LIVE BETTER: DESIGN SPECIAL

MAY 2018

## MONOCLE

INSIDE: ON THE ROAD WITH KIWI PM JACINDA ARDERN. PLUS: DOES DUOLINGO WORK? WE QUIZ THE TEAM.

(8) A to F AFFAIRS: Zimbabwe's moment of hope BUSINESS: Cocks, crabs and cash in Portugal CULTURE: In the studio with Kamasi Washington DESIGN: Long Beach living ENTERTAINING: Adam Gopnik's 'last meal' FASHION: Pauw to the people



## WHY THESE **SUITCASES ARE SMILING**

Meet the new CEO transforming travel, plus we report from 25 countries with our team of 35 correspondents. Let's go.



🔐 REPORT: Old-school hospitality in Yokohama + a new school in Sydney. Our guide to MARSEILLE'S brutal design and tasty outposts. And a Porto BEST IN CLASS where the nation's fashion folk flock. Plus: lifting off in HOUSTON+

## ENTERTAINING

F&B ENTREPRENEURS/GLOBAL

## The right mix

How to start your own food or drink business: come up with a recipe, find the ingredients, get yourself in the kitchen and voilà. Here are three delectable examples.

Edited by Josh Fehnert





If you've ever looked forward to your pre-commute coffee or end-of-day wine more than the workday ahead, there's a good chance you've dreamed of jacking in your job and making food your vocation. You're not alone: we've visited three youngish businesses whose owners have done exactly that. From an Amsterdam design studio developing Dutch-distilled soju (Korean rice spirit) to a Kiwi oenologist making wine that honours the land he's worked for years, we meet the entrepreneurs slaking an international thirst for fresh products. All before a charming lunch with an interior architect who turned her tasteful eve to catering and teaching time-poor professionals to cook simple but alluring fare. Seeking some satisfying tales of businesses faring well in the food game? Time to tuck in. - (M)



Walking into Hanna Geller Goldsmith's Maida Vale home is the first clue to the fact that the trained interior architect has exceptional taste. The 1930s artsand-crafts-style house is all high ceilings, natural light, terrazzo floors and spare Scandi-style furniture. It was also, as it turned out, the final project of a 15-year career before Goldsmith, a selftaught cook, exchanged remaking rooms for designing menus and writing recipes. Tastes, it seems, change, and the mother of four was keen to make her enthusiasm for food and the many dinner parties she hosted into a job. Building Feasts a series of unfussy and animated supper clubs and cookery demonstrations - is the flavourful result.

"Have you ever had food from an angry chef?" says Goldsmith as she scoots around a marble-topped kitchen island under the gaze of six would-be chefs attending a cookery class on a bright spring morning. "You really can taste it - the more relaxed you feel, the better the food tastes."

Next to her and dividing the florets of a romanesco broccoli is Jeremy Coleman, a photographer by trade, Goldsmith's business partner in Building Feasts and the cause of much of the sense of bonhomie in the lively demonstration. The pair have given themselves an hour to show their guests - a consultant, a publicist, a film-maker, an acupuncturist, a tech start-up and a designer among them - how to make a meal for eight. A fillet of salmon, now at room temperature, is salted, buttered and oiled on a bed of dill. Aleppo peppers are chopped, a mandoline glides over a fresh red radish and a pan of freekeh grains is lifted from the hob where it's been quietly simmering. As the food effortlessly rolls forth and the scent of salmon fills the bright, bookfilled kitchen, a wonderful thing is happening: the strangers in attendance are firing forth questions, japing and getting to know each other.

Meanwhile Goldsmith, cool as a kohlrabi, is espousing simple, helpful cookery tips as she goes. She tells





(1) Salmon on a bed of herbs (2) Salmon to be served with soured cream (3) Goldsmith's dining table (4) Hanna Geller Goldsmith and Jeremy Coleman (5) Roasted romanesco broccoli with confit garlic oil, aleppo pepper and lemon zest (6) Cookies and icc cream (7) Confit garlic

"Have you ever had food from an angry chef? You can really taste it. The more relaxed you feel, the better the food tastes"

MONOCLE how adding lemon to green veg about to sit at the table as she unties the before cooking will turn it a dull grey, why waist strap of her fetching orange-trimmed to season and oil the cabbage itself rather apron (a collaboration with Welsh-based than the pan plus a short aside on how to make confit garlic to keep in the fridge.

The hour flashes past in an instant and the brown-card menus and Muji writing admonitions and nutritional nonsense. pads that Goldsmith and Coleman gave to the participants are brimming with notes: temperatures, tips, timings and she says with a genial glint in her eye. other guests' numbers. There's a moment diners are done espousing the simplicity the lessons learned today back at home.

pany, not food theatre," says Goldsmith, buildingfeasts.com

firm Farmers'). Goldsmith's forgiving and friendly take on cooking for a crowd is refreshing to hear in a world of fussy food "Mistakes will happen, there is no such thing as perfection, just enjoy the process,"

The proof of Goldsmith's career shift to take stock as dinner is served and the from interior architect to hostess and cooking teacher is in the pudding (in this of the meal in front of them. They're now case buckwheat cookies, roasted rhubarb nibbling on their lunch as the conversa- and crème fraîche ice cream). Keen to tion turn to one another's lives, jobs and cater to visiting friends with a fuss-free how they're keen to recreate and re-use simple menu? You'd do well to visit the tasteful tenants of a certain arts-and-"People have come to enjoy your com- crafts-style house in north London. - JAF



