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Латвия, Юрмала, Проспект Дзинтару 36, Проект «Sun Terraces»

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2-ой этаж

Цена: 839 000 EUR

Современный жилой комплекс «Sun Terraces» — 3х-этажное здание, состоящее из двух корпусов, спроектировано таким образом, чтобы максимальное количество солнечного света попадало на открытые террасы, детскую игровую площадку и внутренний двор. В отделке фасада зданий использованы только натуральные материалы: травертин и канадский

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специальное хозяйственное помещение,
3 спальни.

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Проект «Avenue 34» находится в самом

территория и, конечно, терраса, чтобы Вы полностью смогли насладиться этой особой атмосферой. Вы будете в самом центре курорта юрмалы – пляж на расстоянии 100 м рядом с благоустроенным парком и 10 минутах ходьбы от концертного зала «Дзинтари» и ул. Йомас. 30 минут езды - Рига, до аэропорта - 15 минут.



Dior CÉLINE GUCCI LANVIN

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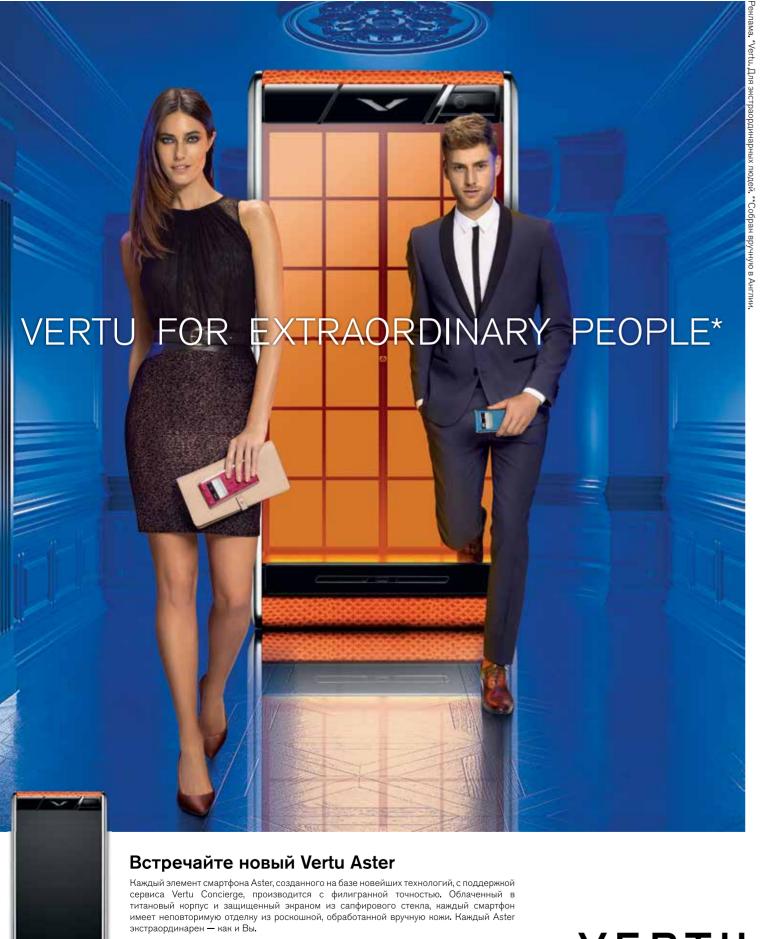
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MARTIN ALEXANDER GAUSS Chief Executive Officer airBaltic

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of Usedom in the Baltic Sea. We are confident that these new routes will create new business and leisure opportunities, generate additional jobs and, above all, make your travel more convenient.

Behind these improvements in our route network, service and punctuality is a very dedicated team. Attracting new talent is of key importance for *airBaltic*, not only to ensure that the airline remains profitable, but, above all, to continue to improve our offerings to you as our customer. In this regard, we are very pleased that *airBaltic* has been recognised again as a Top Employer in its home market.

Did you know that we have more than doubled our offering of lowest fare tickets in 2015 compared to just a year ago? This move came simultaneously with the introduction of a low fare calendar on the *airBaltic* website: airbaltic.com.





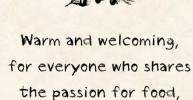
- **Edmunds' thought** The graduate
- **Agenda** March 2015
- **Riga closeup** Legendary meeting place
- **Cities of the month** Warsaw, Helsinki, Brussels
- **City icons** Polonia Palace Hotel



- **Trend** Death of the guidebook
- Thing of the month The story of denim
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beauty and life itself.



6a Antonijas street Riga

#### Contents MARCH

# THIS MONTH'S CONTRIBUTORS



You can be naughty in life (p. 68)

Career: I initially wrote for the city section of The Globe and Mail, which is Canada's largest daily newspaper, but only until I discovered the 12-hour bus ride from Toronto to New York City. Then I began writing for The New York Times and still contribute to the newspaper today. Time has truly flown, but over the past 13 years, I have interviewed celebrities like David Haselhoff and James Franco, chased artists for my web TV show ArtStars\* and done travel stories throughout Europe for Baltic Outlook. Proud of: Writing one book a year, which I see as a huge feat. Most people actually have the ability inside them, I think, but it all comes down to self-discipline. I started an ebook company in 2010 called ArtStars\* Books, which offers inspiration and help for getting your career in check. Must-visit city: Milan, because we're all looking forward to the epic Expo 2015, which opens this summer. I'm also excited that the new Prada Foundation will open soon in Milan.



LIENE PĀLĒNA Legendary meeting place (p. 22)

Career: I have been working as a journalist for nearly 10 years, which have been full of exciting experiences, meetings with interesting people and wonderful stories to write about. I have worked for all of Latvia's major newspaper publishers and am the former editor-inchief of the Latvian-language magazine Precos (I'm Getting Married). I've always abided by the principle that my articles should inspire people. Proud of: Every time that I succeed in inspiring someone to change for the better, regardless of whether that applies to minor things or important life-changing decisions. Whenever someone writes to thank me for my work, I feel an immense sense of pride and satisfaction.

Must-visit city: Budapest. Whenever I return there and that has been many times – I never fail to appreciate the breathtaking view of one of the largest and most beautiful parliament buildings in the world, and of the stately bridges that light up at night over the Danube. Life motto: Celebrate life. Every moment of every day.



ZANE NIKODEMUSA The story of denim

(p. 34)

Career: My passion is lifestyle journalism, which I have been practicing since 2002. I worked for nearly 10 years as a journalist and editor at the Latvian-language Cosmopolitan and SHAPE magazines. During the past two years, I have been a deputy editor at Baltic Outlook. I really love to create and read magazines. Hence, my favourite airport spots are lifestyle and fashion magazine

Proud of: During the past five years. I have been asked to lead or to take part in the transformation of four of Latvia's most influential lifestyle magazines. The moment when I am allowed to start a revolution and when I can take an empty piece of paper in my hand and start planning the content of the next magazine is indescribably powerful and inspiring.

Must-visit city: After reading the article 24 hours in Vienna (p. 86) in this month's Baltic Outlook, it only took a couple of seconds for me to decide to reserve a plane ticket to Vienna. Life motto: Those who have seen the moon shine on the other side of the world are never the same.

# balticutlook

it's true.

Life motto: Follow your

It sounds so cliché, but

intuition, stay inspired and

never give up on your dreams.

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Text by **EDMUNDS VALDEMĀRS BUNKŠE,**professor emeritus and geographer
Photo courtesy of **EDMUNDS VALDEMĀRS BUNKŠE** 

# The Graduate

While bending over the drafting board, I felt a hand on my shoulder.

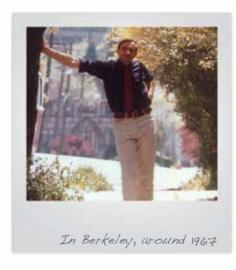
"Mr. Bunkse, how would you like to be a teaching assistant next autumn?"

It was the voice of our geography department chair. A former journalist, he was always direct with what he had to say. In a complete panic, I answered:

"No, thank you. I couldn't," or something incoherent like that. It was my first year as a doctoral student at Berkeley, one of the world's prestigious universities. That was pressure enough. I had been given the job of what we called "department flunky" – doing mainly drafting because of my training in architecture. For a shy introvert like myself, the idea of standing in front of a group of undergraduates and discussing their questions about the lectures of an eminent professor was scary.

The department chair was not a typical authority figure. Thin, a bit athletic-looking, he met you in the hall or in the elevator of the Earth Sciences Building with a slight, light-hearted smile. I do not recall how he convinced me to agree, but it did not take long.

Autumn came and so did the two small discussion classes that I had to teach. As an introduction, I told a joke. No one laughed. To my mortification, there were few questions about the week's lectures.



My knees barely held me up, the panic was so powerful

I had to let the class out early with a guilty conscience. Nevertheless, one student stayed to talk with me. He was tall, blond and athletic – a very good American football and rugby player, I found out later. He introduced himself as a Lithuanian. However, his main intent was to let me

know that I had told a very old high school joke. Almost never did I tell another joke again.

I managed the section classes that fall and in later semesters by finding new and interesting material that went beyond the scope of the lectures. Then one traumatic morning my worst nightmare did come true – no one showed up for class! I walked into an empty classroom. I ran outside to double check the time on the clock up in the Campanile Tower. It showed the same time as my watch. My knees barely held me up, the panic was so powerful. However, it turned out that daylight savings time had been instituted and that the clock in the tower had not been reset. The students came.

I received an A rating that semester in a student publication – a rating that I could scarcely believe. Perhaps the editors, some English friends of mine, had taken pity on me. Whatever the case, the teaching had not gone that badly. There was a certain élan among us graduate students – we thought that we better represented this group of people than Dustin Hoffman in the film *The Graduate*, which was then in production in the San Francisco Bay area. It was a film that I never saw, because we were all busy living the privileged lives bequeathed by our special status. **BO** 





# REAL ESTATE JURNALA

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# **SPOTLIGHT** ON THE EARLY SPRING

Five things that you should do in Latvia in March

1/ Decorate the place where you are staying with spring flowers.

2/ Get some adrenaline going at Riga's carting hall, next to the city's Bikernieki car-racing track. (i) kartingahalle.lv

3/ Attend a concert during the 15th International Bach Chamber Music Festival (March 19-28). i music.lv/bachfestival

4/ Watch migrating birds return to their spring nesting grounds.

5/ Try out a cocktail with sea buckthorn juice.



## Bartow J. Elmore. Citizen Coke: The Making of Coca-Cola Capitalism

READING

tonight at 7.30

A fascinating account of the social and cultural effects of Coca-Cola. The author investigates the company's manifold corporate and government partnerships as well as its mammoth ecological footprint. He also shows how the enterprise has offloaded part of its production and distribution costs onto local governments and other businesses to fuel its continued growth. EUR 21, (i) wwnorton.com

#### Kristen Frederickson. Avery Curran. Tonight at 7:30: One Family's Life at the Table

This crackerjack mother-anddaughter team has just come out with an outstanding, self-published (via Kickstarter) home cookbook. Based on their transatlantic blog kristeninlondon.com, the tome contains some 256 pages of beautifully photographed recipes from both England and New England.

# EUR 21.50, (i) amazon.com



instagram.com/zibstore

# Celebrate life in all of its splendour with some tips from Baltic Outlook



Health The Latvian brand KIIN is selling honey enriched with vitamin C as well as other natural honey-based products. The honey comes from a wild meadow on a family-owned plot maintained by three generations of beekeepers. It harbours the aromas of lilyof-the-valley, apple blossom, dandelion, coltsfoot and other

blooming plants. (i) kiinproducts.com

Music critics have said that there is a "supernatural beauty" to Northern Lights & Other Choral Works, the latest album by renowned Latvian composer Ēriks Ešenvalds. Last year, his music left a deep impression on Prince William and Kate Middleton, the Duchess of Cambridge, who heard it being sung during an Easter morning service at Saint Andrew's Cathedral in Sydney, Australia.

Medus

on Youtube and Facebook. Design The Latvian company Maffam Freeform has teamed up with talented designer Raimonds Cīrulis to make furniture from volcanic basalt fibre, based on a unique manufacturing technology that Cīrulis has created and patented. Check out the Revolver bottle rack, possibly the most original wine stand in the world.

Culture Rainis (1865-1929) and

Aspazija (1865-1943) are to Latvia what

Goethe is to Germany and Shakespeare

is to the United Kingdom. They wrote

and translated world classics into

Latvian. The unique #mindpower project features a collection of 29 short

films in which celebrities from all of

the EU member states read excerpts

from the works of both poets in their

video will be released on eu2015.lv, the

website associated with Latvia's current

presidency of the EU Council, as well as

native language. Each week, a new

plays and poems, worked as journalists





PURE ART

Text by ZANE NIKODEMUSA



# EXHIBITION BY PURVITIS AWARD NOMINEES

Arsenāls exhibition hall Until April 12

This exposition consists of paintings, graphic art, sculptures, installations and video art created during 2013 and 2014 by the eight nominees for this year's Purvītis Award. It is Latvia's most prestigious art award and was established in 2008 to regularly acknowledge the best achievements in Latvian professional visual art. The nominated artists and artist groups are chosen by an independent panel of respected experts and the winner receives 28,500 euros.

More information at purvisabalva.lv.

MARCH 2015

KATY PERRY CONCERT

Arena Riga March 15

American singer Katy Perry, one of the trendiest musical stars, will be holding her only concert in the Baltic States in Riga this month. Taking place within the framework of the *Prismatic World Tour*, the show is set to be a grand affair, with the stage taking up almost half of the allocated floor space in the *Arena Riga*. The tour is in support of Perry's latest album, *Prism*, which reached no. 1 on the charts in Great Britain, the United States and other countries.

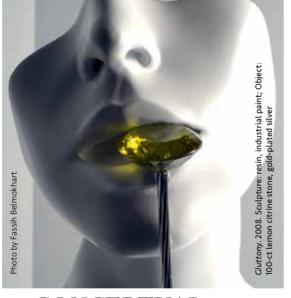
Tickets at ticketpro.lv / Price: EUR 49-85 Skanstes iela 21, Riga



YANN TIERSEN CONCERT Palladium concert hall

Famous French multiinstrumentalist and composer Yann Tiersen is perhaps best known for his soundtracks to the romantic comedy *Amélie* (with the adorable Audrey Tautou playing the main role) and the tragicomedy *Good Bye, Lenin!* However, his repertoire is extremely varied, and this month he will be in Riga to promote his latest album, *Infinity*.

Tickets at bilesuserviss.lv Price: EUR 39 Marijas iela 21, Riga



# CONCEPTUAL JEWELLERY EXHIBITION THE SEVEN DEADLY SINS

BY EMMANUEL LACOSTE

Putti art gallery Until April 11

One essential thing sets jewellery apart from other forms of artistic creation – its direct physical contact with the body. This proximity creates a personal and intimate relationship between the wearer and the jewellery item, which French conceptual jewellery artist Emmanuel Lacoste examines further in his works.

More information at putti.lv. Mārstaļu iela 16, Riga



March 6



# **EXHIBITION SOCIETY ACTS -VERSION 2. POST MODERNA EXHIBITION 2014**

kim? Contemporary Arts Centre March 6-April 19

Riga will be hosting Society Acts,

EXHIBITION

Zenta Dzividzinska. Photograph from the series Rīgas Pantomīma (Riga Pantomime, 1964-1967)

Alessandro Tiarini (1577-1668). Dame

with Dog (Orsina Leon

Castelli). Circa 1618.

Oil on canvas. From

the collection of the

National Pinacoteca

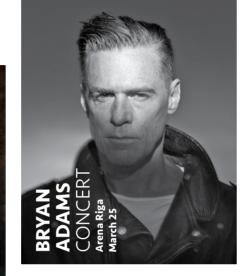
a part of the Moderna Exhibition series of art shows originally held at the Moderna Museet Malmö. Unlike the two previous exhibitions from this series, this selection has been widened geographically beyond Sweden to include artists from a large part of the Baltic region.

More information at kim.lv Maskavas iela 12/1, Riga



With Latvia taking over the presidency of the Council of the EU for six months, treasures from museums in Bologna will be shown as a greeting from Italy, the previous presiding country. This exhibition demonstrates the special and innovative character of portrait painting and follows the evolution of this genre in Italy over the course of several generations.

More information at rigasbirza.lv Doma laukums 6, Riga



To mark the 30<sup>th</sup> anniversary of his legendary multi-platinum-selling album Reckless, Canadian rock musician Bryan Adams will take to the stage in Riga at the end of this month. Viewers will be treated to what promises to be a memorable light and video show, in which Adams will perform his most famous hits.

Tickets at bilesuserviss.lv Price: EUR 35-59 Skanstes iela 21, Riga











**VERSACE** 







MONCLER

cavalli

MICHAEL KORS

DIRK BIKKEMBERGS

CORNELIANI

EMILIO PUCCI

DSQUARED2

GUCCI

a.testoni

BURBERRY BRIT



Text by **LIENE PĀLĒNA**Photos by **EDMUNDS BRENCIS**, F64

he Art Museum Riga Bourse positions itself as a cultural hotspot, and references to it as a special meeting place are not part of a cunning marketing trick. The museum, which opened only in 2011, is located in Riga's historical centre in the fully restored premises of the former stock exchange, or bourse. The building was constructed from 1852-1855 in the style of a Venetian Renaissance *palazzo* as a sign of prosperity and affluence. Formerly an important meeting place for matters that concerned business and finance, it is now a venue for some of the country's most interesting art exhibitions.

As you enter the Grand Hall of the building, which was once the focal point for transactions of company stocks, you will see an impressive clock on the wall, which displayed the time in London while the bourse was in operation, but which now shows the local time in Riga. The bourse was also connected with shipping, and to show how the winds were blowing along the Daugava River and in the Baltic Sea, a wind vane was set up that still functions to this day.

Majesty and splendour are the two words that best describe the Art Museum Riga Bourse, which was once known for its high society balls. These were held on the fourth floor in premises that now house a collection of paintings from the 16th-19th centuries. **BO** 

# **TOP 3**

# must-do's at the Art Museum Riga Bourse

See the Magnetism of Provence exhibition, which will be on show from April 30-July 5, and which features about 40 classic works of art by such world-famous artists as Pierre-Auguste Renoir, Paul Cézanne, Henri Matisse, Marc Chagall and Pablo Picasso.

Turn your attention to the gilded ventilation shafts in the walls of the museum. They were once part of a heating system that was very modern for its day.

LOOk up at the Gondola, an 11-metrelong sculpture by renowned Russian artist Dmitriy Gutov. The huge and ambitious work of contemporary art weighs almost a ton and is fastened to the ceiling of the atrium.



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Portofino – it's gentry, stylish, luxurious. It's hospitality at its' finest, and Portofino's team, who are all ardent and non-compromising enthusiasts for service and food excellence, know the value of a loyal guest. Warm and welcoming, it is a place to return to, tomorrow or in a couple of years. It offers classical Italian cuisine, though thoughtfully adjusted to local dining customs, and is appreciated by those who know themselves to be true gourmets. Perfection is known to be in details, in the little things which come together to create the atmosphere, which at Portofino is so elusive that you are left to purely enjoy. This place is the subtle frame for your perfect experience.



# Portofino – изысканное место яркого гастрономического приключения!

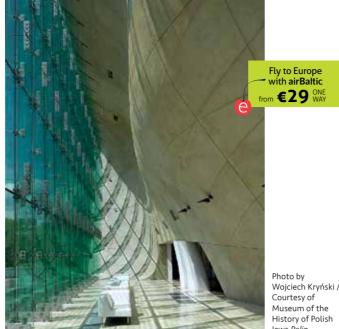
Portofino – красочный, изысканный ресторан – пример настоящего гостеприимства. Команда Portofino – мастера поварского искусства и обслуживания, знающие, насколько значимо доверие гостей. Это тот ресторан, в который возвращаются и на следующий день, и через продолжительное время. Portofino предлагает классическую итальянскую кухню, которая продуманно приспособлена к местным гастрономическим традициям, ее способны оценить настоящие гурманы. Истинное удовольствие кроется в деталях особой атмосферы, которая дарит возможность по-настоящему насладиться моментом.







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**Zacheta** (pl. Małachowskiego 3, zacheta.art.pl), which means "encouragement" in English, is Poland's national gallery of art and dates back to 1860. The eclectic building is one of the few in Warsaw to have survived the Second World War. Aside from displaying superb exhibitions, the building has also been associated with a number of scandalous events. It was here during the opening of an exhibition in 1922 that Poland's first president Gabriel Narutowicz was assassinated, while in the year 2000 famous Polish actor Daniel Olbrychski suddenly pulled out a sword and slashed at a number of artworks on the walls, on the grounds that these offended him.

This month's upcoming exhibition Cannibalism? On Appropriation in Art (March 7-May 24) promises to be quite intriguing. It deals with a practice that lately has been widespread in art circles – the copying, transformation and reference to oeuvres by other artists in one's own artworks.

The most prominent new arrival on Warsaw's cultural scene is **Polin**, otherwise known as the Museum of the History of Polish Jews (ul. Anielewicza 6; polin.pl), which has proven to be very popular with visitors. During the first two days alone that followed the opening of the museum's core exposition to the public last October, 15,000 people passed through the building's doors.

Although part of the museum is inevitably devoted to the tragic events of the Holocaust, the museum does not focus exclusively on the horrors inflicted by the Nazis. *Polin* depicts the sometimes tumultuous but simultaneously mutually enriching coexistence of Jews and Poles over the course of a millennium. The museum stands in the heart of what was once a thriving Jewish neighbourhood of Warsaw and which the Nazis turned into a ghetto during the Second World War. Built with a grey façade that reflects the nearby Monument to the Ghetto Heroes, the museum building is an architectural destination in itself.

Warsaw's latest boutique hotel is also housed in a building that has experienced the vagaries of the city's turbulent history. Built in a secessionist style in 1892, the edifice served as the Soviet Union's first embassy in Poland (as attested to by a hammer and sickle over the doorway) and as an administrative centre during the Nazi German occupation. It then experienced several metamorphoses before finally being transformed into a hotel. The interior of *H 15 Boutique* (ul. Poznańska 15; h15boutiqueapartments.com) is an elegant ode to black-and-white, with colourful adornments of graphic art in pop art style by Polish artist Rita Zimmerman.











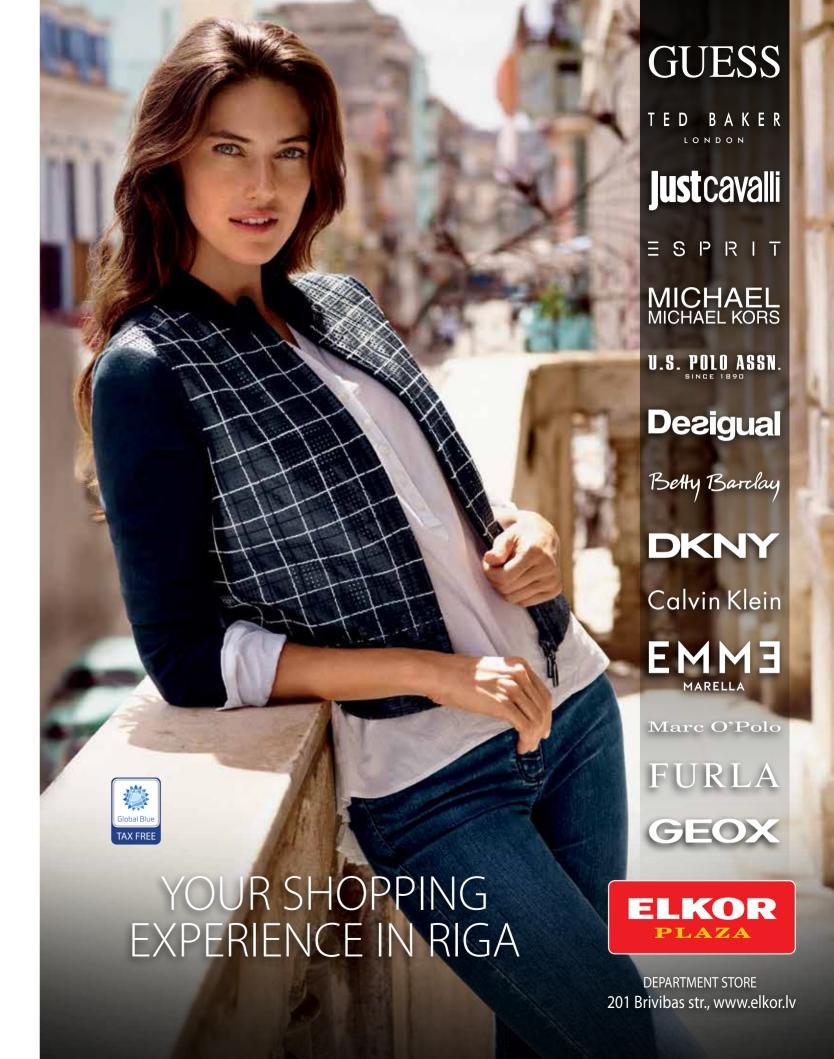


Following a six-month-long reconstruction, the **Kiasma** museum of contemporary art (Mannerheiminaukio 2; kiasma.fi) will be reopening its doors on March 13. Designed by American architect Steven Holl, the irregularly shaped building initially generated much controversy among the city's inhabitants, but has since become a cultural hotspot and is now the most popular museum in Finland. The museum's reopening will be a grand affair, with one exhibition dedicated to American photography legend Robert Mapplethorpe, who died prematurely of AIDS in 1989. Mapplethorpe was one of the most talented and scandalous photographers of his day; a provocative aesthete in whose works beauty and erotica intermingle with pleasure, pain, death and ecstasy.

The recently renovated Old Market Hall, which dates from 1889, has become a new gastronomic destination in the Finnish capital. Its most illustrious occupant is the **Story** restaurant (Vanha Kauppahalli, Eteläranta: restaurantstory.fi), which can be found right in the centre of the complex, at a place where horse-drawn carts once unloaded their goods. As befits a market restaurant, everything on the menu is made from fresh products obtained right there on the spot at nearby farmers' stalls. The fare is simple and wholesome, featuring home-cooked-style dishes such as salmon soup and overnight-roasted pork burgers. The elegant restaurant interior was created by Joanna Laajisto, one of Helsinki's best-known designers. She has managed to impart an incredible sense of feel-good cosiness to the industrial premises, while retaining the original high ceiling of the market hall. Here you will see fish baskets that have been transformed into lamps, wooden tables made by local craftsmen and wall shelves housing flower pots filled with green herbs.

Designer Joanna Laajisto is also responsible for the look of the new **Finlandia Caviar Shop and Restaurant** (Eteläranta 20; savukari.fi). Its simple Scandinavian interior boasts a warm, subdued palette of colours that ranges from pale green to beige, along with Finnish-made wooden furniture and the occasional accent of sea-blue, which provides the only reminder of the caviar's origins. This is the place for obtaining some of the world's most exclusive types of caviar, including white sturgeon, Russian ossetra, beluga and kaluga as well as fantastically delectable oysters.







Brussels' Centre for Fine Arts, or **BOZAR** (Rue Ravenstein 23; bozar.be), has turned its spotlight on Latvia during the country's presidency of the Council of the European Union, which ends on July 1. Currently the centre is hosting two exhibitions with works by Latvian artists until the end of May. The first, titled *Visionary Structures: From Johansons to Johansons*, is showcasing the oeuvres of seven artists from seven generations in the 20<sup>th</sup> and 21<sup>st</sup> centuries, starting with Kārlis Johansons, continuing with Gustavs Klucis, Valdis Celms, Jānis Krievs, Artūrs Riņķis and Gints Gabrāns, and ending with contemporary modern artist Voldemārs Johansons. Also on view is *The Limp of a Letter*, a multidimensional visual exhibition by Oļa Vasiļeva that combines videos, sculptures, textiles, ceramics, drawings and found objects and that explores the opaque relationship between thought, language, design and the production of objects.

Those who appreciate small, exclusive hotels that are destinations in themselves should book a stay at the recently opened *Hôtel des Galeries* (Beenhouwersstraat 38; hoteldesgaleries.be). Located close to a variety of antique shops in the affluent Sablon district, the hotel has only 23 rooms. The fancy 19<sup>th</sup>-century shopping arcade in which it is situated was built for King Leopold I and was once a popular hangout for such French intellectuals as Victor Hugo and Paul Verlaine. Designed by French architect and ceramist Camille Flammarion, the *Hôtel des Galeries* sports a tasteful interior that skilfully blends the romantism of the past with modern-day conveniences. The parquet floors and wooden shutters in the guest rooms, together with separate wardrobe spaces and other thoughtful additions, impart a special personal feel that makes one's sojourn all the more pleasant.

As you stroll among the antique shops and art galleries of Brussels' Sablon district, it is worth stopping in for lunch at the new deli-café *Pistolet Original* (Rue Joseph Stevens 24-26; pistolet-original.be). The menu centres on classical Belgian sandwiches known as *pistolets*, which can be ordered with such ingredients as goat's cheese, blood sausage, roast beef and marinated herring filets – all obtained from local producers. The interior is set in a playful and carefree old-school style, while the prices are surprisingly low for eateries in this upscale part of the Belgian capital. **BO** 





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#### Details **CITY ICONS**



# Undying charm

The Polonia Palace Hotel has been Warsaw's leading hotel for over 100 years.

Text by **DAVID NIKEL** Publicity photos

ne 206-room *Polonia Palace* is far more than just a hotel. The historic building tells the story of Warsaw like no other. The hotel miraculously survived the Second World War intact, unlike much of the Old Town, the main railway station, the Royal Palace, the Załuski Library and countless churches.

The Polonia Palace Hotel is located on Aleje Jerozolimskie next to Warszawa Śródmieście railway station, which offers a direct link to the airport with the S2 train. Renovated twice since the turn of this century, it remains one of the city's best places of accommodation, currently sporting a 2015 Travellers' Choice Award from *TripAdvisor*. Awards aside, the stories held within the hotel's walls make it a veritable icon of Warsaw.

Count Konstanty Przeździecki ran the hotel for 26 years after its opening in 1913. Standout features in the early days included hot and cold running water and telephones in each of the bedrooms. The hotel quickly became known for its lavish banquets and was a popular spot among artists, diplomats and aristocrats.

The German military used the building as an officers' headquarters during the Second World War and renamed it the Hotel Der Reichshof. During the Warsaw Uprising of 1944, it functioned as a hospital and a provisions store for soldiers and civilians. Then, as the only hotel in Warsaw to survive the war, the Polonia Palace became a temporary home to diplomatic missions from the USA,

and Argentina.

Although the hotel successfully avoided the wartime destruction of the city, it was almost altered forever by post-war restoration plans that included removing the original marble and stuccowork. The plans were shelved due to financial reasons, saving the hotel's pre-war character.

Today the four-star hotel is best known for its Strauss restaurant - which serves both traditional Polish and international dishes - and Bojangles bar, and for such facilities as a fitness room and spa. Two years ago, the Polonia Palace Hotel celebrated an unlikely centenary, which served as yet another reminder of the building's historical significance. BO

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www.larus.lv Мебельный салон LARUS в Даугавпилсе:



Text by **DAVID NIKEL**Photo courtesy of *stay.com* 

# Death of the guidebook

When was the last time that you looked at a printed guidebook?

hether budget
backpacker or luxury
honeymooner, today's
traveller is spoilt for
choice when it comes to travel advice.
User reviews on *TripAdvisor* or *Yelp* can
make or break a hotel or restaurant far
more than a printed review ever could.
Thousands of travel blogs offer tips and
advice about every corner of the planet.

As mobile devices now dominate Internet use, destination-specific apps are fast becoming the new guidebook. They offer two huge advantages over their printed counterparts: niche specialisation and the ability to be constantly updated.

The banskoblog.com app for Apple and Android phones focuses solely on the

relatively unknown Bulgarian ski resort of Bansko, providing travellers with a complete destination guide that includes maps of the town and pistes, webcams, restaurant listings and weather updates. Users even receive a notification when fresh snow falls.

It would seem that legacy publishers are paying attention. In an attempt to keep up with these niche destination guides, Lonely Planet now makes available individual chapters of its guidebooks in digital format. However, one enterprising Norwegian company believes that the entire concept of a guidebook is outdated, even in digital format.

Joachim Paasche, the founder of Stay.com, explains the benefits of his

new-generation destination guides, which feature tips from local experts:

"Our app offers the user a lot that isn't available in a printed book, including the ability to personalise it and use GPS. In addition, everything is available offline; not just the map, but the entire destination content, so that you can continue to create and use your guide even without Internet coverage.

"Our users start creating guides before they travel, but they also open the app around six times per day while they're at the destination."

Perhaps a quality travel narrative still has a place on the bookshelves, but it seems that the era of the guidebook is coming to an end. Now, where shall we go for dinner? **BO** 



# HOUSING ESTATE FOR SALE

# Brivibas bulvaris 21, Riga

Located in the heart of Riga, this prestigious and historical building, including land property, is up for sale. A beautiful view of the park opens up from its windows. The building is located at the intersection of Brivibas and Kalpaka Boulevards, and is just a few minutes away from the Old Town. The Freedom Monument - one of the most important national symbols of Latvia, is located nearby. The premises are best suited for either a hospitality business or premium-class appartments.

Land area – 1 467 m². Site area – 1 148 m². Gross site area – 5 625 m².

Price: EUR 8 900 000

# COMMERCIAL PREMISES FOR SALE 201 Brivibas gatve, Riga



For sale: property with an active luxury department store at 201 Brīvības gatve in Riga, located near VEF. It's an excellent choice for a good investment -- the object can be sold including cash flow (EUR 50000 per month excluding VAT) or without. Brivibas gatve is the main street of Riga, and this area is surrounded by a well-developed infrastructure and public transport, ensuring a large flow of people on a daily basis. The five-story building is fully equipped with everything required for a retail business, including storage facilities in the basement. Included is a parking lot for up to 60 cars. The exterior of the building can be redesigned in glass, and the inside can be adapted for office use.

Land area: 4343 m<sup>2</sup> Gross site area: 10648 m<sup>2</sup> Site area: 2274 m<sup>2</sup> Commercial area: 7945 m<sup>2</sup>

Price: EUR 8 900 000

For sale: property with an area of 62210 m² at 201 Brīvības gatve in Riga, located near VEF. The land is suitable for a mixed development, including housing. Maximum building intensity – 220%. The property is strategically well-placed near the Elkor Plaza department store, a hotel, and the offices of various companies. Brīvības gatve is located nearby. The property is suitable for various business activities, including the construction of offices and housing.

Utilities: electricity supply, water supply, central heating.

Land area: 62210 m<sup>2</sup>

Price: EUR 5 900 000



Phone: +371 20040769. E-mail: o.citok@elkor.lv



The story of denim

Denim now features in both low-cost and high-end fashion collections. But how did it all begin?

> Text by ZANE NIKODEMUSA Publicity photo

enim was everywhere on the runways of Spring 2015 collections. Nowadays, jeans are worn by presidents, duchesses, dockhands and lumberjacks all over the world. In some places, it is not uncommon for pastors to take to the pulpit wearing jeans during Sunday services, conveniently covering up their durable pants with their long priestly robes. Our obsession with denim is fascinating.

It seems that practically everybody has at least one pair of jeans in their closet.

The consensus seems to be that the history of what are now known as jeans began in San Francisco, California in 1872, when a Latvian-born émigré tailor named Jacob Davis obtained the financial backing of German-American businessmen Levi Strauss to file a patent application for "Improvements in fastening pocket openings".

Davis and Strauss didn't invent denim per se, but by patenting the riveting process, which made the garment durable and reliable, they introduced denim to a worldwide audience. Davis had begun by sewing durable work pants in denim cotton for a woodcutter and reinforcing the weak points in the seams and pockets with copper rivets.

In 1873, the two men patented the now-famous riveted design for which Levi's jeans are known. Strauss set up a sizeable tailor shop in San Francisco to produce Davis' working pants. As demand continued to grow, the shop was superseded by a manufacturing plant that Davis managed

Prior to the 1930s, denim jeans were almost exclusively limited to miners, farmers and ranchers who needed the hardy pants to do their jobs. Jeans were valued for their comfort and durability, but they gained an even broader appeal in the United States through the movie Westerns of the 1930s and 1940s. The masculine jeans-wearing cowboys in these movies made these

> Luxury brands such as Gucci got into the game during the 1980s

pants become associated with courageous and

Then in the 1950s, American movie icons James Dean and Marlon Brando wore jeans in such films as Rebel Without a Cause and The Wild One, making them popular among teenagers as well. If jeans in Westerns were associated with heroic and honest men, Brando and Dean added a sense of danger, rebellion and sexuality.

During the 1970s, jeans were transformed from an attribute worn by rebellious youths to a fashion statement and everyday uniform for Europeans and North Americans. In the oppressed communist countries of Eastern Europe, they became an unconventional symbol of freedom.

Luxury brands such as Gucci got into the game during the 1980s, adding their own style elements. By then, jeans had just about lost their image as workmen's clothes and were becoming fashionable

items of clothing.

The icing on the cake was added in 1988, when editor Anna Wintour shocked the fashion world by putting a model wearing jeans onto the cover of the US edition of Voque. Since then, jeans have been an integral part of the wardrobe of the rich and the famous all over the world. BO



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**ROCHAS** 

FABIANA FILIPPI

JOSEPH



In 1800, the first iconic

Levi's 501

jeans were



# London British traditions

Ithough contemporary British style in cosmopolitan London is associated with designer Vivienne Westwood and formerly with the creative fantasies of Alexander McQueen, classical British fashion is endowed with a poetic sense of beauty that also draws from aristocratic and royal traditions. The timeless woollen trench coat, Victorian-era flower patterns and other vintage details look as good as always, because they link the past and the future.

Daily British street clothing incorporates an eclectic mix of styles, starting with elegant classics and ending with punk and grunge variations. Young people are more prone to experiment with neon colours and unimaginable textile combinations to provide a shock effect. However, it's hard to surprise anyone in London anymore, no matter how outrageously you dress.

A preppy style can also be seen on London's streets, with women wearing white blouses, sweaters, pleated chequered skirts or ironed pants and low-heeled shoes, imparting a schoolgirl look that is both playful and serious. The choice of accessories can also attest to a British look, as with the wearing of *Mulberrry* retro style handbags, which have become popular among the rich and the famous. **BO** 

#### SHOPPING IN LONDON Liberty

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since 1875 and a mustsee, this historical store is housed in an impressive Tudor-style building. It offers eclectic design, iconic fashion brands and famous *Liberty* print textiles, feeling more like an upscale boutique than the six-storey shopping centre that it really is. 208-222 Regent Street ① liberty.co.uk

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which highlight
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also occasionally
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musical talents and
displays livestream
catwalk shows on
its screens.
121 Regent Street
① uk.burberry.com

# House of Hackney Original collections

of British-made furniture, interior objects, clothing and accessories with typically British plant and flower prints. Here one can also buy designer shoes by *Terry de Havilland*, which are popular with show business stars. 131-132 Shoreditch High Street ① houseofhackney.com





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Style by KATRĪNA REMESA-VANAGA
Photo by ANDREJS TERENTJEVS, F64



# ГОЛЬФ АПАРТАМЕНТЫ И ТАУНХАУСЫ У ЮРМАЛЫ





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Text by **KRISTĪNE BUDŽE**, *Pastaiga*Photo Courtesy of *Moooi* 

# Captured light from a nightingale's cage

Designed by the prominent Chinese duo Neri&Hu, the new Emperor lamp is inspired by the ancient tale of a cage that an emperor commissioned for his beloved nightingale.





## WHAT IS IT?

A cage-shaped lamp manufactured by the Dutch design company Moooi and created by Chinese designers Lyndon Neri and Rossana Hu. Every lampshade is individually woven by hand from bamboo fibres and therefore has its own character. According to a traditional tale, an Asian emperor once received a nightingale as a gift. He was so enchanted by the bird's singing that he had a majestic handwoven cage of bamboo built to house the nightingale. The modern-day Emperor lamp is based on this old story, serving as a cage to capture light rather than birds. Available in ceiling, table or floor lamp formats, the product has been well-received worldwide.

# WHO ARE ITS DESIGNERS?

Lyndon Neri and Rossana Hu. After studying architecture at prestigious universities in the United States, the couple returned to China and founded the Neri&Hu architecture and design studio in Shanghai, bringing back a Western sense of architecture and aesthetics to their home country. The architects say that the Chinese have traditionally been receptive to Western influences. Modern Chinese has many references to the English language, while contemporary Chinese poetry draws on Western poetic traditions. Neri&Hu is currently one of the most often mentioned names in the world design scene. The company has successfully broken stereotypes of the Chinese as lacking in creativity

and is gradually bringing China into the fold of nations known for their design abilities.

Along with an increasing number of orders in its native China, Neri&Hu is also gaining respect in the West. The duo has designed various products for a number of Western companies, including the aforementioned Moooi of the Netherlands, Meritalia of Italy and BD Barcelona Design of Spain. The couple's products display a subtle and discrete reference to Chinese traditional culture that is therefore not boastful and overwhelming.

Neri&Hu is also collaborating with American hotelier Ian Schrager. Both designers were special guests this January at the IMM Cologne furniture exhibition, where they displayed their version of what an ideal house should look like in the installation Das Haus. The couple can be expected to produce more creatively designed surprises over the coming years.

# HOW DOES THE LAMP FIT INTO INTERIORS?

The Emperor lamp fits well even in classically arranged interiors with antique furniture and objects from older historical styles. However, the lamp will stand out best in a contemporary ascetic environment as an aesthetic item with a functional role to play. Nevertheless, the manufacturers recommend that each room be furnished with no more than one Emperor lamp, for it is a well-known fact that an emperor's court can be ruled by only a single sovereign. BO i en.neriandhu.com



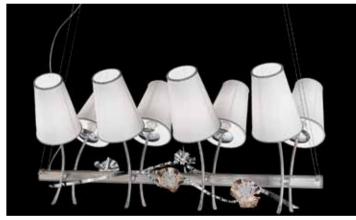


















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from the Netherlands, is a captain and instructor on *Bombardier Q400 Next Gen* aircraft. Hours flown: 5600

# This is your Photos Courtesy of Chris van Rossum captain speaking

Baltic Outlook introduces you to some of the most important people at airBaltic – its flight crew members.

# THREE THINGS THAT I NEVER LEAVE HOME WITHOUT

A good mood, my *Ray Ban* sunglasses and an umbrella. That's because I have to walk around the aircraft before every flight, and when I leave my apartment, I can never tell what the weather will be like at the airport. So, for the sunshine up at cruising level I have the sunglasses, and for the rain on the ground an umbrella.

# THINGS THAT MIGHT SURPRISE A PASSENGER WHO STEPS INTO THE PILOT'S CABIN

During the whole flight we are listening to air traffic controllers, who are constantly giving instructions to various aircraft. We hear instructions that are meant not only for us, but also for all aircraft flying in the same airspace. As pilots, we have to carefully listen and reply only when the controllers are speaking to us.

# **LAST DESTINATION** FLOWN TO AS A PASSENGER

A couple of years ago I went with my family to Curaçao in the Caribbean for a wonderful sunny vacation. The last time I flew as a passenger was to Amsterdam in September 2014.

# FAVOURITE FAVO

Fazenda in Riga. The atmosphere feels nice and there is always very good food and friendly service.

# FAVOURITE BOOK

**HOBBY** 

summer I

golf. It's

love to play

great to be

out in the

Any book from David Baldacci, especially the King and Maxwell series.

# THE BEST THING ABOUT BEING A PILOT

No matter how grey the sky seems on the ground, above the clouds the sun is always shining.

#### FAVOURITE RUNWAY

Being Dutch, it's always special for me to fly to my home country, even though I don't live there anymore. I don't fly very often to Amsterdam, but Schiphol is my favourite



#### **HOW IT ALL BEGAN**

I was living close to Amsterdam's airport and was fascinated by all of those aircraft flying around. With my parents working in the aviation industry as well, I was fortunate to travel regularly by air. Back in those days, we were allowed to have a look inside the cockpit during flights and talk to the pilots. Speaking with them and seeing their "office" made me realise that this is my dream job.



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## **SLEEPOW** Pillow talk

Enough shoving your Android into your pillowcase. Enough cuddling up next to your stereo speaker just so you can fall asleep to your favourite podcast. This is not the only audio-enhanced pillow out there on the market, but it's likely

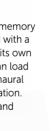
an insomniac's dream.

foam pillow is embedded with a speaker and it also holds its own MP3 player, which you can load up with your favourite binaural beats or Kenny G compilation. Essential for insomniacs and somnambulant ravers. EUR 113 | (i) sleepmusicpillow.com



Ignore the punny name and pick up this lifesaver of a sleep aid. Embedded with a soft blue-violet glow, this sleep therapy mask works to calm your brain, clear your thoughts and relax you so that you can fall asleep more easily. The mask "recharges" when you hold it up to a light source for half a minute. Once you are asleep, the opaque mask blocks out light. Good for those experiencing time-zone changes or working particularly late or early hours.

EUR 35 | (i) glotosleep.com



Newton John, but you'll sleep like a baby. The fourth generation of this comfortable headband

embedded with headphones and an audio jack may well save your marriage. Buy two and neither of you will have to suffer the other's snoring. The machine-washable

**SLEEPPHONES** 

You may end up looking like Olivia

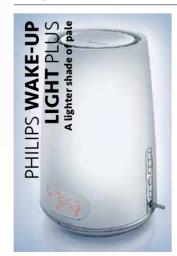
Paiamas for your ears

speakers that give you access to music while blocking out external noise. Also great for running, since there are no earbuds that risk falling out. Comes in black, grey and purple.

headband, made of soft fleece.

has integrated and removable

EUR 37 | (i) sleepphones.com



Now in its second incarnation, this lamp wakes you up in stages by mimicking the soft light of the rising sun, along with sounds of nature, FM radio or your own playlist. It capitalises on the evolutionary idea that our bodies release chemicals for waking up as the sun falls onto our eyelids. And there's one feature our cavemen forefathers would envy: a snooze function. Tap anywhere on the lamp and you are granted another nine minutes of sleep! Has a dusk simulator, too, which gradually decreases ambient light so you can drift off to Never Never Land EUR 176 | (i) philips.com



# **Latvian Presidency of the Council of the European Union conference "First Innovative Enterprise week"**

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# Dragons are back in the Baltics

Estonian indie rockers *Ewert and the Two Dragons* launch their spring tour

Text by **LIINA KARO**Publicity photo

pring is in the air for one of the hottest and most exciting acts from the Baltic States, Ewert and the Two Dragons. Founded in 2008, the Estonian band's journey to fame has been impressive. The group has performed in many countries and has just released its third studio album, Circles, which was recorded in the United States. Now the band has come round full circle, so to speak, and is promoting the new recording on its home grounds.

The four musicians – frontman Ewert Sundja, guitarist Erki Pärnoja, drummer Kristjan Kallas and bassist Ivo Etti – began their album tour in February, holding 12 concerts in the United States. The opening track of the new album is named *Million Miles* and starts with the lyrics: "and I never thought I'd find my way home...." They will be able to perform this song back in their native Estonia with a concert in Tallinn on March 19<sup>th</sup>, followed by a performance in Riga on the 21<sup>st</sup>. After this, they will head to the rest of Europe to share their new music with numerous fans.

Ewert and the Two Dragons has been touring a lot in the past few years, and the list of countries that the band has visited

is long. Regular days on tour are usually filled with a lot of driving, sound checks, interviews and performances, but every now and then the guys have a day or two off and they get a chance to discover their surroundings.

"A few summers ago, we spent some days in Basel, Switzerland. The weather was really hot and the locals used the Rhine River as a transportation method in a very interesting way – people got in their swimming suits, put their belongings into waterproof bags and jumped into the river, which carried them on to their destination. We tried this a few times, too, and it was really cool," says Ewert Sundja.

"Another very memorable place we visited is the Dune of Pilat, the tallest sand tune in Europe, located near Bordeaux," he adds. "And of course it's always great to go back to New York. The traditional redneck areas such as Texas are also very fascinating."

"Travelling in the United States differs a lot from travelling in Europe. In the States we always try to sleep in the tour bus, because the nights are rather short for us and we need to be on the road constantly," Ewert explains. "We keep ourselves fresh

by playing frisbee during the gas station breaks. And we take vitamins."

The band members say that they are looking forward to placing their feet on the soil of their homeland after being away for so long.

"Apart from the obvious, like family and friends, there are a few things that we miss because they are hard to come by while we are on the road, such as good, strong coffee and a proper sauna." **BO** 

# EWERT AND THE TWO DRAGONS' tour schedule

can be found on the band's
Facebook page (facebook.com/
ewertandthetwodragons). Use the
following code: EWERBALTIC15 to get
a discount when buying tickets to the
show at the *Palladium* concert hall in
Riga on March 21<sup>st</sup>. Valid in all three
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# INGREDIENTS

500 g small plum and cherry tomatoes
Vegetable oil to pour over the tomatoes
Sea salt
Ground black pepper
1/3 cup finely grated mature
Cheddar cheese
200 g shelled tiger prawns
1 lime (juice)
1 garlic clove

1/2 red onion 1/3 red chilli pepper 1 bunch parsley

1 tsp. honey 1 tsp. butter Fresh bread, sliced

#### PREPARATION

#### Tomatoes and cheese

Slice the tomatoes in half and place into a baking pan with the sliced halves facing upwards. Pour some vegetable oil over the tomatoes and sprinkle with sea salt and ground pepper. Place in the oven and bake at 140°C for about an hour and a half, until the tomatoes become soft and have crispy edges. Sprinkle the tomatoes with Cheddar cheese and heat in the oven for five more minutes until the cheese has melted.

#### Salsa

Finely chop the garlic, red onion, parsley and chilli pepper. Sprinkle with sea salt and ground pepper. Add the honey and about 1 tsp. lime juice. Mix the ingredients together and leave the salsa to set for a while.

## Tiger prawns

Pour the rest of the lime juice over the tiger prawns and sprinkle them with sea salt and ground pepper. Set the prawns aside for about 20 minutes to let the flavours blend in. Melt the butter in a pan and fry the tiger prawns at high heat for about two minutes on each side. Mix the salsa into the fried prawns. Serve together with fried tomatoes and sliced fresh bread.

Metal baking pan: Nicolas Vahé, studioza.lv

# Spicy appetisers Recipe, style and photo by ZANE JANSONE, gatavoza.lv

When tomatoes are slowly baked in an oven, they acquire a spicy and sweet-and-sour flavour that goes just perfectly together with butter-fried tiger prawns, salsa and fresh bread.



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ALCOHOL CONSUMPTION MAY HAVE ADVERSE EFFECTS

# Seven commandments to opening and serving oysters perfectly

Text by **SANTA KRISTIĀNA ZĀMUELE**Publicity photos and by *Alamy* 

Europe it's called oysteropening, in America it's called shucking, but in any case the proper and most efficient way of shelling oysters is a big deal. If you don't do it right, then you lose a large part of enjoying one of the great things in life. To make sure that you treat your oysters in the best possible manner, we asked the James Bond of oyster-opening -Heini Kjaergaard Petersen (eight-time Norwegian national champion, one-time Nordic champion and 3<sup>rd</sup> place winner at the world championships) - how to do it. Follow those steps and you will be sure to impress your guests!

#### Petersen's advice:

- 1. Choose your oysters from clean waters, that is, from places where they grow wild in sustainable marine conditions (examples are Ostrea Edulis oysters from Galway, Ireland, and Grebbestad, Sweden). Clean conditions are a must, both for the oysters and for the tools that you use to shell them.
- 2. Place your chosen white wine,champagne or dark beer (porter type) in thecooler or fridge.5. The oyster should be opened by cutting the muscle through the hinge and then
- **3.** Use an oyster knife that is specially designed for the purpose. There are several brands on the market. The knife must have a short and wide blade of high-quality steel. *Helgess* are my preferred knife-makers.
- **4.** You may need a protective glove or a thick cloth to protect your hands and fingers from being cut by either the oyster shell or the knife.





Heini Kjaergaard Petersen (L) following yet another victory at an oyster-opening competition

**5.** The oyster should be opened by cutting the muscle through the hinge and then gently slicing the oyster loose by lifting the flat shell and cutting the muscle from the deep shell. The oyster when cut loose should have no remains from the shell and should bear the fresh smell of salty mineral seawater.

**6.** The oyster may be served "natural" or as a dish, one example being Oyster Rockefeller. It can also be served with



In many competitions, each competitor is given a fixed amount of time to open 30 oysters, arrange them on a tray and examine them for flaws

lemon juice, Tabasco sauce or red wine vinegar with chopped charlotte onions – the latter being my personal favourite.

**7.** Serve your oysters on a suitable tray in a generous amount. Enjoy this luxury in the company of good friends and your nearest and dearest!

Afterword: Casanova's belief in oysters as the number one aphrodisiac shall be neither confirmed nor denied. **BO** 





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# A Rigan's apartment

An apartment in an early-20th-century Art Nouveau building in central Riga, whose original style lives on in contemporary Latvian art and designer furniture.

Text by KRISTINE BUDŽE, Photos by ANSIS STARKS

The owner of this apartment is a true Rigan at heart who has never lived outside of central Riga. This part of the city was built between the mid-19th century and the First World War, a time when the city outgrew its fortified medieval walls and acquired broad boulevards. Apart from Old Riga, most of central Riga's buildings were constructed around the turn of the 20th century. These are the buildings one sees on postcards and which are protected as part of the UNESCO World Heritage zone. This is the architecture that draws tourists and in which Rigans themselves take so much pride - the ambitious, late-19th-century public buildings and rental blocks with ornate façades of

Construction in Riga took on a rapid pace during the time when Art Nouveau (Jugendstil) was at its most popular in Europe; the city therefore has one of the densest concentrations of this architectural style in the world. The first Latvian architects, who often drew inspiration from similar styles in Helsinki, freely combined Art Nouveau elements with National Romanticism, thereby bringing folk ornaments and ethnographic architectural elements from the rural homestead to the city.

Blaumana iela 5 is a vivid example of that time and style; the building also enjoys national architectural monument status. Designed by architect Jānis Alksnis and built in 1911, it contains elements of Art Nouveau as well as National Romanticism and even Neo-Classicism styles. The interiors were also created in a similar style. The building's original



# MATCHING THE **STAIRCASE**

The decorative colours in the apartment interiors were originally saturated and dark to match those of the staircase. Despite several major reconstructions and countless renovations, fragments of the original colour scheme and ornamental designs remain to this day, more than a century later. Architect Andra Šmite suggested encapsulating these fragments in their present appearance, without further improvements or restoration. These, then, are true witnesses of the past in the 21st century - the patina of time on today's renovations.





Details LIVING

The last large renovation of this apartment took place at the end of the 20th century, when the early-20th-century interior was covered with gypsum plasterboard and paintable wallpaper. Šmite believed this layer of the recent past should be peeled away and the building's original ambiance restored. This also meant a return to the apartment's original layout, which turned out to be more suitable to the 21st century than the 1990s layout. Both the architect and the owner of the apartment quickly agree on the characteristics of a typical Riga apartment: high ceilings, a parquet floor and glazed French doors between the main rooms. They preserved the plaster ceiling decorations as a reminder of the Art Nouveau era and the building's origins; the decorations contain Art Nouveau floral ornaments as well as ethnic designs, in a nod to the National Romantic style. Ethnic Latvian designs were not used in the present renovation of the interior, but references to the Art Nouveau style abound. In selecting contemporary furniture, the owner and designer chose pieces whose lines resemble those of the early 20th century. To that end, one of the main pieces in the living room is a Lou Reed armchair by Philippe Starck, manufactured by Driade of Italy, as well as an irregular-form rug.

#### Details **LIVING**

## THE **BEDROOM CALLS** TO MIND AN ANCIENT **ROMAN PALAZZO**

More recent renovations were removed to reveal the original ceiling ornamentation in the master bedroom. These have not been restored, only conserved in their present state. The newly revealed ceiling merges directly into the walls, which are purposefully painted in an artistically irregular manner. During the renovation of her apartment, the owner travelled to Rome, where the ancient palazzos with their many layers of history and their modern shabby-chic luxury captivated her imagination. It therefore seemed natural to leave a few signs of previous times in the apartment, with the modern arrangement serving merely as a continuation of the past rather than completely smothering it.



#### LIGHT >

The lamps were chosen not only with a certain style in mind, but also to create a pleasant atmosphere in the apartment. The green glass in the corridor's Art Nouveau ceiling lamps gives the apartment a homey feel, while the small lamp by Marset of Spain above the work space gives off a golden light. The lamplight enhances the fine tonality of the apartment, which is composed of the nuanced palettes of each separate space.

# STRADDLING **ART NOUVEAU** AND PHILIPPE STARCK

The furniture in this apartment features some of the best contemporary design. Lamps by Ingo Maurer and Italian modern-design classic Achille Castiglioni provide light, while chairs designed by Philippe Starck and Charles and Ray





The kitchen contains the fewest direct references to the building's past. Here we see a modern layout that is, above all, practical. What is unique is the location of the kitchen - it is not connected to the dining room or living room in an open floor plan. Instead, the kitchens in this building on Blaumana iela are distinctly separate from the rest of the rooms.





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ou are absolutely free in Berlin, free to do whatever you want. No one cares about what colour you are or where you are from. This is what I absolutely love, and in 2006 it made me free to change my way of cooking and to be honest with myself. To look in the mirror and say, 'I'm Asian, I've got nothing to do with Mediterranean cuisine.' I have no feeling for it. I have never used olive oil in my whole life, and I don't know what to do with it. This realisation gave me the chance to say, 'I'm Tim, I love Berlin.' This is my hometown, I know how this city works. I don't have to care whether I'm Asian or not, because no one is interested in that," says Tim Raue, a two-Michelin-starred chef whose eponymous restaurant was listed at no. 78 among the world's 100 best eating establishments in 2014. And, he laughs, since then "things have been pretty crazy" at Tim Raue's.

We meet at three in the afternoon; lunch has just ended. The last guests are just leaving and take the opportunity to take a farewell selfie with the chef. Dressed in his classic dark blue uniform and purple tennis shoes, Raue takes a seat at the front of the restaurant on a small designer stool. The stool looks uncomfortable, but he insists that it isn't. In addition, the stool forces one to practice sitting with a straight back. An aching back is a classic chef's ailment.

We've met to talk about Berlin, a European capital that in recent years has acquired a reputation for being a "foodie city". Raue has certainly lent a hand to developing this reputation with his star chef's ardour and gastronomical empire. Just over a month ago, that empire opened its fourth branch, namely, the STUDIO Tim Raue restaurant, which operates as a factory cafeteria during the daytime, but turns into a gourmet restaurant in the evenings.

However, already with his first sentence, Raue ruins the focus of our conversation.



"I have no idea what happens outside of my restaurants. Really. I made a choice some years ago that I'm not interested in what others do. I live in my own small universe. I'm the wrong guy to talk about what's going on in Berlin. It's been 15 years since I was in the Neukölln area, where things are really going up at the moment."

# The closing of the airport and the initially low rents in Neukölln made this area attractive to hipsters, students and other creative types

Located in southeast Berlin, Neukölln is nowadays considered Berlin's new Kreuzberg. Everything cool, hip and trendy in gastronomy as well as in the clubbing and art scenes is happening there. Not so long ago, Neukölln was best known for having the city's largest concentration of immigrants. The latest changes are mostly linked to the closing of the nearby Tempelhof Airport. The airport, built during the Nazi era, was shut down in 2008 and its buildings are now used for a variety of fairs, including the Preview Berlin Art Fair.

The closing of the airport and the initially low rents in Neukölln (which have, admittedly, risen considerably in the meantime) made this area attractive to hipsters, students and other creative types. And even though kebab eateries still stand side-by-side with art galleries, the speed at which life in Neukölln is changing is faster than even the most socially active Berliners can grasp.



Raue, who recently turned 40 years old, is from Kreuzberg, and that's also where his restaurant is located, not far from the historic Checkpoint Charlie. He grew up in a simple family and as a teenager was involved in the infamous 36 Boys Berlin gang. Fights were common and Raue even later titled his autobiography *Ich weiss, was Hunger ist* (I know what hunger is). He dreamed of becoming an architect or artist, but after an acquaintance told him that a chef's work is no less creative, he decided to try his hand in a kitchen. In



the beginning, though, he didn't find much creativity in the process. He began as an assistant to the chef at *Die Quadriga* restaurant in the *Hotel Brandenburger Hof* and changed jobs frequently until finally becoming executive chef at *Swissôtel* on West Berlin's luxury street Kurfürstendamm in 2003. Then he began receiving awards, one after another. In 2007, Raue was named the Gault Millau Chef of the Year. That was also when he received his first *Michelin* star.

"From 2003 to 2007, I was a global head chef for Raffles and Swissôtel and my job was to go to destinations with weak restaurants and re-concept them. I fell in love with Asia during that time. I took a lot from that continent, but when I became Chef of the Year in Germany in 2007, which was a huge award, I was not happy because I was not cooking what I wanted to. I was doing this French/Spanish/blah-blah mixed sh\*t to treat the guests nicely, but it had no character, I didn't add any flavours. And I thought to myself: 'If you rate me so highly for that sh\*t, then I will change completely.' During the years of my travels I had deeply studied Thai, Japanese and Chinese cuisines. The Chinese eat to give the body strength and energy. That's one of the reasons why they don't use any milk or milk products. That's why they eat a lot of vegetables and all that fermented stuff. I created my own style of cooking without using any white sugar or milk products, and nowadays all of my restaurants are lactose-free. We also try to avoid any kind of bread, noodles and rice. You don't need them."

Maybe it's a leftover from his "bad boy" days in combination with his swift avalanche of successes, but Raue speaks in a fast and direct manner, with no desire to please or ingratiate. He's admitted in his autobiography that his mouth is his biggest liability.

"Of course, I see how people today are looking for regional cuisine. I'm not into that. For me, fine dining still means that you have caviar, you have fish, you have the best meat and the best poultry. I don't want to have any picked greens; I don't look like a guy who eats picked greens."

Raue opened his first restaurant in 2010. By 2012, the restaurant had already received its second *Michelin* star, and it's still the flagship of his empire. Raue does not hide the fact that Berlin has changed very much in recent years.

"Fifteen years ago, you didn't really have a proper guest.

Because the natives of Berlin, especially those from the western part, they're very conservative. They're mostly looking for very traditional Italian places. With all those 'Ciao!' and kisses." In addition, he says, Germans don't have a tradition of spending much on food. Germans have always spent more on homes, cars or travel. And price has always been very important to them.

"If there's a sale and they can get something at a lower price, they go to a *discounter*, which is just fu\*\*ing bad, industrially made food. Of course, the situation has changed a lot. The young generation – those in their twenties and thirties – is very well-prepared, they have a lot of knowledge about food. But there are still those people who drive their 100,000-euro car to a *discounter* and buy food for 16 euros. We have both types. And that's how Germans are. We definitely have these two sides."

# "Downgraded" offshoots

Raue believes that immigrants have in large part changed Berlin and its gastronomical scene.

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"In the last five years, we have had a lot of international guests travelling to Berlin. More than 60% of the guests at my restaurants are international. No more than 15% are locals, and the rest are from other parts of Germany. Many of the newcomers want to stay in Berlin, not only come for a short time. And they open businesses as well. Some of them will survive here, some not. It's feasible for them because, compared to other cities, in Berlin you can still start a business with relatively little investment. But eventually this will come to an end in Berlin, too. It cannot go on for the next 20 years. You can already see it in the hotel niche – Berlin is full of hotels, but they're not all full. One day, this will also apply to the restaurants."

The latest studies by the Paris-based market research company *Ipsos*, however, show that despite global turbulence, Germans are feeling increasingly optimistic about their country's continued prosperity. Polls from 2015 show that 45% of Germans are optimistic about their future well-being, which is 1% higher than last year. Women seem to be more optimistic than men, and youths more optimistic than older Germans. The study shows that half of the 15-23 age group are optimists compared to only 38% of those over age 55.

But, like so many other metropolises, Berlin is also looking for balance. A recent trend in gastronomy is "downgrades", or star-chef restaurants offering meals at considerably lower prices, and Raue is the pioneer of this trend in Berlin. While his *Michelin*-awarded *Tim Raue* restaurant remains a flagship, his other three restaurants have also joined the trend: *La Soupe Populaire* (opened in 2013), the Thai restaurant *Sra Bua* at the *Hotel Adlon Kempinski* and the recently opened *STUDIO Tim Raue*. It seems the list will keep growing, because last year Raue announced that he'll be opening one restaurant per year until 2018.

"It's because people these days have so many complicated things to do, that they want something more simple. But simple doesn't mean that the quality is less good. It means that the atmosphere and the surroundings allow them to be like they really are. They want an experience that's a little bit like going to the theatre, but not over-acted. People are looking more for an event, a special experience. That's why we've started to put everything a little bit closer. You see people at so many tables start chatting with each other because they share the same interests – the same interest in wine, fashion and travelling habits. The service standards should be high, the place should be friendly, and what you get on your plate as well as in your glass must be great. But all for a reasonable price. This is something people are really looking for. They don't want something cheap, and they don't want ridiculously high prices. They want to find a balance."

La Soupe Populaire is located in a former 19<sup>th</sup>-century brewery and seats only 54 guests. It shares a space with the *Studio House* art gallery, and the restaurant tries to customise a part of its menu according to the gallery's exhibitions, which change every seven to eight weeks. The tables are arranged on balconies right above the gallery, and the slightly surreal cinema-like feel of this gastronomical-artistic experience is enhanced by the stage lighting hanging from the ceiling. *La Soupe Populaire* is inspired by classical German cuisine and, as befits the restaurant's name, each dish is presented in a white porcelain bowl. Raue calls the concept





a nod to "national cuisine" and has made simple foods created from highest-quality ingredients his priority. The prices are also simple and friendly, ranging from nine to 22 euros per dish.

"It's a modern version of German food. Sometimes, we also try to use an Asian concept of acidity and spiciness to ratchet things up a bit and not let the dishes be as boring as before. But people must be openminded for that."

Raue laughs that *La Soupe Populaire* became an absolute hit after US president Barack Obama and German chancellor Angela Merkel sampled a part of its menu at an official State lunch. Since then, there have been periods of two or three days when you don't hear a word of German spoken at the restaurant and it's difficult to

find a number beginning with Germany's +49 telephone code among the list of reservations.

The STUDIO Tim Raue restaurant is also located in an industrial space, namely, the former Oswald Brewery. Today, the area is called The Factory and is an epicentre of innovative technology businesses, a sort of "start-up campus" partially financed by Google. This is also the home of Berlin's Mozilla, SoundCloud and Twitter affiliates. The STUDIO concept is unusual in that during the daytime it operates as a cafeteria, offering seven or eight dishes priced between four and ten euros each. With Berlin being such an international city, the restaurant takes inspiration from diverse corners of the world - from New York City to Moscow to Hong Kong. In





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the evenings, however, *STUDIO* becomes a gourmet restaurant with *Michelin*-starred cuisine.

Raue does not hide the fact that the cafeteria concept posed a challenge for him.

"I was interested in how these people eat, how they look at food. Of course, for many, to be vegan is absolutely hip. I hate it. Vegetarian I understand. What we're doing there is a kind of comfort-casual food. I wanted to have a place where the food and atmosphere hugs the guests. I tried to guess the needs of these people who sit in very unpleasant lap-style offices, where everything is cold and perfect. And then we created a space in which everything is designed with brown wood, with red and rose colours. My idea was of cooking in a house in the 1920s in Berlin. And, as we saw from the very first days, people fell in love with the place."

The old Berlin Wall – complete with "The Wall" written on it in red – forms one wall of the restaurant, and the Bernauer Strasse Berlin Wall Memorial is nearby. The interior of the restaurant is

Visitors with a curious bent should see the art space me Collectors Room (Auguststraße 68; me-berlin.com). It is the brainchild of Thomas Olbricht, a medical doctor and well-known German art collector. The art space has a permanent display named Wunderkammer with things like a stuffed giraffe's head and neck, a Nile crocodile and a perfectly formed sphere made entirely of tiny mouse skulls. me Collectors Room also hosts wonderful temporary exhibitions of contemporary art. Its current show. Oueensize - Female Artists from the Olbricht Collection (through August 30), is dedicated entirely to women artists.

(Knesebeckstraße 100; renaissance-theater.de) is the only Art Deco theatre building in Europe to have completely retained its original appearance and today is a cultural landmark protected by the State. The 1920s Berlin press compared the Renaissance Theatre to a palace of fairies. Today, it is a privately-

The Renaissance-Theater

owned establishment whose repertoire consists mostly of award-winning plays that have received acclaim in Germany and other countries.

A must-visit for art and fashion lovers is a courtyard on Potsdamer Straße 77-87, which once housed the printing plant of the Der Tagesspiegel daily newspaper. Since 2011, the plant's white, industrial and minimalistically robust premises have been occupied by the Berlin branch of London's Blain/Southern art gallery and by the Andreas Murkudis concept store. Currently, the store has no equal in the city. The showroomlike interior occasionally serves as an art gallery for regularly changing expositions.

The Paris Bar (Kantstraße 152; parisbar.net) is a Berlin institution and legendary for at least two reasons – its illustrious list of customers (Sigmar Polke, Georg Baselitz, Jack Nicholson, Madonna, Robert de Niro and Iggy Pop, to name just a few) and the art collection on its walls.

industrially simple, with wooden tables, brick walls and clever, humorous artwork created by the local artists' group *Innerfields*. One of the artworks – a piglet in a hipster sweater holding an *iPhone* above a plate of food and the caption "Click" – is a friendly commentary on the global *Instagram*-ing and *Facebook*-ing of foods, which for some has taken the place of actually enjoying the food itself.

Other clever details include the placing of chopsticks on a champagne cork that has been cut in half. In a search for unusual solutions, this idea for chopsticks was found—where else?—on *Google*. The evening menu at *STUDIO* is planned to run in three-month cycles; the first three months are dedicated to Japan, and then Thailand, Sicily and India will follow. *Studio* offers three different menu options—with either four (EUR 48), six (EUR 68) or ten (EUR 88) courses—which can then be paired with suitable wines, or guests may choose their own wines.

# Culinary nightlife

If you want to get a complete feel for Berlin's current gastronomy scene and visit the places that everyone's getting a taste of these days, then you'll have to add two more addresses

Owner Michel Würthle is a colourful personality – a multitalented Austrian painter, photographer, writer, actor and the soul of this place in the truest sense of the word. There isn't a spare gap on the walls and ceilings, which are covered by paintings, photographs, collages, installations, sketches and other items. As indicated by its name, the cuisine is inspired by Paris. You'll always find great oysters here, and the entrecote is outstanding.

The Cordobar (Große Hamburger Straße 32: cordobar.net ) is a great place for a glass of good wine or a light dinner. On the wine list, which is actually more like a thick book, you will find only superior Austrian and German wines to suit all budgets and tastes. The menu, for its part, is the responsibility of Lukas Mraz, an innovative and expansive 23-year-old chef who has worked at a number of Michelin restaurants and is now applying his experience here. It is definitely worth ordering the meat tartar, which is served on paper that looks like a nostalgic red-chequered tablecloth and laid out into a small bowl, combining a dash of humour with a fantastic bouquet of tastes.

to your must-visit list. *Industry Standard* in Neukölln is where you can enjoy the Mia Farrow cocktail and squab for two (the cuisine is traditional French and Mediterranean with a healthy dash of contemporary hooliganism) as well as meet Berlin's most stylish hipsters. And Crackers Bar & Restaurant at Friedrichstraße 158 was once the home of Berlin's legendary Cookies club. The owner of Crackers and Cookies, Heinz Gindullis (who began his career as a dishwasher at a Jewish restaurant in Mitte and opened his first bar at the age of 21), is well known in Berlin's nightlife scene and also owns Cookies Cream, a popular vegetarian eatery whose very location between the garbage containers, parking lot and smells and sounds of the courtyard behind the Komische Oper is already an experience in and of itself.

Crackers retains some of this same lively atmosphere. A long, dark, industrial hallway leads to the dining room past the restaurant's steamy, noisy kitchen. Tables now stand on a small platform in the middle of what was once the dance floor and, as befits a former nightclub, the lighting is slightly hazy. The disco ball, however, has been replaced by a gold-coloured chandelier, furniture and an







# Marzona still does not use a computer or e-mail and communicates with museums only via traditional letters

interior design that evokes a nostalgia for East Berlin. A DJ plays four nights a week and, unlike the stereotypes of trendy places where one goes to see and be seen, the food at *Crackers* is great.

One would expect no less of chef Stephan Hentschel, who is also the chef at Cookies Cream and recently earned 14 points from Gault & Millau. Start the evening, for example, with zander ceviche with pomegranate and sweet potato chips. If you visit Crackers during the Berlinale, Fashion Week or Gallery Weekend, you'll find the cream of the cinema, fashion and art crops sitting right at the next table. But actually, they might just as well be there on any other night of the year. Crackers is open until three in the morning, which is a modern peculiarity in the sense that culinary nightlife seems to have taken over Berlin's club scene for the time being.

# The 21st century...without a computer

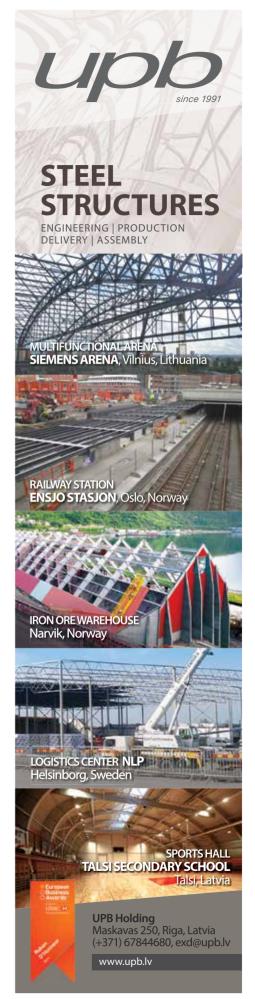
Gastronomy is not the only thing running on high at the moment in Berlin; cultural life is also hitting a peak. Berlin's *Kunstgewerbemuseum* (Museum of Decorative Arts), one of the oldest such museums in Germany, reopened at the end of last year following a renovation. The word "MODE" in bright red letters reels visitors into its fashion exhibition, which occupies a whole floor of the museum.

The 130 garments and accessories span 150 years of fashion history and represent everybody from Charles Frederick Worth, Paul Poiret, Coco Chanel, Christian Dior, Cristóbal Balenciaga and Yves Saint Laurent to Paco Rabanne, Pierre Cardin and Viktor & Rolf. In fact, this is the first place in Berlin to bring together such a large and ambitious collection of fashion. Much of the fashion collection was acquired in 2003 from Swiss stage designer Martin Kamer. The museum itself was built in post-war modernism style in 1996, and the reconstruction was designed by the *Kuehn Malvezzi* architectural firm.

Mario Testino: In Your Face, an exhibition featuring the Peruvian-born fashion photography showman Mario Testino, can be seen until July 26 at the Kunstbibliothek (Art Library) next door to the Museum of Decorative Arts. In fact, it was Testino who conjured a glamorous star out of Kate Moss, the symbol of 1990s "heroin chic".

C/O Berlin, the city's well-known photography exhibition centre, has also recently gotten a new home after being forced to move out of the post office building in Mitte a couple of years ago due to the building's owners transforming it into a luxury hotel. C/O Berlin is now located in West Berlin, in the storied Amerika Haus, created in the name of ideology by the United States after the Second World War to introduce Germans







to American culture and politics. Even though the floors in C/O Berlin's new home do not creak in the charming way that they did in the old post office building, the gallery has nevertheless gained a completely new form of dynamism. Until April 10 it is showing an exhibition dedicated to Michelangelo Antonioni's Blow-Up, one of the most iconic films of the 1960s, which left as great an impression on photography as it did on cinema...and also on cultural history, with the film portraying the city of London during the stormy 1960s in all of its glory and decadence.

Another of Berlin's special art spaces - the Neue Nationalgalerie, designed by 20th-century modernist legend Ludwig Mies van der Rohe – was closed for reconstruction at the beginning of this year. The building's reconstruction has been entrusted to David Chipperfield, one of the best-known contemporary architects. Upon its reopening, the museum will feature the collection of Italian-German art collector Egidio Marzona, who owns one of the largest collections of American and European Conceptual Art, Minimal Art and Arte Povera, much of which he donated to the city of Berlin in 2002.

Currently, part of Marzona's collection can be seen at the exhibition A-Z: The Marzona Collection at the Hamburger Bahnhof. When I met Marzona at his home, which also serves as the archive for his collection, he told me he still does not use a computer or e-mail and communicates with museums only via traditional letters.

"When fax machines were introduced in the 1970s, it was a disaster for me. It destroyed our culture of handwriting. I like writing letters and receiving letters from my artist friends. But that's gone. We're destroying more and more of our culture and we change it just to be faster, to be more powerful. That's a reality. But I think it's an absolutely wrong idea. I've never used a computer. I don't even use my telephone to write an SMS."

That's a part of today's Berlin, too; a city full of surprises and contrasts, and therefore all the more fascinating.



I'm a native of Berlin and I've got a really, really strong connection to the city. It's one of the reasons why my working uniform is dark blue. This is a region called Prussia, and this is my colour.

You're absolutely free in Berlin, free to do whatever you want. If you like, you can still buy real estate here for a pretty nice price. It's increased in the past few years, but it's still there.

There are so many parts of the city where you can find interesting places to go. You have the whole eastern part of the city, which is still growing and evolving. And you have the western part, which I prefer

because I'm a native of that area. That's the place where you can still feel the idea of Berlin, which means that no one cares about what colour you are or where you are from; the idea of the melting pot.

Berlin is vibrant. It's unfinished, it's unready. That means people still try things out. I do the same.

I like the fact that so many people come to Berlin. If I want to meet the world. I don't need to go out for it. It comes

There's nothing bad about Berlin. We don't even have traffic jams! BO





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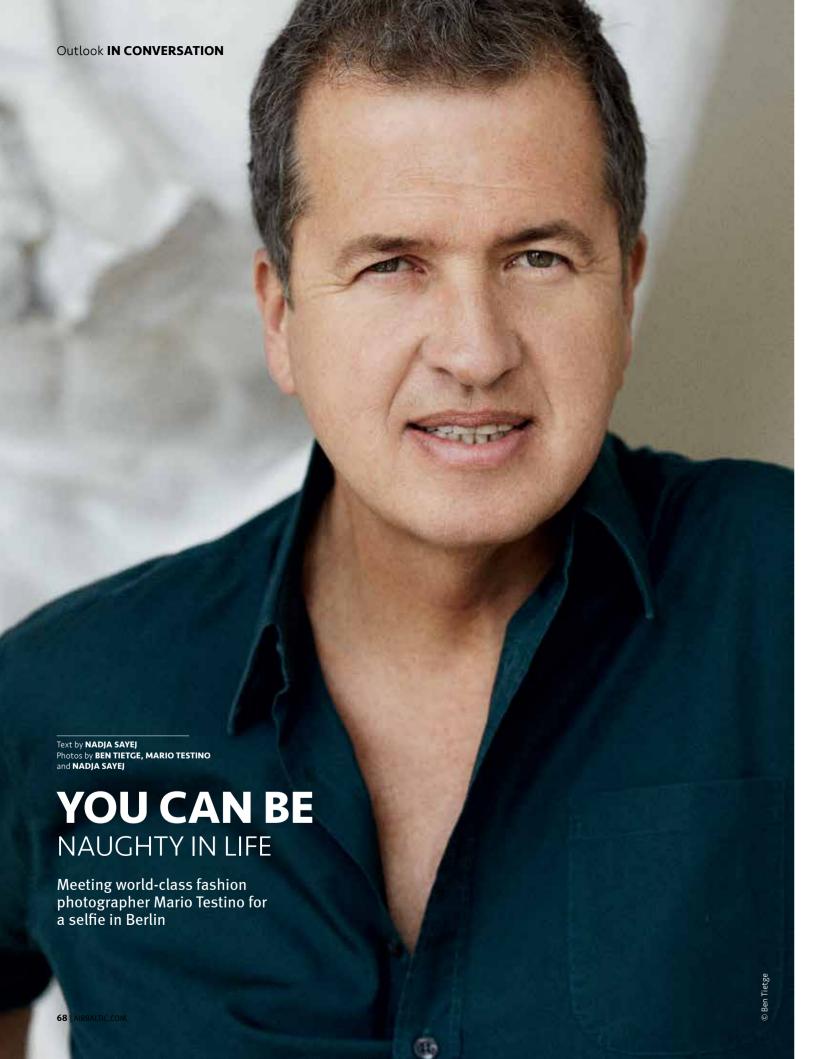
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was 10:30 AM and the sleepy-eyed journalists were funnelling their way into Berlin's *Kulturforum*, which wasn't hard to find. Peruvian photographer Mario Testino, who was opening an exhibition there, had wrapped a poster around half of the building, which read: "MARIO TESTINO: IN YOUR FACE." A photo of Claudia Schiffer posed in the poster's background, pouting in a cateye mask.

Testino's German debut exhibition features 125 photos from his career as a fashion photographer, with images of Lady Gaga, album covers of Madonna and party photos of Kate Moss gracing the colourful walls. Each picture is a world unto itself.

Testino, 60, is a world-class fashion photographer. His rise to fame came in 1997, when he was chosen by Princess Diana to take pictures of her for a *Vanity Fair* cover. Since then, he has photographed the British Royal Family in a variety of scenarios, including Prince William and Catherine Middleton's engagement photos in 2010. Testino has shot a wide cast of superstars, including pop singer Rihanna, actresses Kate Winslet and Cameron Diaz, and former British prime minister Margaret Thatcher. *Vogue* magazine continues to publish his work on a regular basis.

Testino is no stranger to standing in the spotlight, either. *Portraits*, his 2002 exhibition at the National Portrait Gallery in London, was very popular, and now the scrum of journalists waiting for his press conference to begin was impressive, especially since the opening of Testino's exhibition coincided with Berlin Fashion Week. Red-wine-coloured lipstick was the look du jour, as were turtlenecks and all-black suits. The agency photographers were the only ones not wearing black.

Before the press conference began, I took a walk through the exhibition. This is a photographer who has made his name by shooting the world's elite, including ultra-VIP businesspeople, celebrities, models and world-famous musicians. Enormous prints of perfectly styled and flawless-looking celebrities filled the walls. What more needed to be said?

### Testino's rules

Shortly before the beginning of the press conference, Testino decided to give someone an interview down on the second level, seated with his legs crossed on a black leather couch. I snuck past the barrier around the stairs and sat nearby.

"Can I help you?" asked Testino's mild-mannered British PR agent named John. We stood by the *Swarovski* bar and chatted about Testino's up-and-coming projects, which include a book launch. I asked an impertinent question.

"Does he do selfies?"

Remember, selfies are the most popular form of photography right now, despite being lowbrow and seriously oversaturating the Internet.

"No selfies," said John. "Testino does not do selfies."

Upstairs, Testino's photographer and a videographer were all set up for the press conference. I met the videographer, a young man, and asked where the footage is going. He didn't know, even



Claudia Schiffer. Paris, Vogue Deutsch, 2008

though Testino's entire life is being captured on video, which to me is self-promotion.

- "Has anyone tried getting selfies with Testino?" I asked.
- "All the time," said the videographer. "I've seen it all."
- "Does he like it?"
- "Sometimes."

# In the spotlight

I hurried into my front-row seat at the press conference, which was about to begin. Co-presented by the German issue of *Vogue* and *Swarovski*, the entranceway of the gallery abounded in crystal sculptures. Moments later, Testino stepped onto a makeshift stage in the lobby of the *Kulturforum*. Wearing a shiny black suit with elegant pointed shoes, he was flanked on one side by Nadja Swarovski, a member of *Swarovski's* executive board, and by museum director Moritz Wullen on the other, linking arms with both of them. They stopped and posed for photos before doing a question-and-answer session.

Meeting Mario Testino is like meeting an old high school friend. There is something familiar and approachable about the guy, even though he is somewhat untouchable. He relishes the spotlight and holds a smile for as long as the photographers need it.

### **Outlook IN CONVERSATION**





### Aren't you going to say how good I look?

Facing the large scrum of camera-wielding people, he directed the photo shoot.

left and go right."

He held a smile and did a very slow panning movement for every photographer in the room. Not every subject is that thoughtful or considerate. But he challenged us as well.

"Aren't you going to say how good I look?" Testino asked the photographers. All of the German photographers were too focused on their shots to give compliments.

"You look stunning!" I said. "Totally fashionable, flawless."

Seated onstage at the press conference, Testino laid out his background - how he grew up in Peru, spent his holidays in Brazil and went to an American school before moving to England. Testino started his career after borrowing money from a bank. He says that it took him 15 years to work off his debt. By 2012, he was doing well enough to open a non-profit museum called MATE, which houses a permanent exhibition of his artworks. He is also a Save the Children ambassador who raised funds to build the El Salvador Clinic in Peru. which helps children with tuberculosis. The hospital was funded by the sale of a single Testino print of Princess Diana, which was auctioned off for 100,000 British pounds. Here is an excerpt from the Testino press conference, where he talked about his humble beginnings and about being naughty with the camera.

### Mario, what is this *In Your Face* exhibition about?

I like being honest and I think honesty is an important thing. I think there's a lot of fake stuff in the world. People hide behind things. I wanted to say "This is me, take it or leave it." I did an interview earlier with someone who said: "All of your pictures are really positive. Do you ever have any dark moments?" We all have all sorts of moments. It's a way of being honest and showing the spectrum of who I am. I like the boldness of In Your Face, there is no excuse.

### Why did you have this show in Berlin?

Berlin has been very important for my creative process. I started collecting art here 20 years ago. I try and focus on London, New York and Berlin. I like Berlin because of its nature, how people live here. It allows people with not a lot of money to live and produce their work. I've been lucky to see artists in their studios, but also to meet with the gallery owners, who are the great minds who select the work. When I come to Berlin, I spend free time getting on a bicycle and going from gallery to gallery, studio to studio. I learned a lot about freedom of expression here. It's something that you either give or take away from yourself. Nobody else is telling us that we can't do something. It depends on ourselves.

In looking at artists' work here, the freedom that "Okay," said Testino, raising his arms. "I'm going to start they give themselves is immense. I feel almost jealous, because my work doesn't always have that freedom. I manage to push myself along through their example. To bring my work back here, it's almost humbling. You see so much creativity here. It's like winning a prize. I'm thrilled. This show was never meant to come to Europe. It was meant for America, Latin America and Asia.

### What are your influences?

I was raised in Peru, I was a beach boy. My most important thing was figuring out how to get to the beach and how long I could stay there. My training in

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### Outlook IN CONVERSATION



# Photojournalists are like cowboys, they learn to draw their gun quicker than their adversaries

anything apart from that came when I arrived in England in 1976. Of course, there was no beach there and the only thing I could do in my free time was go to museums. I trained myself when I was in my 20s. In Peru, we had colonial art. There's a lot in European art that influenced me, too. I have been influenced by many things. I am a mix of what I saw in museums, what I saw fashion photographers do, my fascination with photojournalism and the capture of the moment; the power of the photograph when in one thousandth of a second you can capture something that didn't exist before and won't exist after. That is something that fascinates me.

Regarding composition and form, I've learned from the classical form. What I do is not a painting, but a photograph. I've done a lot of work like paparazzi at parties, trying to capture the moment. Photojournalists are like cowboys, they learn to draw their gun quicker than their adversaries; if they don't, they get killed. For photographers, our adversary is time. If we don't capture the image, then we lose the job. No job, no money. We have to become really quick at it.

### What is your philosophy as a photographer?

As a photographer, you have two choices: you take the photo for yourself or for the sitter. Some photographers like to capture weaknesses or imperfections and the photo is theirs. Me, I like perfection and giving the photo to the person I am photographing. The photo is mine

because I create the moment, but I want my subjects to look at their most powerful and at their best. I've been doing this for 34 years. Whatever position I put people in, I always make sure that they look their best. They trust me. They allow themselves to go places they wouldn't go with other people, but I make sure they will look okay.

### What is it like being a paparazzi photographer versus a fashion photographer?

There are different hats that you can put on, which change the way you're perceived. When I'm in the comfort of my studio and everyone comes to me and I'm the leader, nobody else controls anything. The minute you're in a public space with other people competing for the picture, you're less of a leader. I am lucky to be allowed to take pictures wherever I go. For many years, I went to the Met Ball in New York, which Anna Wintour hosts to raise money for the Metropolitan Museum of Art. I've never seen so many celebrated people together, from every field. Nobody was allowed to have a camera. Nowadays, you can't control it with the phones, but at the time they could control it. I was the only one allowed to bring my camera. It was like being very VIP. Ultra VIP.

### Which do you like more - your private or professional photos?

I enjoy them both. Originally, my party photos were training for capturing an instant quickly. I wanted to apply that to my fashion work, but at the end of the day, different photos bring out different sides. You have to dig into yourself to think of an idea worth developing.

Years ago, I did a photo of Naomi Campbell and Kate Moss in the toilet that was in my book *Any Objections?* There was such a long line for the toilet, we had to go in groups. Sometimes people allow you to do something you're usually not allowed to be doing, something that's almost forbidden. Each style of photos gives me different pleasures.

### What is your motto?

We say to our clients: "Repetition is recognition." The most famous photos I have are because I've shown them many times, not because they're better.

### Will you ever have a retrospective?

I will do a proper retrospective one day. The things I did in the beginning are so bad. We only want to remember the work that's good. I thank the people who gave me work and thought I had some talent, because a lot of people didn't think I had any talent. I've proved them wrong, but I can understand why they thought that. It's hard to bring out the best in yourself, it takes time to learn.

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### Have you ever asked someone for permission to take their photo and they said "No"?

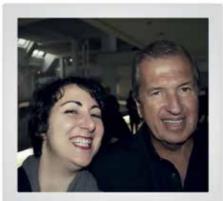
I am Mario Testino. I have to be humble and cannot deny it. Some people do tell me "No!" and I ask: "Are you out of your mind?" You have to respect it. Or not. You can be naughty in life, I guess.

### How do you feel about the selfie revolution?

I find myself very unattractive compared to other people, but people want to be famous. Everyone wants to put themselves out there. When I put myself in a picture on *Instagram*, I get a lot less likes. People love their own selfies, some people only post pictures of themselves: "I'm in bed, I'm awake, I'm brushing my teeth." When I started being a photographer, I did selfies all the time. I carried my *Polaroids* in my pocket because nobody gave me any work. I had to convince people to give me work and had to have something to show to people: "Look at what I've done!" I would show my latest work in *Polaroids*. It worked.

### You're a really good self-promoter.

Of course, you have to promote yourself. When nobody wants you, you've got to pretend that they want you. It's a business. I started being a photographer because I didn't have any money; I had to find a way of making a living. I couldn't say to my landlord "I'm not good at my work, so I didn't make any money." It was actually good to go through what I did. I lived in an old hospital that had been converted into a boarding house where alcoholics and tramps lived. My friends and I took a space that used to be the X-ray room. We took all the X-ray machines out and turned it into an apartment. Our rent was only 10 pounds a week. But I tell you, to get that 10 pounds a week was difficult. When you don't have anything to sell.... I came from Peru to London, it was tough. I still had a great time, though. Even the tough moments were a lot of fun, but I can't say it was given to me. To take great pictures took me a long time. **BO** 



Journalist Nadja Sayej taking a selfie together with Mario Testino. Berlin, January 19, 2015. #selfie #testino

### THE HAPPY ENDING

After the press conference, Testino was scheduled to walk through the exhibition and stand for a photo-op. At the entryway of the exhibition, with his entourage trailing behind, I went up beside him, one-on-one.

"Hey, Mario," I asked, raising my arm around his neck, camera in hand. "Can I?" "Of course," said Testino.

As I snapped the picture, I heard a distant voice in the background: "No selfies!"

It was John, the PR guy.

After touring his photo show with photographers at his tail, Testino waved and said goodbye. He smiled one last time and walked out the front doors.

That's how you get a selfie with Mario Testino.

Learning from the master, you've sometimes got to be a little naughty with the camera.

The exhibition *Mario Testino: In Your Face* is running until July 26 at the *Kulturforum* in Berlin.

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Text and photos by JIMMY PETTERSON

Outlook TRAVEL

## **SPRING BREAK**

### ON THE SLOPES

Who says that the ski season needs to end after the winter? *Baltic Outlook* journalist Jimmy Petterson shares his story of fabulous spring skiing in Norway.



Norwegian extreme skier Kjetil Lindblad displaying his prowess orway is one of the most beautiful countries in the world. It abounds with dark pristine lakes, long winding fjords, deep lush forests, vertical granite cliffs, thundering waterfalls, jagged mountains and perpetually white glacial ice. Due to its fjords, Norway has one of the longest seacoasts in the world, and nobody in the country lives more than a stone's throw from the water or the mountains. A drive through Norway offers a breathtaking panorama around almost every bend in the road.

My father was born in Norway and, consequently, I first visited this spectacular country as a little boy, way back in 1959. Our family went for a few weeks to my dad's hometown of Stavanger on the rainy west coast to meet with my grandparents and a whole slew of aunts, uncles and cousins.

My own father, like many other young men from this city, spent most of his early years as a seaman. Stavanger had an active fish market, but aside from that, it was a sleepy, provincial, God-fearing, hard-working and proletarian town – Norway in a nutshell.

Then, in 1969, the hardy, seafaring Norwegians discovered oil in the North Sea outside of Stavanger. That would alter their country radically and forever. Norway gradually transformed into one of the world's richest countries. A cradle-to-grave welfare state similar to those in Qatar or the United Arab Emirates developed, and along with it, a major change in all facets of the Norwegian way of life.

Today, half of all Norwegian families have access to a vacation home and about one in every seven Norwegians owns some sort of boat. Stavanger now has countless bars and nightclubs to entertain the thousands of oil rig employees and other visitors. And the once deeprooted Lutheran work ethic has pretty much fallen by the wayside.

My father's generation worked hard. Today's Norwegians play hard. Fortunately, they are still strongly bonded to the lovely nature that surrounds them. Most Norwegians retreat every weekend to their summer house, hunting cabin or ski hut. Many of them own all three.

Easter week is the zenith of the Norwegian escape into nature. During that vacation period, the cities turn into ghost towns. People head out to the countryside with the same religious zeal that they once attended church on Easter Sunday. Nowadays, Easter Sunday is better known for the long processions of cars stuck in heavy traffic and slowly heading back to the cities.

As the last day of the holiday week, Easter Sunday may thus be one of the best days of the year for visitors to begin a ski holiday in Norway. And so it was not by accident that my friend Carl Mårtensson and I drove merrily west on this day, while countless Norwegians were snarled in traffic travelling in the opposite direction on their way home from the mountains.



**GAUSTATOPPEN** AND THE WORLD'S WEIRDEST SKI LIFT

A few odd ski areas exist in a sort of time warp – living tribute to a bygone era, before the advent of snow guns to make artificial snow and fleets of snow cats to groom it to perfection. These mountains are dedicated to freeriders, with few or no pistes at all to speak of! La Grave in France, Krippenstein in Austria, Silverton in Colorado and the Pic du Midi in the French Pyrenees are all examples of such ski areas.

Gaustatoppen (1883 m) is so high that

on a clear day one can view 1/6 of

Norway's territory from its peak

Now Norway, too, has its own exclusive off-piste mountain – Gaustatoppen, which boasts radical terrain and a ski lift that must rank among the strangest ever made. Way back in the 1930s, this region was already on the map in a big way for the U.S. intelligence community, because the Vermork power plant near the town of Rjukan was producing heavy water – a necessary ingredient for nuclear bombs. The Nazis then took over the plant after occupying Norway during the Second World War. If you have seen *The Heroes of Telemark*, then you know the story of how a handful of Norwegian resistance fighters blew up the plant along

with a ferryboat that was to ship some of the heavy water back to Germany.

By 1954, it was the Russians rather than the Germans who were making the CIA and the Americans nervous, and it was no longer the town of Rjukan that was of interest, but the nearby Gaustatoppen (1883 m), which rises like a mighty white pyramid almost 1600 vertical metres above the surrounding landscape. This peak was well situated for radio surveillance to monitor the activity of Russian submarines moving in and out of Murmansk. The Americans spent more than a million dollars to build a tunnel with a crude train up through the mountain, completing the project in 1959. For more than 50 years afterwards, this train was a military installation operated by NATO.

Since 2010, what was once NATO's private domain is now open to freeriders every weekend and during holidays. Carl and I felt compelled to ski this unusual mountain and put it as the first stop on our ski trip through Norway. Our guide, a local extreme skier named Kjetil Lindblad, met us at the entry to this bizarre "ski lift".

We followed Kjetil into a tunnel that looked like an old mineshaft from the Wild West. We placed our skis in a cargo wagon and squeezed into a small train that holds 11 passengers. The

train pulled us horizontally far into the mountain's core. Soon we disembarked and entered stage two of this fascinating piece of Cold War history – a second train that rose at an extremely steep angle through the big rock. It felt as if Agent 007 would appear at any moment in hot pursuit of a slew of Commie villains.

A few minutes later, we climbed out of section two. Now Kjetil had a surprise in store for us. A secret third stage of this transport system had been built specifically for a visit from the Norwegian king. It is not open to the public, but Kjetil was our James Bond, and he had been given carte blanche by M. We squeezed into what can be described as a combination between a cogwheel train and an elevator, which

contraption after a meal sautéed in garlic. The vehicle travelled up a rail tilted at about 60 degrees. Then the track suddenly disappeared and a cable pulled us the rest of the way up a vertical shaft. There supposedly is no similar vehicle anywhere else in the world.

Gaustatoppen is the highest mountain

barely had space for three passengers. You definitely don't want to ride this

Gaustatoppen is the highest mountain in Telemark Province – so high, in fact, that on a clear day one can view 1/6 of the country from the peak.

We had a clear day, which was both good and bad. As I turned around in a 360-degree pirouette, I apparently cast my eyes on 60,000 square kilometres of Norway. It was really quite a panorama. Unfortunately, this was about the 15<sup>th</sup> consecutive day that offered such a view. The spectacular steep couloirs that we had been salivating over from below, upon closer inspection, had the texture of a washboard – a mixture of wind-packed slab and ice.

Even our extreme skiing buddy thought it ill-advised to venture out into any of the couloirs. Instead, we picked our way down one of the easier faces. With wind-packed snow to navigate, that too was no piece of cake. Even Carl and I, who ordinarily think that snow groomers should become victims of Molotov cocktails, would have welcomed a piste-basher on this occasion.

By the time we had negotiated ourselves down over the frozen tundra, we were ready for something more relaxing and conventional. Situated in the shadow of the off-piste-only peak is the small family ski resort of Gaustablikk. Like most Norwegian ski resorts, it has a large mountain lodge near its base, and the lifts are surrounded by hundreds of typical Norwegian ski huts. This is the sort of place where the black runs are really red and every weekend the slopes are full of parents teaching their toddlers how to ski.

Sounds tame? Absolutely. Very mellow? You bet. We had expended our daily quota of testosterone and were quite happy to cruise around with the families for the afternoon. Kjetil promised to keep us informed about the state of the snow next season, and Carl and I have both added a return to Gaustatoppen in better conditions to our bucket list.





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### **GEILO** – PICNICKING WITH THERMOSES

Geilo is situated about two hours north of Rjukan. It has been one of Norway's premiere ski resorts since 1954, when its first chairlift was inaugurated. The resort boasts two separate ski areas on either side of the village and is also famous as an excellent venue for cross-country skiing, with 550 kilometres of prepared trails. Together, the two alpine areas have 18 lifts and 39 pistes.

It was wonderful to arrive here on the first day after the Easter holidays. Carl and I skied each and every piste, and they were *all* empty. We raced up and down the perfectly groomed trails without the slightest worry of diverting from our line to avoid struggling beginners or traversing intermediates. It was pure bliss – as good as it can get on a piste.

At midday, we stopped for lunch. Oops, I forgot. This is Norway, and Geilo is a famous resort after all. On offer was a cheeseburger with fries and a soft drink for



Dr. Holms Hotel in Geilo has operated as a health resort since the beginning of the 20th century

# The resort is also famous as an excellent venue for cross-country skiing, with 550 kilometres of prepared trails

25 euros. One could get a tuna sandwich for about 80 cents less. I jumped back onto my skis and decided to skip lunch. We could quit a half hour early and go to the supermarket to buy some bread and a can of sardines. Perhaps we would splurge and throw in a chunk of Jarlsberg cheese.

By the time we had carved our final turn of the day, the morning's corduroy lines were still intact on most of the pistes. It was difficult to pull ourselves away even ten minutes before closing time, but after all, we are ski bums and we were hungry. For the rest of our stay in Norway, we brought sandwiches and thermoses in our backpacks.

### Ken Kesey ONE FLEW OVER THE CUCKOO'S NEST





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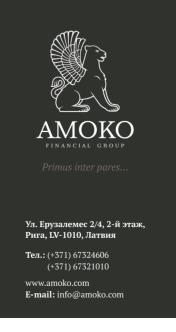
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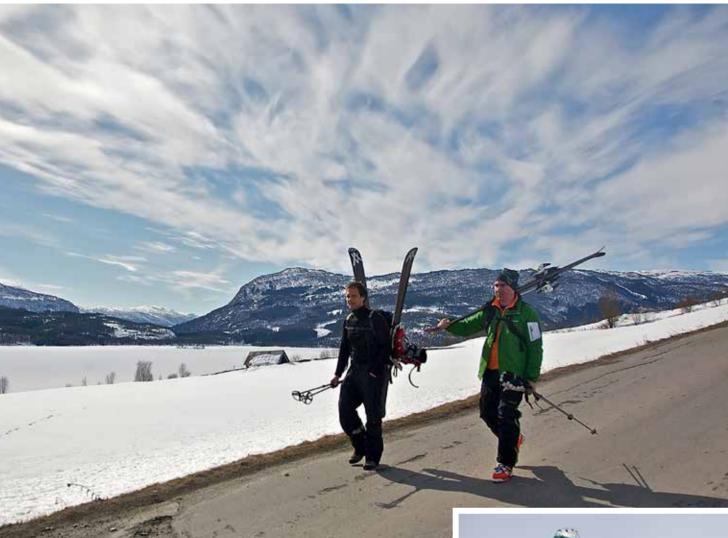
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Après-ski stroll

### **SOGN SKI CENTER** - THE PERSONAL TOUCH

If Geilo is well established and well known, then the Sogn Skisenter, by contrast, is not even the most popular ski resort at the little community of Sogndal. That distinction goes to the Sogndal Skisenter, also known as the Hodlekve Skisenter. For years, Avis had the slogan of "We try harder" because it was the second largest car rental company behind Hertz. Perhaps that is the same motto that Sogn Skisenter manager, Runar Turvi, adheres to. Or perhaps he is merely a good example of how friendly and helpful the Norwegians can be. Either way, he certainly left a very positive impression on Carl and myself.

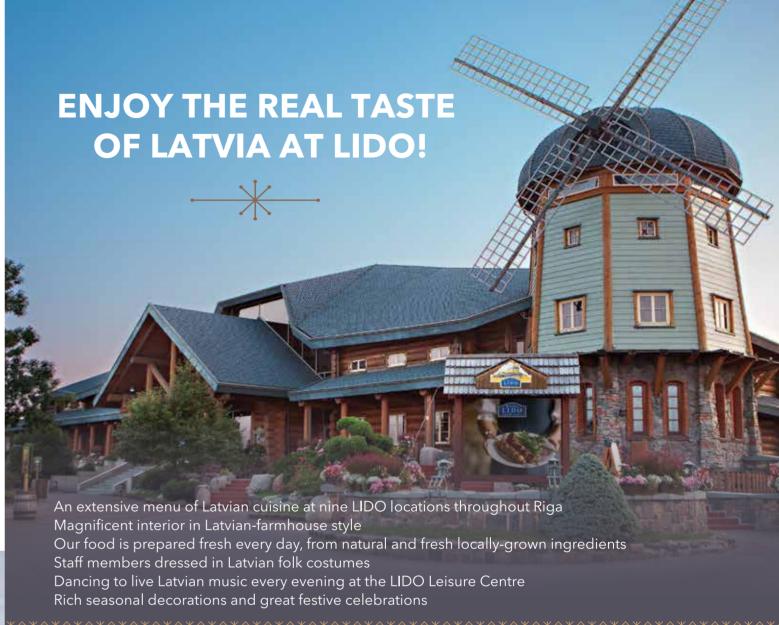
It was the Wednesday after Easter and we called the resort in the hope of getting a couple of free lift passes to support our journalistic endeavours. We got more than we bargained for. Runar told us to be there at nine o'clock. When we arrived, he explained that after Easter, the mountain is only open on weekends, but that he had some maintenance work to do, so we were



Skiing with a view of Norway's fjord country

welcome to ski as long as our hearts desired. For an entire day, we were able to experience what it feels like to have our own ski resort.

Admittedly, this was not the Trois Valleés and we did not have scores of lifts and hundreds of kilometres of pistes to choose from. On the other hand, Sogn offers a very respectable 580 vertical metres of skiing off of the longest surface lift in northern Europe. We were





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### **WELCOME TO LIDO!**

Ask for directions to the nearest LIDO at tourist information centres or your hotel. The largest ones are:

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How wonderful that in Norway, where skiing all began so many centuries ago, the sport can still remain small and personal

Sogn Skisenter is situated in western Norway where blue fjords meet white snow-capped mountains

not certain how long Runar's hospitality would hold out before he got bored with hanging out in his small office while two ski bums pretended that they owned the resort for a day. So, we yo-yoed up and down the various pistes with little pause for a couple of hours. The long, roundabout blue trail offered beautiful panoramas including fjord views, and the black piste began to corn up perfectly after a few runs.

Shortly before noon, a couple of freeriders showed up. Looking for something interesting to do on a lazy and sunny Wednesday, they had called the ski centre and Runar invited them over as well. They were planning to ski offpiste down to the village of Hafslo a few kilometres away, where they had parked another car, and they offered us to join them. How could we refuse?

We began on the blue piste and then veered off into a birch forest. Relatively open at first, the trees got appreciably tighter before opening up again and taking us down over a farmer's field. We finished skiing through somebody's yard to the street. Our local ski partners gave us a lift back to the ski centre and bid us farewell, while Carl and I finished the day with a few more runs down the black piste before calling it a day.

Our experience at Sogn was a very pleasant reminder that big is not always best. While Runar proudly pointed out that the Sogn Skisenter finished the season in the black, it is a local area whose main purpose is to provide healthy activities for the community. How wonderful that in Norway, where skiing all began so many centuries ago, the sport can still remain small and personal. At Sogn, skiing is a way of life rather than a business. **BO** 

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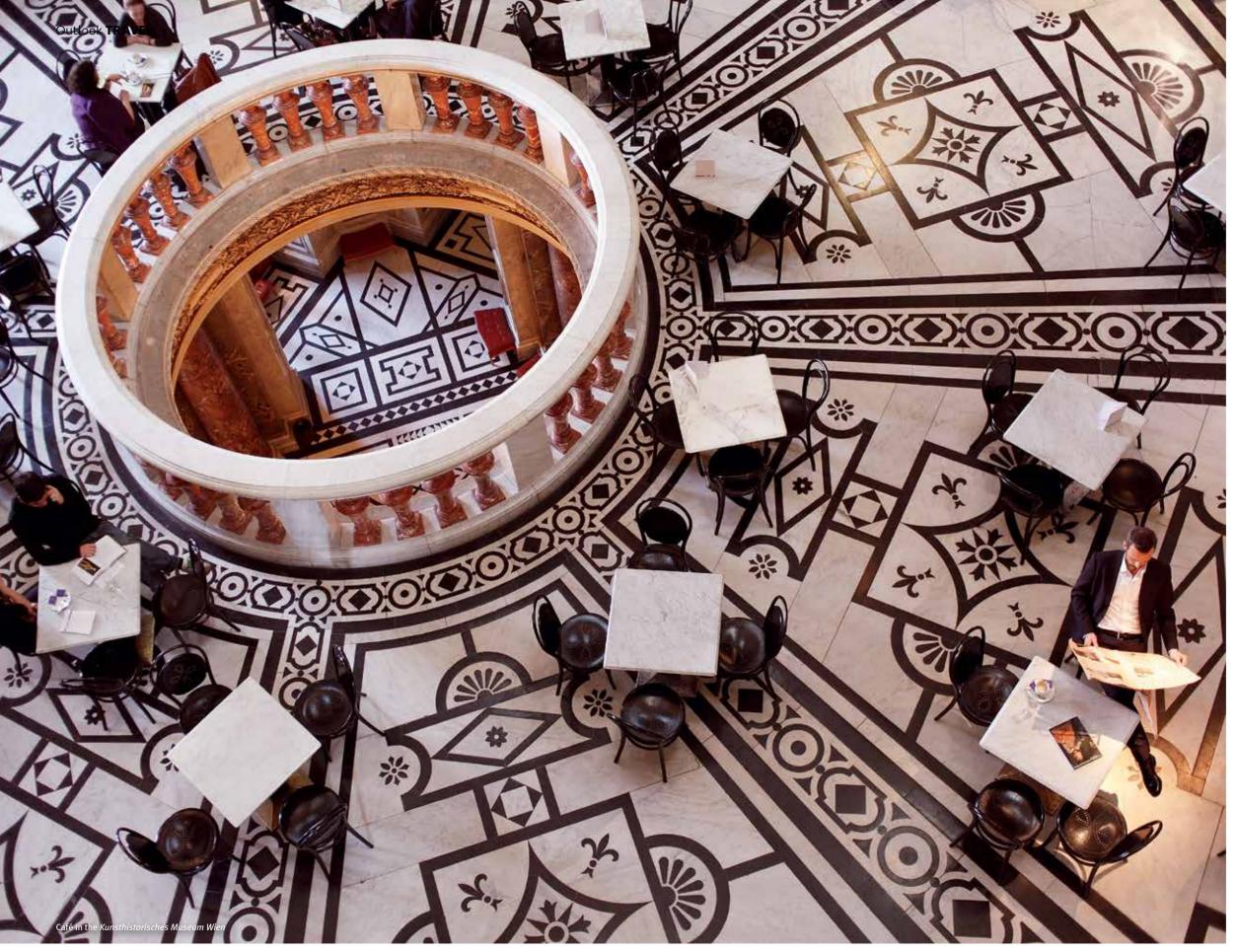
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Text by **NADJA SAYEJ**Publicity photos

### 24 HOURS

# **IN VIENNA**

### How to best spend a day in a glittering cultural jewel

his year, Vienna is bustling with activity. In May, the city will celebrate 150 years of the Ringbahnstraße, a sparkling boulevard in the 1st district (*Innere Stadt*), which is full of parks and monuments. The Austrian capital will also host the 60th Eurovision Song Contest that same month, with homegrown singer Conchita Wurst, who won last year's competition, set to host the green room at this year's event.

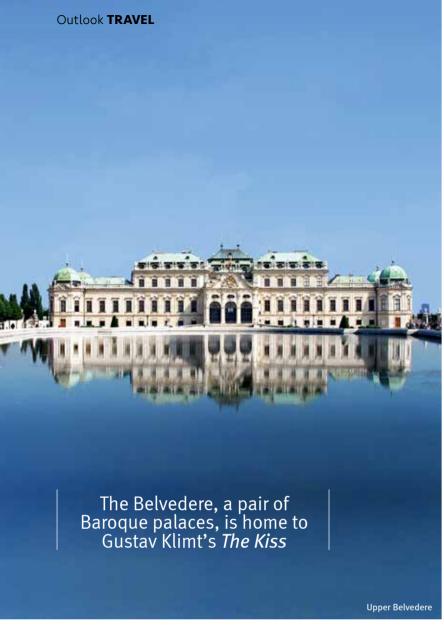
In 2015, the Austrian capital also marks the 100th centenary of Emperor Franz Joseph's death. That is well worth noting, as Vienna has been a capital of contemporary art since imperial times. "Vienna is a cross between Berlin and Munich," says locally based artist Maximiliano León, seated in the *Donau Techno* bar in the 7th district. "You've got a bit of both – gritty and posh."

Remnants of the city's imperial opulence intermingle with a fresh breath of avant-garde

# Vienna has been a capital of contemporary art since imperial times

additions, such as the art fairs that Vienna regularly hosts, and the arrival of contemporary artists like star German painter Daniel Richter to teach at the historic Academy of Fine Arts.

From a central art museum district that covers 90,000 square metres to old palaces and street art, expect an unlikely mix of gilded monuments and spray paint. Don't miss the following hot spots, which are linked to the ever-evolving transformation of Viennese art. You probably won't be able to visit them all within 24 hours, but you can try.









Before digging into the classic arts, start at the fringes. Viennese "outsider artist" Friedensreich Hundertwasser (1928-2000) – an overlooked native son who stood in the shadows of blockbuster kingpins Gustav Klimt (1862-1918) and Egon Schiele (1890-1918) – designed several quirky and cartoonish buildings around the city. In tribute to his artistic and architectural achievements, a restaurant named *Tian im Kunsthaus* (Weißgerberlände 14; taste-tian.com) has been set up. Located at the edge of the Danube Canal, it is a great place for brunch. Since Hundertwasser was a vegetarian, so are all of the dishes on the menu. Try the oven-baked *tarte flambée* with spinach, pear and blue cheese. The apple strudel for dessert is irresistible.

Then head over to the Belvedere, a pair of Baroque palaces filled with a breathtaking display of art from the past 500 years, while perusing the stately rooms in the former summer residence of Prince Eugene of Savoy.

One highlight of the Belvedere Museum, which occupies

part of the palace premises and which has been open since 1955, is Austrian high Baroque art. There one will see works by artists from the Academy of Fine Arts Vienna (founded in 1692), including Jacob van Schuppen, Paul Trager, Daniel Gran and Franz Anton Pallco, as well as subsequent mainstream artists who defined Austrian art, like Oskar Kokoschka (1886-1980).

One underrated artist is Johann Michael Rottmayr (1656-1730), an incredibly emotive Austrian painter from the Baroque era who studied in Venice and later worked for the Prince-Bishop of Salzburg. His paintings are stunning and leave a lasting impression.

The Belvedere is also home to Gustav Klimt's *The Kiss*, the Austrian artist's famed painting made with gold leaf and which defined early modernism. Walking through the museum designed by architect Johann Lukas von Hildebrandt (1668-1745), you will come across red marble fireplaces, a stunning view of the city from the north side and heavenly ceiling murals.





The Lower Belvedere at the foot of the garden features rotating exhibitions. Upon entering the main gallery, check out the Gold Cabinet, a gilded room of mirrors with Asian porcelain that makes the perfect backdrop for a dreamy selfie. For history buffs, the next exhibition is about the Congress of Vienna (1814-15), which took place at a time when the Austrian capital was a hub of political power in Europe. The exhibition will run from February 20 to June 21.

Proceed on to the Schönbrunn Palace, a butter yellow-coloured Baroque edifice full of wall tapestries, ornate heaters and chandeliers the size of upside-down Christmas trees. There is enough red carpeting to indulge your inner glamour queen or king while admiring portraits of royalty and listening to an audio guide that tells the story of the Habsburg monarchs. The palace has over 1,000 rooms, many of them filled with 17th and 18th-century landscapes, plush sofas and clocks frozen in time. From gilded portraits to hand-painted wallpaper and silk tapestries, this is true royalty, Austrian style.

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### Outlook TRAVEL

### TIME FOR LUNCH

After a long walk through the palace, jump back to the present at the nearby *Dots 21* (Arsenalstraße 1; dots21.at), an Asian fusion restaurant inside the *21er Haus* contemporary art space (21erhaus. at). Try the *Hello Kitty* experimental maki plate with rose rice, turnip, black caviar, mayo-baked shrimp and bean sprouts.

Head on to the garden of the *21er Haus* to find wacky, abstract sculptures by Franz West, one of Austria's most beloved sculptors. Unlike the imperial pomp inside most of the city's museums, West's work is zany, wiry and colourful, bringing us back to the modern era. For dessert, hit the new *Café Français* (Währinger Straße 6-8; cafefrancais.at), which serves incomparable *crème brûlée*.

For upscale contemporary art, head to the streets near St. Stephen's Cathedral, where established art galleries like the *Galerie Krinzinger* (Seilerstätte 16; galerie-krinzinger.at) show the works of such famous artists as the New York-based

# Mühlbauer, a favoured designer of Brad Pitt and Yoko Ono, stitches handmade hats



Marina Abramovic and Raymond Pettibon. This polished area is referred to as the Chelsea of Vienna (in reference to the neighbourhood in Manhattan). One can also shop at the city's latest crop of boutiques, including the *Vienna Store*, which sells unconventional souvenirs like a city puzzle and porcelain *Wurst* lates.

The area is also home to a colourful fashion store called *Awareness and Consciousness* (Lindengasse 25; awarenessandconsciousness.com) by Vienna designer Christiane Gruber, who studied with Raf Simons. For lamps, household items and knick-knacks, try the *Volta Shop* (Berggasse 27; thevoltashop.com), while *Mühlbauer*, a favoured designer of Brad Pitt and Yoko Ono, stitches handmade hats.



### AFTERNOON MUSEUM TOUR

The MuseumsQuartier (mqw.at) is a one-stop art centre, with roughly 60 museums and art galleries clustered together in a central area near the easy-to-find and eponymous subway station

First, hit the *Museum Moderner Kunst Stiftung Ludwig Wien* (*MUMOK*), a seven-floor concrete box teeming with modern art, including avant-garde Austrian works by the Viennese Actionists as well as contemporary art classics like Piet Mondrian and Daniel Buren. If glittery sculptures, video art and toys get you going, then make sure you have enough power left on your cell phone to capture it all on *Instagram* (yes, they have free Wi-Fi). The largest modern art museum in Central Europe will exhibit 100 pieces of pop art from February 13 - September 13, while an exhibition opening March 6 will feature the works of the Viennese Actionists, including pieces by Otto Muehl and Günter Brus (until August 23).

Next door is the *Leopold Museum*, a tall, white box that houses masterpieces by the great Austrian expressionist Egon Schiele. Also check out the works by Schiele's friend Gustav Klimt, who was integral to defining Austrian art, with mind-blowing paintings that look back on a lost era. If you need to stop for a snack, then the *Leopold Café*, which overlooks the square, serves wonderful cheesecake.

Other institutions, like the *Albertina*, are showing 200 artworks from the *Musée d'Orsay* collection until May 3,

including chefs d'oeuvre by Edgar Degas and Paul Cézanne, while the *Kunstforum Wien* is devoting an entire show to landscape photography (from spiritual journeys to travel photographs) in an exhibition that will be open from February 11 to April 26.

You could spend all day at the *MuseumsQuartier* and still miss half of it, so it's best to focus on what you really like. For 19<sup>th</sup> century Austrian art, the *Art Austria* art trade fair will take place from March 19-23 at the *Leopold Museum*.

Design aficionados should head to the *Architekturzentrum Wien*, the city's foremost centre for architecture exhibitions, while the *quartier21* space focuses on 21st-century experimental





art in 7,000 square metres of space for media art, net art and even gaming. Since 2002, *quartier21* has been bringing international artists to the city as part of an artist-inresidence program.

Rare Earth is a group show by 17 artists, including Chinese dissident Ai Weiwei. The exhibition, which opens on February 19, will feature works inspired by elements from the periodic table and will be shown at TBA21 until May 31.

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# Crossing borders

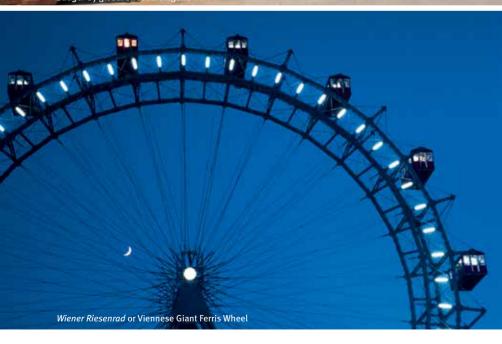
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### **EVENING STROLL**

Skopik & Lohn (Leopoldsgasse 17; skopikundlohn.at) is a cosy new restaurant with a vintage, wood-panelled bar and a large ceiling mural by local artist Otto Zitko, whose painted melodic cluster of dark lines meanders through light fixtures that look like stars. Try the traditional Wiener Schnitzel with potatoes, or the parsley gnocchi with red beets and parsnip.

If you want to chat over coffee, then stop in at *Aida* (Schönthalergasse 1; aida.at), a bakery and café founded in 1913 that has expanded to 10 locations across Europe and the Middle East. One of its main locations is at Stephanplatz, where you can taste the signature rum sponge cake drenched in pink icing.

For some eye candy, walk through Prater (Vienna's 2<sup>nd</sup> district), a park that lights up at night with old-fashioned amusement park rides, including a Ferris wheel from 1897. *Spassilisk*, a quirky souvenir shop that sells euro currency-shaped pasta and cheeky lollipops, is the spot for postcards and stamps.

Aside from the mainstream Vienna Art Week events that take place every fall, "street art has also become very popular," says local artist Coco Wasabi. "As a result, some galleries show only street art." Among these are the *Inoperable Gallery* of street art (Stiegengasse 2/3; inoperable.at) and *Rabbit Eye Movement* (Gumpendorferstraße 91; rabbiteyemovement.at).

Simultaneously, a pop-up extravaganza of temporary spaces has also taken hold. "Most of the time," says Wasabi, "the temporary exhibitions are in buildings that are going to be demolished."

Around the city, catch the looming black badgers spray-painted onto building walls by Belgian street artist ROA. Another mural by Buenos Aires artist JAZ can be found near Spittelauer Lände, a street that comes alive at night. And finally, local street artist Frau Isa has created a stunning mural of a young romantic couple on the side of a building at Kaiserstraße. If you are travelling alone, then take a picture of it and send it back home to your better half.



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### **MIDNIGHT** PARTY

Stroll through Gumpendorferstraße to find the best up-andcoming bars with a creative twist. If you're an old-school Nintendo fan from the 1980s, then you will probably like Zum Gschupftn Ferdl (Windmühlgasse 20; zumgschupftenferdl.at), a cosy wine bar covered in pixels. There, a square-patterned wall shows a pixelated universe from wall projections that you can't help but capture with your phone camera

Billed as the most Berlin-like bar, Joanelli (Gumpendorferstraße 47-49) is a former Italian ice-creamparlour-turned-watering-hole stocked with fantastic wines.

If you're ready to dance, then Donau Techno is hidden behind a nondescript grey door at Karl Schweighofer Gasse 10 (donautechno.com). Grab a pint of local beer while bobbing along to minimal techno, as a rotating cast of colourful digital projections lights up the space like a kaleidoscope. If you get the munchies, then the bar has a sausage stand serving Wurst and tofu sausages for the walk to the subway.

One must-see hot spot is If Dogs Run Free, a bar named after a Bob Dylan song (Gumpendorferstraße 10; ifdogsrunfree.com). Draped with an incredible geometric ceiling sculpture by local architecture firm Tzou-Lubroth, this cocktail bar serves stellar margaritas in a sleek, candlelit bar peppered with chocolatecoloured wooden tables.

Stumble home to the Boutique Hotel Stadthalle (Hackengasse 20; hotelstadthalle.at), Vienna's foremost zeroenergy-balanced hotel in the 15th district. With solar panels and the city's largest lavender rooftop, it was refurbished in 2009 and became the Austrian capital's first passive house hotel. As an encouragement to energy-conscious travellers, you will get 10% off with a direct booking if you arrive by bike or train.

Be sure to book one of the hotel's latest "upcycled rooms" designed by students at the University of Applied Arts Vienna. One room is themed around bicycles with a wheel as a chandelier, while another houses an old piano turned into a writing desk. The hotel is elegantly decorated with heart-shaped sculptures by Austrian porcelain and ceramic artist Margit Denz, who keeps local hearts beating for Vienna day and night.

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### **PIAZZA DI SPAGNA**

Today the Spanish Steps are the ultimate meeting point in the Italian capital and are often referred to as the "open-air salon of Rome". This lively location was a busy centre of activity already in the 15<sup>th</sup> century, as the presence of hotels and houses, inhibited mostly by foreigners, attracted French and Spanish delegations to the neighbourhood. Later, in the mid-17<sup>th</sup> century, Cardinal Mazzarin decided to link the Piazza di Francia and Piazza di Spagna, but the works were postponed until Pope Innocent XIII delegated architect Francesco de Sanctis to complete the project. De Sanctis proved to be worthy

of the task and skilfully combined the asymmetrical features of the exterior space into a completely unified composition. The architect's aim was to have the now-famous steps become a meeting point for the citizens of Rome - a wish that, as we know, has come true.

At the bottom of the famous steps stands the Barcaccia Fountain by Pietro Bernini, while at the top, the Trinità dei Monti church, built at the end of the 15<sup>th</sup> century, offers one of the most beautiful vistas in the city. At the same time, high-fashion brands like Gucci, Bulgari and Valentino – as well as many respected old-school tailors - have showpiece shops on the streets just off the famous piazza.



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The stone staircase was designed in Gothic style with two arms that run in opposite directions and spiral around, merging briefly on each floor, then parting and eventually conjoining at the end. The stairs' visual appeal stems from their architecturally complex pattern. If two people enter and climb the stairs, each starting from a different side, they will meet on each landing. The staircase can be reached inside the arched passageway that leads from the front courtyard to the inner courtyard of the Burg.











flight relates to the home, while the second speaks of friendship. As one climbs higher, the steps speak of caution, but higher still more positive feelings are conveyed such as love, affection and kiss on the hand.

The fifth flight addresses feelings of resentment, while the sixth establishes equilibrium, speaking of worth, loyalty, depth and perseverance. Not all that's bad has been left behind yet: quilt, tears and sorrow follow, but then, at last, comes reconciliation with hope, understanding and sympathy. The ninth and last flight at the very top speaks of courage, sense, honour and respect.

The Holsteiner Stairs are both an architectonic jewel and a special feature of the city. Gläser, who has climbed the steps himself on countless occasions, has always strived to integrate his art into its surrounding environment. Here he thought of the many different people who would be climbing the steps - families, neighbours, lovers, troubled souls, loners and even unsavoury folk. Incidentally, the steps, wedged between house façades, were decorated in a font named Humanist.

ZWEIFEL

### **HOLSTEINER STAIRS** (HOLSTEINER TREPPE)

### Wuppertal, Germany

The Holsteiner Stairs consist of 112 steps sandwiched between houses on Gathe and Holsteiner streets. Originally built in the 19th century, they were painted in rainbow colours and transformed into an art object in 2006-2008 by artist Horst Gläsker and his wife Margret Masuch, who divided the steps into sections of verbalised emotions. Gläser named the installation Steps of Feelings, or Scala dei Sentimenti. Single words in bright colours escort the climbers step by step.

The steps have nine landings, which the artist has used as paragraph breaks for his word arrangements, thus forming nine ensembles of word ideas and designating nine stages of a human life. The lowest



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### **SANSSOUCI PALACE STAIRS**

Potsdam, Germany

The Sanssouci single-storey palace in Potsdam was built in the manner of a French maison de plaisance from 1745-1747. This former summer residence of Prussian king Frederick the Great (1712-1786) with the telling name "Sans souci" ("without a care") was intended for the pursuit of higher pleasures such as philosophy, music and literature. Hence, it was to serve primarily as a place of relaxation and not as a seat of power.

The middle part of the palace has two magnificent halls, with King Frederick's apartments to the east and guest rooms to the west. The king received visitors at his famous dining table in the domed Marble Hall. The Library and Concert Room of the palace are supreme accomplishments of Rococo interior art. The colonnades of the Cour d'honneur open the view to the Hill of Ruins, where a reservoir feeds water to the garden fountains. Artificial ruins were added in 1748 to create the illusion of an ancient landscape.

The king also commissioned a terraced vineyard on the hill slope, where the magnificent stairs of Sanssouci were constructed. Today, 132 steps lead down from the palace to the sunlit terraces. The brickwork on the partitions of the stairs' supporting walls is pierced by 168 glazed niches, in which fig trees were planted. Separate parts of the terrace are divided by strips of lawn, and low box hedgings make a circular ornamental parterre.



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Saturday, March 21, 7 PM, Great Guild Concert Hall OPENING CONCERT

MAESTRO – PIANO – RIGA

Conductor Kaspars Ādamsons

Raimonds Pauls (piano), Inga Šļubovska, Ance Krauze and Daumants Kalniņš (vocal), Oskars Petrauskis (saxophone)

Programme: music by Raimonds Pauls

Concerts of the Spring Festival WINDSTREAM:

March 25, 7 PM in the Riga Cathedral April 3, 7 PM in the St. John Church, Riga April 6, 1 PM in the cinema "Splendid Palace"

Wednesday, April 15, 7 PM, Great Guild Concert Hall

### **ANDRIS POGA and REINIS ZARINŠ**

Conductor Andris Poga

Reinis Zariņš (piano)

Programme: Jean Françaix - Danses Exotiques for Wind Instruments

and Percussion
Igor Stravinsky - Concerto for Piano and Wind Instruments
James Barnes - Symphony No. 3 "The Tragic"

Organized by the Riga Professional Symphonic Band

















НОВИНКА

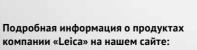


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### STAIRS AT THE **PARK GÜELL** BY ANTONI GAUDÍ

Barcelona, Spain

At the time when the Park Güell began to be built in 1900, Catalonia's largest city was already a cosmopolitan metropolis with half a million inhabitants and an industry-based economy. Its old fortifications had been knocked down half a century before and the new city was expanding rapidly outwards.

The popular park started out as a development project initiated by Catalan business magnate Eusebi Güell, who had acquired a hilly 17-hectare plot in the Gràcia district north of Barcelona. He wanted to set up a garden village with 60 housing units and several public buildings, resembling the residential villages found in Britain. Güell commissioned his friend and protégé, architect Antoni Gaudí – who is now the best-known practitioner of Catalan Modernism – to develop this project.

Gaudí enlisted the help of other architects and had two houses built along with pavilions for visitors and the park keepers. The pavilions and the staircase, which Gaudí designed, are not unlike what one would imagine the buildings in the



tale of Hansel and Gretel to be; curved roofs are covered with brightly coloured tiles and ornamented spires.

The ornate staircase, decorated with trencadis ceramics and hosting a dragon-like lizard at its centre, is the best-known object in the park.

Gaudí worked on the garden village for 14 years, until it finally became clear in 1914 that the project would be a commercial failure – Güell had failed to sell a single house in it. The thriving city of Barcelona acquired the property in 1918, and four years later it was opened as a public park. **BO** 

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Restaurant "1221" is located in the very centre of the historical part of Riga, right by the Dome Cathedral in the Old Town. The restaurant features a rooftop terrace with a magnificent view over the Old Town. Here you can really feel the aura of the 300-year-old building, a true oasis of calmness right in the centre of the city. "1221" is a high-end restaurant with gourmet European cuisine and a great wine collection. Guests will find it is not easy to remain indifferent towards the skillful creations of the master chef of "1221", Roberts Smilga.









Ресторан "1221" находится в самом сердце исторической части Риги, рядом с Домским собором. На крыше здания расположена терраса с великолепным видом на жемчужины Старого города. Здесь можно ощутить ауру 300-летнего строения и почувствовать себя как в оазисе уюта и спокойствия в самом центре города. "1221" – это ресторан высокого уровня с эксклюзивной авторской кухней и шикарной коллекцией вин. Каждого гостя очарует мастерство шеф-повара ресторана Роберта Смилги и его авторский взгляд на традиционные блюда.

Publicity photo

# Setting the standards for project management

Mention project management and people likely think about big, complex tasks such as construction, where the results are visible day to day.



Mark A. Langley, President & CEO, Project Management Institute

ndeed, some of the biggest feats of project management are still around after thousands of years – think of the Great Pyramids of Egypt, for example. Yet project management as a profession has advanced greatly since then and is continuing to evolve in order to incorporate best practices that drive organisational strategies.

As Mark A. Langley, president and CEO of the Project Management Institute (PMI), said during a recent visit to Riga, project management involves much more than updating critical path charts, checking off milestones and reporting compliance with schedules and budgets. It is a profession that requires leadership, strategic planning, change and risk management as well as the technical knowledge and ability for the tasks at hand.

PMI is a non-profit professional organisation founded in 1969 that sets standards for various types of project management. The Institute now represents nearly

three million project managers around the world. One of its main tasks involves the certification of project, programmme and portfolio managers who show competence in applying these standards. These three general categories reflect different levels of responsibility and complexity.

To put it in the context of the Egypt of the pharaohs, a project manager would have been responsible for building the Great Pyramid of Khufu; a programme manager would have been responsible for all three pyramids at Giza as well as the Sphinx and other monuments near Cairo. The portfolio manager would have overseen all of the monuments, tombs and structures along the Nile and elsewhere that today make up the wonders of ancient Egypt.

In a modern context, Langley described the development of one of the world's largest and longest-range airliners, the *Airbus 380*, as a programme. The goal of the programme was to deliver the airplane, but this included many separate projects involving the engines, the wings, the interior and other parts of the plane. It also involved marketing the aircraft, training technicians to service operational *A380s* and setting up other services.

A portfolio encompasses the whole range of *Airbus* activities and is a matter of concern for all stakeholders, including governments, shareholders and the tax-paying public – all of whom expect results from project managers who are spending "their" money.

### Reducing waste

Failure to perform well in Ancient Egypt may have gotten one tossed into the Nile to be eaten by crocodiles. Today, underperforming project leaders might find themselves devoured by shareholders, international constituencies, political factions or the media, to name a few.

Bad project management has a price. As Langley said in a recent presentation, an average of 144 million euros is wasted by poor project management for every 1 billion euros spent on projects in Europe. In the worst cases of project management, 230 million euros, or

almost a quarter of every 1 billion euros spent, are wasted by "poor performers". By contrast, the level of waste was almost 12 times lower in organisations considered "high performers", amounting to about 20 million euros of every 1 billion spent. In these organisations, 80% of projects met their goals and were completed on time and on budget.

Of course, managing costs is just one aspect of good project management, albeit a very important one. As Langley points out, Europe lags behind the global average when it comes to another critical aspect: meeting deadlines. In Europe, 47% of projects are completed on time versus 51% globally. Only 8% of organisations in Europe can be called high performers, compared to 12% globally, which itself is not an impressive figure.

While the role of the modern project manager certainly involves sticking to deadlines and budgets, it also involves ensuring that the project remains aligned to the strategic aims of the organisation. A recent PMI study of project management practices noted:

"A majority of companies either lack the right internal skills or fail to deploy the talent needed to successfully implement strategy. Only four in ten respondents say that their organisations provide staff sufficiently skilled to implement high-priority strategic initiatives. Fewer than two in ten (18 percent) say that their organisations put a very high priority on hiring people with the requisite business skills or leadership talent."

### Talent Triangle

The skill set that PMI advocates is built around a "Talent Triangle" of technical skills, strategic/business management skills and leadership.

According to Langley, the world is short of good project managers – a situation that is expected to persist for at least the next five years. Project management is a career of the future for those who take the demanding path to qualify and get certified by PMI. Good project managers can make an average of 100,000 US dollars per year, though salaries can vary by country and region.

Major multinational corporations such as *HP*, *Siemens*, *Airbus* and *Microsoft*, among others, use PMI's project management standards and methods as well as PMI-certified project managers. The European Union also requires conformity with PMI standards for projects and programmes that it finances, Langley said.

In the Baltics, there is a need to upgrade project management skills both in the government and private sector, where project managers will be needed to serve export markets operating in accordance with PMI standards.

While PMI itself doesn't do project management training, it can point people to a network of some 2,000 training organisations worldwide and to a broad range of consultants, who can help companies or government organisations find qualified project managers and set up in-house training programmes.

Langley stressed that much of the training of a good project manager comes from learning by doing. Certification by PMI requires the project manager to show several thousand hours of practical experience on projects. For example, the most widely sought-after certification as a Project Management Professional (PMP)® requires "a four-year degree (Bachelor's degree or the global equivalent) and at least three years of project management experience, with 4,500 hours leading and directing projects and 35 hours of project management education." Secondary school graduates can qualify to take the certification test with 7,500 hours of experience.

In addition, PMI certifies several other categories of project management skills, including risk management, business analysis and the "agile" methodology for doing major software development projects.

The Egyptians may have managed to build wonders that have endured to modern times without formal project management skills, but today's organisations need the standards, discipline, certified professionals and common language that come with a formal project management approach in order to compete and win. **BO** 

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One of the most beautiful Art Nouveau gems in the Pārdaugava section of Riga is the apartment building at Slokas iela 31. Designed by illustrious architect Konstantīns Pēkšēns in the early 1900s, the building sports an elegant but restrained façade whose unobtrusive decorations are only noticed by the most observant passersby. For many years, the edifice housed a private clinic run by a Baltic German baroness: it has also been home to a number of distinguished Latvian personalities.

Publicity photos

Forging a Latvian identity

At the turn of the 20th century, Riga's municipal government followed the German example in matters that concerned architecture and construction. In Germany, large and high apartment buildings were being built, while in other parts of Europe these were being erected on a much smaller scale. For example, if in Riga and Berlin the average apartment bloc housed about 70 occupants, then in London the corresponding figure amounted to only 10 inhabitants per building.

In 1908, when the edifice at Slokas iela 31 was being built, Riga was at the zenith of its Art Nouveau construction period. This artfully made and richly decorated four-storey stone building represents the National Romantic branch of the Art Nouveau architectural style. It is one of several edifices in the Āgenskalns neighbourhood of Pārdaugava to be

designed in this ornate style by architect Pēkšēns, who was simultaneously expressing a sense of his Latvian national identity in the creation of these buildings. According to Professor Jānis Krastiņš (PhD, Architecture) of the Latvian Academy of Sciences, the building at Slokas iela 31 is a prime example of "homeland art", which Latvian architects practiced most actively from 1905-1911 as part of the National Romantic movement, incorporating various decorative elements into the buildings that they designed as expressions of their national identity.

Aside from being an evident Art Nouveau masterpiece, the building also bears a number of features for which architect Pēkšēns was known. While actively taking part in the construction of large and beautiful buildings equipped with a water supply and sewage facilities at the edge of wide cobblestone streets, Pēkšēns also

wanted to ensure that each living space was bathed in natural light. He also paid great importance to outside spaces, including gardens and playgrounds.

Pēkšēns' architectural talent can clearly be seen in the aesthetic quality of the building's unique façade, which was made in a complex manner from several materials. The outer walls were originally painted in yellow, a prevalent colour at the time, with decorative areas highlighted in red brick, as is the case on the travertine-inlayed ground floor level. The third floor, for its part, is of timber frame and infill construction.

The building has two stairwell entries, one on Slokas iela and the other on Mārtiņa iela. Initially, the ground floor housed two large and expansive apartments. One was an eight-room apartment with a separate entry from Slokas iela and a service entry from the stairwell on Mārtiņa iela. The other, a five-room apartment, had its entry from the same stairwell on Mārtiņa iela. The higher floors housed two five- and six-room apartments equipped with kitchens, pantries, bathrooms and toilets.

### **Eminent residents**

Among the building's most illustrious occupants was Antons Balodis, who was initially known as a writer and literary critic. In 1906, Balodis emigrated to Switzerland and later to France. He eventually returned to Latvia and became the country's foreign minister, during

ANSIGHT-EUR-JARTINGTRASSE STRASSE AND STR

Sketch of the façade on the corner of Slokas and Mārtiņa streets (from Riga's Architectural Masters [Rīgas arhitektūras meistari] by Jānis Krastinš).

which time he resided in the building at Slokas iela 31.

Up until 1940, the building also housed a private clinic – one of the best in the country – which was run by baroness Ada Firks. The edifice then served various administrative needs after the Second World War, while during the 1990s it housed a number of Riga municipal government institutions.

Although the impressive edifice's interior elements have been considerably worn by time, the façade still bears its original decorative motifs, metal balcony railings, drain pipes and flag holders. Inside, the old metal railings still stand and a unique original door has been preserved.

This striking example of National Romantic Art Nouveau architecture in Riga's Āgenskalns district awaits a new owner who can restore it to its former splendour and vitality. The restoration of this architectural gem also represents the opportunity to preserve an outstanding architectural manifestation of Latvia's national identity for future generations. **BO** 



A gem in Riga's Āgenskalns district. Blueprint by architect Konstantīns Pēkšēns dating from 1908. (Photo from the archives of the State Inspection for Heritage Protection.)



Wood is a widely used construction material in Latvia and was also employed as a decorative element in the façade of the building at Slokas iela 31 in Riga.

### **Ektornet**



# Дом в Задвинье – одно из творений выдающегося архитектора Константина Пекшена

Доходный дом в Задвинье, по улице Слокас, 31, построен по проекту выдающегося архитектора Константина Пекшена в начале 20 века (1908 год). Этот четырехэтажный, пластически выразительный и богато декорированный дом является одной из ярких жемчужин югендстиля и отражает направление национального романтизма. Многочисленные детали фасада делают его уникальным образцом стиля и одним из памятников архитектуры. В этом живописном, архитектонически сложном строении использовано множество видов отделочных материалов.

В прошлом в этом здании размещалась частная клиника баронессы Ады фон Фиркс, в различные периоды в нем жили люди, сыгравшие значительную роль в истории Латвии, в их числе – министр иностранных дел Антонс Балодис.

Сегодня яркий образец самобытной архитектуры нуждается в покровителе, который вдохнет в него жизнь и вернет былую славу.

Для получения подробной информации об объекте обращайтесь к консультанту компании Ektornet Уне Пуполе: (+371) 26 350 840, una.pupola@ektornet.lv.

Подробная информация о других объектах недвижимости от риелторской компании Ektornet, учрежденной Swedbank, опубликована на www.ektornet.lv.

В сотрудничестве с





ducation in the 21st century means an individual approach, equal and respectful relations between children and adults, as well as teaching principles that have been ignored in the past.

Austėja Landsbergienė, who holds a doctorate in the social sciences and is the mother of four children, is well aware of this. She has already established a chain of internationally minded educational institutions in Lithuania, consisting of 13 kindergartens and one elementary school, with a secondary school set to follow in September. All of these institutions use a different educational philosophy and approach toward learning, which has been operating successfully in Lithuania for the past five years.

Now the Six Senses International Preschool, which opened last October, is also operating on the basis of the aforementioned principles in the Mežaparks neighbourhood of Riga.

"Traditional educational institutions in Great Britain, the United States and here in Latvia are still very old-fashioned, and international schools are taking a big step toward modern education," says Landsbergienė. "My children attended an international school and this inspired me to create my own educational concept based on their experience. I merged the

principles of an international education with local culture, tradition and identity."

### Emotional intelligence and long-term thinking

Landsbergienė has frequently encountered social biases and stereotypes about international educational institutions. People tend to think that at international schools children are trained to deal with a particularly intensive educational process further down the road and not much more. The truth, she says, is quite the opposite.

Traditional kindergartens and schools offer programmes that are structured and that are based on plans from which there can be no departure. Landsbergienė's concept involves a mixture of planned and unplanned activities and games. During their free time, the children develop social skills and emotional intellect, learn to express and justify their views and find out how to discuss things with others.

The teachers, for their part, can help the children to learn how to resolve conflicts in a successful manner. As children discover more about the world around them, they learn how their actions are linked with the behaviour of other people. "If we want children to understand certain values and the order of the world, then we must invest time and attention,"

says Landsbergienė. "If we leave things up to themselves, then we find people who still have not learned to apologise when they are 30 years old, because they feel too proud, or they deal with conflicts by loudly slamming the door."

Parents who send their children to the Lithuanian kindergartens where the new concept is being implemented say that the social and emotional development of their kids has improved substantially. The children know how to talk about their emotions. Instead of punching someone in a fit of anger, they learn how to resolve problems in a peaceful manner.

Furthermore, the children at Landsbergiene's schools also acquire new language skills. Parents are surprised about the level of knowledge that the children acquire.

"The children at our kindergartens do not come home singing songs or reciting poems that they have learned by rote," explains Landsbergienė. "Instead, six months after starting their education, they visit a castle together with their families. They have already learned about it at the kindergarten and can tell their parents a great deal about it. Some parents may wonder why we don't teach their children poems, since they are investing money in their kids' education. However, we don't operate that way. We prefer teaching

things that will be of use to children in the long term, and we help them to develop critical thinking. The development of such skills demands a certain amount of time."

### Growing together with children

There are several key differences between traditional educational approaches and Landsbergiene's version.

"Traditional educational institutions work with methods that are decades old. Most of the process is based on learning a fixed set of things and properly sitting in one's chair," she says. "At our preschool, the way that we care for the children is of primary importance."

Landsbergienė cites studies which show that the first ten years of people's lives are key in developing their identity, and that is why children must be allowed to express themselves, to discover new things, to create, to ask questions and to learn.

"It is a crime not to allow children to develop themselves to a maximal degree," the specialist argues.

At Landsbergiene's kindergartens, the development, achievements and personal growth of children are evaluated twice a year. However, unlike traditional educational models, where evaluations relate to generally accepted standards and other children, under this concept children are compared to themselves – the extent of their progress is evaluated every six months. "Parents may compare their three-year-olds with other kids, but teachers should not do so," she says.

At the Six Senses International Preschool kindergarten in Mežaparks children learn through play. "There's a difference between children who play alone and those with whom the teacher plays," she explains. "In some schools, the teacher does not get involved, but simply makes sure that the children are safe. It is harder for children to grow under such a model. However, if you work together in building a tower with blocks and try to come up with new ways of ensuring that it is high as possible, if you talk about various places in the world where such towers can be built, then children develop. Children and teachers must be equal partners who respect one another. I believe that that is one of the most essential principles for education in the 21st century."

### A language that everyone understands

International education is particularly useful for families of a mixed cultural and linguistic backgrounds as well as for local residents who want a different approach to the educational process while maintaining their sense of national identity.

As at other international schools, the language of instruction at the Six Senses International Preschool is English, but children can still speak their own language when necessary. "I recommend that teachers learn at least a few words and phrases in the native languages of the children," says the specialist. "This helps to ensure that the educational process is more successful. Teachers can tell children, for instance, that they don't need to worry, because their mothers or fathers will come to pick them up later. Then the children feel safe. They understand that problems can be resolved. Research shows that children who feel safe do better in the educational process."

At the preschool age, language barriers are no problem at all. From Landsbergienė's experience, children who don't speak English at the beginning of the school year have a free command of it by the following spring, and this does not hinder their ability to learn their own language. **BO** 



Visbijas prospekts 47, Mežaparks, Riga Phone: +371 25133508 E-mail: riga@6sensesinternational.com ① 6sensesinternational.com Facebook: SixSensesPreschool

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### Galleria Riga – Riga's newest

shopping centre



GALLERIA RIGA shopping centre Dzirnavu iela 67

Entrances from Dzirnavu iela 67 and Blaumaṇa iela 10 (between Brīvības bulvāris and Tērbatas iela) Information centre

Tel. (+371) 67307000 info@galleriariga.lv (i) galleriariga.lv/en

Since opening in 2010, *Galleria Riga* has found its place in the hearts of Riga's residents and visitors as a convenient shopping centre that also happens to provide opportunities for relaxation and entertainment.

Galleria Riga is located in a thriving business area in the centre of the Latvian capital. A wide variety of shops lines the seven storeys of the building, providing visitors with a broad selection of items. Here you'll find necessities for both daily life and celebrations.

At Galleria Riga you can purchase items by such famous brands as Mango, Tommy Hilfiger (Moskito), Guess (Denim Dream), MAX&Co, Stefanel, Only (Moskito), Marella, Suitsupply, Ivo Nikkolo, Karen Millen and many more. In addition, a number of talented Latvian designers are also making their mark on the fashion scene. Thanks to their refined sense of style, good taste, lively imagination and high-quality craftsmanship, they have gained international recognition in a short period of time. The latest collections of clothing and accessories by some of Latvia's best designers are available at 8 rooms, OT Ogres Trikotāža and other shops at Galleria Riga.

To better serve its customers, the shopping centre has a built-in parking garage (free parking for one hour on Sundays) and special stands for bicycles. Guests have the use of free Wi-Fi and can take full advantage of *Global Blue* tax-free benefits.

Other useful services at Galleria Riga include umbrella rental for up to seven days, free stylist's services, a post office, dry-cleaning, currency exchange and beauty salons. A favourite resting spot is the centre's fountain, which offers a great view of the building's elegant architecture. **BO** 

Publicity photos





# Personal tailoring at Suitsupply

Suitsupply, the biggest upand-coming brand in men's fashion, offers the finest Italian fabrics, Italian and English styling, a personalised approach to service and whileyou-wait tailoring – all at an unbeatable price.

Suitsupply's elegant store in Riga can be found in an easy-to-reach spot on the second floor of the modern Galleria Riga shopping mall. The spacious store, gleaming with colour and high-definition floor-to-ceiling photography, provides high-end service and an exciting made-to-measure option that's open to everyone. In fact, there are several options for tailoring, all of them available at a surprisingly reasonable price.

To ensure a perfect fit head to toe, Suitsupply's comprehensive Suit Up Personal Tailoring programme gives visitors the opportunity to obtain fully measured suits, jackets, trousers and coats.

There are over 600 Italian fabric varieties to choose from, including pure cashmere and wool fabrics from Super 110 to Super 180, along with a broad range of unique design options for jackets and coats, all fully made-to-measure.

Suitsupply Riga, Galleria Riga, 2nd floor, Dzirnavu iela 67, (+371) 67307048





### Galleria Riga is located by Riga's key shopping area, Tērbatas Street Quarters.

Only a five-minute walk from Riga's Old Town, the historic cobblestone streets of Tērbatas Street Quarters are easy to reach by any means of transport. The thriving business and commercial area houses numerous stores, restaurants and entertainment venues that offer plenty of shopping and dining opportunities to

suit all tastes (*Zara*, *Hugo Boss*, *Patrizia Pepe*, *Gerry Weber*, etc.).

A stroll through verdant Vērmane Park and its adjacent flower market, followed by a movie at the beautiful *Splendid Palace* theatre is just one of the many ways that one can enjoy the sounds and sights of Tērbatas Street Quarters.

See a detailed map of Terbatas Street Quarters' stores, restaurants and cultural attractions at www.terbataskvartali.lv.





Planeta Riga Šķūņu iela 16 (entrance from Tirgoņu iela) Tel. (+371) 67223855 E-mail: planeta@rrg.lv ① www.planetariga.lv

order to enjoy truly outstanding Japanese cuisine, one doesn't have to travel to Asia. Planeta Riga in the heart of the Old Town has become the Latvian leader in Japanese-style casual dining. The restaurant is frequented every day by business people who appreciate its large lunch selection as well as by tourists seeking the best sushi in town.

The atmosphere at *Planeta Riga* changes with the seasons. During the summer months, patrons enjoy sitting on the beautiful terrace that offers a splendid view of Dom Square, while during the winter, they can dine in a cosy and pleasant interior. Both floors of the restaurant are decorated in light and classical tones highlighted by various historical elements, such as the exposed original brick walls.

The winter season has also arrived with a new menu, and the restaurant is particularly busy on weekdays between 12:00-16:00, when guests can choose from six different lunchtime specials. These will suit practically all tastes, including those of vegetarians, who have not been neglected. The lunchtime specials include miso soup, a main course, salad and sushi, and a choice of tea or coffee. It's worth mentioning that the portions are quite sizeable and that both the salmon and sushi melt right in one's mouth.

On weekends, also between 12:00-16:00, a particularly lazy atmosphere reigns, as Rigans and visitors to the city enjoy the opportunity to have a late breakfast or brunch, which includes a starter, a main, a dessert and coffee or tea, along with a complimentary glass of sparkling *Prosecco*.

Of course, the sushi (classical maki, premium and even hot and tempura-baked rolls) is in a class by itself and parades under an array of impressive names, including famous Japanese manga artists and film directors. The winter menu has been supplemented with hot sushi, which is perfect for the colder months of the year.

Among the most requested are the refined hamanishi maki – warm tempura rolls with smoked eel, prawns, cream cheese, avocado and mild nut sauce.

However, *Planeta Riga* offers much more than just outstanding sushi. If the restaurant's menu has a star performer, then it is definitely ramen, the traditional Japanese soup-like noodle dish. This involves preparing a special broth that is boiled for several hours to achieve an extremely rich taste. Head chef Staṇislavs Gurjanovs has gone out of his way to perfect his ramen preparation technique, which he learnt from Japanese master chef Kanji Furukawa (also known as Ramen Boss) at the *Shoryu Ramen* restaurant in London. Not surprisingly, that restaurant has been recommended in the *Michelin Guide 2014*.

Another dish worth trying at *Planeta Riga* is dim sum, which Stanislavs Gurjanovs mastered while working under a renowned chef in Moscow. Dim sum is a Chinese delicacy, with little packages of mushrooms, veal, chicken, lamb, Peking duck, salmon and more served in a traditional steamer basket. *Planeta Riga*'s dim sum are handmade and offer a truly unique taste experience.

One of the most popular desserts, whose fame has spread to the extent that guests come in specifically to try it, is the *Asian Planeta Sphere* – a specially made chocolate sphere that the chef has filled with homemade ginger ice cream, cashew nuts and blueberries. When melted chocolate is poured over it, the sphere opens up and releases its contents, just like a lotus blossom – a true delight for the eyes and for the taste buds of the most discriminating gourmet.

Planeta Riga's high standards of quality have ensured that many of the restaurant's guests keep returning on a regular basis. Some have also obtained a Planeta Special client card, which gives them extra privileges and the opportunity to enjoy discounts of up to 70 percent as well as special offers. **BO** 



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### Outlook FOOD&DRINK

### Restaurants, bars and cafés

Text by LIENE PĀLĒNA

ANDREJS TERENTJEVS (F64), **EDMUNDS BRENCIS (F64)** 

### **Culinary hotspots**

Your essential eating-out guide to the best restaurants, cafes and eateries



### AMORANE. RIGA A TASTE OF ITALY

Upon entering the Amorane restaurant and pizzeria, one gets the feeling of having been instantly transported straight to Southern Italy, and could easily forget that one is actually in a cosy basement in the centre of Riga. The brick walls, stylised grape vines made of wine corks and natural colour tones are just some of the interior details that serve to generate a veritable dolce vita ambience. The feeling is enhanced by the Italian music playing in the background, and even though practically no natural daylight shines through to the subterranean quarters,

the atmosphere is warm and cosy.

On the workday afternoon when I visited, only a few quests beside myself were in the restaurant. Nevertheless, I could easily imagine the din of people chattering and wine glasses clinking during the evening hours, when the establishment really comes

The wine list is vast and impressive, as is the menu, which offers practically everything that one might expect from an Italian restaurant, starting with appetisers and soups, and continuing with pizzas, spaghetti and ravioli.

To establish whether there is any substance behind the attractive names given to the dishes, I opted for a homemade ravioli filled with rabbit meat and Grana Padano cheese. That cost me EUR 8.55, and I wasn't disappointed. The only drawback was that the portion seemed a bit small: it was so delicious that after eating it I still craved some more. Thus, Amorane is a great spot for gourmet eaters and wine lovers who enjoy dining in pleasant surroundings and for whom dinner means more than just satisfying an empty stomach. Address: Jura Alunāna iela 2

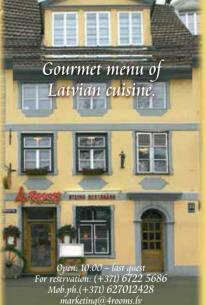
Open: Mon.-Sat.: 12:00-23:00 (i) amoraneriga.lv



Kalku iela 2, Riga

(+371) 67800001 Antonijas iela 9, Riga (+371) 67331130



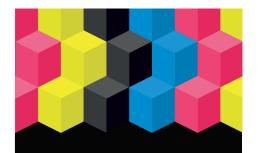


A first-rate Latvian restaurant with fine European cuisine. Banquet hall with a perfect view of Līvu Square on the 2<sup>nd</sup> floor. After your meal, enjoy a hookah in a relaxing atmosphere in one of the basement rooms.

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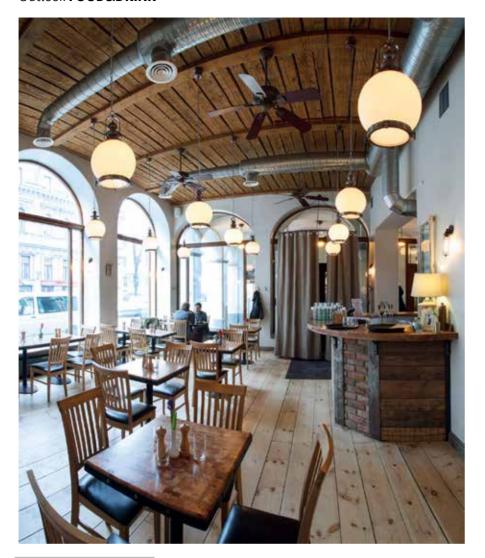








### Outlook FOOD&DRINK



### **ZOSTE,** RIGA DELICIOUS COMFORT FOOD

Riga's Berga Bazārs shopping arcade has been known for quite some time as the home of some of the best eating spots in the city. Now a new restaurant named Zoste has joined the list. Its head chef is American-Latvian Kārlis Roberts Celms, who hails from San Francisco and has been one of the most popular chefs in Riga for the past several years. Celms stands out with the extensive use of local products in his kitchen and has positioned Zoste as a place for enjoying what he calls comfort food. That's right: comfort food.

If you associate these last two words with simple and unhealthy fare, then think again. Zoste has given a whole new definition to comfort food, drawing inspiration from tasty American recipes, while making use of Latvian seasonal products, traditional techniques and local flavours. The comfort food here is not only delicious but also healthy and will make visitors want to return to Zoste again and again. For example, when I tried out the sweetpotato fries with Sriracha sauce, I once again came to the conclusion that the tastiest dishes are often quite simple and straightforward. On top of that, I paid only EUR 4.95 for the pleasure.

To reduce the hot, spicy taste that remained in my mouth after eating my enjoyable portion of fries, I could drink from a plentiful supply of fresh water that had been brought to my table by the waitstaff, and at no extra charge. In the Baltic States, the concept of free

water is not very popular, but here it certainly is an extra plus.

The biggest treat of all, at least during this visit, was a zucchini cake with vanilla ice-cream and caramel. Yes, Kārlis Roberts Celms is such a skilled master that he can create delectable desserts from what might otherwise be perceived as fairly bland vegetables!

The best times for visiting the Zoste restaurant are before 3 PM to enjoy the daily lunch special, or after 5 PM, when the menu's main courses can be ordered. At other times, the choice is restricted to starters, soups and salads. Of course, a starter of salmon marinated in beets and vodka doesn't sound too bad at all, right?

Adress: Elizabetes iela 85a Open: Mon.-Fri.: 11:00-23:00 Sat.: 10:00-01:00 Sun.: closed



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# Steak and fish restaurant



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Latvian fish restaurant

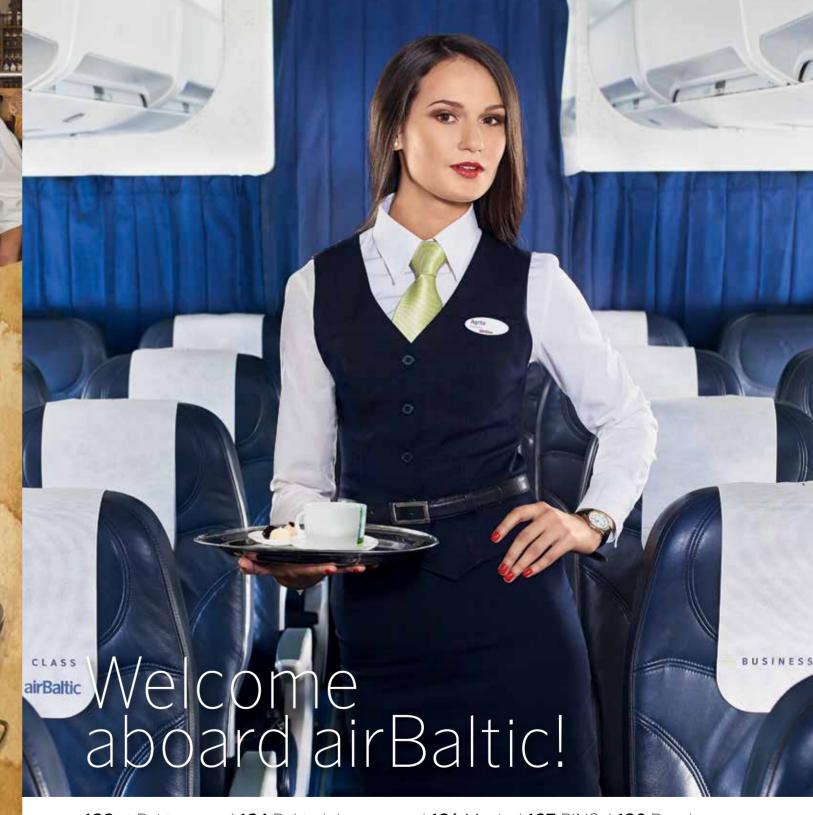
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airBaltic / NFWS airBaltic / NFWS Publicity photos



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3/ Ouicker web check-in 4/ Vilnius-Amsterdam flights soon to operate daily

5/ Improved service to Stockholm

6/ New feature for finding the cheapest tickets at airBaltic.com

### 1/ New summer flights to Croatia, Italy and Greece

This summer, airBaltic is launching new flights to four exciting summer destinations in the Mediterranean.

Weekly flights to the Croatian resort town of **Dubrovnik** will start on May 26, increasing in June to two flights per week until the end of September. With its breath-taking Old Town and imposing city walls along the shores of the Adriatic Sea, Dubrovnik is one of Europe's top summer destinations.

Flights to Thessaloniki, Greece's second largest city, will be launched on June 5 and operate twice a week until the end of September. The city boasts a glorious Byzantine history, fine restaurants with excellent Greek cuisine, a hip nightlife scene and many beautiful beaches in the vicinity.

Flights to the Greek island of **Rhodes** will operate once per week from June 12 until September 11, in cooperation with tour operator Tez Tour. With eight months of sunshine, stunning beaches and green hills, Rhodes is an ideal place for a summer seaside vacation.

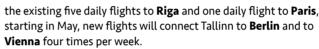
The world-famous Italian city of **Pisa** will become a new airBaltic destination on June 13, and flights from Riga will operate once per week until mid-September. These flights will offer Baltic travellers the chance to spend their summer holidays in the heart of Tuscany and enjoy high culture, visit historical cities such as Florence and Siena, and, of course, indulge in renowned Tuscan wines and food.

One-way ticket prices to these great holiday spots start from 69 EUR.

### 2/ New direct flights from **Tallinn**

We are proud to announce that airBaltic will soon be operating direct flights from Tallinn to four destinations.

Aside from



One-way tickets from Tallinn to Berlin are available starting from as little as 55 EUR, to Vienna from 69 EUR and to Paris from 79 EUR.

### 3/ Quicker web check-in

With more than 75% of airBaltic passengers checking in online, we have significantly improved the check-in system at airBaltic.com to make your travel experience even more smooth and enjoyable

advantage is that you can check in much quicker, as instead of six steps there are now only two. In another improvement, you can now see the real seat plan of the aircraft and choose the place that you



would at the airport. If you lose your boarding pass, then you can return online anytime, enter your reservation number and get it again.

During the check-

in process, you can

also pre-order from

a selection of meals

pay less for checked

for your flight and

baggage than you

**Tallinn** 

However, probably the fanciest thing is that now you can use your Pass

Book app for check-in with an iPhone or iPad, or Pass Wallet with an Android, which are the quickest and easiest ways appreciated by mobile device users worldwide.

### 4/ Vilnius-Amsterdam flights soon to operate daily

In response to passenger demand, starting from the end of March airBaltic will increase the flight frequency on its Vilnius -Amsterdam route from four flights per week to daily flights.

This flight is operated in partnership with KLM, thanks to which passengers can further extend their travel to the whole network of the Dutch airline.

One-way ticket prices from Vilnius to Amsterdam start from 59 EUR.

### 5/ Improved service to Stockholm

From March 29, when airBaltic's summer flight schedule enters into force, flights between Riga and Stockholm Arlanda airport will be even more convenient.

There will be four daily flights, with improved timing for business travellers from both ends.

A morning flight arrives in Stockholm at 7:45, and two flights arrive in Riga at 08:35 and 10:55. Evening flights leave Riga at 19:00 and 23:35 and depart from Stockholm at 19:50, making one-day travel smooth and convenient.

Morning and evening flights will continue to be operated with jet aircraft, while midday and late evening/early morning flights will be operated with our new Dash Q400 turboprops.

One-way ticket prices from Riga to Stockholm start from 35 EUR. All of these features make airBaltic the airline with the most frequencies and with the best product on

### 6/ New feature for finding the cheapest tickets at airBaltic.com

airBaltic flight tickets are always the cheapest at airBaltic.com, but now we have improved our booking engine to let you find those cheap flights more easily.

When you open our website and enter the cities that you would like to fly to, always make sure to select the "Looking for the best price" check-box. Then, if you opt for a one-way ticket, you will get the ticket prices displayed for the whole month. In the case of a round trip, the ticket prices for a one-week period will be shown, so that you can easily choose the dates and price levels that best suit your travel plans and budget.

If you select a price but then find that the flight schedule does not correspond with your needs, you can always choose another flight or upgrade to a more flexible ticket class.

If you choose to display the year calendar, you will be able to see the lowest price of each month on the particular route.

Hence, if you plan your trip in a timely manner, then you might be able to travel to many attractive destinations for as little as 29 EUR.

The main

like most.

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### airBaltic ambassador

Arta Lūse is not only a flight attendant, but also an airBaltic ambassador who represents the airline at various functions. Baltic Outlook asked A. Lūse to outline her duties as a cabin crew member and explain her role as ambassador for the airline.

### How did your career at airBaltic begin?

I was studying in Finland for a while and during that time, I often flew from Riga to Helsinki and back. I observed the flight attendants working in the cabin and felt a genuine sense of admiration for them. I thought I would also give it a try, and I must say that I haven't regretted my decision at all, not for a moment! In April I will have spent six years working at airBaltic.

My career here has advanced quite smoothly. After beginning as a trainee, I was assigned to work on *Boeing 737-300* and then *Boeing 757-200* aircraft. When I had spent two years on the job, I became a senior cabin crew member. Then I worked on *Fokker 50* and *Bombardier Q400* Next Gen aircraft, which brought new changes to my job. Last year I also started working as a line trainer, teaching both

novice and experienced flight attendants during flights. For this reason, I always have to be up-to-date with the latest aircraft procedures.

I have been really fortunate, because whenever I feel the need for a change, a new challenge presents itself. In the spring of 2013, I had the opportunity to work for two months as a flight attendant with Air Berlin. Although we were based in the German capital, we had to spend five or six nights a week at hotel rooms in other cities such as Dusseldorf, Dresden and Nuremberg. I can say for a fact that the grass is not always greener on the other side. I'm really happy about the way that our work is scheduled here at airBaltic. We get to fly back to Riga almost every day, which I think is a huge advantage. It's important for me to be with my family and my friends.

### How did you become an airBaltic ambassador?

I'm a person who enjoys a challenge and who likes to be active. When I applied for the vacancy, I had no idea that I would be attending so many different types of social events. I greeted airBaltic's millionth passenger, I've taken part in the launching of new flight routes and attended many other fantastic events. Since I know how to speak German, I have also had the opportunity to represent airBaltic on two occasions - once at the annual International Travel Trade Show and once at Green Week in Berlin. This year, Latvia co-hosted Green Week as the presiding country of the European Council, and airBaltic set up a stand there.

Since I'm a very sociable person, I am happy at the opportunities that this job has given me. Of course, each and every one of us becomes an ambassador for the airline the moment that we put on our *airBaltic* uniforms or whenever we deal with our clients and cooperation partners. We try to leave our personal issues at home. Once we have boarded a flight, we devote ourselves to providing great service to our passengers, with warmth and enthusiasm and with a smile on our faces.

Your face can often be seen on the cover of various publicity materials and

### in *Baltic Outlook* magazine. Do some passengers recognise you?

Some passengers do ask if they are really looking at a picture of me in the magazine that they are reading. Usually they are surprised to find out that the photographs are of genuine flight attendants and not of professional models. It's a wonderful moment of revelation when they see our stewardesses smiling not only in glossy pictures, but also in real life on actual flights serving coffee to a passenger at this very moment!

# You were recently promoted to the position of crew team leader. What does that entail?

Right now I have attained the golden mean, in the sense that part of my work involves serving passengers in the air, while another involves administrative work and the resolution of outstanding issues in an office setting. We take people's feedback and recommendations seriously to see how we can improve our service even further. In addition, crew team leaders are like a bridge between the airline's top management and the flight attendants. I try to provide as much support as I can to my colleagues, to praise them often and to address their concerns when necessary. On the other hand, I feel that I can still learn from more experienced flight attendant group leaders. I'm always open to suggestions and advice. In aviation, everything depends upon good teamwork.

### What are the advantages of working as a flight attendant?

Our work is pretty fast-paced and dynamic. We also get the chance to take part in wet-lease projects, which involves working for another airline in another country for a short period of time. One of the most highly valued bonuses is the opportunity to travel with the airline at reduced rates, which many airBaltic employees are happy to take advantage of. I already liked to travel before I became a flight attendant, but since joining airBaltic, flying to other places has become a passion of mine. The company offers good opportunities for quick career growth and the chance to receive training within the framework of various projects. You naturally learn

to improve your communications skills in your job as a flight attendant, which is useful not only while you are serving passengers up in the air, but also on the ground, and helps you to grow as a person

### Some will definitely see this as a dream job. What are its down sides?

I don't know if I would call it a down side, but in this job you have to be able to analyse situations very quickly and make split-second decisions. You have to act calmly in stressful situations, you have to be competent in your work and you have to be a team player.

You have to provide excellent service with a smile on your face no matter how you feel inside, and regardless of whether it is your first day at work after a sunny vacation trip or your fifth day in a row on the job. It might be the last flight of the week and you might be dying to return home, but for some of the passengers it might be their first flight ever, so you have to treat everybody well at all times. In short, you have to be service-oriented; you have to be smiling, positive

# You have to be competent in your work and you have to be a team player

and open, as the main concern here is customer care. And on top of that, you have to know how to swim! [Laughs.]

Our work days go by very quickly. If you don't actively plan your social life with a job like ours, you might find after a few years that you have missed out on a lot of things in life. Some people might see shift work as a disadvantage, but this type of job forces you to plan your time effectively, which I see as a very big plus. You end up either loving or hating this job; nobody remains indifferent.

### How do you like to spend your free time?

It's important for me to get a good night's sleep and to engage in sports activities at least two times per week so that I feel good about myself. I enjoy playing tennis during the summer months and I like

to keep in shape. Sports is a great stress reducer. I also like to read, listen to music and go to the theatre. I recently went to a wonderful performance of *Gone With the Wind* at the Daile Theatre in Riga. Although I read all kinds of literature, lately I have enjoyed reading crime novels. I read an interview with someone who claimed that there are better things to do than reading crime novels. Then someone else retorted that reading crime novels is far better than not reading anything at all. I also like to cook and receive guests at my home in a festive atmosphere.

Paris is one of my favourite European destinations. I always discover something new every time that I visit the city. I plan to take an intercontinental trip later this fall, but I'll keep that destination a secret for now. Although I try to visit at least one new place every year, I am not the most active traveller among *airBaltic's* employees. Some of my colleagues have travelled half the world!

# How would you motivate prospective flight attendants to apply for a position at *airBaltic*?

airBaltic is a great company for starting one's career as a flight attendant. Applicants should have a good grasp of Latvian, English and Russian, and any additional knowledge is always seen as an advantage. A university degree is not initially necessary, as you can combine your work with your further education. You have to be service-oriented and be able to work in a team under any conditions. I can hardly think of a better way to get to know the world of aviation than working in a dynamic and innovative company together with young and motivated colleagues. After awhile, one can further one's career in other departments if one so wishes.

### After all, who wouldn't want to work at the world's most punctual airline!

That's right! The company is full of young and energetic employees. Often work relationships transform into enduring friendships. **BO** 

If you would like to work as a flight attendant at *airBaltic*, check out the vacancies at http://recruite.airbaltic.com.

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# oard men



### Spring menu in Economy Class

The Food & Drinks spring menu offers some pleasant changes in the meal choice. Due to customer demand, two of our best sellers - the croissant with ham and cheese, and the chicken and cheese panini - are back in the menu. The delicious hot grilled chicken fillet with fried potatoes, vegetables and sauce is another new meal and comes together with a tasty dessert. Also on the menu is a novel set of chicken bites and fries. The sweetest addition of all is a creamy and tasty cheesecake with caramelized crumbs.

Get better deals for your onboard meal by using our combo options!

### Tastes above the clouds

Did you know that food tastes different high up in the sky? This is not necessarily due to specific recipes or cooking methods used; there is actually a science to it.

After an aircraft takes off, the dryness and lower pressure of the air in the cabin together with the background noise of the jet engines can desensitise about one third of your taste buds to sweet and salty foods and reduce your sense of smell. Meals and drinks that taste great on the ground might thus seem a bit bland when served up in the air.

This presents an extra challenge for our chefs in their endeavours to prepare tasty onboard meals. Accordingly, our caterer LSG Sky Chefs creates inflight recipes based on these facts, adding extra seasonings and using products that are less affected by flight physics. The result is a meal that you can truly enjoy 10 000 meters up in the sky.



### Order your meal before the flight

Passengers who want to have a guaranteed tasty meal and be among the first to be served can use one of our meal pre-order options. These offer a wide choice of various meals including breakfast, cold and hot dishes, kids' meals and dishes for special dietary or religious requirements.

airBaltic's pre-order menu features 16 different meal sets that can be ordered while booking your flight or any time later up to 24 hours before departure.

Consult the Manage My Booking section at airbaltic.com or call (+371) 67006006 for international callers or 90001100 for calls within Latvia

More than 70 dishes are available at our innovative pre-order website airbalticmeal.com. There you can create your individual

meal on a virtual tray up to

24 hours before your flight.

Our new online check-in system allows passengers to pre-order meal from a selection of eight delicious meals during online check-in, from 72 hours up to one hour before departure for flights from Riga (more for other flights, see at airbaltic.com)



### About the program

PINS is the airBaltic frequent flyer loyalty program (formerly BalticMiles), which uses the loyalty currency "PINS". You can collect PINS while flying with airBaltic, shopping in airports, staying in hotels, renting cars, dining out and even by using the airBaltic Payment Card or the PINS MasterCard. It is also possible to collect PINS by doing your everyday shopping, with more than 700 local, global and online partners represented.

PINS program has various card designs from which you can choose, but if you are a frequent flyer, then the most suitable one for you will be the green airBaltic PINS card. The more you fly with airBaltic the higher your membership level and the greater the privileges. **Executive** and **VIP levels** are reserved for the most loyal airBaltic customers and ensure various benefits which include a free baggage allowance, priority check-in, reserved seats and much more to make traveling more pleasant. The youngest members starting from age 2 are issued with a special airBaltic PINS Young Pilot card which allows also children to collect PINS.

### If you still have a BalticMiles card and haven't got your PINS card yet

Order your PINS card at pinsforme.com or contact PINS Member Service by writing an e-mail to info@pinsforme.com. While waiting for your brand new card to arrive, you can still use your BalticMiles card, which will still be accepted for the next few months.

### If you aren't a PINS program member vet

Join the program right away – just ask a flight attendant for your card. Register your card online after the flight at register.pinsforme.com and get 10 bonus PINS.



airBaltic PINS card



airBaltic PINS Executive card



airBaltic PINS VIP card



airBaltic PINS Young Pilot card

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### New benefits for VIP level members of airBaltic's PINS program

Those who travel regularly with airBaltic are entitled to receive a wide array of extra privileges as members of our PINS frequent-flyer program. Now **two additional benefits** have been added for the program's **VIP level members**.

Henceforth, *airBaltic* PINS VIP members travelling with Basic Class flight tickets can now bring **two carry-on pieces of hand baggage** on board at no extra charge. This means that our VIP customers – who often fly for quick business journeys that last just one or two days – no longer have to choose whether to bring their laptop computer or their compact suitcase into the flight cabin.

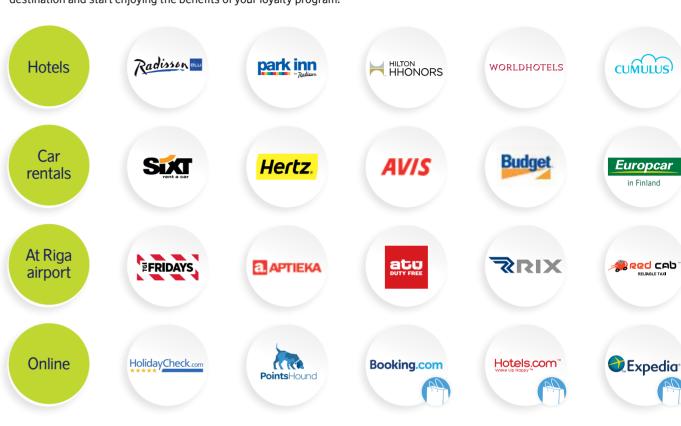
In addition, *airBaltic* PINS VIP members are now entitled to receive two free flight class upgrade vouchers per year. This will permit them to upgrade two flights from Economy to Business Class at no additional charge during a one-year period.

airBaltic's most loyal customers at the Executive and VIP levels can already receive various benefits, including priority check-in, reserved seats and fast-track security screening, to name a few. For a complete list of the privileges offered, please check the table below.

	Status level			
	BASIC	EXECUTIVE	VIP	
Rules and benefits	DINS 210 (01 T) S	D D S	######################################	
QUALIFICATION				
Based on Status PINS	registration	25,000 Status PINS	50,000 Status PINS	
Based on number of airBaltic segments flown	$\bigcirc$	30 (or 15 round trips)	60 (or 30 round trips)	
Qualification duration	0	1 year	1 year	
Status PINS expiration	after 12 months	after 12 months	after 12 months	
Reward PINS expiration	after 36 months	no expiration	no expiration	
THRESHOLD FOR RE-QUALIFICATION				
Based on Status PINS	$\Diamond$	20,000 Status PINS	40,000 Status PINS	
Based on number of airBaltic segments flown	$\bigcirc$	25	50	
ADDITIONAL BENEFITS				
Advance seat request online	$\Diamond$	$\bigcirc$	free	
Seat Selection during online check-in	$\bigcirc$	$\bigcirc$	free	
Business class check-in with economy class ticket	0	<b>~</b>	<b>~</b>	
Security Fast Track	$\bigcirc$	in Riga	in Riga	
Lounge access	0	in Riga (only with Economy Elite and Business class tickets)	(plus one guest and children)	
Flight segment upgrade	0	2 upgrade vouchers pe		
BAGGAGE ALLOWANCE				
Total free checked-in baggage allowance (free bags	and total baggage weight)			
Basic class tickets	$\Diamond$	0	$\bigcirc$	
Free second piece of hand baggage	$\bigcirc$	0	<b>~</b>	
EconomySmart and EconomyElite class tickets	1 item up to 20kg	2 items up to 40kg	3 items up to 60kg; 1 piece of sports equipment with maximum weight 20 kg free of charge	
			5 items up to 100kg;	
BusinessSmart and BusinessElite class ticket	3 items up to 60kg	4 items up to 80kg	1 piece of sports equipment with maximum weight 20 kg free of charge	

### Collect PINS when traveling

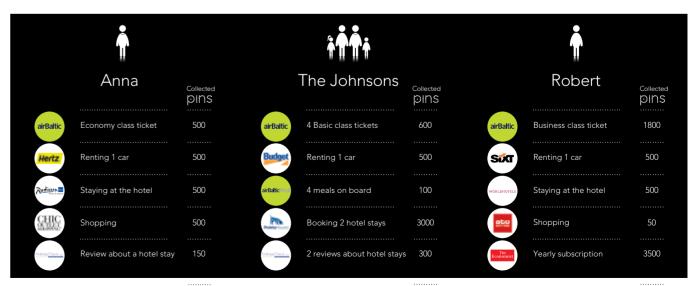
Collect PINS everytime you travel! Book your holiday or business trip with a program partners and get rewarded! Choose your favorite destination and start enjoying the benefits of your loyalty program!





To collect PINS an online merchant must be selected via the e-Shop section on the PINS website pinsforme.com

### Tips for collecting



pins 2 150 pins 4 500 pins 6 350

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airBaltic / BEACH

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lbia is located in the northeastern part of Sardinia. The island is a paradise for gourmets and the seafood is particularly special. We recommend the *malloreddus* (Sardinian gnocchi) and *fregula* (a small pastalike couscous) together with prawns and mussels in a fish sauce. Besides, Sardinia's northeastern coast is said to be the secret vacation getaway among world-class celebrities.

➤ Spiaggia del Principe (Principe Beach).

Situated within the Costa Smeralda which is known as a holiday spot for the international jet-set. It stands out with a turquoise sea and a sandy beach with few rocks, along with shallow water that is suitable for children.

→ 26 km

Cala Corsara. Located south of Spargi Island and reachable only by sea, this is definitely one of the most spectacular beaches on the island. →52 km

**Porto Istana Beach** lies on a stretch of coast that is one of the most beautiful in Sardinia and that is lapped by an emerald-green sea opposite the Island of Tavolara. →11 km

**Cala Brandinchi.** Nicknamed Tahiti due to the bright colours of the sea, this beach is surrounded by dunes and pine forests.

→ 21 km

**Gulf of Orosei.** If you have more time to spend and want the combination of wild

nature and picturesque beaches, then head south to the **province of Nuoro**, where you will find the Gennargentu Massif (highest point 1834 m). Many pristine stretches of coastal sand can be reached only by hiking in or by boat. The best-known beaches are **Berchida**, **Cala Luna**, **Cala Goloritze**, **Cala Sisine** and **Cala Biriola**. +75 km

L'Estate Olbiese. A cultural festival that includes concerts, performances, readings and cabarets. June-August

he capital of the Puglia region in southern Italy beckons with its

**BARI** 

Italy

historic architecture and lively cultural scene. Start your visit by exploring Bari Vecchia (the old part of the city) and see the Basilica di San Nicola. Take a stroll along the two main shopping

Riga – Bari

Flight No Period Days Departure Arrival BT 623 12.05. – 29.09.2015 -2---- 08:00 09:55

Bari – Riga

| Flight No | Period | Days | Departure | Arrival | BT 624 | 12.05. - 29.09.2015 | -2---- | 10:30 | 14:25

streets, Corso Cavour and Via Sparano. Walk along the Lungomare Imperatore Augusto – where you will find restaurants that serve the local dish *Pane di Altamura* – and enjoy the picturesque sunsets.



≈ Pane e Pomodoro Beach. A pleasant city beach that is great for picnics and relaxing afternoons. →24km

**Trani.** A picturesque coastal town with well-preserved medieval architecture, a sandy beach and a great view of the sea. →40km

**Security** Bisceglie is the most popular spot for a beach vacation, not only

because of its location, but also due to such seaside resorts as the *Hotel Salsello* and *Hotel Villa*. +30

▶ Don't miss out on the monthly **food festivals** in Puglia. May is the time for the festival of *ciliegie* (cherries), June celebrates *sceblasti* (Greek foccacia with tomatoes), July is the month of *anguria* (watermelon – the sweetest you will ever taste), and August heralds the Sagra della Polpetta food festival in Felline.

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### **VENICE** Italv



enice's maze of canals makes it a truly unique city. Try afternoon aperativi and cicheti (the city's answer to tapas) on colourful Murano or Burano islands

≈ Lido. A 12-kilometre-long stretch of beach with a marina and numerous other attractions, including restaurants, shops and kids' playgrounds. →27 km

caorle. An attractive seaside village divided between the

Ponente and Levante sides. It is over 15 kilometres long and offers both private and public beaches. →40 km

▶ 72<sup>nd</sup> Venice **International Film** Festival. August

▶ 56<sup>th</sup> International Art Exhibition La Biennale. May-November

Riga - Venice

Flight No Period Departure Arrival BT 627 18.05. - 07.09.2015 1--4--- 16:35 18:15

Venice - Riga

Departure Arriva BT 628 18.05. - 07.09.2015 1--4--- 18:55 22:30



### **PISA** Italv



Riga - Pisa Flight No Period BT 637 13.06. - 12.09.2015 -----6- 09:05 10:55

### Pisa - Riga

Flight No Period BT 638 21.06. - 19.07.2015 -----7 08:00 11:50 BT 638 26.07. - 06.09.2015 -----7 19:00 22:50 BT 638 13.09. - 13.09.2015 -----7 08:00 11:50

isa, of course, known for its famous leaning tower, but there is much more to see besides the Campo dei Miracoli. For example, only a stone's throw away is the Botanical Garden, one of the oldest in Europe and the perfect place for a relaxing lunch. Pisa is also a gateway to Tuscany, one of the world's great regions for wine and food lovers.

**Viareggio Beach.** Play beach volleyball, make sand castles, grab a gelato (ice cream) and then, of course, do the evening passeggiata along the Belle Époque promenade together with everyone else. +29 km

🗪 Marina di Vecchiano. A fourkilometre-long sandy beach surrounded by golden dunes and pine woods. Makes for a

great day trip. →26 km

🗪 Tirrenia Beach. A splendid beach with all sorts of facilities for water and land sports, including sailing, snorkel fishing, horse-riding, golf and beach volleyball. →15 km

Luminara di San Ranieri festival. Around 70,000 wax candles illuminate many of Pisa's most notable buildings and structures, culminating with a fireworks display at 11 PM from the Cittadella Vecchia. June 16th

### PALMA DE MALLORCA Spain

Riga - Palma de Mallorca Flight No Period Departure Arrival BT 687 31.05. - 27.09.2015 08:05 10:50 Palma de Mallorca - Riga

Flight No Period Departure Arriva BT 688 31.05. – 27.09.2015 11:40 16:20



ure sand and crystallear water plus neverending nightlife. The city's vast cathedral is a major architectural landmark and a must-see. Enjoy boat trips, wine-tasting at local vineyards and visit the *Palma* Aquarium, which boasts the deepest shark tank in Europe.

 Cala Mayor Beach. A Blue Flag beach where the water is calm most of the time, though when conditions are right, surfable waves also beckon. The Luabay Beach Club is right on the shorefront for cocktails, DJ music, lunch and dinner. →18 km

**Port de Soller** is a wonderful little village situated in one of Mallorca's most beautiful horseshoe harbours. Surrounded by the Tramuntana Mountains, this town has the best of both worlds, offering magnificent mountain scenery together with a sea view. →35 km

**S'Amarador.** A quiet and peaceful spot surrounded by pine trees with a magnificent view. →35 km

▶ Nit de Foc. Translated as "Night of Fire", this event takes place on Midsummer's Eve, when bonfires are lit to mark the beginning of Mallorca's summer fiestas. June 23rd

### **BARCELONA** Spain



Riga - Barcelona Departure Arrival BT 683 30.03. - 24.10.2015 1--456- 14:40 17:25 Barcelona - Riga

Fliaht No Period Departure Arrival BT 684 30.03. - 24.10.2015 1--456- 18:05 22:45

xquisite Catalan cuisine, fabulous architecture, afternoon strolls down La Rambla and the modernist Park Güell by Antoni Gaudí are only a few of the highlights of Barcelona, a city that everyone seems to fall in love with.

**Sant Sebastia Beach** is favoured by the locals and is the oldest and most traditional one. Its sports clubs offer various nautical activities. →18 km

**La Barceloneta.** This excellent spot has two beaches, one at each end. Passeig Maritim Beach is near the Olympic Port, while the aforementioned Sant Sebastiá Beach is near the Port of Barcelona. →17 km



mar Bella Beach is a must for those who like water sports. International Festival of Here you'll enjoy windsurfing, sea kayaks and more. →20 km

Sonar Festival, or the Media Art. June 17-20

Festival Jardins de Pedralbes. A series of outdoor summer concerts in the Jardins Advanced Music and New del Palau de Pedralbes (Gardens of the Pedralbes Royal Palace). June 12-July 10

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NICE France



Riga - Nice Flight No Period BT 695 31.03. - 29.09.2015 -2-4-6- 16:30 18:35 BT 695 03.10. – 24.10.2015 -----6- 16:30 18:35

Nice - Riga BT 696 31.03. - 29.09.2015 -2-4-6- 19:10 23:10 BT 696 03.10. – 24.10.2015 -----6- 19:10 23:10

ne French Riviera, or Côte d'Azur, is known for its unique flair, which comes from the close proximity of snowcapped mountains, the clear blue sea and the famous French joie de vivre. Famous artists such as Henri Matisse and Pablo Picasso made the region their home and drew inspiration there. When you watch Alfred Hitchcock's *To Catch* a Thief starring Grace Kelly or Anthony Zimmer starring Sophie Marceau, look at the background for a glimpse of Nice's city vibe!

**≈ Nice's beaches** stretch 12 km along the Baie des Anges (Bay of Angels) right from the airport past the Old Town to the foot of Mont Boron. The beaches are composed of large pebbles called *galets*, which over the centuries have been brought down from the mountains by three rivers. After a day in the sun, walk along the beachside Promenade des Anglais and enjoy seafood and cocktails in the Old Town.

**Cap d'Antibes.** This famous cape features many

sandy beaches. The most chic is La Garoupe, where F. Scott Fitzgerald's Tender is the Night is set. → 21 km

➣ The glittering bay at Villefranche-sur-Mer is one of the world's most majestic sights. The entire beachfront is open to the public and free of charge. →8 km

**Cap Ferrat.** This indented peninsula is studded with idyllic coves that look like private playgrounds for the cape's famous inhabitants, but they



are mostly open to the public. The most spectacular is Paloma Beach, a stretch of sand and gravel on the southeast side of the peninsula that opens onto

the bay of Beaulieu-sur-Mer. As the beach faces east, it's perfect for early sunbathing. →11 km

► Nice Jazz Festival July 7-12

### **MALTA**

Fly to Malta with airBaltic €99 ONE WAY Riga - Malta Flight No Period BT 739 29.03. - 18.10.2015 -----7 23:30 02:10+1

Malta - Riga Departure Arriva BT 740 30.03. - 19.10.2015 1----- 02:50 07:30

even thousand vears of intriguing history, Rococo architecture and the Valleta Baroque Festival are only a few of Malta's highlights. In addition, plenty of wellness and luxury spa facilities provide a whole array of affordable beauty, body and physiotherapy treatments.

**∞ Mellieha Bay.** Laze on a sun lounger or go water skiing, sailing and windsurfing if you feel more active. There's a diving school up the road in Paradise Bay. →28 km



**Chajn Tuffieha** is the beach for you if you are seeking beautiful and untouched locations. The bay has unusual reddish sand. →20 km

**∞ Golden Bay.** One of Malta's most popular sandy beaches. The spectacular sunsets that can be seen from here have made it a popular spot for evening barbecues and romantic dates. →20 km

Malta Jazz Festival July

Malta Arts Festival July 1-15

### **DUBROVNIK** Croatia



Riga - Dubrovnik Flight No Period Departure Arrival BT 497 26.05. - 22.09.2015 -2----16:35 18:15 BT 497 18.06. - 17.09.2015 ---4--- 09:20 11:00

Dubrovnik - Riga Fliaht No Period

Departure Arriva BT 498 26.05. - 22.09.2015 -2----18:55 22:40 BT 498 18.06. – 17.09.2015 ---4--- 11:40 15:25



lso known as the Pearl of the Adriatic, Dubrovnik is a city of marble streets, shimmering waters and street performers on the Dalmatian coast. Yes, this is also the place where the famous dogs originate. If you're a fan of the TV show Game of Thrones, then Dubrovnik should be your summer destination of choice, because its city walls are among the main filming locations.

≈ Neptun Beach. A Blue Flag beach with the most beautiful views of the Elafiti Islands, the open sea and Lapad Bay. >> 24 km

🗪 Plaža President (President Beach). The name says it all. As a bonus, the picturesque island of Daksa is nearby. →21 km

**Banje Beach.** This divine pebble and sandy beach is conveniently located right by the city. +9 km

 ★ Lokrum Island. A wildlife reserve and botanical garden covered in thick Mediterranean flora that includes cypress, laurel, olive, magnolia and palm trees as well as agave plants. → 21 km

Dubrovnik Summer Festival

July 10 -August 25

BT 496 03.06. – 25.09.2015 --3-5-- 19:05 22:30

### **RIIEKA** Croatia



Riga – Rijeka Flight No Period Departure Arrival BT 495 03.06. - 25.09.2015 --3-5-- 17:05 18:30 Rijeka – Riga Flight No Period Departure Arriva

ijeka means "river" in Croatian, so it is no surprise that this is a fluid and active place, waiting to be discovered by visitors from around the globe. Rijeka's airport is actually located on the nearby island of Krk. With numerous marvellous beaches, Rijeka is a place for magical sunsets, preferably enjoyed together with a glass of local Malvazija wine.

**Ploce.** An award-winning Blue flag beach. →33km

**Kostanj.** One of the oldest beaches in Croatia, beside a promenade in Kostanj Bay filled with dazzling shops and cafés. →25 km

**Preluk.** Due to the early morning wind, this beach is a real paradise for windsurfers and sailors. +39 km

∞ Opatija Riviera.

A 12-kilometre-long seaside promenade with rich architecture that includes buildings in Renaissance, Gothic and Baroque styles. →39 km

► The Summer Nights Festival features classical music concerts, plays and street theatre performances. June, July







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### **BURGAS** Bulgaria

Fly to Burgas with airBaltic €89 ONE

Riga - Burgas Flight No Period BT 755 27.05. - 09.09.2015 --3----09:30 12:10 BT 755 30.05. - 19.09.2015 ----6-17:10 19:50

BT 755 15.06. – 14.09.2015 1----- 17:20 20:00

Burgas - Riga Flight No Period BT 756 27.05. – 09.09.2015 --3----12:50 15:25 BT 756 30.05. – 19.09.2015 ----6- 20:35 23:10 BT 756 15.06. – 14.09.2015 1----- 20:50 23:25

ulgaria has its own riviera, which encompasses the Sunny Beach Resort on the Black Sea and is comparable to the famous party heaven of Ibiza. Prices are low at Bulgarian resorts, and there is local culture to enjoy when the partying stops.

**Sunny Beach Resort.** The biggest and one of the most famous resorts in Bulgaria, with the longest and widest beach. Get ready for fine golden sand, natural dunes, and a clean and gently deepening sea. →25 km

**Solnicite.** More isolated than the central beaches, it's perfect for windsurfing and other water sports. →7 km



Sveti Vlas Nov (New)

**Beach.** Enjoy the picturesque coastline at the resort town of Sveti Vlas, where the Balkan Mountains dive into the Black Sea. →33 km

North Beach. An urban sandy beach. The perfect getaway within the boundaries of Burgas for families with kids. →10 km

> Spirit of Burgas. The biggest and the most varied music event in Bulgaria, which gathers hundreds of international artists every year. June 27-August 12

### **THESSALONIKI** Greece



Riga - Thessaloniki Flight No Period

Thessaloniki - Riga

BT 595 05.06. – 27.09.2015 ----5-7 23:55 02:50+1 BT 596 06.06. – 28.09.2015 1----6- 03:45 06:40



xplore the Byzantine age and other historical periods in this Greek coastal city. Enjoy lazy days strolling around Tsimiski, the main shopping street, and end the day with romantic views that extend as far as Mount Olympus.

method Perea Beach. Very well organised, with great nightlife and lovely nature all around. → 10 km

### **∞** Aretsou Beach.

A recommended stretch of sand close to Thessaloniki and edged with cafés, bars and good facilities. A marina is close by, so there are often boats to watch sailing by while you take in the sun. →8 km

**Galaxias Beach.** This popular Blue Flag beach is in a four-star resort alongside the villages of Agia Triada and Nei Epivates. →14 km

Reworks **International Music** Festival. Over three days, different venues host DJs from various countries, with electronic music playing in public squares and clubs. September

### **RHODES** Greece



Riga – Rhodes Flight No Period

BT 597 12.06. - 04.09.2015 ----5--07:25 11:00 Rhodes - Riga

Flight No Period BT 598 12.06. – 11.09.2015 ----5-- 11:40 15:20

Departure Arriva

hodes is the largest of the Dodecanese Islands, covered in a web of sugar-cube houses spilling down to turquoise bays. The atmospheric Old Town of Rhodes is a maze of cobbled streets that spirit you back to the days of the Byzantine Empire. While strolling through history, make sure to visit the Valley of Butterflies and see the local breed of fallow deer.

**Anthony Quinn Beach.** The crystal-clear sea and gorgeous underwater scenery makes this one of the best places for snorkelling. →18 km

**Faliraki Beach.** Covered in golden sands, it offers dozens of colourful sunbeds, umbrellas and water sports facilities. →17 km

**Kallithea.** A cosmopolitan holiday resort bustling with

hotels lining Faliraki Beach. The main attraction is the Roman Baths, a unique example of orientalised Art Deco from 1929. →16 km

Medieval Rose Festival. Throw yourself back in time and participate in the Witches' and Fairies' Dance while watching fireeaters, jugglers and jesters, all dressed in medieval costumes. June



### **ATHENS** Greece

Fly to Athens with airBaltic from €79 ONE WAY

he historical capital of European civilisation offers a journey through Ancient Greece with splendid monuments such as the Acropolis, as well as breathtaking views. Psyri and Gazi Squares are famed for artists' spaces, galleries, fashionable bars and cosy restaurants with delicious food.

**Fáliro, Flisvos Marina.** An amazing view of the Saronic Gulf and plenty of water activities are why Fáliro is the ultimate summer hot spot for Athenians. →40 km

**Vouliagmeni.** One of the best-organised beaches, Vouliagmeni offers all types of beach facilities, including tennis and volleyball courts, a play area for children, a water slide, individual cabins and a restaurant. →20 km

Hellenic Festival and Epidaurus Festival. Open-air theatre, opera, classical music and dance. July, August

### Riga - Athens

Flight No Period Departure Arrival BT 611 31.03. - 24.10.2015 -2---6- 15:30 18:50 BT 611 01.04. - 21.10.2015 --3---09:30 12:50

### Athens - Riga

Fliaht No Period BT 612 31.03. - 24.10.2015 -2---6- 19:25 22:45 BT 612 01.04. – 21.10.2015 --3---13:25 16:45



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### LARNACA Cyprus



 Riga – Larnaca
 Larnaca – Riga

 Flight No Period
 Days
 Departure
 Arrival
 Flight No Period
 Days
 Departure Arrival

 BT 657 31.03. – 24.10.2015 -2---6 23:55 03:45+1
 BT 658 29.03. – 18.10.2015 -3---7
 04:30 08:30

njoy the countryside near Larnaca in an alternative way by riding a camel in Mazotos Camel Park or a donkey at the Golden Donkey Farm in Skarinou. Take a dive at the Zenobia Wreck, which is considered to be one of the best wreck-diving sites in the Mediterranean, and rejuvenate yourself by experiencing sea yoga.

Rhinikoudes. One of the most famous beaches in Cyprus. The main road, Athenon Avenue, is lined with palm trees, green areas and colourful flowers that add to the magnificent scenery. →8 km

≈ CTO Beach. Also known as Pyla Beach, it is a favourite among families, with a playground area for children, as well as volleyball, handball, water sports and other facilities. Numerous seaside



restaurants offer great Cypriot cuisine. →23 km

McKenzie Beach. Lie down in the fine grey sand of this Blue Flag beach or bathe in the water and watch the planes as they come in to land at the airport. This is also

a lovely place for a meal, with a long line of restaurants parallel to the beach that offer great views and fine dining. →5 km

Larnaca Summer Festival.
This annual festival provides
both outdoor and indoor

concerts and lots of other entertainment at various town venues, including the courtyard of Larnaca's medieval fort and the Pattichion

Municipal Amphitheatre. July





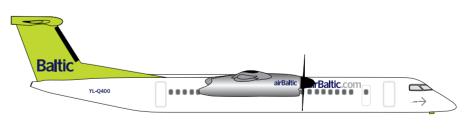
### Boeing 737-300

Number of seats	142/144/146
Max take-off weight	63 metric tons
Max payload	14.2 metric tons
Length	32.18 m
Wing span	31.22 m
Cruising speed	800 km/h
Commercial range	3500 km
Fuel consumption	3000 l/h
Engine	CFM56-3C-1



### Boeing 737-500

Number of seats	120
Max take-off weight	58 metric tons
Max payload	13.5 metric tons
Length	29.79 m
Wing span	28.9 m
Cruising speed	800 km/h
Commercial range	3500 km
Fuel consumption	3000 l/h
Engine	CFM56-3



### Q400 NextGen Bombardier

Number of seats	76 29.6 metric tons		
Max take-off weight			
Max payload	8.6 metric tons		
Length	32.83 m		
Wing span	28.42		
Cruising speed	667 km/h		
Commercial range	2084 km		
Fuel consumption	1074 l/h		
Engine	P&W 150A		



airBaltic / FLIGHT SCHEDULE IN MARCH airBaltic / PARTNERS

Flights from Riga	Flights to Riga		Flights from Riga Flights to Riga
Flight No From To Days Departure Arrival  ALESUND	Flight No From To Days D  ALESUND	eparture Arrival	Flight No From To Days Departure Arrival Flight No From To Days Departure Arrival  MOSCOW Vnukovo  MOSCOW Vnukovo
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BT 175 RIX AES7 13:20 14:45	BT 176 AES RIX7 1	5:15 18:30	MUNICH MUNICH
AMSTERDAM	AMSTERDAM		BT 221 RIX MUC 12-456- 07:25 09:00 BT 222 MUC RIX 12-456- 09:35 13:05
BT 617 RIX AMS4-67 07:25 09:15	BT 618 AMS RIX 123.5 1	0:20 13:35	BT 223 RIX MUC 1-3-5-7 17:30 18:45 BT 224 MUC RIX 1-3-5-7 19:15 22:29
BT 617 RIX AMS 123.5 07:40 09:05	BT 616 AMS RIX4-67 1	4:55 18:10	OSLO OSLO
BT 615 RIX AMS4-67 12:45 14:10	BT 620 AMS RIX4-67 1	8:30 22:10	BT 151 RIX OSL 123456- 09:15 10:10 BT 152 OSL RIX 123456- 10:45 13:35
BT 619 RIX AMS 1-3-5 16:45 18:10		8:55 22:10	BT 159 RIX OSL 15-7 13:20 14:15 BT 160 OSL RIX 15-7 15:20 18:10
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BT 609 VNO AMS4-67 14:40 16:40	BT 610 AMS VNO4-67 1 BARCELONA	0:20 14:05	PALANGA  BT 033 RIX PLO 1-3-5-7 23:05 23:50 BT 032 PLO RIX 12-4-6- 06:10 6:55
BT 681 RIX BCN3-5 09:30 12:15		2:55 17:35	BT 033 RIX PLQ 1-3-5-7 23:05 23:50 BT 032 PLQ RIX 12-4-6- 06:10 6:55  PARIS Charles de Gaulles  PARIS Charles de Gaulles
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BT 211 RIX TXL 123456- 09:20 10:15	BT 212 TXL RIX 123456- 1	0:45 13:35	BT 693 RIX CDG 1-3-5 15:55 17:50 BT 694 CDG RIX 1234567 18:35 22:20
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BT 145 RIX BLL 1-3-5-7 22:55 23:55	BT 146 BLL RIX 12-4-6- 0	5:50 08:40	PRAGUE PRAGUE
BRUSSELS	BRUSSELS		BT 481 RIX PRG 14-6- 07:30 08:40 BT 482 PRG RIX 14-6- 09:15 12:20
BT 601 RIX BRU 12345 06:20 08:15	BT 602 BRU RIX 12345 0		BT 481 RIX PRG7 13:15 14:25 BT 482 PRG RIX7 14:55 18:00
BT 601 RIX BRU6- 09:40 11:35 BT 603 RIX BRU 12345-7 16:30 18:25		2:05 15:50	BT 481 RIX PRG5- 17:45 18:55 BT 482 PRG RIX5- 19:25 22:30
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BT 503 RIX OTP 15 23:15 02:00+:		05:50 08:40	BT 633 RIX FCO 1-4-7 14:25 16:30 BT 634 FCO RIX 1-4-7 17:55 22:0!
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COPENHAGEN	COPENHAGEN		BT 109 RIX ARN 1234567 19:10 19:25 BT 102 ARN RIX 1234567 10:05 12:20
BT 131 RIX CPH 1-34 06:45 07:25	BT 134 CPH RIX 1-34 0	10:40	BT 103 RIX ARN 12345-7 22:55 23:10 BT 110 ARN RIX 1234567 20:00 22:15
BT 131 RIX CPH 1234567 09:30 10:10	BT 132 CPH RIX 1234567 1	0:45 13:20	ST-PETERSBURG ST-PETERSBURG
BT 139 RIX CPH 1234567 18:40 19:20	BT 140 CPH RIX 1234567 1	9:50 22:25	BT 442 RIX LED 123456- 09:30 11:50 BT 447 LED RIX 12-456- 06:25 06:45
DUSSELDORF	DUSSELDORF		BT 444 RIX LED 12345-7 19:00 21:20 BT 443 LED RIX 123456- 12:30 12:50
BT 235 RIX DUS 1-3-5-7 12:50 14:30	BT 236 DUS RIX 1-3-5-7 1	5:00 18:30	BT 446 RIX LED 1-345-7 23:15 01:35+1 BT 445 LED RIX 12345-7 21:55 22:15
FRANKFURT  BT 241 RIX FRA 1-34567 12:45 14:30	FRANKFURT  BT 242 FRA RIX 1-34567 1	E.OE 10.40	TALLINN         TALLINN           BT 311 RIX TLL 123456- 09:30 10:20         BT 362 TLL RIX 123456- 06:10 07:01
HAMBURG	HAMBURG	3.03 10.40	BT 313 RIX TLL 1234567 14:00 14:50 BT 366 TLL RIX 123456- 07:45 08:3!
BT 251 RIX HAM 12-4 07:50 08:55	BT 252 HAM RIX 12-4 0	9:25 12:20	BT 317 RIX TLL 1234567 19:35 20:25 BT 312 TLL RIX 1234567 11:10 12:00
BT 253 RIX HAM3-5-7 17:45 18:50	BT 254 HAM RIX3-5-7 1	9:25 22:20	BT 365 RIX TLL 12345-7 22:35 23:25 BT 314 TLL RIX 1234567 15:25 16:15
HELSINKI	HELSINKI		BT 361 RIX TLL 12345-7 23:30 00:20+1 BT 318 TLL RIX 12345-7 21:25 22:15
BT 301 RIX HEL 123456- 09:25 10:30	BT 326 HEL RIX 123456- 0	06:00 07:00	TATRY / POPRAD 07.03.2015. TATRY / POPRAD 07.03.2015.
BT 303 RIX HEL 1234567 13:35 14:40	BT 302 HEL RIX 1234567 1	1:00 12:00	BT 485 RIX TAT6- 14:00 14:40 BT 486 TAT RIX6- 15:15 18:00
BT 307 RIX HEL 1234567 19:35 20:40	BT 306 HEL RIX 1234567 1	5:15 16:15	TBILISI TBILISI
BT 325 RIX HEL 12345-7 22:55 23:59	BT 308 HEL RIX 12345-7 2	1:20 22:20	BT 722 RIX TBS5-7 23:10 04:40+1 BT 722 TBS RIX 16- 05:15 06:50
KIEV Borispol	KIEV Borispol	1.40 12.25	TURKU TURKU
BT 400 RIX KBP 123456- 09:20 11:10 BT 404 RIX KBP 12345-7 16:45 18:35	BT 401 KBP RIX 123456- 1 BT 405 KBP RIX 12345-7 2		BT 359 RIX TKU 1-3-5-7 23:05 00:15+1 BT 360 TKU RIX 12-4-6- 05:55 07:00  TELAVIV  TELAVIV
LARNACA	LARNACA	.0.10 22.03	BT 771 RIX TLV -26- 14:40 19:00 BT 772 TLV RIX37 11:40 16:10
BT 657 RIX LCA6- 14:20 18:10	BT 658 LCA RIX7 1	2:10 16:10	VIENNA VIENNA
LONDON Gatwick	LONDON Gatwick		BT 431 RIX VIE 1-3456- 07:35 08:35 BT 432 VIE RIX 1-3456- 09:30 12:30
BT 651 RIX LGW 12-4-6- 09:30 10:20	BT 652 LGW RIX 12-4-6- 1	1:10 15:55	BT 433 RIX VIE 12345-7 16:50 18:15 BT 434 VIE RIX 12345-7 18:50 22:10
BT 653 RIX LGW3-5-7 15:20 16:10	BT 654 LGW RIX3-5-7 1	6:50 21:35	VILNIUS VILNIUS
MILAN Malpensa	MILAN Malpensa		BT 341 RIX VNO 123456- 09:40 10:30 BT 350 VNO RIX 123456- 06:10 07:00
BT 629 RIX MXP3-5 09:40 11:25	BT 630 MXP RIX3-5 1	2:30 16:10	BT 343 RIX VNO 1234567 14:00 14:50 BT 354 VNO RIX 123456- 07:45 08:39
BT 629 RIX MXP6- 12:55 14:40		5:20 19:00	BT 347 RIX VNO 1234567 19:35 20:25 BT 342 VNO RIX 1234567 11:10 12:00
BT 629 RIX MXP 14 15:15 17:00	BT 630 MXP RIX 14 1	7:55 21:35	BT 353 RIX VNO 12345-7 22:35 23:25 BT 344 VNO RIX 1234567 15:25 16:15
MINSK	MINSK	/ DE 1/ DE	BT 349 RIX VNO 12345-7 23:30 00:20+1 BT 348 VNO RIX 12345-7 21:30 22:20
BT 412 RIX MSQ 1-37 13:35 15:45	BT 413 MSQ RIX 1-37 1	6:25 16:35	WARSAW  PT 462 DIV WAW 12245 7 22-05 22-25 PT 464 WAWDIV 122456 06-15 09-4
MOSCOW Sheremetyevo BT 424 RIX SVO 12345 04:25 07:05	MOSCOW Sheremetyevo BT 425 SVO RIX 12345 0	7·45 08·35	BT 463 RIX WAW 12345-7 23:05 23:35 BT 464 WAWRIX 123456- 06:15 08:40  ZURICH  ZURICH
BT 424 RIX SVO 12345 04:25 07:05 BT 424 RIX SVO67 09:20 12:00	BT 425 SVO RIX 12345 C		BT 641 RIX ZRH 12-4 07:50 09:20 BT 642 ZRH RIX 12-4 10:00 13:30
BT 422 RIX SVO 1234567 18:00 20:40	BT 423 SVO RIX 1234567 2		BT 641 RIX ZRH5-7 16:55 18:25 BT 642 ZRH RIX5-7 18:55 22:2!
2.2 .20. 20.00 20.40	125 /50/ 2		

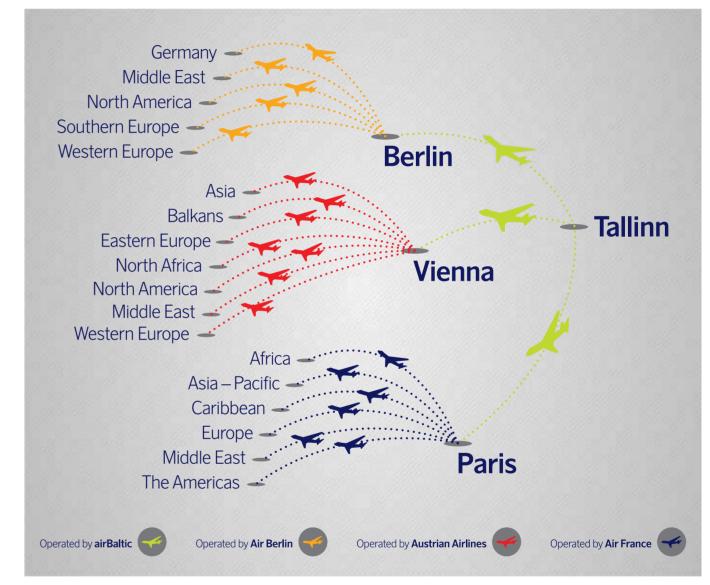
### New connections from Tallinn

For the summer season, *airBaltic* will open new direct flights from the capital of Estonia to Berlin and Vienna, which will operate four times per week. The existing flight connection between Tallinn and Paris will be increased to daily.

The flight to Paris is operated in cooperation with code share partner *Air France*, which serves 168 destinations in 93 countries through its hub at Paris-Charles de Gaulle.

The new flight to Berlin will be served in cooperation with *Air Berlin*, giving *airBaltic* passengers the chance to explore over 34 further destinations within the partner's network.

The partner for the Vienna flights will be Austrian Airlines, allowing our passengers to benefit further from great connections and prices to more than 56 worldwide destinations through Vienna.



# *airBaltic* codeshare partners































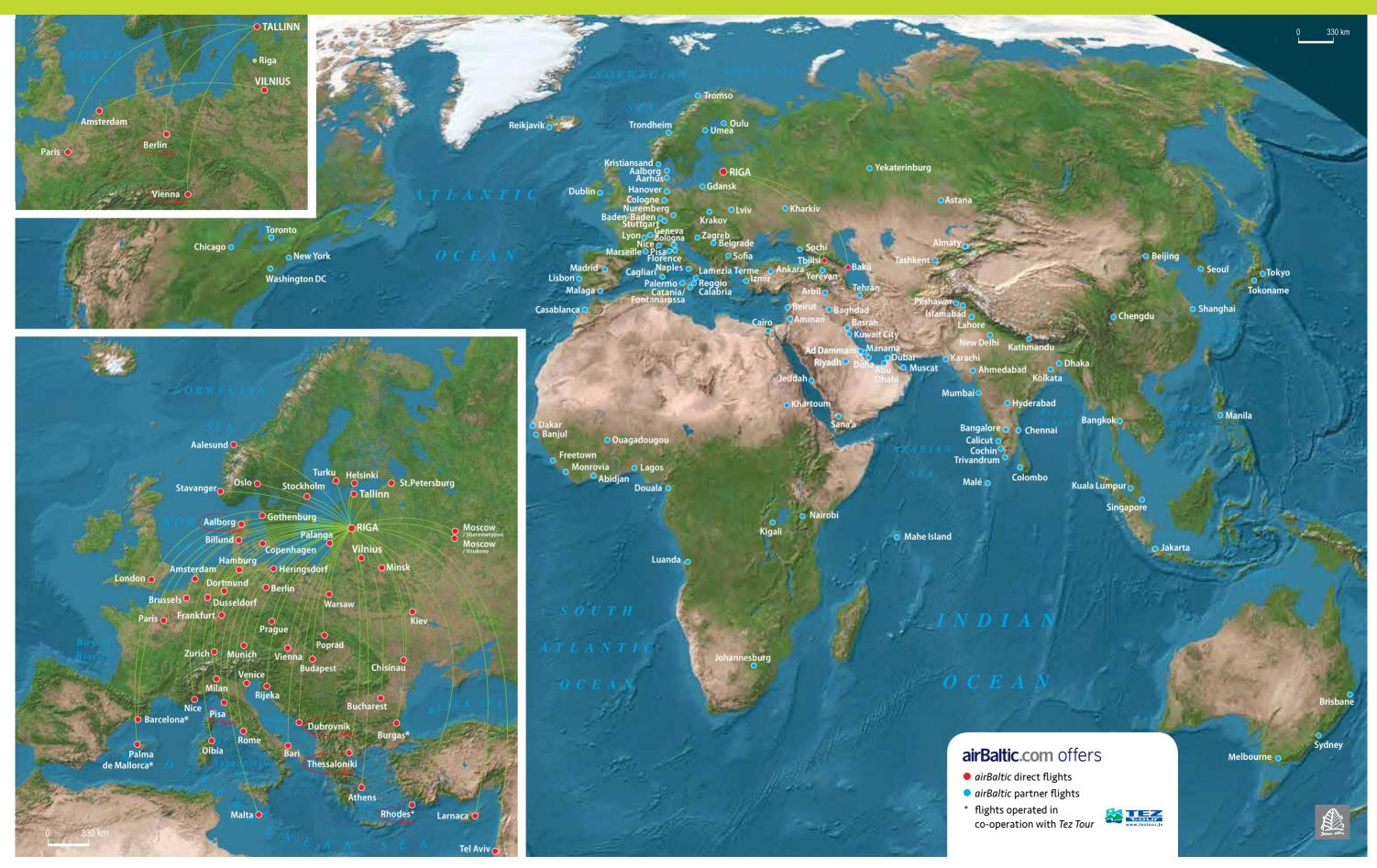








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### airBaltic / CONTACTS

Country/City Ticket offices		Country/City Ticket offices		Country/City Ticket offices	Service point
AUSTRIA		Frankfurt c/o AVIAREPS AG	Airport Frankfurt Havas Germany GmbH	ROMANIA	
<b>Vienna</b> AVIAREPS Untere Donaustrasse 11/3. OG 1020 Vienna	Vienna International Airport Celebi Ground services	CIO AVIAREES AG Kaisestrasse 77 ₱ +49 (0) 900 001 227 (EUR 0,49/min from fixed lines, different costs may apply for mobile calls) ResBT-Germany@aviareps.com	Terminal 2, Hall E, Desk 939	Bucharest TAL Aviation Blvd Nicolae Balcescu 21, Sector 1, Bucharest ₱ +40 (0) 21 307 9175	GlobeGround Handling Company International Departures Terminal # +40212042194 F: +40212041900
AZERBAIJAN  Baku	Heydar Aliyev International airport	Hamburg	Airport Fuhlsbuttel Terminal 1, Departure Hall Havas Germany GmbH	airbaltic-romania@talaviation.ro	
Improtex Travel 16. S. Vurgun Str. Baku AZ1000, Azarbaijan  +994 124989239 info@improtex-travel.com	Silk way airlines Terminal 1	Munich	Airport Munich Terminal 1 Havas Germany GmbH	Moscow	Airport Vnukovo Transagenstvo Vnukovo LLC service point Ticketing counters no: 177, 185
booking@improtex-travel.com		GREECE	All I a control of	St. Petersburg	Airport Pulkovo
BELARUS Minsk	Minsk International Airport Transavia	Athens Tal Aviation 7, Stadiou Str. (8 <sup>th</sup> floor) 105 62 Athens-Greece \$\pi\$ +30 210 9341500	Athens International Airport Goldair Handling	SPAIN	Terminal 2 LTD North-West Transport Agenc
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Brussels TAL Aviation 35 rue du Congres, 1000 Bruxelles # +32 (0) 2 227 1117	Airport Zaventem Departure Hall Aviapartner ☎ +32 (0) 27230667	HUNGARY Budapest Tensi Aviation Kft. Komjadi Bela utca 1.	Budapest Airport Celebi Ground handling company	TAL Aviation Paseo de la Castellana, 135 - 7th floor, 28046, Madrid # +34 6555 86889 airbaltic-spain@tal-aviation.com	Terminal 1 Lufthansa Ticket Desk
Airbaltic-belgium@tal-aviation.be		☎ +36 1 3451526 F: +36 1 9991466		SWEDEN	
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Larnaca	Larnaca International Airport	≈ +972 3 5100213 /4 F: +972 (3) 5108365	<b>□</b> +972 39754076	SWITZERLAND	
CZECH REPUBLIC	LGS Service desk	bt@caspi-aviation.co.il		Zurich c/o Airline & Tourism Center GmbH	Airport Zurich Kloten Swissport
Prague	Vaclav Havel Prague Airport	Rome Tal Aviation Italy	Leonardo de Vinci – Fiumicino Airport	airBaltic-Switzerland@aviareps.com	Terminal 2
Discover the World pplk. Sochora 30/724, 170 00 Praha 7	Terminal T2 CEAS	Via Adolfo Rava, 106, 00142, Rome	Terminal 3, Departure Hall A.R.E. Airline Representative	UKRAINE	
□ +420 233 931 681     airBaltic-czsk@discovertheworld.biz	<b>a</b> +420 220117540	<b>≈</b> +39 0654242544 F: +390654242534	Europe	Kiev	Airport Borispol
DENMARK		airbaltic@talaviation.it Bari	Bari Airport		Terminal D Interavia
Billund TAL Aviation Nordics AB	Billund Airport Departure Hall		Bari Palese		kbp.ticketing@interavia.ua call-center line +380 443 840 12
# +46-8-590 000 90 airbaltic-nordic@talaviation.se	Billund Airport handling F: +45 75338410	Milan	Milan Malpensa Airport Terminal 1, Departure Level A.R.E. Airline Representative Europe	UNITED KINGDOM	
Tallinn  17107 (0.51 EUR/min, local calls only)	Airport Tallinn Main Terminal, Departure Hall airBaltic /Tallinn Airport GH	Olbia	International Airport Costa Olbia Geasar S.P.A. Smeralda	London Aviacircle Building D, 2 <sup>nd</sup> floor 28-29 The Quadrant Business Centre 135 Salusbury Road,	Airport Gatwick Skybreak Terminal S
tallinn@airbaltic.com FINLAND		Venice	Airport Venice Marco Polo A.R.E. Airline Representative Europe	London NW6 6RJ	
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☎ 0600411015 0.64 EUR/min, Mon-Fri 09:00-18:00)	Airport Turku	LITHUANIA  Vilnius	Vilnius International Airport Litcargus	# +1 - 877 359 2258 # +1 - 646 300 7727 nyc@aviaworldna.com	
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66 avenue des Champs Elysées Building E, 2 <sup>nd</sup> floor	GH Team	MALTA		<b>□</b> +1 - 312 269 9333 F: +1 - 312 269 0222	
75008, Paris = +33 153892100 airbaltic@apg.fr		Malta	Malta Airport Air Malta +356 22999620	chi@aviaworldna.com  Los Angeles 16250, Ventura Blvd Suite 115	
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	Opposite gate 4/5	INTAIR 69 Koszykowa str. apt 5	BGS Service point	Tashkent	
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If there is no local ticket office phone number indicated and you would like to contact airBaltic reservations, please call \$\pi\$ +371 67006006.

One-way ticket in Basic Class from Riga to Vilnius/Palanga/Tallinn or other *airBaltic* destinations if booked at least three months before departure only at www.airbaltic.com. Fares are subject to availability and not available for all flights or days. Transaction fee is not included in the price. Special conditions apply.



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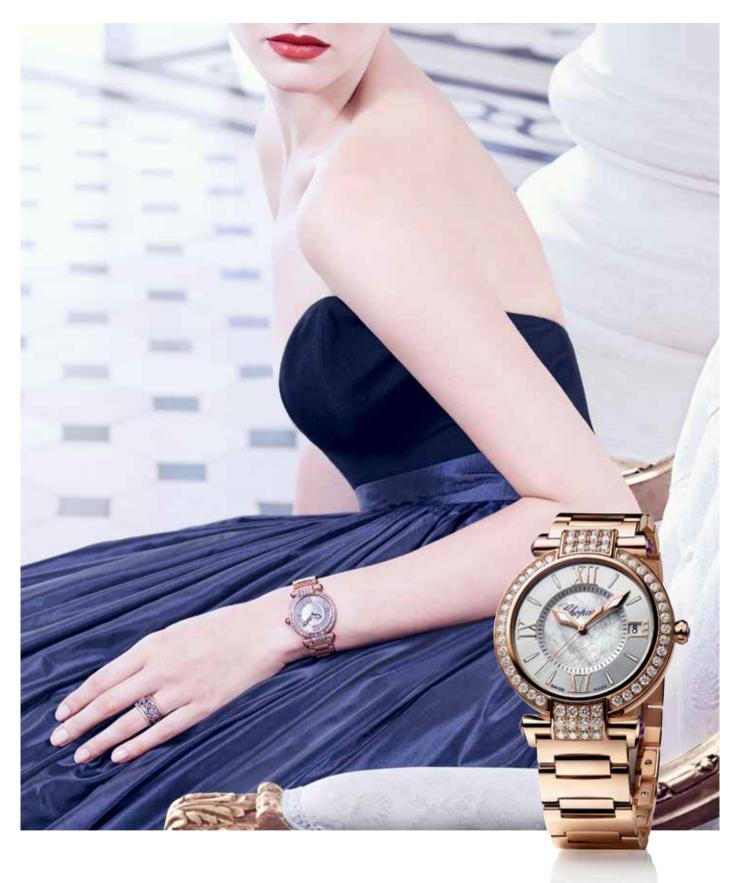


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