

# THE COLUMN NEW

  
CORINTHIA  
HOTEL  
LONDON



## II

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INTRODUCTION

Welcome to The Column, as the nights draw in and we wrap up warm, we turn our attention to those things that lift our spirits and thankfully London is brimming with things that do exactly that. We visit Somerset House, stroll along the Thames and check out the new Design Museum. Jo Craven, Head of Programming for Frieze Academy joins us to explore Corinthia Hotel London's Art Collection and reflect on the relationship between cuisine and art. Bassoon bar's soul is reawakened. Liz Matthews, Founder and CEO of LMPR, A-list agent and mother of five, escapes her everyday concerns to reflect on the importance of dedicating time to one's self and Spa Director Aysun Mut teaches us how to protect our skin and our wellbeing.

We hope you enjoy the issue and have a wonderful season ahead.

*Thomas Kochs*

Thomas Kochs  
 Managing Director

THE COLUMN



**Thank you to our wonderful contributors:**  
 Jane Treays, Jo Craven, Liz Matthews, The Future Laboratory, Aysun Mut, Javier Salvador, Loic Carbonnet and Simon Abela

Cover: **Jitterbugs, 1941** by William H. Johnson  
 © Smithsonian American Art Museum

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# The Bassoon Beat



Bassoon bar, Corinthia Hotel London

When you enter Bassoon, it's most likely music, rather than drinks, that you notice first. But not just with your ears – the walls are hung with jazz-inspired prints by American artist William H. Johnson, and perhaps even more obviously, there is music literally built into the bar in the form of Bassoon's bespoke piano.

**'Music is essential to the history of Bassoon' explains its bar manager,**

**Sean Kelly. 'Aside from the piano and the art, we have featured live music since the bar launched and now have a curated music programme with a live DJ four nights a week.'**

And how important a role does music have to play in a space like this? Sean is emphatic: 'It's elemental! I've walked into many bars only to immediately turn around because the music was too loud,

**Designed by David Collins Studio, Bassoon is a cocktail bar with soul. Its manager, Sean Kelly, mixes up a Bergamot Negroni and gives us the insider view on the city, its cocktails and why music is so important to the Bassoon DNA.**

too quiet, or simply didn't suit the mood of the group. Also, there has been many times when my experience at a place was longer than expected because the music kept the good times rolling.'

Sean is definitely well-placed to offer an opinion or two on keeping the good times rolling on a night out in the big city. He spent several years as the Bar Director for the two-Michelin-star restaurant *The Modern* in the *Museum of Modern*



Bassoon bar, Corinthia Hotel London

*Art* in New York and has managed the bar programmes for *Il Buco* and *Il Buco Alimentari*: both timeless New York restaurants. Now he's in our beloved London to mix up the capital's cocktails.

'The bar scene in London is always evolving,' Sean explains. **'That's what makes London arguably the most dynamic city in the world for drinking cocktails. The one thing I really admire is that even as London bartenders are innovating and being experimental, they seem to stay rooted in the classics.'** His favourite classic? 'A margarita

made with two parts quality Blanco tequila, one part fresh lime juice, and one part Cointreau with salt sprinkled directly into the drink.'

How does London nightlife differ from New York? 'Both cities are so vast and cosmopolitan and have such vibrant nightlife! Although I think a big difference is the prominence of the hotel bars in London – they have so much history and prestige. And of course, you have the pub culture in London. But both cities have amazing cocktail scenes.' A big part of Sean's talent is understanding what makes



Bassoon bar, photo by Charlie McKay

someone, spoilt for choice, stay in his bar for the evening. Is there a magic formula or x factor? 'I've already mentioned the music and the quality of the drinks. What I haven't mentioned is the personal touch that the Bassoon team delivers. We pride ourselves on being approachable and friendly in our service, but also professional and detailed. **You want the experience to feel like a treat, without being daunting or overwhelming. The marriage of expertise with genuine warmth and hospitality is a rare combination. We strive for this on a nightly basis.'**

As for us, we think people stay for the Bergamot Negroni. 'It's dynamite' Sean agrees. 'Rarely do rifts on the Negroni ever actually improve upon the classic recipe. But ours is a must try!'



Loic Carbonnet

# Let's Indulge

**Why hang out by a water cooler when you can chat by the afternoon tea trolley with Head Pastry Chef Loic Carbonnet?**

***It sounds like you have a dream job – how did you become a pastry chef?***

I was inspired by my grandmother, who baked. I have so many memories of baking savoury treats with her as a child. I then worked in a pastry shop while I studied for diplomas – every third week I went to school and learnt more to enhance my basic baking knowledge. I fell in love with the techniques and creativity.

***What was the first pastry you ever made?***

Probably a tart of some kind like apple; or I might have done éclairs or coffee religieuses (my favourite!).

***Mmmm, cake.***

***Sorry. Distracted there for a moment. Are you always in the kitchen or do you get to come out to meet guests?***

I do go and see guests on occasion, especially when I've worked on something bespoke for them. But I love being in the kitchen – I want to be with the team and ensure everything is as perfect as possible for our guests to enjoy.

***What does a typical day look like?***

It's not all about making cakes! I meet with the team in the morning to check bookings and what they will be working on during the day. Then I might take a look at menus – organising seasonal

changes or deciding on what items we could evolve. I then oversee the afternoon tea service and give the sous chefs guidance when they need it.

***You are surrounded by so many tempting treats! What do you love most about your job?***

The ingredients – we source the very best in season, which are always of excellent quality. It's amazing to work with such beautiful creations – I have certainly tasted some of the best fruits and chocolate! I really enjoy making Easter eggs, it's a new challenge to make something new and different each year.

***We'd eat the lot. Thanks Loic!***

# In Focus

**Simon Abela is an Associate at the G.A Group – the talent behind Corinthia London's newly redesigned suites. An expert in how to create the perfect surroundings for modern travellers, he shares his perspective on designing for the new luxury-seeker and his inspiration by our favourite city for the new London Suite.**

The brief for the London Suite was to design a space that resonates with the city's lifestyle – that balance between work, rest and play. The dual aspect layout of the suite symbolises this concept; the living area overlooks the magnificent, historical buildings on Whitehall Place, while the bedroom in contrast is set on the inner side of the building, for a tranquil space to rest after a busy day.

We wanted to capture the vibrancy and diversity of London in the design details, while at the same time ensuring it complemented the overarching

style of the hotel. There is a strong focus on craftsmanship throughout; we commissioned bespoke furniture in a fine selection of fabrics and veneers and selected a specific timber flooring in a traditional chevron pattern. Open shelving works as a dividing screen between the dining and the living spaces, allowing daylight to flood through uninterrupted. We also chose a selection of artworks by British artists to complement the room's character and the hotel's existing portfolio.

Do we have a particular person in mind when we're designing? No, because today's traveller can be anyone and everyone. They could be stopping over for a short business trip, celebrating a special occasion, be regular guests in luxury hotels or be visiting this city for the very first time. Whatever the purpose of the stay, a well-designed suite should be a seamless transition from home to room: familiar, but also with all the contemporary conveniences and classic elegance that Corinthia London embodies.

One of my favourite details of the London Suite is the bespoke cocktail cabinet. It celebrates the retro flair of cocktail making as a playful indulgence – I'd want to check in and instantly mix up a martini.

The London Suite



# Cleansing the Palette

by Jo Craven

Head of Programming for Frieze Academy



Chronometry II, 2010 © Bea Last

**As Head of Programming for Frieze Academy and the former Arts and Lifestyle Director for Porter Magazine, Jo Craven enjoys a feast for the eyes. She takes us with her on a wander through the eye-catching art collection here at Corinthia London, while pondering the relationship between art and food.**

Art and food have been the most perfect soulmates for millennia, just picture Greek vases with their Bacchanalian scenes, or recall the mythical tale of Picasso paying for his supper with napkin sketches. Mark Rothko was commissioned to paint his famous Seagram murals for a restaurant, and it wasn't that long ago that Damien Hirst opened his restaurant Pharmacy bursting with his own pieces. Many restaurateurs have embraced art and therefore transformed the eating experience. After all, a well-dressed wall can add a whole new layer of experience to the food you eat – feeding guests in an unusual way.

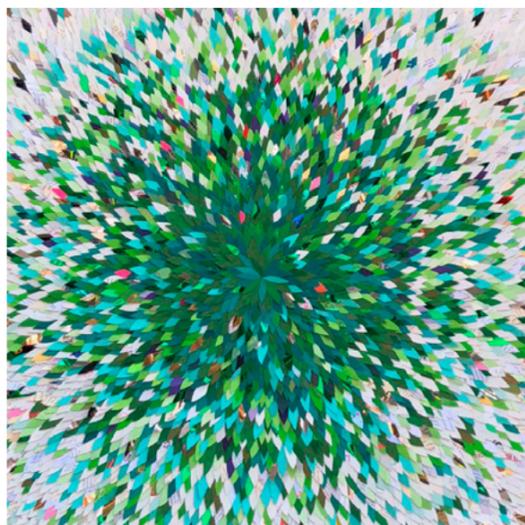
It is this context that feeds into chef Tom Kerridge's vision, through his very personal connection with the art in his restaurant Kerridge's Bar & Grill within Corinthia Hotel London. His connection with art is intimate and personal, partly because Kerridge is married to sculptor Beth Cullen-Kerridge. It is one of her two works that shines as the centrepiece in Kerridge's – an ethereal bronze suite – without a body within, that holds court over the subtly-lit room. It is a thought-provoking scene-stealer. It is also a

symbolic reminder that in London, the suit is a uniform behind which multitudes of identities reside. Appropriately, each wall hosts a broad spectrum of work and becomes a celebration of British artists, curated by West Contemporary, from marble maquettes by Beth to a vast collage by Robi Walters, whose special ingredient is hundreds of discarded restaurant menus reinterpreted as a stunning visual based on the MOD logo. (The menus were sent following a social media request by Tom). As Kerridge puts it: 'eating is something that creates memories' and by stimulating all the senses, the visual as much as taste, the memories are inevitably stronger.

All too often in restaurants it is the smartphone camera that eats first when a plate of food is placed on a table, as social media inserts itself into the pleasure dynamic. This may not please everyone, but it can't be ignored, and it does reinforce the point that aesthetic appreciation is wrapped into the experience. Most of all it reminds us, at the risk of sounding corny, how a picture speaks a thousand words.

Curating art in hotels is an art form in itself, and a challenging one at that – when it works it can be both transformative and have the power to tell a story. A journey through the many different spaces of Corinthia London, travelling from one art work to another, is made easy by the curation's deliberate yet subtle gear shifts.

Bassoon cocktail bar is hung with William H. Johnson's primitively painted,



Detail of Table at Kerridge's Bar &amp; Grill © Robi Walters

jazz-inspired prints; an artist whose work only posthumously received attention. This leads into a corridor for Bea Last's vast elemental monochrome canvases, before entering the foyer for Claire Brewster's three-dimensional installation 'The Birds are Coming' situated next to the pianist. This seems the perfect position for this ephemeral contemplation of nature, where each bird is cut from Phillips' 1920s ABC Pocket Atlas of London and they appear to be fluttering gently within the frame. Not to mention the sculptures positioned in focal points,

such as Simon Allen's glowing rippled silver 'Dancer'.

The pace is ever-changing as one moves from art work to art work, and cumulatively a strong personality is portrayed, of a broad perspective, where there's enthusiasm for so much diverse, stunning art pieces. Just like Tom Kerridge using art to complement the food he brings to the table, the art collection through-out the hotel creates a vital narrative, bringing energy to the experience of being here, at the heart



Tongue © Beth Cullen-Kerridge

of London's capital, and most crucially, it makes you want to linger, consider for longer, and return for more.

**Jo Craven has worked across the cultural landscape for 15 years as Features Editor for Vogue, Arts & Lifestyle Director for Porter magazine and most recently curating cultural events as Head of Programming for Frieze Academy. She consults on content strategy, from editorial to events, across the arts.**

# Ask The Barman



**Bassoon's drinks program seeks to be timeless in its appeal, rather than chasing trends. It is for this reason that we have chosen to elevate classic cocktails including the Bergamot Negroni, Ambrette Sazerac, Wild Strawberry Ramos and Meadowsweet Martini with modern techniques and ingredients that appeal to the contemporary palate.**

**Here is a favourite from our cocktail menu.**

## Toasted Coconut Old Fashioned

50ml of Toasted Coconut Bourbon\*\* (we use Woodford Reserve)  
10ml of Vanilla Simple Syrup (sugar syrup with vanilla extract)  
2 Dash of Angostura Bitters  
Twist of Orange

### Method:

5 bottles of Bourbon are cooked in a sous vide bag with 200g of dried coconut flakes and 200g of toasted dried coconut flakes at 62 degrees for 1 hour. This mixture is then strained and bottled.

This riff on the classic old fashioned enhances the flavours inherent to Bourbon. The charred barrels required for aging Bourbon impart unmistakable notes of coconut and vanilla. This drink will be very familiar to any old fashioned cocktail lover but will offer greater depth of flavour and a warming finish. This is a great example of how a classic cocktail can be elevated using modern techniques.

## OVERHEARD

'One of my favourite nights so far ended with Jeff Goldblum serenading our Head Barman. He just sat at the piano and off he went.'

The best thing I've been called at the bar? 'Superman' by a visitor. I'll take that.'

# N

Have you considered a short walk to the West End or a stroll along the river? As well as enjoying some of the best cultural sights, shopping, eating and drinking in London? We have chosen six must visit highlights to share if you are in need of some inspiration.

You're welcome.

## 1. St Martin-in-the-Fields

5 minutes on foot

On the edge of Trafalgar Square, the 500-year old church is a place of contemplation and music. With performances most days, you can just walk in and take a moment to listen to classics by Beethoven, Bach, or our favourite, Vivaldi.

## 2. National Portrait Gallery

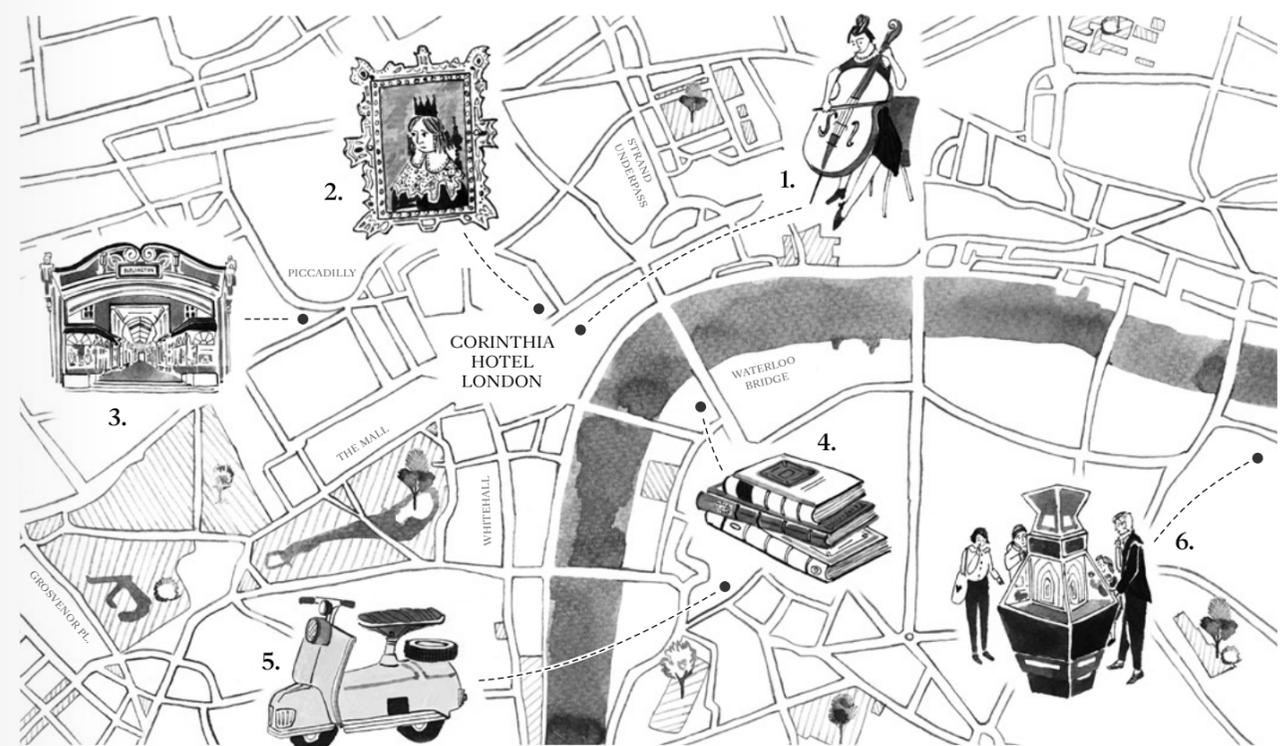
8 minutes on foot

For the inevitable British rainy day, the National Portrait Gallery is the place to hide away. Explore the maze of galleries and get up close to medieval revolutionaries, Shakespeare, the Suffragettes and the Vanity Fair chromolithographs.

## 3. Burlington Arcade

20 minutes on foot or 10 minutes by bus

It's inside, out of the rain, and it's pretty. We love a stroll through the promenade of shops, especially to peek into the windows of jewellers (and Manolo Blahnik for shoes) or pause for a cup of tea and a Ladurée macaron.



## 4. The National Poetry Library

9 minutes on foot

Home to the largest public collection of modern poetry in the world, the library was opened in 1953 by poets T.S. Eliot and Herbert Read and has been at the heart of the nation's poetry community ever since.

## 5. Scooter Cafe

17 minutes on foot

A quirky, retro café like no other, with a Piatti scooter in the window and a (female) tabby cat called Bob as your feline host. Enjoy a latte to a soundtrack of French jazz in the day and bluesy sounds when the sun goes down.

## 6. Science Gallery London

40 minutes on foot or 14 minutes by tube

Part of the Global Science Gallery network, this is the place for discovery and curiosity, with exhibitions that share a new point of view on current issues and creative ideas.

# The Storyteller

Jane Treays, one of the foremost documentary directors in British Television has recently been spending time at Corinthia Hotel London. Her award-winning work has spanned subjects from the controversial to the sublime, with a knack for drawing you into a story, she opens doors into worlds you never quite leave. She has filmed on tour with the Rolling Stones, spent a year on the streets with a homeless heroin addict and her last film involved the Queen and Sir David Attenborough. We caught up with Jane to find out more about her work and inspiration.

*Your achievements are all the more remarkable when you reflect on the small number of women in your field, how and why did you become a Documentary Director?*

I have always loved stories – my father was a Lighting Director in television and stage drama so our home was filled with scripts, which I'd read and use as drawing paper as a child. My mother was an antiques dealer so every object in our house had a history. I was fascinated by people from an early age and got a six-week job at the BBC in 1981 after graduating from university with a degree in English Literature. In 1984 I was lucky enough to be offered a job travelling the world interviewing veterans from WW1, WW2, Korea and Vietnam and I was hooked from then on.

*And what inspires you in work and life?*

People and nature. I look at people all the time and wonder about their

invisible hinterland. I spent a lot of my childhood on the Cornish coast where you would look out of the window before you left the house to see the weather coming. I love being outdoors and spend a lot of time in my garden growing flowers and vegetables. That makes me very happy.

*Filming schedules are notoriously tough, what gets you out of bed at 5am?*

It's always a thrill to see a sunrise and the start of a new day – I always wonder why I don't get up to see it every day!

*Your latest project is a documentary about Corinthia Hotel London, why do you think we're all so fascinated by what goes on behind the scenes?*

It's a community of guests and staff, with wonderful characters on both sides. What people choose to spend their money on and seeing luxury prepared is always fascinating, especially when



Jane Treays

“For me, luxury is when you are treated with kindness and greeted with joy.”

the staff and management are perfectionists and good communicators. Keeping guests happy also translates into your home. There are a lot of tips to take away too. I now pay much more attention to how I make my bed and lay the table!

*How do you capture authenticity in hospitality documentaries, rather than the staged 'perfect' days?*

That's the biggest challenge. Who wants a camera in their face when they are cleaning a room or eating breakfast? Establishing the facts and the rhythm of the hotel comes first. How does five-star luxury happen and who makes it happen? I believe in clear communication so everyone – the staff and film crew – knows why we are there filming and we

have a code of politeness and of course a lot of fun. I try and work with a big smile and a quizzical mind, while listening well.

*Did you learn anything surprising?*

I was fascinated by the history of the hotel – its time under the ownership of the Ministry of Defence before it became Corinthia London. How many people it takes to create luxury – we had over twenty five meetings to re-launch the perfect modern afternoon tea. I like all the logistics too – 60-80 deliveries a day including 72,000 loo rolls a year!

*Do you have a favourite area, room or even person, and why?*

I always enjoyed filming from The Royal Penthouse balcony as it has a unique

view of London. One morning we filmed at 5am and it was amazing to see dawn break over London. I also liked going downstairs to Housekeeping and Laundry, the staff are so cheerful and even dried my shoes for me after they got wet when I cycled to work. Concierges were always very helpful too with our film kit.

*And finally what do you think is the ultimate in luxury?*

I'm fortunate because I travel for pleasure as well as work and have stayed all over the world, from mountain huts to palaces. I always think, for me, luxury is when you are treated with kindness and greeted with joy.

Dear Mr. Schulz,  
 You can tell Charlie Brown  
 from me that I care for  
 him very much.

Sincerely,  
 Benjamin Spock, M.D.



We've always had a soft spot for Charlie Brown and the gang, so we were delighted to hear that Somerset House is hosting the first exhibition of *Peanuts* original comic strips in Europe in more than 25 years. Widely acknowledged as one of the most popular and influential comic strips of all time, *Peanuts* is poignant and tender, giving voice to all the joys, vulnerabilities and anxieties of life.



All imagery © Good Grief, Charlie Brown!

Somerset House is a place of unexpected beauty – the last thing you expect turning off the hubbub of the Strand is the grand courtyard of the late 18th century, William Chambers masterpiece. Built on the site of a previous Palace, Somerset Houses' grandeur is breath-taking, this is where Lord Nelson received his battle orders for Trafalgar but today the building is home to art, creativity, collaboration and some delicious places to eat, drink and watch the world go by.

'*Good Grief, Charlie Brown!*' celebrates Snoopy and the enduring power of *Peanuts*, and is on until the beginning of March 2019. The exhibition includes original works, personal letters, *Peanuts* historic products and Schulz memorabilia. In addition, the curators have included contributions from the many artists who have been moved by *Peanuts* and incorporated its' spirit and motifs in their own work.

It's wonderful to return to Schultz's roots and learn more about the boy (and the dog) and the circumstances and inspiration behind this seminal comic strip. The personal items displayed alongside the tools of his trade are charming and poignant. Exhibit highlights include the letters and correspondence between Schultz and his fans, famous and otherwise, which demonstrate the thoughtfulness, engagement and honesty of the man behind the characters we know so well – and he never disappoints.

The exhibition has been curated into themes, which demonstrate the wide-ranging impact of *Peanuts* on society from *Peanuts and Existentialism*, *Peanuts and Psychiatry* to *Peanuts and Feminism* and *Peanuts and Art*. Looking back at Schultz's work in the context of its time, its bold simplicity and humanity in dealing with difficult issues is moving. The things we enjoyed and accepted as children: *Peanuts* was feminist! Peppermint Patty was the bravest and Lucy was the boss. What a great subliminal example to set little girls. Some subjects seem extraordinarily timely, *Peanuts* deals with loneliness like no-one else.

**We don't want to tell you anymore because we want you to experience and enjoy this great exhibition for yourself, but we definitely emerged onto the Embankment and enjoyed the short stroll along the Thames back to the Corinthia nicer, kinder, smilier people!**

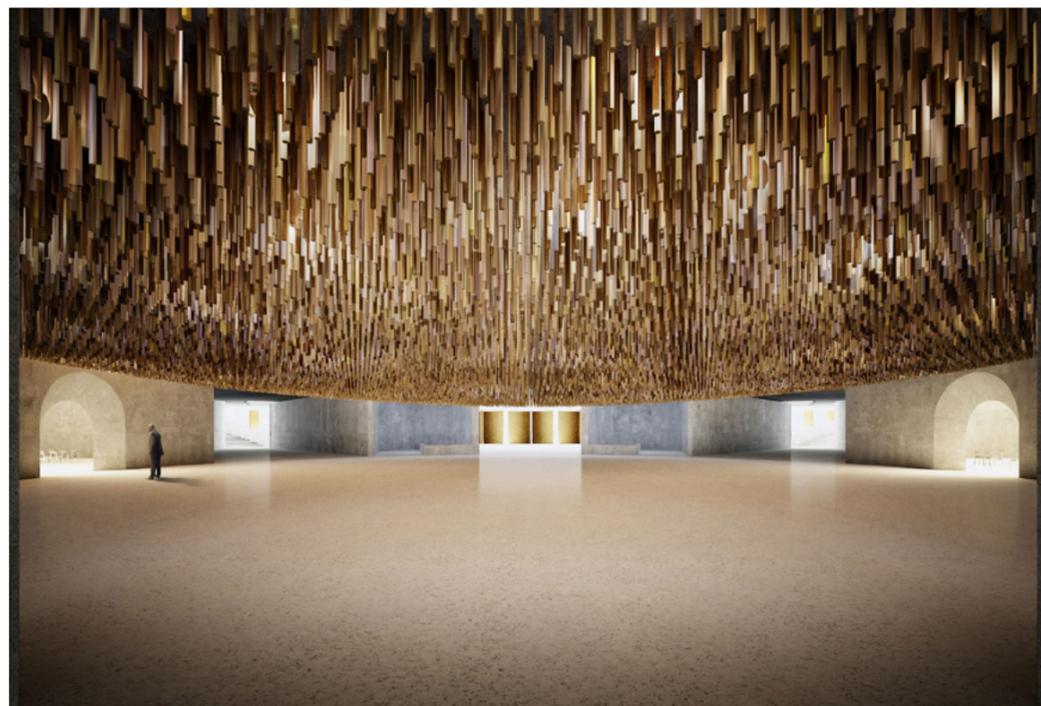
# The Design Museum

“There are three responses to a piece of design – Yes, no, and WOW!

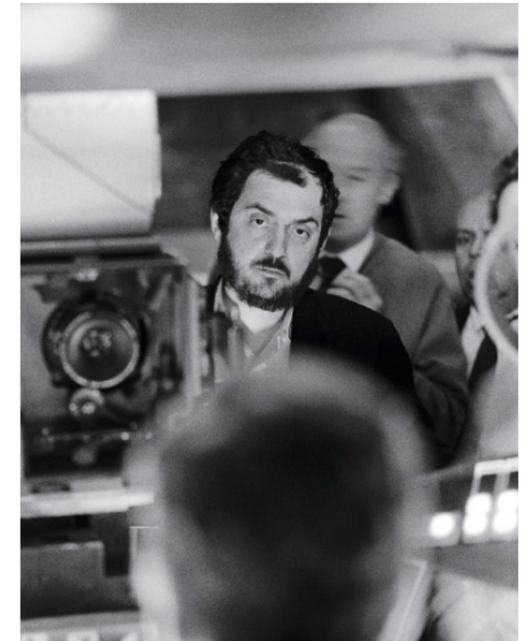
Wow is the one to aim for.”

– *Milton Glaser*

David Adjaye: *Making Memory*  
2 Feb – 5 May 2019 © Design Museum



Winner of the European Museum of the year 2018, The Design Museum on London's Kensington High Street is just brilliant. Definitely a museum for the twenty-first century it blends free to enter permanent galleries, with special exhibitions and events, workshops and almost daily opportunities to participate in the world of design.



Stanley Kubrick: *The Exhibition*  
26 Apr – 17 Sep 2019 © Design Museum

Like the best galleries and museums in the world, somehow the Design Museum seamlessly blends the high brow with the inclusive, if you are a serious design buff you will be in your element, if you're planning a day out with inquisitive kids this will deliver, and if you're just curious you will enjoy a journey through the everyday impact of design that might just make you look at the world around you a little more closely when you leave. The *'Designer, Maker, User'* exhibition is a great place to start, an introduction to contemporary design through 1,000 objects. This exhibition spans architecture, engineering, digital design, fashion and graphics and is great for a quick visit or to whet your appetite for another of the museums exhibitions or events.

Temporary exhibitions on the must visit list include *'David Adjaye: Making Memory'* which runs from the 2nd February 2019. The exhibition will explore the storytelling power of architecture through seven monumental projects from celebrated architect Sir David Adjaye OBE. Later in the year *'Stanley Kubrick: The Exhibition'* visits the Design Museum. About the exhibition, Los Angeles Times said **“So much eye-candy it's hard to choose a favourite piece”**, a unique insight into the director's vast archive through original props and costumes, set models and rare photographs. The exhibition will tell the design story behind Kubrick's body of work – his fascination with all aspects of design

and architecture influenced every stage of each his films. He worked with many key designers of his generation, from Hardy Amies to Saul Bass, Eliot Noyes, Milena Canonero and Ken Adam.

To plan your visit go to: [designmuseum.org](http://designmuseum.org) and do check out the talks, courses and workshops. If you're in town on a first Friday of the month, the *'Friday Night Sketch'* is not to be missed and the perfect way to loose all creative inhibitions before a night on the town.

# Elevator



# Pitch

**You can always learn something new between floors...**

*Going down?*

Yes please – I'm looking for Adam Lajca – he's the Head Cigar Sommelier here at Corinthia Hotel London.

*Remember you can't smoke inside...*

Ah, but you can in the Garden Lounge. And very chic it is indeed.

*How very Mad Men. Do you enjoy a cigar?*

Just like fine wine and whisky, there are those of us who choose to cap our day with a fine cigar. Plus, there are some devoted collectors of cigars. Adam has over 3,000 in his personal collection.

*Who knew cigars were so covetable!*

They are! At Corinthia Hotel London there are over 170 types of Cuban cigars. Only Cuban, and many from what



we connoisseurs call 'pre-embargo'. The best of the best. They are the Ferrari of cigars. You can try one or purchase an entire rare case. Adam is very proud of many of the cigars he has meticulously sourced for guests to enjoy.

*And where does one keep such a collection?*

Ah ha – I thought you'd never ask. In the hotel's walk-in Humidor.

*A Humidor?*

A humidor is a temperature-controlled room which, in this case, is an organisational paradise and where you'll find Adam looking after the hotel's collection and preparing cigars for guests. The wooden cases where cigars are stored are also called humidors, and Adam has commissioned a limited edition set of intricately hand-carved and hand-finished boxes

especially for the hotel. They are made by *Humidors of Havana*, the most famous humidor manufacturer in the world.

*Sounds fancy.*

It is. And fitting too. Some of the boxes of cigars owned by the hotel are worth tens of thousands of pounds. The industry is competitive – you need to know your stuff and expertly source the best and rarest. Adam is the expert. He's also the person you need to know if you're a beginner or want to try something new. He can recommend what to try to complement the food and drink you're enjoying or advise depending on the length or intensity you want. He'll pair with wine, whisky... and then let you sit back and relax.

*Ground Floor. I think I'll join you in the Garden Lounge.*

# Back From

A third of children born today will live to 100. That's 23-25 years more than most of us can currently expect – depending on whether we are male or female, living in the city or the country, in an affluent postcode or a less expensive one. But let's imagine that the world is equal, and our children are healthy. Imagine too, you know in advance that 100 is the optimum age for shuffling off this mortal coil. What do you do? Well, probably the same thing we do now, knowing that 86 is the Big Day. Very little.

## The 100 year planner



While 100 seems a more magical and mythical figure than 79 (men) or 82 (women), there is no reason to suppose that living to 100 will make us any wiser, richer, or more determined to live a fuller, more strategic or legacy-rich life. If anything, we'll probably be exhausted by 80, bored by 90, and more than happy to go gently in to that good night by the time we reach 95 plus.

But it doesn't have to be like that. What if, for example, we looked at life in reverse? Or more specifically, created one of those year plans we stick in the front of our diaries every January, on the office wall or on the fridge door, but did it for one hundred years, rather than for one year. A daunting prospect, you'll agree, but this is exactly what we've created for guests staying at the Corinthia Hotel London as part of our ongoing Futurists-in-Residence programme. A 100 year life planner, with every day carefully plotted out, and each day ready and waiting for a guest to diligently fill them in to map out their future.

When viewed it looks awesome, but also daunting, frightening, and almost impossible to complete.

And yet, this is the lifespan that many of our children will certainly enjoy as science, tech, robotics, AI and bio-engineering come into their own.

And if we take a few years towards the end of this rather large and grand looking fold-out it is the life we ourselves have lived, with perhaps a half, or a third of it yet to come. So why the fear? The doubt? The uncertainty? Simple. We are looking at the plan, and indeed at our lives, from the wrong end of the telescope. In essence we're looking at a day, a week, a month, a year and so on, and planning ahead, rather than looking to the last day of our lives and looking back. The first approach is better known as *forecasting* – where we extrapolate forward from what we know, to what could happen. While the second approach is called *backcasting* – where we look at where we want to be, and what we want to achieve – and work back. Oddly, perversely, as Futurists-in-Residence the latter works better than the former, especially when it comes to legacy building, life-fulfilment, even planning and running your own company.

Developed by the University of Waterloo's John B. Robinson,

backcasting encourages you to define an ideal or desirable future – the achievement you want to be remembered how the success of your company should be viewed – and then to work back through the many technological, social, societal and legislative changes it would take to get you to this point from today. In this sense, backcasting is a diametrically opposed version of forecasting; the latter requires you to base your future possible scenarios or alternative futures on known trends, drivers and early-to-market technologies, while the former requires you to consider unknown trends, drivers and values to work your way back to the present. Since the future is still an unwritten book, backcasting calls on us to agree on a long-term plan first and then to use this to determine how proactive we need to be as guests, brands, businesses or organisations to bring this desired future into being. Our 100 year life planner encourages you to do this. It allows you to lift your head above the parapet of the everyday, and take a more rounded and open approach to the future, as you work back along your timeline, from what you ultimately want, to the steps you need to take to achieve it.

You need to do this incrementally, and in stages, perhaps dividing your timeline into decades or five-year cycles (if you are working back from long-term to medium-term forecasts), so that you can deep dive into the many circumstances that will have undoubtedly coalesced or conspired to create this future you are hoping to achieve. Done well, backcasting – with our 100 year life plan – allows you to identify, unpack and fully understand what you or an organisation needs to do to make your stated vision of tomorrow a reality.

Simple questions can now be asked: Do you have the right tools to do this? The required stamina? The best kind of imagination, and determination to do what is needed, to keep that end goal in your mind's eye? Finally, you should ask yourself is this a belief worth fighting for? A legacy worth leaving? And if it is, you need to begin your journey – but from the end, not the beginning! Working back, creating goals, and stepping stones, you can then rush forward to score and use to move on to your next target. This way, there is a daily marker, a yearly target, and decade's achievement, and finally, a life's legacy created in the way you want to create it –

strategically, clearly, and with all of your senses and ambitions in place. That's 100 years worth looking forward to.

If you would like to know more about the 100 year planner we have produced as part of our Futurists-in-Residence programme please visit The Future Laboratory's microsite on: [thefuturelaboratory.com/blog/corinthia-hotel](https://thefuturelaboratory.com/blog/corinthia-hotel)

Words by Christopher Sanderson and Martin Raymond, founders of The Future Laboratory



Martin and Christopher, photo by Dan Weill

# The Future II

# A Room With a View

by Liz Matthews, Founder and CEO of LMPR

**If you look up the definition of luxury in the Oxford English Dictionary it reads: ‘An inessential, desirable item which is expensive or difficult to obtain.’ When it comes to identifying what that desirable item is I’m with Tom Ford – who knows a thing or two about the subject. For him, me and pretty much everyone else I know, these days the greatest luxury of all is time.**

I have five children, a busy job in a changing industry and a new relationship. The juggle is real. For logistical reasons that are too complicated to explain, my partner

and I have every other weekend, just the two of us. Where we spend that time together, and what we do, matters a great deal to both of us.

Last Christmas my partner surprised me with a beautiful Globetrotter suitcase and promised we’d both be well travelled and enjoy regular adventures. We’ve since been lucky enough to enjoy weekends in Paris, Ibiza and the gorgeous English countryside but there is something incredibly exciting and spoiling about being a guest in your own city. So when I was asked to review the new suites here at Corinthia London, it felt like Christmas had come early. From the warm greeting we received at

the Hotel’s reception (we were made to feel so special and important) to stage diving onto the bed the moment once the butler had left, time really did begin to slow down. (Sidenote: yes, butler as in Downtown Abbey type butler. Though not a misanthropic Yorkshireman in his sixties, but a bright, warm, impeccably dressed woman in her twenties). Nothing was too much trouble and they had thought of just about everything we could possibly need for our stay.

I started my career in the press gallery of the Houses of Parliament, so thought that I knew this area pretty well. The suite we stayed in however –



the London Suite has the most extraordinary views over the rooftops of Whitehall I’ve ever seen. It pulls off that trick that Paris regularly does, where no matter where you look, there is nothing modern in sight. You are instantly transported back in time to a more romantic era. As it got dark outside, I sat looking out of the window for a good 10 minutes taking in the architecture, identifying the buildings one by one, watching the lights come on in the building opposite and wondering about the life going inside those rooms. It struck me that the view I was looking at was genuinely unchanged in over a century. It made me wonder who were all the people over that time who had

stood at the very window I was at, and what their stories could have been. And that is the gift of time. It allows you to daydream. To do something as simple as stand and look out of a window and think, feel and wonder. That is what luxury means to me.

There is so much pressure in modern life to cram everything in and document every moment without stopping to enjoy it and living in the moment. Even though we promised each other that we’d fill our day with a trip to a gallery, lunch, shopping and exploring the city we live in, we never actually left the suite. We read (the suite offers an incredible array of coffee table

books and travel guides) and we slept. How we slept. We talked. We ate cheese and biscuits in bed and we did what Millennials regularly do, watched an entire box set. *‘Sharp Objects’* starring Amy Adams on Amazon Prime is one of the best things I have seen for years. You’re welcome.

Monday morning arrived and we woke when our bodies were ready, no alarm and no usual plate spinning with the crazy routine of getting kids ready for school. After breakfast in the beautiful dining room downstairs, we left the hotel, sun shining, ready and excited for the week ahead and plotting where we’ll go on our next adventure.

# In Bloom

Florists are lucky; we get to work with most flowers all year round. The famous flower markets source from all over the world, so we aren't restricted by the time of year or the weather. However, it is lovely to set the mood in Corinthia London's Crystal Moon Lounge by referencing the seasons and our feelings and mood at a particular time of year. Earlier in the autumn we used rosehips, oak and a seasonal hydrangea that's left to grow naturally in bushes and cut when it gets to that lovely burnished purple shade. Then as winter develops, the colours turn darker and we have the opportunity to play with some really interesting shapes for a modern take on the traditional festive arrangements. We'll be working with amaryllis, snowberries and calla lilies which symbolise magnificence and beauty (just like the hotel).



In our floral arrangements for the hotel we try to create harmony between the flowers and the space. Corinthia London's architectural philosophy is 'intelligently designed' and we always want to keep the attention on the elegance and grandeur of the Crystal Moon Lounge with its wonderful Baccarat chandelier.

For years, at *By Appointment Only Design*, we have styled events and weddings, dressing them with other brand's candles that perhaps didn't quite meet our expectations. So, after research, time and plenty of fragrant education, we created our own range of candles. We wanted fragrances that could be tailored to layer together to create a specific ambience, but that were also powerful enough to tell a story when used individually. Each scent is infused with our love and passion for flowers and has a different inspiration. Orangerie takes me back to a wedding we did in Italy, with the smell of orange and lemon groves in the sun and the clinking of celebratory Champagne glasses. Powder Room immediately reminds me of watching

my mum getting ready for dinner parties when I was young, the smell of luxurious perfumes and hair sprays filling the room.

It's so hard to choose a favourite flower to work with. It's a bit like food – depending on the occasion or time of year, you crave something different. I've had recent fun with Ranunculus – especially the Italian variety, which looks a bit like a peony. Then every time I see the first bunch of peonies in spring I declare them my favourite, but then I think the same about sweet peas in summer as well...



In conversation with Javier Salvador, founder of *By Appointment Only Design*, the in-house florist at Corinthia Hotel London. You can find flowers, scented candles, chocolates, gifts and inspiration by the armful in the retail space at the shop at the Northumberland entrance of the hotel.

# Save Our Skin

**As the central heating comes back on and the clocks fall back, we all adopt a ‘batten down the hatches’ approach to surviving winter. So this is an important time to pay attention to our personal wellbeing. With tired skin our biggest cosmetic SOS, we prescribed a moment’s calm in the company of Corinthia Hotel London’s Spa Director Aysun Mut, to find out what our skin craves, how to nurture it from the inside out and why ‘beauty sleep’ definitely isn’t a myth...**

‘How do I get enough sleep?’ I don’t, but I’m working on it!’ Aysun laughs. ‘Sleep is so important for our skin. It’s when it does a lot of crucial repair work. But you need to look at skincare holistically – it isn’t about one product or treatment, but about nourishment and care from all angles.’

So with busy lives and the afflictions of winter – can more sleep help us? Is there any truth in the idea of ‘beauty sleep’?

‘Oh yes!’ Exclaims Aysun. ‘Skin makes new collagen when we sleep, which prevents sagging. More collagen means skin is plumper and less likely to wrinkle. When our bodies properly shut down it can stop working overtime and instead boost the blood-flow to the skin. As a result we wake to the ‘healthy glow’ we all seek from wonder products. Puffiness around the eyes is one of the first visible signs when we don’t get enough sleep. When blood isn’t flowing well it can sit under eyes and become visible through the thin skin in this area.’

Ok, so we need to go to bed earlier. Noted. As added skincare goodness we

all know to drink more water, but aside from staying well hydrated, is there anything else we can do from the inside out to save our skin?

Aysun continues: ‘There are certain nutrients that skin likes to ‘drink’ from the inside out. Our Spa Lounge menu has a dedicated section to liquid health, offering optimal wellbeing juices and Smoothies. My favourite is ‘Five a Day’, a generous portion of daily greens: kale, spinach, cucumber, celery, coriander and lime put together revives the skin through nourishment, hydration, and detoxifying all at the same time.’

An advocate of the oft-derided ‘self care’, Aysun is insistent that whatever you call it, choosing to lead a lifestyle that nourishes the body and mind will beat a single ‘fix’ any time. ‘Nutrients, vitamins and minerals don’t just appear in our blood stream. We need to make the right choices to ensure we are taking care of ourselves,’ she explains. ‘This is a big part of the ESPA approach – it is not about viewing a spa as an indulgent hang-out, although by all means we encourage all types of escape and relaxation, at any time of the year, however rather looking holistically at both physical and mental wellbeing, building on the ESPA philosophy of “natural beauty, inner calm.”’

Has there been a shift in our attitude to spa going over the last few years? ‘Absolutely’ Aysun answers. ‘There has been a shift towards a desire for knowledge and tangible science behind what guests are experiencing. Our clients are more

knowledgeable about their own skincare routines, so they want to know what’s going on with their skin, how they can continue this at home, what results they can hope to achieve and by what means.’

Perhaps as a result of this shift, Aysun ensures her therapists are training to a level where they can easily customise and accommodate a guest’s preferences within a standard treatment. **Each guest has a skincare consultation and their therapist will ensure the ensuing treatment is bespoke and answers their requests.** We don’t need any more convincing. So which treatments

should we be booking in for to save our skin (and sanity)? **Aysun suggests the two-hour back, face and scalp treatment to help release tension, nourish the skin and re-centre the body and mind after crowded tubes and damp winter days.**

And to encourage a good night’s sleep? **The Himalayan pink salt stones: ‘it’s a two-hour ritual that combines the physical relaxation of a hot stone massage with guided meditation to help bring you back into the present and find escape from external stress.’**

Aysun concludes: ‘Spas have a huge scope for recovery and rejuvenation. The knowledge of holistic wellness is now part of the wider health industry and we can advise on the nurturing and nourishment side of recovery from illness or injury and assist people with all types of skincare needs. I think understanding how physical and mental wellbeing are intertwined, and how we can take charge of our own personal wellbeing, is hugely beneficial.’

Discover all treatment details at [espalifeatcorinthia.com](http://espalifeatcorinthia.com)

## Savvy sleep tips for saving our skin.

# 1.

### SLEEP ON IT!

First and most importantly, try to get enough sleep. Our skin goes through a renewal cycle as we sleep, so if we’re not getting good quality rest, our body can’t go into that mode and our systems don’t get that type of restoration and repair that they should.

### TAKE IT OFF!

Leaving your make-up on overnight is a legendary skincare no-no! It is important to remove your make-up and other grime from the day so that your skin can regenerate overnight. Make sure you get it all off so that you have cleansed skin to apply night-time products suited to your skin type.

# 2.

# 3.

### NOURISH!

Fact: skin loses more water when we sleep than it does during the day, so be generous when applying moisturisers, and layer up with natural oils or serums. Pay special attention to eyes and lips, where skin is really delicate and needs extra TLC. Also, drink plenty of water during the day to help your skin stay hydrated throughout the night.

# Column Inches

## And finally... some recommendations from our contributors.

*Where would you head to in London for a bracing walk?*

'Hyde Park is always a great spot for a walk, especially in the autumn once the leaves turn. It is also my favourite spot to just sit, sip and savour a coffee alongside The Serpentine lake.'  
Michelle Whittemore – Head of Marketing

*Ugh – now it's raining! Where do you go?*

'I'd head straight to the Tate Modern. There is something very inspiring about being surrounded by so much talent, but I also find it very meditative and peaceful – you can find a corner to sit and watch the people and the world go by.'  
Aysun Mut, Spa Director, Corinthia London

*Let's hop on a train, where shall we visit from London?*

'I love a day trip to the coast – Broadstairs in Kent is only 1 hour 20 minutes away and being by the sea is so good for the soul.'  
Liz Matthews, Founder and CEO, LMPR

*And how about for a spot of thinking time?*

'A sculpture park – my favourite is in Yorkshire, but that might be a bit far, so I'd try Cass Sculpture near Chichester – for a contemplative walk around contemporary brilliant pieces.'  
Jo Craven, Head of Programming, Frieze Academy

*Where is your favourite view of the city?*

'Near home – Greenwich Park right up by the Meridian line.'  
Loic Carbonnet, Head Pastry Chef, Corinthia London

*In a busy city, where do you go to hide in plain sight?*

'The V&A; the perfect place to get lost for an afternoon, among the people, the artefacts and the architecture'  
Simon Abela, Associate, the G.A Group

“We are here to have a ball”

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