

THE MAGAZINE

A STYLE TO REMEMBER



No.9

THE MAGAZINE TARGETS INTERNATIONAL READERS WHO ARE INTENT ON FULFILLING THEIR DREAMS.



Support, art, culture, science and countless other domains all rely on sponsors. Examples that immediately spring to mind include highly mediated sports like Formula 1, football and tennis, which benefit from massive sponsorship deals. In addition, most media have long been dependent on funding from sponsors. Company logos are ubiquitous on television, being flashed up on screen between programmes, and sponsors co-finance weather forecasts or even entire series, or organise events that are shown on the small screen.

The notion of a patron supporting an institution by providing money or other resources to help a project get off the ground without receiving anything directly in return is becoming increasingly familiar. The latest examples of this are the billionaires Bill Gates and Warren Buffet, with their campaign "The Giving Pledge", an attempt to prompt the wealthiest individuals in the USA to

channel the majority of their riches into philanthropic exploits.

Patronage is a noble form of sponsoring. In the Middle Ages, musicians, scholars and painters were maintained by the courts of kings and emperors. Without patronage, the Swiss writer Jean-Jacques Rousseau would not have been able to pen his excellent works, and many famous books of the Enlightenment would never have been written, because having to earn a living would have sapped their authors' creativity. But today, too, in a world where state subsidies have long taken over the role played in the Middle Ages by patrons, private initiatives continue to play an essential role. GHM is the main sponsor of "Songs of Ubud", an art exhibition in Bali that will help to sustain the

unique artistic tradition of this Indonesian island. The exhibition is giving around 30 local artists an opportunity to show their works and it constitutes one of the country's top cultural highlights.

GHM is also very proud of its involvement in the high-end exclusive winter and summer destination Arosa, Switzerland, where the hotel group is supporting EHC Arosa, one of the most successful and long-standing ice hockey clubs in the country. This image and the healthy reputation of Arosa perfectly fit GHM's profile. GHM's support is offered totally independently of how highly the club ranks in sporting terms.

James Graf, a truly cosmopolitan man with Swiss roots, earned an enviable reputation in Europe as a freelance research journalist and photographer for media and TV companies. However, being an expert on gambling, he has also advised government bodies in the USA, Canada and Thailand, and in 1991 helped to pave the way for the legalisation of casinos in Switzerland. He also mentored PhD students at the universities of Zurich and Basle and the Business and Hotel Management School in Lucerne on political and economic aspects of lifting the ban on gambling. For many years now he has been based in Asia, where he writes studies on people in hotels and has got to know some of the world's top establishments. It was through this work that he became a good friend of GHM President Hans Jenni, with whom he developed the idea behind THE MAGAZINE. Graf is passionate about what he does and always strives for perfection. THE MAGAZINE is his attempt to produce a publication whose original concept and layout adequately reflect the GHM slogan: A Style to Remember.





THE ANANTI CLUB SEOUL, SOUTH KOREA

NEW OPENING



General Hotel Management (GHM) is the technical and operational advisor for The Ananti Club Seoul, a 27-hole golf course and club house spread over 486 acres. The A House, the club house, blends world class architecture, design, privacy and style. All aspects of the A House were meticulously designed based on a new approach to privacy in public. The course includes 12 large ponds, rectangular tee boxes with retaining-walls similar to those found in Europe's historic golf courses, and the patented 'funnel-shaped hole' (hole-in-one green), which attracted a lot of attention when it first appeared at the course of the Ananti Kumgang Mountain Golf and Hot Springs Resort.

LOCATION

Located less than half an hour from Seoul, The Ananti Club is discreetly tucked away in the middle of Yoomyoung san forest.

RECREATION & GUEST SERVICES

- Library
- Three tennis courts
- 27-hole golf course
- Outdoor swimming pool
- Children's swimming pool
- A House

DINING

- The Restaurant - Located in the A House, The Restaurant serves Western, Korean and other Asian cuisines and includes four spacious banquet rooms for up to 10 guests.
- McQueen's Café - Vintage style café on the golf course
- The Start House - Café serving take-out coffee and slices of fresh cake and pie at the start of the course

MEETINGS & EVENTS

- The Banquet Room - The metal box-shaped tower located just before A House contains a banquet room that can seat a maximum of 80 guests at round dining tables.
- Poolside private dining - A party designer plans every aspect of poolside banquets for a maximum of 120 guests. An eclectic mix of cuisines, snacks, cocktails, and desserts ensure a chic and stylish event.



For further details visit www.ghmhotels.com



GHM has ventured into the world of sports sponsorship for the first time, concluding a contract as main sponsor of the traditional ice hockey club EHC Arosa for the 2010/11 and 2011/12 seasons. The traditional club was founded in 1924 and boasts an impressive array of past sporting achievements, including nine Swiss championships (only Davos and Berne have won more, with 29 and 12 championships respectively). In 1986, due to growing demands on the ice hockey stadium (although Arosa has only 2,500 or so inhabitants, over 8,000 fans were regularly turning up to home games) and the financial burden of increasing professionalisation, EHC Arosa became the first club in the history of Swiss ice hockey to opt out of the highest division in favour of the amateur league. Located 1,775 metres above sea level, the Obersee home stadium is scheduled to be completely renovated by 2011 at a cost of USD 15 million. EHC Arosa has its sights set on a return to National League B as part of its five-year plan. The club's image and the world famous health resort destination of Arosa are a perfect fit for the GHM brand. "We intend to make a lasting commitment to EHC Arosa, whatever the club's ranking over the next few years. Of course, GHM hopes that the club will successfully return to the national league, but this will have no bearing on our future commitment", said Hans R. Jenni, CEO of GHM and life-long fan of EHC Arosa.

SWISS ICE HOCKEY CLUB EHC AROSA

GHM SPORTS



THE SONGS OF UBUD EXHIBITION

ART AT GHM



In June 2010, the Agung Rai Museum of Art (ARMA) staged the Songs of Ubud exhibition, presenting an exclusive collection of around 70 exceptional works by 30 living artists. The works on display reflected the full scope of the development, depth and originality of painting in Bali. The exhibition was organised by the Asian art consultancy One East Asia and Larasati Auctioneers, which have pioneered the promotion of Balinese art, and it was curated by the American Garrett Kam, who has lived in Bali for over 20 years and written several books about Balinese culture and art. The prominent artists featured included Made Budi, Ketut Kasta, Nyoman Lesug, Wayan Matra and A.A. Gde Anom Sukawati. The guest of honour at the exhibition's opening ceremony was the governor of Bali's Gianyar Province,

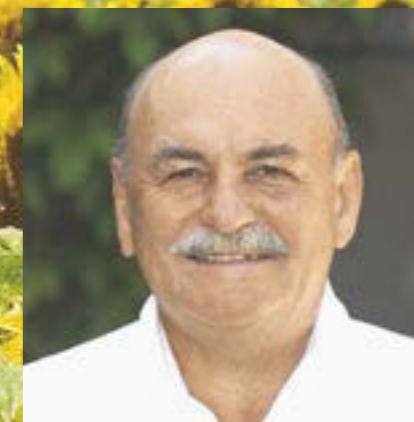
Ir. Tjokorda Oka Artha Ardhana Sukawati, MSi. With three resorts on the island, GHM was the ideal patron. Its large private estate in the foothills of the cultural and spiritual centre of Bali The Chedi Club Tanah Gajah, Ubud, is renowned as one of the finest country retreats in the world. Its name stems from the nearby Goa Gajah elephant temple, and it comprises 20 private suites and villas spread over five hectares of tropical gardens and surrounded by rice paddies. GHM's other two properties in Bali are located by the island's most famous and fashionable beaches along the Seminyak coast: the iconic, award-winning all-suite resort hotel The Legian and its neighbouring 'hotel within a hotel', The Club at The Legian.

Sunflowers once grew in the wild in an area stretching all the way from North to Central America. According to the latest archaeological research, they were domesticated in Mexico and the Mississippi region in around 2500 BC. In 1552, sunflower seeds were taken from America to Europe by Spanish sailors. In many languages, the term 'sunflower' contains the word 'sun' and describes the way the flower moves to face the sun. The plant's characteristic ability to constantly turn towards sunlight is called heliotropism. On clear days, the bud follows the sun as it travels from east to west across the sky, then during the night or around dawn it turns eastwards again to its original position. Since the 17th century, people have used seeds in baking or roasted them as a substitute for coffee or drinking chocolate. It was not until the 19th century that sunflowers were used for their oil. Their seeds can also be used in cooking or added to salads. Sunflowers are mainly grown in China, Russia, Ukraine, the USA and Europe. Sunflower oil has a

high nutritional value and can be used for frying because of its resistance to heat. In fact, the fruit contains between 48 and 52% oil and the leftover pomace can be used as cattle feed. Sunflower seeds contain 90% unsaturated fatty acids, vitamins E, D, K, B, A and F, carotene, calcium, iodine and magnesium, making them an extremely healthy food. The oil is good for the heart and circulation, strengthens bones and protects against unhealthy gums and periodontitis. In Russia, sunflower seeds are eaten in the form of 'semichki'. In traditional Russian and Ukrainian medicine, sunflower oil is used for 'oil pulling', a practice which supposedly helps to purge and detoxify the body. Furthermore, sunflowers are able to rid the soil of pollutants. The sunflower is also symbolic. It is the state symbol of Kansas in the USA and the flower of the city Kitakyūshū in Japan. Moreover, it is considered a symbol of personal growth and development. And of course, the sunflower is the sign of the hippie movement (flower children).

HELIANTHUS ANNUUS

SUNFLOWER



HANS WISMER
CHEF, THE DATAI LANGKAWI,
MALAYSIA

In our kitchen, we use sunflower seeds not only in the form of valuable, healthy oil or toasted in salads, but above all for Bircher muesli, following the original recipe by the Swiss doctor and pioneering nutritionist Maximilian Oskar Bircher-Benner. In addition to grated sunflower seeds, hazelnuts or almonds, we use oats (left to soak for 12 hours), lemon juice, apples (grated in their skin using a special Bircher grater and added directly to the bowl immediately before serving), and as a sweetener honey or sugared condensed milk and dried raisins.

The rise of the Internet has failed to bring musicians a much-hoped-for windfall. A stream of almost laughable attempts to drive online sales and the likelihood of only really hardcore fans purchasing entire albums whilst everyone else makes do with one or two tracks, is forcing even rock and pop giants of the 20th century out of semi-retirement and back onto the stage. Amazingly, despite horrendously high ticket prices, these veteran performers are filling football stadiums all over the world. One of these 'comeback kings' is the British rock singer and pop legend Rod Stewart, who originally wanted to become a professional footballer, but ended up as one of Britain's most successful vocalists, selling way over 100 million records. In the 1960s he cut his teeth singing with both Jimmy Powell and the Jeff Beck Group, and in 1969 he became lead vocalist with a band called Faces, formed by members of the former Small Faces. The line-up of Faces, until the group split up in 1975, is the stuff of rock legend, including guitarist Ronnie Wood, now with the Rolling Stones, and drummer Kenney Jones, who went on to join The Who after the premature death of his predecessor, Keith Moon. Despite early blues influences, Rod Stewart's trademark has always been his rasping voice, which he looked like he was losing back in 1999. In July 2000, having been diagnosed with thyroid cancer, he had to undergo surgery. After his successful treatment he had to learn to sing all over again. In 2002 Stewart released a songbook collection of jazz evergreens called "It Had To Be You". The album was a smash hit, turning platinum many times, and he duly followed it up with three more in the series. In 2010, Stewart, one of the most tire-less touring musicians alongside rock legends Status Quo, embarked on yet another wildly successful world tour.



Roderick David "Rod" Stewart, CBE, was born in Highgate, London on 10 January 1945. He has seven children with five different women and his wife is pregnant with his eighth child. In 1971, Rod Stewart's single "Maggie May" became the spiky-haired singer's first number one hit in the UK charts. Further chart-topping hits around the world included "You Wear It Well" (1972), his cover version of the Gavin Sutherland song "Sailing" (1975), "Deepest" (1977), "Da Ya Think I'm Sexy?" (1978), "Baby Jane" (1983) and "All For Love", featuring Bryan Adams and Sting (1994). That same year, Rod Stewart entered the Rock and Roll Hall of Fame. Having been made a Commander of the Order of the British Empire in the 2007 New Year's Honours List for his services to music, Rod Stewart is now entitled to put the letters CBE after his name. Since his cancer scare, Stewart has been actively involved with The City of Hope Foundation, which supports research into the disease. In 2010 he also took part in Simon Cowell's "Helping Haiti" benefit project.

FALTERING WEB SALES ARE FORCING POPSTARS BACK ON TO THE STAGE

ROD STEWART



"My job as Breakfast Manager is a unique challenge. After all, how many hotels even have a Breakfast Manager? But then, I wonder how many hotels boast a breakfast and Sunday brunch buffet like ours, which is around 50 metres long and has over 200 different elements. I feel it is important to do what I can to help guests start off their day in a cheerful mood. I also make an effort to greet all guests by name and remember if they have any special preferences, even if they last stayed with us a year or so ago. I am proud that non-resident guests visit us too, not just because they appreciate our first-rate breakfasts, but because they also like the atmosphere I help to create. Sometimes, this can simply entail buttering a piece of bread for an elderly lady. In my view it is all these small touches that help to make GHM, and particularly in this case The Setai, stand out from other hotels. Being able to play my part in this gives me a sense of satisfaction that surely each of our guests deserves."

Samir A. Nasreddine was born in Lebanon but since 1978 he has lived in Florida, where he studied hospitality management at a business academy, took food and beverage seminars and attended a professional bartending school. He began his career in 1985 as a general manager at Pizza Hut and was later taken on as a Restaurant and Room Service Manager at the Marriot and the Sheraton. Then in 1993 he was appointed Food and Beverage Assistant Director at the Summerland Hotel in Beirut. Between 1994 and 1999 he managed his own business, Sam's Sub Shop, before taking up the post of Restaurant, Banquet and Room Service Manager at The Tides Hotel on Ocean Drive, Miami. He has been working at The Setai since it opened. As well as his mother tongue, Arabic, Samir speaks Spanish, English and French.

BREAKFAST MANAGER, THE SETAI SOUTH BEACH, MIAMI, USA

SAMIIR NASREDDINE



The Bentley name has long been synonymous with so-called 'premium' cars, as reflected by the fact that the Bentley State Limousine is the car used by Queen Elizabeth II for official state business. Indeed, just two of these vehicles were made as a gift to the British monarch to celebrate the Golden Jubilee of her reign back in 2002. The Bentley R Type Continental launched in 1952, which happened to be the first year of Queen Elizabeth II's reign, also wrote history. In 2003, the 560 horsepower Continental GT was the first Bentley to be produced for the company as a subsidiary of the German car-making giant Volkswagen. This Bentley, like its predecessors, would also be handmade at Bentley's iconic Crewe works in England. In 2009 followed the latest Bentley model, the Continental GT Supersports. This car goes like a rocket, its 630 bhp engine propelling it from 0 to 60 mph in just 3.7 seconds. Clocking up a top speed of over 200 mph it is the fastest Bentley ever built. The 5998 cc twin-turbo charged W12 engines of all Continental models are extremely fuel-efficient compared with their competitors in this ultra-high-class segment of the car market, managing a combined fuel consumption of 16.9 miles to the gallon. The purchase price is approximately €230,000. And included in the price is the knowledge that buyers will find themselves in ownership of a rare and tasteful specimen of a vehicle that effortlessly oozes understatement, not flashy, brash pretentiousness.

The Bentley car brand has a chequered history. Walter Owen Bentley (1888-1971), nicknamed W.O., was a successful British racing driver, aero engine designer and RAF pilot who co-founded Bentley Motors Ltd with his brother Henry in 1919. The company was constantly short of money and had to be floated on the stock market in 1925 to raise fresh funds. Woolf Barnato, heir to a diamond magnate, became the company's majority shareholder. Barnato was one of those young men from rich families who drove racing cars and for whom W.O. built engines. Barnato started in a Bentley three times in the 24 hours of Le Mans and won every time, making him the driver with the highest victory percentage in the race to date. In 1931, Bentley was forced to file for bankruptcy and the company was taken over by rival luxury car manufacturer Rolls Royce. Under a clause in the takeover deal, W.O. had to carry on working, though now for his competitor. Later he went on to work for Lagonda and Aston Martin, where he notched up further major racing success. W.O. married three times and entered the Automotive Hall of Fame in 1995. Although he did not live long enough to see his life's work acquired from Rolls Royce by the Volkswagen Group in 1998, his 'flying B' or 'winged B' trademark (a letter 'B' surrounded by the wings of a bird of prey) still lives on.

BENTLEY CONTINENTAL GT

PREMIUM CARS



THE NAM HAI HOI AN, VIETNAM

ROOMS



THE CHEDI MUSCAT, OMAN



THE ANANTI CLUB SEOUL, SOUTH KOREA

DINING



MANCHESTER UNITED VS NEWCASTLE UNITED, FA PREMIER LEAGUE, OLD TRAFFORD, MANCHESTER - 16 AUG 2010

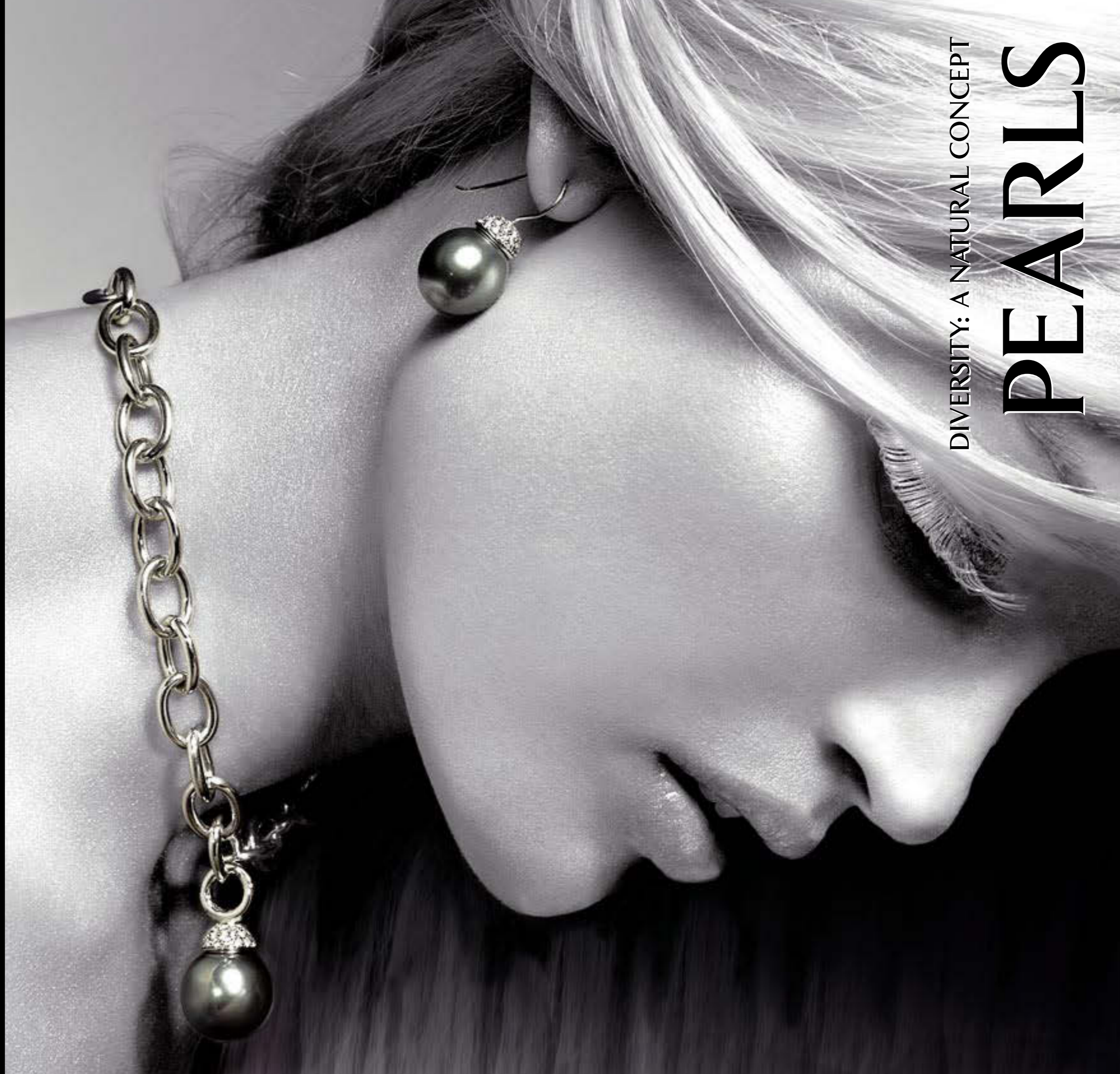
Football is the most popular and widespread sport in the world, with just short of 300 million players registered at 350,000 clubs in over 200 countries. But the overwhelming statistics don't stop there, as unofficial data collated by FutebolFinance during the 2009/10 season highlighted the vast sums of money that change hands in the 'beautiful game'. Real Madrid star Cristiano Ronaldo topped the rankings of the 50 highest-paid footballers, raking in a monthly salary of €1.083 million - and that's excluding earnings from advertising! Meanwhile, Manchester City spent more on players than any other club, forking out no less than €139.3 million. But the richest club in the world was Manchester United, valued at around €1.43 billion. With 171,000 fans, Benfica had more registered members than any other club. English Premier League matches provided the soccer action most sought after by TV companies, netting a record €3.583 billion in broadcasting rights worldwide for the 2009/10 to 2012/13 seasons. Next came the Italian, French and German leagues, ahead of Spain. However, the crazy transfer fees and spiralling players' wages have now reached breaking point. According to the Union of European Football Associations (UEFA), in 2008 half of all professional clubs in Europe posted a loss. Consequently, UEFA feels constrained to introduce new financial rules, applicable from 2012. In future, it intends to keep a closer eye on the balance between income and expenditure to prevent patrons like Massimo Moratti of Inter Milan from offsetting multi-million euro losses. From 2012, such 'equity injections' will be capped at €15 million a year. This should help to curb the unfair competition arising from the fact that some clubs use their investors' funds to gain a competitive advantage, yet post losses all the same, whereas clubs run along impeccable financial lines are forced to play catch-up.

A LOT OF MONEY AT STAKE

BUSINESS FOOTBALL



Tahitian pearls are harvested from stocks of black-lipped oysters (*Pinctada margaritifera cumingi*) in French Polynesia. Left to grow naturally, the pearls range between anthracite and black in colour and a pea and an almond in size. The first commercial delivery of pearls to Europe was in 1802. Pearl divers were mostly European newcomers who were paid with guns, knives, clothing or food. In Tahiti, pearls were also used to settle debts. In a single day, thirty men could catch a tonne of mussels, and about a pound of pearls could be harvested from 20 tonnes of oysters. Although in 1880 natural pearls stocks were largely depleted, hurricanes were common at the time and blew wood, stones and coconut tree stumps into lagoons, providing mussels with new sources of food. Since the 20th century, pearls have been cultured, a process that involves putting plastic garlands into lagoons to encourage mussel larvae to accumulate. The pearls are harvested after being left to grow for two to three years. Shibota-Pearls (shibota.com) is a world leader in the pearl industry. Pearl farmers' know-how and experience in selecting cultured pearls ensure high-quality products for jewellery customers. To this end, there are five important criteria. The size of a cultured pearl is measured in millimetres and determined by the inserted nucleus and strength of the layers of nacre. The surface of a pearl should be as smooth and flawless as possible, with any minor irregularities simply being part of nature's mysterious plan. The lustre is determined by the growth of the cultured pearl in the oyster. The rarity of perfectly round, teardrop or baroque cultured pearls makes them more popular and valuable. Colour has no effect on the quality of pearls but is rather a matter of personal taste. Hence, popular colours such as delicate white-pink or rarer ones like rich gold or even those resembling peacock feathers can be combined with other criteria to determine value.



DIVERSITY: A NATURAL CONCEPT

PEARLS



During my many years as an ice hockey player, between seasons – i.e. in May and June – I travelled the world, clocking up many air miles. I always stayed in the best hotels and really made myself at home in them. One of the frequent travellers with whom I regularly exchange tips kindly pointed me in the direction of the island of Langkawi, where The Datai had just been built. My wife and I first visited that paradise in 2000 to celebrate our tenth wedding anniversary. I'll never forget the drive from the airport through the rainforest which marked the start of a fairy-tale experience that remains unsurpassed by anything else: a dream stay in an oasis nestling in an indescribably beautiful natural setting, shared with pleasant, like-minded unabashed pleasure seekers. A place that offered total peace and quiet, a life in harmony with Mother Nature at her true best, abundant wildlife and a beach that stretched out like a fata morgana on the edge of the rainforest. Even listening to the seldom rainfall, strangely resounding in the night, lent the place a mystical air and helped to create an experience that somehow knows no parallel. The unique 9-hole golf course is also beyond compare. Not only did I meet the brilliant Swiss hotel chef there, but monkeys and lizards follow your golf buggy around at a distance as if it were the most natural thing on Earth. And now a new chapter has opened in my fairy tale, because GHM has totally unexpectedly become a partner of my favourite ice hockey club! So now I'm hoping that the dream will continue to unfold and that Arosa is also deemed worthy of a GHM Hotel.

At just 16 years of age, Guido Brun was already playing in the Swiss National League, in goal for his local ice hockey team, EHC Luzern. He then joined the multiple national champions HC La Chaux-de-Fonds, stepping into the skates of the retired national goalkeeper Gérald Rigolet, and was subsequently called up into the national team himself. In 1977 he switched to EHC Arosa, newly promoted into the top flight that year, and in the 1979/80 season helped them to a sensational championship title victory. After that triumph, then aged 27 and already the father of two children, he surprisingly dropped out of top sport to pursue his business interests. For 20 years he successfully ran his own chain of boutiques and today his firm crearosa.ch is one of the most innovative design and advertising agencies in Switzerland. Guido Brun is captain of Arosa Golf Club, the 18-hole course with the highest tee in Europe, and plays off a handicap of 10.

GUIDO BRUN – FORMER ICE HOCKEY PLAYER, GRAPHIC DESIGNER

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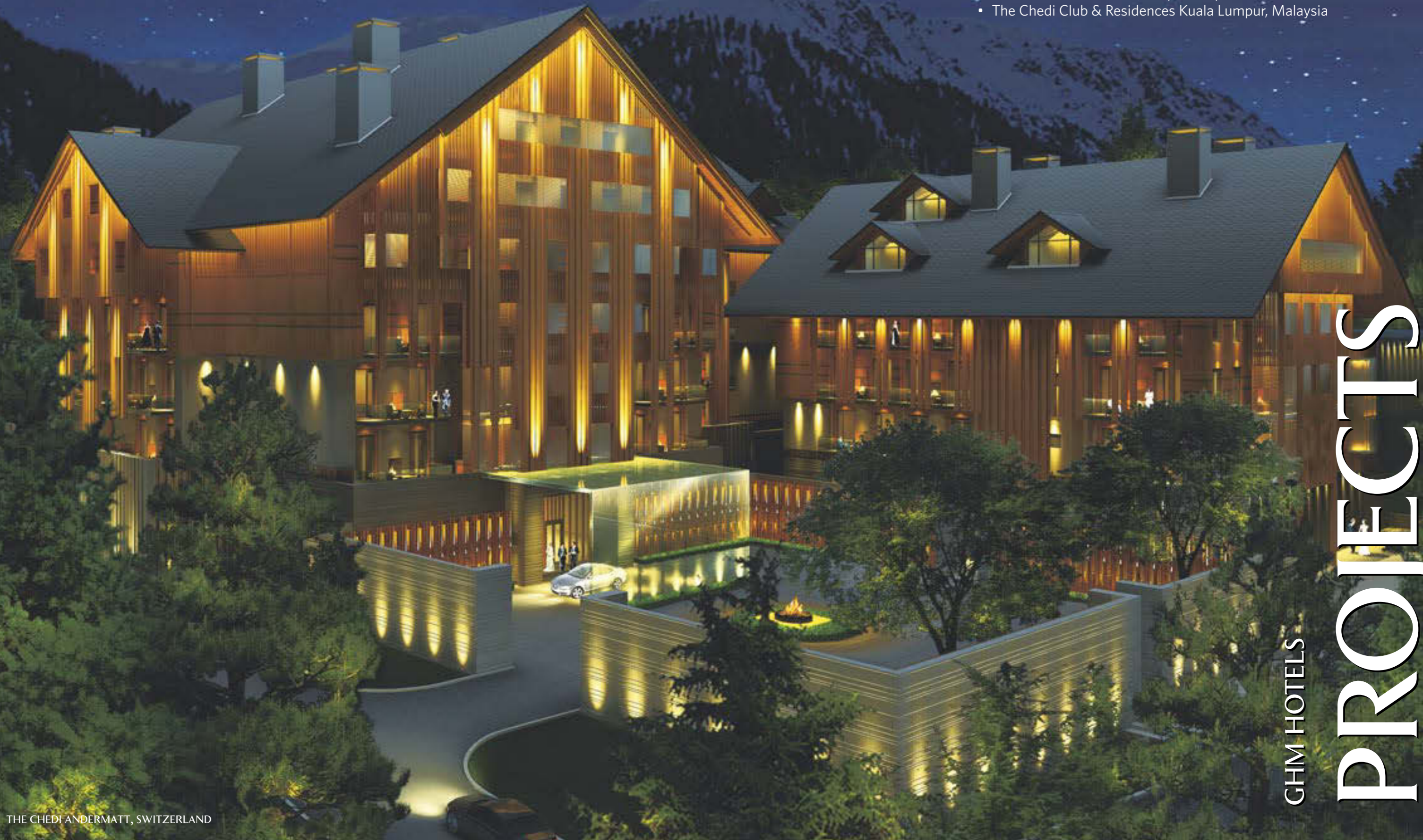
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