

AUSTRIA SPECIAL (Why small works)

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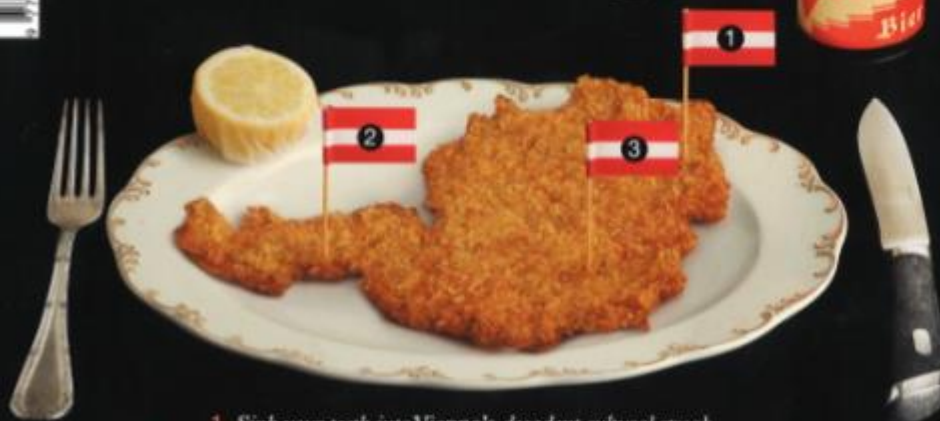
# MONOCLE

**INSIDE: REBELS AND ROYALS A TASTY TORTE-OLGY  
BIG BALLS THE WORLD'S MOST BEAUTIFUL CARPARK**

**A TO F AFFAIRS:** Why the old empire still has friends **BUSINESS:** Pnser-mad Voralberg **CULTURE:** Radio makes a move  
**DESIGN:** Thonet to Neutra, die Meister der Designwelt **ENTERTAINING:** Buns and wine (aka heaven) **FASHION:** Nice brands

Raindrops on Rosa Mosas,  
Whiskers on Wolfram,  
Bright colourful DJs and warm woollen Wolfords,  
Bruch-designed packages tied up with string...

These are a  
few of our  
favourite things!



1. Sink your teeth into Vienna's decadent cultural streak  
2. Get a taste for Innsbruck 3. Savour every last crumb of Graz. Yum.

**1 MOZART AND MORE** A guide to Salzburg that goes beyond its famous musical maestro **LINZ EFFECT** An industrial centre delivering a cultural punch **SEA CHANGE** A city that thinks it's in the Med **PLUS** Charming Austrian takehomes



ATF

At the  
FRONT



EDITOR'S LETTER

### Heart of Europe

Tyler Brulé introduces our Austria special and reveals what kindled his love for the land.



What's your impression of Austria? Was there a moment last week when you paused in the middle of your daily routine to consider the small but lanky nation that stretches luxuriously across Central Europe? It's OK if your mind wandered off to consider other countries (Italy, Japan, France and Spain are all acceptable) but if, like me, you grew up with rich dollops of Austria influencing your childhood, there's a strong chance that later in life you've found yourself drawn to the people, products, designs and destinations of Republik Österreich.

I can pinpoint the start of my Austrian connection back to the 1976 Winter Olympics in Innsbruck. My father was working for the Olympic committee and I recall the excitement of the planning for the two-week trip to cheer on Team Canada. Unfortunately I wasn't part of the delegation and recall waving my parents off from Montréal's Dorval airport on a snowy evening in February. Two weeks later they returned with a treasure trove of swag and it seemed as though my mother had cleared out all the shops in Innsbruck and Bolzano. There were toy soldiers and medieval weaponry, coloured pencils and notebooks, chunky knitwear, stickers, playing cards and picture books. A couple of days later the photos came back from the lab and we sat down at the dining table to go through snaps of the opening and closing ceremonies, slope-side shots of the ski races and images of elegant town squares and flared rooflines atop handsome buildings.

Not long after, we started going to a nearby Austrian restaurant (schnitzel became a midweek treat) and the

following summer my mother took me to a matinée screening of *The Sound of Music*. At about the same time I also asked for knickerbockers, sturdy boots and a loden wool jacket – not exactly what my other classmates were wearing in grade three at Suddaby Public School but who was looking sharpest in the class photo?

Despite my fascination with the finer trappings of Mitteleuropa, it wasn't until Christmas 1990 that I touched down on Austrian soil for the first time. My aunt and uncle had moved from Essen to Vienna and the invitation to spend the holiday with them was hard to pass up. For a week we dined at the best restaurants, filled the shopping trolley at the nearby Julius Meinl, stuffed ourselves on cake and, by the time I flew back to London on Lauda Air (will we ever see economy-class catering like that again?), I realised that the Austrians had a knack for hospitality and the good life. Shortly afterwards, I was in and out of Vienna more often as reporting assignments in Beirut had me connecting on Austrian Airlines through Schwechat. And in the summer of 1996 the first edition of *Wallpaper\** came together thanks to the talented art direction of Herbert Winkler (see page 100) and the emotional support of Austria Tabak (never have more cigarettes been smoked in such a condensed window).

This summer will mark 25 years since I made my start in the business of magazine editing, so it's perhaps fitting that we return to Austria to celebrate the best that the nation has to offer. Given our Zürich base, many of us have had opportunities to scoot across the border for weekends on its lakes or longer stays in the mountains. Another of our outposts – in Merano, South Tyrol – has allowed us to spend time exploring Tyrol and Vorarlberg and meeting the people behind the hotels, restaurants and ateliers that make these regions unique. Further east our correspondents have been covering Austria since MONOCLE's launch and Vienna has long ranked as one of our most-liveable cities – it played host to the second Monocle Quality of Life Conference.

For this issue we've attempted to cover as much ground as possible, even going beyond the republic's borders to chronicle Austria's enduring influence on territories now under different management. Aside from the fine hospitality, the national talent for being able to pull off wearing both a cape and a jaunty hat as part of one's ensemble, and its championing of the return of overnight rail travel (*danke ÖBB*), we like Austria because it's a rule-breaker, it's louche and it's geopolitically important. At a time when most states are ever more nanny in their approach to governance, the Austrians like to leave things a bit more open to interpretation, don't mind showing their naughty side and are proud that they still wake up every morning with the hangover that comes with empire.

Cheers (in fine Riedel glasses) and thank you for your support. Travel tips can be supplied by dropping me a note at [tb@monocle.com](mailto:tb@monocle.com). — (M)



**08** Grand details of  
Austrian design  
*For the home*

While neighbours Germany and Italy are well recognised for large-scale furniture industries, Austria has, over centuries, quietly mastered a more delicate side of design. And in 2020, when buying less but better is the new model for furnishing your home, one can look gladly to the many grand "Made in Austria" pieces available in the nation's ateliers and showrooms. We unpack the fine pursuit of living like an Austrian. — NSG



**Chandeliers**  
from Lobmeyr

Lobmeyr's dramatic chandeliers (Thomas Edison was a notable collaborator) hang in the nation's most handsome homes and museums. Its smaller glassware work is equally elegant. [lobmeyr.at](http://lobmeyr.at)



**Lamps and Lighting**  
from Kalmar

Josef Hoffmann and Adolf Loos have shaped the proportions of Kalmar's freestanding

lamps in decades past, while newer names such as Ilse Crawford have helped to connect the heritage brand with a contemporary audience. [kalmarlighting.com](http://kalmarlighting.com)



**Crockery**  
from Augarten Porzellan

For almost 300 years the gold-tipped porcelain of the Belvedere collection has adorned the smartest tables. The brand's dedication to perfection is still present at its home, the Palais Augarten. [augarten.com](http://augarten.com)



**Outdoor furniture**  
from Karisek

The Viennese café culture has informed the nation's excellence in making furniture for a sunny outdoor perch. Karisek delivers perfect plastic-and-steel pieces for the patio, from early modernist designer Josef Frank to more contemporary creators. [karisek.co.at](http://karisek.co.at)



**Tassels and upholstery trimmings**  
from M Maurer

Tip of the pile when it comes to tassels is Austria's M Maurer. The brand draws upon traditional embroidery techniques to form theatrical pieces that will add a touch of flamboyance to your curtains. [mmaurer.at](http://mmaurer.at)



**Silver cutlery**  
from Jarosinski & Vauguin

The sixth-generation maker is known for its use of high-end 925 sterling silver. Every piece in a cutlery set is hand-made and buyers can choose from more than 200 patterns. [vaugin.com](http://vaugin.com)



**Office furniture**  
from Bene

While the pace of Austrian life veers between relaxed and very relaxed, when work does need to get done offices here are well equipped for the job. Bene has been churning out chairs and desks since 1790 and while this steel-legged desk system is a more modern marvel, its "Made in Austria" tag keeps its quality in line with Bene's extensive catalogue. [bene.com](http://bene.com)



**Wine glasses**  
from Riedel

A punchy pink Styrian Schilcher should only be drunk in fine Austrian glassware. Riedel is respected globally for making such vessels and its Extreme range is designed to direct wine straight to the tip of the tongue, maximising the robustness of a good rosé. [riedel.com](http://riedel.com)



## 09 | Naschmarkt

Corner the market

Alongside partner Andreas Wessely, interior designer Michael Niederer (pictured, right) has mastered the art of scouring markets for well-designed vintage wares. You'll find the fruits of their labours at their beautiful rural hospitality ventures, Villa Antoinette (a step back into the heady fin de siècle of Alpine holidaying) and Hotel Fernblick (a magical mid-century mountain hotel). Here many items, such as Murano glass chandeliers and bar trolleys loaded with vintage glassware, have been sourced at Vienna's Naschmarkt, the couple's favoured spot. Niederer, who also owns award-winning firm St Corona Interiors, leads MONOCLE on a sourcing journey through the busy stalls set up in the capital in the wee hours every Saturday morning. — NSG

**Tip 1**  
Return relentlessly. "We've built up relationships with the traders and often they'll have pieces put aside for us."



**Tip 2**  
Fuel up. "Our traditional start is always a Frankfurter served with mustard and horseradish on the side – it also helps with hangovers."



**Tip 3**  
Don't hesitate. "If you see something you really like, always buy it; there will always be a home for it. For us it either ends up in one of our hotels, in an interiors project or in the cellar until the right place becomes available."

**Tip 4**  
Barter fairly. "Bartering is a game you must play: If you're not getting about 30 per cent off the first price you're given, you're getting ripped off. That being said, you should never be unfair. If a trader is having some bad weeks they might sell a precious piece for less than they should and this hurts their business."

**Tip 5**  
Inform yourself. "Read up on what you want to buy. As soon as a trader recognises that you know what you're talking about they'll respect you more and you'll get a better deal."



1

WHAT TO BUY  
Austria

### Top of the shops

Too many nations have lost touch with their craft and manufacturing heritage, but Austria's hands-on culture is clear from its products. Here we eye up a few highlights and tasteful takehomes, from ceramics to Styrian gin.

By Hester Underhill  
Photographer Trika Ward



1 2 3



4



(+) Bies, maker of enamel kitchenware in Ybbsitz since 1922, has its own hydroelectric power plants, so is fully carbon neutral

5



(+) Demel, one of Vienna's oldest chocolatiers, used to deliver candied violets to Empress Sisi



6

7

8





(+) Homeware shop  
Die Selterie was  
set up in Vienna's  
Marxringquarter by  
two graphic designers



10.  
Salt and pepper  
shakers  
Österreichische  
Werkstätten  
oww.at

11.  
Vase  
Die Selterie  
dienselterie.com

12.  
Tee  
Be My Friend  
beapmyfriend.com

13.  
Chocolates  
Demel  
demel.com

14.  
Wallet  
Sagan Vienna  
sagan-vienna.com

15.  
Glasses  
Riedel  
riedel.com;  
wfridges.com



1.  
Tea towel  
Überhör for  
Österreichische  
Werkstätten  
oww.at

2.  
Salt and pepper  
shakers  
Österreichische  
Werkstätten  
oww.at

3.  
Casserole pot  
Ries  
ries.at

4.  
Cushion  
David Fussenegger  
davidfussenegger.com

5.  
Coffee  
Bieder & Maier  
biedermaier.com

6.  
Jug  
Keramik Barbara  
Wihann  
keramik-wihann.at;  
dienselterie.com

7.  
Wafers  
Manner  
manner.com

8.  
Chocolates  
Demel  
demel.com

9.  
Soap  
Lederhass  
lederhass-cosmetics.com





(+) After going out of business in 2000, Kamarg's rucksack line was resurrected by a 2017 Kickstarter campaign

- 1. Body scrub  
Saint Charles  
Apothecary  
[saint-charles.eu](http://saint-charles.eu)
- 2. Wine glass  
Riedel  
[riedel.com](http://riedel.com)
- 3. Vase and cup  
Andrea Kollar  
[andreakollar.at](http://andreakollar.at)
- 4. Blanket  
David Fussenegger  
[davidfussenegger.com](http://davidfussenegger.com)
- 5. Backpack  
Kamarg  
[kamarg.net](http://kamarg.net)
- 6. Book  
Metroverlag  
[thruinnmassore.at](http://thruinnmassore.at)
- 7. Pouches  
Said the Fox  
[saidthefox.at](http://saidthefox.at)
- 8. Blanket  
Die Sellerie  
[diel sellerie.com](http://diel sellerie.com)
- 9. Eau de parfum  
Wienerblut  
[wienerblut.at](http://wienerblut.at)