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CONTENT | November 2012



Editorial

4

On Top

- Hotel, restaurant, and airline news
- What's On- major cultural events of November
- Books and Music

6

12

36

Cover Story

- The sky's the limit

14

Tried&Tested

- LOT – a new connection
- Hyatt Regency Warsaw
- Royal Thalassa Hotel
- Spa at the Sheraton Sopot Hotel
- Pugetów hotel
- Grand Hotel Stary
- The Classics Reinterpreted
- Pico Cuadro

20

22

24

26

28

30

32

34

Report

- Back on track

38

Hotels

- A new brand makes its debut on the market
- SuperFoods in Fusion restaurant

46

48

A Business Person on Holiday

- Perfect sense

52

Destinations

- Meet in Sharm el-Sheikh
- Spanish Heart
- Hours in... Notting Hill

56

60

80

Air Travel

- Airport Tokyo Narita

64

Tastes of the World

- A Noble Bird
- To stay Insignificant

66

70

Moto&Techno

- The beauty of independence

72

App Store News

- 20 New Travel Apps

78

Ask Peter

82

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WI-FI ON BOARD

Sociologists claim that we can now talk about the emergence of the so-called “culture of experts”, that is who are demanding, well-informed and thus willing to pay more for a better product or service. This phenomenon is true for many areas of life, including travel. For example, our expectations have also increased in relation to in-flight entertainment (IFE). The days when flight attendants offered passengers headphones used primarily for listening to music on board – are now over. Today, on board a plane we can expect a wide selection of latest films and music. We are also able to surf the net on iPads provided to us by airlines, and even talk on the phone – which until recently was strictly prohibited. Our feature article entitled “The sky is the limit”, we provide you with an up-to-date list of airlines that allow the onboard use of mobile phones. If you wish to forget for a while about the foul autumn weather, I encourage you to read our report from several „warm destinations”, such as Kuala Lumpur or Sharm el-Sheik. I also recommend a very interesting article on Madrid and how it’s changing. I hope that those texts will be a sort of inspiration for your further travels, both in business and for pleasure. If you wish to have our magazine always at hand, we recommend subscribing to its digital version for the iPad at a very favourable price. This investment will certainly yield profits. Enjoy your reading!

Marzena Mróz

Marzena Mróz
Editor-in-Chief



SINGAPORE AIRLINES

KLASA BUSINESS

NAJBARDZIEJ PRZESTRONNA JAKĄ WIDZIAŁ ŚWIAT

Wypocznij w fotelu naszej klasy Business, który rozkłada się w zupełnie płaskie łóżko i jest najbardziej obszernym w tej kategorii. Nasz pokładowy system rozrywki KrisWorld – zapewni rozrywkę najwyższych lotów, wg indywidualnych upodobań; a o naszym serwisie pokładowym mówią nawet inne linie lotnicze.



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* Oferujemy trzy rejsy dziennie: dwa z Frankfurtu i jeden z Monachium – do Singapuru, które obsługują samoloty A380 oraz Boeing777-300ER. Porty te mają doskonałe połączenia z wieloma lotniskami krajowymi w Polsce. Dodatkowo z Warszawy mamy dogodne połączenia przez Londyn, skąd odlatają cztery rejsy dziennie do Singapuru. Wszystkie samoloty obsługujące te trasy wyposażone są w klasie Business jak na zdjęciu.



Airline

LOT's new aircraft

DREAMLINER TO ARRIVE IN POLAND

Europe's first Dreamliner will land at Warsaw airport on 15 November. Starting 16 January 2013, LOT's brand new B787 will begin regular flights between Warsaw and Chicago. The new aircraft produced by Boeing comes with several innovations which are set to make your jaw drop. First of all, the overall comfort of travel is simply unmatched by any other aircraft presently produced. The Dreamliner is also lighter and consumes less fuel which directly translates into a longer range. The cabin pressure in the B787 corresponds to the altitude of 1,800 m 600m less than in other planes), which guarantees 8% more oxygen, higher humidity and more efficient air filtration. Also the noise level has been reduced by astounding 60%. This will greatly reduce overall tiredness after a long flight, as well as dizziness and irritability. The cabin of the new aircraft equipped with LED lighting. On intercontinental flights, passengers will fall asleep by the light that simulates the night sky, while at dawn the lighting will simulate the sunrise. Windows on the new B787 have also been increased by 30%, so now from your seat, you can look out more easily as the windows meet your eye line better, and add to a feeling of space. The aircraft can seat up to 252 passengers, including 213 in economy, 21 in new Premium Club, and 18 in the most luxurious Elite Club cabin. Boeing 787 Dreamliner has a range of 15,000 kilometres, so it can fly without refuelling from Warsaw to Sydney.

Tourism

The Karkonosze

NEW BRAND

The tourism industry will soon welcome a new brand – “Karkonosze” (the Giant Mountains). The District Office in cooperation with the City of Jelenia Góra and other towns and villages of the district have decided to work together in order to promote the region, create a comprehensive offer tailored to the needs of different target groups, and most importantly, to build a strong, recognizable brand. It's the first such project in Poland which is based on the so-called ‘smart budget’ concept.

Ten local authorities recognized the importance of promoting the positive image of Jelenia Góra district. The first phase of the project involved designing a comprehensive corporate identity. The following three years will be devoted to transformation of the ‘Karkonosze’ logo into a brand, highlighting the unique character and rich tourist offer of the area. The aim of the campaign is to stimulate the local patriotism, making the Giant Mountains a trendy place, and building a strong community around the region.

“We have decided to define the project with the slogan ‘I have a mountain spirit’, in order to refer to Liczyrzepa - the symbol of the Giant Mountains, who is often referred to as the Mountain Spirit. Liczyrzepa is believed to be proud, brave, and protective. These are also the most important values that we want our brand to convey and thus build our positive image,” said Jacek Włodyga, the governor of the district of Jelenia Góra.



Hotel

Novotel

10 YEARS IN CRACOW

Novotel Kraków Centrum hotel has recently celebrated its 10th anniversary. The celebration event was attended by over 200 distinguished guests - representatives of business, culture, collaborating companies, representatives of travel agencies, as well as the regular guests including Mr Zenon Żuralski – the hotel's first guest ever. Mr Żuralski's son accepted a special award on his behalf. The event was not only an opportunity to reflect on the last 10 years of the hotel's activity, but also to showcase the newly renovated conference rooms. There were also numerous attractions including competitions with attractive awards and an energetic performance of ‘Shemoans’ girlsband. The event was hosted by Martin Prokop, and the music journalist Marek Sierocki as a DJ. - The 10 years of existence of the hotel were marked by hard work and improvement of the service. Novotel Kraków Centrum also did a lot in the field of corporate social responsibility, for example supporting the Maltese Centre of Assistance for Handicapped Children. “We are continuously improving our services, but we also want to be a partner to local communities. I would like to thank all those who contributed to the development of our hotel,” said Sabina Bartyzel, the GM of Novotel Kraków Centrum.



OD MIŁOŚNIKÓW ESPRESSO. DLA MIŁOŚNIKÓW ESPRESSO.



Są chwile i niezapomniane miejsca, które mówią o przyjemności oraz pasji. Lavazza BLUE to perfekcyjnie przygotowane espresso. Zawsze i wszędzie. Teraz możesz cieszyć się wspaniałym, intensywnym smakiem kawy nie tylko w Twoim biurze, ale także w muzeum, czy kinie. Dzięki autoryzowanym dystrybutorom Lavazza zapewnia każdemu kompleksowe wsparcie.

www.lavazzalive.com **LIVE**



Airlines
Environmental choice

FINNAIR HAS A NEW ENGINE SUPPLIER

Finnair (AY) has selected the International Aero Engines (IAE) V2533-A5 engine for its fleet of five new extended-range Airbus A321s. The aircraft will enter service from September 2013. AY selected the engine for its fuel efficiency performance, which should save about 300 tons of fuel per year per aircraft, according to Airbus test data. The engines also comply with ICAO and EU noise limitations, the airline said.

COO Ville Iho said the V2533-A5 engines would not only help reduce fuel costs, but also make “a substantial dent in our carbon profile. They are essential to remaining competitive in the tough market in European narrowbody traffic, both scheduled and leisure.” For further information please contact: Media Desk, tel. +358 9 818 4020, comms@finnair.com

Truffles
Pasta and honey



TRUFFLES
FOR EVERYONE

Truffles, which are a synonym of luxury, will soon appear more frequently on our tables. Price of a single truffle can be mind-boggling. Luckily, you can still taste them at a fraction of the price as they are also used as additional ingredients in other products. Linguine Pasta al Tartufo - near Pisa, in the Tuscan town of San Romano, has been home to a small pasta factory run by the Morelli family since 1860. The combination of tradition and fashion for healthy eating has contributed to the creation of the range of pasta featuring wheat germs and exclusive flavourings. Pasta Morelli Linguine with Truffles (Tuber Aestivum Witt.) tastes best in its simplest form which ideally highlights the aroma of truffles. It's just enough to add butter to boiled pasta and sprinkle it with Parmesan cheese. Price: Truffle linguine, 250 g/PLN 13.16 (€3) Acacia honey with truffles (Tuber albidum Pico) from Piedmont Inaudi - highlights the flavour of classic dishes. It's also an ideal complement to cheese. Price of the honey: 120 g/PLN 28.30 (€7) For more info go to www.kuchnia-wloska.com.pl

Airlines
Lufthansa

FRANKFURT AIRPORT LAUNCHES
NEW A-PLUS PIER

With its expansion, the biggest German airport will soon be able to handle 6 million new passengers, which will increase the total number of travellers using Frankfurt Airport to about 65 million per year. The new pier, which cost €700 million to build, is devoted exclusively to Lufthansa and other member airlines of Star Alliance. Of particular note is more docking stations for widebody aircraft including the Airbus A380 superjumbo and the Boeing 747 family within Pier A-Plus. Lufthansa AG's executive board chairman Christoph Franz, said, “I am convinced that Pier A-Plus will be well appreciated by our guests. Five new lounges and the latest technology set new standards. With Pier A-Plus, our FRA home base is again at the forefront among Europe's major hub airports.”



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by ACCOR



Właśnie powstała jedna, wielka, szczęśliwa rodzina ibis, składająca się z hoteli ibis, ibis Styles i ibis *budget*.

Odkryj 1600 hoteli na całym świecie, w tym 21 w Polsce, zjednoczonych w celu zapewnienia Ci wyjątkowo spokojnego i słodkiego snu.

W hotelach **ibis** docenisz przytulne pokoje i wygodne łóżka, gwarantujące najwyższy komfort, obfite, urozmaicone śniadania, gorące przekąski i napoje dostępne 24 godziny na dobę oraz troskliwy personel, oferujący swoją pomoc zarówno w dzień jak i w nocy.

Każdy **ibis Styles** słynie z unikalnego, designerskiego i nowoczesnego wystroju, pysznych śniadań bez ograniczeń oraz dostępu do Wi-Fi w cenie pobytu.

ibis *budget*, idealne połączenie komfortu z korzystną ceną zawdzięcza pokojom, wyposażonym w wygodne łóżka, puszyste kołdry i poduszki oraz w przestronne kabiny prysznicowe.

Poznaj hotele ibis, ibis Styles oraz ibis *budget* i już dziś zarezerwuj niepowtarzalny pobyt na **ibis.com**.

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KOMFORT.





Hotels

Radisson Blu

THE CHAIN INTRODUCES THE EXPERIENCE MEETINGS CONCEPT

Radisson Blu, Europe's largest upper upscale hotel brand known for unique service concepts, launched "Experience Meetings" This new concept for meetings and events harmonizes the meeting essentials: breakout rooms, food and connectivity with the intangibles: service, satisfaction and sustainability. "Experience Meetings" is the newest attractive offering at 255 participating Radisson Blu hotels (including 6 in Poland), with a total of more than 2,200 meeting rooms in 55 countries across Europe, the Middle East and Africa (EMEA). "The meeting segment is our key business. "Experience Meetings" provides our guests with a consistent high standard of products and services – from the first to the last phase of their booking – and supports our ambitious revenue generating activities", commented Olivier Jacquin, Senior Vice President Sales, Marketing and Distribution at Rezidor, operator of Radisson Blu in EMEA. "Experience Meetings" already begins with the easy planning and booking process. Regardless of the size and location of the meeting, Radisson Blu has the right location. An enhanced online search tool, www.meetings.carlsonrezidor.com, allows to search for hotels and to directly submit requests. In addition, the Radisson Blu hotel website is being updated to support the search for the ideal meeting venue.

Inter City

Warsaw-Cracow-Zakopane

TRAINS MEAN FUN!

PKP Intercity has prepared a surprise for passengers traveling on the "Tatry" express train (Warsaw-Cracow-Zakopane). PKP Intercity in cooperation with the Boomerang TV channel prepared a non-compartment second class car with a special play zone for children. The car, besides regular seats, is fitted with colourful equipment for the little travellers where they can spend time on creative play. This is the first such project in Poland and one of the few in Europe. The zone has been designed in such a way that the drawings on the walls become a part of counting, shape recognition and colour naming game. The traveling children will face various challenges such as: finding the differences in the pictures placed on the ceiling or leading a character through picture mazes drawn under the windows. The room has been equipped with a chalk board and comfy poufs which can also be used as soft play blocks. To while away the time of the journey, the car is fitted with screens displaying the series from the well-known Boomerang's Cartoonito segment. The tickets are available in the 30-day pre-sale. The car offers 54 seats and is subject to total seat reservation.



Restaurant

Mercure Hotel

GRAND VINS MERCURE WINE LIST

Each autumn restaurants in Mercure hotels offer the Grand Vins Mercure wine list. Thanks to passion and knowledge of wine experts, guests can stimulate here their senses with the highest quality wines at affordable prices. The list is designed in such a way that everyone, regardless of their knowledge on wine varieties or species, can make the right choice and order wine which matches their food and even their current mood. The items in the list are divided into 4 categories: "Fresh and tasty", "Light and fruity", "Balanced and elegant" and "Full and flavourful". The main objective of Mercure's policy is that tasting wines from the Grand Vins Mercure wine list should be an adventure and passion available to all guests. That is why, the wine from the list is offered at truly affordable prices. The flexible offer allows you to buy wine by the glass, the carafe, or the bottle, at hotel restaurants, bars, as well as have them delivered to your room. In addition, guests who choose to stay at one of Mercure hotels from 15 to 18 November, will receive a delicious bottle of Chateau La Mothe du Barry, and up to 40% discount on their stay. For more info go to www.mercure.com

FOT.: MATERIALY PRASOWE FIRM

Starwood Hotels&Resorts

Central Sales Office for Poland

BENEFICIAL FOR HOTELS, CONVENIENT FOR CUSTOMERS

Starwood Hotels & Resorts is a worldwide company which manages six hotels in Poland (Sheraton in Warsaw, Cracow, Poznań and Sopot, as well as Westin and Bristol in Warsaw), has created a central office responsible for the segment of conference and incentive travel, as well as individual and group tourism. The new department will be responsible for sales of services in the six Polish hotels which offer over 1,500 rooms and 61 meeting venues with a total area of 6,044 sq m. - The new team is the answer to the needs of the market. It will provide significant support to sales departments in our hotels, but will also be a convenient solution for our clients. They now will be able to contact only one person to receive complete information on our services in four different Polish cities." said Natasha Mauthner, Director of Sales and Marketing, Starwood Hotels & Resorts in Poland. The four-person team is led by Magdalena Rybicka who has over 8 years of experience in sales departments of various international hotel chains. Before she joined Starwood Hotels & Resorts, she was employed by EURO 2012 Polska, where she was responsible for planning accommodation for guests at UEFA EURO 2012. The other members of the team are Agnieszka Gad, Tomasz Murawski and Agnieszka Fisher.



Hotel

Mamaison Hotel Le Regina Warsaw

LE REGINA RECEIVES "POLAND'S LEADING HOTEL 2012" AWARD

Mamaison Hotel Le Regina Warsaw has received this prestigious award at the World Travel Awards ceremony in Algarve, Spain. World Travel Awards are considered worldwide as the "Oscar of the travel industry" and their main aim is to awarding companies that have had an exceptional impact on the industry. "This is a great honour for our hotel, especially because Le Regina has been awarded by both our guests and business partners," says Marzanna Rutkowska, the GM at Mamaison Hotel la Regina Warsaw. "I want to thank our hotel personnel for their great effort which has translated into this award." For more information go to www.mamaison.com/leregina

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WHAT'S ON

The Most Anticipated Events in November

WROCLAW TO HEAR A PICTURE

**Socato Art Gallery, „16 decibels” Daniel Krysta
27 October - 30 November 2012**

Daniel Krysta is considered one of the most interesting young Polish artists. His works are both modern and deeply rooted in the painting tradition. His paintings are said to be like musical pieces - stretched in time, and not painted - but composed.

They have rhythm, a chorus and dynamics. "The basic foundation of my work is to produce and capture a certain atmosphere in a picture, which evokes reflection or even forces you to it," says the author, describing his exhibition. For more details go to www.socato.pl



WARSAW, ZABRZE, POZNAŃ KATIE MELUA'S SECRET

**Warsaw, Zabrze, Poznań,
12 - 14 November 2012**

Even a music critic from „The Times” who tends to avoid enthusiastic reviews, described Katie Melua's voice as „absolutely unique” after he heard her at a concert in O2 Arena, London. „Secret Symphony” is her fifth studio album, and probably the most personal one. "I was looking for beautiful songs for this record to express what I felt in my heart. There is simplicity in this album, and I love it," says the artist. You will be able to hear what's in her heart also in Poland, during concerts in several cities. You can buy tickets at: www.eventim.pl.



NEW YORK 50 YEARS OF THE 007

MoMa, New York, 5 October 2012 - 31 March 2013

If you love the adventures of the world's most handsome secret agent, you shouldn't miss the exhibition. The famous MoMa is going to celebrate the 50th anniversary of the first James Bond episode (the role first taken by Sean Connery) with two events: The exhibition entitled "The Goldfinger: The Design of an Iconic Film Title" will be open for visitors until 18 March, while the one named „50 Years of James Bond" until the end of March next year.

For more details, go to: www.moma.org/visit/calendar/exhibitions

LONDON WHAT IS LIBERTY?

Unit 24 Gallery, 3 - 10 November 2012

For the fourth time, artists will use all their means of expression to show to the audience their idea of liberty. "London is a European symbol of a city of freedom. It's unbelievable that even here the human rights are sometimes violated, and the freedom of an individual is restricted. The festival is a result of work of idealists: organizers and artists. We realize that freedom is a delicate gift that should be taken care of," says Agnieszka Kołek, the curator of the exhibition, where you will be able to see the works by artists from Mexico, Afghanistan, Iran, Turkey, Japan, Canada and Poland. More details at: www.passionforfreedom.co.uk



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MEETINGS

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EXPERIENCE
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HOTELS DESIGNED TO SAY YES!
radissonblu.com/meetings

THE SKY'S THE LIMIT

From video streaming to surfing the web,
onboard wifi is revolutionising the way we fly,
says **Jenny Southan**.



We are living in the “era of extraordinary – the supernatural revolution”, says James Wallman, editor of trends site lsnglobal.com. “It is the flowering of materialism – the basics of life are good. Ten years ago, pub food was kind of rubbish, now any normal pub will have good grub. There is a general levelling up of the world and, as consumers, we are much more skilled and knowledgeable than we used to be. We talk about connoisseur culture – 15 to 20 years ago you would buy either red or white wine, but now I imagine you know which grape you prefer.”

HISTORY

Our expectations have also increased in relation to in-flight entertainment (IFE). We are not only seeing dramatic leaps in the way we interact, work and play on the ground, but the rapid translation of these advances to our environments in the sky. Still, historically, the experience we have on board has been a good couple of decades behind because the challenge has always been in adapting the technology to the confines of an aircraft. More than 30 years after the birth of cinema, the very first airlines began screening movies on board. In 1921, Aeromarine Airways showed Howdy Chicago as it flew over the Windy City, while four years later, on an Imperial Airways flight between London and Paris, passengers watched The Lost World on a large screen at the front of the cabin. It wasn't for another 11 years that the first in-sky “media event” (aka in-flight television) took place on a Western Air Express Fokker F10, and a further three decades or so – in the 1960s – before full-length feature films were an option thanks to the introduction of 16mm film systems and videotape to commercial carriers. In-seat audio – initially delivered via hollow tube headphones, and later, electronic headsets – was rolled out at around the same time. In the 1970s came 8mm film cassettes, allowing for multiple programming on overhead screens, with the late eighties and early nineties heralding the rollout of at-seat audio-video systems (albeit on 2.7-inch screens). Nowadays, long-haul flyers have come to expect in-seat power and personal screens showing hundreds of movies, music and TV shows, interactive maps and video games. Some airlines have even integrated everything from ordering food and drink via touch-sensitive displays, to wifi and mobile

phone connectivity. At the same time, travellers are better equipped than ever, with their own armoury of smartphones, tablets, laptops and e-readers.

FULLY LOADED

Responding to the growing trend for BYOD (bring your own devices), airlines are beginning to experiment with systems whereby passengers can rent a tablet computer preloaded with movies and music, or wirelessly access content provided by the airline and watch it on their own screens (or on an iPad provided by the carrier). For low-cost carriers or on short-haul flights, this is a new revenue stream. Qantas subsidiary Jetstar began offering 64GB iPad 2s for hire in June 2010 at AU\$10-AU\$15 (£6.50-£10), with about eight preloaded movies, 50 albums, five magazines and 25 TV shows, while Sony PSPs were made available on select Easyjet services for £7.50 in September that year. One month later, Air Baltic became the first European airline to commit to using iPads (free in business, e9 in economy), while November 2010 saw Iceland Express offering a preloaded iPad for £9 on services between London and New York via Reykjavik. A few months ago, Singapore-based budget carrier Scoot began renting iPads to economy passengers for S\$22 (£11), and handing them out free in business. A slightly different approach – using in-flight wifi – saw American Airlines start trialing movie streaming to personal devices last summer. Gogo Vision (gogoair.com), as it is known, debuted on its 15 B767-200s in August 2011, and the rollout across the fleet will be complete by the end of this year. In March, Delta joined in by offering digital downloads of TV shows and movies for US\$0.99-US\$6 on domestic and transocean-



ic routes – with access provided for 24 hours so you can watch the end of a film on the ground. US Airways has also started offering Gogo Vision, which has a growing list of 200 movies and shows, on its A319s, A320s and some Embraer 190s. Available to any airline, Lufthansa Systems (lhsystems.com) has designed a “wireless in-flight infotainment” system called Board Connect. The Microsoft-based platform lets passengers stream media through their own devices as well as via a seat-back screen. After logging on, you can play music and films, pay for duty-free items by credit card, read magazines, engage in seat-to-seat chat, receive crew announcements and even have personalised messages delivered to you. Virgin America is planning to enable passengers to download media content from its onboard entertainment platform to their devices via wifi for a fee (prices not set yet) using Gogo Vision. It has been offering wifi since May 2009 but Gogo's next-generation ATG-4 service will be four times quicker. Qantas is also partnering with Lufthansa Systems, dubbing its version of the technology “Q Streaming”. A trial on select domestic B767-300 flights sees 200 hours of content streamed directly from a server via wireless access points in the ceiling of the plane to iPads handed out to passengers. Depending on feedback, it will be rolled out across the fleet. The advantage of enabling passengers to use their own gadgets as opposed to fitting entire fleets with built-in entertainment systems – which can cost up to US\$8 million per aircraft – is that it not only saves money but weight. That, in turn, saves even more cash, as making a plane lighter means it will not burn as much fuel. US Airways became one of the first to remove its drop-down IFE systems on domestic routes, in 2008, saving about US\$10 million a year in fuel and maintenance. (Probably a better idea than asking passengers to empty their bladders before boarding, as ANA did during a one-month trial the following year.) The practicalities of using personal devices instead of in-built screens aren't necessarily so straightforward – how do you balance an iPad on your tray while eating, for example? And if the seat doesn't have a power socket, which many don't in economy, you will have to ensure it is fully charged before boarding. Some of the reasons, no doubt, why 77 per cent of respondents to a recent businesstraveller.com poll said they preferred to use the IFE system.



Happily, many airlines are continuing to invest in built-in hardware – screens are getting more compact and processors are being integrated into the displays.

SUPER VISION

Bahrain's Gulf Air is retrofitting its A330-200 fleet with a Sky Hub system that incorporates the world's first 24-hour in-flight sports channels and shows live coverage of events. Delta allows you to shop on Amazon using its in-flight wifi, and passengers on Japan Airlines' new B787s can peruse digital manga on a monitor or view photos on their IFE screen by connecting their camera via a USB socket. TI Software, in partnership with digital interactive games specialist Electronic Arts, will also be bringing out 3D games such as The Sims 3 and Monopoly. In the future, premium passengers may no longer have to use a remote control or even touch a screen – IFE provider Thales has developed a “gesture motion sensing system” allowing them to play, pause and navigate content by swiping their fingers in the air (it has yet to sign up an airline for the technology). For those who find this a tad too sci-fi, Thales has partnered with Qatar Airways

to develop a Touch Passenger Media Unit. Connected to its new Top Series Avant “wireless streaming media system”, it comes in two sizes (17.3 inches in business and 10.1 in economy) and is a touchscreen Android device through which you can connect to the internet, play games, check the flight map, shop, chat and order food and drink without disrupting what is being shown on the main display. It also acts as a remote control and can store Android apps. The unified IFE and Connectivity (IFEC) system will be launched on Qatar's B787s, the first of which was set to launch last month, and on its A350 XWBs later next year, when they enter service. First and business class travellers on Emirates already have a touchscreen remote, as do those on Virgin Atlantic's new A330 in its Upper Class and premium economy cabins. Andrew Gant, manager of passenger entertainment and communications for Emirates, says: “We are bringing in iPad-style

swipe touchscreens throughout our B777 cabins and, from the start of next year, our A380s. All new aircraft – we have about five or six now – have it in all classes. In the premium cabins you get additional tablet-style handsets called mode controllers for your seat and IFE, which also give you a second screen experience.” Panasonic Avionics' new eX3 system creates a “home theatre experience”, with high-definition screens, 3D, video-conferencing, broadband internet for live TV, Facebook, Twitter, instant messaging, integration of personal devices, and its own app store (visit thefutureofifec.com). Neil James, Panasonic's executive director of corporate sales and product management, says: “For airlines that want to deliver a six-star hotel experience in the sky, our industry must create environments that are uncompromising in passenger living space and comfort, design, usability, picture quality, weight, power and size.

What else can we expect in the future? Wallman of isnglobal.com predicts companies such as Vuzix – which creates virtual reality eyewear to give you the impression of watching a 67-inch screen in crystal-clear 2D and 3D – could transform our viewing experience. “There is a suggestion that there will be auto-stereoscopic screens – 3D without the glasses – that can see where your eyes are and beam images to you to create a 3D effect,” he says.

Sceptical that this will happen in your lifetime? Think again. James says: “3D is here already – we have an unannounced customer for our solution. And moving forward, we expect to see ultra-HD, flexible displays that wrap around the interior, gesture-controlled GUIs [graphical user interfaces] and eye-tracking technology.”

NET RESULT

The first in-flight “internet solution”, called Connexion by Boeing, was initially signed

to partner airlines United, Delta, American and Lufthansa in 2001 but the US carriers pulled out following the September 11 terrorist attacks. Even though Lufthansa, Singapore Airlines, Korean Air, Japan Airlines and SAS subsequently adopted the service in 2004, within two years it was deemed a flop.

Today, Gogo provides in-flight wifi to 1,500 aircraft, with the other key players being Aeromobile (aeromobile.net), which launched on Emirates in 2008 and is installed on about 140 planes, and On Air (onair.aero), which has ties with British Airways and Qatar Airways, among others. Row 44 (row44.com) is found on two carriers, Southwest Airlines and Norwegian. Although popular among US carriers, the cheaper air-to-ground (versus satellite) connectivity provided by Gogo has its problems – while it works fine for domestic flights, as soon as the plane takes a transatlantic route, it loses the signal. Even satellite services

are not perfect as they are not yet able to cope with streaming, but Pal Bjordal chief executive of Aeromobile, says it will solve this with 3G, which is six or seven times quicker. It is looking to equip the first aircraft with it next year.

Rachel Kenworthy, travel, hospitality and leisure editor of trends agency Stylus, says: “In the next five to ten years it will be demanded as free. Wifi is the game changer as it changes IFE from a static to a connected platform. As we travel, we want to be connected all the time, so it is going to be a more fluid experience.” Although it is unlikely that every airline will invest in wifi, Bjordal says “the majority will, and those looking to attract the business customer will be connected by the end of this decade”. He adds: “I think it will be on both short-haul and long-haul [routes] except flights under an hour.”

A MOBILE ON BOARD

What about using mobile phones on board? Some airlines now allow passengers to make voice calls in addition to sending text messages, but as reader feedback indicates, sitting next to someone who is chatting away to their boss or partner is not a welcome proposition. A poll we ran in 2009 showed that more than 90 per cent of respondents considered it “a menace”. Three years on, only 12 per cent have made a call in-flight. Still, the lack of uptake is more likely to be because relatively few airlines allow mobile voice calls and those flying over US territory are legislated against it.

Whatever the reason, Emirates’ Gant says the negativity has been exaggerated: “In 1996 we had satellite phones installed on every plane. Many thousands of calls were being made a month, and still are today. As soon as mobile phones arrived, people thought there would be carnage in the cabins and that has not happened. We have been flying for four years now with mobile phone coverage available. People like to keep them on but aren’t necessarily using them.” While installing such technology remains expensive, Bjordal says prices are coming down. “Soon, passengers not flying on aircraft with this technology enabled will miss it,” he says. Wallman isn’t so sure: “We have seen a shift away from being connected the whole time to people wanting space. A lot of people like to get their thinking done in the air.” Those that don’t can be assured that on-board entertainment will be more exciting than ever in the years to come.

MOBILE PHONE USE: WHAT THE AIRLINES OFFER

	COMMUNICATION	PROVIDER	AIRCRAFT
Air New Zealand	SMS, voice calls	On Air	Selected domestic A320s
British Airways	SMS, MMS	On Air	A318s on London City-New York
Emirates	SMS, voice calls	Aeromobile	Select A330-200s, A340-300s/500s and B777-200s/300s
Etihad Airways	SMS, voice calls	Aeromobile	A330-300s and A320s
Oman Air	SMS, voice calls	On Air	A330s
Qatar Airways	SMS, MMS	On Air	A319 and select A320-200s and B77-300ERs
Royal Jordanian	SMS, MMS, voice calls	On Air	A319s
SAS (late 2012)	SMS, MMS, voice calls	Aeromobile	B737-800s
Saudia	SMS, MMS, voice calls	On Air	New A330s
Singapore Airlines	SMS	On Air	A340-500s, A380s and B777-300ERs
TAM	SMS, voice calls	On Air	More than 30 domestic aircraft
Thai Airways	SMS, voice calls	On Air	A380s and A330s
Virgin Atlantic	SMS, voice calls	Aeromobile	A330s



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CONTACT

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BACKGROUND

A flight in business class cabin starts already on the ground. The advantages coming with the purchase of a ticket in a premium class can already be felt at check-in when you don't have to wait in a long queue, as there's a separate desk for first/business class. That was exactly what I did when I took a LOT Polish Airlines flight from Warsaw to Hannover – a new destination offered by the Polish national carrier.

Before the flight I wanted to check me e-mail, sipping the best coffee at the airport, so I made for Polonez lounge, which is available to all passengers with business class tickets.

The boarding procedure started 30 minutes before the scheduled take-off time. We took off punctually – exactly at 11.25.

FLIGHT TO HANNOVER

In Hannover, I visited the New Town Hall, the Royal Gardens in Herrenhausen, and the world's largest exhibition facility with 466,100 square meters of covered indoor space. As my return flight was on the same

day, I arrived at the airport in Hannover 1.5 hours before the departure. Once again, I took advantage of the opportunity to spend time in the airport's lounge where there was a large selection of cold and hot snacks, and the delicious lentil soup.

The lounge in Hannover is spacious and has a thoughtful design. You can, for example, work there sitting in a comfortable chair with an easy access to an electrical socket. The return flight to Warsaw took just 1 hour and 10 minutes, so after departing Hannover at 4.05 pm, we landed at Okęcie at 5.15 pm. The business class cabin wasn't overcrowded, but in the economy almost all seats were occupied.

A very friendly stewardess offered passengers various soft and alcoholic drinks. The drinks menu consists of Italian, French and Chilean wines, as well as alcoholic beverages, such as Glenfiddich Single Malt Scotch Whisky, cognac Camus or liqueur Baileys.

FLIGHT TO WARSAW

In Hannover, I visited the New Town Hall, the Royal Gardens in Herrenhausen, and the world's largest exhibition facility with 466,100 square meters of covered indoor space. As my return flight was on the same

day, I arrived at the airport in Hannover 1.5 hours before the departure. Once again, I took advantage of the opportunity to spend time in the airport's lounge where there was a large selection of cold and hot snacks, and the delicious lentil soup.

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VERDICT

It's a good connection to Germany, both for businesspeople and for leisure travellers. Very convenient arrival and departure hours. Prices of a round-trip ticket in C class start at PLN 3,810 (including taxes). Economy class fares are much lower, with prices starting at PLN 335.

Marzena Mróz



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e-mail:
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Hyatt Regency Warsaw belongs to one of the most prestigious hotel brands in the world. Even a short stay in of Hyatt’s hotels will convince you that the company’s slogan “You are more than welcome” - is absolutely true.

WHERE IS IT?
It’s hard to imagine a better location. The hotel was built in a prestigious area, in Belwederska Street, near the capital’s beautiful Royal Gardens of Łazienki Park. It’s located only 7 kilometres from Okęcie International Airport, and around 3.5 kilometres from Warsaw Central Railway Station. The hotel is also very close to numerous luxurious shops located in the Three Crosses Square and the Nowy Świat Street.

ROOMS
The hotel has 250 rooms, including 7 Regency Suites, 9 Executive Suites, and 2 Diplomatic Suites, as well as the most luxurious Presidential Suite. All the rooms were designed with a view to providing guests with ultimate comfort. They are ideal for relaxation, but also convenient if you want to work there. The amenities in the rooms include a spacious bathroom with a bath and shower, individually controlled air conditioning, satellite TV, a separate work area with wireless internet access, two phone lines, a telephone with voicemail and conference call option, a safe, a mini bar and coffee maker with tea and coffee making facilities. Bathrooms in the suites on the sixth floor have windows, and all the bedrooms feature iPod docking stations.

PRESIDENTIAL SUITE
Immediately on entering the suite you will notice its huge windows offering a panoramic view of Warsaw. On the left there’s a compartment where you can leave your bags or larger items, while on the right there’s a bathroom for guests. The suite has a total area of 160 sq m, is bright, spacious and designed in such a way that its private part is separated from the more official one. The bedroom features a 2x2m king size bed, a flat TV retractable from cabinet, and a deep chair with a footstool. Both the chair and a small though convenient desk stand next to the window overlooking Belwederska Street. The adjoining dressing room is equipped with all the amenities you can only imagine, including

a large mirror, huge puff seats and five spacious closets. Obviously, there’s also an iron and an ironing board. Another door leads to a large bathroom, decorated with incredible attention to comfort and elegance. The two washbasins are situated in such a way that both artificial and natural light can be utilized when guests stand in front of the mirrors. The bathing room (it’s really hard to simply call it a bathroom) also features a separate dressing table with a chair and a mirror. What’s most impressive, however, is the bathtub. It’s set in a magnificent casing made of exotic wood, features Jacuzzi system and ... is surrounded by large windows on two sides. And if you feel like watching your favourite TV program while taking a bath, just switch on the TV which is situated just above the bathtub in a special waterproof casing. The lounge features a cosy TV corner (with Dolby Surround DVD), a sitting area and office space with a desk, a conference table and a well-stocked mini bar. This is the place where guests usually find a hand-written welcome notice by the manager of the hotel, flowers, fruits, or small gifts such as an album on Warsaw, a CD with Chopin’s music or ... a jar of honey from the hotel’s own apiary which is located on Hyatt’s roof. The office area, which is almost invisible from the entrance, leads to a small but a well-equipped kitchenette. There’s a direct connection between the kitchenette and the hotel’s restaurant, so if a guest wants to organize a party, meals are delivered in this way. Very convenient, indeed. The apartment also features a separate room for the security guards or the staff. The Presidential Suite has hosted many celebrities, including the Chinese Prime Minister Wen Jiabao, the Russian President Dmitry Medvedev, the Czech President Vaclav Klaus with his wife, the Georgian

President Mikheil Saakashvili and many others.

OTHER SUITES
The Diplomatic Suites (there are only two such suites) - are 120 and 140 sq m, and, of course, feature a separate bedroom. The amenities are similar to those in the Presidential Room, although some rooms are a bit smaller. The same can be said about the Executive Suites. They are approximately 70 sq m and feature a separate sleeping area with a king size bed. The living room has a separate work area with a desk, while the bathroom (with window) features both a bathtub and a shower. The amenities in those suites wireless internet access, two phone lines, a telephone with voicemail and conference call option, a safe, a mini bar and coffee maker with tea and coffee making facilities.

REGENCY CLUB
Regency Club® is the brainchild of Hyatt. It’s so-called “hotel within the hotel” for people who need a higher level of service and privacy. Guests staying in

hotel suites have free access to this exclusive club which provides everything you need while you’re away from home. You can check in (and check out) here without going through the front desk in the lobby. In the morning Regency Club ® serves complimentary continental breakfast, while in the afternoon you can go there for hot and cold snacks, as well as wine, cocktails and soft drinks. Hot and cold soft drinks, fruit and snacks are served throughout the day anyway. Of course, you can also use there high speed internet access, read international press, or take advantage of the concierge service. Hyatt Regency Warsaw is also involved in the programme called “The Chinese friendly hotel” This means that Chinese visitors are taken care of by a Mandarin-speaking member of the personnel. They are also offered Chinese menu in the restaurant, and have access to Chinese TV channels. Hyatt Regency is also the only hotel in Warsaw which accepts Chinese credit cards.

Monika Kozak

All the rooms were designed with a view to providing guests with ultimate comfort. They are ideal for relaxation, but also convenient if you want to work there.



Deluxe King, Hyatt Regency Warsaw.



ROYAL THALASSA HOTEL



The hotel is situated on a sandy beach on the shores of the Mediterranean, and is considered to be one of the best in Africa thanks to the well-equipped, new, professional wellness centre.

WHAT'S IT LIKE?

The hotel is surrounded by a large tropical garden, with beach beds situated among the palm trees, oleanders, and bougainvilleas. Both in the garden and on the beach there are bars serving juices, snacks and drinks. The hotel has a 1,300 sq m swimming pool and you can also use the water sports club located on the beach. For kids there's a mini club with professional animators. The hotel is situated close to golf courses, and not far away from the international airport of Monastir.

INTERIOR

The hotel has 280 rooms, including 42 suites (all with wi-fi), 3 restaurants and 5 bars. The walls and the floor of the spacious lobby are lined with stone. The scent of jasmine, which is the national flower of Tunisia, fills the air in the entire hotel. Guests who arrive in Monastir are always greeted by the resident with a jasmine bouquet. Standard rooms are decorated in a Mediterranean style, are comfortable and bright. However suites, which are situated in a separate part of the hotel, are especially noteworthy. They consist of a living room, a bedroom alcove with a king size bed, and a bathroom with a glass wall offering the view of the sea. Some suites also feature a massage room. The terrace – which is shared with other suites - features a swimming pool, four-poster beds and sunbeds. Guests to the suites are welcomed with a bottle of wine, a basket of fruit and sweets. A week's stay with breakfast in a standard room costs PLN 3,000.

THALASSA & SPA

Royal Elyssa Thalasso & Spa is a fully equipped wellness centre



with an area of over 16,000 sq m, and just after a year of its operation professional French press hailed it one of the world's finest thalassotherapy and spa centres. Slim and Faten Zghal, the owners of Royal Elyssa Thalasso & Spa, claim that their intention was to combine the charms of thalassotherapy and spa with wellness and fitness, cosmetics and hair care products. The ground floor is occupied by a place called THAL'ION whose treatments are focused on relaxation and body building. The first floor features the "Five Worlds Spa" - a prestigious French brand which specializes in high quality beauty treatments and massages based on traditions from around the world. In "Factory" fitness club, with help of experienced instructors of yoga, cardio workout, cycling, and boxing, you

can improve your well-being working on your figure. Eric Zemmour, a representative of the world's renowned L'Oreal Professional, is also at hand to take care of your hair. For guests seeking peace and a bit of luxury Royal Elyssa Thalasso & Spa has prepared VIP Spa Suites located on the top floor. Each such a room comes with a jacuzzi, Turkish bath and a massage bed. There is also a swimming pool, which is used only by guests to VIP Spa suites. Among them are French celebrities and politicians who often choose this place because they know that they can preserve here their anonymity.

A LA CARTE RESTAURANT

Mona Restaurant serves Mediterranean cuisine with culinary influences of the East. You can order here fish soup



with saffron, grilled vegetable salad, Asian salad with chicken, shrimp and mushrooms, Japanese noodle soup or sushi. For main course I recommend the duck breast in orange sauce, perfect sirloin steak, as well as grilled lobster. Upon request, couscous is served, and a plate of French cheeses after a meal. The restaurant offers an extensive choice of French, Italian and Tunisian wines.

OVERALL IMPRESSION

A very good hotel, especially its newly opened part which offers thalassotherapy and spa. The quality of treatment and service doesn't differ from what you can get in Paris or Rome. Professional service, modern facilities and personalized attention to guests' needs, sets this place apart from many others.

Marzena Mróz

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SPA AT THE SHERATON SOPOT HOTEL



CONTACT

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81-718 Sopot
tel. +48 58 767 1900
www.sheratonsopotspa.pl

The traditions of sanus per aquam in Sopot date back to 1823, when the healing power of mineral water flowing from the St. Adalbert spring was discovered. Today, the spa situated at the Sheraton Hotel, continues the tradition, combining it with the achievements of the 21st century.

WET ZONE

The spa is located in a separate section, which allows you better privacy. The so-called Wet Zone features a swimming pool (12x6 m large, 1.2 m deep) with counter-current which allows you to swim in one spot. You can also use a swimming pool for hydrotherapy with Sopot brines. Those who love high temperatures can enjoy three types of saunas: aromatic steam bath, a Finnish sauna, and a brine steam bath which promotes regeneration of the respiratory system. After a visit to a sauna you can cool down in so-called "ice fountain" or "rain caves". Admission to

the Wet Zone (3 hours) for non-guests is PLN 110, hotel guests can use it for only PLN 35.

TREATMENTS

Most of the treatments are based on cosmetics by Dermalogica and Anne Semonin. Service packages always start with aromatic floral-herbal foot bath and individual consultations. One of the most popular types of treatment is so-called "Spa travel." During a 3.5-hour session named "The Spa Journey at Sheraton Sopot" your body is smoothed by the action of sea salt and warm oils. Then there's a massage of the back, shoulders and the neck, with a warm mineral mud compress, which is followed by face treatment and massage of the feet and legs. Price – PLN 760. Another interesting proposal is facial treatment called "The Eternal Youth" (PLN 450). The spa's real hit is "The Eastern Treatment for Couples". It takes almost 3 hours, and involves application of Moroccan clays onto the body (PLN

750 per person). You can also take advantage of the aesthetic medicine treatments.

FITNESS

Before the treatments you take part in special training held in Mind & Body Studio. It's worth using the gym's Kinesis equipment – a multi-pulley tensioning system that works like a multigym. It's especially recommended for those who exercise regularly, e.g. athletes, and people undergoing rehabilitation.

VERDICT

The spa at the Sheraton Sopot is a professional and sophisticated facility. The staff are very friendly. After a treatment you can rest in the relaxation room and drink herbal tea, preparing to return to the real world. The restaurant situated next to the spa, serves delicious lunches. Although the prices aren't the lowest, the quality of the service really makes the difference.

Marzena Mróz



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BACKGROUND

The Neo-Renaissance Pugetów Palace was built in the early 19th century, at the request of Baron de Puget. Today it's an impressive and modern office centre with a total area of 5,000 sq m. The grand Neo-Renaissance banquet and conference hall is equipped with modern audio-visual equipment. It's an ideal place to organize here various trainings, business meetings and banquets for up to 150 people.

A small historic building situated next to the centre, was once inhabited by the palace equerry, but today it's home to Pugetów hotel. The owner - Jerzy Donimirski - with his creative passion as well as knowledge of the local history and architecture has created another unique hotel in the very centre of Cracow.

WHERE IS IT?

The hotel is located within the palace complex in Starowiślna Street, 500 meters away from the Market Square, near the famous old Jewish quarter of Kazimierz, 600 meters from the railway and bus stations, 10 km from Balice

airport and Planty Park. Walking along the park, which encircles the Old Town, you will reach most of Cracow's important tourist attractions.

ROOMS

The hotel has two suites, one triple, one double and two single rooms. The décor of each room is individual, with each having its own unique name.

The single room named "Daisy von Pless," is decorated in shades of blue and is chosen primarily by ladies, while "Joseph Conrad" decorated in colonial style is most often chosen by men. The perfect room for couples would be the "Bonaparte" which is decorated in sunny colours. The creamy interior of "Louis Puget" will, in turn, be suitable for families with children, especially because it can be combined with "Jacek Puget" room to create an independent residential annex.

The decor of each of the suites alludes to a different moment in history. "Ms. Walewska" with its red-coloured interior offers a romantic atmosphere which is perfect for a weekend getaway for two. The two-room suite

called "Kwiatkowski" (named after the architect who designed the palace) where I stayed, offers true elegance and ideal ambience for work.

All the rooms come with stylish furniture, lamps, paintings, and engravings. Each has air conditioning, a safe, a flat TV, wired internet, as well as coffee and tea making facilities.

Bathrooms are spacious and modern, featuring heated floors, hair-dryers, and sets of miniature cosmetics. Also, each room comes with bathing robes and disposable slippers.

RESTAURANT

The reception desk and the breakfast room are situated in the basement. Buffet breakfast is varied and served from 7.00 am. On request, you can individually arrange your mealtime. The building of the hotel also houses an Italian restaurant named Il Calzone.

VERDICT

It's a remarkable and unique hotel with excellent location and a car park nearby.

Katarzyna Siekierzyńska



The owner - Jerzy Donimirski - with his creative passion as well as knowledge of the local history and architecture has created another unique hotel in the very centre of Cracow.



Klif zmienia się dla Ciebie!

nowy design

„Diamenty to najlepsi przyjaciele kobiety“ – Marilyn Monroe trudno było oprzeć się ich magii i w zasadzie tylko nieliczni potrafią przejść obok diamentów obojętnie. Dom Mody Klif również odkrył w tym szlachetnym kamieniu coś bardzo inspirującego...

Kojarzona z nim doskonałość, czystość i luksus będą od teraz na co dzień towarzyszyć klientom Klifu. Galeria przechodzi metamorfozę – z pomocą światowej klasy architektów zmienia elewację oraz wnętrze. Motywem przewodnim projektu jest właśnie diament!

Dzięki nowym aranżacjom Klif zyskał jasną, nowoczesną przestrzeń oraz niepowtarzalną lekkość i elegancję. To wszystko, w połączeniu z kameralną i ekskluzywną atmosferą, zapewni komfortowe zakupy na najwyższym poziomie.



nowa jakość

Klif od zawsze utożsamiany był z prestiżem oraz najwyższą jakością usług. To dzięki dbałości o najdrobniejsze detale i odpowiadaniu na indywidualne potrzeby, klienci mają do Klifu pełne zaufanie. Staranny dobór najemców zapewnia dostęp do marek premium i najnowszych, światowych trendów. W Domu Mody Klif znajdują się m.in. Baldinini, Guess, Max Mara, Tru Trussardi, Liu Jo, Pollini, Marella, Pennyblack, Patrizia Pepe, Tretorn, Gant, Marlboro Classics, Paul&Shark, S'portofino oraz Quality Missala.

Dążąc do usatysfakcjonowania najbardziej wymagających klientów, Klif zmienia się, aby oferować jeszcze lepszą jakość i atrakcyjność oferty handlowo-usługowej. Od teraz, robienie zakupów w Domu Mody Klif to jeszcze większa przyjemność.



nowe miejsce

Modernizacja fasady i wnętrza to zmiany, które stworzą z Klifu szczególne miejsce na handlowej mapie Warszawy. Do realizacji tego imponującego projektu, wykorzystano materiały najwyższej jakości. Nowa elewacja budynku powstanie po raz pierwszy w Polsce, z nietoksycznych i przyjaznych środowisku naturalnemu płyt Corian®. Wnętrze galerii będą zdobić ażurowe elementy i perforacje nawiązujące do diamentów, rozświetlone delikatnym, przyjaznym oświetleniem.

Miejszem odpoczynku będzie plac centralny, gdzie powstanie specjalna strefa relaksu. Zaprojektowana tam nowa fontanna, stworzy elegancką, bardziej przestronną i wielofunkcyjną przestrzeń. Tutaj na żywo rozbrzmiewać będzie muzyka fortepianowa, a także odbywać się będą specjalne wydarzenia organizowane przez Klif. To przyjazna i luksusowa przestrzeń, w której z przyjemnością będzie się przebywać.



Hotel

ZAKOPANE

GRAND HOTEL STAMARY



CONTACT
Grand Hotel Stamary
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fax (+48) 18 20 24 519
e-mail: hotel@stamary.pl,
www.stamary.pl

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BACKGROUND
The hotel's name (Stamary) comes from a stage name of a well-known opera singer from Warsaw - Maria Budziszewska. Stamary is just a combination of her own name and her father's - Stanisław. The design of the hotel was entrusted to a young architect Eugeniusz Wesołowski who was able to create one of the most spectacular buildings in Zakopane of that time. Famous guests known to have stayed at Stamary include, amongst others: Ignacy Paderewski (composer and politician), Wojciech Kossak (painter), and Maria Pawlikowska-Jasnorzewska (poetess). The hotel had a chequered history. After the War, the National Enterprise Bank converted the Stamary in to a guest house for its employees. From 1948 the building belonged to the FWP (Employees Holiday Fund) who named the hotel 'Przodownik'.

Thanks to the present owners, the Grand Hotel Stamary retained its magnificent architectural form and stylish interiors. It was returned to its original purpose and name, opening as a new four star hotel in 2006.

WHERE IS IT?
The hotel is situated on the main street of Zakopane, 300 metres from the railway station, next to the bus station, 600 metres from Krupówki street , 400 metres from the nearest ski lift and 600 metres from a swimming pool complex. In fact, Stamary is close to every major tourist point of interest. I was also able to get to numerous valleys and hiking trails thanks to minibuses, whose stop is located just 50 metres from the hotel.

ROOMS
The hotel offers 53 rooms of various types, most of which

have a balcony with a wonderful view of the mountains. There 7 double-room suites (living room plus bedroom), a two-level studio apartment with two bedrooms and independent bathrooms, double LUX rooms (additional sofa bed), double rooms where single beds can be combined into one double bed, and typical single rooms. All rooms come with air conditioning, safe, mini bar, TV , internet access and stylish furniture. Bathrooms are big, and equipped with hair-dryers and a set of miniature cosmetics. Guests have a free-of charge access to the hotel's swimming pool, as well as Jacuzzi, the steam room, the hot tub and the gym. I stayed in a spacious double room with a balcony on the first floor and a view of the Gubałówka, and the other peaks of the Tatra Mountains. The hotel caters well for fami-

lies with children - in the basement of the building there's a large playground with a slide, a dry pool and interactive toys. In holiday season, children are taken care of by experienced animators.

BUSINESS FACILITIES
The hotel is well prepared to organizing all kinds of conferences, events and business meetings. It has three multi-purpose, air-conditioned rooms, equipped with modern audio-visual equipment. The rooms are suitable for groups from 48 to 180 people. Next to the hotel there's a car park for 35 cars.

BAR AND RESTAURANT
In the basement of the hotel there's "Stamary" restaurant which serves breakfasts and buffet lunch. In the evening, the chef Karol Górka prepares delicious barbecues, and for those who care about their figure also vegetable dishes. The cafeteria and the bar situated in the lobby offer a selection of ice cream, cakes, tea and coffee, as well as drinks and wine.

SPA
The newly built, independent annex of the hotel houses on two levels (total area of 600 sq m) a beautifully designed and well-equipped spa. Everything here was carefully thought out down to the smallest detail - from the entrance to the reception desk, through the relaxation room, to eight spacious treatment rooms. The spa offers a variety of fantastic treatments for the face and the body with DERMICA

or CLARINS products. You can also go to the recreation centre and use the swimming pool, the jacuzzi, the sauna and the infrared cabin. I chose the full-body relaxation massage with CLARINS cosmetics. If you find it difficult to decide which treatment to choose, don't worry. Beata Gąsior, the manager at Spa&Wellnes is a true enthusiast of her work. She will advise you

on the best treatment, or (if you are planning to stay longer in the hotel) a full series of treatments.

VERDICT
Stamary is a very stylish place for people who like the atmosphere of the early 20th century. Surely this is a hotel with a soul. Some interiors may need a small revamp. Great location. Excellent spa.
Katarzyna Siekierzyńska



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PRICE

308 050 zł

BMW Z4 is particularly appreciated on the exceptionally demanding US market where it's considered the icon of an engineering excellence. This model is the most thorough expression of the ideology of the brand - that is to combine beauty of form with new technologies. No wonder then, that I was truly looking forward to driving this car. After all, the Z4 is the successor to BMW Z3 which was driven by the legendary James Bond. It's often true that our expectations of a new car model are set extremely high and it's barely hard to match them. In this case, however, my expectations were exceeded.

BACKGROUND

There's a stereotype that women are primarily interested in the

looks of a car, and that ladies tend to choose vehicles which look charming and have a nice body colour. If it was true, then I could say that the BMW Z4 was a typically feminine car, because my aesthetic needs in this case have been fully satisfied.

The Z4 is a roadster designed in style that is typical of BMW - the classic proportions of an elongated bonnet, flared wheel arches, long wheel base and narrow projections, provide a remarkable driving experience. The modern shape and perfect harmony of the striking contours and soft lines reflect the nature of the vehicle, starting from the characteristic radiator grille up to the massive rear wheel arches. No matter from which side you look at the new

BMW Z4 - the view is always delightful. BMW Z4 Roadster was designed to meet the needs of the driver, which is clearly visible in the spaciousness of the vehicle. When you look at it from the outside, especially from the perspective of the elongated bonnet, you might think that the cabin is tiny. Well, you're wrong. The space for the passenger and the driver provides an unusually high quality of ride. The asymmetrical centre console with perfectly arranged indicators and round gauges referring to the legendary BMW Z8, allow you to discover a new dimension of elegance. The sense of freedom accompanies you even when you're driving with the hardtop closed. This is the first BMW Z4 Road-

ster with a hardtop and now the ingenious mechanical system is also responsible for opening the boot where the retracted hardtop is hidden. Two aluminium shells retract incredibly quickly - the whole process takes only 22 seconds. When it's closed, the car resembles a coupé. But when the weather changes and you want to feel the freedom that comes from traveling with nothing but the sky over your head, you can retract the hardtop without even stopping the car. Now the dilemma whether to leave the hardtop or retract it, can be solved within several seconds.

WHAT'S IT LIKE?

I must admit that during my test ride all the additional requirements necessary to fall in love with this car have been met: the beautiful, sunny, autumn weather which allowed me to travel with the retracted hardtop, and the route (Warsaw-Rzeszów) which made it possible to test the performance of the 345 HP engine powering such a light car. At

this point my imagination, which I had earlier thought was quite exuberant, astonishingly gave up. The impression you get the moment the car accelerates is - to put it mildly - quite spectacular, so overtaking other cars is simply a child's play. Bearing in mind the condition of most Polish roads, it's good to know that the car is so obedient.

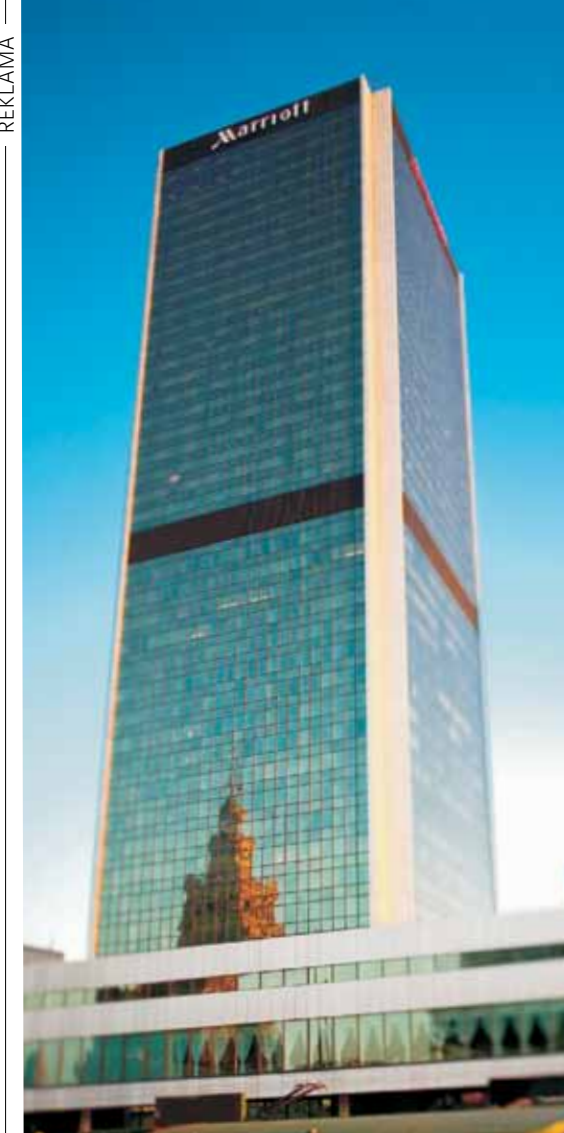
VERDICT

I would recommend the Z4 to all those who love freedom and the thrill behind the wheel, but at the same time don't want to give up the style and comfort of ride. It will especially appeal to drivers, for whom the aesthetic experience is on a par with the needs of the body, and who believe that such categories as beauty and the art aren't only abstract concepts reserved for galleries and museums. In other words, the Z4 is an ideal car for those who are brave enough to give up PRACTICALITY for the sake of DESIRE and the right to realize their dreams.

Marta Wilk



This model has become a legend the very moment of its premiere, as its predecessor was driven by James Bond himself.



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PICO CUADRO



CONTACT
Pico Cuadro Restaurant
Krakowskie Przedmieście 81
Warsaw
www.picocuadro.pl

Pico Cuadro is one of only few restaurants in Warsaw which specializes in dishes of Spanish cuisine. It's located almost opposite the Sigismund's Column in Krakowskie Przedmieście street and you can try here such delicacies as oxtail, Galician style octopus, and real crema catalana.

DECOR

The interior (a small room on the ground floor, and a bit larger one on upstairs) is plain and looks cosy. The white brick walls and bright furniture don't overwhelm, and there are several details reminding us of the Spanish feel of the place.

MENU

The chefs at Pico Cuadro have focused on several traditional Spanish dishes and I must admit that the menu, though short, has met my expectations. As an appetizer you can order, for instance, a plate of Iberico de Bellota Ham (PLN 45), Galician style octopus served on boiled potatoes (PLN 40), slices of chorizo sausage heated in white wine (PLN 20), or Madrid

style tripe (PLN 14). As for soups, there are three in the menu: fish soup (PLN 18), lentils soup (PLN 14), and gazpacho (PLN 15), but unfortunately the last one wasn't available. The waiter explained that it's served only in summer... The choice of main courses includes oxtail, that is rabo de toro (PLN 40). This delicacy, which is cooked in a marinade of red wine and beef broth, is considered an aphrodisiac in Andalusia. The dishes which are especially popular are: lamb roasted at low temperature (PLN 55), beef cheeks (PLN 45) and seafood paella (dish for two - PLN 60). I especially recommend bream (PLN 55) with lettuce and roasted potatoes.

As for the desserts – you should try the crema catalana (PLN 12) and the delicious chocolate cake (PLN 16).

SPIRITS

Although the restaurant serves alcohol from several countries, taking into consideration the nature of the restaurant it's worth focusing on those produced in Spain. The menu features wines

from traditional wineries in the sub-region of Ribera del Duero. Bodega Pico Cuadro, after which then restaurant took its name, is in fact one of the places where traditional Spanish wine is produced. A bottle of Pico Cuadro Tempranillo 100% costs PLN 140, Pico Cuadro Vendimia Seleccionada - PLN 180, Pico Cuadro Original – PLN 350 zł, and the unique Intercatia Bodega Cuadro Pico costs PLN 3,000. You can also order here San Miguel beer (PLN 8), liqueur Melody Original de Crema Catalana (PLN 14) or brandy - Torres 10 Grand Reserva (PLN 12) and Conde de Osborne Cristal Solera Grand Reserva (PLN 30).

VERDICT

It's an interesting culinary proposition not only for tourists. Fresh tapas served here can be a good beginning of a feast in a truly Spanish style. The food is tasty, and still quite original for Polish palates. Prices may not be low, but (given the quality of the food and the location of the restaurant) still quite acceptable.

Marzena Mróz

POSTAW NA PŁYTĘ

MARKA SIEMENS NIEUSTANNIE DOSKONALI TECHNOLOGIE PŁYT INDUKCYJNYCH, CO POZWOLIŁO OPRACOWAĆ ICH NOWĄ GENERACJĘ. NAZWALIŚMY JĄ „FREEINDUCTION”

INDUKCJA BEZ GRANIC

Brak podziału na pola grzewcze – to rewolucyjne rozwiązanie sprawia, że wystarczy umieścić naczynie na powierzchni, a płyta rozpozna jego położenie i nagrzeje je błyskawicznie. Bez względu na wymiary garnka, brytfanny lub patelni, możemy dowolnie przestawiać i przesuwac naczynie po całej powierzchni płyty. Nie trzeba zmieniać ustawień, płyta freeInduction zapamięta je sama. Czy można wyobrazić sobie większy komfort użytkowania?



BEZPIECZEŃSTWO PRZED WSZYSTKIM

Walory płyty Siemens EH801KU11E z technologią freeInduction uzupełnia przydatna funkcja powerBoost. Dodatkowo przyspiesza czas grzania o 50%. Płyty indukcyjne Siemens mają ponadto funkcję elektronicznego wykrywania obecności naczyń i wyłączają się samoczynnie, jeżeli nie stanie na nich garnek czy patelnia.



POWIERZCHNIA

1400 cm² daje mnóstwo możliwości, pozwala dowolnie rozmieścić do 4 garnków i patelni. Moc grzewczą nastawia się dla każdego naczynia osobno, ustawieniami sterujemy jak pojedynczą strefą gotowania. Ciepło powstaje miejscowo, rozgrzewa się jedynie dno naczynia, bez żadnych strat energii. Technologia freeInduction stanowi kolejne potwierdzenie, że dla przodującej w branży AGD marki Siemens, energooszczędność pozostaje priorytetem.

Oferta Siemens obejmuje pełną gamę sprzętu gospodarstwa domowego: od chłodziarek, piekarników, płyt grzewczych i okapów poprzez zmywarki, pralki i odkurzacze, aż po drobny sprzęt AGD. Każde z tych urządzeń łączy inteligentną technologię z nowatorskim wzornictwem, a niezawodność z komfortem eksploatacji. Poprzez rozwój kolejnych generacji energooszczędnych urządzeń przyjaznych środowisku oraz stosowaniu zrównoważonych technik produkcji, marka Siemens przoduje również w dziedzinie ekologii.



BOOKS AND MUSIC

Marek Baranoski recommends books and CDs



Stories not only for children

Italo Calvino, an Italian writer and an intellectual has studied stories from all regions of Italy, collected by folklore researchers. He systematized and retold them, improving traditional stories with his literary technique. As he claims, he examined the charm, conciseness of descriptions and the way a story was rooted in the tradition. That's how a magnificent and monumental work, resembling the ones of Grimm brothers came into being. It casts some new light on the author of such novels like „If on a Winter's Night a Traveller”, „The Non-existent Knight”, or „Six Memos for the Next Millennium”. Świat Literacki publishing house has just prepared the first edition of a full Polish edition of two hundred Italian fairy tales. The two subsequent volumes are on their way.

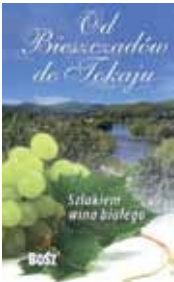
Italo Calvino „Bajki włoskie (Italian Folktales) Volume 1”, Świat Literacki publishing house



How to stay in one place

The author of “Anatomy of Restlessness” is considered one of the best writers and travellers of his generation. His concise, precise language full of irony, and original topics, as well as his imagination make him stand out in the crowd of other travel writers. The book is a collection of writings from 1969-89 - a real treasure full of various literary forms characteristic to Chatwin's writing style. It contains a precious and autobiographical part of „I Always Wanted to Go to Patagonia”, stories, reviews, and essays on philosophy and aesthetics. The theme – characteristically for Chatwin – is travel and stories about unique places and events. The title of the book refers to Pascal thoughts about man as a restless creature.

Bruce Chatwin “Anatomy of Restlessness”, Świat Książki publishing house



Following a liquor trail

It's a guidebook touching on a subject of the historical white wine trail in the Carpathian Mountains, which leads from vineyards and taverns in the south of Podkarpackie Voyvodship as well as in Slovakia and northern Hungary. The author convinces us that travelling through Carpathian passes, we can experience a passionate journey down the old trade trails, get to know the most valuable historical points of interest and landscape peculiarities, as well as taste excellent wines. The historic white wine trail leading from the Tokay region of Hungary to Poland was known as early as in the times of the Piast dynasty. Stanisław Orliński reminds us how merchants in the old times used to smuggle wine in barrels on sleigh to avoid highland robbers.

Stanisław Orłowski „Od Bieszczadów do Tokaju. Szlakiem wina białego” BOSZ publishing house



Rough Polish blues

“Old Is Gold” is an attempt to show us the sources of rock and roll. The album combines the old black blues Muddy Waters style, country/folk climate, Cash/Dylan music spirit, and the rhythms known from Tamla Motown label. It was recorded in an old-style way on an analogue tape in S3 and S4 studios and in Rogalów Analogowy studio, using the method popular in the 1950s when bands recorded their songs playing in just one room, without instrument separation. This has really helped T. Love to return to the very sources of rock and roll.

T. Love „Old Is Gold”, EMI



Space and atmosphere

The sound of the acoustic guitar with a slightly folkly and grunge-like character. In his compositions SKUBAS combines dirty guitar riffs with melancholic vocals, creating a nostalgic, melodic, but characteristically „rough” songs. He focused here mainly on creating appropriate atmosphere and space. The guests on the album include Julia Iwańska and Kevin Fox. Mixing and mastering was done by Andrzej Smolik. Fans of ambiance similar to this found in the music of Bon Iver, Fleet Foxes, or Kings of Convenience, will certainly find the album interesting.

Skubas „Wilczełyko”, Kayax

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BACK ON TRACK

Frequent travellers are at increased risk from back pain, but simple strategies can help to prevent it, says **Sally Brown**.



Ever got on a plane feeling fine, and got off with a sore back? Although it may seem impossible to hurt yourself while sitting down, a long-haul flight can be riskier for your back than hauling bricks.

“What your back hates more than anything is ‘static loading’ – sitting in one position for a length of time, which you inevitably end up doing when travelling,” says back pain specialist Kyle Blackburn, from the Kent Sports Injury and Physiotherapy Clinic. “It puts an incredible amount of pressure on the spinal discs. We evolved to be hunter-gatherers, so we function best when we’re moving.”

If you’re travelling overnight in economy, count yourself lucky if you walk off the flight twinge-free. Physiotherapist Sammy Margo, author of *The Good Sleep Guide* says: “A large number of my clients come for treatment straight after a long-haul flight, cancelling out the money they saved by flying economy. Lying flat gives your body a rest from gravitational forces so it can recover from the day’s activity. If you’re sitting up all night, it missees out on this recovery, so it’s vulnerable to damage.”

Delays and cancellations are also bad news for backs. Dr Brian Hammond, chairman of charity Backcare (backcare.org.uk), says: “Stress hormones can cause muscles to tighten,

which reduces blood flow and, therefore, the provision of nutrients and oxygen to tissues. The result is spasm and a build-up of waste products and, eventually, muscle pain and weakness.” A 2004 study in *Spine* journal showed that people suffering psychological distress were three times more likely to develop back pain than those who weren’t. Add to this the fact that you probably spend more time hunched over your laptop in an airport lounge or hotel room than at your ergonomically designed desk, and you can see why your back periodically goes on strike.

“There’s no way around it – if you travel a lot, you need to pay more attention to your back,” Margo says. But if your back is the bane of your life, be consoled that you’re not alone – according to Backcare, 80 per cent of us are affected by back pain at some point.

WHAT PUTS YOU AT RISK

You’re most likely to be a sufferer if you are aged between 35 and 55. Smoking and eating unhealthily also increases the risk (both affect blood circulation, which can lead to disc degeneration). But it’s a myth that only the unfit are affected, says chartered physiotherapist Paula Coates (paulacoates.com), a clinical lecturer at King’s College London. “You are just as likely to develop back pain if you exercise regularly,” she says. Being overwe-

ight puts you at higher risk, but so does being tall, owing to the length of the spine. Given the complexity of the spine, it’s not surprising that what causes pain can vary hugely. Although many people feel it in the lower back, pain can occur anywhere along the spine, from the neck to the hips. Stress-related pain tends to affect the neck and upper back, as muscles and joints are smaller and more likely to tighten.

Only 2 per cent of cases are caused by a serious condition, such as infection or a tumour in the spine, while in 85 per cent of cases, backache is labelled “non-specific”. Hammond says: “The pain mechanism alerts you to damage in your body but in some cases of persistent, chronic pain, the signals go into overdrive and can be alerting you to damage that isn’t there. Or in some cases, there is damage, but it’s not possible to pinpoint the site of it.”

CHECK YOUR POSTURE

Most of these cases can be related to posture, believes Noel Kingsley, an Alexander Technique teacher and author of *Free Yourself from Back Pain*. “Poor habits such as slouching or stiffening interfere with the working of our muscles, creating unnecessary strain,” he says.



Stress hormones can cause muscles to tighten, which reduces blood flow and, therefore, the provision of nutrients and oxygen to tissues. The result is spasm and a build-up of waste products and, eventually, muscle pain and weakness.

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Tips

AVOID THE ACHE

Wheel your luggage A heavy bag that is constantly carried on the same shoulder can compress the muscles on one side while simultaneously stretching the muscles on the other.

Move every hour Never sit for more than an hour without getting up and moving around for at least a few minutes.

Put your laptop on some books “You put the least pressure on your neck if the centre of the screen is at eye level,” says Backcare’s Brian Hammond. So if you are going to do a lot of work in your hotel room, make sure you take along a wireless keyboard and adjust your screen to the right height.

Sit on a wedge “When you sit down, your pelvis tilts backwards to allow your legs to stick out in front of you, but this puts strain on the lower back,” Hammond explains. “A simple piece of foam on your chair tilts the pelvis and allows the lower back to assume its natural ‘S’ shape.”

Go handsfree A University of Surrey survey found that 50 per cent of office workers who used a telephone for at least two hours a day suffered neck pain, while 31 per cent suffered lower back pain.

Use the pillow menu “Goose or down pillows are better than foam, if you’re not allergic,” says physiotherapist Sammy Margo. Add a foam pillow underneath for extra support. “Ideally, your head should follow the natural alignment of the spine while lying down,” she adds.

Recline your seat “It takes pressure off the spine,” Margo says. If possible, don’t work on flights – sitting forwards puts the most pressure on the spine of any position.

Check your mattress Lie down on your back and slide your hand between your mattress and the small of your back – if there is a large gap, the bed is too hard, if it’s difficult to push your hand through, it is too soft, and if your hand slides through but remains in contact with your back, the bed is just right.

Listen to music Australian scientists have studied the effects of listening to music on pain relief. They have found that those study participants who listened to relaxing music for 25 minutes daily, reported 40% less pain attacks than those who relaxed in silence.

Be careful with heavy objects When lifting an object from the ground, try to do it with your back straight, picking up the load with your legs rather than your back. Lifting heavy loads with your back arched may easily cause your disk to slip.

Pilates and yoga Exercises which can prevent spine injuries and are recommended by physiotherapists, are yoga and pilates.



A poor mattress can also be detrimental –experts say the right bed could help to prevent back pain. But it’s a myth that a hard mattress is better.

We are all born with perfect posture (watch a two-year-old move around if you’re not convinced), but we pick up bad habits as children, such as carrying a heavy bag on one shoulder or slouching in front of the TV. A poor mattress can also be detrimental – experts say the right bed could help to prevent back pain.

But it’s a myth that a hard mattress is better. According to a study published in 2008 by Denmark’s Back Research Centre, people who slept for one month on a water bed or memory-foam mattress experienced less pain and got more sleep than those using a firmer futon. “Changing your mattress every eight years and investing in the best one you can afford can make a significant difference,” Margo says.

THE POWER OF SELF-HELP

You’re advised to always seek help for backache that is a result of a recent injury, that increases or that comes with other symptoms such as numbness or tingling in the lower body, or problems with bowel or bladder control. It’s also worth seeking an expert opinion if you find the pain gets too severe. But if you’re the average sufferer of non-specific back discomfort that comes and goes, your best course of action is self-help.

Exercise should be recommended as a first course of treatment before painkillers or physiotherapy. “Movement helps to pump nutrients into the discs in your spinal column, which naturally don’t have a good blood supply,” says Blackburn. “It also helps to keep cartilage no-

urished, strengthens bones, and conditions the muscles that act as the spine’s support system.” It’s okay to exercise even when your back feels sore, but the golden rule is to stop if the pain spreads, particularly to the legs.

Most exercise – such as cycling or swimming – will help, but there are also classes specifically designed to reduce pain and prevent problems in the future. “Going to a class held by a specialist instructor can be a big confidence builder if you’re worried about hurting your back,” Blackburn says.

Being fit doesn’t guarantee you a future without back pain, but it does reduce your chances of suffering from recurring bouts, says Coates at King’s College. “Muscle strength and general fitness prevent the recurrence of lower back pain and reduce the impact of chronic discomfort on day-to-day life,” she says.

There is also a psychological element involved in managing pain. “Improving your mood will reduce the pain you are feeling,” Coates says. Hammond highlights the need to keep stress levels in check: “Stress hormones have an effect on our perception of pain, increasing sensitivity to it and making it appear amplified. The psychological aspects of stress can cause back pain sufferers to believe the pain is worse than it is and to feel negative about the situation.”

There isn’t a single cure that will alleviate backache for everyone, but by taking a trial and error approach, it’s possible to find the treatment or lifestyle change – or a combination of several – that works for you.



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Podróż służbowa samolotem?

Sprawdź pięć ważnych czynników, które warto wziąć pod uwagę przed zakupem biletów.

Każdy, kto miał okazję podróżować służbowo samolotem na inny kontynent przyzna, że przy podejmowaniu decyzji o wyborze linii lotniczej, cena nie powinna być jedynym kryterium. Odpowiedni rozkład lotów, port tranzytowy, czas na przesiadkę, komfort na pokładzie, programy lojalnościowe, limit bagażu... Lista jest długa, a każdy biznesmen ma swoje preferencje. Specjalnie dla Państwa wybraliśmy pięć, które warto sprawdzić przed zakupem biletu.

ROZKŁAD LOTÓW KONTRA TWÓJ SEN

Sprawdzając rozkład lotów z reguły zwracamy uwagę, aby nasza podróż odbyła się jak najszybciej, a jeśli lecimy z przesiadką, to aby była ona minimalna. Pragniemy dotrzeć na miejsce w pełni sił i w gotowości do pracy. Lecąc „na wschód” np. do Azji, rozważamy lot z przesiadką w którymś z hubów na południu Europy lub Bliskim Wschodzie, aby było niejako „po drodze”. Rzadko jednak patrzymy na podróż w kontekście naszego zegara biologicznego i snu. Loty w pewnych porach mogą zakłócić rytm snu, co może być problemem dla pasażerów podróżujących w interesach, którzy muszą dolecieć na miejsce w pełnej sprawności i z jasnym umysłem. Dr Chris Idzikowski – doradca medyczny dla Air France KLM i Dyrektor mieszczącego się w Edynburgu Centrum Snu – objaśnia podstawy udanej podróży w interesach: „W przypadku lotów międzykontynentalnych, celem jest zminimalizowanie czasu podróży i zmęczenia wywołanego zmianą stref czasowych oraz maksymalne zwiększenie czasu pracy, wypoczynku i snu. Sen jest podstawą dobrego samopoczucia i wydajności. Dla uzyskania maksymalnej skuteczności, sen musi być ciągły, trwać odpowiednio długo i występować w odpowiednim czasie. Żadna ilość kawy nie zrównoważy zbyt krótkiego,

nieodpowiedniego czy niewłaściwego snu. Drzemki pomogą tym, którzy są w stanie je sobie uciąć, jednak ich efekt jest krótkotrwały”. „Właściwy czas snu to noc bądź sjęsta w ciągu dnia. Planując podróż, powinniśmy pamiętać o spaniu w najbardziej naturalnym i korzystnym czasie. Mówiąc ogólnie, sen dzieli się na 90-cio minutowe cykle, w których większość snu głębokiego występuje dość wcześnie, a faza REM lub śnienia następuje później. Oba rodzaje snu mają podstawowe znaczenie dla optymalnej wydajności”. „Sztuka oczywiście polega na tym, aby jak najlepiej wykorzystać powyższe informacje. Jeżeli lot międzykontynentalny łączy się z przesiadką, wówczas najlepiej wybrać przynajmniej jeden lot, który trwa osiem godzin i najkrótszy łączny czas podróży, włączając w to samą przesiadkę. Zdecydowanie niekorzystne jest połączenie 2 lotów po 7-8 godzin i przesiadka w porcie tranzytowym po północy lub nad ranem.” Dzięki portom przesiadkowym w Paryżu i Amsterdamie i dogodnym rozkładom lotów, linie AIR FRANCE KLM oferują bardzo dobrą kombinację lotów, idealną dla pasażerów z Europy, w tym Polski: krótki lot, po którym nastąpi dłuższa podróż do miejsca przeznaczenia przy krótkim czasie przesiadki.

Oto kilka przykładów:

Warszawa – Johannesburg





Rejs AF1047 z Warszawy do Paryża w godzinach 19:05-21:30, a następnie rejs AF990 z Paryża do Johannesburga w godzinach 23:20-11:00+1 Doskonały plan. Możliwość przespania całej nocy i obudzenia się w doskonałej formie.

Warszawa – Hongkong

Rejs KL1366 z Warszawy do Amsterdamu w godzinach 16:55-19:05, a następnie rejs KL 889 z Amsterdamu do Hongkongu w godzinach 21:45-15:55+1 (lądowanie następnego dnia) Kombinacja dla zwycięzców. Praca w biurze do późnego popołudnia, a następnie przez 1,5 godziny w samolocie do Amsterdamu. Potem możliwość przespania całego, długiego lotu

Warszawa – Shanghai

Rejs KL1366 z Warszawy do Amsterdamu w godzinach 16:55 – 19:05, a następnie rejs KL 893 z Amsterdamu do Szanghaju w godzinach 21:10-14:45+1(lądowanie następnego dnia) Podobnie jak w poprzednim przykładzie – kapitalna mieszanka dla naszego zegara biologicznego. Skupienie na pracy podczas pierwszego lotu, możliwość wyciszenia się i wypoczącia podczas drugiego.

Przykłady optymalnych połączeń lotniczych	Noc biologiczna		
	07:00–23.00	23:00–07:00	07:00–23.00
Warszawa-Johannesburg AF1047, AF990	WAW 	CGD  JNB	
Warszawa-Hongkong KL1366, KL889	WAW  AMS		HKG
Warszawa-Shanghai KL1366, KL893	WAW  AMS		PVG

FOTEL I KOMFORT NA POKŁADZIE

Nie ulega wątpliwości, że największy komfort na pokładzie samolotów zapewnia klasa pierwsza lub klasa biznes. Dużo miejsca, prywatność, płaskie łóżka i wiele innych szczegółów w trosce o dobre samopoczucie pasażerów. Jeśli jednak ze względu na na tzw. „company travel policy” lub oczywisty czynnik ekonomiczny we własnej prywatnej firmie nie możemy pozwolić sobie na przelot w klasie biznes, sprawdźmy czy istnieją rozwiązania „pośrednie”. Air France proponuje tutaj osobną kabinę „Premium Economy”, dla tych, którzy poszukują dodatkowego komfortu, ale za rozsądną cenę. Jest to kabina pośrednia oferowana na lotach międzykontynentalnych, usytuowana pomiędzy klasą ekonomiczną, a biznes, w której pasażerowie mają do dyspozycji o 40% więcej miejsca. Dzięki sztywnej obudowie fotela pasażerowie cieszą się większą prywatnością, a inni podróżni nie zakłócają im spokoju rozkładając swoje fotele. Nowoczesny, szeroki fotel z regulowanym zagłówkiem i podnóżkiem rozkłada się do 123 stopni, zapewniając większy komfort snu. Kabina Premium Economy jest dostępna na wszystkich trasach międzykontynentalnych w siatce Air France. W listopadzie trwa promocja cenowa na wybrane loty. Szczegóły na www.airfrance.pl Lecąc KLM możesz też zwiększyć swój komfort wykupując miejsce w sekcji Economy Comfort.



Jest to wydzielona przestrzeń przedniej części klasy ekonomicznej, która oferuje więcej miejsca między rzędami foteli (87 cm) oraz większy stopień odchylenia oparcia. Miejsca w Economy Comfort są dostępne na zasadzie pierwszeństwa rezerwacji. W zależności od czasu trwania lotu dopłata za takie miejsce wynosi od 60 do 150 Euro za lot w jedną stronę.

PROGRAMY LOJALNOŚCIOWE

Przy wyborze lotu, warto sprawdzić, co linie oferują w ramach programów lojalnościowych. Co dadzą nam przeleciane niebawem mile lotnicze? W przeciwieństwie do popularnych w Polsce programów, program Flying Blue należący do Air France KLM gwarantuje kartę na poziomie srebrnym już po wylataniu 25 tys. mil (czyli np. po 2 podróżach do Azji w klasie ekonomicznej). Z taką kartą mamy już wstęp do poczekalni biznesowych (za dopłatą 35EUR) a za każdą kolejną podróż dostajemy bonus w wysokości 50% dodatkowych mil nagrodowych. Dzięki temu latamy bardziej komfortowo i szybciej gromadzimy mile na przeloty nagrodowe. Ponadto, jeśli lecisz służbowo, to możesz dodatkowo zaoszczędzić dzięki specjalnym programom lojalnościowym dla firm. Takie rozwiązanie funkcjonuje w Air France KLM, które we współpracy z Delta i Alitalia oferuje program Bluebiz. Bluebiz to program oszczędnościowy przeznaczony dla firm, których pracownicy lub

właściciele korzystają z przelotów podczas podróży służbowych. Za zrealizowane loty firma otrzymuje część pieniędzy z powrotem na konto w programie (w postaci punktów). Następnie zgromadzone „oszczędności” (1 pkt = 1 PLN) wymienia się na bezpłatne przeloty. Dzięki temu firma może zoptymalizować globalne wydatki na podróże służbowe.

SPECJALNE USŁUGI DLA FIRM

Air France KLM oferuje szereg usług i udogodnień specjalnie dla swoich klientów korporacyjnych. Oto niektóre z nich:

- możliwość zamiany nazwisk pasażerów w rezerwacji w ramach jednej firmy (w wybranych taryfach),
- wydłużony termin wykupu biletu – dzięki temu rezerwacja jest zabezpieczona, a firma może wykupić bilet bezpośrednio przed lotem, kiedy plany podróży są w pełni sfinalizowane,
- gwarancja lotu – rezerwacja korporacyjna jest zabezpieczona przed ewentualnym obniżeniem klasy przelotu (downgrade) lub odmowie przyjęcia na lot z powodu overbookingu,
- lepszy dostęp do miejsc – firmy mają priorytet w przypadku zmiany rejsów, a także gwarancję zakupu miejsc w klasie economy w przypadku pełnych rejsów,
- możliwość negocjacji ceny w klasie biznes.

EXTRAS – CZYLI DODATKOWE KORZYŚCI ZA DARMO

I na zakończenie, o tym za co nie trzeba płacić bo jest w cenie! Oto przykłady takich dodatków:

- bagaż: 1x23 kg w klasie ekonomicznej, 2x23 kg w Premium, 2x32 w klasie biznes
- nocleg w hotelu Sofitel Victoria wraz ze śniadaniem i transferem na/z lotniska Chopina – w klasach Premium, biznes i pierwszej (loty międzykontynentalne)
- limuzyna na/z lotniska w klasie biznes i pierwszej (loty międzykontynentalne)
- miejsce w sekcji KLM Economy Comfort – dla posiadaczy platynowych kart Flying Blue
- kosmetyczki z akcesoriami podróżnymi przy każdym fotelu – klasa Premium, biznes i pierwsza.

Więcej informacji na www.airfrance.pl, www.klm.pl oraz Call Center tel. 22 55 66 400

A NEW BRAND MAKES ITS DEBUT ON THE MARKET

ibis Styles is now present in Poland!



Ibis Styles Gdynia Reda, Poland's first hotel of the new ibis Styles brand, was launched on 29 October. The hotel, which is a franchise, was built in Reda, near Gdynia. Ibis Styles, formerly known as All Seasons, is a chain of economy hotels launched by Accor group in 2007. Hotels of this brand combine the charm of independent establishments with high quality services.

COLOURFUL, DYNAMIC CHAIN

Hotels of ibis Styles brand are characterized by unique design style and modernity. The brand offers its guests a stay in a stylish and vibrant environment at an affordable price with "all inclusive" package which includes accommodation, breakfast buffet for all room guests, as well as unlimited access to the wifi and a range of nice surprises. Ibis pays a lot of attention to families, so no wonder that ibis Styles hotels feature free games, play areas and other amenities for those traveling with children.

Contrary to the principles of managing a budget hotel chain, ibis Styles is primarily interested in providing a genuine concept for the interior design and decoration. There are no two identical ibis Styles hotels, but the peppy, exuberant style as well as the original character of each of them, create together a unique, modern and cheerful atmosphere!

The foundation of the philosophy professed by the brand, is a good and unique design, which can be seen everywhere - thorough objects, furniture, acces-

sories, the use of light and the layout of the area. Each hotel is imbued with the spirit of the brand and visible characteristics of the design concept, reflecting the shared values such as: optimistic approach, relaxed atmosphere and stylish surroundings.

IBIS STYLES GDYNIA REDA

The 3-star ibis Styles Gdynia Reda is located in a unique corner of the city Reda, in close proximity to the international E-6 Berlin-Szczecin-Gdańsk route and the route leading to the Hel Peninsula. It's a perfect place for relaxation, as well as holding conferences and business meetings.

The hotel has 86 comfortable rooms, each with a stylishly designed decor, and combining comfort and elegance. The rooms are located on four floors, each with individual styling which is reflected by characteristic colours. The rooms on the ground floor are in juicy oranges, on first floor in soft yellows, on second floor in quiet greens, and those on the third floor are painted sapphire blue.

Each room features modern facilities including individual air conditioning, underfloor heating, LED TV with cable package, a telephone, a private bathroom with a shower, a hairdryer and wi-fi. The hotel is accessible for the disabled.

IBIS STYLES IN LE CLUB ACCORHOTELS

Ibis Styles belongs to Le Club Accorhotels loyalty programme. This means that for each euro spent at ibis Styles, a member of the programme receives one or more Le Club Accorhotels points (depending on the status of his membership). The points can be redeemed for hotel vouchers to use in Accor hotels around the world or for coupons to use at partners to the programme. In addition, members of the programme may exchange the points they have earned for



airline miles and access to exclusive offers prepared exclusively for them.

IBIS FAMILY CAMPAIGN

Ibis Styles hotels belong to the family of ibis mega brand. In order to become even more recognizable, this October ibis launched an advertising campaign in Poland and 56 countries around the world. The leading theme is a „happy sleep” concept resulting from the global campaign „Sweet Bed” by ibis, ibis Styles and ibis budget.” In order to reach out to the widest possible group of people, the creators of the campaign decided to use both ATL tools used in traditional media, and BTL campaigns targeting

specific audiences. In Poland, the communication includes as many as 63 TV channels, the largest Internet portals, as well as the trade press. In addition, the facades of ibis hotels in Poland feature billboards informing about the campaign. The campaign is also promoted on the brand's Internet platform www.ibis.com.

IBIS STYLES WORLDWIDE

Ibis Styles chain consists of 180 hotels around the world, including 80 in France. Hotels of this brand are also present in other European countries, including Germany, Great Britain, Italy, Spain and Asia Pacific (including Australia, Indonesia, New Zealand).

Ibis Styles chain consists of 180 hotels around the world. Hotels of this brand are present in Europe and Asia Pacific region.



Hotels of ibis Styles brand are characterized by unique design style and modernity. Ibis pays a lot of attention to families, so no wonder the ibis Styles hotels feature free games, play areas and other amenities for those traveling with children.

SUPERFOODS IN FUSION RESTAURANT

Excellent cuisine has for many years been the flagship of The Westin Warsaw hotel, and the chef, **Janusz Korzyński**, is considered a real culinary revolutionary.



CONTACT

Fusion restaurant
at Westin Hotel Warsaw
Al. Jana Pawła II 21
00-854 Warszawa
tel. 22 450 86 31
www.restauracjafusion.pl

Each season he surprises the visitors to Fusion restaurant with products that he imports from far corners of the world, but also with the style in which he present his dishes. It was no different at the premiere of the latest menu of the restaurant. This time Mr Korzyński has turned to SuperFoods.

But what exactly is SuperFoods? Is this a sort of New Age diet with a modern name? Absolutely not. SuperFoods are just products that have a positive influence on our health, and what's more - eaten together create synergy which, in turn, increases their nutritional value. SuperFoods are rich in antioxidants, good fatty acids and other

valuable compounds. Among them are such delights as wild salmon, Brazil nuts, honey, avocado and many others which are skilfully combined together by the restaurant's chefs so that the guests can enjoy the feast for their palates combined with a healthy diet. What is there interesting to find in the new menu of Fusion res-

taurant? As regards appetizers, you must try mousse of foie gras served in roasted almonds together with cumin-flavoured brioche sprinkled with crushed gianduja (ground chocolate-nut paste). Another tempting delicacy are scallops served with mousse of roasted Jerusalem artichokes, crispy bacon and coffee-flavoured foam. There is also a new version of the roll of goat cheese (which owes its rebellious nature to apricot and ginger mousse), which Korzyński serves with a salad.

For soup lovers there's a real treat - a cream of mushroom with a strong aroma of porcini slightly softened by lemon mousse with mascarpone. Continuing our trip along the forest trail - you should try the guinea fowl served with excellent risotto with mushrooms and decorated with parmesan flavoured foam. Dishes served by Janusz Korzyński are an elegant fusion full of charming details and unusual twists. It's fusion at its best, and if you try the restaurant's fish dishes, you will know why.

It's hard to decide which one to choose: should you rather go for a delicate halibut whose charm is highlighted with ginger, or try the Atlantic cod served with crayfish sauce and grilled vegetables? I chose wild salmon with very firm texture, intense colour and ... delicious taste. It's served with marinated cherry tomatoes and spinach gnocchi with ginger and artichokes.

Writing about Korzyński's style it's hard not to mention his art of presenting dishes. He is guided by the principle that each ingredient has its proper place on the plate, and similarly to fashion icons he believes that often less means more. His dishes are transparent, delicate and well organized. Even a quick look on the plate convinces us that we are dealing with an artist who not only composes flavours, but also creates a unique aesthetic experience. When visiting Fusion restaurant,

you should also definitely enter the culinary zone controlled by Adam Jakubowski, the chief of the hotel's patisserie. He's another artist in his field - creative and courageous, who's not afraid to experiment in search of the perfect composition. Recently he's been fascinated by combination of sea salt and toffee and has created ice-cream of this flavour which is an ideal addition to ricotta cheesecake with pear mousse and Amaretto. However, our favourite dessert is delicate

and crispy cannelloni with white chocolate mousse, bananas in toffee with yellow curry and ginger flavoured raspberries.

A trip to Fusion restaurant is a feast for the palate and ... a must for the real enthusiasts of sophisticated cuisine. Fortunately, the recently introduced menu will be served for half a year, which gives us plenty of opportunities to visit the restaurant and try the masterpieces created by chef Janusz Korzyński.

Anna Kowalska

A trip to Fusion restaurant is a feast for the palate and ... a must for the real enthusiasts of sophisticated cuisine.





IQ OF BUSINESS INTELLIGENCE

Can Business be intelligent?

INTELLIGENCE

The omnipresent 'intelligence' of our times has become overwhelming. We daily encounter 'intelligent' or 'smart' devices and systems such as washing machines, refrigerators, houses, cars, wallets, and many more. It makes us wonder whether we humans are not least intelligent of all. Almost every thing we use 'thinks', works, cleans or washes for us. Following the pace of development of new technologies, even the most forward thinking experts do not want to predict what may happen in the foreseeable future. Thus, there appear frequent discussions about the pros and cons of such a rate of growth as well as about the aforementioned pervasiveness of intelligence. Where is this all going?

Reflecting on this side of the problem, we often forget about the intent of the creators of all the 'smart' things - **TIME**, and more specifically, its **EFFICIENCY**. The paradox is that in view of the multitude of 'artificial intelligence', we tend to have less and less of it. Why is this happening? There are a range of reasons of course, some good and some bad, but perhaps the

solution lies in our ability to impose our human selves into the intelligent way of using the intelligent.

BUSINESS INTELLIGENCE

As you might expect this intelligent trend has had a substantial impact on business, which may also be intelligent. Or rather, run in an intelligent way. So, what is this business intelligence?

Business Intelligence (BI) facilitates corporate success through the adoption and continuous application of competitive analysis. Achieved practical solutions provide quick return while steady monitoring creates an ongoing performance improvement culture. Consequently, this constant development approach spreads across the entire business, setting up a basis for sustainable long term success.

BI solutions empower managers with means to create, communicate and monitor strategies, analysts with rich research capabilities and the entire enterprise with a clear picture of the company's performance and goals. The use of BI tools can be divided into three levels:

STRATEGIC LEVEL

- Clarify
- Communicate
- Monitor

ANALYTIC LEVEL

- Data is key
- Run Statistics
- ID Problems

OPERATIONAL LEVEL

- Plan Solution
- Execute
- Measure

BUSINESS INTELLIGENCE PLATFORM

In order to put this promising theory into practice, BI platforms have been created which use a variety of data management, analytic and visualization tools to provide data integration and standardization, but more importantly insight into the business



of the company. Companies often underestimate the true value of their underlying data due to lack of proper management of that data. The most valuable source of knowledge about the company, the data, is often scattered across different company's units in many systems and spreadsheets. Creating enterprise wide views, analysis and strategic decisions based on this data is difficult. Decisions often end up being made intuitively rather than using knowledge-based methods.

BI platforms available on the market enable, data integration - both internal and external, from many different systems such as databases, spreadsheets, external sources -and convert them into a single image of the company. This is then readily available for analysis and easy to update reports.

ON BINOCLE

One such platform available on the market is the Binocle platform which includes a complete set of BI tools. It has been designed to support strategic business decisions thanks to its user-oriented, easily adaptable and flexible data analysis tools as well as robust presentation and forecast functions. With Binocle, reporting is done in just a few seconds, and the number of data combinations and the ability to drill down to the details is unlimited. With such available knowledge and insight you can make key decisions at the right time and plan the development of your enterprise in the right direction. You

save many hours of tedious work dedicated to building and preparing reports and analysis allowing you to focus on the key tasks of the company. You also get a more trusted data source due to quality assurance routines built into the system

BINOCLE INTELLIGENCE

Is Binocle intelligent? Referring to the opening of this article, it certainly can be said that Binocle supports intelligent people, especially those TIME INTELLIGENT, in making smart decisions. The ways in which Binocle supports modern entrepreneurs, can be summarized in the following sentences:

- All your data at hand >> **Data management**
- Reporting has never been easier >> **Reporting**
- All your planning needs met >> **Planning**

Data management

Loading and updating data collected in a variety of systems to a central data warehouse. **Benefits:** automatic update of data, instant access to multi-dimensional business analysis, data entry by several users at the same time, data security and precise access control, data cleaning, data mining, data entry from the top down and the bottom up.

Reporting

Due to the possibility of loading data from a variety of systems, modules, internal and external data sources into one central data warehouse, the Binocle users, without any additional effort, are able to build

reports based on their selected criteria.

Benefits: all information gathered in one place, automatic monitoring of indicators, personalized reports and alerts (**APPLICATION FOR SMARTPHONES**), user-friendly dashboards and reports, verification of baseline data, personalized data visualization tools, cross-reports.

Planning

Binocle Planning is an innovative platform designed for supporting the budgeting and planning processes. The Binocle Planning System, integrated with the Binocle analysis package, saves time and cost of controlling processes through the centralization of the tasks of planning and providing a central platform for the negotiation and implementation of budget data. **Benefits:** reduction of time and resources needed for developing plans, managing the planning process, high transparency of activities, alerts on the dates of planning stages, automatic monitoring of the current implementation value against the set plan, ability to update and modify the plan as new information becomes available.

INTELLIGENTLY ON BINOCLE AND BUSINESS INTELLIGENCE

Going back to the main question of this article – Can business be intelligent? Yes, it can – Business Intelligence is the reflection of the intelligence of people who create and support it.

BI INTELLIGENT.

Data => Information => Knowledge
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PERFECT SENSE

Agata Janicka takes an experiential trip around the Malaysian capital. Kuala Lumpur is a riot of the senses, but how does it affect each one?
Here are some of the ways in which I've found the Malaysian capital delivers great sensations



HEARING
NO BLACK TIE

In Kuala Lumpur, jazz music and No Black Tie are synonymous. This is usually the only place mentioned when anyone asks where to go to hear some Coltrane or Hancock. Established in 1998 by US-trained classical pianist Evelyn Hii, this club-cum-Japanese restaurant and bar has seen Malaysia's – and the region's – top singers, musicians and literati parade their myriad talents. The intimate stage is set in interiors marrying wood and glass, and guests can sit on either the lower or upper level. The entrance fee to the club area depends on the performer, with prices beginning at RM\$30/£6 (with occasional free events). Note that consumables have to be paid for in cash – as the staff will explain, this is so the band gets paid, as a time-worn tradition is that they are paid in cash at the end of each night. The restaurant's house speciality is soft-shell crab presented in a variety of ways – as a salad with thousand-island dressing, wrapped in dry seaweed, or served with cucumber and prawn roe, among others. Monthly kaiseki (traditional multi-course) menus are also available. **17 Jalan Mesui, off Jalan Nagasari; tel +60 3 2142 3737; noblacktie.com.my**

SIGHT
KUALA LUMPUR BIRD PARK
The park is home to 3,000 birds of almost 200 species, most of which fly around freely and interact with visitors. The place is split into four areas: zones one and two are the free-flight zones, where you'll find all kinds of birds – from the magnificent royal peacocks to flamingos – living together in the same space. You will also find Brahminy Land in zone one, where a live eagle feeding show takes place.

Zone three is the Hornbill Park, home to these large, gorgeous creatures from the Malay Peninsula and Malaysian Borneo. Zone four offers more educational facilities, such as a nursery with egg incubators and a gallery and education centre, as well as the World of Parrots, a mini aviary housing species such as cockatoos and parakeets, where you have the opportunity to feed lorries every day. Even if you are not a bird person, such a colourful display provides a beautiful spectacle, and you can also enjoy a refreshing walk in the park. Entry is RM48 (£10) for adults. **920 Jalan Cenderawasih, Taman Tasik Perdana; tel +60 3 2272 1010; klbirdpark.com**

PETRONAS TWIN TOWERS
The city's most recognisable landmark, the 88-storey Petronas Twin Towers are the world's tallest twin structures, at 452 metres high, and

are home to office buildings, conference halls and the 14,000 sqm Suria KLCC mall at its base. Designed by Argentinian-American architect Cesar Pelli, the flatplan and exterior of the complex were inspired by the geometric shapes found in Islamic architecture and symbols. The two-storey Skybridge links the towers on the 41st and 42nd floors. Instead of physically connecting the towers, the bridge actually slides in and out of them on bearings, supported by a three-hinged arch, to offset movement caused by wind. It provides additional support to the whole structure and if there was a fire in one tower, those on the upper floors would have an escape route to the other. Visitors are only allowed on the lower level of the bridge, but from 170 metres above ground, I enjoyed a commanding view of the most moneyed neighbourhoods of the city and the busy thoroughfare of Jalan Ampang. A visit to the Skybridge and observation deck, where you can view an informative display and video about the construction of the towers, and their environmentally friendly features, costs RM80 (£16). Open 9am-9pm Tues-Sun. **City centre; tel +60 3 2331 8080; petronastwintowers.com**

FOREST RESEARCH INSTITUTE MALAYSIA
The place is set in a vast, breath-taking place – some 515 hectares of tropical forest abundant with activities for all ages and fitness levels, from bike rides to a canopy walk high in the trees. It's worth taking a guided walk (from RM80/£16 per group of 30 people or less; individual walk-in charges to FRIM begin at RM5/£1), as the guides are passionate about their working environment and are full of interesting facts that



really help you to appreciate the magic of the place. Other attractions include botanical gardens, a wetland area, Malay traditional houses, an ethno-botanic garden and an arboretum. There are also picnic spots and a camping area for those with more time to spare. Located only 16km from Kuala Lumpur, it's the perfect way to escape the bustle of the city. **52109 Kepong, Selangor Darul Ehsan; tel +60 3 6279 7000; frim.gov.my**

SMELL
CHINATOWN
Tea, teh, cha... call it what you like but you will find it almost everywhere in Kuala Lumpur, be it at the hawker centre, where you can easily find the country's favourite teh tarik ("pulled tea", a concoction of tea and condensed milk with a deliciously frothy top), or traditional Chinese tea at any of the innumerable Chinese restaurants. Tea has always been an eminent part of Malaysian tradition, equally important to each of the constituents of its melting pot of cultures.

As you walk along Jalan Sultan, you are greeted by the aroma coming from Purple Cane. This shop boasts a wide array of scented teas (from RM10/£2 for 150g), including oolong and chrysanthemum, but probably the most captivating bouquet comes from the handcrafted Blooming Scented tea. Consisting of a heady mix of, among other things, lily, rose, marigold, osmanthus, carnation, chrysanthemum and lavender, it smells and tastes wonderful. Another teahouse that boasts aromatic delights is Kean Guan Tea Merchants. It is mostly known for its herbal infusions but also has scented jasmine tea in loose form, or mini-balls known as Jasmine Pearls – these are hand-rolled green tea leaf-and-bud sets blended with night-blooming jasmine flowers. The smell is evocative of the temples of India and festive celebrations, when an intoxicating fragrance fills the air.

Purple Cane: Ground Floor, 11 Jalan Sultan; tel +60 3 2031 1877; purplecane.my
Kean Guan Tea Merchants: 160 Jalan Petaling; tel +60 3 2078 5306; kgtea.com

TASTE
RESTORAN KIN KIN
Visit this restaurant only when you have a lot of time because service is notoriously slow and grumpy. People come for one dish – pan mee, a Hokkien-style noodle dish with minced pork (RM6/£1). The recipe here is without soup and, instead, served with dark soy sauce and a half-boiled egg. You break the egg and dress the noodles with the runny yolk, and there is the option to spice it up with chilli flakes. It took 45 minutes for mine to arrive but it was worth waiting for. The location is a little out of



Kuala Lumpur is the essence of the exoticness. Unique sights, smells and pervasive blaze of colours make a visit to the city a real treat for the senses.

the way, 2km west of the city centre, but if you have the time, it's worth a visit. **40 Jalan Dewan Sultan Sulaiman 1 (parallel to Jalan Tunku Abdul Rahman), Chow Kit.**

MAKAN KITCHEN
With several cuisines under one roof – including Malay, Chinese, Indian, Ibanese and Nyonya – Makan Kitchen in the Doubletree by Hilton is one of my favourite places to enjoy a taste of Kuala Lumpur, where all these diverse communities come together. The food is presented in an open-kitchen format so you can see the chefs in action, with dishes served buffet style (from RM12/£2) and speciality dishes available from an à la carte menu. Each cuisine zone features décor that reflects its origin, and the produce is top quality. Standout dishes include sup pindang daging – traditionally prepared slow-cooked beef broth infused with turmeric and aromatic Malay spices – and pansoh manuk, where chicken is slowly cooked and served in bamboo, creating a succu-

lent and fragrant dish. For a heat hit, try the devil curry chicken or opt for a classic fish tikka. Open from 6am to 12am daily, Makan Kitchen seats 350 people and features a number of semi-private and private rooms. **Doubletree by Hilton, the Intermark, 182 Jalan Tun Razak; tel +60 3 2172 7272; makan-kitchen.com**

TOUCH
SPA VILLAGE
From the moment I stepped into the Sensory room at the Ritz-Carlton hotel's Spa Village, I knew this would be an unusual spa experience – the 60-minute Sensory Exploration session (RM225/£46) is noticeably different in that it is designed to stimulate each of the five senses. The first step was to write down any negative thoughts on a piece of paper, which was placed in a small bowl of water. The instructor then took me through a guided meditation that involved deep breathing followed by listening to music (and feeling sound vibrations) and gongs, and I was asked to listen to the music

with my heart. I must admit I did stifle a giggle or two. Next, my sense of taste was stimulated by having to close my eyes while tasting bitter (gourd), sour (lemon), salt, and sweet (dried fruit). I was asked to visualise the tastes and, between each, an aromatic towel was pressed to my face and I inhaled eucalyptus oil – I was asked to taste the smell. Lights gently changed colour in the ceiling for further sensory stimulation. The therapist then gave me a superb head and neck massage. A 25-minute foot and lower-leg massage followed while lights twinkled, music played, aromas filled the air and floor vibrations were felt, adding to the sense of peace and relaxation. The final part involved choosing a gemstone, holding it over my heart and making a wish, and when I glanced at the paper with the negative thoughts... it was blank. The treatment is designed to leave you fresh, rejuvenated and balanced, which is exactly how I felt. **Ritz-Carlton, 168 Jalan Imbi; tel +60 3 2142 8000; spavillage.com**



MEET IN SHARM EL-SHEIKH

With world-class diving and dramatic landscapes, *Jenny Southan* finds the Sinai Peninsula makes an ideal incentive destination.

The youthful Red Sea resort of Sharm el-Sheikh, located at the southernmost tip of the Sinai Peninsula, has generally been associated with British holidaymakers in search of winter sun. Still, this laid-back Egyptian resort is well on its way to becoming a prime option for corporate incentives and events, thanks to its wide-range of aquatic and land-based activities, impressive hospitality, affordable high-end hotels and quality conference facilities.

In 2006, the Maritim International congress centre opened, providing a slick 5,000-capacity venue that has acted as a catalyst for the local MICE (meetings, incentives, conferences and exhibitions) market. Over the past six years it has hosted the likes of Vodafone, Intel and Coca-Cola, as well as prestigious events such as the World Economic Forum of 2008. It is also directly connected to the 337-room Maritim Jolie Ville Peninsula hotel, which has an 18-hole PGA championship golf course,

nine restaurants and bars, a 1,200 sqm Thai spa and a 4,000 sqm pool area. Karim Nahas, general manager of the 526-room Grand Rotana resort and spa, located along the seafront, says that since the opening of the congress centre, Sharm has ceased being a destination solely for package getaways. “Many hotels have realised MICE is good business,” he says. “They have started either building conference space or converting existing facilities into meeting rooms.”

In addition to the Rotana, which has a 350-capacity ballroom, an al fresco amphitheatre and three interconnecting pillar-free function spaces for up to 250 delegates, there are many other contenders within a short drive.

CONFERENCE FACILITIES

An opulent oasis off the recently unveiled Soho Square – a shiny shopping and entertainment precinct – the 414-room Savoy can host up to 1,400 people in its majestic Egypt Hall, plus 520 in the ten-room British House and 350 delegates in Fayrouz. The swish, 136-room Four Seasons, situated only 7.5km from the airport, has a 345 sqm ballroom which hosts up to 350 delegates, and outdoor banqueting space for 500 guests.

The five-star Hyatt Regency resort has 471 rooms and is ten minutes from the airport by car. Event planners can choose from a grand ballroom for 800 people, the Regency for a 240-person reception and the Bay room for 60 seated guests. Properties from Hilton, Marriott, Novotel, Radisson Blu, Renaissance, Ritz-

Carlton, Sheraton and Sofitel all come with function space as well.

BEACH AND THE REEF

As a consequence of the worldwide financial crisis and a significant drop in travel to and within Egypt because of its political problems, hotels in Sharm el-Sheikh have dramatically lowered their prices. Although this may be a bad sign for locals who are trying to keep hold of their jobs as the economy suffers, it is also a lure for anyone from overseas looking for a bargain.

Ismail Imam, chairman of operator Sineen Tours, says that many of the unbranded four- and five-star hotels have lowered their rates to as little as US\$22 a night, full-board, out of desperation to attract people who are nervous about travelling there. However, he emphasises that Sharm el-Sheikh is more than 500km from Cairo’s troubles and is a safe place. Uniquely positioned at the edge of the desert and the coast, the area offers water-lovers access to some of the world’s best dive sites, as it is

edged with coral reefs and sunken shipwrecks that are begging to be explored. The stunning natural landscape, which is home to the local Bedouin population, also makes for a fascinating escape.

AQUATIC ACTIVITIES

● **Diving** There are numerous dive schools in Sharm but Camel Dive is one of the most well established, having been founded in 1986. With three local dive centres, it offers PADI (Professional Association of Diving Instructors) courses for scuba (a half-day costs €95) and deep sea diving, as well as night, express speedboat, technical and professional diving. Those with confidence and experience can visit underwater wrecks such as the Second World War British merchant navy ship SS Thistle-gorm, which sunk in 1941, and get up close with all sorts of marine fauna – from manta rays and bottlenose dolphins to bowmouth guitar sharks and sea turtles. Clare Mucklow, marketing manager for Camel Dive Club, says: “A lot of people come here especially to learn to

dive. We can rent out boats to groups of up to 25 people and do all the catering.”

The company also has a 38-room hotel and rooftop bar in Na’ama Bay, a buzzing district that comes alive at night with shisha parties, snake charmers and candlelit eateries. Visit cameldive.com

● **Snorkelling** For those with less time or who may be nervous about diving to depths of up to 30 metres, snorkelling is an excellent choice. Around the Red Sea are 5,000- to 7,000-year-old reefs abundant with a rainbow of alien-looking corals, anemones, sponges, giant clams and sturgeons, as well as puffer, butterfly, angel, clown and iridescent parrot fish. The water tends to be quite cool in the winter so dive centres such as Camel can provide wetsuits, but all you really need are some flippers, a snorkel and a mask.

● **Parasailing and cruising** If you fancy an aerial view of Sharm el-Sheikh’s coastline, have a go at parasailing (most of the hotels will be able to help with this). It’s not as scary as you might think. Once you have been taken out to sea by a speedboat, you are attached to a harness that is connected to a parachute so that when the vessel gradually picks up speed you are lifted higher and higher into the sky. After 15 minutes with your legs dangling in the air and a very small boat whizzing around below you, you are winched back in. Less adrenalin-fuelled trips can be organised around Tiran Island, which separates the Red Sea from the Gulf of Aqaba, or over coral reefs in a glass-bottomed boat.

How to get there?

LOT Polish Airlines flies to Cairo from Warsaw at 10.30 pm each Tuesday, Thursday, and Sunday. Return flights at 3.20 am on Mondays, Wednesdays and Fridays. The trip takes 4 hours (note, local time). Round-trip fares start at PLN 660. Some companies also offer direct charter flights to Sharm el-Sheikh.

DESERT EXCURSIONS

● **Quad biking** Tour company Viator makes it easy to book experiences in and around Sharm, with 2.5 hours of quad biking in the desert starting from £23 per person and hotel pick-ups and drop-offs available. After donning a black and white scarf that one of the local guides will twist around your head and wrap around your face to keep the dust out, you will roar off into the barren landscape like a character from Mad Max, bumping across rocks and sand. You may even spot the odd desiccated camel skeleton en route. After about 7km there is a stop for tea with local Bedouins, before the drive back to base camp. Visit viator.com

● **Camel riding** Often dressed in flowing white galabiyas, Bedouins may have cars but their lives are led simply – residing in humble lodgings built in the desert, they mainly make a living by selling handmade

trinkets, drinks and camel rides to tourists. So not only will clomping off into the desert on a dromedary be a memorable experience, but you will also be directly supporting the local economy.

Viator offers a 3.5-hour sunrise or sunset tour from £29, which will take you to a Bedouin camp where you will be able to smoke shisha, drink herbal tea and make flatbread on an open fire before sitting back on a peaceful cliffside to watch the sky change colour. There is also the option to stay for a traditional dinner in the evening.

JEEP SAFARI

For those with more time, a ten-hour day trip can be arranged to the Sinai desert (ask your hotel about good tour operators), a two-hour drive from Sharm el-Sheikh. Once your jeep has dropped you off, you can explore the dramatic oxidised rock formations on foot, which swirl up and around you in great passages and crevasses.

The sandstone has been gradually eroded by the elements over the centuries to reveal layers of gold, mauve, pink and buttercup yellow, earning it the moniker “the coloured canyon”. You’ll need to wear hiking boots as climbing is unavoidable, but this means you will work up an appetite for lunch at the nearby towns of Nuweiba or Dahab, where you can enjoy a refreshing Sakara beer and a feast of hummus, kebabs, falafel and freshly baked pitta bread.



Thanks to a wide-range of aquatic and land-based activities, impressive hospitality, affordable high-end hotels and quality conference facilities, Sharm el-Sheikh may soon become one of the most popular destinations.





SPANISH HEART

Madrid may be bloodied but it is not unbowed, and with a little luck – and a big new project – it could soon be back on its feet, says **Jenny Southan**.

As I prepared for a day of appointments in Spain's capital, I flicked on the TV in my hotel room and paused on a channel broadcasting a bullfight. Although not a fan of blood sports, especially before breakfast, I watched it to try to get a sense of why its popularity has prevailed in Madrid despite it being banned in other parts of the country – Catalonia became the first major region to do so in January. As the pink-socked matador swept his cape a few final times, the bull, now slick with blood and pierced with spears, made a couple of half-hearted charges before sinking to its knees. Sitting there forlornly, the estocada – or final blow – was delivered with a dagger to the head, and its body was heaved out of the ring. There tends to be an intrinsic weakness in drawing metaphors, but as I switched channels to watch the news, which was discussing the economic crisis and Spain's ban on short-selling shares in a bid to calm plunging markets, the death of the bull seemed befittingly symbolic.

MORE LUCK

Spain needs some luck. More pertinently, it needs to generate some money. Unemployment is at 24 per cent, it is in its second recession in four years and there are fears it will need a multibillion-euro sovereign bailout. Even though its banks were agreed a “credit line” of up to €100 billion at the end of July, the government insisted this was not a bailout and that its capacity for growth would ultimately lift it out of trouble. In a BBC interview in July, Spain's economy minister, Luis de Guindos, said: “We have made important economic reforms and reached an agreement with our regional partners over recapitalising the banks. We have done everything we can to ensure a return to healthy growth for the Spanish economy.” But there is no growth, and the interest the country was paying on its borrowing costs reached 7.5 per cent in August. Compare this with the 7 per cent being paid by Greece, Portugal and Ireland when the Eurozone and IMF came to their aid, and it looks likely it will be forced to accept its position is unsustainable – particularly since two of Spain's semi-autonomous regions, Valencia and Murcia, have now asked for a share of an €18 billion public fund (a third of which is from Spain's state-owned lotteries and the rest from the government's treasury). Catalonia, Castilla-La Mancha, the Balearic Islands, the Canary Islands and Andalusia were also considering requesting help. As a consequence of all this, people are becoming angry. A mass demonstration through the



capital's streets this summer ended with police firing rubber bullets and charging protestors rallying against civil servant pay cuts and tax increases. Big construction projects, such as the eco-designed International Convention Centre, have been halted, while even the 2012 Madrid Masters golf tournament was cancelled because of a lack of sponsorship.

TOURISTS WILL ALWAYS COME

Despite all this, there is positive news and potential solutions. Alessandro Sansa, director of the Madrid Convention Bureau, says the past year has been “the best in history”, with 8.3 million visitors. The city has also been ranked sixth by the International Congress and Convention Association for a second year running for the number of congresses it has held in a single year (130 – London came seventh). Madrid-Barajas Airport is among the five busi-

est in Europe, with almost 50 million passengers a year, and has a capacity of 80 million, offering plenty of space for new services. Manuel Lopez Colmenarejo, director of corporate affairs for Iberia, acknowledges that 2012 numbers are expected to be down but blames this on the “economic environment and a tremendous increase of 50 per cent in airport charges in July”. Jesus Sainz, chairman of Promo Madrid, which helps companies to set up in the city, says the capital is managing to defy the crisis to some extent. “Madrid has continued to achieve a positive rate of GDP growth over the past 24 months, and over the past ten years, a cumulative rate of growth of 2.4 per cent – higher than Spain [at 1.7 per cent] and the EU [at 1.3 per cent]. It reflects the benefits of the economic policies developed by the regional government over the past few years – mainly the reduction of bureaucracy and the lowest taxation in Spain, which has helped to create a business-friendly environment that encourages private investors.” While youth unemployment in the country has hit 50 per cent, Amazon is set to open a new logistics centre outside Madrid in the autumn, in San Fernando de Henares, creating more than 500 jobs, and truck manufacturer Iveco is to invest €500 million in expanding its Madrid factory, creating 1,200 posts. This doesn't come close to solving the problem, but one ambitious plan by US business magnate Sheldon Adelson, chairman and CEO of the Las Vegas Sands Corporation, would have a significant impact if given the go-ahead.

NEW LAS VEGAS

Dubbed “Euro Vegas”, it would comprise 12 high-end hotels, six casinos, three golf courses and a convention centre. The decision as to whether or not the project will be built in Madrid or Barcelona, which has also bid for it, is expected at the beginning of this month, and with its promise of 260,000 new jobs and an investment of €17 billion – making it the most expensive private investment project in Europe – there is much anticipation surrounding the announcement. Sainz says: “The plan is to make Madrid the preferential MICE destination in Europe – similar to Las Vegas in the US.” It's easy to see why this seems an attractive, and even realistic, goal. When the Sands Corporation built the Strip's Venetian hotel in 1999, and the Palazzo next door in 2008, it sparked a trend for creating huge properties with integrated convention space. Midweek business went up, and the company now profits more from corporate events than slot machines. As other operators

Euro Vegas in Numbers

- 12 HOTELS
- 36,000 HOTEL ROOMS
- 6 CASINOS
- 18,000 SLOT MACHINES
- 3 GOLF COURSES
- 1 CONVENTION CENTRE
- 260,000 JOBS
- €17 BILLION INVESTMENT
- €15 BILLION GENERATED ANNUALLY
- 11 MILLION VISITORS ANNUALLY
- 10 YEARS TO BUILD



Madrid may soon become the European capital for congresses and exhibitions, just like Las Vegas is in the United States.

followed, visitor numbers in Sin City doubled to 40 million a year, and in 2011 almost five million of them were for conventions.

"I hope we will be successful because Madrid offers certain advantages," Sainz says. "We have thousands of hectares of land available for the project, tourists with the highest spending in Spain and great infrastructure with the metro and highway system."

"What's more, it is a project that is not just for Spain but for Europe, the Middle East and Latin America, and Madrid-Barajas Airport already has connectivity with almost 250 cities around the world. We are also in the centre of the country with seven high-speed train lines – Madrid already attracts about five million domestic visitors a year."

Of the three proposed sites around the city, Alcorcon, 15km south-west of downtown, is the favourite. Sainz says: "Once finished, after ten years, it would be generating an increase in tourism revenue of €15 billion a year and about 10 million new visitors. The impact on GDP would be three or four percentage points – it would change the size of our economy."

MADRID RIO

The Madrid Rio project, as it is known, was unveiled in April last year and is now a pristine 4 sq km waterside stretch with 33,000 new trees, playgrounds, gardens, skate parks, landscaped pathways and the new Arganzuela foot bridge, which was designed by Dominique Perrault and connects the neighbourhoods on either side of the water. The design is eye-catching – two twisting, conical tunnels made from ribbons of spiralling steel meet in the middle on a hill and allow people to walk down into the park. At night, it is illuminated with lights at the end of tree-like lampposts.

For locals, it couldn't have come at a better time. Juan Carlos Caballero, division manager of the Intercontinental hotel, says: "The park is now together on both sides of the river and that has created a backbone for the city. Everyone can take advantage of it – my parents, at 82, can walk through gardens and trees, with benches to sit down. Young kids skate or ride bicycles, people have picnics – there is even a small beach, and a former slaughterhouse has been converted into a contemporary art centre called the Matadero. Before, the river was so polluted you couldn't even look at it – now you can pass the day there with your friends."

Whether or not Euro Vegas goes ahead, the proud people of Madrid will find a way to get through these tough times, and hopefully their leaders will not lose sight of just how important a bit of well thought-out green space can be for public morale. Olé!

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AIRPORT TOKYO NARITA

The capital of Japan, which is associated with skyscrapers, cherry blossoms, eastern martial arts and the world's most modern technology, also boasts an international airport which features 21st century solutions. **Agata Janicka** describes one of the most spectacular airports in the world – Narita International.

Narita Airport handles most international traffic to and from Japan and is also a major hub for air traffic between Asia and America. In 2007, the airport handled nearly 35 million passengers. Narita International Airport is used by 70 carriers including most of the major airlines, as well as 25 cargo operators.

MILLIONS OF TRAVELLERS AND ZEN
This is the second busiest passenger airport in Japan. In terms of cargo transport it's the first busiest in Japan and the eighth in the world. Tokyo Narita is the main hub for Japan Airlines and All Nippon Airways. It also serves as an Asian hub for such carriers as Delta Air Lines and United Airlines.

Launched in 1978, after almost 12 years of construction work, it's located about 65 kilometres from the centre of the Japanese capital. Within a few years after its launch, Narita took over most of the international traffic of the other Tokyo's airport – Haneda - which presently handles mostly domestic flights, yet is still Japan's busiest airport. For 24 years of its operation Narita



was called the New Tokyo International Airport. The airport was known as New Tokyo International Airport until 2004, but was commonly called "Tokyo Narita" even before it was officially renamed to differentiate it from Tokyo International Airport, commonly called "Tokyo Haneda." The airport has two huge, very modern terminals with shops of well-known Japanese and European brands, restaurants, bars, playgrounds, VIP lounges, travel agencies, etc. Both terminals are adapted to the needs of people with disabilities. There are even so-called "zen zones" where you can relax and unwind.

HOTELS, ROADS, RAILWAYS
There are several hotels located close to the airport, but only two of them - Hilton Tokyo Narita Airport and Mercure Hotel Narita - belong to large international chains. However, the nearby town of Narita is packed with hotels and you can get there easily with

thin several minutes by special hotel buses. The airport is situated close to Shin-Kuko Expressway which connects to Higashi-Kanto Expressway and National Route 295 leading to Tokyo and nearby cities. The most convenient means of transport from the airport is the train. Both terminals have their own railway stations from which you can travel to Tokyo and other Japan's major cities. You can also get to the airport by buses which run between the terminals and car parks every 10 minutes. There are 4 stops along the way, one in front of each terminal and directly next to the train stations. Each terminal has its own car parks. From the parks P1 and P5 you can get to terminal 1, while car parks P2 and P3 are linked to Terminal 2. More details at: <http://www.narita-airport.jp/en/access/parking/index.html>. P1 – is a multi-level car park which can accommodate up to 1,000 cars. The first hour of parking costs 500 yen, while consecutive hours cost half of this amount.

Important Info

Tokyo Narita Airport
Narita-shi, Chiba 282-8601, Japan;
Tel: (0476) 322 802 or 348 000
www.narita-airport.jp
naal@naa.go.jp
IATA code: NRT
ICAO Code: RJAA

Public transport
Buses from Narita run to Tokyo Haneda airport, downtown Tokyo, most of major hotels in the capital, as well as Tokyo and Shinjuku railway stations. From the airport you can also get to other cities such as Sendai, Utsunomiya and Omiya. Buses depart from Terminal 1 and Terminal 2. A train journey is the cheapest transfer option to and from the airport. Each terminal has its own railway station: Terminal 1 - The Narita Airport Station, and Terminal 2 - The Airport Terminal 2 Station. Keisei Electric Railway runs to Keisei Ueno in central Tokyo and to Haneda Airport. Japan Railways offer Narita Express trains (prior booking required) and fast connections without prior booking to Tokyo and nearby towns.

Car parks
The airport has long and short-term car parks. P1 in front of Terminal 1 offers about 1,000 parking spaces. P2 can accommodate up to 1,300 cars is located next to Terminal 2.

Car rental
In both terminals of the airport there are offices of Toyota, Nissan, and Nippon car rental companies. There's also an office of Matsuda company located in Terminal 1, and Japaren in Terminal 2.

How to get there by car?
By Tokyo Higashi Kanto Expressway. Note – it's a toll road.

How to get there by train?
By fast Narita Express and Skyliner trains, as well as numerous local trains connecting the airport to almost all parts of Tokyo and Yokohama. Fares from 1,000 to 3,000 yen

How to get there by bus?
You can choose among a number of carriers: Airport Limousine Bus, Keisei Bus, Narita Kuko Kotsu, Chiba Kotsu. Buses stop at both terminals.

How to get there by taxi?
A taxi fare to the centre of Tokyo is about 18,000 to 30,000 yen. The price depends on the final destination and traffic. The fastest connection is by an air taxi from Narita to Ark Hills near Roppongi. The journey takes 35 minutes.



A NOBLE BIRD

The saved Rome, inspired Mikołaj Rej to take care of the development of the Polish language, but ... somehow disappeared from our tables. Luckily, the Polish branch of Slowfood movement is now trying to reintroduce the goose to the Polish cuisine. Perhaps as a traditional dish for St. Martin's Day? Why not? The goose is worth it.

The story of how the Capitoline geese awakened Roman guards and saved the city from the invading Gauls is known to everyone, but St. Martin goose seems to be a somewhat mysterious bird. What is its connection with 11 November? Legend has it that when the citizens of Tours elected Martin as their new bishop, he was reluctant to accept, and hid in a goose barn, thinking he wasn't worthy of the honourable office. The loud honking of the geese betrayed him, though. Martin became bishop, and the people who elected him honoured him with ... roast goose. When the first non-martyr in the history of the Church canonized, he also became the patron saint of 11 November, as on that day in AD 397 his funeral was held. And since late autumn is the time when the spring poultry is the most delicious, the date seems just perfect.

LOVED EVERYWHERE

Poland is one of the largest producers of goose meat in Europe (together with China, USA, Hungary and France) and an actual leader in the global market. It doesn't really matter though, since we rarely eat goose meat and most of our production the is exported to Germany, where the Polish goose has been praised for years. Considerable importance is probably the fact that Polish goose meat can be regarded as an organic product because in most farms the birds are fed natural feed, grains, grain mixtures and grass. The goose meat, free from biological or chemical contamination, contains up to 23 % protein and less than 4 % fat, while the fat content of pork is almost 30%. The most popular is the so-called oat goose, also called "kołudzka" - because the variety was bred in the Research Institute in Kołuda Wielka. The meat is tender, crisp and very tasty. There are also other excellent types of goose such as the ones bred in Rypin,

Kartuzy, Kielce, Lublin and Ostrzeszów. Also the region of Greater Poland boasts long goose-breeding tradition.

SECRETS OF TASTE

Experts claim that the best period to buy fresh goose meat is between November and the end of January. Before or after this time it's better to settle for a frozen product. Fresh goose carcass is of light beige colour, and under the skin there's a noticeable thin layer of fat. Wingtips should be light pink – dark ones may be an indicator of the fact that the meat isn't fresh or that it was frozen for some time. A goose that is considered the tastiest weighs about 6-7 kg. Before roasting, it's good to soak it in cold, heavily salted water. After that, the meat shouldn't salted anymore. To achieve the best result, a goose should be roasted in a special cast-iron roaster with a lid. First season the goose with marjoram, or cover with apples and then put it into an already heated roaster. Then cover the pan with a lid and put it into the oven with the temperature set to maximum. After 30 minutes, reduce the temperature to 180 °C and continue roasting according to the weight of the goose, counting 50 minutes per each kilogram. A roast goose tastes best when served immediately or when it's cold - do not reheat it

as in this way it gets hard. Besides the roast goose other famous goose dishes include: półgęsek (goose breast) - smoked goose breast without bones, goose neck stuffed with buckwheat, or stewed goose stomachs. And, of course, foie gras - but that's a separate topic. Those who are fond of this delicacy, but feel sorry for the inhuman treatment of geese, will be happy to know that since recently foie gras is also made from geese whose livers naturally fatten.

LEAN AND FULL OF VITAMINS

Goose meat is one of the healthiest available. It's a rich source of protein, vitamins A, B, and E, as well as micronutrients - iron, magnesium, phosphorus, calcium, zinc. Goose meat has a very low fat content - up to 5%, compared to 30% of veal which is considered to be beneficial for those who want to lose weight. The fat (should be yellow and have silky texture) is also a real delicacy. After it has been melted, it can be stored for a long time and used for roasting other types of meat, as well as vegetables. It's also very healthy as it contains polyunsaturated fatty acids which have beneficial effects on our hearts. In folk medicine, it's believed to have warming, strengthening and ... mood-improving properties.

Joanna Kadej-Krzyczkowska



Foie gras

1.

The first recipe for foie gras was made in 1581 by Rumpolt Marx – a chef to archbishop of Mainz. However, it's to the Maréchal de Contades, Marshall of France and Governor of Strasbourg, that we owe the initial popularity of foie gras in Europe and its “modern” development.
2.

The liver for foie gras must be very fat, because geese bred for the pate are overfed in a quite cruel way. In Poland this way of breeding geese is prohibited by law.
3.

In Andalusia, Eduardo Sousa breeds geese without overfeeding. Apparently the secret is to adapt farming to the rhythm of nature. The animals live outdoors in autumn and winter, which is their
4.

natural time to build up fat reserves for migration. When they are slaughtered their livers are much larger and contain more fat, making them more flavourful and less bitter.
- Names: Foie gras entier - whole liver which has been seasoned with salt, pepper and cognac;; foie gras mi-cuit – half-cooked liver, foie gras - a few pieces of liver stored in a jar or a tin; Bloc de foie gras avec morceaux - a pâté made with minced-up foie gras, with little bits of intact liver in it; parfait de foie gras - not less than 75% of goose liver content; pâté de foie gras and mousse de foie gras – 50% of goose liver content.

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TO STAY INSIGNIFICANT

How unreasonable, (to avoid the word 'stupid') do you have to be to not try to develop your company, if you have access to resources and a demand for your products?
At least for your own satisfaction, if not for the profit?
In Poland such attitude may be considered weakness, or cowardliness at best. But it's neither of these. It's our immaturity.

While I was travelling to Vienna Art Fair this autumn, a thought struck me. Every time I reach the Austrian border, I get excited. The reason being not only the prospect of spending time in a lively and culturally attractive city. The spectrum is much wider. Just outside Vienna, there is Wachau – the most popular and valued wine region in Austria. Now, when the high season is over, I couldn't resist leaving the metropolis for a while, especially that I'm friends with a wine producer and a restaurant owner, who lives there. If you don't believe in Austrian traditional cuisine with a pinch of modernity, you should definitely go there.

JEWELLERY AND GRAPES
Karl and Barbara have a beautiful wine tavern and a vineyard, whose history dates back to 14th century, but that's not important. What matters is the atmosphere you feel there, what you can eat, and most of all, what you can drink. Sitting in the yard and reading the wine labels you might feel a little anxious. Because what can you think about a man, who has produced so much perfectionism? Did he have enough of it for the wine, if the bottles don't look so good? All in all, there are many taverns in the world, which make poor wine look better by putting an eye-catching label over the bottle. And bottle labels of one of the best wine producers in Wachau are so lousy that it's

just ridiculous. No wonder, that being there for the first time I got suspicious. But as soon as I took the first sip, I cursed my silly impulses. The wines are much better than the packaging. Naturally, I originally wanted to reach for Smaragd wines standing in front of me, that is, wines of a higher category, produced from the best, sweetest wines, with minimum alcohol content of 12,5%. Now they are considered more as prestigious wines, coming from individual, ancient vineyards, whose names are present on the label. And yet I stopped for a moment, because a bright green label of a rose wine caught my attention. The wine was - bravely for Austrian standards - called Pink. It was made



Just outside Vienna, there is Wachau – the most popular and valued wine region in Austria.



from Zweigelt variety. The vineyard's latest brainchild, the winemakers still weren't so confident about. But after I tried it, I knew I was drinking the best wine of this kind I had ever tasted. No exaggeration, crystal purity and raw healthy fruit with mineral acidity. Excellent. Smaragdy delighted with nobility and authenticity. The differences between bottles from different plots were wonderfully vast, which was a sign of success. Karl treated me to his flagship wine from Achleiten plot, like most of his Smaragdy wines - made from Gruner Veltiner - the variety which is currently one of the most interesting and universal ones in the world. You can easily use them to make poor as well as magnificent wines, but also simple, cheap and unpretentious ones, of characteristic herbal, ephemeral sweetness. I liked Kolmitz best. Gruner was very aggressive, unapproachable and savage. Full of thick, flint overtones, of cold and sentimental acidity.

Rieslings were not that great, but the 2010 vintage I tried was a Gruner Veltiner. The wines experimentally matured in new barrels didn't appeal to me, either. Fresh wood combined with such feeble wines seemed unnecessary, although it may be a welcome change to the locals, as the wines aren't likely to be exported anywhere else. And this is what I like about Karl and Barbara more than anything else. Although they could try to conquer the world's wine markets and enter competitions, as many other winemakers do, they take their time. They don't try too hard. It's not only a luxury stemming from their good financial situation, but also an idea on its own. The idea not understood by so many people, which allows you to do everything you want, not being forced to make any compromises. But what more can I say, if besides wine, I get a piece of still hot poppy seed cake. Just like that.

Michał Poddany

Don't exaggerate

WITH VINEYARDS

It's often believed that the older the wine, the better, but in fact, it's nothing more than just a mental shortcut. Being aware that many people will consider it blasphemy, I believe no dry wine should be aged for longer than 30 years, and only on condition that you can provide excellent conditions. Otherwise wine dies. And although the sentimental value of the wine is difficult to overrate, when it comes to gustatory sensations, old wines can boast only traces of liveliness. Besides, young and mature wines are the most authentic and rich in information about the vintage and harvesting conditions. It's like admiring the beauty of a ninety-year-old person because they haven't lost all their hair yet.

THE BEAUTY OF INDEPENDENCE

The new CLS Shooting Brake sees Mercedes-Benz making its mark once again with a creative design concept that underscores its leading role in the design field: while unmistakably coupé in its proportions, the new CLS opens up a wealth of new possibilities with five doors and a roof extending back all the way to the rear end.



The new Shooting Brake represents an innovative development of the four-door coupé concept, which was successfully introduced with the first CLS in 2004 and has since provided the template for numerous copycat designs. Brake, or the identically sounding Break, was the name once given to carriages which were commonly fitted out with light, variable bodies to transport hunting equipment, for example. Such vehicles which were taken out on shoots were referred to as shooting brakes or shooting breaks. Any such vehicle which was used when going out shooting was called a Shooting Brake or Shooting Break.

THE DYNAMIC NATURE

Surprising yet unequivocally coupé, the CLS Shooting Brake's proportions create a crouched posture, as if the vehicle were poised to make a leap: long bonnet, narrow window profile with frameless side windows, roof sloping dynamically towards the rear and continuing to the tail end of the vehicle. "The CLS Shooting Brake is based on the great tradition of stylish sportiness which has always characterised Mercedes, and takes these unique icons an exciting step further", explains Gorden Wagener, Head of Design at Mercedes-Benz Cars.

EXCLUSIVE INNOVATION

The second generation of the CLS set high standards in terms of the design and qual-

ity of the interior: straightforward elegance combined with innovative details and hand-crafted perfection. The Shooting Brake also applies this same aspiration in the luggage compartment. It is lined with high-quality carpeting, and the hand-stitched material is also incorporated into the sideliners in conjunction with Exclusive PASSION leather appointments. Dark fumed oak inlays lend a definitive finishing touch to the design of the luggage compartment floor. The lavishly produced aluminium rails protect the wooden floor and feature anti-slip properties. The CLS Coupé already set new standards in interiors with its wide variety of individualisation options. The Shooting Brake also offers five interior colours, five trim designs plus three qualities of leather to choose from. Customers have a choice of three exclusive wood types for the trim: high-gloss brown burr walnut, high-gloss black ash and satin-finish light-brown poplar. A completely new addition comes in the form of "porcelain" interior appointments which afford both CLS models a sense of luxury.

STYLE AND PRACTICALITY

The new CLS model is 4956 mm long 1881 mm wide and 1412 mm high. Its load volume varies between 590 and 1550 litres. The standard air suspension at the rear helps to ensure optimum road holding at all times. For additional flexibility, the rear seat back-

rests can be folded down from the luggage compartment as standard. The rear seats themselves provide room for three people, with individual seats on the outsides and a third seat in the middle. The three saddle-type head restraints on the rear seats barely affect the view towards the rear, and can be lowered at the touch of a button by the driver.

LIGHTWEIGHT CONSTRUCTION AND AERODYNAMICS

Intelligent lightweight construction plays a decisive role in bridging the classic conflict between the objectives of low weight and high strength in the CLS Shooting Brake. The model features frameless, all-aluminium doors made from deep-drawn aluminium panels with extruded sections, which in comparison to conventional steel doors are some 32 kilograms lighter. The tailgate, bonnet, front wings, various support profiles and substantial parts of the suspension and engines are all made of aluminium too. The aerodynamics also make a significant contribution to the efficiency of the Mercedes-Benz CLS Shooting Brake. With a frontal area of 2.30 m² and a Cd value of 0.29, the drag area is 0.67 m².

POWER AND PERFORMANCE

The CLS Shooting Brake is available with five engine variants – two diesel and three petrol engines. All engines come together

with a 7-speed automatic transmission and the ECO start/stop function as standard. Two models with all-wheel drive are additionally available: CLS 350 CDI 4MATIC BlueEFFICIENCY and CLS 500 4MATIC BlueEFFICIENCY. The entry-level model is the CLS 250 CDI BlueEFFICIENCY, with a power output of 150 kW (204 hp). Fuel consumption in combined mode is outstanding for this power category, at 5.3 litres of diesel per 100 km, corresponding to CO2 emissions of 130 grams per kilometre. On the next level come the two six-cylinder engines: CLS 350 CDI BlueEFFICIENCY, rated at 195 kW (265 hp) and CLS 350 BlueEFFICIENCY at 225 kW (306 hp), while the CLS 500 BlueEFFICIENCY with V8 biturbo engine has a power output of 300 kW (408 hp).

THE V8 ENGINE

The dynamic top model of the Shooting Brake range is the CLS 63 AMG Shooting Brake, fitted with an AMG V8 biturbo engine rated at 386 kW (525 hp) which delivers 700 Nm of torque and comes with the AMG SPEEDSHIFT MCT 7-speed sports transmission. With the "Edition 1" variant, these performance values rise to 410 kW (557 hp) and 800 Nm. The car accelerates from 0 to 100 km/h in 4.4 seconds (4.3 seconds for the "Edition 1"), and its top speed is 250 km/h (electronically limited). The performance didn't prevent the AMG engineers from reducing fuel consumption. CLS 63 AMG takes an average of 10.1 litres of petrol per 100 km (NEDC), and the CO2 emissions were limited to mere 235 g/km. The car also features the AMG sports exhaust system with two double, chrome exhaust tips.

SAFETY INSTINCT

More than a dozen driver assistance systems are able to help prevent traffic accidents and reduce the severity of an accident. Active Blind Spot Assist and Active Lane Keeping Assist are available as part of the Driving Assistance package Plus, in combination with DISTRONIC PLUS, BAS PLUS and the PRE-SAFE® Brake. Both assistance systems are not only able to detect an unintentional lane change or vehicles in the blind spot, but can also correct the direction of travel by gentle brake intervention if the driver ignores the visual or audible danger warnings.

Wiktor Lucki



The exclusive nature of the model doesn't end up behind the rear seats. The luggage space is lined with high-quality carpeting, and the hand-stitched material.



Each unforgettable machine is a combination of art and technology. "Functionality is obligatory for a vehicle, but the CLS Shooting Brake combines functionality and fascination in a way that is unmatched by any other automobile," says dr Dieter Zetsche, CEO of Daimler AG.





20 NEW TRAVEL APPS

Jenny Southan reveals a fresh crop of mobile applications designed to improve your life on the road. Do you want to know how to manage your jet-lag, wish to send a postcard without visiting a post office, or check in at a hotel even before you arrive there? Now it's possible.



HYATT HOTELS

Features of Hyatt's app include the option to connect to its Twitter-based Concierge service 24/7 and check in before arrival. You can also monitor the weather and access your Hyatt Gold Passport account.

Free; iPhone, iPad, Android



CLUB CARLSON

Members of the hotel loyalty scheme can redeem points for stays at Radisson, Country Inn and Suites, Park Inn and Park Plaza properties, as well as explore their local area with interactive maps and sign up for express booking.

Free; iPhone, iPad, Android



WW HOTELS

This trendy app from the Starwood brand allows you to stream mixes by W's global music director (and purchase from iTunes),

order room service, request towels, bedding and amenities, place requests, view offers and post comments or photos on social networking sites.

Free; iPhone, iPad



MARRIOTT MOBILE

Use this app to reserve rooms at more than 3,600 hotels in 70 countries, as well as find nearby properties using GPS, browse city guides and images of the properties, manage bookings and access your Marriott Rewards account.

Free; iPhone, Blackberry, Android



AIRBNB

Fed up of predictable chain hotels? Search and book unique accommodation, from private apartments in more than 26,000 cities to private islands. You can also list a property yourself or find last-minute options.

Free; iPhone, iPad, Android



MYDXB

The Dubai airport app helps travellers to navigate its three terminals by providing an offline directory of services and facilities, a 3G/wifi-enabled "smart map" to locate them, and live flight listings and gate numbers.

Free; iPhone, iPad, Android



THE FUTURE BY AIRBUS

Discover the in-flight experience of 2050 with this slick "fly-through" app from the aircraft manufacturer. Users can tap on widgets and press on thumbprints to learn more about futuristic innovations and view images and video.

Free; iPhone, iPad



YOUR PASSENGER RIGHTS

The European Commission launched this app to help trav-



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ellers check their air and rail rights when their service is delayed or cancelled, or if their baggage is lost or damaged. It lists contacts to lodge complaints and displays travel information during crises.

Free; Apple, Blackberry, Android, Windows Phone 7



EASYJET MOBILE

The budget carrier allows travellers to search and book flights, save personal details for future reservations, set reminders, and share trip information via text, email or social networks.

Free; iPhone, iPad, Android



CITYJET

View flight schedules for the carrier's 18 European destinations, make bookings, manage reservations, check in and receive an electronic boarding pass, store your Flying Blue credentials, and get access to online promotions.

Free; iPhone, Android



JET BLUE

In addition to offering the ability to book and manage flights, the US airline's app enables you to check in, receive real-time flight updates, view movie trailers, share your travel

plans and use the "Pick me up" feature to help co-ordinate rendezvous at the airport.

Free; iPhone, iPad



EUROSTAR TRAINS

Search and book Eurostar travel between London, Paris and Brussels with this app, which also generates an offline-accessible mobile ticket and allows you to check in. It will store your personal and loyalty scheme profile too.

Free; iPhone, iPad, Android



CLICK A TAXI

Available for use in seven countries (including the UK and Ireland, with many more to be added over the next year) and partnered with more than 1,000 taxi firms, this app allows you to make automated bookings using GPS. Pay with cash at the end of your journey.



MAPS+

Use this to browse Google Maps, set location-based alarms for when you arrive in specific places, record and edit GPS routes, add bookmark pins, and show tweets from anyone who has geo-location tagging turned on.

Free; iPhone, iPad



MYNET TRAVEL

A personal guide to cancellations, disruption and delays on UK trains, it enables you to create your own "departure board" for regular journeys and view live updates from people who share your routes.

Free; iPhone, iPad Android



VYKE MOBILE

This VoIP app lets people connect over wifi or 3G to landlines and mobiles. It is free between Vyke users and allows you to top up credit as you go. Calls to Vyke Zone countries including the US and Australia cost 15p per hour; otherwise it is from 1p per minute.

Free; iPhone, iPad, Android, Blackberry, Nokia



GOGOBOT

Linked to your Facebook account, this app helps you to plan trips and get recommendations from friends. You can plan and map your itinerary, create postcards, submit reviews and find out useful information such as addresses and opening times.

Free; iPhone, iPad



POSTAGRAM POSTCARDS

Kto ma czas, by w podróży Finding a postcard, stamps and a post office is near impossible for time-pressed travellers, but this app offers a solution. Take a photo and you can turn it into a printed postcard with a bespoke message that can instantly be mailed anywhere in the world for US\$0.99-US\$1.99.

Free; iPhone, iPad Android



CLIBE

A "social journaling app" for the iPad, Clibe combines writing, sketching and photography to create books and travel diaries. Stored virtually as part of a cloud library, you can choose to make them public or private.

£2.99; iPad



JETLAG GENIE

Create a customised plan to manage your jetlag – log your flight time and your usual wake-up and bed times and it will tell you when to get sunshine or darkness, and when to take melatonin or nap.

£1.99; iPhone, iPad



Ekscytujące piękno, futurystyczna technologia.

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Najnowsze trendy w zabudowie kuchni proponują czyste formy wkomponowane w pełną powietrza przestrzeń. Sprzęt Siemens doskonale spełnia te wymagania. Podobnie jak piekarniki i płyty grzewcze, również nowe okapy wyróżniają się ekskluzywnym designem o wyjątkowo eleganckiej, oszczędnej linii. Piękna obudowa ze szlachetnych materia-

łów kryje innowacyjne rozwiązania i zaawansowaną automatykę, dzięki której urządzenia działają prawie samodzielnie, nie wymagając Twojego zaangażowania. Kontrolowane przez elektroniczne systemy, pracują wydajnie, skutecznie i cicho, zapewniając idealnie świeżą atmosferę w kuchni. Więcej informacji: www.siemens-home.pl

4 HOURS IN... NOTTING HILL

Lucy Douglas and **Jenny Southan** discover antique treasures, a pint-sized gin distillery and a potted history of packaging in West London.



Notting Hill is a shopper's paradise, with all kinds of clothing, trinkets and culinary delicacies on offer at the chic boutiques and rough-and-ready market stalls (open daily from 9am, except Sundays) that line the streets. Begin at the top of Portobello Road after taking exit three from Notting Hill Gate tube station. You'll walk along Pembridge Road, which is full of vintage stores selling classic designer pieces and a fair few outlets offering British paraphernalia to tourists. Look out for George Orwell's house at number 22.

It's the antique stores at this end of Portobello that are the real draw. At number 82, Henry Gregory Antiques has a fascinating collection of sporting equipment through the ages and charming old trunks and suitcases. You could pick up an oar used by Oxbridge rowers in the 1900s or yesteryear Louis Vuitton luggage.

Across the road at 87 is the London Antique Clock Centre (clockcentre.com), selling all manner of timepieces from grandfather clocks to vintage pocket watches – bag yourself a kitsch Blackforest cuckoo clock, or a classic Cartier travel clock. Both stores open daily. If you're in town on a Saturday, the market's bric-a-brac and grocery stalls are joined by dozens of vintage dealers to form one of the largest antiques markets in the world.

RAOUL'S RESTAURANT AND BAR

From E&O for high-end pan-Asian cuisine and Osteria Basilico for posh-yet-rustic Italian fare, to takeaway falafels from the market and Michelin-star cooking at the Ledbury, it is hard to choose where to eat around here. But a reliable bet is Raoul's. Located two minutes from the crowds of Portobello, this classy eatery is open for breakfast, brunch, lunch and dinner between 8.30am and 11pm daily (9am-7pm Sunday) so you can pop by any time. The interior is reminiscent of a Scandinavian diner, with caramel-coloured banquettes, pine tables and wooden lampshades. There is also the option of sitting outside.



If you're in town on a Saturday, the market's bric-a-brac and grocery stalls are joined by dozens of vintage dealers to form one of the largest antiques markets in the world.

When it comes to food, a tempting array of dishes is on offer. Brekkie includes fritata, eggs florentine and old-school grilled kippers, while lunch could be a smoked salmon and cream cheese bagel, juicy burger or crab and chilli linguini, depending on your appetite. During the week, there is a set menu of two or three courses for £12.95/£15.50. Raoul's, 105-107 Talbot Road; tel +44 (0)20 7229 2400; raouलगourmet.com

THE GINSTITUTE

Back down in the market is the Portobello Star bar at number 171, where you'll find one of London's smallest museums and gin distilleries tucked away. The street-level cocktail bar is a favourite among locals but ask to pop upstairs to the Ginstitute, which opened last winter, and you will discover two glass cabinets filled with cocktail ephemera – from an antique bottle of Boker's bitters (there are only two in the world and a few drops can be sampled as part of the £50 brandy crusta) to a rare gin stove that was used to heat punch. Dozens of dusty bottles line the shelves, alongside Victorian mixology books. On the second floor is the Still Room, where for £100 you can book a two-hour tutored

tasting and blending session, and even leave with your own 70cl bottle (call back and they will recreate your libation based on your recipe). If you don't have time, buy a bottle of Portobello London dry gin (£24), distilled in a copper pot with more than 20 single botanicals. Entry is free. Visit portobellos-tarbar.co.uk

BLenheim CRESCENT

Head north up Portobello Road and turn left on to Blenheim Crescent, a bookworm's dream. Despite the efforts of the local community, the Travel Bookshop at 13-15b that inspired the 1999 movie Notting Hill closed last year. The sign remains and, happily, one half of the property was transformed into the Notting Hill Bookshop (thenotting-hillbookshop.com), a thriving store that still sells an extensive range of travel literature, along with fiction and non-fiction. Across the road at number 4, Books for Cooks (booksforcooks.com) is stacked floor-to-ceiling with tomes on every imaginable cuisine. It also has a tiny kitchen in which chefs bring recipes to life as part of a daily changing menu. At 21 Kensington Park Road is Lutyens and Rubinstein (lutyensrubinstein.co.uk), another independent book emporium, stocking numerous genres as

well as crockery, art and locally produced jams. Stores open daily; Books for Cooks closed Mondays.

MUSEUM OF BRANDS, PACKAGING AND ADVERTISING

Return to Portobello Road, turn left on to Colville Terrace, then take a right and a left on to Colville Mews. You might not notice the Museum of Brands, Packaging and Advertising immediately, but it is worth seeking out as it takes you on a sociological journey through 19th- and 20th-century Britain through packets and wrappers. It all started in 1963 when founder Robert Opie, then aged 16, saved his very first Munchies wrapper in a bid to record consumer culture in the UK. The collection now numbers more than 12,000 items and covers everything from food, fashion, toys and technology to travel, design and publishing, some dating as far back as the 1830s.

Highlights include a collection of memorabilia honouring Queen Victoria's Diamond Jubilee and the exhibition of early Guinness adverts, which even in the 1930s were some of the most creative campaigns around. Open Tues-Sat 10am-6pm, Sun 11am-5pm; entry is £6.50; museumofbrands.com



ASK PETER

Letters

Piotr Kalita is related with air transport market for almost 20 years.

He is specializing in corporate and diplomatic travel segment. Have a question? - ask Piotr.

Mail your question to: redakcja@businesstraveller.pl

Unusual travel class

I'm responsible for organizing business trips for my boss. Recently, the company has introduced a policy forbidding us to buy business class tickets. My boss has now asked me to check if economic class with business service is available. I have never heard of such a travel class before. Could you explain?

Aneta

Dear Aneta,
Your boss probably meant the "Premium Economy" - a travel class offered on some airlines, positioned in price, comfort, and amenities between economy class and business class. It was introduced as a new product a few years ago on long-haul routes. One of the reasons to do so was to retain business passengers who due to travel restrictions imposed by their companies were no longer allowed to travel in business class. Many small and medium-sized enterprises have introduced such restrictions. It also applies to lower and middle level employees in large corporations. Following a market research, some airlines decided then to introduce an additional travel class.

Premium Economy is most often situated between business and economy classes on board. The seats are wider and more comfortable and the seat pitch is also bigger so you are able to recline them more than seats in premium economy class. However, they don't recline fully (into a flatbed) as opposed to seats in a regular business class cabin. Premium Economy also provides more facilities should you want to work during the journey, as each seat is equipped with an electrical socket, and a reading light. Passengers can also use additional features such as dedicated check-in desk, larger luggage allowance, additional points in the loyalty programme, a larger selection of beverages, cosmetic kits etc. Meals are also usually more varied and served on porcelain tableware. Of course, individual amenities may vary depending on the airline, but most of the examples are quite universal. The price is higher, but the fare conditions are more flexible than in a regular economy class.

Airlines which have Premium Economy class on their offer include British Airways (World Traveller Plus), Air France (Premium Voyager), Alitalia (Classica Plus), Turkish Airlines (Comfort Class), Virgin Atlantic, Air Berlin, KLM (Economy Comfort Class), Delta, and United. The offer is still growing. Soon, Polish passengers will also be able to enjoy the Premium Club offer. LOT Polish Airlines is planning to introduce this product into its new Boeing 787 Dreamliner on transcontinental routes from January 2013.

Do I need a visa?

I'm planning to go to Australia in January 2013. I'm going to fly there with a stopover in Doha, Qatar. I'm thinking of staying in Qatar for a few days. Will I need to obtain a visa to do so? How can I get it? I've heard that getting a visa to enter Qatar is quite difficult.

Andrzej

Dear Andrzej,
Indeed, until recently obtaining a visa to Qatar was a quite complicated process. Polish citizens couldn't enter the territory of Qatar without the promise of a visa. Up to 4 September 2012, they so-called principle of visa sponsorship was in effect. That meant that Poles travelling through Doha didn't need a visa, only on condition that they didn't leave the airport's transit zone. A problem appeared on transit flights at night or during longer stopovers, because then they needed to leave the airport. In such a case the easiest solution to this problem was to obtain a 24-hour visa through your hotel which acted as a sponsor.

From 4 September 2012, the situation changed dramatically. Now, Polish citizens travelling as tourists are allowed to enter the territory of Qatar, without a pre-arranged visa. You can get it in the simplest possible way, that is at the airport in Doha. The fee is about €25 per person. You need to have a passport which is valid for at least 6 months from the date of the planned departure from Qatar. The visa is issued for one month.

This law doesn't apply to travellers coming to Qatar for purposes other than tourism. In such a case, the visa sponsorship rule is still in effect. A sponsor may be an individual (a citizen or a foreigner with a status of a resident in Qatar) or a legal entity (a company). Details are available on the website of the Polish Foreign Ministry or on the official website of the government of Qatar.

If you decide to stay in Qatar, please also remember about customs restrictions on the import of products which are prohibited on the territory of Qatar.

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