

DEDICATED TO BRUXPATS&BUSINESS PEOPLE IN BRUSSELS

FREE-N°4/SEPT.-OCT. 2007

Together

magazine

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Active Women Special

INTERVIEWS

Antoine Pinto
Candy Bitch

DISCOVERIES

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EDITORIAL

BACK TO WORK

I hate this time of year and I'm not alone. Paradoxical. Because, as a "workhaolic", I should feel relieved to resume work, to return home just as the sun is setting. But in order to "resume" work, it's necessary to have taken a significant holiday during July and August. As this is not the case, this "reentrée" has me thinking in terms of changing to second gear rather than taking off in first. The year 2007 is entering its final phase and the most ambitious have already set their sights on 2008.

But let's console ourselves. Starting work again after a

break is always accompanied by a bunch of new projects, surprises and professional encounters. Speaking of which, we met Candy Bitch, an active young woman who is busy organising encounters between people who are eager to meet, and meeting with great success, rather like online dating sites. Like us, you'll soon succumb to the charms of Candy and other personalities appearing on our pages. I'm thinking of Antoine Pinto, Christos Bezirtoglou and Simone von Troyen.

Oh yes, I almost forgot. Because living with them is as complicated as living without, we've decided to pay tribute to active women in

a multitude of features exclusively dedicated to the fairer sex. But, don't perceive anything macho in this decision...

Happy "reentrée" to all! ☺

Jérôme Stéfanski

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Publisher



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3 Suisses bag, Ref.59 586

HAMILTON & DE WITTE

ANOTHER CHANCE TO WIN A FABULOUS HAMILTON WATCH

In every edition of Together Magazine, we're giving readers the chance to win a prestigious Hamilton watch.

This time, the lucky winner can proudly claim his or her prize from La Maison De Witte.

DE WITTE

La Maison De Witte has been a synonym for quality and tradition almost since the day it opened in 1932. In its fourth generation of family management, this jeweller's and watchmaker's primary activities are design, customised re-fashioning and repair of jewellery and watches.

YOUR CHANCE TO WIN A KHAKI E.T.O. BY HAMILTON

This sports watch has a quartz mechanism, sapphire glass and is water-resistant to a depth of 100m. It also comes equipped with a stop-watch, and the leather strap contrasts beautifully with its

stainless-steel solid dial. For your chance to win the sublime Khaki E.T.O. by Hamilton, **answer the following questions at www.together-magazine.eu***:

1. In which year did La Maison De Witte open?
A. 1925
B. 1932
C. 1962
2. What colour dominates the Hamilton-range decor in the De Witte establishment?
A. Orange
B. Blue
C. Black
3. How much does the September-October 2007 edition of Together Magazine weigh (to the nearest milligramme) without its plastic cover and samples? Ⓜ



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* Competition organised in collaboration with a Huissier de Justice. Full rules available on request.

THE EXQUISITE ART OF RECEIVING GIFTS

We strongly advise you to leave a copy of Together Magazine in a highly strategic place at home, conveniently open at this page, perhaps with certain items highlighted.

Just wait. We bet that the present(s) of your dreams will soon follow...

FOR HER...

1

Stella McCartney Eyewear

The best way to catch the sun is...to wear sunglasses, and not only in Italy. Sir Paul McCartney's daughter presents a resolutely high-tech modern collection of eyewear. Particularly soaring is the Aviator line, with its pure, simple shapes that are



still sophisticated. Goes with everything. There's also a less 'airport' version, to view the world in pink, with an adorable annotation on the left glass saying, 'Baby it's you'. Who could resist such a message from the heart? STM/65 and STM/62: **200€** www.stellamccartney.com

2

De Greef

Tribute to Pol Bury by Arnaud Wittman for De Greef, these unconventional jewellery masterpieces are not only triangular but also a homage to the late sculptor's fascination for improbable balance and slow displacements – in this case, of diamonds. Maybe not the most appropriate choice for grandmother's 80th birthday, but you have time, don't you? Stunning. **Price not provided.** www.degreef1848.be



FOR HIM...

1

Dior Homme

Not content with redesigning the masculine look and fragrance standards

completely, Dior now reworks toiletries too. Entirely composed around the iris scent – which is remarkable, if not unique, for a masculine fragrance, you can now also enjoy the complete bathroom line, from shower gel to eau de toilette. This elegant cocktail accompanies your every step.

Shower gel tube 150 ml: **27€**

Aftershave gel 70 ml: **34€**

Deodorant spray 150ml: **26€**

Deodorant stick 150ml: **26€**

Eau de toilette 100ml: **54€**

www.dior.com



2

Lotus jewellery

Mechanical engineering leads to ultimate sophistication and not only on F1 circuits. Since 2006, Lotus has produced a jewellery line for the contemporary man. As if by magic, matches perfectly with the watch on the right. Maybe not engraved but equally – if not more – unsinkable. **Price not provided.** www.lotus.com

3

Tokyo by Kenzo

Colourful representation of the Nippon metropolis, Tokyo by Kenzo is resolutely inspired by the kaleidoscopic feeling of walking in the city's streets after nightfall. Takada Kenzo defines the both unreal and fluorescent palette of the ever-growing tumultuous capital as "electric poetry". Encapsulated by acclaimed designer Kashiwa Sato in what looks like an electrified bamboo-like fragment, this cross-cultural scent will seduce young urban night-lovers. Eau de Parfum 100ml: **62€** www.tokyoobykenzo.com



4

Lacoste

Elegantly sporty but discreet, this new timepiece, supervised by Christophe Pillet for Lacoste, combines black rubber and stainless steel. According to a connoisseur friend of ours, the three first things a woman



looks for when she meets a man are: 1) watch, 2) shoes, 3) haircut, and you never get a second chance to make a first impression. Waterproof to 165 metres, just in case you feel the need to dive and follow a siren. For daring personalities, also comes in 'very-very' green. Crocodile engraved.

Match Point: **275€**

Match Point Chrono: **375€**

www.lacoste.com

Hélène Noël

A scent of Back to work...

It was to Malta that Van Gils invited the Belgian press to celebrate the launch of their new perfume, available in Belgium as of this summer.

The tone

The tone of the event corresponded perfectly with the name of the creation, Aura, just the right word to describe the launch of this luxury product. The artist chosen to convey this message: Bob Sinclair, who lit up the Malta Jazz Rock Festival held in Valetta, sponsored by Van Gils. Zoom in on this latest product for "Him & Her".

The flacon

The flacon appears like an optical effect with luminous shades of deep royal blue and turquoise for His and Her Aura respectively. Myriad shades of colours shimmer like the ocean sky, until they disappear into the groove of the bottle. The ultra-modern designs of the cap, sensually elongated for Her Aura and cheeky for His Aura, embossed with the Van Gils signature of sophistication.



The fragrance

His Aura is a veritable festival of watery accords and vibrant notes of mint leaves and pepper, which, coupled with the understones of leather and moss, make an intoxicating tribute to the spirit of man. Her Aura lets the spirit travel to exciting places through a sensual blend of sparkling citrus, freesias and water lilies.

The lush base of the fragrance is a sheer mix of sensual sandalwood and musk, as natural and warming as sun-kissed skin.

His Aura and Her Aura are available in perfumeries. For more information: www.vangilsparfums.com

Jérôme Stéfanski

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LADRESS, DEFINITELY YOURS

I don't know exactly what I'm expecting: a rounded middle-aged lady, maybe? When I turn, I suddenly find myself facing a tall and glamorous golden-haired angel, reminding me of Brigitte Bardot in the late 60s, except for her immense blue eyes. She's wearing a dark chestnut silk Alice LaDress and high heels.

Simone van Troyen is someone who used to have the same nightmare as millions of women every morning – she had nothing to wear. On a sunny afternoon, sitting on an immaculate Mediterranean beach, she told her husband that she wanted to have a dream instead: the perfect dress. I'm incorrigible. I love dreams becoming real.

INTERVIEW

Together Magazine:
You said that the design of LaDress was already in your head. Did you make the prototype yourself?

Simone van Troyen:
No, I worked with a very talented seamstress. It was dreadful; we made it again and again, at least forty times. I wanted LaDress to look



timeless and to suit absolutely every woman, young or mature, tall or petite.

The precision in the details of the cut is of paramount importance, so it was a long road before we arrived at the exact materialization of the garment I had in mind.

You use beautiful fabrics such as silk, crêpe and jersey. Is it not a little difficult for your customers to choose a fabric, pattern or colour on the Internet?

On the contrary! I send testers for free, so the client can touch it, look at the fabric against her skin in natural light and make her choice in the best conditions.

everywhere, including in the bathroom!

I smiled, picturing the gentleman in question attempting to reach the shower through a forest of silky butterflies and flowers. My LaDress is a black silk Angelina. My avatar Antigone Gausman –who is currently strolling on Second Life – wears a short crêpe Lise. Fashion-collateral casualties will certainly be relieved to know that LaDress also exists in an anthracite crêpe version.

LaDress by Simone, exclusively available on www.ladress.com

Hélène Noël

Your collection is exclusively available on the web and you work from home. How do you reconcile your business with family life?

It's easier than working in an office. I can deliver a high service level and at the same time I'm more accessible for my daughters and my husband, even if he complains sometimes because there are dresses



One woman, one dress!





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DRESS TO IMPRESS

A soft rain of Autumn leaves



Essentiel, made in Antwerpen

“I recently lost faith in the seasons”, writes Hélène Noël.

For various reasons beyond my comprehension, they've been a little upside down recently. Still, since I was a little girl, “Back to School” has been one of my favourite times of the year. No, really. I just used to find Mediterranean islands slightly overcrowded and a little boring after two weeks. I was longing for a certain particular quality of golden light, dancing in yellow and red leaves. It's time to say goodbye to those sandals and to think seriously of a more appropriate outfit for going back to the office and picking chestnuts en route. Or perhaps enjoy a hot espresso on a terrace in the city centre for the last time this year? The Autumn brings a palette of such delicate shadows, contrasting now and then with such bright pure tones, that one could almost speak of musical notes, instead of colours. The new season's fabrics are just as carefully reinvented, chosen and combined, as a promise of warm softness and fluidity. After all, this has always been the spirit of autumn. Let's have a look at the collections.

WOMEN

GIORGIO ARMANI

Sage and brave, this year's Armani Women collection is a heart conqueror. All subtle shifts between black and

beige, adjusted suit jackets and overgrown cardigans. Precious fabrics compete with patterns for the beauty prize while gorgeous accessories shine discretely. Looking obviously simple and aristocratic, the line is a highly sophisticated evening's symphony with notes suitable for all occasions, in every circumstance, allowing the modern woman to play with today's fashion while staying on top of classical European grace. The perfect guidelines to follow. Do not hesitate to give some of your time to explore the couturier's universe; it could not have been better.

Giorgio Armani Brussels
Boulevard de Waterloo 28
1000 Brussels
T. +32 (0)2 310 43 50
www.giorgioarmani.com



AMERICAN OUTFITTERS

This is the triumph of knitwear. Totally renewed by the sisters Vandemoortele, the pullover concept stretches and extends to top, dress, coat, and other garments so inventive we still have to find a name for them. Sometimes giant, other times second skin, the extended range of the repertoire has only the three Flemish sisters' imagination as a limit. Conveniently for every



woman, the privileged shades are all soft greys and beiges with one or two aubergine strokes. While the collection may be adventurous by introducing knitwear to a little-explored area, the line is an excellent example of what one would mean when speaking of urban casual chic. The designs can match perfectly with a more formal outfit such as a trousers-suit or dress skirt, high heels and a luxurious accessory.



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ESSENTIEL

This year Essentiel's theme is “Carousel”, which gives the tone to a colourful (yes!) “Vintage” line, with references to a style lost for more than 20 years. Out of the mainstream, the Antwerp's rising-star brand is as much not grey as can be permitted in the fashion context. Utterly creative and lively, the presented outfits are most of the time slightly “détachés”, but always spotlessly tasteful. The same is true for fabrics and materials, assembled in a joyful patchwork. Frankly, if I were working for a lawyer's office with white-haired colleagues, I would perhaps hesitate a little to go to work dressed in such a festive way. But I'm not and anyway, there's a life after work, isn't there?

A welcome ray of sunshine.

Essentiel

Chaussée de Waterloo 950
1180 Brussels
T. +32 (0)2 372 05 84
www.essentiel.be

3 SUISSES COLLECTION

No time for shopping? Luckily enough, we have the French “chouchou” catalogue. Far from averagely banal, Les 3 Suisses Collection offers two elegant and very feminine lines, one inspired by the 1980s, and the other by the 30s. While the first is primary coloured, the second is more in tune with the year's love story, grey, with smoky shades. Both are minimalist and as outlined as an abstract painting by Mondrian. ◉

3Suisses

www.3suisses.fr

MEN

SCABAL

Climate change is not only a universal concern – it implies a soft evolution in clothing too. Our winters tend to be less cold each year, which means that gentlemen's wardrobes have to be softer and lighter than previously. As ever, at the summit of the reconciliation of tradition and high technology, Scabal tailors have researched the issue and now offer a visually formal line, but made of redesigned softer fabrics. Dark classical tones and shades such as night blue, grey and concrete are illuminated by subtle strokes of lavender blue, dark red or even turquoise. The casual variation of the current collection, if more informal, is equally ultimately elegant in fabrics, details and stunning finishing.

Scabal Headquarters
Boulevard d'Anvers 33
1000 Brussels
T. +32 (0)2 217 98 49
scabal@scabal.com
www.scabal.com

GIORGIO ARMANI

Audacious and immaculate are the words that spring to mind while browsing the famous Italian designer and businessman's most recent collection. An infinity of greys, dark browns and deep black, timeless dark suits mixed with high military collars and velvet. The square patterns are sometimes so subtle that you could mistake them for an optical illusion brought by a change in the light, from the movement of a cloud in the sky. Shirts, on the

contrary, may be bright and striped with sharp precision. More casual outfits include a sand-shaded jacket or scarf, while coats are ornate with fur collars. Strikingly mastered. ▶

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BELLEROSE

Inventive but also proud to be nostalgic, Bellerose explores the second half of the previous century, from Scandinavian army uniform s to boarding schools in the English countryside, with reference to our grandparents' style. This casual retro-chic collection will seduce young men with a taste for, as the title of the press release states, "classic

style with a strong dose of individuality". Cigarette-leg trousers, coats covered with multiple pockets and the absolute must-have classic-jacket seeded with a sense of British elegance not to mention a sharp eye for modern detail. The line of garments will combine and result in your unique style.

You can find Bellerose clothing in several Brussels

stores. Details are available on their website.

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Hélène Noël



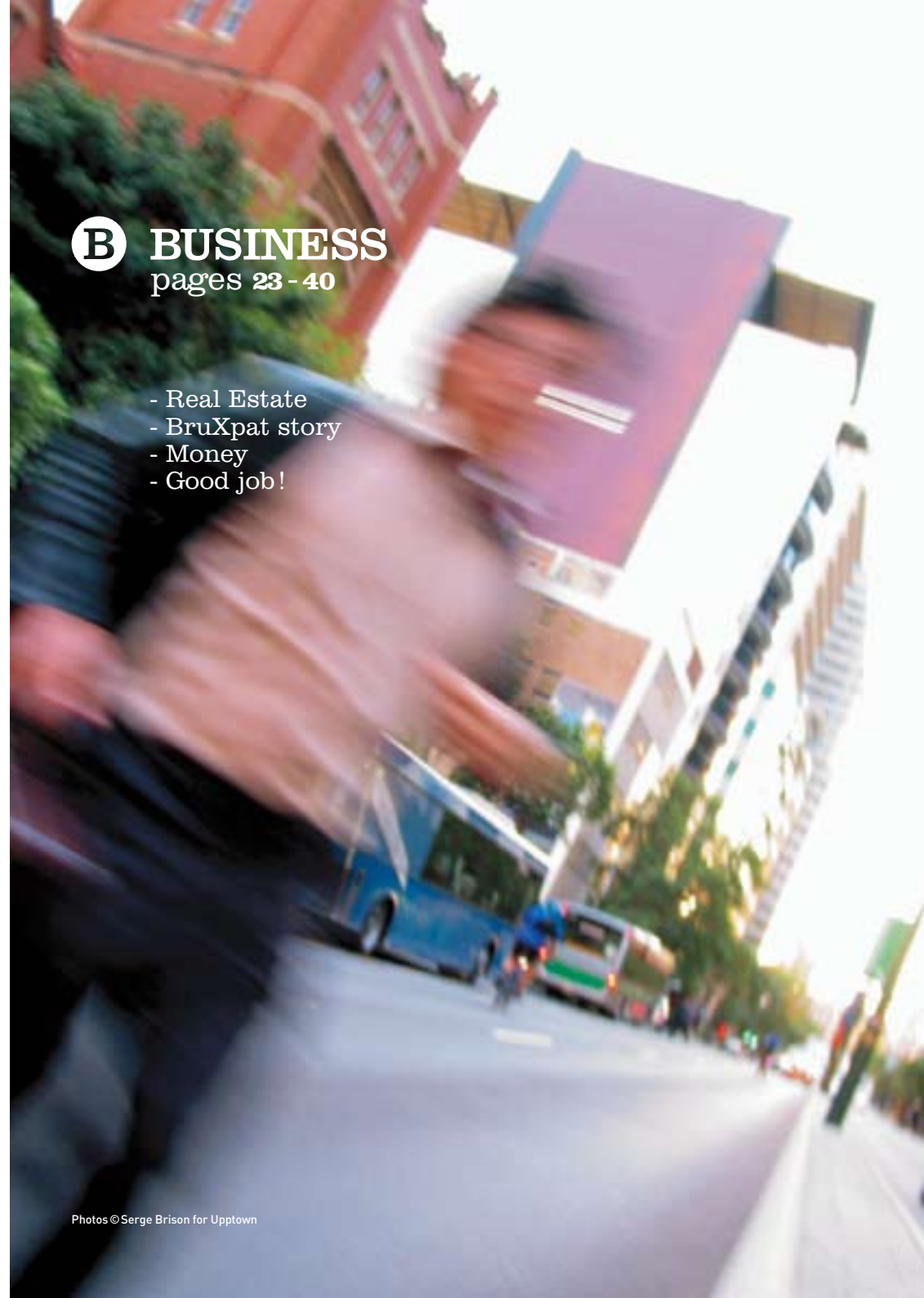
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Bellerose : a Belgian brand

**BUSINESS**

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- Real Estate
- BruXpat story
- Money
- Good job !



Photos © Serge Brison for Upptown



The ERA European Market Survey

At BruXpats' service: Charles Ducoffre

September in Brussels usually brings a flock of European workers to the city. Most of the time, the first concern for these new citizens is to find the house of their dreams. Meanwhile, September's golden hues see countless "Bruxellois" settling into new homes or investing in housing abroad.

To advise you, Together Magazine met Charles Ducoffre, ERA Profidi agency director, who has his headquarters in the heart of the Schuman area, just in front of the Berlaymont. For your benefit, Charles unveils the "ERA European Market Survey", which highlights the ins and outs of European real estate. Unmissable, and to be found at www.era.be/profidi; just a quick click to put it in your favourites.

INTERVIEW

Together Magazine: Recently, you opened a agency within the ERA Franchise Systems. Can you tell us more about the group's activities?

Charles Ducoffre : ERA Franchise Systems Inc. is a subsidiary of Realogy Corporation, the world leader in residential franchising, with more than 15,000 offices and 310,000 sales agents globally. ERA Europe is a leading pan-European residential network.

How fast has the group grown?

Founded in 1993 with the opening of ERA France, operations have since expanded to 19 European markets with more than 1,300 offices and 6,500 brokers and agents. In Europe,

THE ERA EUROPEAN SURVEY HIGHLIGHTS THE INS AND OUTS OF EUROPEAN REAL ESTATE

the group has highly innovative marketing methods, a unique cross-border referral system in multilingual formats and customer friendly IT, including its real estate web portal: www.eraeurope.com. It is often referred to as "the most trusted brand in real estate".

Tell us about the renowned European Survey.

This survey is an overview of the 157 markets in which ERA had a European presence in 2006. Forecasts and trends are included as well. The information is compiled by ERA Europe and collected via the European Master Franchise teams, who use their local industry resources to assess data. They also offer a unique perspective, gained from their daily contact with buyers and sellers. In Europe, the group can learn from the most up-to-date market information; analyze customer trends; follow industry developments

and report on residential brokerage activity across Europe.

On what sources are the data based?

The quality of statistical data varies greatly from country to country, as some governmental sources and associations follow the industry in great detail, while others not at all. Estimates are made where precise statistical data is not available, ERA Europe Master Franchise contact information is noted within each country report.

For more information or if you have any questions about real estate, don't hesitate to make an appointment with Charles Ducoffre, ERA Profidi real-estate agency director. His office is just near the Berlaymont. ☎

THE SURVEY IS AVAILABLE AT WWW.ERA.BE/PROFIDI FROM 25 SEPTEMBER

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Jérôme Stéfanski

Antoine Pinto: in Brussels with love

Antoine Pinto

"I WANT PEOPLE HERE TO BE PROUD OF BELGIUM"

A CHAIR WITH A TWIST

When I sit down in his Rhode St Genèse mansion, well protected from the outside world, the elegant leather chair wobbles! As Antoine Pinto, 54, explains with a little chuckle: "It's the Twist. I designed it for the Ostend Queen. The first time they visit the restaurant, horrified older guests will call the maître d'hôtel, who will then politely explain that the chair is designed that way.

Next time they invite their friends, they lean back confidently, invite them to enjoy the sea view, and chuckle to themselves while they wait..."

Pinto enjoys these kind of mind games, such as his world-famous transparent glass toilets, which turn opaque when a guest closes the door to sit down – the Belga Queen restaurant had the honour of hosting the world première for this novelty.

For the first 17 years of his life, Antoine was called Antonio. Then, in 1969, he fled dictator-led Portugal alone across a heavily guarded border and became a political fugitive. He was on his way to Denmark, but got stranded in the then

affluent Liège, where he studied at the Beaux Arts school. Here, he discovered his unique talent for total restaurant design, from the food on the menu to the tiles on the floors. "But the heavy Walloon industry started to falter and everything went down the drain. I had opened a prestigious restaurant, Clou d'Or (The Golden Nail) on the city walls; it almost became the nail in my coffin. I lost everything."

1987: THE QUINQUAILLERIE

"In 1985, one of my Walloon suppliers, who knew that I already opened five restaurants in Liège, recommended me to the owner of a run-down Italian restaurant on the Chaussée de Waterloo in Brussels, Tempo di Roma. I made it into the still famous Ascoli. And then, in 1987, there was the Quinquallerie. I bought the restaurant The International Hardware Store from an American, for half a million francs (125.000€). With money I borrowed from friends and my own work, I transformed it into a restaurant that served haute cuisine for brasserie prices, a total novelty at the time! It was unheard of. The rue du Page was not what it is today: next door, a gas bottles wholesaler would unload and load his trucks all day long. We had a turnover of 12 million francs (300.000€) per month, with 350-380 servings per day. Gastro gave us 17/20, Gault &

Milieu 15,5/20 with two "toques". "There is a song about Brussels that says it is "banale". But there is nothing "banale" about this town. I love it so much better than Liège. It is cosmopolitan and so inviting. And where can one eat better than here?" (A reputation to which Pinto has certainly contributed.)

THERE'S NOTHING OLD ABOUT IT!

Next came the owner of Benetton Benelux, Johan Van den Driesse. Pinto: "He had this ruin in Ghent and wanted to make it into a second Belga Queen. Today, they call it the "Korenstapelhuis" and claim it's from the 13th century. It used to be a big warehouse where they stocked electric materials. We simply tore the whole place down. Journalists write that the 60 cast-iron columns are antique. I had every column hand made. There is nothing old about any of it, except one wall that's classified and an old cave that we dug out and which serves as the wine cellar."

He likes to work with real old-fashioned Belgian craftsmen. "I want people here to be proud of Belgium and I'll prove to them that they have every reason to be. Look at what I design for my restaurants. Most of it is hand-made here!" As for the food suppliers, I can wholeheartedly say that I choose them because they treat what they produce – be it ☐

vegetables, poultry or Belgian charolais beef – with simple respect.”

In the year when he took charge of three restaurants, the two Queens and the Pakhuis, his beloved Land Rover drove him around the clock from Brussels to Antwerp to Ghent and back again. “I make all the decisions myself. It’s the only way to have innate quality.”

“NOT BAD, FOR A FUGITIVE WITHOUT ROOTS”

In 2005, a whole new world was opening up. Pinto was asked to redesign the

reception hall of St. Michael’s hospital in Brussels. “I let my pencil dwell on the paper, while I imagined how people would circulate in that space between the different services and the café-restaurant. What I got, again and again, was this oval form. So I designed everything in soft egg-like forms and colours. A hospital is about birth and dying, and so is the egg. It opened in Spring 2006. And now, they’re asking me to redo St. Elisabeth too! But you know, a restaurant and a hospital are not that different. Both welcome people and so both should be welcoming. But first there is the Hotel

Vendôme, with the old Marivaux Theatre, to be transformed into a multidisciplinary venue that can hold 1,000 people, a project that will take five years to finish.” Pinto says, with a little smile, that at 54 he has already designed 70 gastronomic projects. “Not bad, for a fugitive without roots. I did not exactly rest on my laurels, “hein”?

Which, as a closing statement, might well be the understatement of the year... ☺

Josephine Overeem



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Antoine Pinto at home



expats unlimited

Being an expat, chances are that you lead a hectic life! And any new venture in life will invariably spring a surprise, some pleasant, some not so nice... For such eventualities, it's a great comfort to be able to count on a rock-solid venture partner, like 'Inter Partner Assistance' which, in association with Expat & C°, have thought up Masterkey2Health for people like you. A **unique health-insurance policy** that adapts itself to the region in which you live, your social security and your status. And this throughout your entire working life. In a nutshell: **a single, all-in, whole-life policy**, expressly tailored to the needs of you and your family. So clear your mind of all concerns: Masterkey2Health will take care of you all, wherever you are.

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Coming to Belgium?

Each year, more and more workers come to Belgium

Coming to work in another country is somewhat daunting, but at the same time it can be a very rewarding experience, both financially and socially. The majority of people who come to work in Belgium quickly adapt to their changed surroundings and rapidly appreciate the high quality of life that Belgium has to offer. However, while enjoying the advantages, it is wise to ensure that you are a fully legal resident, and to continue planning for the future, just as you would if you were still living in your own country.



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FOR TRAINEES, THE DECLARATION MUST ALSO BE MADE BEFORE THE COMMENCEMENT OF THE TRAINING PERIOD IN BELGIUM

BEFORE YOU START

If you are coming here as a full-time permanent employee of a Belgian company, then your employer should normally have placed you on a local payroll. Your situation should be relatively simple and, apart from signing an employment contract, you will have little to do except start work.

However, with effect from 1 April 2007, when someone from abroad comes to Belgium for temporary/partial employment, it must be declared to the authorities in advance.

1. WHO MUST BE DECLARED?

The LIMOSA declaration applies to all self-employed persons and self-employed trainees who come to work in Belgium either temporarily or partially, irrespective of whether they are subject to Belgian social security. It also applies to employees of a foreign company if they remain on the foreign company's payroll.

2. WHEN DO YOU HAVE TO MAKE THE DECLARATION?

For employees who are assigned to work here and self-employed persons,

the declaration must be made before the commencement of work on Belgian soil. It is usually made by the employer. If you are coming to Belgium as a self-employed person,

you must normally make the declaration yourself, but you can ask some one else to make it for you. For trainees, the declaration must also be made before

the commencement of the training period in Belgium.

EMPLOYED OR SELF-EMPLOYED?

If you are self-employed, you

will pay a far lower rate of social security than you would as an employed person. At first sight this might appear to be an advantage, but it is important to remember that if

you are self-employed, then your retirement pension will be much lower and some of the medical cover and other benefits will be lost. If you want these benefits, then

Self-employed : Heaven or Hell ?

you will have to pay for them yourself. If you are engaged under a self-employed contract, it is important to take into account that you will not enjoy the same job protection and security that you would have as an employee. Like many countries, Belgium also has legislation specifically designed to prevent people who are really employees being treated as if they are self-employed, thereby avoiding the payment of full social-security costs. The basic law stipulates that any person acting under the authority of another is an employee, while one who does not is self-employed. The notion of "authority" is a matter of interpretation, and

in reality it can be very difficult to distinguish the employed person from the self-employed, especially if all the work is being performed in one place. At the present time, it is not possible to get an advance ruling as to your status. As a general rule, a self-employed person must have more than one client and be in the position to determine when and where he carries out his functions.

BECOMING SELF-EMPLOYED

If you plan to become self-employed in Belgium, then it is important to start correctly. The main steps are registration of the business for VAT and social security. Accountants and other

professional advisers can handle this for you. In some cases, forming a company can be beneficial if you plan to remain in Belgium for several years. Your accountant can advise you on this, too.

One of the difficulties in becoming self-employed is that you will have to prove that you are appropriately qualified to run a business, so be prepared to show your school and higher education college diplomas. It is best to obtain advice from a professional firm and some professional firms, such as our own, have recently formed alliances to provide an integrated solution. ☎

Graham Reid

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Succeeding in the EU Oral Examinations

Working for the European Union is the stuff of dreams for many: interesting missions, attractive advantages, a multicultural environment, travel. “But how to get in?” To answer that question and to prepare future candidates, Christos Bezirtzoglou has written an enthralling and instructive guide. Meet the man who always has some good advice to offer.



THE ORAL EXAMINATIONS ARE THE MOST SUBJECTIVE AND DIFFICULT STAGE IN EU EXAMINATIONS

THE BOOK

The book “Succeeding in the EU Oral Examinations” is designed to help candidates succeed by providing a thorough understanding of the EU oral examinations process. The oral examinations are probably the most subjective and difficult stage in EU examinations, since candidates have to answer a series of questions with precision in a limited amount of time. It is particularly relevant for:

1. Candidates preparing themselves for the final and more decisive part of the examinations for entry to the EU civil service.
2. Candidates applying for positions in EU-related organisations who wish to gain a working knowledge of EU issues.

The book is available in English and French and can be purchased in bookshops and press shops in and around the EU institutions as well as from EU specialised online bookshops.

THE STAGES OF AN EU COMPETITION

There are two parts to each EU competition:

1. The written examination
 - a. The pre-selection stage¹,

¹ It is possible that this stage does not exist in all competitions.

- consisting of multiple-choice questions (MCQs).
- b. The written tests, consisting of
 - i. Domain specific MCQs
 - ii. Case studies/essays.
- c. The language test, consisting of writing a composition in the candidate's mother tongue.

2. The oral examination
The first stage tests the candidate's logical and analytical thinking, both in the specialised field of the competition as well as on general EU knowledge. Depending on the competition, various tests are intended to assess the candidate's ability

to analyze information, to solve problems, to draw logical conclusions, to use information in charts, graphs and text and to perform numerical calculations in his/her main and/or his/her second language.

The second stage of the competition is a traditional question-and-answer behavioural interview. Research has shown that past behaviour is a valuable indicator of future performance. Thus, the oral examination questions will mainly ask the candidate to respond with information about past experiences in academic and work environments. ●



Christos Bezirtzoglou

ORAL EXAMINATIONS

Candidates should keep in mind (and thus prepare accordingly) the difference between studying for an oral examination and taking a job interview. The purpose of the general oral examinations is to match (from a pool of pre-selected applicants) candidates to EU institutions job requirements, whereas the purpose of a (job) interview is to match (the specific) candidate to the (specific) work particularities.

The book covers the principles, techniques and methods involved in the EU oral examinations process. To succeed in the oral examinations, candidates need to prepare and cope with the EU examinations, in other words, to follow the FFPE rules.

First impressions count
Feel the questions of the jury
Plan in advance
Exercise

The book has a thorough presentation of the basic issues concerning a candidate's preparation for the EU oral examinations. There are the *Professional Success Factors*, how to disperse the *Communication Clouds*, knowing the *Oral Examination Stakeholders* and be aware of the *Oral Examination Framework*.

The book includes a series of questions that are closely modelled on those put forward in the EU oral examinations, while the brief indicative answers pinpoint the purpose behind the questions. Readers

should always attempt to give their version of the answers in the common list of interview questions.

THE COMPETITION IS ONLY THE BEGINNING

The end of the competition signifies the beginning of a new adventure; either take a step back to reflect or start preparing for a new future.

After successfully passing all stages of the competition, you will be added to the reserve list. The reserve list is subsequently published in the Official Journal.

Once you receive positive results, it is recommended to contact the Directorates General/Directorates/Units, where you are interested in working (see Learning Resource IX for an idea of the structure of the main EU institutions). Such proactive lobbying can often get you a post quicker than waiting for the EU institutions personnel service to contact you. It is not unusual that candidates are approached after more than a year.

“YOU CAN APPLY FOR ANY POSITION”

Remember, you can apply for any position, according to the grade of your competition, in any Directorate General and/or in any EU institution.

The goal of the contact initiation is to secure the final job interview for a specific



position, bearing in mind that in principle you have all the formal requirements needed for the given post.

FURTHER INFORMATION

It is wise to gain general knowledge on the EU institutions by regularly visiting the Europa website, as well as reading relevant resources specialising in European issues, such as websites and books.

THE BOOK IS MAINLY ADDRESSED TO PEOPLE TAKING THE EU ORAL EXAMINATIONS

Another important resource is your fellow candidates in the same and/or similar competitions. These colleagues could be useful, for example, as rehearse interview partners and/or as information networking points. In summary, you have to ask yourself the question: Is your net working?

Finally, there are a number of books and websites with information related either to the technical nature of your competition (good background reading for the technical parts of the interview) or to the interview techniques used in human resources (possible background reading for comprehension purposes). Alternatively, one can search the web using either common or job-specialised search engines.

Although this book is addressed mainly to people taking the EU oral examinations, nevertheless the interview techniques described are universal and can be applied to effectively secure a (permanent and/or temporary) job in EU affairs in a different organisation, such as:

- European political groups' secretariat
- MEP's assistant
- Media companies reporting on EU affairs
- Lobbying companies or company departments specialised in EU issues
- NGOs dealing with EU affairs
- EU dedicated think-tanks
- Government representations to the European Union
- Law firms focusing on EU affairs
- Other international institutions and organisations

THE AUTHOR

Christos Bezirtzoglou was born in Athens, Greece. He studied physics with specialisation in electronics and computers. He has worked as a trainer and consultant in information and communication technologies for ten years. In 1994, he joined the European Commission, where he occupied different posts both in policy Directorates-General (Environment, Competition, Regional Policy & Trade) as well as in policy co-ordination (Secretariat-General & Cabinet of Commissioner Anna Diamantopoulou). His email is c.bezirtzoglou@vip.gr, and he has recently created a discussion-forum blog. <http://eu-exams.blogspot.com>, where readers can post their opinions concerning his book. ●



The European Commission

LETTER FROM THE AUTHOR TO EU COMPETITIONS CANDIDATES

Today's EU institution challenge is to recruit the best of the best. Knowledge of the process and adequate preparation is the answer to the basic question of candidates:

What is the recipe for success in the EU oral examinations?

Concerning the unavailability of a reference book concerning the EU oral examinations, I thought that it was important to share the guiding principles of the process with all candidates.

This book offers a pragmatic approach to the oral examinations...

... that will help candidates to negotiate the last hurdle before being offered a position in the EU institutions. Drawing on the years of experience of the author and lecturer and improved by the comments of numerous course participants, it describes the specificities of the EU oral examination process. Building on their assets, each person needs to promote their "Unique Selling Proposal". I believe that this publication will facilitate all candidates to find elements of this knowledge.

... and helps candidates to build their "Unique Selling Proposal".

I take this opportunity to wish candidates all the best in their endeavours towards a career in the EU institutions and to encourage them to share with me their testimonials concerning their oral-examination experiences.

Remember that only the best-prepared candidates succeed !

Good luck.

Christos Bezirtzoglou

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W WAY OF LIFE pages 42 - 65

- Modern Times
- Doctor's Orders
- Special Feature

Candy Bitch

MODERN TIMES

It changes your life!

Retro fashion

During his career, Patrick Willemarck has led some of the most prestigious advertising agencies in the world via their local branches based here in Belgium. Today, he is behind Dansaert & Fils/ Dansaert & Zonen, a rising communications agency working for international clients, but also for national advertisers, who are as seductive as they are promising. In 2006, his book *Het Edisonteam*, published by

Lannoo, was voted "Management Book of the Year" by daily newspaper *De Tijd*. Available in French under the title *Innover pour durer* (published by De Boeck), the book's objective is to place creativity at the forefront by providing managers with concrete answers, to tackle the constant demands of efficiency. While heralding the English version currently in the pipeline, the author shares with us his feelings about innovations that change our daily lives. And since good news never

arrives alone, from now on, you'll find this section in each issue of Together Magazine.

THE IKEA CATALOGUE

This is the universal guide to accessible and affordable design. In Denmark, one Ikea advertising campaign showed wealthy people protesting in the street against the opening of Ikea stores, on the pretext that if beauty were accessible to all, the rich would no longer have anything to distinguish themselves from the masses. The Ikea **o**

catalogue is a manifesto promoting the commercial revolution that allows premium products to deliver great results at a discount. Karl Lagerfeld and H&M can testify to this. But what is Ikea doing on the Internet?

THE FLAT SCREEN.

One gains in surface what one loses in depth. As a result, one notes a strange migration of goldfish bowls towards kitchens. As kitchens become living rooms, a balance is maintained. In addition to the change of format, the flat screen is also about improving the quality of the image. This does not always happen in parallel with the quality of TV programmes. As compensation, the flat screen allows poor quality output to appear more beautiful. But who am I to judge? What is certain is that the flat screen

You can't make up for lost time

now makes it possible to have a cinema at home, thanks to DVD and other video programmes on demand.

POWERPOINT IS 20 YEARS OLD.

PowerPoint is Bill Gates's virtual presence at every occasion. Victor Hugo said that form is the bottom rising up to the surface. Today, the form of the majority of presentations in the business or academic world comes from the Microsoft bottom. As a result, there is an escalation of effects to demonstrate perfect mastery of PowerPoint. This obsession with taming the animal leads some speakers to forget what

POWERPOINT IS THE VIRTUAL PRESENCE OF BILL GATES AT EVERY OCCASION

is actually expected of them, that is the mastery of their subject matter. PowerPoint makes window dressing accessible to all. The other day, I attended an hour-long conference by a man who refused to use slides. Pure happiness. The man captivated his audience because he had no other choice, and nobody interrupted. Estimates suggest that 30 million PowerPoint presentations are made every day in the world. According to researcher Edward Tufte, this also represents \$252 million wasted in useless presentations. Meaning that when one doesn't have the time, PowerPoint makes it possible to deliver "quickly made, well made". And since time is a precious commodity, PowerPoint becomes useful. Isn't this lack of time astonishing in a society where there are so many leisure activities on offer?

THE GPS, WHERE AM I, WHERE AM I GOING, IN WHICH STATE DO I WANDER?

Is this really essential? No, of course not. But once tried, you can't imagine life without it. So, just as all cars now have air conditioning and a sliding roof, we can forget windows, the former primary use of which when opened was for asking directions (you don't need to open the window completely to show papers to the police). Yet, the GPS still has surprises in store for us: integrated into your mobile phone/camera, in future, you will be able to scan a product at Colruyt



The Citroën 2CV was a great innovation

THE CREDIT CARD ALSO BECOMES A LOYALTY CARD

and check online if there is a store offering the same product at a cheaper price. If this is the case, the gizmo will indicate the best route to the less expensive store. This is not science fiction; the product is being tested in Asia. We still have to be patient. Which leaves a little time for Colruyt and their competitors to prepare themselves.

CREDIT CARDS AND LIFE

Before, we had the cult of work, which President Sarkozy is trying to restore. One worked, one saved and then one bought oneself something as a reward. Today, there is the credit card, a passport to immediate online or offline pleasure.

time encourages careless, immediate pleasure and leisure. It is also the confessional of modern times, in as much as you may miss that or not. Slipped into a reader, it sometimes discreetly tells you that you've exceeded your limit. The act of contrition consists of it asking you to be patient and to replenish your account. Lastly, the credit card also becomes a loyalty card. Certain companies and clubs allow loyal customers to have a credit card in their effigy, because they owe them this. Until you realise that it is in fact you who are indebted. These cards are, to some extent, the witnesses of debt communities.

To be continued... W

Patrick Willemarck

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Doctor's orders

Dr Sarah Lewis, who recently arrived in Brussels from the UK and who works as a GP near Schuman, is struck by the surprising complexity of the health-care system in the Capital of Europe.

In a new, regular feature for Together Magazine, she addresses the questions that frequently arise during her daily work as a general practitioner.

In particular, I have been struck by the number of different English-speaking nationalities in Brussels – all of whom have diverse expectations of health-care. In the UK, I can usually tell what people are expecting from their consultation; it could be diagnosis, investigation, explanation, medication or a referral. You may think that the outcome will always be the same for a similar set of symptoms, but this is not necessarily the case. There are usually several courses of action and the preferences of the patient are always important when making a decision.

For example, how many people would go to see a doctor with a bad cold? How long would you wait before you went? And what would you expect the doctor to do?

“WE ARE TRYING TO REDUCE THE PRESCRIPTION OF ANTIBIOTICS”

You would certainly expect to be examined, but would you expect an antibiotic? Or a decongestant? Cough suppressant? Or would you be happy with an explanation that you had caught a virus, and were offered advice on symptom relief?

All of the above would be reasonable expectations, but in general we are trying to reduce the prescription of antibiotics, as bacteria resistant to this medication are on the increase. Different treatments might make you feel better, but will not arrest the disease's progression, if it is virus-based. An important factor is to rest, but many of my Brussels patients seem reluctant to take time off work, which can cause the symptoms to linger.

I have noticed that people from countries such as the UK, Scandinavia, Germany

and Australia are more likely to want an explanation, advice on symptomatic relief, but no medication unless it is essential. Other patients, including Belgians, eastern Europeans, Asians and expats who have lived in Belgium for a long time, are likely to ask for more prescribed medication and antibiotics. Of course, this is a generalisation – but it adds another factor to the consultation, as well as adding to my already steep learning curve, along with the different drug names, reference ranges for lab tests, health-care insurance schemes, hospital referral pathways and, of course, different languages.

Do you have any thoughts on the influences of nationality on healthcare expectations? If you are an expat, is there a link in Brussels with the type of health-care system offered in your home country? If so, then I'd be interested to hear from you via the Together website at www.together-magazine.eu ☺

Dr Sarah Lewis

Antibiotics

Proud to be a "Bitch"

Lifestyle guru, raving feminist, or a passing comic craze? Belgium's naughtiest girl, Candy Bitch, tells Filipe Rufino all about her lifestyle and the "girl-power" community that's emerging around it.

STORY

She powders her nose in men's restrooms, shaves her legs in the car on her way to appointments and tries out designer clothes outside changing rooms when they're occupied. Welcome to the world of Candy Bitch.

It all began in March: "There are some bitches in here but there are a lot more downstairs," an assistant wearing a black corset and holding a small leather whip told this reporter. I was ushered inside a Brussels club where hundreds of successful-looking, sophisticated women in their twenties and thirties had converged to meet their guru, Candy Bitch. Present company excepted, there was no man in sight.

"THERE ARE SOME BITCHES IN HERE BUT THERE ARE A LOT MORE DOWNSTAIRS"

A tall, blue-eyed blonde approaches, wearing stilettos and a black dress. Enter Candy Bitch. "A bitch," she said, highlighting from the off that this is a word she uses freely, "is a woman who loves herself without being egocentric." Her 21st century 'Bitch Female Philosophy' is aimed at helping women, single or married, to overcome their insecurities and enjoy life to the fullest. "Every woman can live the Candy Bitch lifestyle if she wants to," she said.

"This is not feminism... I believe it is not up to women to take the place of men in today's world, nor is it men's role to take the place of women."

Fast forward to July. Isabeau Paape, the 33-year-old Belgian graphic designer whose alter-ego is Candy Bitch, is sitting across my table at a Brussels bar, sipping a 'Half & Half' – a drink comprising equal parts champagne and white wine.

Four months have passed since the official launch of Candy Bitch, with the phenomenon spreading from the 'blogosphere' to radio and – soon – to television.

"You know, I was a super-shy girl when I was 25," Paape giggles – she's wearing blue jeans, a casual red cotton shirt and no visible makeup. "My shyness made me cold and distant."

Following her passion for art, Paape studied graphic design. Fresh out of college, she joined the staff of a big design agency in Brussels, working on projects ranging from setting up websites to creating brand logos.

But one day, it all changed. The "cubicle life" no longer suited Paape's personality. She quit, and set up her own graphic design company, landing a contract to do the website for Belgium's first francophone private channel, RTL. One morning, during her coffee break, she was asked to stand in for **©**

Candy Bitch in action...

a participant on one of the channel's quiz shows, who had cancelled at the last minute. The casting director liked her TV presence and, a month later she was presenting video reportages from all over Europe for a travel show called *Ça, alors*. All she knows about TV, she learned on the job.

The shy girl had come out of her shell, but her "emancipation" – as she calls it – would come to fruition three years later, when she decided to focus on her solo project, Candy Bitch.

"Candy Bitch represents the two extremes of my personality: the sweet girl and the bitch. In my everyday life, I am normally somewhere in the middle." The same applies to all women, she adds.

Paape's blog describes the lives of four imaginary characters: Maud, the eternal princess, Karen, the glamour queen, Lucia, the passionate lover and Claire, the bourgeois housewife. "In every woman there are these four different personalities, and they are all a part of Candy Bitch," she says.

The website, which is in French, contains a "Bitch Test" and promotes "Bitch Accessories", ranging from pink laptops to equally pink sex toys (in case the gentle reader is wondering

"CANDY BITCH REPRESENTS THE TWO EXTREMES OF MY PERSONALITY: THE SWEET GIRL AND THE BITCH"

what Candy's favourite sex toy is, her answer?: "My men"). Readers can also purchase outsourced services from the site, ranging from 'Bitch Kits' to renting a chef for a girl's

pyjama party – you can even sign up for erotic coaching at home.

"Bitch Coaching" (one-on-one success coaching) is the only service that Paape still provides herself. "My method is to break it down with the client into three steps: who am I, what I'm happy about myself and what should I do to improve the things I am not happy about," she said.

Extending her empire beyond cyberspace, Paape is also

a weekly guest on Sundays for Pure FM's RC4 programme, hosted by Raphaël Charlier, where she advises women on how to rid themselves of undesirable people without loss of composure. She is also set to return to TV for the next L'Oreal shampoo commercial in Belgium.

The Candy Bitch concept has touched a nerve in Belgian society: "Suddenly, I am getting 8,000-9,000 individual hits per month on my website. Girls send me

emails, and come to the parties with their girlfriends," CB boasts. "I even got an email from a twenty-something fan saying that she ordered her boyfriend to call her 'my Candy Bitch'," she giggles. And, every month, Paape picks one fan to be 'Bitch of the Month'.

While there is an undeniable fan-base growing around Candy Bitch, "this is not some kind of sect", Paape insists. "It's a totally open community and you don't

have to pay to get in or even be a woman," she explains. Yes, men can join in the fun, too. A special section on the website has been made for them, both heterosexual and gay, called – gentlemen, get this – 'Son of a Bitch's Corner'.

Currently single, Paape says that she would like to meet a man who is "a genuine, sensitive guy, unafraid to say when he is in love... with me". A middle child and sole daughter, she says she is a family-oriented person, and close to her mother. "My mum is proud of what I do because she knows I put all my heart in it... (pause)... but she does not understand what the word 'Bitch' means in French."

How to be a Perfect Bitch?

- 1 – You get rid of inconvenient people without messing up your hair.
- 2 – You powder your nose in men's restrooms when the ladies' is occupied, oblivious to complaints.
- 3 – You are unafraid to try out sex toys and you don't feel guilty or in urgent need of seeing a priest afterwards.
- 4 – You give the finger to the man who is staring at your rear, and your nails are perfectly manicured.
- 5 – You are yourself at all times.

Take the "Bitch Test", if you dare, on www.candybitch.com W

Filipe Rufino



© Lina Prokhorov

Candy Bitch is watching you

Romance goes online

More and more people are turning to Internet dating sites in their search for a significant other. Whether you are a busy professional or retired, going online might be for you.

To live on love alone

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At Parship.com, the idea is not merely to find you a date, but a soul mate. Parship's approach to online dating, where users' first impressions of each other are based on a personality test, is gaining ground in Belgium.

Prospective users need to

complete a psychology-based test of 80 questions before creating their profile. The results are cross-indexed with the site's database, with the system returning potential matches. The client is required to take a minimum three-month subscription before contacting other users.

"THE PROCESS IS VERY ANONYMOUS AND SEEMS PARTICULARLY TO ATTRACT WOMEN"

Profiles contain only blurred pictures the only way to see how someone looks is if the person concerned allows access to his or her pictures, on a case-by-case basis.

"The process is very anonymous and seems particularly to attract women," says Olaf Van Schagen, Parship's country manager for Belgium and the Netherlands.



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www.parship.com



© Parship.com

Olaf Van Schagen

The German company belongs to Holtzbrinck Publishing Group, which also produces the Haldelsblat newspaper.

Parship's Belgian website, launched in 2006, states that 51% of its 70,000 and rising subscribers are female, an unusual gender dominance in a business normally

characterised by an excess of males. A separate gay site for Belgium is also planned for late 2007.

But does it work? "Our research revealed that 38% of the people who delete their profile do so because they have found someone via Parship," says Van Schagen. This statistic has been reached via a voluntary questionnaire that each outgoing client is asked to complete.

For Laure (fictional name), a 41-year-old Belgian consultant, Parship was the way to meet her other half. On the website, she states: "The model proposed has made me come to grips with myself and my objectives in a relationship."

MEETIC.COM

Meetic is Europe's leading dating site and the second

in the world behind the US' match.com. It is aimed at a broad range of people, from singles looking for love to casual dating. User profiles include text, pictures and videos. Meetic claims that 17 million people have placed a profile since the site's launch in 2001, and 80% of its regular subscribers

MEETIC IS EUROPE'S LEADING DATING SITE

met someone through the system. The figure includes gay users, who interact through the same system as heterosexuals.

Users must either take a subscription or buy a limited number of Meetic credits to contact other singles. The system allows people to "flash" each other, chat online, send messages and talk on videoconference. Stuck in a traffic jam? You can flirt via your cell phone too. Don't like talking with strangers on a computer? You can come to Meetic's live singles parties to meet new people face-to-face.

Because no personal data is revealed without permission, the French company was recently under fire when it emerged that a growing number of married people were using the site to start affairs. It has injected more romance into the system



© Meetic.com

www.meetic.com

SPECIAL FEATURE


since, such as a flower catering service and a compatibility test ("Meetshake").

Celebrities have also joined the site, with French former presidential candidate Ségolène Royal and

her ex-partner François Hollande being the latest additions.

For Magali, a 26-year-old French travel agent, Meetic changed her life. "My girlfriends and I signed up at the same time, just

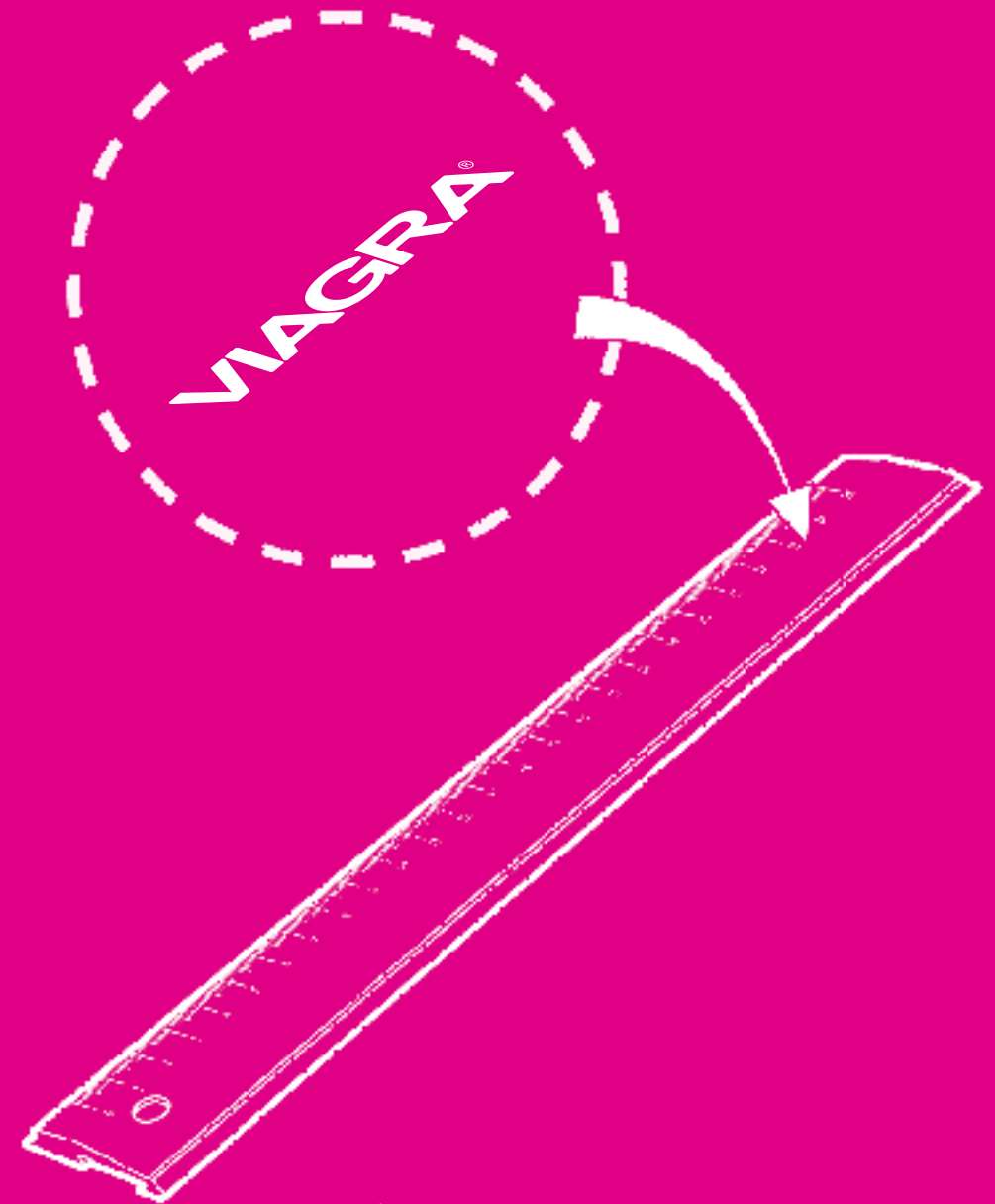
for fun," she says on the website.

"I was very sceptical at first...but I had such a great time that I recommend the experience to anyone." 

Filipe Rufino

© stillpoint
2010

Love is in the air



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The relentless pursuit of perfection

Surgical perfection

As the world ages and medical science advances, our collective quest for perfection is now firmly within reach. Inside and outside, people can look younger and better than ever before – cosmetic enhancement is no longer the exclusive preserve of celebrities, writes *Robin Lauffer*.

PERFECT ON THE OUTSIDE

Women all over the world are having a nip here and a tuck there, to smooth out imperfections or ward-off the effects of ageing. And it's not just women. Statistics show that an ever-growing number of men are also opting to go under the knife, in pursuit of physical perfection.

The most popular procedures for women are breast augmentation, facelifts and eye surgery. Men are most likely to opt for nose jobs and eyelid reduction (think Michael Douglas).

According to Douglas George, the president-elect of the British Association of Aesthetic Plastic Surgeons, improvements in technology and procedures as well as affordability in an increasingly affluent society have contributed to the phenomenon. Other factors include an ageing population, the reduced stigma attached to cosmetic surgery, and the "Extreme Makeover" effect.

THE MOST POPULAR PROCEDURES FOR WOMEN ARE BREAST AUGMENTATION, FACELIFTS AND EYE SURGERY

LOOK YOUNG, FEEL YOUNG, SOUND YOUNG, BE YOUNG

For people who have already had plastic surgery and want to sound as young as they look, doctors in the United States are offering "voice lifts". The surgery involves plumping up the vocal cords with collagen or similar substances to turn old, shaky voices into strong clear tones.

Cosmetic surgery on genital organs is also gaining in popularity, as men and women seek to stay young, tight and firm as they age. Cosmopolitan magazine declared that "sexual-enhancement" surgery such as labiaplasty and vaginal tightening is the hottest trend in plastic surgery.

YOU DON'T HAVE TO BE OLD TO NIP/TUCK

Television shows such as *The Swan* and MTV's *I Want a Famous Face* have made cosmetic surgery the new norm. "Did she or didn't she, real or fake?" are common conversational talking points, and have taken the stigma out of the surgery. For many

young people (girls especially), it's placed in the same category as teeth whitening and hair highlights.

In a recent survey, 42% of British teenage girls say they have considered plastic surgery. In the US, the number of girls under 18 getting breast implants has climbed steadily, up 24% in a single year. Some girls are even having breast implants as graduation gifts. And in China, teens are being given cosmetic surgery as a reward for their hard work in school.

BOTOX OVER LUNCH

A new US retail concept, the Nuvo Laser Skin Center, offers laser hair removal, Botox treatments, "photofacials" "dermabrasion", even teeth whitening all overseen by medical staff and performed during lunch hours in a mall store. This is the first glimpse of a new retail-based approach to medical treatment akin to the introduction of fast food to the restaurant industry.

Perhaps not surprisingly, Nuvo is a Californian phenomenon so far. The company has opened 32 "medi-spas" on the West

"DID SHE OR DIDN'T SHE, REAL OR FAKE?"

coast but ultimately envisions having 400 stores nationwide.

DENTISTS GET IN ON THE ACT

Dentistry has finally become sexy; whiter, brighter teeth are now seriously in demand. Cosmetic whitening is one of the most sought-after elective dental procedures, along with smile makeovers and "lifts". "Smile clinics" now line the high streets. Cosmetic dentists have become the new rock stars.

LIFESTYLE DRUGS HAVE GENERATED MUCH CONTROVERSY AND DEBATE

The media may have fuelled the craze for gorgeous teeth, but it wouldn't have been possible without the more durable and lifelike dental porcelains and resins that have been developed recently.

LESS PAIN, MORE GAIN

Just as demand for quick-fix, extreme makeovers is growing, so too is the desire for less painful, non-invasive solutions to diminish wrinkles, firm skin and prevent ageing. Though less effective than the knife or needle, these procedures and products require less downtime, less recovery and cost a fraction of the price.

One such example is photo rejuvenation, the latest in hi-

DENTISTRY HAS FINALLY BECOME SEXY: WHITER, BRIGHTER TEETH ARE NOW SERIOUSLY IN DEMAND

tech, light-based skin care. It uses intense pulsed light to break up pigment and haemoglobin in the skin so that age spots and broken capillaries disappear. Protox is a Botox-substitute gel that promises to reduce wrinkle depth by up to 50% in 30 days. The dental world is also embracing this quicker, cheaper trend. New York dentist Dr. Marc Liectung has

created 'snap-on teeth' that are hooked onto back teeth to create a totally new smile, for significantly less expense, and without altering existing grashers.

PERFECT ON THE INSIDE: LIFESTYLE DRUGS

There are many new drugs coming onto the market to help us look and feel younger, and enjoy life more. Lifestyle drugs are already a multi-billion dollar market, with drugs such as Viagra for male impotence, Propecia for baldness and Xenical and Reductil to combat obesity.

Lifestyle drugs have generated much controversy and debate. In addition to the core issue of who pays (individuals versus national health services), many health professionals believe they "help turn the complaints of the healthy into the conditions of the sick". Punters, on the other hand, are quite content to pop a pill rather than diet, exercise, watch their cholesterol – or do without sex. And aspirin is set to be the next great lifestyle drug. Manufacturers could benefit by exploiting aspirin's potential for heart attack prevention (as Bayer has done in the US). Should current positive publicity persist regarding the benefits of a daily dose, aspirin sales will be direct beneficiaries of this 'lifestyle positioning'. ☺

Robin Lauffer

New drugs help people to become younger

© Warner Bros 2007



The famous television show Nip Tuck



© Amosnet



NOW
IN
CHOCOLATE



Getting up, close and personal

Your personal shopper

Is working overtime leaving you too tired for the gym? Too busy for a wardrobe upgrade? Perhaps you want to change your look, but you've no time to check out the options?

Here's the good news – time (or lack of it) is no longer an excuse.

Personal-service specialists, once the reserve of Hollywood stars, have entered the mainstream. The specialists will come to your house to train you, take you out shopping, or simply motivate you any time, seven days a week. Even better, the prices are cheaper than you may think.

YOUR PERSONAL SHOPPER AND STYLIST

They are experts in shopping, fashion and simply making people look and feel good. Launched this year, www.thepersonalshopper.be is the brainchild of two Belgian women: fashion stylist Nathalie Devillers and communication strategist Joelle Vanderauwera.

"I enjoy helping people to improve themselves. We recently received a letter from

a young woman telling us "You have transformed my life, I feel a much better person". I feel we do something important," Devillers explains.

The personal shoppers provide three basic services: they'll shop with you, for you, or work with you to develop your new look. Their clinical eye and independence ensures that they'll always tell you what your girlfriends and shop attendants cannot

say for fear of hurting your feelings or losing a sale. "We give the client a professional, objective look, detached from personal feelings or financial arrangements with shops. When you work in the fashion business for ten years you simply learn what fits on people," adds Devillers.

The pair have amassed an exhaustive knowledge of the key boutiques in Brussels and Antwerp, in order to take you to the places where you are most likely to find what fits you best. "Brussels is a city where everything is dispersed and you really need to know where the best boutiques are," says Devillers.

Each session starts with a one-hour briefing at the client's place, divided into two stages: interviewing the client and going through her wardrobe with her. Then they go shopping, throwing in a trip to a select hair salon and make-up artist for those clients looking for a full style makeover.

"We make our choices based on our client's personality and on their desire to change. That is what is important for us, not the latest fashion trends," Devillers adds. Their

clients range from the twenty-something young woman wanting to look more feminine to the sixty-year-old lady wanting to look more in touch with the times. "We have one male client, too." Prices (not including VAT) range for 65€ for a one-hour consultation to 400€ for a full day's shopping trip, with makeovers costing 550€ and upwards.

YOUR PERSONAL TRAINER AND MOTIVATOR

They are university-qualified experts in fitness, physiotherapy and nutrition and will come to your place to train and motivate you to stay fit and improve your eating habits. Launched in 2002, ersonaltrainerbelgium.com is a group of independent

personal trainers operating in Brussels and Flanders. "We train people where and when they want and we are not satisfied until the client reaches his or her goals", says Xavier, a personal trainer in the team.

Motivation is key if you want to stay fit. Every year, around 80% of gym subscribers drop out, according to the Personal Trainer Belgium website. But, if you have a personal trainer who draws up your fitness plan setting clear goals, and is available to work around your schedule, your chances of quitting are drastically reduced.

All trainers speak English, French and Dutch, and have had previous experience in the profession before they launched the company. Clients range from businesspeople to models, housewives to senior citizens and athletes. "We have as many male as female clients,

and around 40% are foreigners," Xavier explains. The same trainer is assigned to the client all the way through the programme, and progress is often impressive: "One time I had a call from a director of a company who weighed 113 kilos, asking if we could "give it a try". He ended up working with me for six months and lost more than 20 kilos," laughs Xavier.

ALL TRAINERS SPEAK ENGLISH, FRENCH AND DUTCH

To begin, there's an appointment with a trainer at your home, to draw up a fitness plan and schedule. Next, you sign up for modules comprising ten sessions. "You need to take at least ten one-hour sessions to see progress," says our man. The price for each session is 55€ plus VAT. ☎

Filipe Rufino



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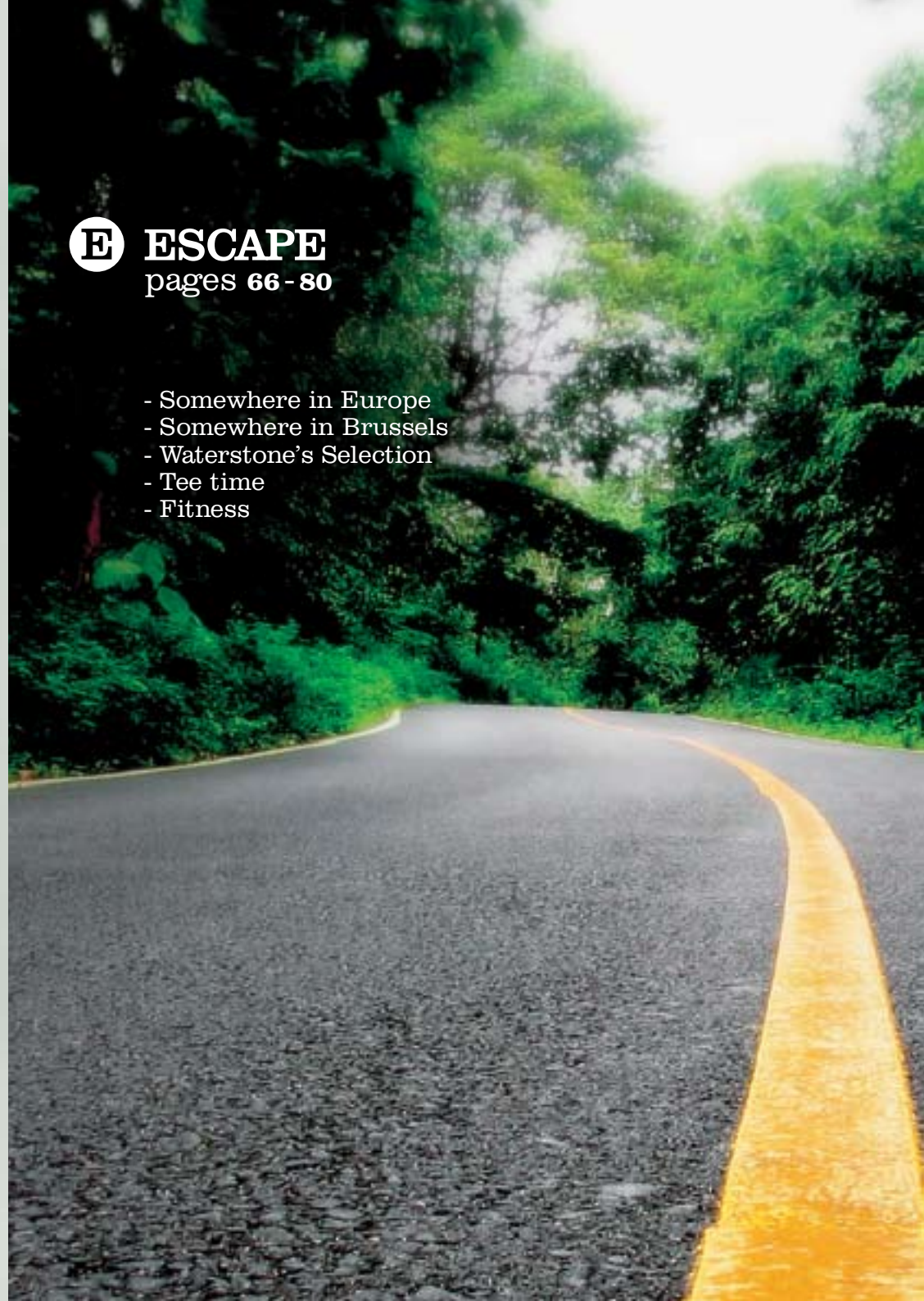
www.newtree.be



ESCAPE

pages 66 - 80

- Somewhere in Europe
- Somewhere in Brussels
- Waterstone's Selection
- Tee time
- Fitness



Discover new taste sensations in “Old” York

Bar walls and Daffodils in York

Whether it's originality or classic elegance that you seek at table, ancient and beautiful York, in the North of England, is a restaurant aficionado's paradise. York-born James Drew, now residing in Brussels, tempts us with a few of the city's hidden delights.

We have a word for it, in York – the “snickleway”, a tiny street hidden away from the hustle and bustle of busy thoroughfares.

And, in the oft-undiscovered gems of restaurants, tucked away on the snickleways of England's one-time second city, there is to be found cuisine that's as traditional as

roast beef and Yorkshire puddings, fish-and-chips and scones with jam and cream, but also as surprising as the major gastronomic revolution that is currently sweeping through England, with this ancient city at its forefront.

York – home of the world-famous Betty's Café Tearooms (www.bettys.co.uk), with their cinnamon toast and 'fat rascals' (a sublime cross between a scone and a biscuit, studded with almonds and cherries) – can now not only lay claim to being the afternoon-tea capital of England, but also hosts the nation's largest annual Festival of Food and Drink for ten days. In 2007, the festival's 11th edition will run from 21-30 September, commandeering the city. As Festival Director Michael Hjort puts it: “Eating is about enjoyment. The Festival lunches, feasts and gourmet dinners are communal events in magnificent settings where people can talk, learn, and exchange an interest in good food.”

Many of York's finest historical locations, such as the Guildhall, the Merchant Adventurers and Bedern Hall will be the settings for events as diverse as fish feasts, beef dinners and mutton lunches. And, once again, a wonderful open-air Yorkshire Produce Market will operate in St Sampson's Square, selling the very best regional

produce: Yorkshire clotted cream, buffalo mozzarella, sticky toffee puddings, rare-breed meats, Yorkshire cheeses and much more.

And, if all that 'good grub' works up a thirst, why not try out the beer festival – back by popular demand for another round! Go to www.yorkfestivaloffoodanddrink.com for more information.

**“THE HISTORY
OF YORK IS THE
HISTORY OF
ENGLAND”**

When King George VI declared: “The history of York is the history of England,” he was not exaggerating. Eboracum; Eborwic; Jorvik: names given to York by, respectively, Romans, Saxons and Vikings, who all played a part in shaping the heritage of this enchanting city. Still encircled by ancient walls, York thrives on its preservation of the past, with large areas, particularly around York Minster, northern Europe's largest cathedral, retaining many of those quintessential historical traits. And, as you will discover to your immense delight, eccentric and hearty Yorkshire cuisine is prevalent. For your further delectation, then, we present three of the city's finest eateries... **o**

CHOICE CUTS THE DINING ROOM

Elegant, eclectic and situated in a beautiful Victorian town house in the city centre, this is the perfect place for intimate dining. Head chef Daniel Ellis serves up the cynosure of 'countryside cuisine', be it the best beef, lamb and pork farmed within a 20-mile radius or the finest daily catch

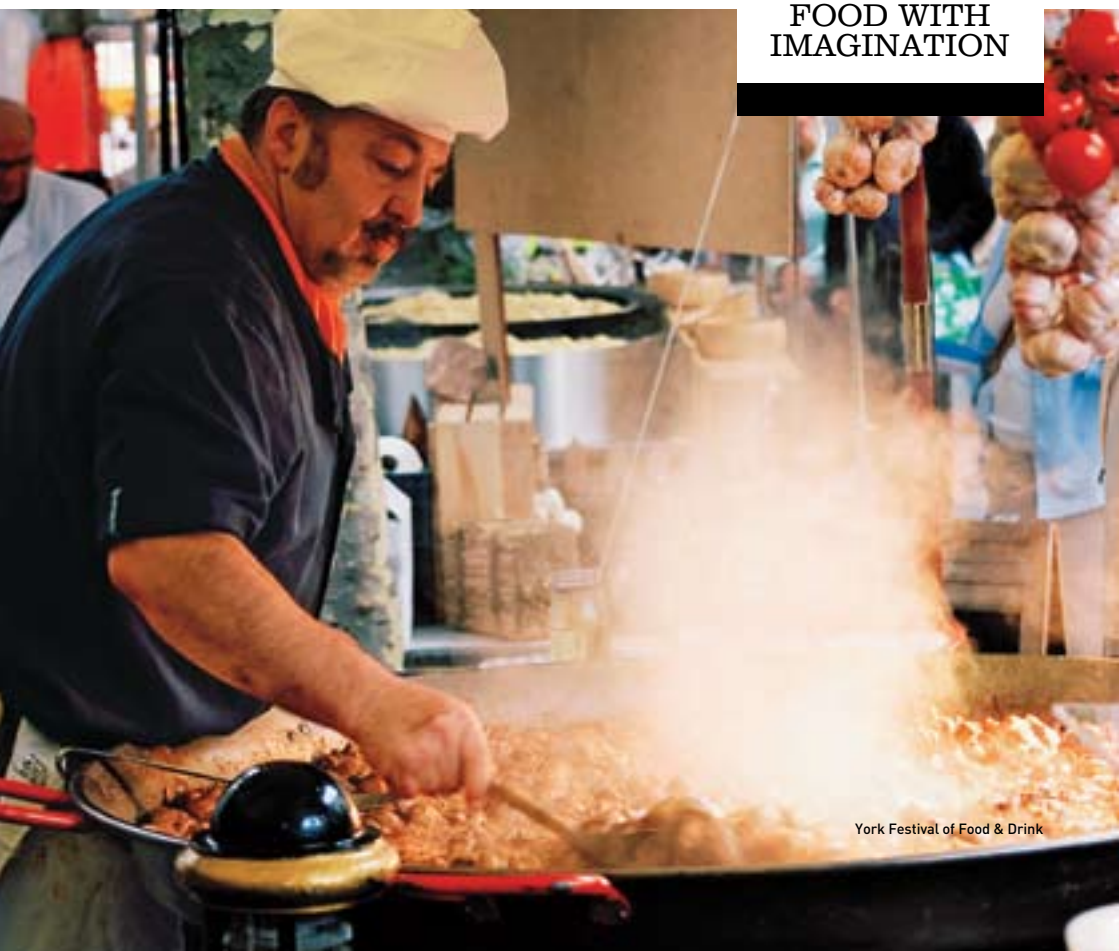
from the county's East coast. Combine that with seasonally adjusted local vegetables and a simple, customer-oriented approach to the craft, and you have the essence of Yorkshire – on a plate.

The Dining Room

St Peters Grove, Bootham, York, North Yorkshire, England T. +44/870.243.0765

mail@marmadukesworld.com
www.thediningroomyork.co.uk
Open every day from 7:30-10:00 for breakfast, noon-14:00 for lunch and 18:00-22:00 for dinner. Booking strongly recommended.

IT'S ALL ABOUT GREAT PRODUCE TURNED INTO GREAT FOOD WITH IMAGINATION



York Festival of Food & Drink

J BAKER'S - BISTRO MODERNE

Critically acclaimed chef Jeff Baker, one of only a handful of chefs to have held and retained a Michelin Star for ten years back to back, has now launched J Baker's of York. A contemporary bistro, already with more than a few awards to its name, with a cosy, informal atmosphere in the centre of historic York – the food is anything but prosaic, combining robust dishes such as saddleback pork with a black pudding cappuccino, or char-grilled Galloway steak served with duck egg and chips.

Jeff explains: "This project has been in planning for more than two years and I am just thrilled that I can now have the complete freedom to create what I believe people are looking for from a dining experience. We have some of the world's leading food suppliers in Yorkshire – and I will always highlight to our customers where our produce is from – and you can be guaranteed it will be local!" Terry Durack, writing for the UK's Independent on Sunday in 2006, is one of many renowned food critics who couldn't agree more: "J Baker's is all about great produce turned into great food with imagination, and an understanding of what we love to eat. Simply by doing this, it has taken York from the 13th century into the 21st."

J Baker's - Bistro Moderne

7 Fossgate, York
YO1 9TA
T. +44/1904.622.688
info@jbakers.co.uk or visit
www.jbakers.co.uk
Open every day from noon-14:30 then 18:00-22:00 for the à la carte menu. Booking strongly recommended.

THE LIME HOUSE RESTAURANT

This award-winning establishment, open since just after the turn of the millennium, benefits enormously from the passion and commitment of its owners, native Yorkshire folk Adam and Catherine Fisher. For Adam, it's all about local produce, mixed according to his customers' palates, while for Catherine, the emphasis is on atmosphere, friendly staff, cool candle light, flowers and subtle, seductive music. An evening of choice.

The Lime House Restaurant

55 Goodramgate, York
T. +44/1904.632.734
www.limehouserestaurant-york.co.uk
Open Tuesday-Saturday from noon-14:00 for lunch and from 18:30 onwards for dinner. Booking strongly recommended.

SOMEWHERE TO STAY?

Middlethorpe Hall is the perfect place to relax after all that hard dining – a beautiful

MIDDLETHORPE HALL IS THE PERFECT PLACE TO RELAX

William III country house, close to the city, set in 20 acres of its own gardens and parkland. Built in 1699, it was once home to the famous diarist, Lady Mary Wortley Montagu. The hotel is now decorated with antiques and fine pictures, carefully chosen to be in keeping with the house's history. The panelled dining rooms overlook the gardens and there's imaginative food on offer here, too, following the hotel's theme of traditional excellence. Quite simply, it's as good as hotels get.

Bishopthorpe Road

T. +44/1904.641.241
www.middlethorpe.com

GETTING THERE...

Brussels to York – You can take the Eurostar option from Brussels too, or why not arrive super-fast and check out historic Leeds, just 25 miles away from York, before your visit? British Midlands Airlines (www.flybmi.com) will get you from Brussels to Leeds in just under an hour, then it's a hop, skip and a jump by train from Leeds to York. (www.wymetro.com). ☑

James Drew

THE GRAND'PLACE 100% MAGIC

Brussels' Grand'Place is an iconic symbol of the city's European destiny. Since 1998, it has been a UNESCO World Heritage Site, but since the twelfth century, this magical square has been the commercial heart of a city closely linked to the balance of power in Europe and to the relationship between Germany and France.

The Grand'Place by night

Originally a simple, uneven and waterlogged open space, the Grand'Place developed over centuries into an eminent symbol of the different powers based in Brussels. First, the City Council's power is displayed by the magnificent Town Hall, its elaborate 100m spire crowned with a statue of the Archangel Michael (the city's patron saint), slaying the devil. The tower and spire quickly became the best-known symbol of Brussels, the European city. The second powerful group was the Guilds: trade associations of craftsmen (e.g. cabinet-makers, boat-builders, tailors, bakers) who vied with each other in the splendour and individualism of the houses they had built around the sides of the Grand'Place, in which they held their meetings.

Third, the power of the local ruler was demonstrated by the construction of the King's House in 1504 opposite the Town Hall, to house the sessions of the princely law courts. However, the square we see today would not have existed were it not for the devastating fire of 1695, caused by the artillery bombardment of Brussels by the army of the French King Louis XIV. The fire destroyed a third of the city, and the city fathers focused their reconstruction efforts on the Grand'Place. By order of the city magistrate, special care was taken with

the facades of the buildings lining the Grand'Place, and on completion of the rebuilding in 1700, it emerged, phoenix-like, as one of the most beautiful square in the world.

Today, almost 150 buildings around the Grand'Place have listed-monument status: many of them can be seen on the enjoyable short walk to the St. Jacques district, an excellent example of Brussels-style art de vivre. Also near the Grand'Place are the Royal-St-Hubert shopping arcades and the Ilot Sacré (literally, the 'sacred isle'), packed with many picturesque alleyways and cul-de-sacs that are fun to explore while nibbling a delicious waffle. The narrow streets are a celebration of the subtle differences between European national cultures.

THINGS TO EXPERIENCE

Ensure good luck in the future by respectfully rubbing your hand over the brass effigy of the mediaeval knight 't Serclaes on the memorial under the loggia to the left of the Town Hall. He successfully defended the city in the fourteenth century, saving it from falling into the clutches of the Count of Flanders. Rue Charles Buls.

Enjoy a do-it-yourself guided tour, tailored to your interests and the time available, using the D*Tour audio guide available from the Tourist Information office on the Grand'Place. Just pop on your

headphones and set off, directed, step by step, by the voices of local people, to discover the surroundings of the Grand'Place, immersed in the ambience of the city as related by its inhabitants.

THINGS TO SEE

Maison du Roi: dedicated to all aspects of the history of Brussels, it is home to the 760 (!) costumes of the little fellow who stands knee-high to a grasshopper, known to us as the Manneken Pis!

Royal-St.-Hubert Arcades: Since 1846, they have been attracting fans of Italian Renaissance architecture, as well as shoppers, even in the depths of winter, to a haven of select little shops and brasseries. ☎

Article written by:
Brussels International,
Tourism & Congres.

www.brusselsinternational.be



This book is available for free in FR | NL | ENGL | GERM | IT | SP | POL at the Tourist Office - Town Hall - Grand'Place

© Vanhulst



 **Let's print again**

WE PRINT ANYTHING ON EVERYTHING

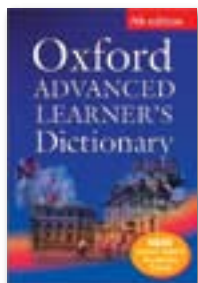
Waterstone's selection

Well, that was quite a summer!
Harry Potter-mania
surpassed all expectations.

If you haven't had a chance to read it yet and you've managed to avoid media and friends giving away the plot, we still have copies left and I would definitely recommend "Harry Potter and the Deathly Hallows" – the pace grips, and the story holds you to very last page.

However, after all that magic, it's time to turn our thoughts to education. September heralds the "Back to School" period and our shelves are filled with titles from the reading lists of the European Schools here in Brussels. We also stock English-language texts and simplified readers for the Belgian schools as well as recommended texts for adult evening classes. Perhaps you've been meaning to improve your language skills, but haven't had the opportunity to attend an evening class and thus self-study is a preferred option? We have a large range for English learners of English as

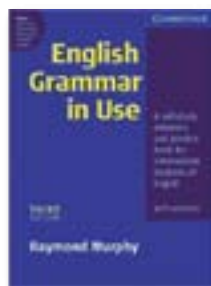
well as many study packs and aids for most other languages, especially French. The best starting point for learning or improving language skills is always a good dictionary.



OXFORD ADVANCED LEARNER'S DICTIONARY

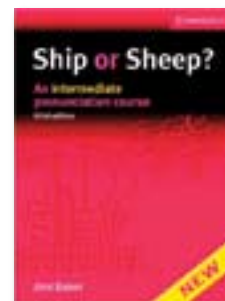
The Oxford Advanced Learner's Dictionary is the world's best-selling advanced learner's dictionary. It is recommended by English teachers and students, is used by 30 million people worldwide and comes with a CD-Rom and useful vocabulary trainer.

Published: 2007
Publisher: Oxford University Press
Format: Paperback



GRAMMAR IN USE
BY RAYMOND MURPHY
English Grammar in Use is an excellent self-study course. It is a clear, easy-to-use Intermediate level course, which has an updated CD-ROM offering a wealth of extra practice material and links to each unit in the book.

Published: 2004
Publisher: Cambridge University Press
Total pages: 390 pages
Format: Paperback



SHIP OR SHEEP?
BY ANN BAKER
If pronunciation is your sticking point, why not try "Ship or Sheep"? There's a new edition of this accessible, intermediate-level pronunciation course. It provides systematic advice on English pronunciation through a wide variety of interesting exercises and activities, and is accompanied by a set of four audio CDs in a pack or separately as a book. Or why not just pop into the shop and have a chat with one of us; we all speak English, and would be happy to help you practice your conversation – that is, if we're not too rushed off our feet!

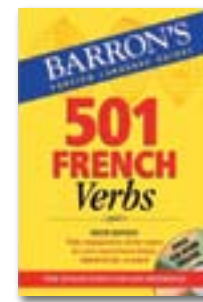
Published: 2006
Publisher: Cambridge University Press
Total pages: 232 pages
Format: Paperback

Many people come to Brussels knowing only one language and are put to shame by the local's ease with tri-lingualism. A first step to conversing with some of the natives would be to learn a little French...



HARRAP'S FRENCH UNABRIDGED DICTIONARY
Recently updated to a second edition, Harrap's flagship title is the culmination of several years' work by a large team of experienced lexicographers and translators. The unabridged is the most complete bilingual dictionary available and offers more information than any other general bilingual dictionary – it's available as a two-volume set, and is the dictionary that translators use. Comprehensive, without being outrageously priced.

Published: 2007
Publisher: Harrap; Rev Ed edition
Format: Hardcover



501 FRENCH VERBS
BY CHRISTOPHER KENDRIS
In my opinion, this is easily

the most useful title when learning French. Memorising the irregular verb endings never came easily to me – here in one handy volume, there are the most commonly conjugated verbs, laid out in an easy-to-read A to Z format. It is also perfect as a reference tool, to reuse again and again.

Published: 2007
Publisher: Barron's Educational Series Inc.
Total pages: 600 pages
Format: Paperback

NEWS

In September, Waterstone's will be proud to launch its new, eagerly awaited loyalty cards. All you need to do is pop into the branch, fill out a request form, and you will benefit from special offers and discounts valid not only in Brussels, but also in all the UK and Amsterdam branches. Finally, Waterstone's is looking to set up a book group in the shop, so if you are interested, please send an email to Penny at orders@brussels.waterstones.co.uk or ask any of our staff when you next visit. Hope to see you soon.

Sarah Higgs

Waterstone's
Boulevard A. Max 71
1000 Brussels
T. +32 (0)2 219 27 08

W
Waterstone's

Golf: Quo vadis?

In the last issue, we heard about After-Work-Golf.net, “Europe’s largest Business Golfing Network”. This organization is a remarkably successful and expanding network, with more than 13,200 members so far. But how does the expansion affect the players/members in Brussels?



Are the expatriates, or in this case the BruXpats, really interested in joining an organisation that allows you to play every Tuesday “everywhere” in the world? Do these kinds of people have the time to play golf while on a business trip? I have my doubts.

BRUXPATS AND GOLF

In my experience, the BruXpat already has a strong network and is too busy to join a local group for golfing on her business trip.

GOLF IS A SEXY TOOL TO COMBINE BUSINESS WITH LEISURE

The idea of mingling with locals and expatriates in a foreign country is tempting, but most of the time not feasible, due to busy schedules.

I see the future more in the manner of what Golf du Chateau de la Tournette is trying to achieve: a business club on the premises of a golf club. Everybody who joins this kind of business club knows what she will get for the money she pays as a membership fee – access to the corporate members’ managers on the C-level and to those who’ve realized that golf is more and more interesting as a sexy tool to combine business with leisure, whether you are a golfer or not.

But back to my first question. What does the golfing and non-golfing BruXpat want?

- Of course she wants to widen her network.
- Of course she wants to mingle with locals and expatriates.
- Of course she wants to combine this in a way that is less formal than a “normal” business / service club like Lions, Rotary or Kiwanis, nor like the chamber of commerce.

But maybe it shouldn’t be as informal as the golfing rounds of After-Work-Golf.net where she can attend or not depending on how she feels.

I’ve heard through the grapevine that it’s quite

possible a new organization will enter the turf and combine all the ingredients mentioned above. If this is true, I am expecting the following services:

- Networking on the green with high potentials.
- Services more related to B2B than B2C.
- A good portion of a “fun factor”, such as golf-related events for golfers AND non-golfers, happenings like corporate golf tournaments, golf tournament where teams are mixed with golfers and non-golfers, cooking lessons (with guidance from chefs), golf trips, trips to vineyards, test drives of fancy new cars, etc...
- And the most important thing – to be an ambassador of golf. Which means to give everybody access to this fantastic game of life called Golf. This has to be done by offering special deals on real golf club memberships and golf-related services.

Wouldn’t this really be value added golf?

Personally, I would be really thrilled if these rumours come true and such a club does materialize.

Please send your opinions, comments and ideas to: golf@reist.org

Best regards from your golf-aficionado. ☺

Ken Reist

Tee time

Have a heart, have a brain...

There is a famous cartoon in which a doctor has an unfit patient's chart in front of him and asks: "What fits your schedule better Mr. Smith, 30 minutes of cardio a day, or being dead 24 hours a day?". If you are serious about your heart, you need to follow this doctor's advice. The long-term benefits are numerous, and go beyond the heart.

Most people know relatively little about the most important muscle in the body. Exercising it is not an option, it's a must, if you want to have a strong heart and thus live a long and healthy life. It's also the best way to keep your cholesterol levels under control. Exercise elevates your HDL, the so-called 'good' cholesterol and lowers the bad cholesterol, the LDL; in addition, you are likely to lower your blood pressure (combined with a healthy diet). There are also several other lesser-known benefits of cardiovascular exercise that will make your life easier in the long run. Studies show that 30 minutes

of exercise 3 to 5 times a week is likely to improve your performance on a wide range of mental tasks and prevents the breakdown of brain cells that typically occur with ageing, reducing the likelihood of a wide range of mental illnesses such as Alzheimer's disease.

Research has also found that overall, there was less shrinkage in the brains of fit participants. In normal ageing, the human brain begins to breakdown in our 30s and we lose about 25 per cent of the connections between our brain cells between then and our 90s. Most of this happens in the parts of the brain that deal with our most complex functions: problem solving, memory, logic, and so on.

To make the most of your time on a cardio machine, we recommend using a heart-rate monitor. To calculate your maximum heart rate (MHR) you subtract your age from the number 220. For instance, if you are 40 years old, your MHR would be 180 beats per minute


(BPM). To obtain overall cardiovascular fitness you have to train at 70% of the 180 BPM (126 BPM in this case). Once your heart is used to the new regime, you can also do interval training where you cycle your heart rate up to 90% of your MHR.

Consult a doctor before starting any exercise program and build up the intensity slowly, starting for instance with 30 minutes three times per week.

Paul Schuchhard

Personal Trainer and Sports Nutritionist at World Class



Paul, together with Marcie Sires, run Mind & Body coaching company Life5. For more information about Life5 personal and corporate coaching, please go to www.life5.eu or contact Paul through World Class on +32 (0)2 551 59 90, or +32 (0) 478 389 257 or Marcie on +32 (0)2 736 30 74. 

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De Kleetlaan 5b-z
Phone: +32 2 300 57 00

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*Conditions apply

www.worldclass.be

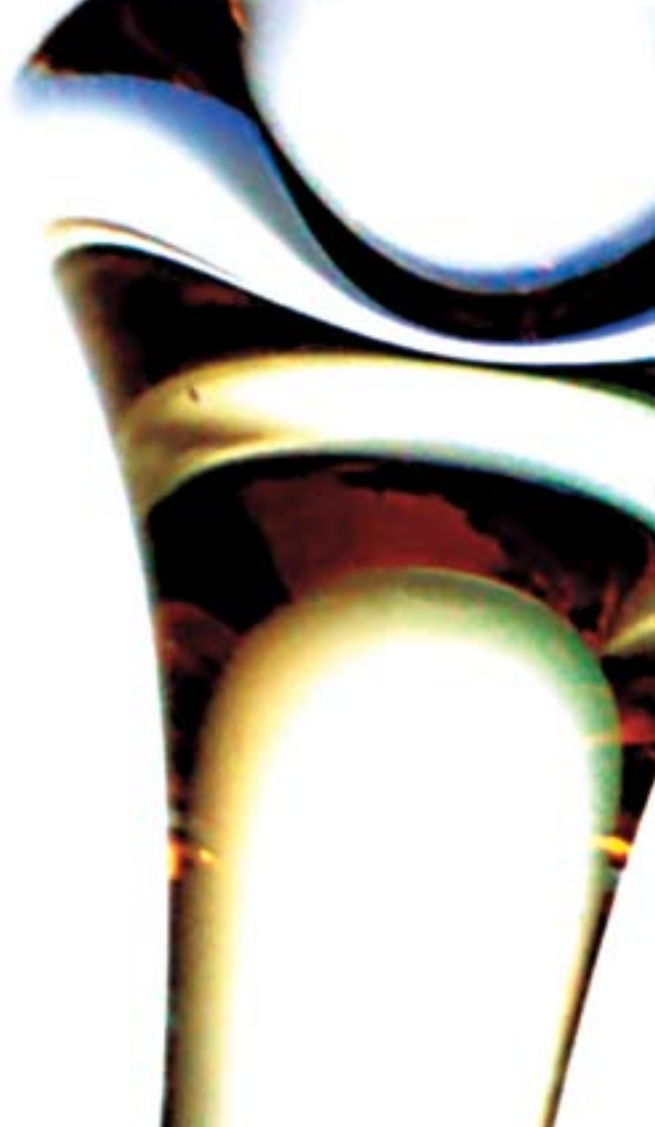
WorldClass

PS. We have launched World Class Educations! Check our website for more information: www.worldclass.be/educations

N NIGHTLIFE

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- By The Glass
- The Places To Be
- Eat and Drink
- Fine Arts Diary
- Spectacles Diary



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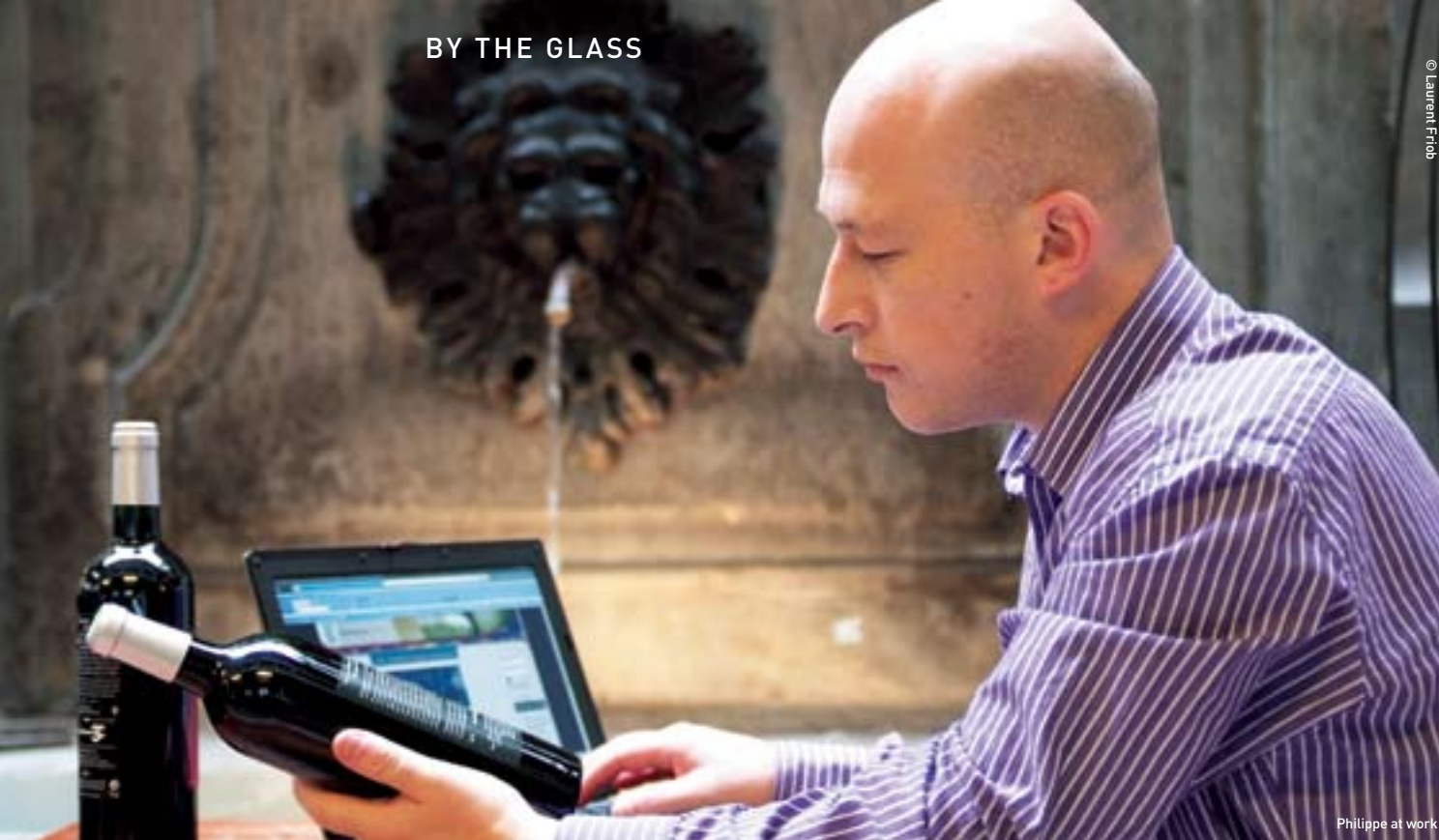
- balneotherapy Spa with beauty and well-being treatments
- 88 bedrooms (including 68 bedrooms with air conditioning) and 16 fully equipped meeting rooms
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Only 20 minutes from Brussels via the E411 motorway (exit 6).

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✉ sales@chateau-de-limelette.be | www.chateau-de-limelette.be



© Laurent Fröh

Perhaps not surprisingly, love of the grape ran in the family: "My father was also a big fan of Grand Cru...he always had a bottle of wine on the table, but I used to take a glass only occasionally, at lunch or in the evening."

"But it was in Paris when I was around 25 that I really began to get interested; I visited many cellars, and I learned to appreciate the structure and range of choice available, particularly in Bordeaux wines, so my interest grew, and I began to travel to the region regularly."

THE BORDEAUX REGION

Being spoilt for choice is what Bordeaux is all about – the region's wine is made in 9,000 châteaux, from the fruit of 13,000 grape growers. Subdivided into 57 "appellations", more than 700 million bottles are produced every year, ranging from large quantities of everyday vin de table, to the most expensive and prestigious wines in the world.

The Bordeaux region is the second largest wine-growing area globally, with 284,320 acres under vine. Only the Languedoc wine region, with 617,750 acres, is larger. Located halfway between the North Pole and the equator, there are more vineyards planted in Bordeaux than in all of Germany, and ten times the number to be found in New Zealand.

"I WAS ORIGINALLY FROM THE SOUTH-WEST OF FRANCE"

The region's history of wine production seems to have begun sometime after 48AD, during the Roman occupation of St. Émilion, when vineyards were established to produce wine for the soldiers. However, it was only in 71AD that Pliny recorded the first real evidence of vineyards in Bordeaux. France's first extensive vineyards were established by Rome in around 122BC in today's Languedoc, the better part of two hundred years earlier.

BORDEAUX WINE

The major reason for the success of winemaking in the Bordeaux region is the excellent environment for growing vines. The Gironde estuary dominates the region along with its tributaries, the Garonne and the Dordogne rivers, and together they irrigate the land and provide a maritime climate for the region. The best vineyards are located on the well-drained gravel soils that are frequently found near the Gironde river – an old adage in Bordeaux is that the best estates can "see the river" from their vineyard; the majority of land that faces riverside is occupied by classified estates. ◀

Grape expectations

The concept may be simple – converting a passion for fine wine into online sales – but for Brussels resident Philippe Defaye, creator of www.bordeauxonline.be, spreading the word about the best of Bordeaux is the real joy.

MEETING WITH PHILIPPE... OFFLINE

For Philippe, whose website aims to spread the appreciation of Bordeaux wine around the world, the passion began at the tender age of 25.

"I was originally from the south-west of France, some 150 kilometres away from Bordeaux in Dordogne," he explains. "Not too far, but not too near either, though I knew the region well."

"I lived thirty kilometres away from Bergerac – my passion for wine in general began when I was twenty, after having previously added water to my wine when I was growing up."

THE DOOR-TO-DOOR
SERVICE IS IDEAL
FOR THE
HARD-WORKING,
HARD-TRAVELLING
'BRUXPAT'



Philippe always tastes his products

Red Bordeaux is generally made from a blend of permitted grapes, which are Cabernet Sauvignon, Cabernet Franc, Merlot, Petit Verdot, and Malbec. Malbec is now very seldom used. White Bordeaux, including the sweet Sauternes, is made from Sauvignon Blanc, Semillon, and Muscadelle.

The Bordeaux wine region is divided into subregions including Saint-Émilion, Pomerol, Médoc, and Graves. In 1855, a classification system was made at the request of Emperor Napoleon III for the Exposition Universelle de Paris. This came to be known as The Bordeaux Wine Official Classification of 1855, which ranked the wines into five categories according to price. The first growth (premier cru) red wines (four from Médoc and one, Château Haut-Brion, from Graves), Château d'Yquem 1^{er} Cru Classé Supérieur, from Sauternes, are among the most expensive wines in the world. The first growths are:

- Château Lafite-Rothschild;
- Château Margaux;
- Château Mouton Rothschild.*
- Château Latour;
- Château Haut-Brion,
- Château d'Yquem, and;

BORDEAUXONLINE.BE

From prestigious first growths to little-known gems, Bordeaux Online has it all. So, Philippe, when did it start, and why Bordeaux? "In 2000,

which was a fabulous year for Bordeaux, I first began looking at the wine sites available on the Internet, such as Chateau Online. In 2002, I began taking more of an interest in the older vintages, buying and selling among a discreet list of clients then, in 2003, I said, why not launch an Internet site myself? The first wasn't exactly very professional, so I let it go, then in 2005, Bordeaux Online proper was up and running. And why Bordeaux? Because that remains for me the most world-recognised wine variety. If you say Bordeaux in Japan or America, the response is immediate – the name speaks of French heritage. With a good Bordeaux label, there's always a story there. Even in spite of the competition from the New World Wines, Bordeaux is still Bordeaux."

Resting on his laurels has never been part of Philippe's plan: "Since its launch, Bordeaux Online already changed considerably. I have a warehouse in Bordeaux, I work closely with three of the most highly regarded maisons de négoce, in partnership with the chateaux, and I have built up a very good working relationship with Grand Cru Classé producers."

The door-to-door service is ideal for the hard-working, hard-travelling "BruXpat", who might not have time to spend in wine shops. As

Phillipe explains: "Every week, my delivery firm goes to Bordeaux with my orders for the week; every order from outside of Belgium is sent direct from Bordeaux, and every Benelux order is delivered from Brussels. In Belgium, I work closely with Taxis Verts, who specialise in transporting wine directly to the customer. Orders costing more than 500€ are delivered free in Brussels, outside Brussels, there's a 15€ supplement."

The site is entirely secure – from September, it will bear the latest pan-European Internet security label, Trust, so all online transactions will be insured.

And the choice? In total, there are some 230 Bordeaux wines to choose from, which include 83 new wines from 2006 and 71 from 2005. As well as Bordeaux wines, there are also 39 wines from other French regions and 23 Champagnes to choose from, as well as ten world wines (heresy, surely?). And, in terms of offering good value, you can check out 12 bottles of Domaine de l'Ostal Cazes, Circus Viognier blanc 2004 (AOC Vin de pays d'Oc) for just 38.25€, delivery guaranteed within four to ten working days. It's described as 'delicate and mineral on ☛

*Mouton Rothschild was first named as a "Deuxieme Cru Classé" in 1855, but it was only as late as 1973, following a derogation granted by then-President Pompidou, when it received its "Premiere Cru Classé" status.

IN TOTAL, THERE ARE SOME 230 BORDEAUX WINES TO CHOOSE FROM, WHICH INCLUDE 83 NEW WINES FROM 2006 AND 71 FROM 2005

the nose with white flowers aromas – soft, fresh and absolutely perfect as THE Summer white*. Guess that will have to be an Indian Summer, but whatever...

And for the (near) future?
“In Belgium, and Northern Europe, apart from in the UK, there are no equivalent websites – sites that sell wine, certainly, but not specifically devoted to a region, as is the case with Bordeaux Online. Knock on wood, but it is my hope that Bordeaux Online will even be big in France!”

BORDEAUXONLINE.BE
www.bordeauxonline.be
contact@bordeauxonline.be
Rue d'Alost, 7
1000 Brussels
T. +32 (0)2 213 36 06
F. +32 (0)2 213 36 15



www.bordeauxonline.be

WWW.WINEDOWNTOWN.BE

That's not all... "We have a concept being launched in September – in Paris and many towns in England, the idea of paying 'corkage' (bringing your own bottle of wine to a restaurant and paying a fixed price) is already well established. With Bordeaux Online's E-Commerce system, we want to go a step further. If the restaurant is a member of our scheme, the customer can benefit from a 15-20% reduction in the price of a bottle of wine. One-year membership of Wine

Downtown costs 65D – after reserving a table, the customer presents his/her card at the restaurant, to benefit from the reduced prices. By October, we should have around 20+ restaurants involved in Brussels, then we intend to move into Waterloo, Anvers, and, after that, hopefully all over Belgium." Philippe intends to announce the concept at an upcoming press conference, and, for the benefit of journalists: "Don't worry, good wine will be served." ☺

James Drew

BE A WINE WINNER!

To celebrate the grape and the good, www.bordeauxonline.be has teamed up with Together Magazine to offer readers the chance to enjoy some of Bordeaux's best – and the drinks are on us! Read on for your chance to win...

It's the best place to discover all that's bold and beautiful about Bordeaux and, to celebrate this oasis of fine wine, we're giving away 48 bottles for you to enjoy.

Pole position will take 12 bottles of Château Roques Mauriac 2003 "Cuvés Damnation" AOC Bordeaux, a superb 85%-15% Cabernet Franc-Merlot blend of deep ruby brilliance, radiant blackcurrant fruit and exceptional vanilla notes on the finish.

The lucky runners-up (second and third place) will each receive 12 bottles of Château Roques Mauriac 2003, and there's even room on the winners' podium for a **fourth happy winner**, who will be the fortunate recipient of 12 bottles of Château Roques Mauriac 2004 Classique. Both wines are a blend of Cabernet Franc (50%), Merlot (40%) and Cabernet Sauvignon (10%) with fruity strawberry and fresh herb flavours; both are spontaneous with frank and deep undertones. A beautiful colour with powerful tannins – the taste is superb.

Sounds tempting? **Go to www.together-magazine.eu** and answer the following questions for your chance to enjoy some fabulous wine!*

1. When was www.bordeauxonline.be officially launched?

A. 2003
B. 2004
C. 2005

2. Which is the largest wine-growing region?

A. Bordeaux
B. Languedoc
C. Alsace

3. What is the weight of 12 bottles of Château Roques Mauriac 2003, in the box (to the nearest milligramme)?

For help, pay close attention to our article "Grape Expectations" and go to www.bordeauxonline.be.

Good luck! ☺

*Competition organised in collaboration with a Huissier de Justice for Brussels. Full rules available on demand.



SUMMER SNAPSHOTS AND UPCOMING PARTIES

The holidays are definitely over. A fitting occasion to cast a nostalgic eye over some snapshots taken during August in the most popular seaside resort on the Belgian coast: Knokke-Het-Zoute. And so that your return to the office is not too painful, we bring you a recipe for the perfect cocktail combining work and relaxation...

BEACH TERRACE

From 3-26 August, a prestigious and festive event was held at the Beach Terrace, Zoute, jointly organized by 5th Season & Simply Events. An occasion to relax, just 95 minutes from Brussels...

5^{ème} Saison
Rue Edith Cavell 203a
1180 Brussels
www.zoute2007.be
www.peopleattitude.be



Photos © PeopleAttitude



WHY NOT WORKING?

The Networking evenings start again at Claridge in a remastered version. A rendezvous that meets a legitimate need for those who continue to work outside office hours: combining the useful with pleasure. To discover and especially experience as of Thursday 13 September in Claridge.

Networking Parties@Claridge
Chaussée de Louvain 24
1210 Brussels
www.notworking.be
www.peopleattitude.be



Photos © PeopleAttitude

INDIGO STUDIOS

Indigo Studios is a brand new kind of Art Gallery, managed by a strong team with two decades of event experience, whose aim is to respond to the growing need for Art and Entertainment. Headquartered in the heart of Brussels, in a former 650m² metal factory, now fully equipped to welcome all kinds of events, from corporate bashes to product launches, press conferences, showcases, exhibitions and fashion shows. Go there and feel the good vibrations!

Next event: International Museum Communication Awards (IMCA) on 29 November.
Indigo Studios
Rue de la Victoire 96
1060 Brussels



Photos © Vincent Mielotte



ANARCHIC PARTY

Rendezvous 19 October for a new edition of Anarchic Parties held in the prestigious location of the Théâtre du Vaudeville. Eccentricity will also be there until the early hours!

Anarchic Party
Théâtre du Vaudeville
Galerie de la Reine 13
1000 Brussels
www.anarchic.be
www.peopleattitude.be



Photos © PeopleAttitude

Our selection

Together Magazine is proud to present its selection of great restaurants that add to the gourmet pride of our capital city. Enjoy your meal!

© Sensum.be

WINERY

Place G. Brugmann, 18
1050 Brussels
T. +32 (0)2 345 47 17
Open from 11:00 to 20:00
Closed on Sunday

Owner : Frédéric de Thibault

Soup of the day: 4€

Surprise of the day: 5€

Winery: wine bar and wine shop. A place for a feast among friends. This address is completely devoted to worshipping the divine liquid. It's a place that combines several atmospheres. First of all, the bar; limpid and light. A few brightly decorated high planks that serve as tables, and shelves that set the mood with their cheerful bottles. There's no menu, Frédéric displays his wine and food suggestions on the blackboard every day. Every day there are dried meats, every day there's cheese, every day there are sweets, and every day there are surprises of the day. Quite simply, happiness every day! If you go through the plastic curtain (great idea!), you arrive in the shop. A different atmosphere, different lighting, a holy of holies. It's the place where you choose the bottles you want to savour in the room at the front, at home or elsewhere, as you wish. There's an excellent choice of wines, from France of course, but also from elsewhere. Frédéric de Thibault likes to offer joyful, smart and well-made wines that he's uncovered in various places, returning only with the pure essence.

Winery

Plus points : Dining on the terrace in good weather – Room for meetings or receptions – Easy access for the disabled – Easy parking in the street – Bar – Table d'hôtes – Air conditioning

LE BISTROT DU MAIL

Rue du Mail, 81
1050 Brussels
T. +32 (0)2 539 06 97
Open from 12:00 to 14:30 and from 19:00 and 22:00
Closed on Saturday midday, Sunday and Monday

Owners : Lionel Verjans and Bouznand Ichem

Cook : Stéphane Lefebvre

Average price per à la carte meal: 55€

Lunch : 15,00€
(2 course meal)

Menus : 35,00€
(3 course meal) - 45,00€
(4 course meal)

In a discreet and industrious manner, the Bistrot du Mail has made its mark, confirming its standing amongst the Belgian capital's finest in terms of pleasure and value for money. Those who are stuck in the past are clearly missing out on some high-flying moments of gourmet pleasure, for while the name remains the same and the walls too, the Bistrot du Mail is an eatery to watch in the near future. Its superbly up-to-the minute décor serves as a backdrop to a team whose youth is only equalled by their talent. Behind the stove, Stéphane Lefebvre can boast several years as assistant chef at Sang-Hoon Degeimbre's Air

du Temps. Our young friend is already displaying an outrageous amount of skill, concocting magnificently exquisite dishes. Noblesse oblige, Stéphane uses first-rate ingredients from the finest lands, crafted with a trusted technique and flavoured with the greatest emotions in the world. In the dining room, Lionel is the wise man from whom guests seek guidance on their voyage through the wine ☛



Le Bistrot du Mail

© Sensum.be

EAT & DRINK

menu, that moves with intelligence and mischief through the greatest vineyards. Personally, we heard loud and clear the message of this cuisine, which speaks to your body and soul. Be there.

Plus points : Terrace eating (20 seats) – Room available for cocktails, meetings or private parties (40 seats in the restaurant) – Food-to-go (upon request) – Valet service – Easily accessible to people with disabilities (restrooms excluded) – Air conditioning.

L'ANCIENNE POISSONNERIE

Rue du Trône, 65

1050 Brussels

T. +32 (0)2 502 75 05

Open from 12:00 to 14:45

and from 19:00 to 22:45

Closed on Saturday midday and Sunday

Owner : Nicola Piscopo

Cook : Christian Crepaldi

Average price per à la carte meal : 45€

In the past, this place was intended to be a baker's but instead became a fishmonger's, giving pride of place to a neat and tidy stall of fish, shellfish and seafood fresh from the North Sea.

Today, you can still make out the manly sailors, old sea dogs dripping with sweat, unruffled by the wild elements on the immense fresco painting that adorns the wall of the dining room. Derelict since the seventies, this location was rediscovered by Nicola Piscopo, who instantly fell for the charm of its pure and elegant lines. ◀

L'Ancienne Poissonnerie

© Sensum.be



The Mercedes House

b r u s s e l s

THE ONLY BRASSERIE THAT NEVER LOSES ITS STARS !



BRASSERIE

open Monday to Saturday from 11.30 am to 3.00 pm
closed Sunday

The Mercedes House

open Monday to Saturday from 10.00 am to 8.00 pm
Sunday from 10.00 am to 4.00 pm

(In conjunction with L'Huitrière & Eole)

22-24 rue Bodenbroek 1000 Brussels (Sablon) - Tel: +32 (0)2 400 42 50 -Bookings: +32 (0)2 400 42 63

As a young chef searching for a place to set up his restaurant, he had it completely renovated. While respecting the elegant simplicity of the décor, Nicola bestowed a unique new soul on the establishment. Since then, he has been the impetus for tasty Trans-Alpine cuisine that thrives on ingredients that are beautiful in their simplicity and prepared with panache. The Ancienne Poissonnerie has met the challenge of combining décor and dish; a visit is a must.

Plus points: Room available for cocktails, meetings or private parties (34 seats in the restaurant) – Open kitchen – Take-away (upon request) – Easily accessible to people with disabilities – Air conditioning – Children's menus/dishes (upon request) – Vegetarian menus/food (upon request).

L'IDIOT DU VILLAGE

Rue Notre-Seigneur, 19
1000 Brussels
T. +32 (0)2 502 55 82
Open from 12:00 to 14:00 and
from 19:15 to 23:00
Closed on Saturday and
Sunday

Owners: Alain Gascoin and
Olivier Le Bret
Cook: Alain Gascoin
Average price per head: 55€
Lunch: 15€ (2 courses)

The Village Idiot has been offering us fresh pleasures for 15 years now, thanks to the talents and creative spirit of the head chef, Alain Gascoin. Nor must we overlook the wonderful contribution made by Olivier Le Bret, who looks after front of house with his totally natural generosity. As soon as you walk through the thick curtain at the entrance, rather like the mirror in "Alice In Wonderland" you are transported into another

world. Between the blue dining room and the red one, with its hints of baroque, there's something that reminds me of the attic in my childhood home. To add to the general impression, the food is served in the kind of crockery that my grandmother used. So yes, there is a family feel to the place. Once you've come in and sat down it really is very hard to leave. Olivier and Alain run this institution, which is one of the most engaging in the capital, welcoming ministers, actors, the King and Queen and even commoners such as you and I. So what's their secret, then? Having fun. "We don't take ourselves too seriously; we enjoy ourselves... And it works! The only stars we want are those we can see shining in our customers' eyes." The 35 places are very much sought-after, so don't be an idiot, book ahead!

Plus point: Nearest parking facility: Poelaert Parking.

LOLA

Place du Grand Sablon, 33
1000 Brussels
T. +32 (0)2 514 24 60
Open from 12:00 to 15:00 and
from 18:30 to 23:30
Saturday and Sunday,
non-stop cuisine from
12:00 to 23:30

Owners: Henry Baeyens,
Caroline Mijnsen and Larbi
Ouragli
Cook: Larbi Ouragli
Average price per head: 50 €

Ever since it first opened almost ten years ago, this cosmopolitan brasserie has

become a veritable "classic", one of those places you never become tired of. The décor is contemporary without being cold and is not showing its age at all. It is timeless, and makes the most of its colours, white wood, stone and glass. A large counter, running along its length is a rallying point for the regulars who love sitting down, both at lunchtimes and in the evening. It's very easy to become part of the Lola "family": you feel at home here, you say hello to everyone, maybe catch up on the latest gossip... The spirit of this lively restaurant is carefully maintained by the whole team, starting with Caroline, front of house, and Larbi in the kitchen. Every since the early days, Lola has managed to remain faithful to a policy all its own: dishes at all prices, light, fresh food, with plenty of different flavours. Always fashionable... and unmissable.

Plus points: Easy access for the disabled – Nearest parking facility: Albertine Parking and Poelaert Parking – Bar – Air conditioning.

More restaurants on
www.sensum.be

DISCOVERED THIS MONTH THE MERCEDES HOUSE

The Mercedes House
Rue Bodenbroek 22-24
1000 Brussels
T. +32 (0) 2 400 42 51
benoit.wauters@daimlerchrysler.be
Two floors of immaculate architecture form an altar to the engineering perfection of



Mercedes-Benz automobiles in The Mercedes House, at Brussels' Grand Sablon, writes James Drew – if you want to admire one of Germany's finest cars, this is where you should come. But it doesn't end there – The Mercedes House is now able to offer you cuisine that is as delicious as it is refined.

The inviting, clean lines of a Mercedes-Benz are mirrored by the elegant, simplistic restaurant – the very chic tables contrasting beautifully with the dazzling-white legend behind the service bar. This guest, coming over all Belgian, and choosing from a menu that changes with the seasons, opted for the delicious Magret de Canard with Kriek-based sauce, accompanied by a glass of the pleasing house red.

Brand Center Manager Benoit Wauters explains the principle behind the striking collaboration of cars and cuisine: "The models form a backdrop that invite the diner to share the dream, and their style and refinement are totally in keeping with the menu that we offer, cuisine based on quality and refinement."

Wauters adds: "The Mercedes House exists to inform and communicate with our clients about Mercedes-Benz, within a unique setting; should he or she wish to take the dream further, we then provide the details of a Mercedes-Benz dealer, who can begin the process of buying a car."

Definitely worth a test drive. 

James Drew



At last, your Coffee House in Belgium!

Warm and welcoming, The Coffee Club sales outlets are above all convivial places that allow you to escape from noise, stress and your daily routine for a few minutes every day.

King Size Coffee

Launched in 2002, The Coffee Club was the first place of its kind in Belgium to offer Max Havelaar-labelled coffee. With this label, The Coffee Club contributes to fair trade while respecting its commitment to quality, one of the brand's essential values. And very soon, new products will be guaranteed by Max Havelaar.

The Coffee Club also offers a wide range of "pleasure products" to be enjoyed there and then or to take away, at any moment of the day. Here coffee tops the bill; a tasty mixture of beans passionately roasted by Café Liegeois. Prepared in a traditional manner, it can be personalised according to your choice, with flavouring or a topping.

What's more, The Coffee Club also offers an assortment of hot and cold drinks, ranging from a vitamin-rich smoothie

to the most refined tea, as well as all sorts of homemade hot chocolates. A delicious selection of pastries and other sweet temptations are available to accompany these drinks.

And for lunch? The Coffee Club wants to satisfy everyone's wishes. With its 1>2>3 formula and its "You Create - We Prepare" motto, it is the customer who concocts a tailor-made salad, sandwich or pasta dish in three steps, all based on a choice of high-quality ingredients. Everyone's creativity will soon

THE COFFEE CLUB CONTRIBUTES TO FAIR TRADE

be one of the keys to The Coffee Club's lunch offering. Their imminent website will allow everyone to suggest

their own recipes and see the best suggestions proposed in the sales outlets.

For those of you who are in a hurry, suggestions will also be offered as a self-service option. On top of this, the use of only environmentally-friendly packaging for all products will soon become reality.

Each sales outlet, as well as the upcoming website, will aim to act as a platform for artists to make themselves known and to get together.

Customers can also take advantage of their visit to The Coffee Club to read a favourite newspaper or to escape the daily grind through a book or magazine.

It is certainly this spirit that attracted Fnac Belgium since an exclusive partnership has just been signed between this multimedia specialist and bookshop and The Coffee Club. In fact, by the end of 2007, three "Fnac Café - The Coffee Club" will open their doors in Fnac shop premises.

The current addresses in Brussels are:

Rue du Bailly 38
1050 Brussels

Place Madou 7
(1st floor GB Express)
1210 Brussels ☎

Thomas Drogart



Inside The Coffee Club

YOU WIELS LOVE IT

Over time, I had become so incredulous about the Brussels Center for Contemporary Art project that I thought I had not properly understood a certain email from my Publisher.

Marcel Broodthaers's dream has finally come true: the city now has one of her own Center, housed in the former Wielemans-Ceuppens breweries building, very 'Brussels attitude'. Wiels opened its doors for the first time in May and, as you read this, will be hosting an installation by Yayoi Kusama, one of the more prominent living Japanese contemporary artists. It transpires that Mike Kelley, equally remarkable, will

follow this impressive and unusual Nippon guest. The new center's captains are Dirk Snauwaert, director, Anne Pontégnie, chief curator, and counts world-famous Belgian masters such as Luc Tymans and Ann Veronica Janssens among its members. With six yearly exhibitions, nine resident artists and an ambitious education programme, Wiels's mission is to be a place of permanent discovery and exchanges.

Imagined and designed by
Julien Willem (Belga, Walvis, ●

Fontainas), Café Wiels will open in November, which is of course impatiently, breathlessly awaited, and not only by me... Believe me!

YAYOI KUSAMA – INFINITY MIRRORS ROOM

[Dots Obsession]
15.09 > 15.11

This venerable lady is not far off her 80s, but continues to escort mesmerised admirers into an intricate acid-tinted universe where fairy tale borders on claustrophobic anxiety. Described in the exhibition's introduction as oscillating somewhere between enchantment and nightmare, her creations consist of an endless endeavour to share what she described as a "lifelong invasive hallucination". The artist often resided in this distorted environment, as a part of her own work.

Voluntarily secluded in a psychiatric institution, where she lived and worked for 30 years, she occasionally escapes the ever-moving walls of her inner "Polka Dots" bombardment, by making them real for us. This time, we become lost in a suspended field of overgrown inflatable pink balloons, spotted with blind dark dots.

Wiels – Center for Contemporary Art
Avenue Van Volxem 354
1190 Brussels
T. +32 (0)2 347 30 33
wiels@wiels.org
www.wiels.org



Hard Rain

Not far from The Atomium, but far less-known in Belgium, lies a green reverie, made of glass and infinite gardener knowledge. The Jardin Botanique National de Belgique shelters myriad vegetal wonders and, also, the Hard Rain exhibition, previously shown in its sister institutions Eden (UK) and the Tällberg Foundation (SE). A poignant and giant testimony (a huge 40-meters long canvas), patiently recorded by Mark Edwards, photographer, this is The Tempest flooding into Paradise Lost. Hard Rain is more than a

nomadic exhibition; it's also a book and universal project. Together Magazine asked Brigitte Vermaelen, communication and education manager, how nightmares came to inhabit perfection.

INTERVIEW

Together Magazine :
This is a very unusual project, involving a photographer and a reporter, both world-renowned. What inspired the Jardin Botanique National to host the Hard Rain Project ?
Brigitte Vermaelen:

Our national botanic garden is part of a global network, bringing sister institutions together for a long time. We are used to collaborating, exchanging knowledge and discoveries. The exhibition was first shown at Eden. We were immediately enthusiastic about helping the Hard Rain Project travel the planet. The work is heart-felt and totally in keeping with our climate-change concerns.

Why inside a greenhouse?

Our real purpose is not only to be a "beautiful green place" to visit on Sunday afternoons.

Actually, we do more than simply cultivate amazing plants; we are part of the solution.

How is that?

The plant world is the very foundation of our living conditions: vegetation provides oxygen, as everybody knows, but also food and drink, wood, fibres to make houses, furniture and clothes. Our scientific fundamental research is also a treasure-trove of advanced knowledge. We conduct surveys on a regular basis with interested and motivated adults and, each

**"I'VE STEPPED
IN THE MIDDLE
OF SEVEN SAD
FORESTS,
I'VE BEEN
OUT IN FRONT
OF A DOZEN
DEAD OCEANS"
BOB DYLAN**

time, we find that the average level of understanding is very low.

Is it not a paradox to show an apocalyptic body of work, even if it is gorgeous, in paradise? After all, rain is one of the primary conditions for life...

That's exactly the point of Mark Hedwards and Lloyd Timberlake's work. This show is the summation of a life-long vocation. The project was first inspired by Bob Dylan's song A Hard Rain's A-Gonna Fall. When Bob Dylan released the song inspiring the project, I was a little girl and didn't know it until recently. I was deeply moved by how accurate his intuition was.

The Hard Rain Project was first shown to the public at Eden, Cornwall, on 24 May 2006, Bob Dylan's 65th birthday.

Jardin Botanique National de Belgique
Domaine de Bouchout
Nieuwelaan 38 - 1860 Meise
www.jardinbotanique.be

Hélène Noël

DIARY

MARC LAGRANGE

Polarotic 14.09 > 27.10

Marc Lagrange will hold his first exhibit entitled *Polarotics* in Brussels at the Jonas Gallery. He presents a new collection of pictures on original 8x10 polaroids and large format prints. His landscapes have a cinematographic and slightly erotic feel, while his portraits are often fine libertine expressions.

Jonas Gallery
35 Rue de Flandre
1000 Brussels
T. +32 (0)479 98 37 63
www.jonasgallery.com

KAREL FONTEYNE.

Pistoleros 28.09 > 24.11

Pistoleros (The Motherfucker of all Battles) refers to political events, wars, dictators and heroes. The 45 works are a cynic wink, a cry of revolt against violence and the never-ending cruelty of men.

Vernissage : Thursday 27th
September from 7to11pm in
the presence of the artist.

Young Gallery
Avenue Louise 75b
(Wiltcher's Place – Conrad
Hotel) - 1050 Brussels
T. +32 (0)2 374 07 04
www.younggalleryphoto.com

JEAN BAPTISTE BERNADET

Same player shoot again

04.10 > 10.11

Same player shoot again is about the image of the labyrinth. This ancient myth is a pretext: the perdition as a starting point brings us to a point, between modern and pop art.

NKA Gallery
Avenue Louise 110A
1050 Brussels
T. +32 (0)475 23 55 38
www.nka-gallery.com



THE VOID 10.10 > 30.11

The Void exhibition uses huge models and scores of plans and photographs to illustrate eleven projects by the architects Gonalo Byrne and the Aires Mateus brothers. The result is a fascinating dialogue between the oeuvre of two leading Portuguese architectural practices.

Centre for Fine Arts
Rue Ravenstein 23
1000 Brussels
T. +32 (0)2 507 82 00
www.bozar.be 

Hélène Noël

Pistoleros

DIARY

THE TRAGICALLY HIP


28.09, 8pm

Honoured by the Canadian Music Hall of Fame since 2005 for their lifetime accomplishment and contribution to Canadian music, alongside Neil Young and Joni Mitchell, The Tragically Hip fully deserve the recognition of their native country, even if their career is not yet that long. They are on tour in Europe. And - major event - they are honouring our city with a concert this Autumn. Acclaimed all around the world.

Ancienne Belgique
Boulevard Anspach 110
T. +32(0)2 548 24 24
1000 Brussels
www.ab.be

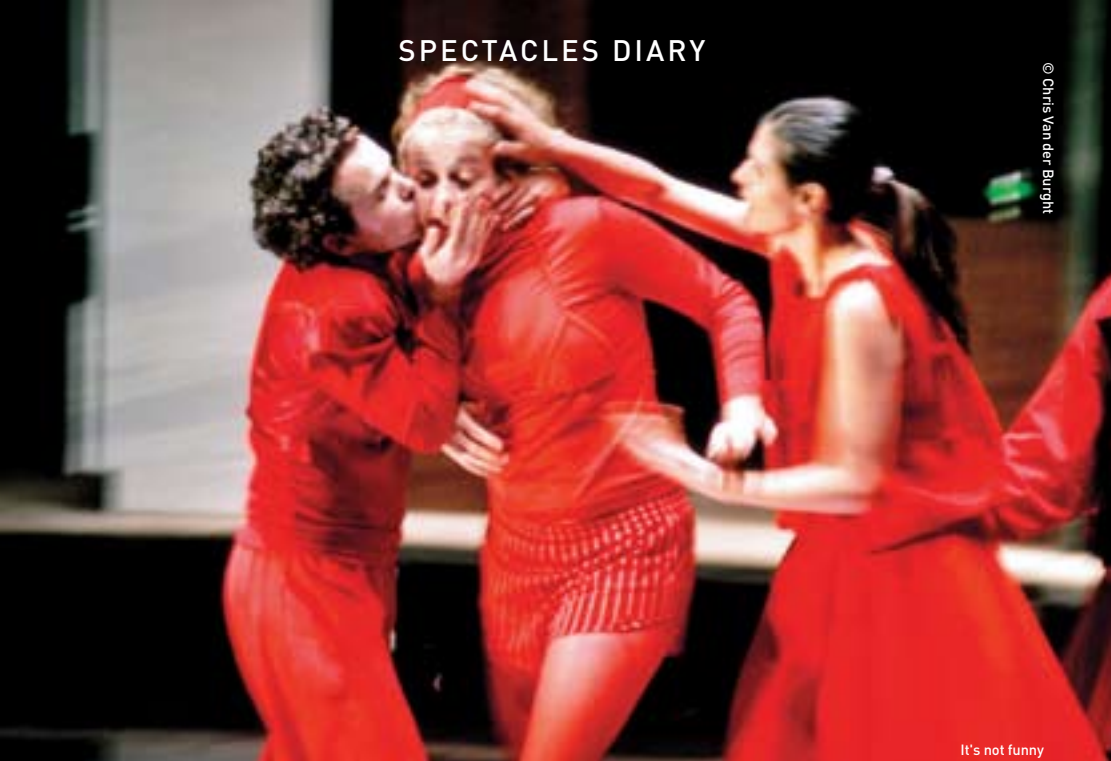
HAN-NA CHANG

02.10, 8pm

For her first time in Brussels, this young cellist from Korea has selected a sparkling and spectacular programme, with three solo pieces. One of the great works of the 20th century from Ligeti; a Bach suite and, as a finale, a Kodaly sonata from 1915. Classical music lovers will rush to the venue. 

Royal Brussels Conservatory
Rue de la Régence 30
1000 Brussels
T. +32 (0)2 511 04 27
www.bozar.be

Han-Na Chang



© Chris Van der Burght

It's not funny

ANI DIFRANCO TRIO

11.10, 8pm
With Todd Sickafoose (bass) and Allison Miller (drums) as company on stage, Ani Difranco is back with her unique folk repertoire, often accompanied by the author composer with outspoken texts. Charming and even disarming, we would like to hear a little more of her. Free without compromise nor self-condescendence, the lady favours quality over quantity. We'll go, listen and wait as long as necessary for her next album.

Ancienne Belgique
Boulevard Anspach 110
T. +32(0)2 548 24 24
1000 Brussels
www.ab.be

IT'S NOT FUNNY (in English)

16 > 18.10, 8.30pm
Inspired by comic Hollywood musicals, Meg Stuart puts six performers on stage who don't know when to stop. The show must go on and everyone keeps on laughing. With a sharp scalpel, Meg Stuart dissects the clichés and fake reality of cheerful entertainment.

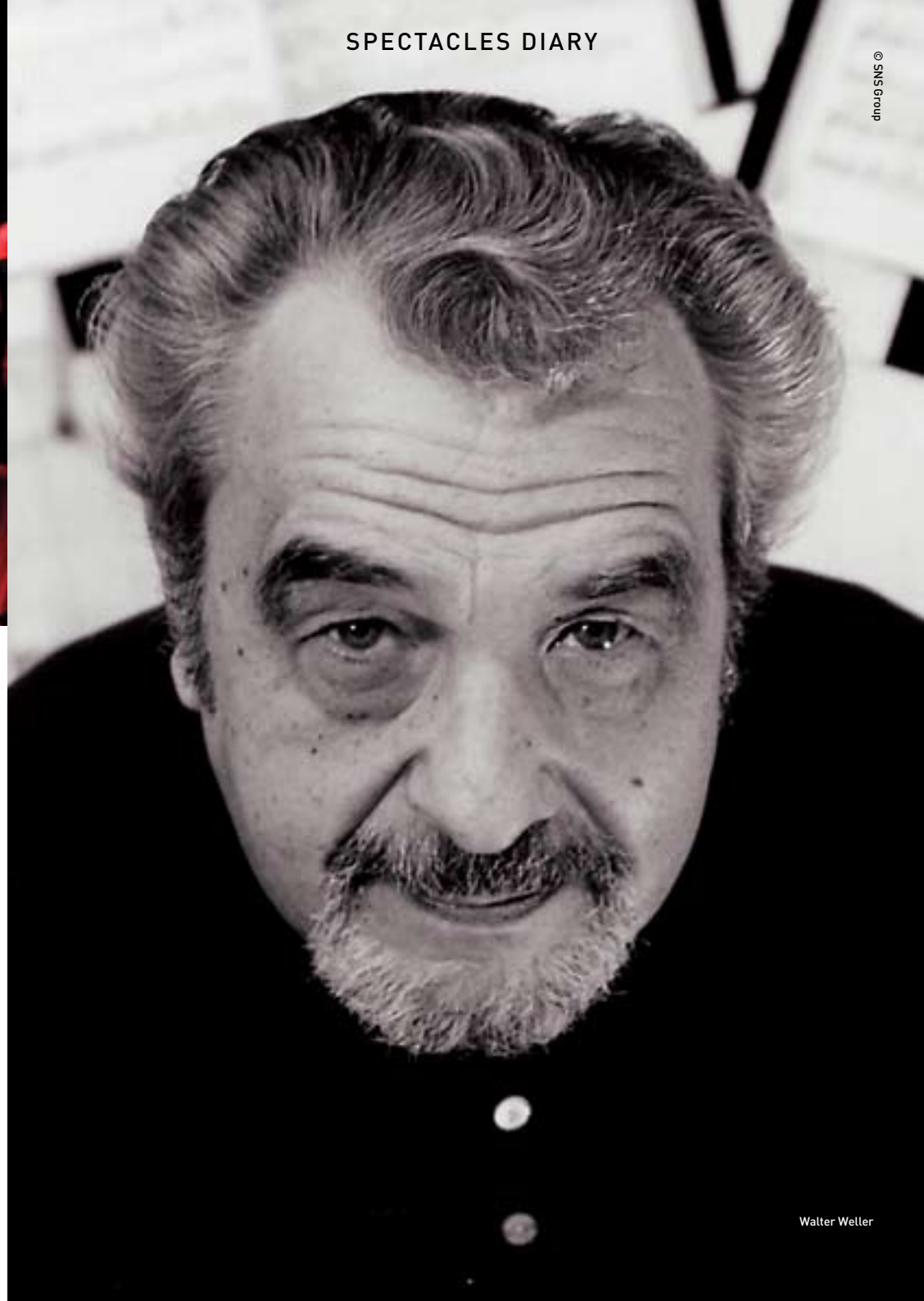
Kaaithheater
20 square Sainctelette
1000 Brussels
T. +32 (0)2 201.59.59
www.kaaitheater.be

BELGIAN NATIONAL ORCHESTRA

12.10, 8pm
Walter Weller (conductor) & Gerhard Oppitz (piano). Between Schubert's first two symphonies, early works still untouched by romantic maestria, we hear Beethoven interpreted by the German pianist Gerhard Oppitz, natural-born virtuoso, whose notorious comprehension of interpretation implies symbiotic re-composition of the partition with his fingers, investing the music as well as invested by the notes. 🎧

BOZAR
Rue Ravenstein 18
1000 Brussels
T. +32 (0) 2 507 82 00
www.bozar.be

Hélène Noël
Jérôme Stéfanski



© SNS Group

Walter Weller

Le Chat

Once more, Philippe Geluck famous feline returns for the exclusive enjoyment of Together Magazine readers.



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