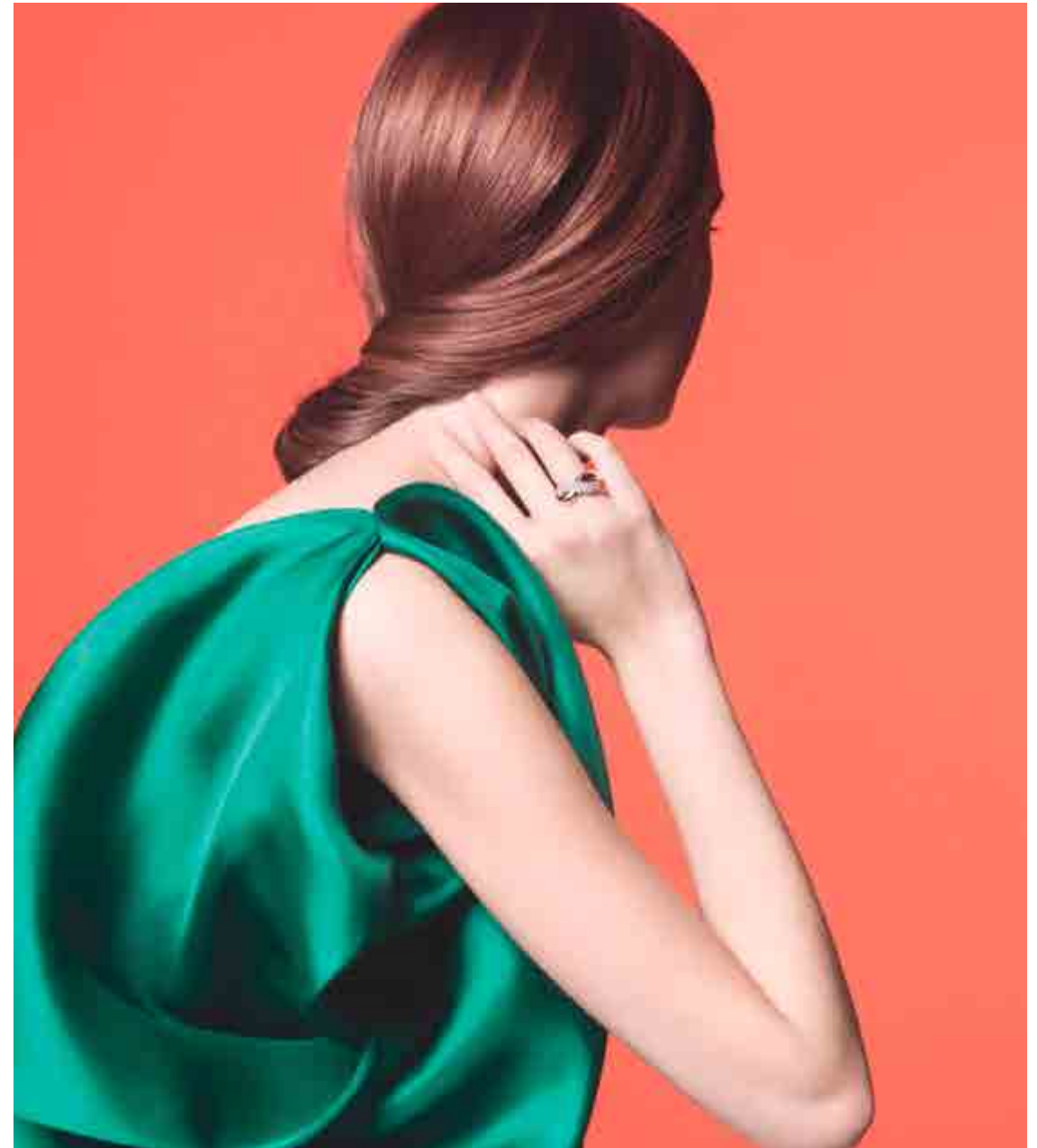
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Jean-Claude Amiel - Jérôme Bilić - Olivier Cachen - Photo: still shot of George Clooney taken from the latest Nespresso commercial directed by Grant Heslov.

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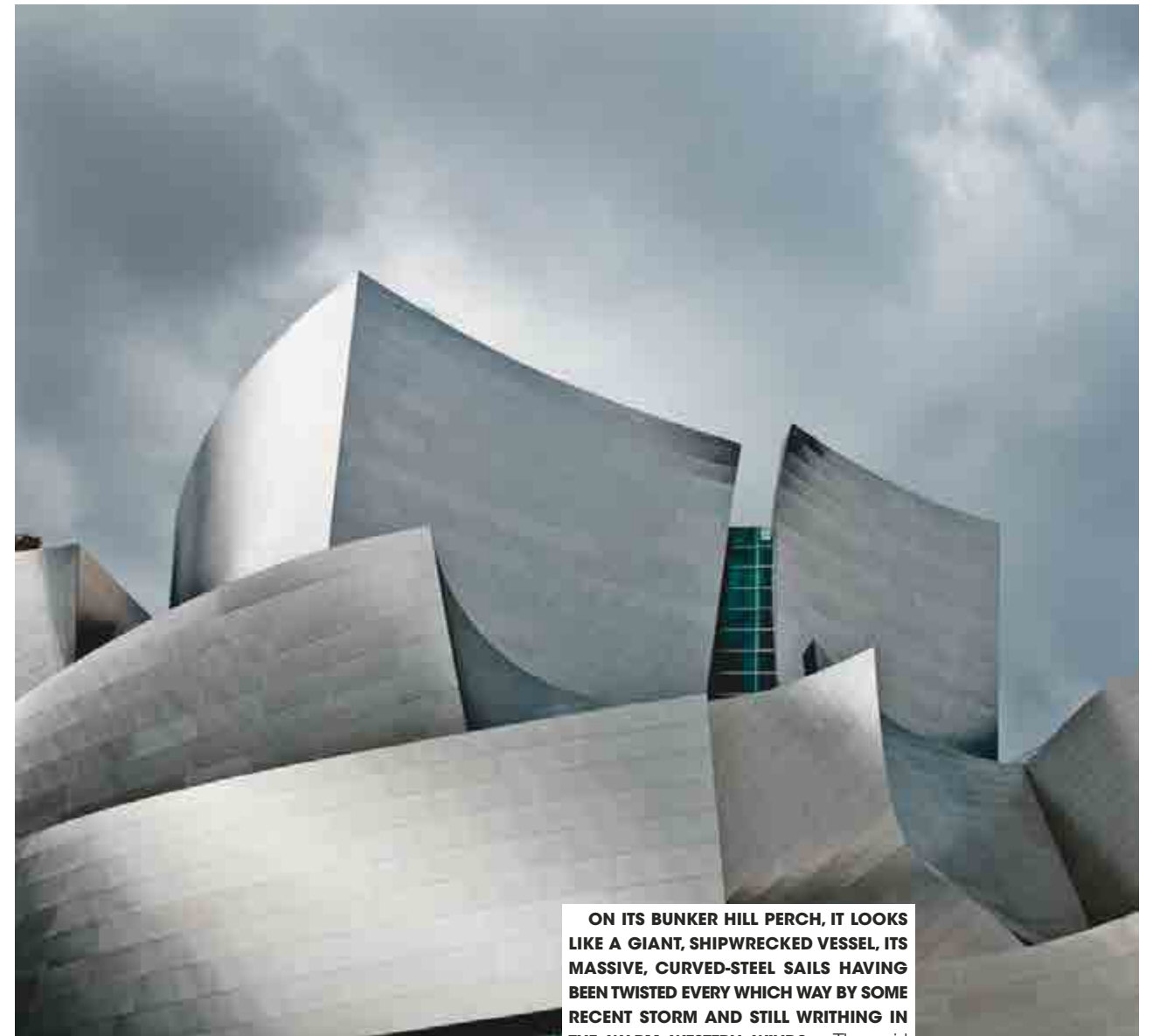
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ON ITS BUNKER HILL PERCH, IT LOOKS LIKE A GIANT, SHIPWRECKED VESSEL, ITS MASSIVE, CURVED-STEEL SAILS HAVING BEEN TWISTED EVERY WHICH WAY BY SOME RECENT STORM AND STILL WRITHING IN THE WARM WESTERN WINDS...

The Walt Disney Concert Hall, in the characteristic Frank Gehry's style.

WALT DISNEY CONCERT HALL SPECTACULAR STEEL

WITHIN THE STEEL SAILS OF THIS FRANK GEHRY BUILDING, ERECTED IN 2003, LIES LOS ANGELES' MOST ASTOUNDING AUDITORIUM, HOME TO THE CITY'S PHILHARMONIC ORCHESTRA.

Jean-Claude Amiel

Production Gabriela Rocopolo

The said storm first gathered strength when Frank Gehry's project was selected in 1988 during an international competition. The Canadian-American architect was fairly well-known for his oddly shaped zinc constructs – he had not yet built the Bilbao Guggenheim – and the Americans cried foul. But his initial sketches won the hearts

and minds of the Disney family, who had sworn to the father and founder that they would support the arts. The actual construction struggled to reach completion but with the help of numerous donations, the first

concert was given in 2003 in the flower-shaped, glass-and-concrete hall. Acoustics by Yasuhisa Toyota rendered it the world's best concert hall for classical music, and the Los Angeles Philharmonic plays there to 2,265 spectators. The site's futuristic organ, boasting two consoles and metal pipes towering more than ten metres high, is expressed in spellbinding architectural language and superior technology. ■

> www.laphil.com



L.A. AT 360°

Under the star-studded skies of Beverly Hills, Los Angeles-based architectural firm Johnston Marklee imagines the homes of the future in 3D. The company's latest creation is the Round House: with fully communicating rooms, it's the perfect summer home, designed to blend into an idyllic landscape. The villa becomes a rounded, open space through the magic of sliding doors, and from the roof terrace (with an in-built swimming pool), the view stretches as far as the eye can see. Dizzy yet? > www.johnstonmarklee.com

IRVING PENN IN VENICE

The collected works of this great American fashion photographer are being presented for the first time in Italy. On the second floor of the magnificent Palazzo Grassi are more than 150 photos by the undisputed master of black and white. The François Pinault Foundation has never before shared this collection with the public. These shots of fashion, personalities and even odd jobbers were taken between 1940 and 1980. *Retrospective* is showing through 30 November 2014. > www.palazzograssi.it



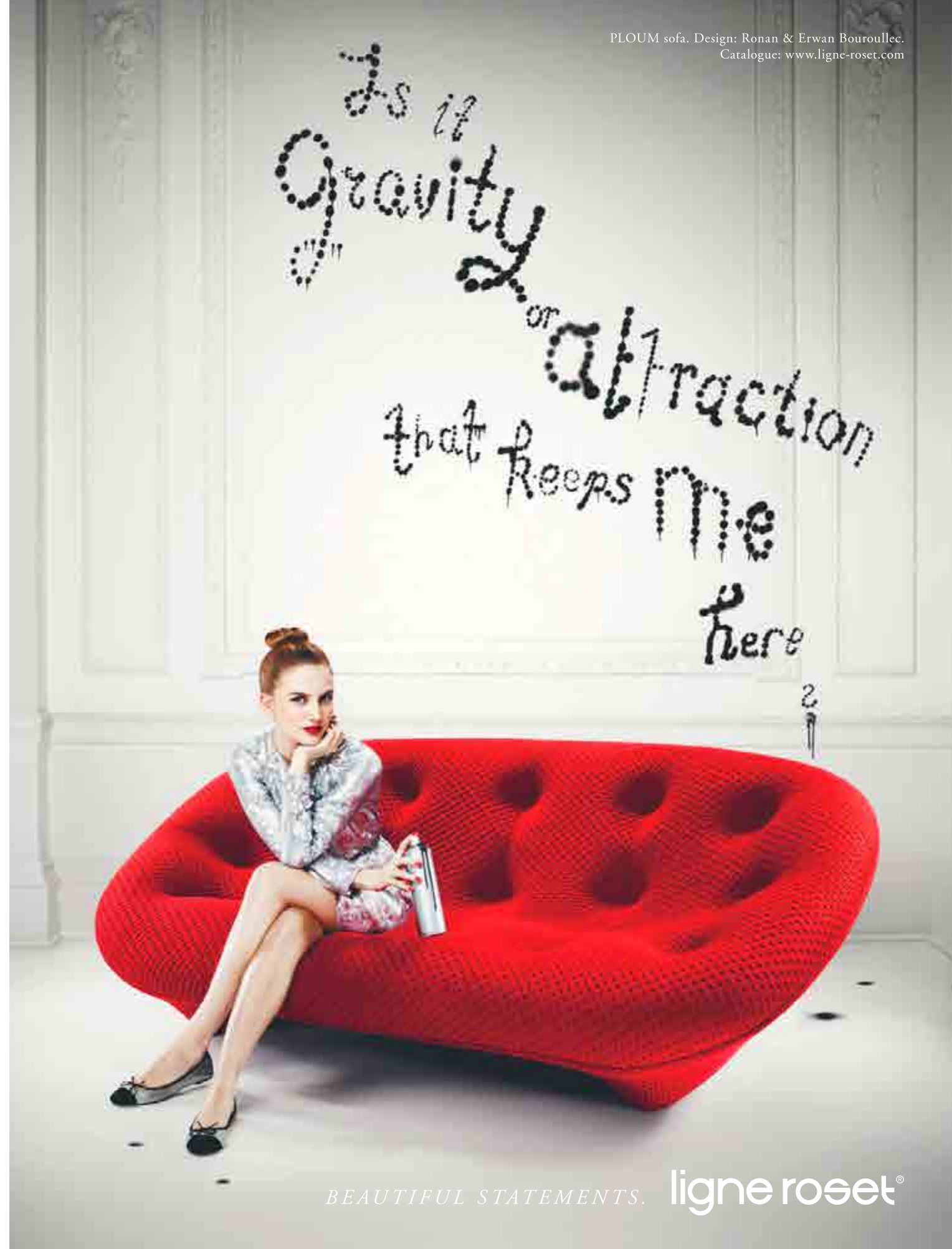
ORPHIST FASHION HOUSE ART AND FASHION: TOGETHER FOREVER. PAINTER SONIA DELAUNAY, WHO ALSO DESIGNED STAGE COSTUMES FOR DADAIST AND SURREALIST SHOWS, OPENED HER OWN BOUTIQUE IN 1925 FOR THE EXPOSITION DES ARTS DÉCORATIFS. ALONGSIDE COUTURIER-FURRIER JACQUES HEIM (WHO INVENTED THE BIKINI IN 1946), SHE CREATED CUBIST-INSPIRED FABRICS FOR EXTRAVAGANT ENSEMBLES. UKRAINIAN ALLA MALOMANE, A DISTANT RELATIVE, REVIVES THESE DESIGNS WITH A FASHION HOUSE BEARING THE DELAUNAY NAME. > www.soniadelaunay.fr



GLOWING PRESENCE

Is it a chair? A lamp? Stewie keeps you guessing until it's switched on, when the floor lamp's ambient lighting creates an intimate atmosphere. Venetian designer Luca Nichetto used materials from the sports and travel worlds to make this quirkily "human" light a one-of-a-kind presence, on or off. > www.foscarini.com

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FRENCH TOUCH AT THE MoCA

The Museum of Contemporary Art (MoCA) has focused on Californian artists since its founding in 1979, shelters more than 6,000 works by local talents. Sadly, with visitor numbers down, it has been teetering on the edge of a financial cliff. Thankfully, the MoCA has just appointed a new director, French curator Philippe Vergne. Anticipating an upturn, all art forms, from the Forties to present day, are on display in the main building by Japanese Arata Isozaki and in a warehouse/garage given new life by Frank Gehry.

> www.moca.org



SLEEPING WITH MARILYN IN 1952, MARILYN MONROE TOLD LIFE MAGAZINE THAT ALL SHE WORE TO BED WAS CHANEL NO. 5. THE FRAGRANCE CREATED BY COCO CHANEL IN 1921 COULD NOT HAVE FOUND A MORE FAMOUS FACE AS SPOKESPERSON. IN JUNE 1953, IN HER APARTMENT AT 882 NORTH DOHENY DRIVE IN BEVERLY HILLS, THE ACTRESS POSED FOR BOB BEERMAN, A BOTTLE OF HER FAVOURITE NO. 5 ON THE NIGHTSTAND BESIDE HER. THE ASSOCIATION WITH MARILYN MADE THE PERFUME AN EXPRESSION OF THE ÉTERNAL FÉMININ. IN THE WORDS OF GABRIELLE CHANEL: "I WANT A WOMAN'S FRAGRANCE THAT SMELLS LIKE A WOMAN." > www.chanel.com



IBIZA IN THE SPOTLIGHT

After graduating from Barcelona's La Llotja school, Ibiza-born designer/interior designer Eugeni Quitllet began his career at the likes of the Joan Miró Foundation in Barcelona. In 2001, the Catalan creator met Philippe Starck on the island of Formentera, and their shared dialectics resulted in a number of collaborations. Ibiza left its utopian mark on his style, which emerges in timeless imaginings produced by Kartell, Christofle, Flos, Alias, Driade, Ipi and Fossil (like the O-Ring watch, right). His oeuvres fall somewhere between sculpture and modern archaeology.

> **O-Ring watch from Fossil, www.eugeniquitllet.com**



Bob Beerman – Gas Giant installation by Jacob Hashimoto, photo by Cesar Arredondo – Darnell McCown.



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IMAGINE...

The Guggenheim Museum Bilbao is celebrating 60 years of creativity from Yoko Ono through 200 of her protean works. This is the first such exhibition in Europe dedicated to this living legend of contemporary art. Ono, an unclassifiable avant-gardist, once companion of John Lennon, vacillates between visual arts, music, poetry, experimental film and performance art to further her cause of empowering the imagination.
> Yoko Ono. Half-A-Wind Show. A Retrospective, Guggenheim Museum Bilbao, through 1 September.



Self-portrait installation at the Isbrytare, produced by Carl Koshyal in Stockholm. © Jean-Baptiste Beranger, Walking on Thin Ice (video still) ©Yoko Ono, 1981
 The Snail, 1953, gouache on paper, Tate ©Succession Henri Matisse / DACS 2013.

L.A. TTITUDE

Just like the novels of Bret Easton Ellis, the discordant works of Alex Israel bounce off one another and intertwine to tell the story of Los Angeles, his hometown. The thirty-something writer makes light of his emotional scars, the better with which to mock the clichés that left them. Artist, entrepreneur and editor by turns, he now has his own TV show, *As It Lays*, in which he interviews celebs with deadpan, derisive humour, sheltered by his on-the-set sunglasses.
> www.asitlays.com

SNIP! TATE MODERN TRAINS THE SPOTLIGHT ON THE PAPER CUT-OUTS MADE BY HENRI MATISSE IN 1953, A YEAR BEFORE HIS DEATH. UNABLE TO PAINT DUE TO ILLNESS, THE ARTIST OF THE LEGENDARY BLUE NUDES BEGAN MAKING PAPER VERSIONS OF BOOKS, STAINED GLASS, TAPESTRIES, CERAMICS AND MORE. THESE LARGE-SCALE WORKS, LIKE *THE SNAIL* PICTURED HERE, CONTINUE TO CARRY THE MATISSE TORCH THROUGH THEIR OWN DAZZLING TONES. **Henri Matisse: The Cut-Outs, Tate Modern, through 7 September > www.tate.org.uk**



EYEFUL

Barton Perreira, a new L.A.-based brand, has taken Hollywood Boulevard by storm. Hard-core Oliver Peoples eyewear fans will recognise the DNA of their favourite glasses, as this label was founded by that company's former CEO, Bill Barton, in cahoots with former designer Patty Perreira!
> www.bartonperreira.com

IN THE END
 ONLY HÜLSTA WILL DO.



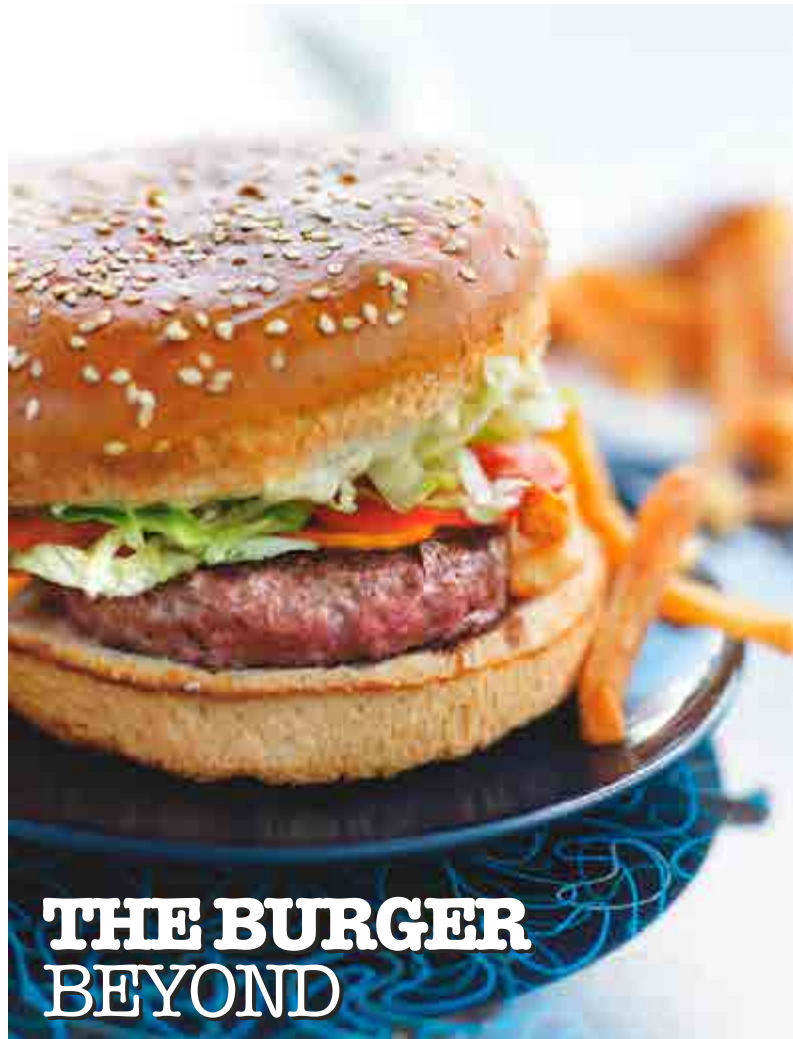
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THE BURGER BEYOND

RARELY DO HUMANS PLUMB THE TRUE DEPTHS OF THIS SEEMINGLY SUPERFICIAL SANDWICH. ITS MULTITUDINOUS FORMS REFLECT LOS ANGELES' PENCHANT FOR MIX AND MATCH INSPIRATION. *By Julien Bouré*

WHAT THE SUGARLOAF IS TO RIO DE JANEIRO, THE HAMBURGER IS TO LOS ANGELES: A GEOLOGICAL FORMATION IN AND OF ITSELF, REFLECTING THE VARIEGATED PROFUNDITY OF THIS URBAN MILLEFEUILLES, THE CITY OF ANGELS, TEETERING ON COUNTLESS LAYERS OF SOCIOCULTURAL SEDIMENT. The burger – having become an unspangled banner for the United States, where it skyrocketed in popularity after being invented in Hamburg, Germany – is the subject of almost fetishistic worship in California's biggest city. This massive tangle of freeways has raised culinary efficiency to a lifestyle, whereby eating a full meal on the run takes on an existential dimension. Los Angeles cultivates the challenging art

of placing a beef patty between two halves of a bun. Here are three that have made history.

CLASSIC: THE APPLE PAN

In some ways, it's the forefather of fast food in Los Angeles and, for the founders of local fast-food chain Johnny Rockets, an acknowledged inspiration. The décor appears regularly in TV shows produced in Hollywood, with a large, U-shaped bar and typical, post-war diner trappings: linoleum, vast aluminium grill hood, retro lighting. The burger is made at the bar, with its patented seasoning mix, and served in paper wrapping. Tender-crispy French fries, alarmingly addictive homemade lattice-topped pies topped with whipped cream, and sodas served in small greaseproof-paper cones perched in old-fashioned holders.

> 10801 W Pico Blvd, LA, CA 90064

FLASHBACK: IN-N-OUT

The founding of this fast-food chain in 1948 signalled the start of Los Angeles' drive-thru explosion. And today, the In-N-Out menu can still boast of being the most streamlined on the West Coast. To be had for a fistful of dollars and a few minutes' patience, it boils down to a hamburger, a cheeseburger or a "double-double" (double beef patties and double cheese), along with Animal Style Fries (French fries smothered in cheese and onions). But regulars never shy from ordering their own custom burger creations, stacking up three, four or even five slabs of ground beef.

> www.in-n-out.com

GOURMET: UMAMI

This restaurant chain, the unadulterated product of the gastronomic interbreeding California fosters with such flair, pairs a symbol of American-style overconsumption (the burger) with a refined notion of Japanese cuisine. Umami is one of the five basic tastes, along with sweet, sour, bitter and salty. But of these five "quint-essences", umami is less a taste than a subtle quality, a kind of event born of coinciding factors as rare as those resulting in Aurora Borealis. Proof that it is not relegated to the upper echelons of Asian cuisine, the creator of the Umami Burger concept does his best to place it within reach of the general public. The "house" burger therefore serves up a concentrated assemblage of umami-esque ingredients: shiitake mushrooms, a parmesan crisp, roasted tomatoes and caramelised onions. ■

> 500 Broadway, Santa Monica, CA 90401

Jean-Claude Amiel



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TAKE AWAY 



CitiZ Travel Mug: On the road again!

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Text Francis Dolric Illustration Mac Nooland

IN THE DAWNING DAYS OF HOLLYWOOD, PRODUCERS IMPOSED A RULE: TO HOLD LAST-MINUTE FILM SHOOTS AT THE DROP OF A HAT, ACTORS AND ACTRESSES HAD TO BE ABLE TO REACH THE STUDIO IN TWO HOURS OR LESS. So the likes of Frank Sinatra, Dean Martin, Sammy Davis, Jr., Cary Grant and their peers settled in the sunshine of Palm Springs, a hot-springs resort 180 kilometres away – less than a two-hour drive – from Hollywood. Since then, the number of those working seeking an improved quality of life, specifically, during the daily commute has skyrocketed. Coffee to go or takeaway coffee – one first sips at home at the breakfast table, continues to drinks en route to work, then tips back at the office – is already a part of life for 74% of U.S. consumers. Trend-wise, the Scandinavians are hot on the Americans’ heels, and the rest of Europe is swiftly warming to the idea. It is for all these lovers of transportable coffee that Nespresso

TWO HOURS TO SAVOUR COFFEE AT THE PERFECT TEMPERATURE.

has established a new two-hour rule, a rule embodying true freedom. For two hours is the length of time the Nespresso CitiZ Travel Mug keeps your coffee at the perfect temperature. This miraculous feat is achieved by the double-walled stainless-steel structure, equally effective in keeping iced coffee briskly refreshing. Add to that the generous capacity – able to hold three Lungos – and superior styling for comfortable handling, and you might ask...what else? Nothing. For the CitiZ Travel Mug has a discreet, streamlined, urban design that looks and feels at home anywhere: on your walnut coffee table; beside your computer screen, or in your vehicle’s cup holder, gleaming steel glinting in the sun, reflecting undulating palm fronds overhead or the San Bernardino Mountains beside you as you sip behind the wheel, between Palm Springs and Hollywood. ■



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Creativity: boschyserret.com Photography: JC Ponsa

TECHNAL aluminium windows transform the sun rays, the heat, the cold, the rain and the wind into natural light and comfort; thus protecting your home from unfavorable weather elements outside, whilst reducing energy consumption and low carbon footprint for the environment. TECHNAL turns spaces into weather-proof havens, giving you a far better view of the world.



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ACCESSORY ESSENTIALS

JENELLE POPE, A MEMBER OF THE NESPRESSO CLUB IN LOS ANGELES HAS BROUGHT THE JUST ONE EYE STORE TO OUR ATTENTION. WE TAKE A CLOSER LOOK.

Production Julien Bouré Photos Jean-Claude Amiel

Deep down, Just One Eye is less a concept store than it is a baroque collection. The incongruent treasures are arranged with such exquisite taste that, though perhaps mismatched, they all seem perfectly coordinated. A bit like those Roman palaces in which an Egyptian statue over here and a Renaissance altarpiece over there seem to be made for each other, even if several thousand years separate their making.

You'll find unusual articles here, displayed without a thought to style or period, Victorian-inspired Gothic to tropicalist Art Deco. Not to mention the store's exclusive collaborations with visual artists like Damien Hirst or painter Nate Lowman, who cut up one of his canvases (with an estimated value of \$700,000) to have the pieces re-stitched into 21 pairs of Converse high-tops. ■

> www.justoneeye.com



THE JUST ONE EYE SELECTION-COLLECTION WAS ASSEMBLED WITH THE INTENT OF STANDING OUT FROM THE RODEO DRIVE CROWD, RULED BY THE MORES OF INTERNATIONAL LUXURY.

Founded by two passionate object-hunters, Paola and Jean-Marc Russo, the store first took the form of a website before finding more tangible expression in Howard Hughes' former headquarters. The spirit of the reclusive aircraft manufacturer-cum-producer, actor, and even film character in his own right (he was the model for Orson Welles' *Citizen Kane*) is no longer the only one haunting this iconic building of yesteryear's Hollywood. It now hosts a dazzling spread of clothing, jewellery, furniture and accessories, mingling with works by Andy Warhol and Murakami, wizened leather armchairs and a Masonic lodge balcony turned into a couch frame.

Just One Eye's knack for mixing genres embodies the eclecticism so characteristic of Californian broad-mindedness.



Paris Saint Tropez Madrid Marbella Gothenburg Dallas Fort Lauderdale Doha Mexico City

185 Bd Saint-Germain Paris Opening in April 2014

65 Mercer Street New York Opening in April 2014

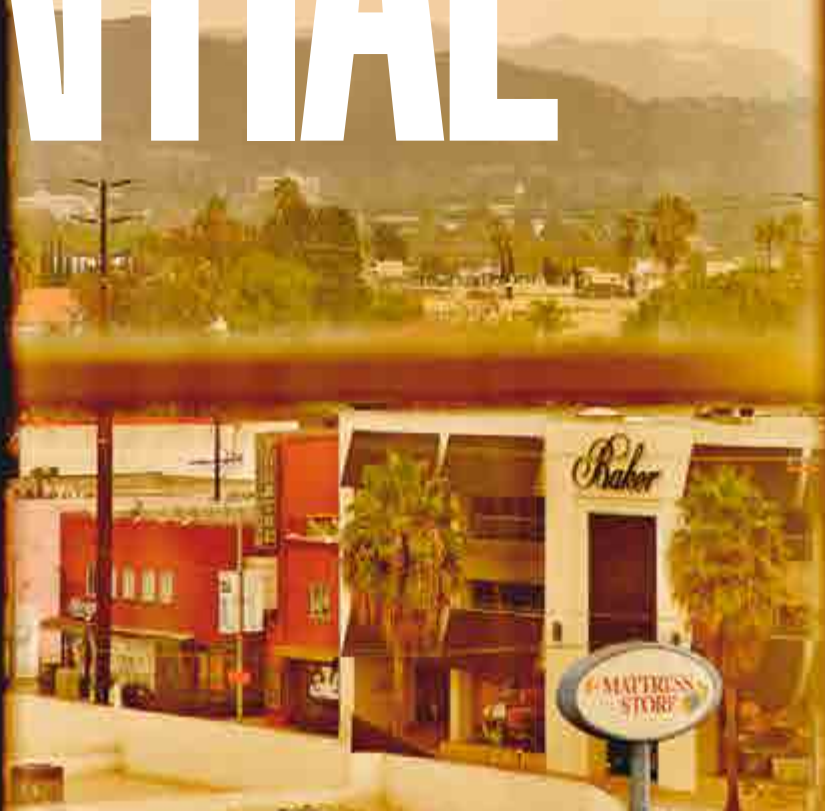
Al Salam Mall, Jeddah KSA Opening in April 2014

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L.A. CONFIDENTIAL

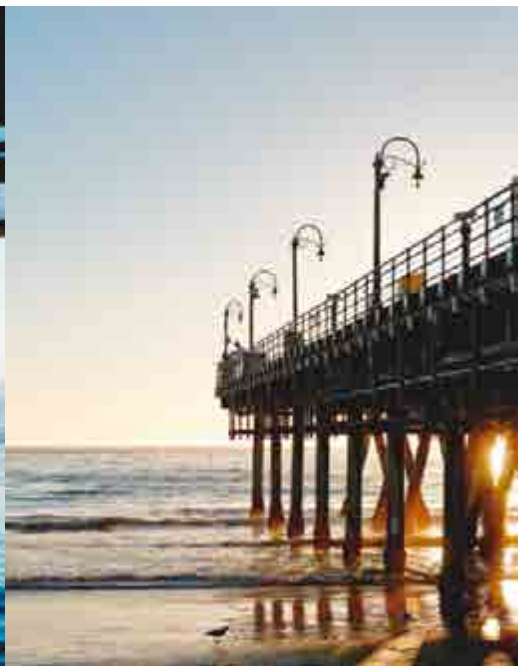
THE CITY OF ANGELS COULD BE CONSIDERED THE CAPITAL OF THE PACIFIC. THERE'S A BIT OF TOKYO IN L.A., ALONG WITH SOME SEOUL, HONG KONG, LIMA AND SYDNEY. FIVE ANGELENOS, ALL NESPRESSO CLUB MEMBERS, TALK ABOUT THE EXTRAORDINARY LUXURIANCE OF THIS MEGALOPOLIS SPRAWLING AT DESERT'S EDGE.

*By Julien Bouré Photos Jean-Claude Amiel
Production Sandrine Giacobetti*



THIS DESERT CITY IS A MOOD ALL ITS OWN, AN ARDENT ATMOSPHERE TEMPERED BY COUNTLESS HUMAN CURRENTS. An unstable blend of aridity, the mildness of the Mediterranean, hippieish laissez-faire and voracious capitalism. Where does such strange terrestrial magnetism come from, these myriad, dazzling, farfetched facets? The first settlers in the New World spoke of an El Dorado

somewhere on the fabulous island of California, a paradise guarded by beautiful Amazons. In some ways, the American dream appropriated this original fantasy by having Hollywood become the over-the-rainbow destination for millions of hopefuls. Like the hull of a Spanish caravel, protected by countless coats of paint, the entertainment industry is now what keeps this former pioneer village afloat.



“ANGELLENOS OF EVERY GENERATION, BACKGROUND AND STATION ASSEMBLE ON SANTA MONICA BEACH.”





LOS ANGELES HAS MANAGED TO PROTECT
 A FEW POCKETS OF UNSPOILT NATURE
 FROM ITS RAMPANT URBANISATION.



A

A UNITED STATES SHOWCASE ON A PAR WITH NEW YORK AND MIAMI, LOS ANGELES SHARES NEITHER THE UNINHIBITED DANDYISM OF THE BIG APPLE NOR THE SKIN-DRENCHED INSoucIANCE OF THE OTHER SEASIDE CITY. The Californian metropolis has developed an easy elegance, a dressy casualness that is a perfect fit for this interminable urbanisation. From Mulholland Drive,

by night, it looks like a map of the heavens broken into a multitude of constellations by the freeways' coronal streamers. From within, the City of Angels resembles a succession of stage sets, where coyotes morph into poodles coiffed like boxwoods, where an overwhelming jungle of metal towers can rocket you onto a serene and blissful beach.

ILAN PORTUGALI

Diamond merchant
Member since 2012

Israel native Ilan led an adventurous life in southern Africa before hanging his hat in the United States. He had crisscrossed the region in search of Madagascan sapphires and Mozambican emeralds, a great match to his English-explorer looks: translucent complexion, fair, impeccably combed hair and wrestler's build. Ilan has since settled down in Beverly Hills, where this father of a little girl makes a living selling solitaire diamonds while drinking intense Ristrettos, like DHARKAN or KAZAAR. Nespresso's exacting standards in monitoring its supply chain, from harvest to final packaging, reminds him of the traceability certificate a diamond must earn under the Kimberley Process, making it possible to pinpoint "blood diamonds" mined under conditions that violate human rights, or that may be financing civil war.

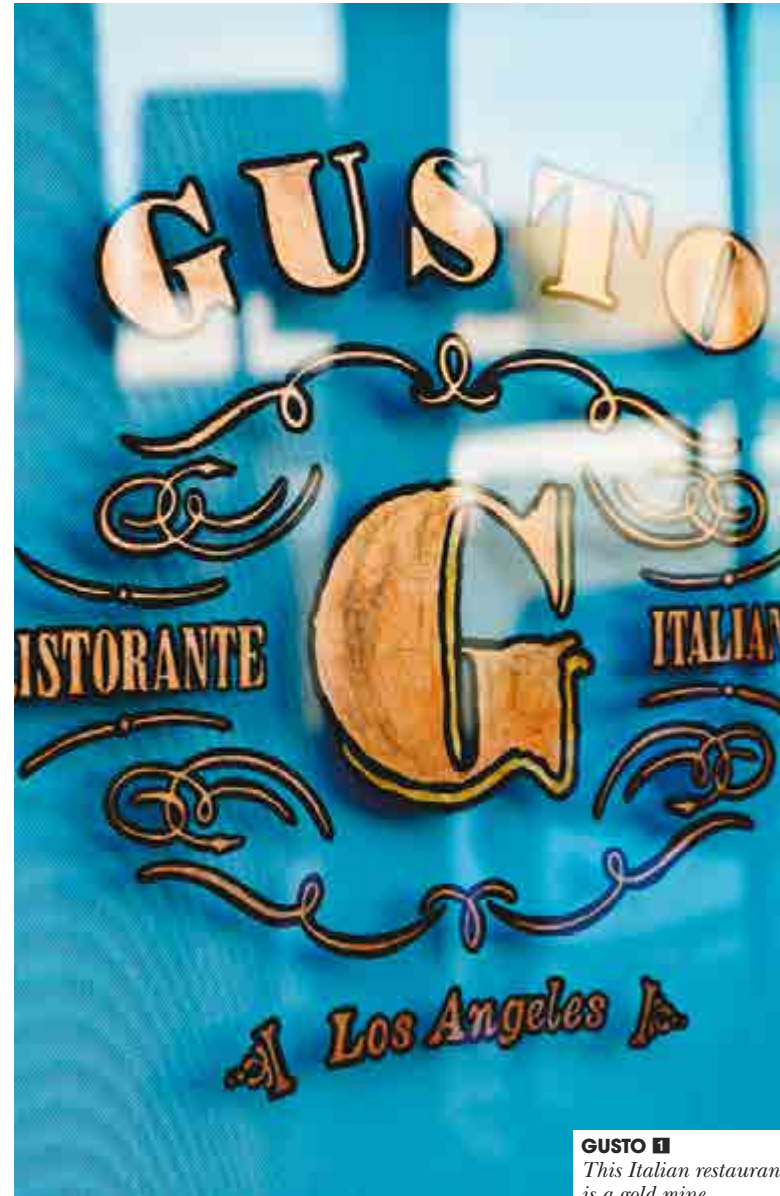


THOUGH QUITE ACCUSTOMED TO LUXURY, PEOPLE HERE LOATHE THE NOTION THAT THEY MIGHT HAVE TO WALK ON EGGSHELLS ANYWHERE.

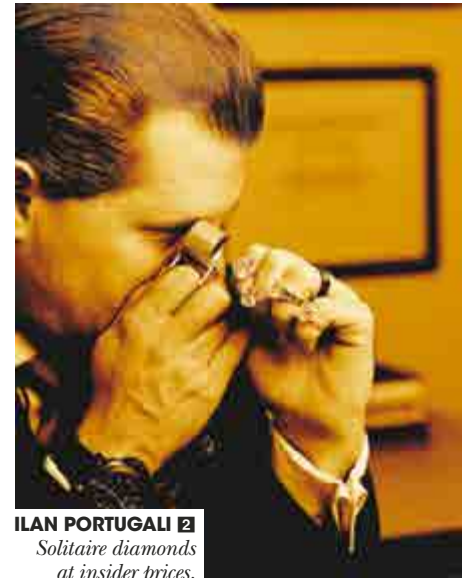
LOS ANGELES IS A CITY IN WHICH THOSE OF CONSIDERABLE MEANS ARE KINDLY ASKED TO EXERCISE RESTRAINT AND DISPASSION. DANDYISM IS SEEN AS AN UNPARDONABLE LACK OF TASTE, UNLESS TEMPERED BY BASEBALL CAP, JEANS AND SNEAKERS. Though quite accustomed to luxury, people here loathe the notion that they might have to walk on eggshells anywhere. L.A. is as free as the desert; it's not a Japanese garden, where every pebble has its place. **ILAN PORTUGALI** knows this well, carrying out direct diamond sales at a third below market price, without the reassuring – and costly – middle-man of an actual storefront. He meets his clients at his Beverly Hills office, or a more private place when large stones are at stake. His favourite restaurant, **GUSTO**, is managed by Chef Vic Casanova, whose name alone is worth the trip. To boot, this Brooklyn-born Italian-American was on the prestigious Iron

Chef America TV show and ran the kitchens of the local Four Seasons before setting out on his own. You must absolutely try the meatballs, as light as potato puffs. In Beverly Hills, Ilan relishes the simplicity of a (non-American) football sports bar by the name of **EURO CAFFÈ**, which might as well be in Naples. His friend **VITO ESPOSITO** has an unlikely hair salon tucked away on

the top floor of a place called Bebe Store: this stylist-to-the-stars works in a small hanging garden overlooking Rodeo Drive. Lastly, the lounge at the **HAKKASAN** Beverly Hills is a tangled jungle of moucharabias that serves smoking cocktails on a bar that appears to have tumbled down straight from the heavens. ...



GUSTO This Italian restaurant is a gold mine.



ILAN PORTUGALI Solitaire diamonds at insider prices.



VITO ESPOSITO The stylist-to-the-stars reigns on Rodeo Drive.



HAKKASAN A lavishly decorated Far Eastern lounge.



EURO CAFFÈ Beverly Hills' European football sanctuary.

JENELLE POPE

Fundraiser

Member since 2012

Ten years after moving to Los Angeles, this native New Yorker describes this city as one where it's hard to blend in. "I'd say you feel like an outsider for at least two years before you really adjust to how things work here." As everything is widely scattered, you need to weave your interests together, creating an abstract world in which networks take the place of communities, affinities replace neighbourhoods. This city is not one that presents itself on a silver platter; you must go looking for it, like stitching together your own custom-tailored suit from scratch. Nevertheless, there is a deep-rooted tradition of charitable initiatives in this megalopolis, a place that has nurtured the helping-hand spirit since the early days, when the frontier was still far to the east. Jenelle enjoys a cappuccino with a VANILIO or CAPRICCIO Grand Cru, which she sips in the morning with a chocolate croissant swiped from her daughter.



HOWARD HUGHES, THE PARANOID BILLIONAIRE WHO LIVED IN A VAST SANITARY BUNKER.

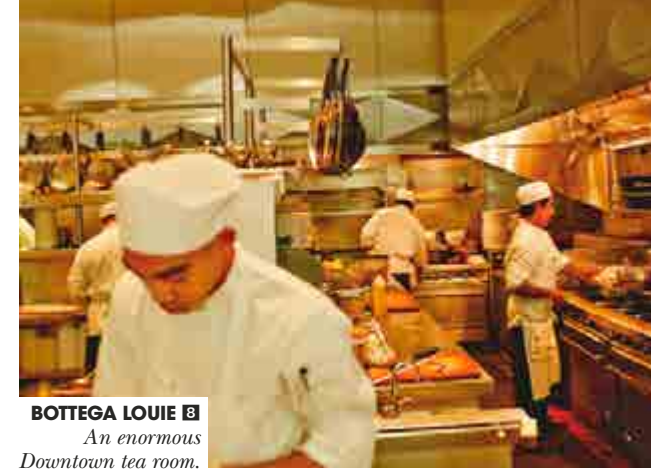


JUST ONE EYE
An eclectic selection ruled by Paola Russo.



HOTEL BEL-AIR
L.A.'s most confidential brunch

LOS ANGELES HAS MANAGED TO PROTECT A FEW POCKETS OF UNSPOILT NATURE FROM ITS RAMPANT URBANISATION. RUNYON CANYON is in some ways an Angeleno Central Park, a natural balcony overlooking the urban jungle stretching between the Santa Monica Mountains and the ocean. From here, you can see the jagged metal copse of Downtown, home to **BOTTEGA LOUIE**. There, Jenelle feels like she's in New York, with its subway tiling, broad, open kitchen and mirrored skyscrapers nearby. She also enjoys the almost exhibitionist disinhibition of the cheekily coloured macarons nuzzling up to a row of tropéziennes, Saint-Tropez's emblematic cream pie, as buxom and toothsome as pin-ups. For a breakfast mecca, there's brunch at the **BEL-AIR**, with its secure, stay-at-home air, and the legendary **CHATEAU MARMONT**, with a patio worthy of *The Great Gatsby*, both abundant and depressed,



BOTTEGA LOUIE
An enormous Downtown tea room.

where live-in stars breakfast on eggs Benedict with vodka and leggy young ladies are overheard, in the wee hours, discussing the status of their sex lives in the City of Angels. The equally exclusive **JUST ONE EYE** concept store has not so much a selection as a collection of clothing, accessories and unique jewelry pieces bordering on sheer art. It makes its home in the former Art Deco safe house of Howard Hughes, the paranoid billionaire who lived in a vast sanitary bunker, with alloy bactericidal doors that he had scoured night and day. Today, this strange sanctuary strikes you much the way old Ford Model Ts of the Roaring Twenties did, after they'd been souped up into dragsters, with huge chrome radiators, flamed wings and dual side exhaust pipes. ●●●



CHATEAU MARMONT
The embodiment of Los Angeles luxury.



RUNYON CANYON
Angelenos' favourite outdoor getaway.

MATIAS DOORN
Event designer
Member since 2012

It has been eleven years since Matias left Buenos Aires with his wife Noelia to become an event designer in the City of Angels. For his profession, this place is nothing short of paradise, where ordinary sites are to be transformed into fairylands by the magic wand of a Hollywood decorator. From bar mitzvahs to Oscars night, everyone calls upon the services of these party pros: Matias recently created an exotic Arabian Nights tent ambiance inside a white marquee. He likes black coffee, nice and strong, the way they drink it in Buenos Aires, where Neapolitans immigrated in such great numbers in the 20th century that its inhabitants still speak Spanish with an Italian accent. His machine? A limited edition MAESTRIA in the colours of the 34th America's Cup.



BEFORE MOVING HERE, MATIAS HAD PICTURED LOS ANGELES AS AN EXTENSION OF BAYWATCH.

BEFORE MOVING HERE, MATIAS HAD PICTURED LOS ANGELES AS AN EXTENSION OF BAYWATCH. IT WAS NOT UNTIL HE GOT HERE THAT HE BEGAN TO GRASP THE DEPTH OF THIS URBAN MILLEFEUILLES, BY TURNS FRIVOLOUS, FAMILY-FRIENDLY, FOODIE, ADOLESCENT, ATHLETIC... His list of favourite places captures this capricious diversity. First, the famed Malibu Beach is actually wilder than is portrayed in the series that brought it worldwide renown, especially when you travel all the way to the **PARADISE COVE BEACH CAFE**, a spot that feels like the ends of the earth. Equally exotic is the trendy **ABBOT KINNEY** Boulevard district, where the first Friday of every month is the hot-spot for Los Angeles' gourmet food trucks. With everything from Far East to Far West, these mobile kitchens serve up the wealth of culture-combining found in this "capital" of the Pacific and its freeway physiognomy (see the *Food Culture* section). And though

he loves this "nouvelle cuisine on the go", Matias is also a fan of the consummately classic Beverly Hills Hotel, where he enjoys an occasional cocktail at the **POLO LOUNGE**. In this gentlemen's club dotted with horse-hair-upholstered chairs, he found a polo sanctuary, practicing reverence to this equestrian sport that Argentines have appropriated as much as they have football and rugby: a product of Central Asia later codified by the English, the sport was

adopted by the fearsome gauchos. According to Matias, the most comprehensive brunch on the West Coast is laid out every Sunday at the **FOUR SEASONS**, a massive buffet of encyclopaedic proportions. He also recommends a visit to **UNIVERSAL STUDIOS**: people's legitimate curiosity about what happens behind Hollywood's sets inspired the management to create a studio-themed amusement park. ...



ABBOT KINNEY BLVD
Where food trucks flock the first Friday of the month.



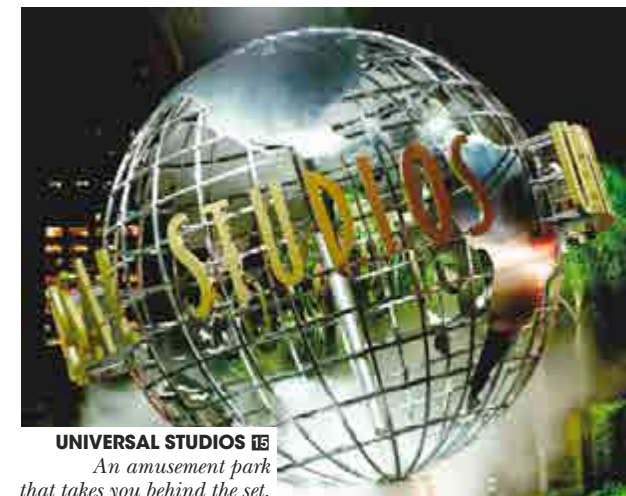
THE POLO LOUNGE
A gentlemen's bar in the Beverly Hills Hotel.



FOUR SEASONS
The best brunch on the West Coast.



PARADISE COVE BEACH CAFE
To see the real Malibu Beach.



UNIVERSAL STUDIOS
An amusement park that takes you behind the set.

SHELLEY ZALIS

Entrepreneur
Member since 2012

"I fly so often that I can tell when the purser has gotten a haircut." In Shelley's life, the only thing that lasts is that which doesn't. This trailblazer in online education brought telephone surveys into the digital age. "I sold my company to the French group Ipsos, specialising in public-opinion barometers; they wanted to reach the first generations that grew up with the internet." When travelling, Shelley seems to see the world as an extension of Los Angeles, meaning as a single experience shared by varying national sympathies. "The coffee break does indeed exist in São Paulo, Cairo and Tokyo, but its form is still profoundly determined by local identity." She drinks seven espressos a day, the only drink she says she can tolerate along with Cabernet and Diet Coke...



WHEN TRAVELLING, SHELLEY SEEMS TO SEE THE WORLD AS AN EXTENSION OF LOS ANGELES.

LOS ANGELES IS CERTAINLY AN OPPORTUNITY TO ENJOY THE DESERT, A LONELY BEACH OR A SKI SLOPE OVER A SINGLE WEEKEND. BUT THE CITY IS MORE THAN JUST ITS FABULOUS SURROUNDINGS...

It's also home to some excellent restaurants, like **CRAIG'S**, where apparently many stars stop by regularly to sample the collection of vintage tequilas. Shelley recommends the spaghetti squash, after which you can abandon yourself to a full dessert relapse, like butterscotch pudding. The quality of the espresso is a subject on which she admits being intractable: with this daring, high-wire extraction method performed with no safety net, the coffee is too exposed to withstand any kind of guesstimates. "Being constantly on the road has made me pretty unadventurous. I like tastes to be predictable." The Beverly Hills **NESPRESSO BOUTIQUE** serves her this pinpoint perfection in a setting that is at

once spectacular and hospitable, low-key and expressive. Not to mention the fact that **HARA AND CO.**, the pre-owned luxury store, is nearby, selling nearly new Chanel bags at second-hand prices. Shelley had occasionally heard that L.A.'s climate was too arid to support true culture. "That's absurd! All you have to do is go see how Angelenos of every generation, background and station assemble on **SANTA MONICA** Beach, in a sort of parallel universe where all people do is run around, flirt and eat ice cream." Of course, there is the Getty Museum, too, which houses one of the world's largest art collections, not to mention the **SIMON WIESENTHAL CENTER**, an educational foundation passionately committed to fighting intolerance and prejudice-related violence. ...



HARA AND CO. Gives second-hand luxury items a new lease on life.



CRAIG'S One of actor George Clooney's favourite restaurants.



BEVERLY HILLS NESPRESSO BOUTIQUE A new Nespresso location, perfect for relaxing on a Beverly Drive terrace.



SANTA MONICA L.A.'s own seaside arrondissement.



SIMON WIESENTHAL CENTER A museum that raises awareness on forms of intolerance.

STACEY POON-KINNEY

Chef

Member since 2012

This former finalist of a chef competition on the Food Network owns the San Diego diner called The Trails Eatery. "My grandfather was cheffing in Santa Monica for Frank Sinatra and his Rat Pack." So she prepares a typically Californian cocktail of season-sensitive, home-style dishes steeped in Latin-American influences but using strictly local ingredients. From bread to her grandmother's meat recipes to pancake pyramids, Stacey practices an intuitive cooking style consisting of sensual and sensory-centred techniques that care little for being "by the book". Stacey likes to make herself latte machiattos with milk frothed by her AEROCINO, an accessory she never failed to have with her on the Food Network set, "because its frothed milk had the power to make the terrible coffee on the set quite palatable."



THE RESTAURANTS STACEY RECOMMENDS RESEMBLE AN IDEAL RANGE OF GASTRONOMIC DIVERSITY IN CALIFORNIA. **PICCA** is a (very) good example of Indo-Andean fusion cuisine, with its Peruvian sushi, albacore tuna ceviche garnished with seaweed and spicy ponzu, or a sablefish anticucho (kebab) with grilled miso and crispy sweet potato. Less of a cultural cacophony, but equally creative, is **FREDDY SMALLS**, a "gastro-saloon" experience in a deserted neighbourhood where one suddenly encounters a stretch of double-parked cars. The room, which, at first glance, appears unpretentious, ultimately reveals an attention to detail that could only come from a true decorator. Chef Charlie Parker's eggs mimosa are splendid: "When I saw that the menu listed that seemingly simple dish that's really very difficult to make, I used it as a crash test to judge the cook's talent," confesses Stacey. This version

is meticulously dotted with crispy chicken skin chips, crumbled local blue cheese and hot sauce. Nearby is **TITO'S TACOS**, which has been rolling its sliced beef with onions and chili pepper in fried tortilla shells for fifty years, modernising California's deep-reaching Mexican roots. **FORD'S FILLING STATION** gets its kicks in a somewhat wacky brasserie style, including

pork belly lettuce wraps as intense as an electric guitar riff. For a sweet finish, ice cream fans should go to **COOLHAUS** for its dangerously addictive chilled creations, like two scoops – anything from candied bacon to gingerbread to bourbon – sandwiched between chocolate cookies. ...

PICCA IS A (VERY) GOOD EXAMPLE OF INDO-ANDEAN FUSION CUISINE, WITH ITS PERUVIAN SUSHI...



FREDDY SMALLS 21
The "gastro-saloon" is born.



COOLHAUS 24
The most radical ice cream on the continent.



FORD'S FILLING STATION 25
The star of Far West nouvelle cuisine.



TITO'S TACOS 22
A temple of Latino-Californian cuisine.



PICCA 23
Serving the delicious taste fusions of Peru.

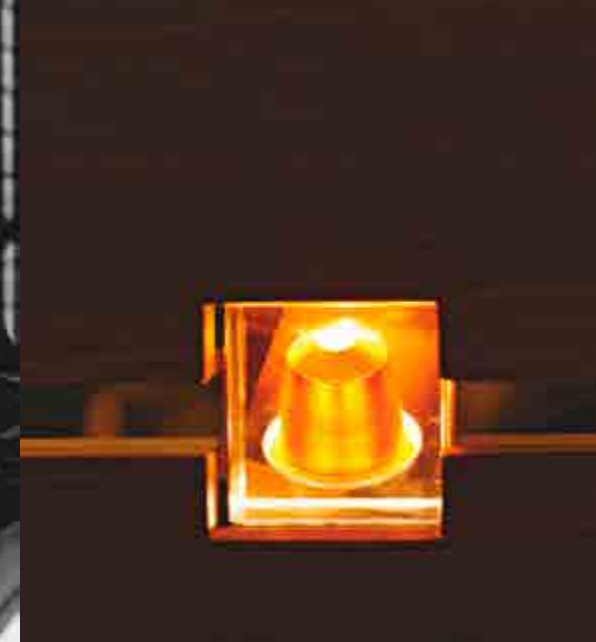
Sitting down for a sip in the Los Angeles Nespresso Boutique

LOS ANGELES

AURORA AND JEFFREY
– THE BEVERLY HILLS BAR
AND BOUTIQUE MANAGER,
RESPECTIVELY – DESCRIBE
THE MOST CALIFORNIAN
NESPRESSO LOCATION YET.

“THE DESIGN DOES HAVE CHARACTER,
IT BLENDS CORPORATE DÉCOR WITH
A VERY CALIFORNIAN TOUCH.”

> Beverly Hills Boutique
320 N Beverly Drive
Beverly Hills.



■ YOU JUST OPENED IN BEVERLY HILLS...

JEFFREY EVANS: That's right, the Boutique is brand new. On opening day in October 2013, the whole neighbourhood was asking what took us so long...

AURORA RODRIGUEZ: The site was under construction for a year. The windows were blocked by a huge panel that read, "Nespresso: Coming Soon." Beverly Hills is a close-knit community within Los Angeles, with its own distinct culture. From the day we opened our doors, the community embraced our store, and we've grown to become not only a tourist destination, but a great place for the residents of Beverly Hills to connect.

■ PERHAPS BECAUSE THE SITE FITS IN WITH THE REST OF THE NEIGHBOURHOOD?

J.E.: The design does have character; it blends corporate décor with a very Californian touch. A terrarium of candleabra cactus separates the restaurant area from the Boutique, and the overall look, typical for this region, is enhanced by maroon-painted brick, leather armchairs, light wood... When you have customers for whom luxury is as natural as breathing, it's hard to get them excited about certain things. I think we've created an environment that's warm as well as inviting.

■ WHAT MAKES NESPRESSO IN LOS ANGELES UNIQUE?

A.R.: Beverly Hills clients can be both health-conscious and indulgent and we've tailored our Bar menu to adapt to that. We can accommodate dietary preferences: guests can order a cappuccino or latte macchiato made with skimmed milk, non-dairy soy or almond milk. People also feel at home here, since there's no need for sales pressure. Our selling point is pure product quality. We just let them taste the beverage and say, "You can have the same thing at home at the touch of a button."

J.E.: Of course, the milk is still a key factor in the experience of drinking the coffee at home. But Nespresso also promotes the purity of the extraction, a way of making technology available that was once for professionals only. For those who just love a good petit noir, a real espresso, it's a whole new world now, comparable to when the Internet or the automobile became available to the masses. ...

WHERE CAN YOU ENJOY NESPRESSO COFFEE IN LOS ANGELES?

■ ANDAZ WEST HOLLYWOOD

This Sunset Boulevard hotel is best known for having been popular with the rowdy rock bands of the Seventies, including the likes of The Who, Led Zeppelin and the Rolling Stones.
8401 W. Sunset Boulevard
West Hollywood

■ LOEWS HOTEL

A fabulous location with a breath-taking view of the Hollywood Hills
1755 N. Highland Avenue
Hollywood

■ BACARA RESORT & SPA

This legendary establishment on the American Riviera is an exquisite architectural pastiche of a Spanish mission that whisks visitors back to Zorro's Alta California.
8301 Hollister Avenue
Goleta, Santa Barbara

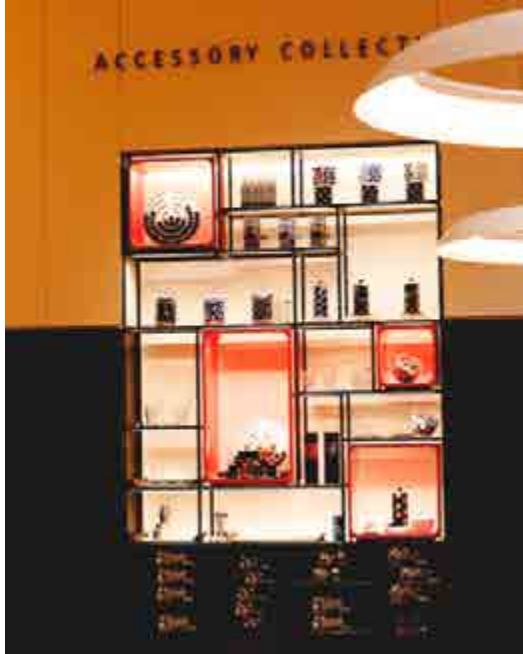
■ EL ENCANTO

Morning to evening, enjoy a splendid, sun-drenched terrace overlooking the Santa Barbara coast.
800 Alvarado Place
Santa Barbara

■ BRAND 158

Located one block from the Nespresso Boutique.
240 N. Beverly Drive
Suite 300, Beverly Hills

A VAST PICTURE WINDOW IS OPENED WIDE ON SUNNY DAYS SO THE ROOM'S OCCUPANTS CAN SUP AND SIP AL FRESCO.



DINING, CALIFORNIA STYLE

Before entering the showroom where the machines are displayed amidst colourful columns of the Nespresso Grands Crus, soaring upward like the pipes of a baroque organ, guests pass through a sensual, sophisticated salon boasting a vast picture window that is opened wide on sunny days so the room's occupants can sup and sip al fresco. The menu ranges from hearty snacks to bistro chic to tea room treats, all with that typically Californian indifference to culinary genre. There are light but substantial lunch items, like the hot, bacon-stuffed croissant with seasonal berries topped with parmesan au gratin and a poached egg. Or try a Caesar salad, smoked salmon plate or a grilled, truffle-tinged ham and cheese sandwich. Some desserts are served with their Grand Cru accords (like strawberry gateau with ROSABAYA DE COLOMBIA or a caramel creampuff with LIVANTO) and there's even a Napa Valley wine menu.



Find all the addresses referred to above on our map at the back of the magazine.



The small screen changes dimensions

Having caught the world's attention in the stellar series *Breaking Bad*, actress Anna Gunn earned an Emmy Award for her portrayal of Skyler White. The performance of this New Mexican actress has helped move "small-screen" television work to the forefront of the "big-screen" world of Hollywood.

By Julien Bouré Photos Jean-Claude Amiel
Production Sandrine Giacobetti

Styling: Givenchy top and jeans, Jimmy Choo ankle boots, Irene Neuwirth earrings, Cartier rings and watch (left-hand page).





Styling: The Row t-shirt and leather trousers, Rick Owens jacket, Saint Laurent shoes, Tiffany & Co. earrings, Cartier rings and watch (photo, left), Céline top, Paige jeans, Jimmy Choo ankle boots, Rag & Bone hat, Cartier ring (photo, right).

American screenwriters are no longer reluctant to make the shift to the world of the small screen for the chance to round out the lives of their heroes, season after season. With starkly honest and realistic portrayals, like the work of Anna Gunn, television has entered another golden age.

MOST RECENT, HIGH-QUALITY TELEVISION SERIES EXPLORE THE BEHAVIOUR OF ORDINARY HEROES FACING EXTRAORDINARY SITUATIONS. THEY PIERCE THE PSYCHOLOGICAL WORKINGS OF PREDICTABLE CHARACTERS, AS UNEXPECTED EVENTS GRADUALLY REVEAL WHO THEY ARE. THERE WAS *DEXTER*, FOR EXAMPLE, THE ADVENTURES OF AN ANALYST FOR THE MIAMI POLICE DEPARTMENT WHO CONCEALED HIS DOUBLE LIFE AS A SERIAL KILLER WITH VARYING DEGREES OF SUCCESS. *The Sopranos*, too, combining the day-to-day life of a conservative, depressive father with his duties as a New Jersey mafia godfather. And *Breaking Bad*, the odyssey of a small-time chemistry teacher diagnosed with inoperable lung cancer who becomes a methamphetamine producer and trafficker as a way to provide for his family upon his imminent absence. This series has won multiple Emmy Awards (essentially the “Oscars” of American television), including taking the trophy for Outstanding Drama Series, with Bryan Cranston garnering three wins for Outstanding Lead Actor and the award for Outstanding Supporting Actress going to Anna Gunn, who is masterful in her role of the middle-class wife slithering from the heady bliss of innocence down into the muddy morass of guesswork and guilt.

INSPIRED BY TRUE EVENTS

Contemporary moviemaking seems to be taking off in two opposing directions. There’s the blockbuster business on one side and, on the other, a resurgence of realism. In short, the former is shouldered by the studios’ performances; the latter, by those of the actors. And the advancement of dramatic arts is unquestionably keeping pace with the progress seen in special effects, just as the development of ever-faster race cars does not preclude professional sprinters from beating land-speed records. Thus it was that the Cannes Film Festival jury awarded the Palme d’Or to the passionately natural *Blue is the Warmest Color*, stating (for the first time in its history) that the award was for both the director and the two lead actresses. Movies of this genre are some-

what like Impressionist painting, depicting whatever landscapes or fruit baskets might be in sight to distinguish itself from more academic, edifying, pompous scenes: the triviality of the theme serves to showcase the effectiveness of its representation. In a real-life movie style, inspired by true events, it is less a question of being plausible as being a lyrical expression of verisimilitude, a pace that has been trimmed of the fat of daily life’s duller moments, of the disjointed nature of natural speech. But reality is made up of insignificant details, infinitesimal developments that are challenging to “stock” in a feature film, and this is how *Blue is the Warmest Color* ended up keeping an audience spellbound for nearly three hours in a dark room. In Hollywood, this verist approach has taken root and flourished in a number of superb televised drama series.

ANOTHER GOLDEN AGE

For the past decade or so, American screenwriters have no longer been reluctant to make the shift to the world of the small screen for the chance to round out the lives of their heroes, season after season. With starkly honest and realistic portrayals, like the work of Anna Gunn, television has entered another golden age, providing Hollywood studios with a new model of profitability, as blockbusters see profits melt away as their budgets soar skyward, approaching the annual outlays of a small country. Realism – be it aesthetic or budgetary – is now *de rigueur*. More and more film work is being shot out-of-doors, sometimes far from California. *Breaking Bad* was filmed in Albuquerque, in the New Mexican desert. The acting trade, therefore, has a bright future ahead. It is moving forward by dropping the mask, somehow passing viewers through screen’s proscenium arch, drawing rawer acting from the players. Making it look as though they were truly exposing their insides, genuinely experiencing a situation, when, in fact, they are only saying their lines. ●●●

Originally from Santa Fe, New Mexico, a then-small adobe town of artistic temperament, the actress had to recreate her life to match this sprawling metropolis, where civilised humans walk on four wheels. But it was worth the sacrifice.

BONNIE AND CLYDE

To create her Skyler White character in *Breaking Bad*, Anna Gunn spoke extensively with director Vince Gilligan and his fellow producer and her on-screen partner, Bryan Cranston. "In the beginning, Walter White's wife was only sketchily included in the script. It took me two seasons to really identify her and start making her more consistent. Bryan Cranston and I spent a lot of time thinking about the couple our characters created. Knowing how they met, how the White family got started, really helped us convey this very lengthy separation on which the logic of the series is partially based." Each of them is, to a degree, blind, making the unconscious choice to not face their respective disillusionment. To escape that state, Walter breaks the law, and Skyler clumsily tries to reconcile the crime with her dreams. But their respective natures move imperceptibly and directly toward a tragic end: "Vince Gilligan very subtly, intelligently and discreetly sows the seeds of disunity that takes on an overwhelming presence as the series unfolds. Gradually, Skyler understands that her compromise has become fraudulent and she starts to panic." The credibility of her acting has led to Anna Gunn's being the target of a veritable online lynching, which, in turn, spurred her to send an open letter to the *New York Times*, which was published as an op-ed feature. She is still surprised by the inability of some members of the public to distinguish between a role and the person playing it: "Maybe TV reality shows have led to people sometimes forgetting that movies are fiction," she ventures. Nevertheless, the actress finds that viewers resent Skyler's dissociating herself from her husband's criminal career. The Bonnie-and-Clyde scenario of "couplehood in crime" remains an emotional foundation of American culture ever since the public became bored with the comfort that followed the conquest of the West.

SAVAGE CAPITALISM

Breaking Bad has the merit of posing a number of other questions, some of which are universal: "When faced with imminent death, what would you be capable of doing?", others more timely (the story of a chemistry teacher forced to use his knowledge to support organised crime because he doesn't have the means to get the appropriate medical treatment, echoing the debate on healthcare coverage reform that so divided American society at that time. The series also encompasses a detailed study of the addictive nature of the savage capitalist represented by Walter White, from his macabre habit to his sales effectiveness and the dirty money he doesn't even manage to launder, but to which he also becomes as addicted as his customers are to his methamphetamine. Around him, a vacuum slowly forms, in the way that everything Midas touched died in turning to gold. The fact that Hollywood produced such a series demonstrates the creativity and self-preserving instincts the show-business capital truly has. This is one reason why Anna Gunn has lived there for 23 years. Originally from Santa Fe, New Mexico, a then-small adobe town of artistic temperament, the actress had to recreate her life to match this sprawling metropolis, where civilised humans walk on four wheels. But it was worth the sacrifice. Beneath its arid appearance thrums an exceptionally expressive cultural diversity. There are first-rate theatres, operas, ballets, art galleries and museums. Nights in L.A. are no longer just for sleeping. At first, the magnitude of the distances to be crossed to obtain life's basic necessities reinforced the illusion that Los Angeles was just one immense residential neighbourhood. But by virtue of traversing it time and again, one comes to realise that, what it might lack in urban density, it makes up for in its own extraordinary intensity. ■

Styling: Kaufmanfranco dress, Saint Laurent shoes, Cartier rings and watch.



FIVE TURNING POINTS FOR ANNA GUNN

- 1968 Born in Santa Fe, New Mexico.
- 1991 Moves permanently to Los Angeles.
- 2008 First appearance in *Breaking Bad*.
- 2013 Wins the Emmy Award for Best Supporting Actress.
- 2014 Shares top billing in the Gracepoint detective series with actor David Tennant.

CAPITAL LETTERS

HOW DID A BILLBOARD FOR A REAL ESTATE DEAL END UP BEING AS FAMOUS AS THE COLISEUM OR THE EIFFEL TOWER?

Like the latter, that should have been taken down at the end of the 1889 Exposition Universelle, the 13 giant letters touting the new Hollywoodland district were originally supposed to vanish once all the subdivisions were sold. First unveiled in 1923, peppered with light bulbs, they were scheduled to be cleared from the purple slopes of Mount Lee after blinking promotionally for just a year and a half. But Hollywood's fledgling movie industry grew fond of the festive feeling radiating from this enormous pre-neon sign.

Back in those days, the first studios began flourishing under the Californian sun, making the most of the only thing found in ample supply in the desert, besides sand: the blue, blue sky. Los Angeles was no longer the farthest reaches of the Wild West: it would become the end of Route 66, where settlers would soon be replaced by starlets come to launch their careers in show business. A new Broadway sprung up from nothing and, for a time, claimed to rival Manhattan's prestigious Theatre District. But this gigantic neighbourhood would gradually be deserted between the Great Depression and World War II. The extravagant architecture inherited from the Roaring Twenties in

The Hollywood Sign says a lot about the identity of Los Angeles, this nation of studios tacking and taping together the American dream on the backlots.

By Julien Bouré Photo Jean-Claude Amiel

Manhattan, Chicago and Detroit knelt before as an era of urban efficiency. From then on, the emerging moviemaking capital would shut its fantasies away within the walls of the major studios and the mansions of their biggest stars.

LETTERED LANDMARK

Meanwhile, the "Sign", which had been abandoned with time, wasted quite away. In 1949, the Hollywood Chamber of Commerce was dismayed at the debris, stretching 14 metres high and 110 across, defacing the pristine surface of the Santa Monica Mountains. Especially since its location meant it could be seen from any part of Los Angeles, to the point that one had the impression there were several identical versions placed around the city. At last, it was agreed that the extravagant light bulbs would be abandoned and the "land" suffix dropped, keeping only the remaining nine letters. Once spruced up, the "Hollywood" had to wait a quarter century before finally being classified as a historic-cultural monument in 1973. It had again deteriorated so significantly that archive footage looks like stills from a post-apocalyptic movie.

It was then that the Chamber of Commerce announced a national fund to finance new stainless-steel letters, each costing more than \$27,000. Nine celebrated donors sponsored a letter each, including rocker Alice Cooper, who paid for the O, and Playboy magazine founder Hugh Hefner, who funded the Y. Nevertheless, the site did not achieve protected status until the new millennium. In 2002, a devel-

oper who had just bought the land threatened to subdivide the ridgeline for mansions. When he demanded more than ten times the original value from the City of Los Angeles, the latter once again had to resort to public donations to acquire the property.

MOTION DETECTORS

Nowadays, these nine letters have become an American monument as iconic as the Statue of Liberty or the Grand Canyon. The narrow road that leads to the best views on Rockcliff Drive is packed with visitors seeking a shot of that breathtaking view, as if this quiet residential area did not yet know it had become a major tourist attraction. The Chamber of Commerce even obtained a registered trademark and one of the most protected sites in the country is the 55 hectares of no-man's-land just below the sign, which is surrounded by fencing and has an alarm system combining surveillance cameras and motion detectors.

But how is it that Los Angeles is so attached to this big sign, while some of the most outstanding structures in North America founder in oblivion in Downtown? To truly grasp the soul of the City of Angels, it must be remembered that, throughout its history, fiction had the upper hand over fact. In the Age of Discovery, those in the taverns of Mexico spoke only of this fabulous island of California paved in silver and gold, while not a single European had ever seen the coast. Later, when the West was being won, this place was the ultimate destination for living the American dream, when the frontier was still nowhere near the Pacific. Los Angeles was already an obsession before even seeing the light of day. And such a city will always prefer lovely illusions to harsh realities, shimmering desert mirages to pools of stagnant water in its streets. It hosts the biggest studios on the planet without worrying about living behind the scenes, and embraces, as its consummate symbol, a trestle-mounted fantasy. ■

THESE NINE LETTERS HAVE BECOME AN AMERICAN MONUMENT AS ICONIC AS THE STATUE OF LIBERTY.



ROCK...



CALIFORNIAN CUISINE PUT DOWN ITS ROOTS AT A CROSSROADS, WHERE THE FAR WEST BORDERS LATIN AMERICA ALONG THE PACIFIC. SUCH GASTRONOMIC GALLIVANTING HAS GAMBOLED FURTHER STILL IN THE MULTITUDE OF FOOD TRUCKS ROAMING THE STREETS OF LOS ANGELES, LIKE THE VIZZI TRUCK. BUT IT ALSO FLOURISHES

...ROLL



IN HIGH PLACES, LIKE THE PLUSH COMFORT OF THE CITY'S FIVE STAR HOTELS. AT THE FOUR SEASONS HOTEL LOS ANGELES AT BEVERLY HILLS, CHEF ASHLEY JAMES IS MORE DELIBERATE IN INTERPRETING THIS STREET-BORN CULINARY CROSSBREEDING.

By Julien Bouré Photos Jean-Claude Amiel Production Sandrine Giacobetti

C

CALIFORNIA IS LIKE FRANCE'S PROVENCE, BUT ON AN AMERICAN SCALE, WITH ITS VAST MEXICAN BACKCOUNTRY AND THE PACIFIC STANDING IN FOR THE MEDITERRANEAN. A PLACE WHERE THE FARE IS DOWN-TO-EARTH, SPICY AND MIXED. It springs from an expressive landscape dominated by olive trees, vegetables, prickly pear fruit, citrus and wine grapes. It sways in the breezes of the seasons, fashion trends and overseas influences; it frolics with dietary agility and seasoning sensitivity, effervescing upon the tongue like so many champagne bubbles.

YOUNG CHEFS AT THE WHEEL

This *terroir* is hardy enough to have sprouted up through the dense asphalt of Los Angeles, as evidenced by the spontaneous eruption of a street cuisine that is swiftly becoming one of the defining gastronomic characteristics of this global megalopolis. In recent years, the city's fleet of

taco and hot dog trucks has drawn a new flock of adventurous young chefs at the wheels of their own gourmet food trucks.

These masters of controlled culinary craziness don't hire a staff to whip up their inspirations... their goal is to sandwich as much dining experience as possible into a minimum of space, cutting everything down to the bare bone: menu, prices, prep time, service, even the distance between culinary allegiances. There are countless startling convergences, continental drifts colliding into recipes swayed by Sino-Peruvian, Franco-American or proletarian-gourmet influences. It's like a diner's version of charades, the semantic gesticulations that eventually inspire someone to shout out the right word. Here, perhaps, we are witnessing the genesis of a burgeoning, sewn-together cultural genre that just needs its stitches removed. These micro-restaurants generally make do with just one cooking station: steam, frying,

smoking, wok, griddle... one can sense that talents are stretched to extremes by such confinement, like stadium rock bands that got their start in a garage, the musicians composing with the means at hand before seeing their careers take off, before the cutting-edge gear overwhelms them on stage, before the sold-out concerts for tens of thousands.

Though these mobile kitchens are mushrooming everywhere across the States, they have long had their origins in Los Angeles. Back when this vast web of freeways was still a border town, the pioneers rolled in from the East Coast in covered wagons, including the rolling diner, the chuckwagon.

This type of nomadic housing came back into fashion during the Great Depression, to the point that a Californian firm had the nifty notion of turning the covered wagon into something civilised.

The Airstream Trailer Company created an entire lifestyle from a world that had thus far been marginalised by introducing ergonomics and the comfort of modern materials, like aluminium, vinyl or Bakelite. Deep within the soul of Los Angeles there is still undeniably this penchant for an "aes-

DAVID FUÑE IS THE GASTRONOMIC GENIUS BEHIND THE VIZZI TRUCK, ADDING HIS OWN CALIFORNIA TWIST TO ITS FAR EAST-FAR WEST DOUBLE HELIX.

thetic drifter" experience. While most food trucks tend to crisscross L.A., some have settled in Venice Beach, near where Route 66 craftily tips the masses of Go-West pilgrims into the Pacific. Quite a few mobile restaurateurs actually park directly on the sand, eyes glazing over ...



VIZZI TRUCK

Mobile kitchens are mushrooming across Los Angeles. In the mysterious, cramped quarters of oversized vans like the Vizzi Truck, Californian cuisine experiences a renaissance with each new day.



as they dream of the success of Kogi, the Latin-Korean fusion barbecue enterprise run by Chef Roy Choi, who now has a fleet of food trucks and even managed to secure a permanent eatery in Chinatown. Among the newcomers is David Fuñe, the gastronomic genius behind the Vizzi

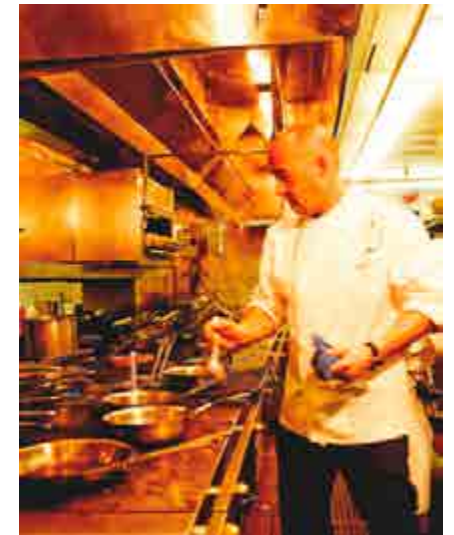
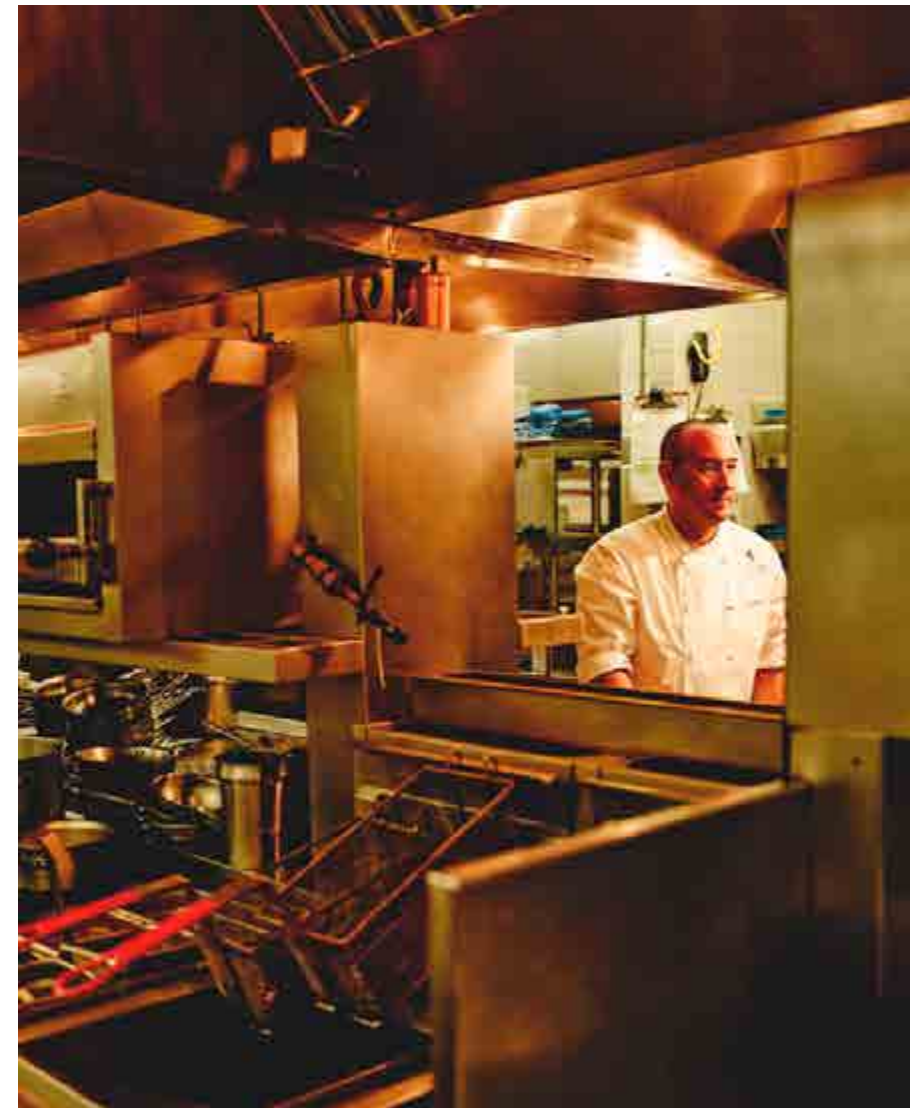
spuds steeped in garlicky oil, fried, then topped with horseradish-bleu cheese sauce.

FOOD FUSION

This diversity, so characteristically Californian, is thriving just as well along the Los Angeles pavements as it is on the red carpets at five-star hotels. Take the Four Seasons Los Angeles at Beverly Hills, with a team of 60 chefs, which has its own wheeled version of the cuisine that never sleeps, this from an institution strong enough to withstand the impact of the glitzy pre-

miere banquets that are so routine in Hollywood. During the Oscars, Golden Globes and Grammys, an average of 150 breakfasts briskly and simultaneously rise to the rooms, without more than 30 minutes ticking by from order to delivery. Oversight of this military discipline falls on the

Truck, adding his own California twist to its Far East-Far West double helix. Truffle popcorn. Sliders made of Wagyu beef (a heavily marbled Japanese cattle breed) and chimichurri-creme sauce (from Argentina), all tucked into small, sweet Hawaiian buns. And confit potatoes:



shoulders of Ashley James, an English chef who, having spent five years in France, three in Spain, two in Singapore, another three in Mexico and three in Buenos Aires, hailed Angelenos' spirited taste for fusion cuisine, as it gives him the chance to mix and match his international experience. The brunch he fussily presents every Sunday is a culinary Tower of Babel with dining dissonances that are harmonised with truly symphonic sensitivity.

WORLD CUISINE

WITH CALIFORNIAN CHIC

The brunch boasts fish from the four oceans: raw in the form of sushi or gravlax style, marinated Peruvian ceviche-style, smoked with alder wood; plain, garlic or chipotle-sauce shrimp; a juice bar looming across from a breakfast station that will whip up waffles or omelettes or grace your plate

with homemade pastries and eggs Benedict with Choron sauce (a tomatoey Hollandaise sauce) of such aesthetic perfection that one would think they were hothouse-raised under grow lights. A meat station groans beneath steaks, ham on the bone, rotisserie porchetta, a leg of suckling

lamb straight from the oven and a pot of beef braised in red wine that's so tender you could eat it with a spoon. Farther on are stacked baskets of steaming dim sum, a Cantonese breakfast staple, while those who like waking up briskly, mariachi style, head for the made-to-order ...

THERE ARE COUNTLESS STARTLING CONVERGENCES, RECIPES SWAYED BY SINO-PERUVIAN, FRANCO-AMERICAN OR PROLETARIAN-GOURMET INFLUENCES.

DURING THE OSCARS, GOLDEN GLOBES AND GRAMMYS, AN AVERAGE OF 150 BREAKFASTS BRISKLY AND SIMULTANEOUSLY RISE TO THE ROOMS.

corn tortillas served with sauces from chilies forcibly amalgamated by a traditional lava-rock mortar. Not to mention gluten-free dishes, a flowing chocolate fountain, a veritable donut carnival, a salad bar with market-fresh produce, a cereal banquet, and even a kids' section, where one comes across a few adults surreptitiously load-

THE RESTAURANT MENU PUSHES THE ENVELOPE FURTHER STILL BY INTERPRETING THESE FARAWAY FOODS WITH CALIFORNIAN CHIC.

ing their plates with fresh macaroni and cheese and elaborately frosted cupcakes.

The scope of the banquet leads hurried sorts to sprint a hundred metres before stopping, breathless, at their table, brushing past connoisseurs who approach the buffet like a long-distance contest, demonstrating the patience of

a marathoner. The restaurant menu pushes the envelope further still by interpreting these faraway foods with the universal condiment of Californian chic. A vitamin-packed, seared tuna salad with watermelon radish, prime rib and red wine sauce spiced with Mexican peppers and served with parmentier potatoes, grilled corn and tomato chimichurri. Crispy tortillas with a vegan filling of red onions, guacamole, lime, jicama and sesame seeds. And then there is the affogato, which the pastry chef used as an excuse to order a Nespresso machine: coffee served with a scoop of vanilla ice cream topped with Mexican bitter chocolate, cotton candy and a few still-warm churros. ■

VIZZI TRUCK

FOUR SEASONS

You'll find the address and website in the back of the magazine.

Beet and burrata salad

SERVES 4

PREPARATION TIME: 15 minutes

COOKING TIME:

1 hour 40 minutes

INGREDIENTS: 1 bunch baby Candy-Stripe beetroots - 1 bunch baby radishes with tops - 50 g toasted hazelnuts - 225 g burrata - 6 cl sherry vinegar - 6 cl olive oil - 3 cl vincotto (condiment) - salt - pepper.

The roasted beetroots:

2 large red beetroots - 1 bunch baby yellow beetroots - 2 sprigs thyme - 60 ml extra virgin olive oil.

Wash all the beetroots.

Season them with olive oil, a sprig of thyme, salt and pepper. ■ Wrap the two large beetroots in aluminium foil and place them on a baking sheet. Bake at 180°C (gas mark 4). ■ After an hour, wrap the baby beetroots in aluminium foil with the remaining thyme and place separately in the oven.

■ Continuing cooking for 40 minutes until centres are tender. ■ Allow to cool, peel, cut into cubes and season with vinegar, olive oil, salt and pepper.

■ Wash the striped beetroots and radishes (set a few tops aside) and slice them with a mandoline slicer. ■ Arrange radishes and both cooked and raw beetroots attractively on a plate. ■ Cut the burrata into three pieces and add to arrangement, sprinkle with hazelnuts, scatter a few greens over the top, then dress with the vincotto and olive oil.



Grilled sirloin with tomato chimichurri

SERVES 4

PREPARATION TIME: 20 minutes

COOKING TIME: 40 minutes

INGREDIENTS: 450 g beef sirloin. **The chimichurri:** 450 g cherry tomatoes - 170 g finely chopped sun-dried tomatoes - 4 tbsp. chopped chives - 4 tbsp. minced shallots - 25 cl + 2 tbsp. olive oil - 2 tbsp. red wine vinegar - a pinch of chili pepper - 1/2 tsp. dried oregano - 2 tsp. chopped parsley - sea salt - fresh-ground black pepper.



Napa Valley sauce:

2 shallots - 2 tbsp. olive oil - 6 black peppercorns - 2 garlic cloves - 25 cl Napa Valley cabernet - 50 cl veal stock - 1 bouquet garni (bay leaf, coriander, parsley) - 1 tsp. butter.

Mix the halved cherry tomatoes in 2 tablespoons of olive oil. Let them dry, pulp side up, on a baking sheet at 150°C (gas mark 2) for 20 minutes. ■ Mix with the remaining ingredients, season with salt and pepper. ■ Caramelize the chopped shallots in olive oil. Add the peppercorns and chopped garlic. ■ Deglaze with the wine, reduce by half, add the veal stock and the bouquet garni, reduce by half, add a tablespoon of butter, strain the sauce.

■ Grill the meat on both sides over high heat. Place it in a dish, cover with chimichurri. Drizzle with the sauce. *The meat can be served on a bed of parmentier potatoes and pancetta.*

Recipes adapted from Four Seasons dishes.

ASHLEY JAMES

Head Chef at the Four Seasons Los Angeles at Beverly Hills, he travelled the world before landing in L.A. and feels quite at home with the global fusion spirit of Californian cuisine.



The misuse of alcohol is dangerous for your health. Please drink responsibly.

LATTE ART

FROTH HEIGHTS

How did the frolicsome froth fascination of an Italian café server, well-meaning attention given a cappuccino's finish, become the Latte Art phenomenon on America's West Coast, with its own stars and world championships?

By Julien Bouré



THE UNITED STATES HAS, ON OCCASION, APPROPRIATED SOME NOTEWORTHY FOREIGN INVENTIONS FOR THE SAKE OF IMPROVING AND DISSEMINATING THEM. THUS IT IS THAT SERGÉ DE NÎMES BECAME DENIM AND MESOAMERICA'S NATURAL LATEX CHICLE BECAME CHEWING GUM. SIMILARLY, LATTE ART IS A DESCENDENT OF THE LEGENDARY CARE TAKEN BY ITALIAN CAFÉ SERVERS IN FINISHING THEIR CAPPUCCINOS WITH AESTHETIC FLAIR. But this savoir-faire truly hit its global stride in the 1980s. It all started in Seattle, in the northern, temperate, brainy tip of America's West Coast. In this northern San Francisco-esque city, coffee shops began to spring up on every street corner, and the obscure art of the baristas became a sought-after career, oft begun at an age when one typically decides to form a rock group. This groundswell soon spread its tendrils toward California (carrying the dandyish Portland along with it), where it found itself face to face with the new trend of "specialty coffees" (high-quality, traceable, purchased at the source and minimally roasted). Then the tidal wave unfurled in a region of discriminating tasters overseeing the Western Hemisphere's most fabulous vineyards between California and British Columbia, the Napa and Okanagan Valleys.

A PROPHET

Now let's get back to Seattle in the Eighties. A former expert metrologist from the aerospace industry started to steep his obsession with accuracy in the world of café-owners. His name was David Schomer, and this prophet of Latte Art had just founded the Espresso Vivace coffee shop. This is where the famous bas-reliefs shaped in rosettes or hearts were first composed on the froth of a cappuccino, the same that are now systematically reproduced by baristas the world over. Then more complex patterns followed, still using the milk's white colour to draw within the brown tones of the crema (the emulsified oil film resulting from coffee's extraction by an espresso machine). Two "disciplines" have since gained widespread popularity, from which we must obviously exclude stencilling done with cocoa powder, execution of which is within anyone's reach. The most traditional makes use of the froth's flow at the moment a barista makes a cappuccino. This technique is halfway between marksmanship and painting a fresco on quick-set plaster: it requires a

technical skill that is at once confident and intuitive, because a successful creation is helpless against the slightest wrong move. Less acrobatic, but more decorative and sometimes of dumbfounding realism, the etching method entails drawing, not with the froth, but in the froth with a small stick, like a coffee stirrer, and a bit of chocolate for colour. The way was paved for this minor revolution by the research of another Seattle citizen, bartender Jack Kelly, to whom his disciples owe development of a froth with the perfect sculptural properties necessary for true creation. Before the advent of Mr Kelly, cappuccino was topped with a dry, thick-grained foam, as thin and fragile as dry ice. By incorporating less air and better distributing the air through the milky substance, he managed to improve the malleability of this material in suspension. The moist froth is the marble block that every barista should know how to produce, in the same way that the sculptors of old were first stonemasons.

PERFORMANCE BY DEGREE

The era of heroes was followed by that of champions. The trailblazers of Latte Art had imbued the Australians, English, Scandinavian and Japanese with their passion, all of whom, once back home, developed their own forms of expression. All this eventually led to someone deciding to hold veritable coffee Olympics, with latte art as the key category. These competitions were probably an attempt to shape the mushrooming generation of baristas, who still sorely lack professional training. In contrast with chefs who usually serve apprenticeships alongside prestigious kitchen staffers, a server's virtuosity is often the result of isolated initiative. The intensive training triggered by preparation for a sporting event sweeps these devoted souls to unforeseen degrees of performance, in just the same way athletic competitions are often the time when records are broken. These games serve as experiments in a closed environment, prior to their being applied in the real world. Yesterday's fabulous feats then become democratized, then ricocheting off the demands of the general public, which has a lessening tolerance for so-so cappuccino. Thus, Nespresso designed Machines like the Lattissima Pro, a "barista" for you and you alone, to tuck away between your toaster and blender. ■

There are famous moviemaking occupations, such as actor, director, scriptwriter, cameraman or costume designer.. And then there are the technicians working in the shadows to keep the set shining bright.

By Julien Bouré Photos Jean-Claude Amiel Production Sandrine Giacobetti

SILENT MOVIEMAKERS

TARPON LONDON STAND-IN

This profession is a hodgepodge of a hard-to-categorise breed. Some stand-ins work with a specific star and share their influence, others specialise in a specific domain, sport or musical trend. And some take risks instead of the actors: stuntmen and stuntwomen are the aristocracy of the genre. Tarpon replaces basketball stars during the long stretches of technical adjustments before standing aside for them once the team is ready to shoot. But this alternate for NBA athletes like Kareem Abdul-Jabbar and Shaquille O'Neal readily admits that he is more or less incapable of putting a ball through the hoop. Paradoxically, having any basketball talent is of less than secondary importance in his profession. His unusual stature and availability have been the most critical assets to his career. "When top athletes are in an ad, they rarely agree to go through the set-up phase, which can last for several days. I patiently pave the way for them until everyone's ready to shoot a sequence that's actually less than 45 seconds long." Tarpon hires himself out for the rehearsals, during which the lighting will be adjusted, the cameras will be placed, the plot will be tweaked. Then he briefs the star and sometimes takes part in the shooting. "A star under contract with a brand of razors refused to shave in front of cameras. So they needed my jaw for the shoot."



RODOLPHE GUENODEN ANIMATION SUPERVISOR

A designer at Dreamworks since that monumental animation studio first got started, the *Kung Fu Panda* series was born under his watchful eye. Shortly after taking part in the project's development, this martial arts fan became the undertaking's linchpin. It all began with a juxtaposition of "kung fu" and "panda" that management found amusing. Rodolphe kept a close eye on development of the characters to be sure the original farce became something that was true to Chinese culture and especially the comedic tradition of Hong Kong cinema, represented by emblematic figures like Jackie Chan and Sammo Hung. To be sure the moves were technically consistent with the unusual mechanics of Chinese boxing, he even put his panel of 300 technicians through an intensive physical and cinematic training programme. Rudolph is an old-school designer. He breaks down each movement in pencil sketches and gives them to the graphic designers to scan. "I still don't express myself well through the medium of IT. For me, giving up hands-on contact with paper is like moving from a native language to a second language." The astounding realism of his animation work has all been drawn from scratch. It is reminiscent of pantomime, where the whole trick is to create a personality by selecting the most expressive postures and gestures.

THE IMPORTANT THING IS TO MAKE WHAT'S FAKE APPEAR REAL



DAWN SWIDERSKI ARTISTIC DIRECTOR

"Few people know who we are," admits Dawn, who is still struggling to define her exact role on the set. She oversees the design of a film's broader world in a way that is consistent with the script's intentions. "We bring together the skills and talents that are best able to satisfy the director's needs. Then we have to create the design, pick the shoot locations and just do what has to be done so that, once it starts up, that big machine moves straight ahead without hitting the verge." Quite accustomed to big-budget moviemaking (*Angels and Demons*, *X-Men: First Class*, *Spiderman 3*) she recently completed work on *Transcendence*, a sci-fi thriller headlined by Johnny Depp and Morgan Freeman. "We had to create futuristic labs, high-tech equipment, check with university researchers on the latest developments in artificial intelligence..." The important thing is to make what's fake appear real, a realism that triggers emotion. To make a director's dream a reality, while bearing in mind all the relevant limits, especially budgetary constraints. Dawn sets the stage through which the filmmaker will take his camera. "You know, some sci-fi movies inspired generations of engineers and scientists. And sometimes they realise, even a decade or two later, that the movie business didn't anticipate the future, it *suggested* it."

LEAH RIAL MAKE-UP ARTIST

"I'm a sophisticated tool in the hands of the director. Generally, when actors arrive on a set, they should no longer have wrinkles, dark circles or pimples. But sometimes they're asking us for the exact opposite: exaggerate the flaws, dramatically wither the skin..." Whether she is instructed to upgrade or degrade a face, this former beautician strives to do so without altering the face's expressiveness, and without making it laughable with excessive artifice. In her eyes, makeup should be more revealing than a mask. Nevertheless, there is an application of this delicate craft that borders on special effects. Everything from fake injuries to the complete transformation of the lead actor of *Elephant Man* to the trompe l'oeil of a robot skull inside Arnold Schwarzenegger's face in *Terminator*. After long working in the movie business, Leah's career is now focused on prepping stars before an awards ceremony, a photo session or an advertising shoot. She insists there is no miraculous formula: "It's a creative process that's adapted to each face. My career began in a cosmetics shop, where I was the top saleswoman because I knew how to make my customers look their best. What I do today isn't all that different. It means tuning into the desire and making it a reality."



LOS ANGELES HAS FAR FROM REVEALED ALL ITS SECRETS

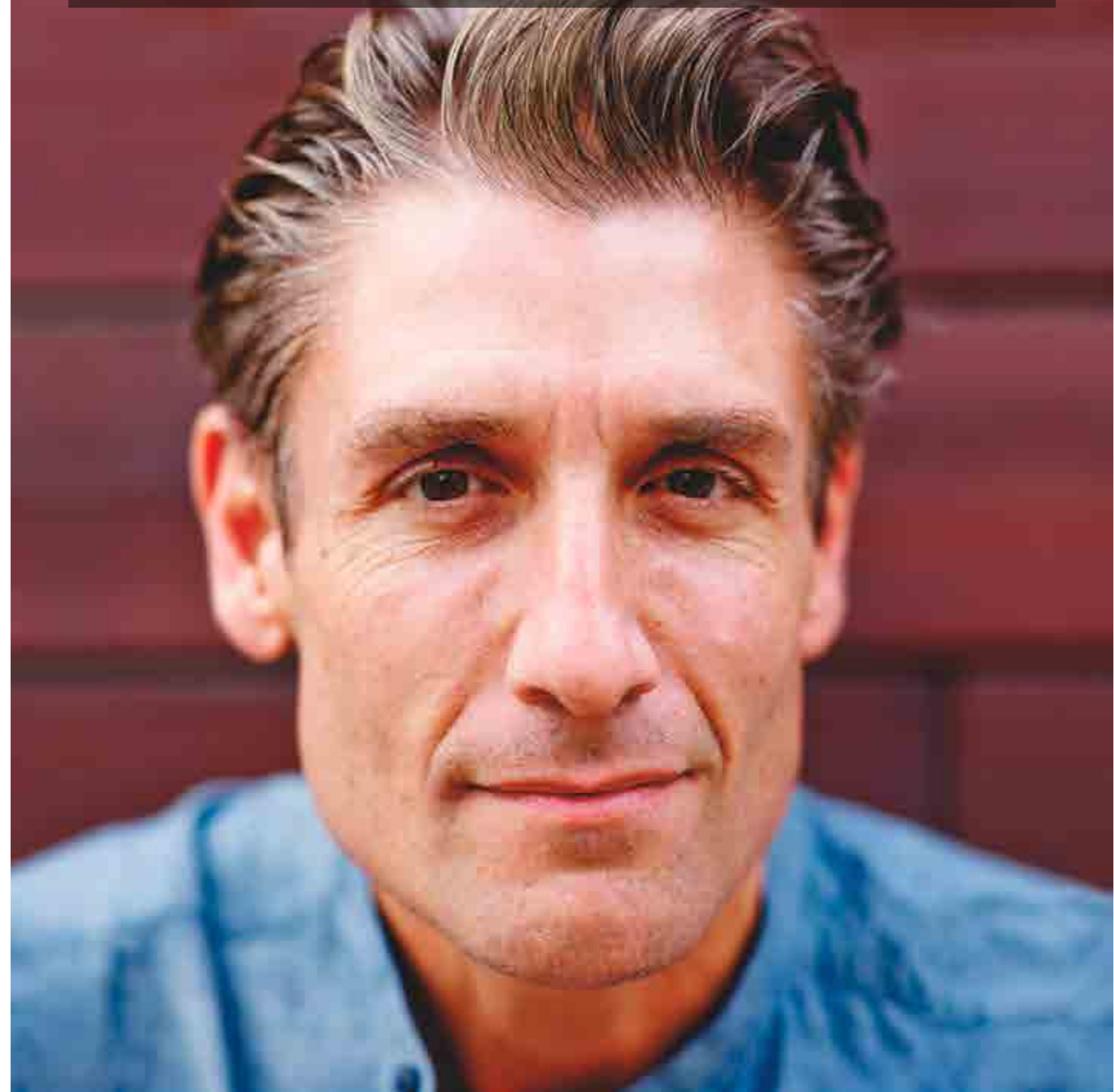


CHRIS BAUGH LOCATION MANAGER

Argo, Angels and Demons, The Italian Job, Transcendence... Chris gave each of these movies a backdrop, landscapes across which their stories unfolded. "It's detective work that requires informants, detailed studies and covering a lot of ground." Though he has been scouting for a number of years, Los Angeles has far from revealed all its secrets to this professional explorer. "The project I'm involved in right now is set in the dives of Koreatown. It's a shady world that the director wants to shoot in for the sake of verisimilitude. I'll spend three nights a week there, until I find a way in." To make *Angels and Demons*, with a plot that takes place in Rome, a number of shots were taken in the Eternal City and projected onto green screens in Los Angeles that were set up at the edge of a car park the size of five football pitches, with the ground painted to look like ancient paving stones. Chris' responsibilities also have a major logistical dimension: managing the relocation of a family to be able to use their mansion for a shoot, convincing the neighbours to postpone a wedding because the lead actor isn't available any other day. Turning an upscale neighbourhood into a post-apocalyptic set, with doors hanging off their hinges and streets buried under mounds of sand. Convincing a small-town mayor to let the crew "crash" a helicopter downtown...

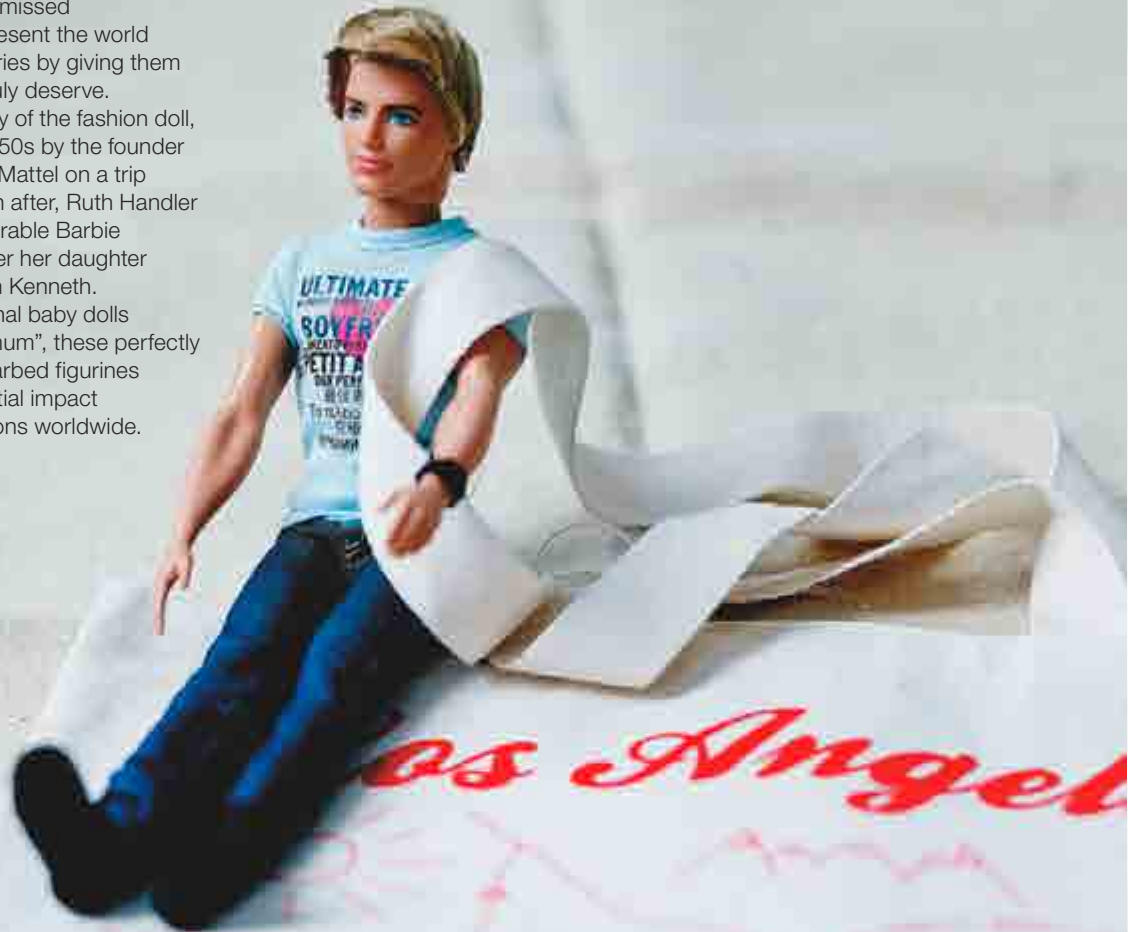
LOUIS TOCCHET ASSISTANT DIRECTOR

He's the director's *aide de camp* in the theatre of operations. "I make sure the shooting is set up and unfolding as it should, to take that load off the director. It's just as easy for him to get absorbed in his work and forget everything else as it is for him to get absorbed in everything else and forget what we're doing." So many decisions must be made about the set, the tech crew, the cast, that the filmmaker might lose the thread of the magic, the happy happenstance that takes place in front of the camera. Louis organises the lush detail of the little garden called the set: he lets each plant grow in its own place, making sure they don't overwhelm one another, to create a generally harmonious landscape. But triggering "windfall moments" in such a strict framework is a tough job, one that is increasingly dependent on the director's temperament. "There are perfectionists who want to keep the least detail under their thumb, put each puzzle piece in place themselves – like David Fincher, James Cameron and Martin Scorsese – and those who are intuitive, in touch with how the whims of fate come into play in a shoot, like Terrence Malick and Ridley Scott. With some, you have to follow instructions; with others, the job is one of creating order out of chaos." But, in every case, the film is like a journey: it can only be unexpected. It is the unexpected that gives the work its flavour and piquancy, rather than some schedule of encounters established before heading out the door.



The fashion doll

California has rarely missed an opportunity to present the world with bizarre discoveries by giving them the attention they truly deserve. Thus was the destiny of the fashion doll, discovered in the 1950s by the founder of toy manufacturer Mattel on a trip to Switzerland. Soon after, Ruth Handler rolled out the inseparable Barbie and Ken, named after her daughter Barbara and her son Kenneth. Far from the traditional baby dolls meant for "playing mum", these perfectly proportioned and garbed figurines would have substantial impact on appearance canons worldwide.



American innovations are part of our everyday lives, from the light bulb to the zip to the barcode. Here are seven inventions from the Golden State, which, appropriately, chose "Eureka!" as its state motto.

*By Julien Bouré Photos Jean-Claude Amiel
Production Sandrine Giacobetti*

Californian inventions

The skateboard

One of California's biggest regrets is that it didn't invent surfing, a form of recreation forever associated with its coastline. But California would not be satisfied with merely making this Polynesian leisure into a lifestyle, a sport, and even a professional federation. The state rejigged it to be doable on dry land. The newly wheeled board was perfectly suited to the tarmac breakers found in the big cities. And today, skate parks are as common as swimming pools, playing fields and pitches.





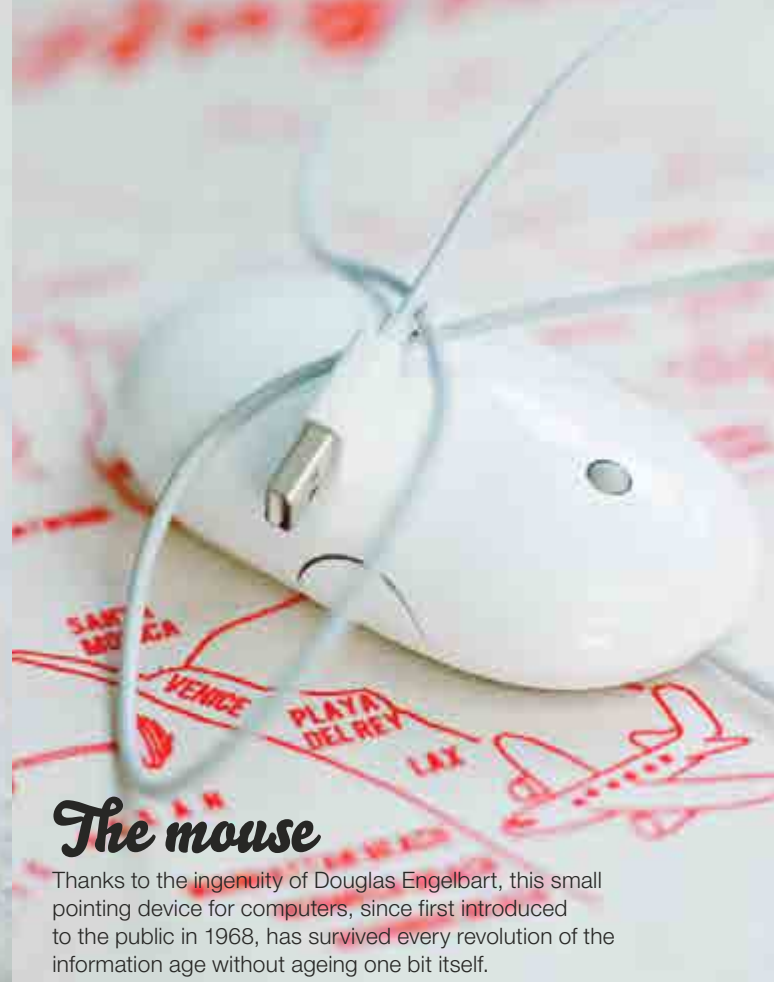
Irish Coffee

Invented in an Irish airport in the late 1930s to warm frozen travellers from the inside out, this whiskey-spiked Viennese coffee was resurrected fifteen years later by a San Francisco bartender at the request of a sentimental customer.



Denim

From the long and nearly unpronounceable French name *serge de Nîmes*, "denim" is all that remains. This sturdy fabric was popularised by a certain Levi Strauss during San Francisco's Gold Rush days.



The mouse

Thanks to the ingenuity of Douglas Engelbart, this small pointing device for computers, since first introduced to the public in 1968, has survived every revolution of the information age without ageing one bit itself.



The Caesar salad

Invented in Baja California by an Italian restaurant owner who had moved to Tijuana (the Mexican half of San Diego) to escape Prohibition. He patented the recipe in 1948 and made a fortune selling his special Caesar salad dressing.

The misuse of alcohol is dangerous for your health. Please drink responsibly.

The Airstream travel trailer

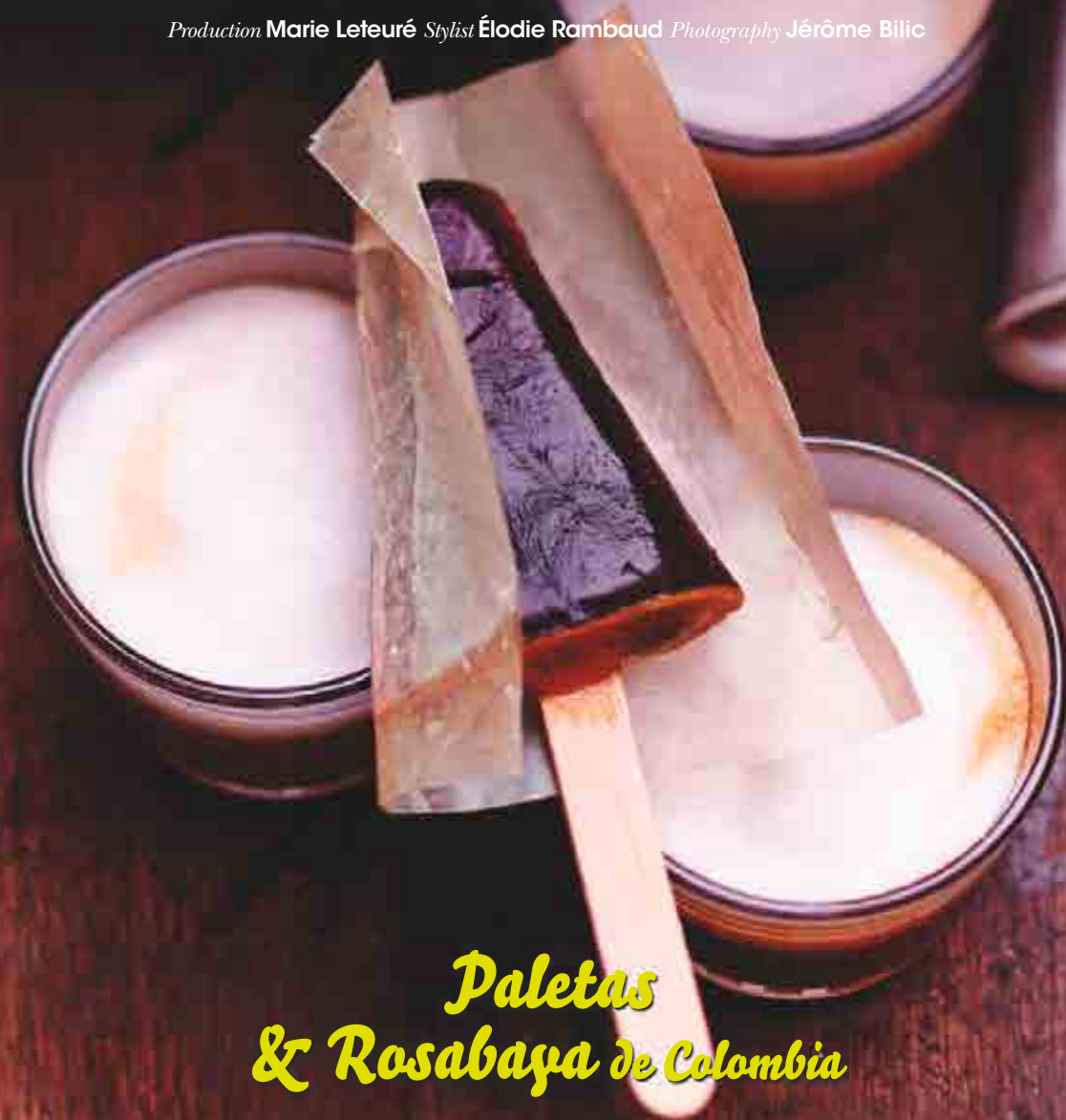
The old covered wagons that carried pioneers to the West inspired an entire new lifestyle in Los Angeles. For it was here, in 1934, that the Airstream Trailer Company was founded, launching a new trend in mobile lodging with its luxury silver caravans that are now as sought-after as vintage automobiles. The aluminium hulls' aerodynamics are thanks to the skills of a craftsman who paved the way for Charles Lindbergh's first non-stop, cross-Atlantic flight. And the modern interiors are so comfortable that Airstreams are still used today to house travelling U.S. officials.



Iced Coffee

SIX FROZEN DESSERTS FOR A NEW AND REFRESHING COFFEE RITUAL.

Production Marie Leteuré Stylist Élodie Rambaud Photography Jérôme Bilic



Paletas & Rosabaya de Colombia

SERVES 6

PREPARATION TIME: 10 minutes

FREEZING TIME: 4 hours

INGREDIENTS: 6 Rosabaya de Colombia capsules (6 x 40 ml). **The paletas:** 9 Rosabaya de Colombia capsules (9 x 40 ml) - 20 cl water - 50 g sugar.

Melt sugar in boiling water. ■ Add the 9 Grands Crus, allow to cool and pour into popsicle moulds. ■ Leave in freezer for at least 4 hours. **Serve with a Rosabaya de Colombia chilled latte:** froth 120 ml of cold milk in an Aeroccio (or with an electric mini-beater or hand-mixer). Pour the milk and froth into a Recipe glass, followed by the Grand Cru.

Ritual Water Glass (Nespresso - Andriée Putman design).

S'mores & Vanilio



SERVES 6

PREPARATION TIME: 20 minutes

COOKING TIME: 15 minutes

COOLING TIME: 2 hours

INGREDIENTS: 6 Vanilio capsules (6 x 40 ml).

One bar of dark chocolate, regular thickness.

Biscuit: 180 g flour - 100 g icing sugar - 100 g butter - 40 g crushed almonds - 40 g chopped almonds - 1 egg - a pinch of salt. **Marshmallow:** 2 egg whites - 125 g sugar - 25 g honey - 6 tbsp. water - 4 gelatine sheets - 30 g icing sugar - 30 g corn starch. **Topping:** 50 g dark chocolate - 5 cl single cream.

Preheat the oven to 180°C (350°F, gas mark 4). ■ Place flour, sugar, butter, almonds and salt in a food processor, add the

egg and mix until it forms a ball. ■ Spread mixture in to a 5 mm-thick rectangle on a sheet of greaseproof paper. Prick with a fork, pre-cut into 12 small rectangles, and bake for 15 minutes allow to let cool. ■ For marshmallow, soak gelatine in cold water. ■ Boil sugar, water and honey for 5 minutes on a high heat. Remove from burner and add drained gelatine. ■ Froth egg whites and pour in syrup, while whisking, until mixture cools. ■ Mix icing sugar and corn starch. Using a sieve, dust half the dry mixture into a rectangular mould, pour marshmallow on top and sprinkle with remaining mixture. ■ Chill for 2 hours. ■ Heat chopped chocolate and cream, stirring constantly. ■ Layer biscuit, chocolate, marshmallow, melted chocolate and biscuit. **Serve with an affogato-style Vanilio:** place a small scoop of vanilla ice cream in a glass and prepare the Grand Cru on top.

Brownies, coffee ice cream & Arpeggio

SERVES 6

PREPARATION TIME: 30 minutes

COOKING TIME: 20 minutes

MIXING TIME: 20 minutes (ice-cream maker)

INGREDIENTS: 12 Arpeggio capsules (12 x 25 ml).

Ice cream: 50 cl milk - 1 vanilla pod - 2 Arpeggio capsules (2 x 25 ml) - 180 g sugar - 6 egg yolks - 200 g cream. **Brownie:** 3 eggs - 200 g sugar - 100 g dark chocolate - 150 g butter - 80 g flour - 1 tbsp. cocoa - 60 g walnuts - a pinch of salt.

Heat milk with vanilla and let steep. ■ Whisk egg yolks and sugar until mixture whitens. Stir in hot milk, and then pour mixture into pan and cook over a low heat for 8 minutes,

stirring constantly. ■ Remove from heat, add cream and 2 Arpeggio capsules. Allow to let cool, then place in an ice-cream maker for 20 minutes until set. ■ Heat oven to 180°C (350°F, gas mark 4), line a square pan with greaseproof paper. ■ Break chocolate into pieces and melt with butter in a double-boiler, and smooth mixture with a whisk. ■ Beat eggs and sugar until mixture whitens. Add flour, chopped nuts, cocoa, salt to melted chocolate and butter mixture. ■ Pour mixture into the pan and bake for 20-25 minutes. ■ Cool. Cut brownie into six pieces, slice thickness-wise into an open-face base, top with coffee ice cream and serve.

Serve with an americano-style Arpeggio: prepare two Grands Crus for each Recipe Glass and add 200 cl hot water.

SERVES 6

PREPARATION TIME: 45 minutes

COOKING TIME: 12 minutes

MIXING TIME: about 1 h (ice-cream maker).

Store-bought ice cream can also be used.

INGREDIENTS: 6 Cosi capsules (6 x 40 ml).

Ice creams. *Almond:* 125 g toasted blanched almonds - 30 cl single cream - 60 cl milk - 120 g sugar - 1 egg white. *Strawberry:* 500 g strawberries, cut into pieces and frozen - 1 egg white - 50 g sugar. *Yogurt:* 500 g plain yogurt - 200 g sugar - 20 cl water. *Lime:* 12 cl lime juice - 12 cl water - 20 cl cane syrup. **Biscuits:** 150 g flour - 1 tbsp. cocoa - 150 g brown sugar - 12 cl oil - 1 egg - 125 g raspberries - 10 cl single cream - 1 tsp. white vinegar - a pinch of salt.

To make ice creams. **Almond:** heat milk and cream. Add chopped almonds and allow to cool. ■ Boil sugar in 3 tbsp. water for 5 minutes. Whip egg white until stiff, then add

boiling syrup and leave to cool. ■ Mix filtered almond milk and place in ice-cream maker for 20 minutes until set. **Strawberry:** place frozen strawberries, icing sugar and egg whites in a mixer bowl and mix until becomes a sorbet consistency. **Yogurt:** boil sugar and water for 5 minutes. ■ Mix cold syrup into yogurt. Place in ice-cream maker for 20 minutes until set. **Lime:** mix lime juice, water and cane syrup. ■ Place in ice-cream maker for 20 minutes until set.

To make biscuits: heat oven to 180°C (350°F, gas mark 4). Place ingredients in food-processor bowl and blend into a thick batter. ■ If it sticks, add flour. ■ Place small mounds on a baking sheet lined with greaseproof paper and bake for about 12 minutes. ■ Assemble the sandwiches in pairs, combining two flavours for each pair, pairing either strawberry and almond or lime and yogurt. ■ Use a pastry ring if needed. Store ice cream sandwiches in freezer.

Serve with a Cosi.

Strawberry-almond milk or lime-yogurt ice cream sandwiches & Cosi

Cookies and triple-berry ice cream & Dharkan



SERVES 6

PREPARATION TIME: 30 minutes

COOKING TIME: 15 minutes

SETTING TIME: 1 hour

INGREDIENTS: 6 Dharkan capsules (6 x 25 ml).

Cookies: 200 g flour - 1/2 packet baking powder - 200 g sugar - 1 egg - 1 pot plain yogurt - a pinch of salt - 50 g icing sugar - 1/2 egg white - lemon juice.

Ice cream: 500 ml strawberry ice cream - 500 ml frozen yogurt mixed with 125 g frozen blueberries and 125 g frozen raspberries.

Heat oven to 180°C (350°F, gas mark 4), remove oven baking tray and line with baking paper. ■ In a food processor, mix flour, baking powder, sugar and salt for 2 seconds, then add the egg and yogurt. ■ Blend in spurts until the mixture forms a dough ball. ■ Flour hands, shape dough into small balls and place on baking tray. ■ Bake for 15 minutes and leave to cool. ■ Mix icing sugar, egg white and 4 drops of lemon juice. ■ Decorate cookies using a spoon, leave to set for 1 hour. ■ Serve by horizontally sandwiching together 2 scoops of ice cream and 3 cookies. **Serve with a Dharkan.** For milk-recipe lovers, prepare a Ristretto macchiato: in a glass, pour 50 ml warm milk (30 ml frothed with an Aeroccino or mini electric whisk), add the Grand Cru.

Ritual Ristretto Cup (Nespresso - Andriée Putman design) - Plate (Rina Menardi) - Ritual Recipe Glass (Nespresso - Andriée Putman design).

SERVES 6

PREPARATION TIME: 20 minutes

COOKING TIME: 5 minutes

FREEZING TIME: 24 hours

INGREDIENTS: 6 Decaffeinato Lungo capsules (6 x 110 ml). 500 g vanilla ice cream - 1 jar Amarena cherries (250 g) - 25 cl single cream - 50 g icing sugar. **Icing:** 100 g sugar - 10 cl water - 50 g cocoa - 80 g single cream - 4 gelatine sheets.

Slightly soften ice cream at room temperature to a workable consistency. ■ Thoroughly drain syrup from cherries.

- Whip single cream into peaks, adding sugar halfway.
- Mix cherries with ice cream, then lightly stir in whipped cream. ■ Pour mixture into a loaf pan, cover with plastic wrap. Place the terrine in freezer and freeze for at least 12 hours. ■ Soak gelatine sheets in a bowl of cold water.
- Boil sugar with water, cocoa and cream for 5 minutes, add drained gelatine, let cool. Turn out terrine, pour gelatine mixture over it, place back in freezer for another 12 hours.
- Slice terrine and serve.

Serve with a Decaffeinato Lungo frappé: fill a Recipe glass 3/4 full with crushed ice, pour Grand Cru over ice.



Amarena ice cream terrine & Decaffeinato Lungo

The Lattissima Pro boasts all the latest Nespresso technology for making coffees with frothed milk. This robust and indefatigable machine gives you top-of-the-line professional features, yet is conveniently sized for home use.

By Julien Bouré Photos Jean-Claude Amiel

CYBER- BARISTA



THE COFFEE CRADLE

As its name suggests, the new Grand Cru Bukeela **ka Ethiopia** expresses the aromatic identity of coffees from Ethiopia. This is Nespresso's tribute to the diversity of this country of the Great Rift Valley, an African region that is the birthplace of all the world's Arabicas, and where the coffee tree still thrives as it did in the wild.

By Julien Bouré

Photos Olivier Gachen





G. Perdo

and the storehouse of its genetic diversity. It is said that the word “coffee” comes from *Kaffa*, the name of an Ethiopian province where the coffee plant still grows wild in enormous, sprawling forests. As to why this shrub that spontaneously appeared on the Horn of Africa was christened “Arabica,” that can be explained by the fact that trade of its beans was once controlled by the merchants of the Yemeni port of Mocha, where only a slender inlet separates Arabia from the former Ethiopian coast.

These Red Sea sailors were the sole coffee exporters for several centuries, but also the first to grow the plant outside its original territory. Arabica comes from a paradise high above the clouds. From a “lost world” in the country’s highlands, sheltered from the rest of the planet by the Great Rift Valley. In fact, Ethiopia, along with China and India, is one of mankind’s oldest civilisations. Back in the day when the first European kingdoms were slow to take root in the ruins of the Roman Empire, this original society

had already been thriving since time immemorial. Its culture has survived the centuries, preserving the use of early Christian rites, a learned language, an ancient alphabet and sophisticated gastronomy. Forty years ago, Ethiopia was still ruled by a dynasty of Magi of biblical ancestry, whose very long reign fuelled the wildest hopes, from the Crusades through the Jamaican Rastafarian movement. ...

A SANCTUARY OF COFFEE DIVERSITY

Ethiopia is the source of Arabica coffees and the ultimate genetic reservoir of all their varieties. Nespresso pays tribute to this immense coffee paradise in a new Grand Cru Pure Origin.

IN THE NESPRESSO COFFEE SYMPHONY, THE GRANDS CRUS PURE ORIGIN PROVIDE THEIR OWN UNIQUE NOTES. EACH IS THE INTERPRETATION OF THE TYPICAL AROMATIC CHARACTER OF A MAJOR COFFEE-PRODUCING COUNTRY, SPOTLIGHTING ITS COMPLEXITY THROUGH A BLEND OF THE MOST EXPRESSIVE LOCAL SOURCES. Rosabaya *de Colombia* recreates the balance and fruity aromas specific to the coffee crops of Colombia; a blend of Red and Yellow Bourbons give *Dulsão do Brasil* a distinctive mellowness that is almost sweet, while *Indriya* from *India* possesses an inimitable, spicy potency.

DEFINING A TASTE IDENTITY FOR ETHIOPIA PROVED TO BE A PARTICULARLY DIFFICULT TASK.

Defining a taste identity for Ethiopia proved to be a particularly difficult task, given its vast variety of coffees with a delicate, floral freshness. Only patient, deliberate research made it possible to extract the essence of this broad, expressive realm. Not that Nespresso was making its first ventures into this land often described as a coffee merchant’s paradise, by any means; but simply that it took a great deal of digging to ultimately reach the goal. But the result is there: the *Grand Cru Bukeela ka Ethiopia* captures the floral, musky personality of its wild counterpart, with a low intensity (ranked 3 on a scale that can surpass 10) that reflects the natural sweetness of Ethiopian coffees.

LOST WORLD

This country is to Arabica what China is to tea: the birthplace, the cradle, the land in which it was domesticated





DOUBLE EXTRACTION

Bukeela ka Ethiopia is a blend of two sturdy-tempered coffees. One is grown on very small plantations and carefully washed in the province of Sidama. The other is harvested deep in the forest and dried in its natural state in the sun.

Apart from its disastrous occupation by fascist Italy between 1936 and 1941, this region was the only one in Africa to be spared Western colonialism. It has therefore remained virtually untouched by foreign influence, rendered a veritable sanctuary by virtue of its unattainable location. One need only quit the limits of the capital, Addis Ababa, to enter a world of mud huts, lip-plated women, baboon troops and salt caravans. A world of fortified holy cities and rock churches with gilded frescoes that seem to come alive through swirling smokescreens of incense. Every now and again, a few modern relics show that another world still turns somewhere on this same planet, light years away.

COFFEE CULTURE

Very early on, Ethiopia put in place an administration capable of unifying its vast domain, as evidenced by the countless goods that have flowed in an ever-steady stream to its successive capitals: Axum, Lalibela, Gondar and, today, Addis Ababa. Coffee is solid proof of this, converging from the most remote regions to supply the beverage production and consumption in the geographical, political and economic core of this East African country. But there is also a profound coffee culture outside the major urban centres. Ethiopia is perhaps even the only producer country that knows how to savour this raw material with the sophistication due supreme art. In a world in which other farmers settle for consuming their unmarketable beans, the failings of which are masked by copiously sugaring the decoctions, most Ethiopian farmers set aside valuable batches for their families and visitors, which they expertly prepare through an age-old recipe. When she welcomed us to her home, the wife of Didamo Chala, owner of a small coffee plot in Bokasso, Sidama, took such great pains with the preparation ritual, one might have thought she was reciting a canticle. Generally speaking, the beans are first roasted over a wood fire on a small brazier. Then, once ground and, on occasion, the taste corrected with salt or spices, the beans are boiled in a coffee pot of beautifully patinated terracotta. The vessel's long neck that sinuously winds up to its tiny spout, as well as the few minutes of settling after boiling, means the grounds remain in the container when the beverage is served.

This cultural climate conducive to coffee quality has led Nespresso to the far reaches of Ethiopia, and its explorers returned with two exceptional Arabica beans. The first is a washed bean from the Sidama region, carefully harvested on ancient plantations after developing

THERE IS ALSO A PROFOUND COFFEE CULTURE OUTSIDE THE MAJOR URBAN CENTRES.

exquisite jasmine notes. The second is the opposite, complementing the first. It reaches maturity closer to its primitive state in the lonely forests of the West, a dry-processed bean that develops a deep, natural, woody taste. With this African Grand Cru, Nespresso continues the continental expansion of the AAA Sustainable Quality™ Program. This is a long-term partnership with coffee growers that helps maximise productivity, thereby increasing their revenue, while also reinforcing their sense of environmental responsibility. Implementing

these good-governance standards is done with the support of TechnoServe, an NGO specialising in agricultural-development projects in Africa, helping farmers make the most of their incredible lands and ensuring a positive future for the community. ■



THE FIRST LUNGO PURE ORIGIN

Bukeela ka Ethiopia reveals surprisingly wild, woody, musky notes that are further heightened by an exquisite floral freshness. This new Lungo, with an intensity of 3, blends wonderfully with milk, which further accentuates its round, sweet qualities and intensifies the caramelised, biscuity notes without diminishing the floral character in the slightest.



DREAM DISPENSER

Nespresso is devoted to diversifying its Grands Crus, but the capsule dispenser range prides itself on its variety, as well, having inspired many a designer, resulting in an admirable assortment.

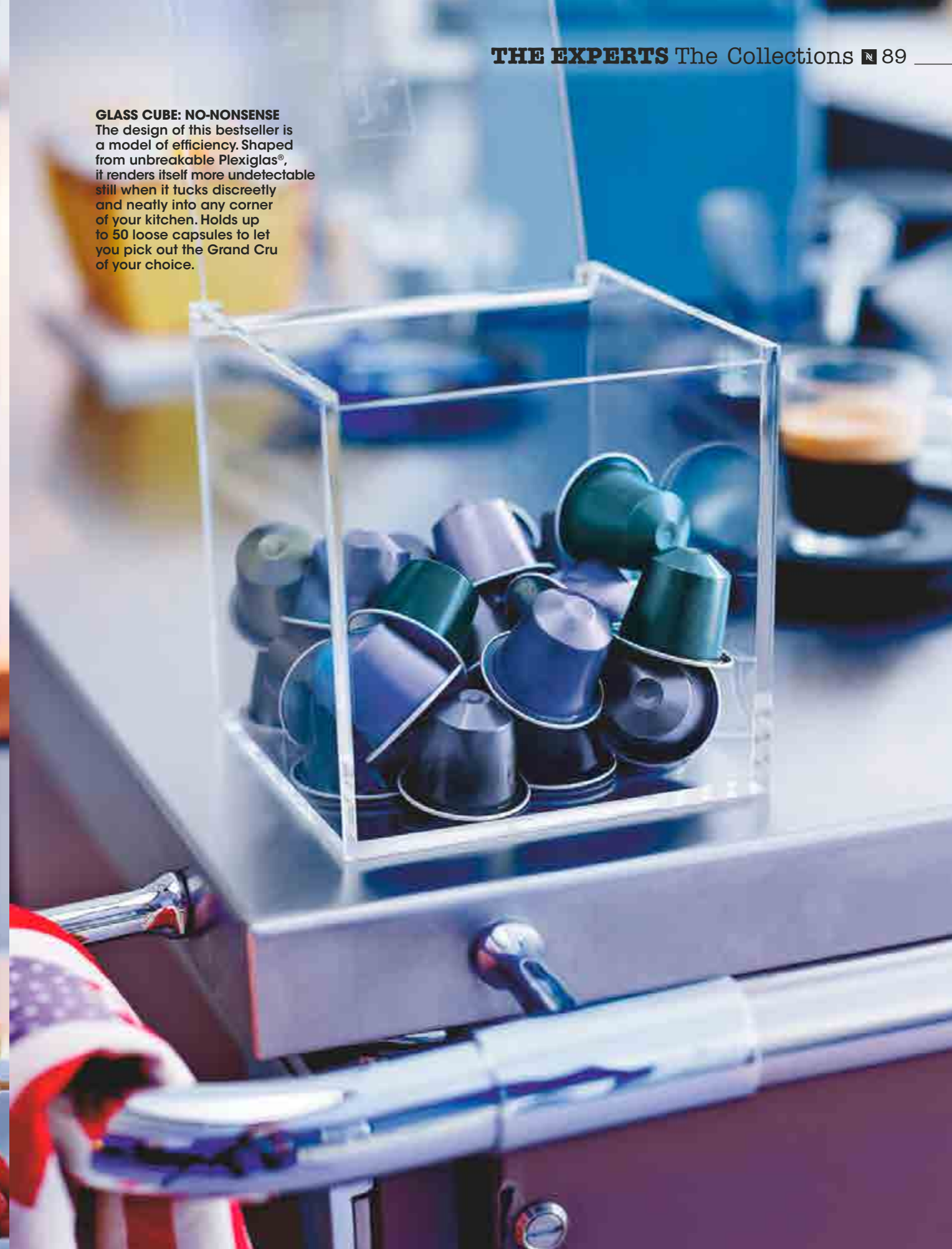
*By Julien Bouré Photos Jean-Claude Amiel
Production Sandrine Giacobetti*

RITUAL SWIRL: SIMPLE

Designed by the esteemed Putman agency, this sizeable glass bucket can hold nearly 100 loose capsules. Raise them to your fingers by pulling up the stem on the free-moving base, a reverse version of the French press. Its shape echoes the slender but curvy profile of Nespresso capsules. The choice for unembellished elegance.



GLASS CUBE: NO-NONSENSE
The design of this bestseller is a model of efficiency. Shaped from unbreakable Plexiglas®, it renders itself more undetectable still when it tucks discreetly and neatly into any corner of your kitchen. Holds up to 50 loose capsules to let you pick out the Grand Cru of your choice.



PICK YOUR FAVOURITE GRANDS CRUS ONE BY ONE

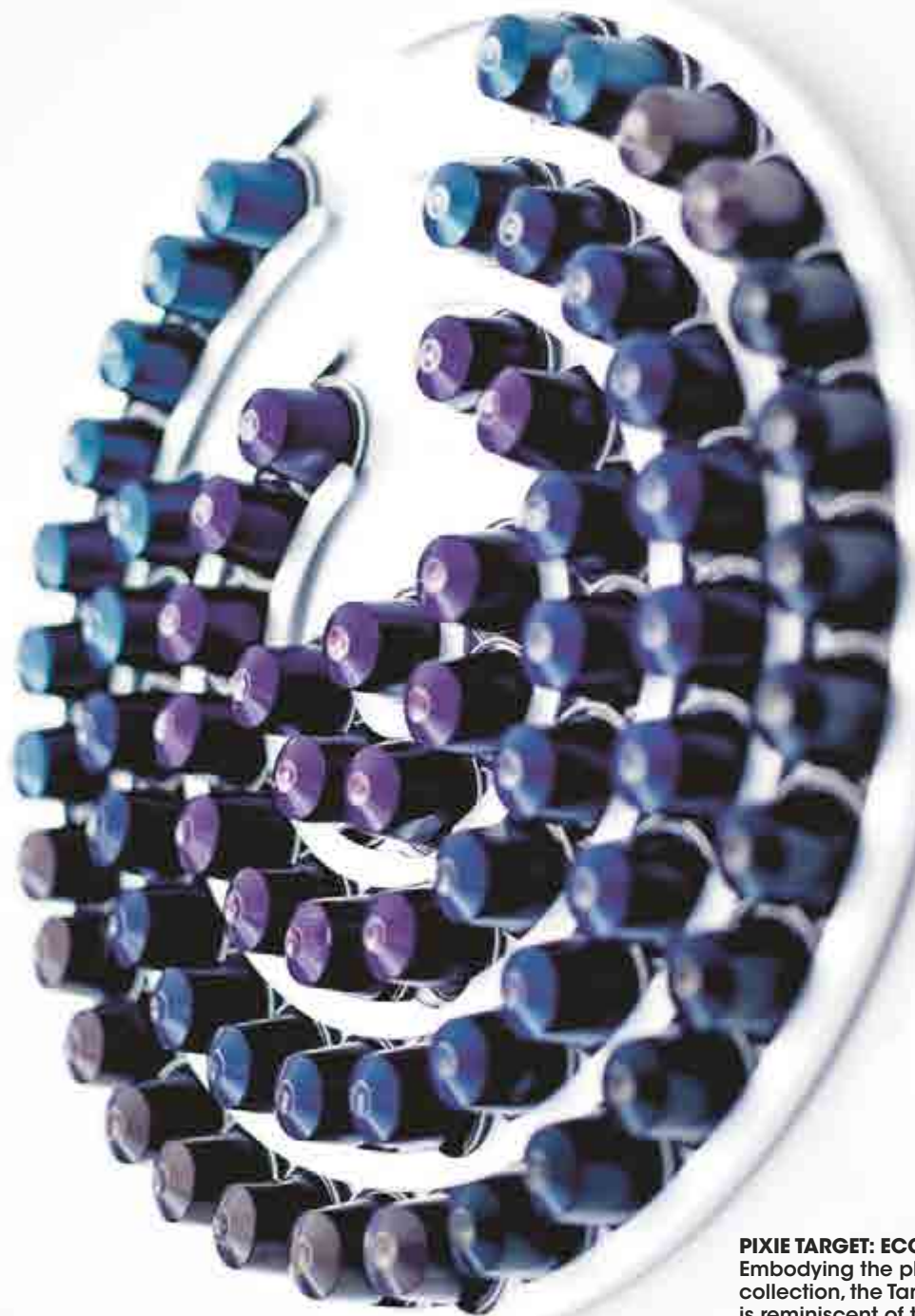
PIXIE SLEEVE: INGENUOUS
One of the classic dispenser models. The four aluminium sleeves, held together by a broad strip of rubber embossed with the Nespresso logo, are shaped exactly like the Nespresso capsule packs. They also have the same opening and capacity, able to hold 40 capsules. Echoing the brand's visual cues at every turn, this dispenser lets you pick your favourite Grands Crus one by one.

PIXIE Lungo cup, Butteala ka Ethiopia.

GLIDE YOUR FINGERS THROUGH THE CAPSULES

GLASS BONBONNIÈRE: IMPULSIVE
This sophisticated dispenser, another bestseller, reinterprets the Nespresso capsule design. Able to hold up to 50 units, it is the collective work of students from the ECAL, the University of Art and Design Lausanne in Switzerland, one of the most prestigious design schools in the world. The container is shaped to rest on its side and the wide opening lets you glide your fingers through the capsules.

IT NEVER LOOKS BARE



PIXIE TARGET: ECCENTRIC

Embodying the playful spirit of the PIXIE collection, the Target's circumference is reminiscent of the base of a capsule. This aluminium wall dispenser makes the most of the variety so characteristic of the world of Nespresso. It can hold up to 70 capsules and lets you mix and match complementary colours for tremendous decorative potential. Another aesthetic advantage: even if only partially filled, it never looks bare.

THIS DISPENSER ADDS CHARACTER TO ANY KITCHEN



CITIZ SWING: AGILE

It stacks the odds in your favour with four compartments that can hold a total of 50 capsules. The swinging drawers' transparent, modern-retro walls and the unit's overall profile reinterpret the look and feel of the Citiz Machines. Created by German designer Konstantin Grcic, the genius behind the famed "Mayday" lamp, this dispenser adds character to any kitchen while arranging your favourite Grands Crus with style.

THE RYDER CUP FACT & FIGURES

Nespresso is the Official Coffee Supplier to The 2014 Ryder Cup, being held 23-28 September at the Gleneagles Hotel in Perthshire, Scotland.

The PGA of America and Ryder Cup Europe are the governing bodies and rights-holders for The Ryder Cup in their respective territories.

The Ryder Cup is a team golf competition between Europe and the U.S.A. held every other year, alternating between the two continents.

Rules for qualification: *Members of The European Tour can qualify either through The Ryder Cup European Points List (the leading four members) or through The Ryder Cup World Points List (the leading five members). In addition, Paul McGinley will choose at his discretion the remaining three members of his team (captain's picks) following the conclusion of the Italian Open on 31 August 2014.*

The format involves three days of match play competition (foursomes, fourballs and singles) played from Friday to Sunday, with a total of 28 points available.

Foursomes: *Players compete in teams of two, using the same ball and taking alternate shots until the hole is completed.*

Fourballs: *Each player plays his own ball throughout. The hole is won by the team whose member posts the lowest score on that hole.*

Singles: *Players earn one point for each hole at which he has bested his opponent.*



FASCINATION RYDER CUP

Officially begun in 1927 as a contest between Great Britain and the USA, The Ryder Cup has since become one of the world's biggest sporting events.

Text Susanne Gehrckens

Photography Stefan von Stengel

THE RYDER CUP IS MORE THAN JUST A TEAM COMPETITION: THOUGH IT AWARDS NO MONETARY PRIZES, IT IS CONSIDERED A GREAT PRIVILEGE TO BE PART OF THE TEAM. The event was played until 1977 by teams exclusively from the USA and Great Britain, but in 1979, the two governing bodies – the PGA of America and Ryder Cup Europe – agreed to add European golfers to Great Britain's team. This was the biggest change in the history of The Ryder Cup and from that point on the event took off, with legendary players like Spain's Seve Ballesteros playing an inspirational role in Europe's resurgence. Together with his fellow countryman, José María Olazábal, Seve came to embody the passion of The Ryder Cup. In 2012, when The Ryder Cup was played at Medinah Country Club in Chicago, Nespresso's Golf Ambassador and European Ryder Cup Captain José María Olazábal and his team produced one of the greatest comebacks in history, overturning a 10-6 deficit on the final day to edge a thrilling contest 14½-13½.

We had the chance to meet José María to speak about his Ryder Cup experiences over the years.

Q JOSÉ MARÍA, WHAT MAKES THE RYDER CUP SO UNIQUE?

J. M. O.: Well, many things, to be honest. The history, the spirit, the fact that you represent the continent and your country, as well as being a team player – that's what makes The Ryder Cup so special. The Ryder Cup is one of the biggest events in the world and as a player you want to be part of it.

Q WHAT ARE YOUR MOST MEMORABLE RYDER CUP MOMENTS?

J. M. O.: There are so many but I vividly remember my very first Ryder Cup appearance in 1987. I remember how nervous I was and I had to play with my friend

Seve Ballesteros. The other memory that stands out was in Brookline in 1999 when I was playing the singles on the Sunday against Justin Leonard, who made every putt that day – at least it felt that way to me. I thought I was playing well, but he made that long putt on the 17th green and the entire US team was celebrating on the green, when I hadn't even made my putt yet. And, of course, my captaincy and the victory in 2012 in Chicago. We believed and we simply made the impossible possible. Who would have thought that we could win 8 ½ points in the Sunday single matches and beat the US team on their home territory?

Q YOU HAVE TAKEN PART MANY TIMES AS A PLAYER, VICE CAPTAIN AND, OF COURSE, CAPTAIN. SO CAN YOU TELL US MORE ABOUT THE ROLES OF THE CAPTAIN AND VICE CAPTAINS?

J. M. O.: As the captain, the most important job is to make everyone believe that victory is reachable. Technically speaking, he needs to be very strategic in how he puts the pairings together every single day. The right chemistry is key to success: even when you have different types of players, you have to know them and make sure they share the same attitude. It's also very important to take some pressure off the players, to know when and how long they can spend time with the media, for example, and to keep them energised and focused. The vice captains play a supportive role in the decision-making process and the team atmosphere, as well as being additional "coaches and mentors" out on the course.

Q WHAT ARE YOUR THOUGHTS ABOUT NESPRESSO TEAMING UP WITH THE RYDER CUP?

J. M. O.: Nespresso – what else? It provides fantastic taste and is driven by passion. Nothing could be better than a partnership between The Ryder Cup and the market's leading coffee brand. It's a perfect match. Nespresso is partnering with The Ryder Cup for the second time in Europe and is very well-recognised by both players and fans on and off the course. ■



GEORGE CLOONEY

SIPPED HERE...

For moviegoers passing through Los Angeles, a Universal Studios tour is a must. And for true connoisseurs, it's also the chance to see the site where the latest ad campaign was shot with George Clooney and Matt Damon.

By Christelle Laffin

The identity of the "City of Angels" is inextricably linked with that of Hollywood. And the star-studded story of the American movie industry was written within the walls of Hollywood's studio trailblazers. Now just over a century old, Universal Studios holds a special place in the exclusive club of the six still-active majors, the others being Paramount, Fox, Disney, Columbia and Warner Bros. In fact, we owe the creation of the star system and the promotion of the world's first movie star to Universal's founder, Carl Laemmle. By listing the name of Canadian actress Florence Lawrence in film credits and handling her public relations, the Universal boss defied the Motion Picture Patents Company (MPPC), the powerful guild of movie moguls, which had proscribed promoting actors, fearing it would lead on-screen talent to jack up fees. And with good reason! Today, both the stars and the industry appreciate Laemmle's chutzpah of yesteryear. Universal saw another turning point in 1931 when it released two "monster" box-office hits in rapid succession: *Dracula*, starring Bela Lugosi, and *Frankenstein*, with Boris Karloff. The studio, which would go on to produce movies like *The Phantom of the Opera* and a few Alfred Hitchcock masterpieces (*The Birds*, *Psycho*), had found its niche: monster movies and thrillers.

A COMPLETE CINEMATIC CITY

Today, Universal boasts a catalogue of 5,000 films of every genre and over 50,000 TV-series episodes – from *Columbo* to *The Sting*, from *Scarface* to *Jurassic Park* – that were, for the most part, filmed at its studios, just like hundreds of other videos and advertising productions from around the world, including the last three Nespresso campaigns featuring George Clooney. "What sets us apart is the variety of our studio sets and backlot street sets," says Jeff Pirtle, Director of Archives & Collections at NBCUniversal, Inc. They are also the only studios with a theme park and a behind-the-scenes guided tour of a veritable movie-making metropolis

spanning 400 acres, perched on hills that – as Hollywood legend would have it – were once densely covered in holly. The tram ride around the lot takes movie-lovers on a journey through the looking-glass, a trip across space and time. Tremble with fear and survive a surprise attack by the great white shark from *Jaws*, come face-to-face with a 3D King Kong, gasp at the roar of an unforeseen flood. As you pass between two of the 30 hangars used for filming, numbered from 1 to 747 (a tribute to the Boeing used in *Airplane*), you see carpenters working busily on sets and inhale the exciting smell of sawdust so unique to the studio environment. Within minutes, you traverse a small town in the Far West, cross a Mexican plaza, get a glimpse of the tidy, pastel homes along Wisteria Lane (*Desperate Housewives*), make a brief stop before the clock tower from the *Back to the Future* trilogy, at last ending up at the foot of a New York building where, in 2012, George Clooney stood under artificial rain at the Nespresso Boutique before a smiling employee kindly reopened the doors for him: "But only because it's you, Mr Clooney!"

A SUN-DRENCHED - AND FICTITIOUS - MEGALOPOLIS

But for those who truly love cinema, Falls Lake, a 9.5 million-litre artificial lake (filming site for nautical scenes in *Pirates of the Caribbean*), is where the imagination's limits are truly tested. You would never know that here was where the last campaign – directed by actor-director Grant Heslov – was actually shot, the set being a Boutique with a vast terrace providing a breath-taking view of a sun-drenched – and fictitious – megalopolis. Yet that urban sprawl, created by French production designer Guillaume Amossé, "sprung up" in just three weeks, two metres off the ground, in the very midst of Universal Studios, not far from a trapper's log cabin! "We needed an open area with dependable weather and soft, natural light to be able to rework it on the computer," says Alexis Bensa of Moonwalk Films, producer of the Nespresso advertisements for the past five years.

A year after shooting his previous campaign at Universal, Alexis says "the studio once again provided the perfect working conditions" and is delighted that his work for Nespresso has been blessed with such a prestigious, yet modest, crew. "Grant Heslov won the Oscar for Best Film as producer of the movie *Argo*; assistant director David J. Webb has been making films with Clint Eastwood and George Clooney for years; Matt Damon, who's incredibly nice, brought his father onto the set. Hollywood and advertising have rarely had such a harmonious, family-like collaboration of trust and sharing," he concludes. No doubt there's a touch of the Universal magic in there, as well. ■

Stills from the latest Nespresso TV advertisement, directed by Grant Heslov. Photo of the Universal Studios globe: Jean-Claude Amiel.



INISSIA gets colourful

Ever seeking new and creative ways to celebrate the coffee spirit, Nespresso pays that spirit homage yet again in new inventions to discover and rediscover. Leading the pack is Inissia, the latest compact, clever mini machine. Its simplified design and bold tones bring even more colour into your world.

By Nadia Hamam Photos Jean-Claude Amiel



I

It is said that “good things come in small packages.” And Inissia is proof, with its clever, colourful, stylish design. The smallest model in the range of Nespresso machines, this talented everyday apparatus boasts exciting features to win over younger lovers of high-quality coffee that may not have yet fully discovered the world of Nespresso. Its greatest advantage is that it has the same technology as its predecessors. Featuring a 19-bar extraction pump, this exclusive system is designed to bring out the full exceptional quality of Nespresso Grands Crus.

Decidedly light-hearted, Inissia garbs its expert DNA in a compact, nimble design that fits just about anywhere. As far as colour goes, it comes in a vibrant range that ensures the perfect model for every interior... and every mood! Six year-round shades create the Inissia line, and you'll find them in our Machines and Collections section at the back of the magazine.

But Inissia cares about fashions and trends, too, and so it also offers two limited-edition colours that change with the seasons. The spring-summer versions are the smiling shades of Summer Sun and Blue Sky. Enough to soothe your impatience for the arrival of the autumn-winter tints. The Inissia Machine is cheekily charismatic, incredibly colourful and undeniably addictive. Treat yourself! ■



BARELY BORN AND ALREADY AN AWARD!

Last March, Inissia – the creative work of designer Antoine Cahen – won a Red Dot Award for Product Design. At this year's competition, 1,816 manufacturers, designers and architects from 53 countries were in the running for the international honour.





Nespresso has expanded its delicious Bites Collection, creating more refined combinations to be enjoyed during your coffee moments. Stretching the sensory experience further still, ever-broadening the taste horizons of each Grand Cru.

> The Bites Collection

W

When Nespresso succumbs to the pleasures of sugar, it is not simply to sweeten the saltier moments of everyday life. The petite pastry marvels of the Bites Collection are designed to intensify the taste sensations of the Grands Crus and create truly exceptional coffee moments. Concentrated flavour combinations in just a few grams of pure pleasure. Latest addition: **The Financier**, made with ground pistachio, joins the chocolate and hazelnut versions of this tender biscuit based on a famous French recipe. The soft texture is the perfect partner for a cup of Volluto, with its richly sweet and biscuity notes. Or, for a thrilling aromatic pairing, try it with the intense body and powerful character of *Indriya from India*. The touch of spiciness will add incomparable depth to your tasting experience.

SOME OF THE ABOVE PRODUCTS MAY NOT BE AVAILABLE IN YOUR COUNTRY.

Another “palette” of flavours: the **Palets Amande**. These diminutive treats delicately flavoured with almonds and candied fruit come in two complementary trios. The first assembles plain, caramel and coffee, which will weave a subtle taste tapestry with most of the Grands Crus. The second trio is apricot, raspberry and fig. All three flavours, each in its own way, create an accord with the Grand Cru Arpeggio. The intense and creamy sensation of this dark-roasted Pure Arabica develops subtle chocolaty notes, around which each fruity flavour naturally reveals its personality.

Great coffee-moment classics – small, crisp biscuits – have their own special world in the Bites Collection. Crunchy almond **Cantuccini** biscuits, inspired by an Italian recipe, are ideal with the Grand Cru Linizio Lungo to create beautiful and honeyed harmonies heightened with malted cereal notes. A softer biscuit made with finely ground almonds and delicately aromatic honey, **Amaretti** is also an exquisite accomplice to the majority of the Grands Crus. For those who relish contrast, pair the sweetness of this treat with the toasted notes of Ristretto. This densely-bodied Espresso has a fruity note which, when savoured with an Amaretti, weaves a subtle sensory spell. The **Dolcetti** comes in two fashionable flavours: the first recipe uses fleur de sel, Guérande sea salt from France. The second is enhanced with orange-blossom water. A Dolcetti goes wonderfully with the toasted, woody notes of Grand Cru Roma, for a well-rounded accord that is a flawless duet after lunch or at snack time. What about you? What are your favourite coffee-and-sweet duos? ■

SOME OF THE ABOVE PRODUCTS MAY NOT BE AVAILABLE IN YOUR COUNTRY.

> Take Away Cup

NESPRESSO, BEING A PIONEER BY NATURE, IS SHOWING ITS INNOVATIVE SPIRIT ONCE AGAIN WITH A NEW GENERATION OF TRAVEL CUP. THE DESIGN OF THE TAKE AWAY CUP IS BY CLAUDE FROSSARD FROM THE SWISS-BASED ATELIERS DU NORD. THE RECEPTACLE WAS CREATED FOR USE WITH THE AGUILA PROFESSIONAL MACHINE FOUND IN THE BEST-KNOWN HOTELS AND RESTAURANTS. SIMPLE, STREAMLINED AND SOPHISTICATED, THIS CUP REDEFINES AND REVIVES THE PLEASURE OF YOUR COFFEE-TO-GO.

PRO STYLING

Practical, dynamic, modernised... the designer look with industrial touches is a perfect match for the Aguila Machine.

A CUP FOR EVERY GOURMET

Thanks to a spectrum of cup sizes, you can enjoy your favourite coffee in Take-Away style: Ristretto, Espresso, Lungo, Cappuccino, Iced Macchiato and more.

CAREFULLY CRAFTED FORM

On the medium, large and extra-large sizes, ingenious grooves along the double-walled structure keep coffee at the right temperature and provide a no-slip grip.

TOPPED BY DESIGN

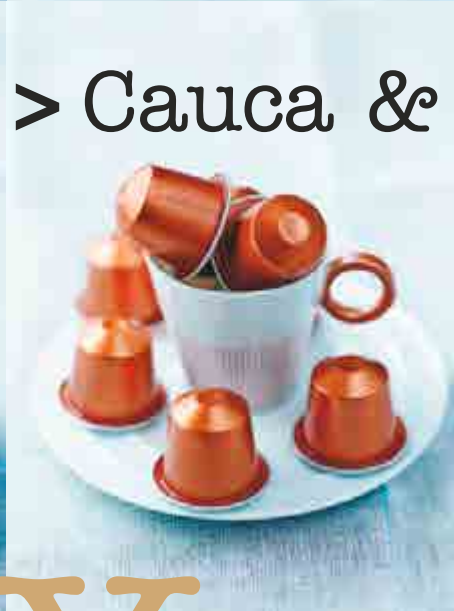
The clever cover has a completely innovative shape, adding intensified pleasure to your tasting sensations.





Watch out! Both these Colombian flavour profiles have powerful personalities! A savvy choice of terroirs, exceedingly precise packaging, and custom cups in a smart, eye-catching case that ultimately serves two functions. With this double Limited Edition, Nespresso takes its savoir-faire in coffee passion to wilder horizons. A thrill to discover or rediscover.

> Cauca & Santander



Santander, to the north, has a semi-arid climate. Their respective terroirs decisively influence the beverages that find their way into your cup. Nespresso invites connoisseurs to experience the taste horizons offered by this original pairing of savoir-faire and terroir.

With this dual edition paying tribute to Colombia, the great land of coffee, Nespresso affords the same care to both furnishing and presenting its creations. To satisfy seasoned aesthetes, Nespresso has designed Colombian Terroirs Cups that echo the geographies that gave birth to the beans. The cups by designer Christian Ghion bear sleek decorative trim envisioned by Werner Jeker, faithfully echoing the character of the two Colombian Grands Crus. And to hold these gems, there is a brand-new case that is as appealing as it is practical: once it no longer holds this porcelain duo, it finds new life sheltering your favourite capsules in two ample drawers. Both ephemeral and durable, this object becomes an accessory that remains with you for your many coffee moments. ■

You've probably already seen this Limited Edition of two Colombian Pure Origin coffees in the Boutique and, if you're one of the lucky ones, discerned and enjoyed their aromatic differences. First, there is Cauca, an intense blend of complex berry aromas enhanced with a slightly tart note. Then there is Santander, well-rounded with toasted notes and subtle caramel flavours. Two distinct essences grown deep in two iconic regions of Colombia. Cauca, in the southern reaches of the country, is verdant and drenched in tropical rains.



THE DOUBLE LIMITED EDITION AND CASE ARE SUBJECT TO AVAILABILITY.



FROM THE TERROIR TO THE CUP AND BACK AGAIN!

Decorated by designer Werner Jeker, these cups are visual translations of the landscapes of Cauca and Santander: straight, orange stripes for the relief of the first region; green, wavy lines for the second. The feel and colour of the porcelain. The aroma and mouthfeel of the coffee. A subtle and emphatic alliance that beckons you to travel, in taste and imagination, to the highlands of Colombia. A gustatory odyssey fashioned with flair by Nespresso.

Machines & Collections

THE INISSIA RANGE GETS COLOURFUL, THE LATTISSIMA GOES PRO AND THE CAPSULE DISPENSERS EXCITE YOUR FINGERTIPS...

inissia...



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BLACK



RUBY RED



VANILLA CREAM



ORANGE



GREY



BLUE SKY



SUMMER SUN

Lattissima Pro

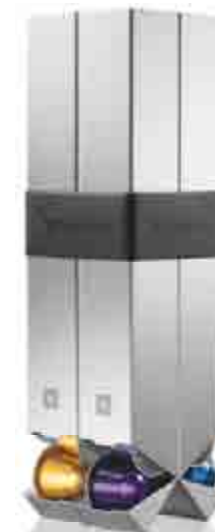


Inissia Machines: Design by A&P Cohen for Nespresso. Photos are indicative only. Nespresso reserves the right to modify products and prices without notice.



Bonbonniere

Transparent rocking capsule dispenser. Capacity: 50 capsules (supplied without capsules). Ref. 3395



PIXIE Sleeve, Basic

Aluminium sleeve dispenser for tabletop use. Capacity: 4 sleeves / 40 capsules (supplied without capsules). Dimensions: 31 x 8.5 x 8.5 cm. Ref. 3615



PIXIE Target

Aluminium wall capsule dispenser (40 cm). Capacity: 70 capsules (supplied without capsules). Ref. 3616



Glass Cube

This clear Plexiglas® box can hold up to 50 capsules (12.8 x 12.8 x 12.5 cm) (capsules not included). Ref. 3181



Ritual Swirl

Glass and stainless steel capsule dispenser - Maximum capacity: 100 capsules. Ref. 3380



Citiz Wall

Wall capsule dispenser. Capacity: 5 sleeves / 50 capsules (supplied without capsules) (22.5 x 17.4 x 5.7cm). Includes a stand for tabletop use. Ref. 3365



Citiz Swing

Capsule dispenser with 4 compartments (9.1 x 20.3 x 21.5 cm). Maximum capacity: 50 capsules (supplied without capsules). Ref. 3364

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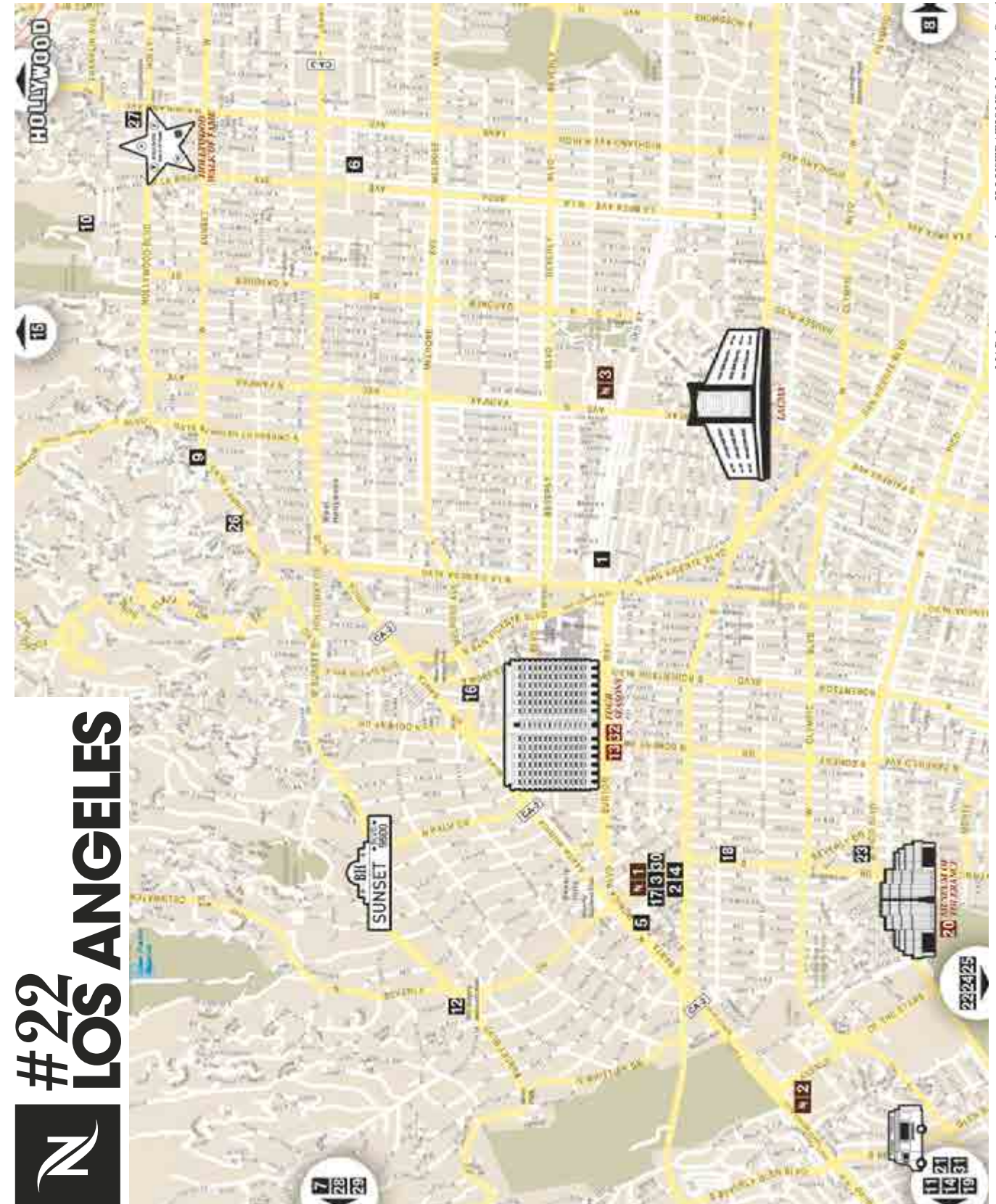
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MAP from www.mapscd.com ILLUSTRATIONS Matthieu Carré

#22
LOS ANGELES

**TACOS DORADOS
& KAZAAR**



**STEAK SANDWICHES
& FORTISSIO LUNGO**



**STEAK SANDWICHES
& FORTISSIO LUNGO**

SERVES 6 - PREPARATION TIME: 10 minutes

COOKING TIME: 20 minutes

INGREDIENTS: 6 Fortissio Lungo capsules (6 x 110 ml).

6 focaccia loaves - 6 slices rumpsteak (800 g) - 3 onions - 50 g butter - 1 tbsp. sugar - 1 tbsp. balsamic vinegar - 6 slices bacon - 6 slices cheddar - 6 iceberg lettuce leaves - 6 tbsp. mayonnaise - 2 tbsp. ketchup - 1 tsp. sambal or chili paste - olive oil - salt - pepper.

Slice onions, brown them in a pan with 20 g butter; season with salt, pepper and sugar and cook over low heat for about 10 minutes until caramelised. Add balsamic vinegar and set aside.

■ Fry bacon in a pan or grill in oven for 5 minutes. ■ Slice open focaccias, spread insides with a mixture of mayonnaise, ketchup and sambal. Add a drizzle of olive oil and lettuce cut into strips. ■ Pan-fry meat for 2 minutes on each side

with remaining butter. Season with salt and pepper and slice meat into thin strips. ■ Place meat immediately into bread with cheese, grilled bacon, and enjoy hot. ■ Serve with a Fortissio Lungo.

Glass Lungo Cup (Nespresso by Antoine Cahen).

Direction **Marie Lefeuré** Styling **Élodie Rambaud** Photography **Jérôme Bilic**

**TACOS DORADOS
& KAZAAR**

SERVES 6 - PREPARATION TIME: 15 minutes

COOKING TIME: 30 minutes

INGREDIENTS: 6 Kazaar capsules (6 x 25 ml).

6 flour tortillas - 600 g minced chicken - 2 onions - 2 cloves garlic - 2 green peppers - 2 tomatoes - 1 tsp. paprika - 1 small fresh chili pepper - 1 bunch Coriander - 2 avocados - juice of 2 limes - olive oil - salt - pepper.

Brown the chopped onions and garlic in a pan with olive oil, add minced chicken.

When chicken is golden brown, add diced green peppers. Cook for another 5 minutes. ■ Add chopped tomatoes, half the chopped coriander, salt, pepper, paprika, and half a glass of water. ■ Cover and simmer 20 minutes. ■ Then add cubed avocados and remainder

of finely chopped coriander, lemon juice, and serve in tortillas. ■ Serve with a Kazaar.

Ritual Ristretto Cup (Nespresso).

Direction **Marie Lefeuré** Styling **Élodie Rambaud** Photography **Jérôme Bilic**

**KALE SALAD WITH RASPBERRIES
& VOLLUTO**



**MANGO-CHICKEN BAGELS
& BUKEELA KA ETHIOPIA**



**MANGO-CHICKEN BAGELS
& BUKEELA KA ETHIOPIA**

SERVES 6 - PREPARATION TIME: 20 minutes

COOKING TIME: 10 minutes

INGREDIENTS: 6 Bukeela ka Ethiopia capsules (6 x 110 ml).

6 bagels - 3 chicken fillets (600 g) - 2 red onions - 2 mangoes - 50 g rocket - salt - fresh-ground pepper - 3 tbsp. Thai sweet chili sauce - olive oil.

Brown chicken fillets in a pan with a little olive oil, moisten with 10 cl water and cook for 10 minutes over a low heat until liquid evaporates. ■ Set aside. ■ Peel mangoes and cut into strips, season with salt and pepper. ■ Peel onions and cut into thin slices. ■ Finely chop chicken fillets.

■ Cut bagels in half horizontally, spread with Thai sweet chilli sauce and form sandwiches by stacking chicken, mango, onion and rocket. ■ Serve with a Bukeela ka Ethiopia.

PIXIE Bukeela ka Ethiopia Lungo Cup (Nespresso).

Direction **Marie Lefeuré** Styling **Élodie Rambaud** Photography **Jérôme Bilic**

**KALE SALAD WITH RASPBERRIES
& VOLLUTO**

SERVES 6 - PREPARATION TIME: 20 minutes

COOKING TIME: 4 minutes

INGREDIENTS: 6 Volluto capsules (6 x 40 ml).

6 kale (or green cabbage) leaves - 100 g pine nuts - 150 g pecorino - 250 g raspberries. Vinaigrette dressing: 6 tbsp. olive oil - juice of 1 lemon - 1 tbsp. sherry vinegar - 1 tbsp. liquid honey - 2 tbsp. hot water - 2 pinches sea salt - pepper.

Toast the pine nuts in a dry pan. ■ Wash kale, drain well, chop finely with a large knife and place in a salad bowl.

■ Coarsely grate cheese over the bowl, add pine nuts and raspberries. ■ Mix all vinaigrette ingredients, pour over salad, gently toss.

■ Refrigerate salad until serving. ■ Serve with a Volluto.

CitiZ Espresso Cup (Nespresso).

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