



# AQUAVIT

fall 2007



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Dear Friends,

From the very beginning, food and beverage have always been the centerpieces of Aquavit Restaurant. But as the industry evolves, we find it has become increasingly important to provide “the whole package” to our guests. We are here to entertain you in more ways than just by providing a gastronomic experience. We feel that every element of the restaurant should be focused to support and complement our cuisine, starting with the style of service, design, art and music, down to the creative cocktail programs that we offer.

Aquavit, like many other restaurants, relies on experts to give advice and provide solutions for parts of the entire experience. But in the end, it is up to our own team to express a point of view, an idea or a vision of how it all plays out for the guest.

Scandinavia is perhaps more famous for its innovative and groundbreaking design than for its food. At Aquavit, interior design and style have become the cornerstones of the experience that we wish to provide to you as a dining guest. Modern design has a great history in Scandinavia and the iconic creations of Alvar Aalto and Arne Jacobsen have been celebrated and replicated for decades.

When you walk into Aquavit, you are met with both original pieces such as Jens Quistgaard’s famous teak objects created for Dansk in the 70s, as well as new productions like Arne Jacobsen’s ‘Egg’ chairs and Poul Kjaerholm’s stone tables. The materials are unmistakably Scandinavian, but the predominantly ‘Danish’ color palette provides warmth to the rooms that is not always associated with Scandinavia.

In this issue of Aquavit Magazine, we invite you not only to discover the design elements of the restaurant, but the unique range of traditional Scandinavian specialties including pickled herring, Swedish meatballs and a look back to the summer ritual of feasting on crayfish.

At Aquavit, we’ve created an integrated experience through food and style. The look and feel of our restaurant complement Marcus Samuelsson’s vision behind the menu and Executive Chef Johan Svensson’s execution of the cuisine. Simple and clean with emphasize on flavors.

Skal,

Håkan Swahn

Owner  
Aquavit Restaurant



# CHEF JOHAN SVENSSON



After attending the Culinary Institute in Göteborg, Chef Johan Svensson had the good fortune to apprentice at Aquavit where he later returned as Executive Chef. He considers Aquavit to be *“the most famous Scandinavian restaurant outside of Scandinavia.”*

**You grew up in Sweden—was cooking a big part of your family life?** Yes, Swedes have so much tradition embedded in their cooking and I have always carried the experiences I had as a child with me. I remember my mother cooking for us kids, as well as my grandmother. The techniques were not at all refined but the basic knowledge I gained allows me to incorporate traditional cooking practices into today's kitchen.

**How did your interest in cooking develop over the years?** It wasn't until after I left school, at the age of 19, that cooking became more a lifestyle for me. At first, I had the passion—the wild imagination—but not enough knowledge to execute the food or put dishes together properly. But after a few years of getting to know more about the produce and meat on a daily basis, I began to gain the experience. Traveling also helped guide my passion: I worked up north (almost as far up you can get on the east coast before Sweden turns into Finland) and in Gothenburg before moving to New York.

**What do you think is the most important trait that a chef should encompass (besides cooking skills)?** I can only speak from my own experience, but I feel it is paramount for a chef to know how to communicate with people. We are so concentrated on our food—how it should taste and what it should look like—that it's easy to forget that to someone on the outside, what we are talking about is often complicated!

**What is your main focus when you prepare a dish?** To use good ingredients, the right techniques and the proper tools. After that, having fun is a big part of cooking. You can clearly taste if something is not made with a little love and care—as corny as that might sound, it's true! If you're not “burning” for something, you'll end up doing a mediocre job instead of a great one. I think that philosophy applies to a lot of things in life though, besides cooking!

**In three words, can you describe your cooking technique?** Flavor, flavor and more flavor! Dishes have to taste right, or have flavor added to make it right. I like working with hard heat: grilling, searing, roasting and braising.

**What is more important: preparation or presentation?** Preparation is the key to good food. It might look amazing but if it doesn't taste right it doesn't mean anything. However, it is true we “eat with our eyes” so a good balance is best!

**What has been the most difficult challenge for you since you started working as a chef?** I am a very impatient person; I want everything to go fast but smoothly too. It really drives me crazy when the changes I want to make don't happen fast enough or if the people I'm dealing with aren't on the same page! At smaller restaurants, it's easier to incorporate changes. That's my learning curve: realizing that sometimes things take time but eventually it all works out.



**What has working at Aquavit taught you?**

To keep my cool, never lose my temper, never panic, and become a little more relaxed. This is hard to do because the pressure is constant, especially during meal service. Even on my day off I'm constantly thinking about how my guys are doing on the line, what time it is, and if they tasted the sauces or what is going on. Even though I have 100% confidence in the people I work with, there is always pressure.

**What do you think people expect when they come to Aquavit?** To have a good time in a great environment as well as enjoy excellent food and wine. I think a lot of people see Aquavit as more than just a restaurant but as a meeting point, either for business or pleasure.

**Do you think that Aquavit has changed over the past 20 years?** Any great restaurant that has been around for that long should have both changed and still remained the same. Being true to presenting great food, having incredible service and offering an outstanding beverage program is important. Equally vital is updating menus and wine lists with new and exciting items. Not only has the style of food changed through the years with chef changes, but food trends affect what we are serving. Everything goes in waves in regards to what people want to eat. Plus, food knowledge has changed: there is an overall heightened awareness and interest in food-related items. We all change over time; I think it's very important for a restaurant to keep itself in the future, not in the past, and Aquavit accomplishes that.

**Do you have a specific dish or ingredient that you would like to add to the menu?** For fall, I am waiting for the Boston mackerel. My father and I used to fish for this off the west coast of Sweden when I was growing up. I'm trying, in vain, to get ahold of sea-thorn berries—these are small berries with a nice flavor and a lot of

vitamin C, as well as almond potatoes. These grow up north in Sweden and as the name implies, they have a slight taste and look of an almond. There are also a few menu items that I would like to try to see if there is interest in, such as elk.

**What goals do you have for Aquavit in the future?** To maintain a high standard in the cuisine we serve and to excite our guests every time they come to us. As the chef, the most important and rewarding part of the job is to have happy and satisfied customers who return for the food!

**Any personal aspirations that you plan to fulfill in the next few years?** I think every chef has that dream of having their own restaurant. I would personally love to do a TV cooking show for kids that is a take-off on the Swedish chef on The Muppet Show. I think there is so much to learn about my heritage when it comes to cooking; we do cook other things beyond herring and gravlax! I would also love to assemble a cookbook with a twist. I love to take photos, so given the time, I would like to put together a food-related picture book, as opposed to straightforward recipes, with brief captions.

**Last but not least, do you still enjoy cooking at home for your friends and family?** Yes! I'm a very simple guy who loves cooking and has been lucky enough to have had a dream come true. My family loves it when I cook when I'm home in Sweden. Of course I would never say no to a home-cooked meal that someone else prepared! When I'm in Sweden I usually cook up some fish that my father caught in the lake or grill out. It's the same with my wife's side of the family; they're always so considerate when they ask, because they know I do it 12 hours a day, but I would never say no! To me, the best things in life are food and family!

# The Appellation Of An Oyster

These days, the methods for growing and harvesting oysters come close to that of making a great wine, so to speak. The recipe for producing great shellfish has become part art, part science, with a good salt-water splash of Mother Nature. The comparisons to wine only begin with cultivation. To the pleasure and delight of our palates, oysters have become a more refined and defined commodity.

There's even use of a new word: "*merroir*" (of the sea), a derivative from the French term "*terroir*," (of the earth) which denotes the geographical location of a vine. Each oyster's unique flavor profile is a combination of genetics (species and size) and location. Even more, the same species of oyster can vary dramatically in flavor from bay to bay, much like wine that comes from the same grape in two different vineyards. They all look slightly different with respect to fluting, shape, shell and color, and each picks up specific essences from the estuaries it was grown in. Variables include temperature and salinity of the water, and the abundance and type of flora and minerals they ingest.

So if there is a Château Pétrus of the shellfish industry, some would say it is Taylor Shellfish Farms, based in Washington. Harvesting heritage counts and that puts Taylor Shellfish Farms a good century ahead of most, with over 100 years' worth of experience cultivating and collecting oysters. At the turn of the 20th century, founder J. Y. Waldrip traded searching for gold in the Great Northwest for farming jewels of the sea: shellfish. In the 1920s, over-harvesting and pollution forced Northwest farmers to start raising their own

oysters. The Taylors experimented with species from other parts of the country, the world even, cultivating them until they started to propagate. By replenishing the once-depleted oyster beds, Taylor Shellfish Farms was not only a precursor to sustainable farming but expandable farming too.

Today, Taylor Shellfish Farms grows more species of oysters commercially from hatchery-produced seed than any other company in the country. They own close to 10,000 acres of tidelands dotted up and down the Washington state coastline, concentrated heavily in Puget Sound—where they cultivate half the production for that area.

Like any great cellar master, a shellfish farmer leaves little to chance. That's the case with Taylor Shellfish Farms' president, Jeff Pearson, who has it down to a science, from "seed" (oyster larvae) to full-fledged triploid (sexless oyster). In their hi-tech hatcheries, they simulate the optimal growing environment for the larvae, graduating them to floating nurseries where they feast on organic micro-algae until they are 1/2 inch to an inch in size. Then they are seeded high

in tidelands where they can fatten up without fear of predators. One summer later, when the shells have hardened, the muscles are strong, and the oysters have some size, they are finally transferred to the beds that they will grow out on. The result is an oyster that has weathered 2-3 growing seasons in peak conditions—and you can really taste sublime nuances of its watery residence. "*Having our own hatcheries and tidelands give us better control of the product we choose to grow as well as the quality and volume we can maintain.*"

What's most important to Jeff Pearson is that the consumer gets a consistent, fresh and delectable product. So the next time you feast on oysters, take a moment to digest the unique watery path that brought it to you.

For more information please contact:  
Nellie@wtseafoodusa.com

or visit [www.taylorshellfish.com](http://www.taylorshellfish.com)

## OYSTER MYTHS AND MISCONCEPTIONS:

### WHY OYSTERS ARE VIEWED AS AN APHRODISIAC:

Oysters spend 60% of their body fat and energy reproducing during their lifetime. Considering how high that percentage is, it initiated the theory that eating them would increase a person's sexual desire.

### EATING OYSTERS ONLY IN 'R' MONTHS:

This dates back to Roman times when oysters were first being cultivated. The Mediterranean waters in the summer are warm, which encourages oysters to spawn and lose the firmness in their meat. During their reproduction periods, an oyster's meat becomes milky and soft. However, the water temperature even in May and June in the Northwest and Northeast of the United States is definitely cooler. And with the advent of triploid sterilized oysters, eating them year round is now completely appropriate.



# August in Sweden: a celebration of crayfish

Nowhere else in the world is this little freshwater crustacean revered as much as in Sweden; August is officially dedicated to its consumption with widespread festivities.

As befitting Swedish tradition, the crayfish parties, or *kräftskiva*, were in full swing this summer. With deliciously long and warm days, it's almost a sin not to take advantage of that Nordic summer light well into the evening. The garden chairs were out, along with orange "man-in-the-moon" lanterns and colorful hats and bibs. Freshly boiled crayfish were served up in large inviting bowls while wafts of dill marinade filled the air—a culinary dream, eaten cold with crisp bread and well-aged cheese (*västerbotten*). Friends gathered, outfitted in the silly paper hats, drinking in the festive mood with shots (*snaps*) of ice-cold aquavit, joining together in the popular drinking songs.

According to history, Swedes began eating crayfish as far back as 10,000 years ago. But it wasn't until the 19th century when the festivities became a national tradition. By then however, excessive fishing and disease had tremendously reduced crayfish populations in Sweden. Faced with the threat of extinction, Swedish authorities introduced fishing restrictions that are still enforced to this day, with crayfish season officially starting at midnight on the second Wednesday in August—fishing before this date is strictly forbidden.

While millions of Swedes partake in consuming mass quantities of these shellfish in a short period of time, the restrictions have prompted a rise in imported crayfish from America

(Louisiana), Turkey and China, to satisfy the demand. Fortunately, however, it is still possible to purchase freshly-caught crayfish from the nearby freshwater lakes at local Swedish supermarkets.

Crayfish can be prepared in most ways similar to cooking lobster—they also turn red when cooked. Traditionally, they are cooked in brine and seasoned with salt, sugar, ale and plenty of flowering dill. Since crayfish are much smaller than lobsters, satisfying your appetite can take a while—which is probably one reason why *kräftskiva* parties last until the early morning hours—although the aquavit could be a great excuse for this as well!

Even though crayfish parties can be a very messy affair, they are well worth the effort. And while an authentic August full moon in Sweden is the preferred setting, it's not required. Crayfish are available frozen year-round, so now there is nothing stopping you from gathering a few friends, purchasing a few pounds of crayfish, and chilling the aquavit to get the *kräftskiva* party started.

THE GREAT DEBATE:  
"SUCK THE HEAD, EAT THE  
TAIL": TAKING APART THE  
CRAYFISH IS AN ART IN  
ITSELF AND NEEDS SOME  
PRACTICE! FIRST, REMOVE  
THE HEAD FROM THE BODY  
AND SUCK ON IT. MOST  
OF THE SEASONING WILL  
END UP HERE. THEN PULL  
OFF THE TAIL AND TAKE  
IT APART. MANY CLAIM  
THAT THE TAIL IS ACTUALLY  
BETTER, BUT LIKE ANY  
GREAT DEBATE WHERE NO  
ONE IS REALLY WRONG,  
OPINIONS REMAIN  
DIVIDED.

# Chef Johan Svensson's Crayfish Boil

## Ingredients:

72 oz porter beer  
1 gal water  
2 cups kosher salt  
1 cup dark brown sugar  
1 bunch crown dill  
10 lbs crayfish

## Directions:

Combine beer, water, salt, sugar, and crown dill in a large pot and bring to a boil.

Drop crayfish into liquid in batches and cook for 3 minutes.

Cool down crayfish on trays. Cool down liquid.

Taste the cold liquid and adjust seasoning if necessary (liquid should taste sweet and salty and have a strong crown dill flavor).

Pour liquid over crayfish and marinate, refrigerated, for 2-3 days.



# TRAVEL

## The Östermalms Saluhall

Perched atop a hill in one of the most picturesque parts of Stockholm, walking distance from downtown, the Östermalms Market Hall dazzles all the senses. Hailed as one of the top ten food markets in the world, its colorful arrangement of stalls, cafes, restaurants and wine bars offer not only insight into the culinary delights of today's Stockholm, but a stroll into a time past.



The market opened in 1888, a cavernous hall in burnished red brick topped with hothouse glass ceilings. From the outside, its immense presence resembles that of a castle or a cathedral, while the inside still bears gifts fit for royalty—an extensive assortment of tasty treats from the world over.

The result of a carefully-crafted collaboration between architects Isak Gustaf Clason and Kasper Salin, the Östermalms Saluhall heralded a new phase in Swedish construction. Rows of cast iron support the definition of three sections, or “naves,” in the hall. Cement, relatively unknown at the time, was used to complement the natural brick on the borders and as decoration on the façade—reinforcing the durability of the structure. Many new aspects of interior functionality were introduced as well, such as the technical systems for heating, ventilation and lighting.

Enter inside the soaring medieval tower through its impressive portal today, and you are delighted by the sights and smells of a century-old tradition. Epic enough to host a feast straight out of *Beowulf*—indeed, its sheer magnitude makes you wonder if dear old Grendel is lurking behind one of the stalls waiting to wrestle away your packages of

coveted Scandinavian delicacies. The stalls' exquisite carvings in dark painted wood are the same as they were then, together with the traders' signboards and a variety of personal touches added by the vendors over the years.

While the hall has yet to be declared a listed building of historical interest, its regular patrons, if not most of the city, would beg to differ on the importance of its status. In fact, in the 1960s, when the idea to tear the hall down to make way for more parking lots was proposed, it met with resounding defeat from the townsfolk. Today, the lines at the stalls, full of eager and food-savvy customers, speak volumes for the hall's enduring success.

Saluhall's traders, with their unparalleled culinary knowledge, have always played an important role in Stockholm's food culture. Selections include Swedish as well as international assortments of breads, pastries and handmade desserts; all kinds of game, truffles and deli meats; a wide range of coffee and tea specialty items; and of course, paramount fish choices, such as those available at Lisa Elmqvist.

Epic  
enough  
to host  
a feast  
straight  
out of  
*Beowulf*



## Lisa Elmqvist at Saluhall

If you crave something from the sea while visiting Östermalms Market Hall, Lisa Elmqvist brings you four generations of experience: a fish stall, seafood restaurant and catering company.

Feast your eyes on a large selection of carefully-selected, fresh-caught seafood delicacies presented on ice-bed counters. The options to enjoy the bounty are almost as many as fish selections: take it home to prepare yourself or step into the restaurant (either indoor or outdoor seating) and let Lisa Elmqvist prepare it to perfection—raw, poached, fried, or baked—you name it! The menu is simple and seasonally-focused dishes include smoked salmon with a creamy mushroom sauce, fried salted herring with onion and cream, sole meunière or fish soup with aioli and garlic bread. Of course, not to be missed are the delectable selections of house-prepared herrings. To create the perfect pickled herring, Lisa Elmqvist uses a variety of seasonings and spices in the process. The results are original and bold: Lingonberry Herring, Orange Basil Herring, Mustard Herring, Garlic Herring, Clear Marinated Dill Herring, and Matjes Herring. And last but not least, for the serious gastronomic adventurer, the Fermented Baltic Herring is a delicacy from the North which can be best described as salty, pungent and rich.

**BORN INTO AN IMPOVERISHED FISHING FAMILY IN 1894**, Lisa Elmqvist set out for the “Royal Capital” of Stockholm at the age of 16, armed with an inherited knowledge of fish and a boat-load of self-confidence. Soon she was helping her own stall on Monkbron and later worked at the fish counter at NK. In 1926, she bought her first shop in the Östermalms Saluhall. She was very popular and earned a reputation for being fair, persuading fishermen from her childhood town to sell her their best fish directly. Lisa bought three more shops in town, only to sell them off in the 1940s to concentrate on the market hall store. It soon expanded in square footage and number of employees, adding an oyster and shellfish bar, and finally a full-fledged restaurant was created. With every change or addition along the way, an Elmqvist has always been at the helm—4 generations in fact, carrying on their great-grandmother’s legacy with consistent passion and flair.

# RECIPES

## Pickled Herring: A traditional Nördic treat

For more than a century, classic pickled herring together with a shot of aquavit has become a big part of Swedish tradition. It's hard to believe that once upon a time, this salty fish was viewed simply as a plentiful and inexpensive way to feed the masses, and not the delicacy it has become today...

Pickled herring (sill) has remained unknown to many cultures, but for Scandinavians, it's a common staple in almost every household and restaurant.

Herring is an oily silver fish, rich in many essential nutrients and healthy fatty acids. Fished mainly in the North Atlantic and the North Sea, herring was first introduced on the west coast of Sweden, where it quickly became a tradition to preserve and provided food for many people.

Pickled herring is traditionally served as an appetizer or side dish on a smörgåsbord, but can also be served as a main dish, the herring plate – sill tallrik. The garnish is usually simple: freshly

boiled potatoes, sour cream, chives and crisp bread. Today, most Swedes could not imagine celebrating Easter, Midsummer or Christmas without this salty little fish.

Most home-cured herring uses a two-step curing process. Initially, the raw herring is preserved with salt to extract water. Then the salt is removed and flavoring is added. Typically, a vinegar, water and sugar solution is used, to which the likes of peppercorn, bay leaves and raw onions are added. Today, the flavoring trend has taken more innovative directions than Swedish ancestors would have ever imagined as more and more daring ingredients are added, from herbs and berries to mustards and marinades.

### Chef Johan Svensson's Pickled Herring

#### For the pickling liquid:

- 2 gallons Swedish vinegar
- 4 gallons sugar
- 8 gallons water

#### For the mirepoix:

- 3 ginger, chopped
- 1 horseradish, peeled, chopped
- 5 carrots, peeled chopped
- 5 onions, peeled, chopped
- 10 cinnamon sticks
- 10 bay leaves
- 1 pint black peppercorns
- 3 cups allspice berries

#### Directions:

toast spices.

combine vinegar, sugar, and water in steam kettle.

bring to boil, stirring to dissolve.

strain into containers, pouring liquid over mirepoix.

cool down and store.





# The Swedish Meatball

Today, Swedish meatballs are a staple in any good smörgåsbord or conventional dinner. Traditionally served with boiled potatoes, brown sauce, tart lingonberry jam and pickled cucumber, it's hard to imagine anything more hearty or comforting for a Swede, especially with a side order of crisp bread and a slice of well-aged cheese!

## SOME HELPFUL TIPS ON HOW TO MAKE THE PERFECT SWEDISH MEATBALL:

Choose ground meat with some fat in it to help bind the mixture. The result will be juicier and tastier.

Slowly stir in two egg yolks with the meat; this will make it easier to shape into round meatballs.

Add about half a mashed boiled potato into the batch to diminish dryness and craft a less dense meatball.

For firmer meatballs, mix with breadcrumbs; for softer, soak small pieces of bread in milk and add.

Season well with salt and pepper.

For extra flavor, add 1/4 cup of grated parmesan cheese, garlic, finely chopped onion or jalapenos.

Don't be afraid to experiment! Add anything that you fancy: sun-dried tomatoes, fiery peppers, horseradish, capers, nutmeg, or a dash of dry red wine to achieve an extra edge and bold flavor.

Many cafes in Sweden also offer the round meaty treats in a filling sandwich form: whole-grain bread with cut-up meatballs on a bed of creamy beet salad. This lunch-style version also makes perfect choice for a late night snack.

The Swedish meatball is not alone in its quest to be the world's favorite meatball. Perhaps even more renowned is the Italian: much larger in size and often mixed with tomato sauce and served on a mountain of pasta. Spanish meatballs are usually prepared with lamb and served as tapas, or as a snack, but they also take

the center stage as a main dish, with rice on the side. The Spanish also add spices such as thyme, parsley and oregano in their preparation. The **kufita**, or Middle Eastern meatball, is frequently fused with cardamom, mint, and bulgur wheat, and served in a bowl of hot yoghurt soup. As in Spain, the ground beef is commonly replaced with lamb and then baked instead of fried. By contrast, Russian meatballs blend different kinds of meats like veal and ground beef, and for the the sauce, sour cream and nutmeg is combined with, you guessed it—a splash of vodka!

## Chef Johan Svensson's Meatball Recipe:

Serves 6

### INGREDIENTS

5 lbs ground beef  
2 1/2 lbs ground pork  
1 tbs ground allspice  
1 tsp black pepper  
1 cup bread crumbs  
4 eggs  
1 cup milk  
1 cup cream  
1/4 cup salt

mix all ingredients well, adjust seasoning if necessary with a 2 oz scoop, form balls onto sheet trays  
bake in 250 degree oven until cooked through – about 1/2 hour  
cool down and store in airtight container

### MEATBALL SAUCE

1 quart veal stock  
7 cups Heavy cream  
1 1/2 oz Swedish anchovies  
1/3 cup Swedish anchovy liquid  
1/2 cup Cucumber pickling liquid  
1 cup Lingonberries  
Salt and pepper to taste

combine veal stock and heavy cream. Reduce on low heat by 1/3 until caramelized (approx 3 hours)  
add anchovies, anchovy liquid, cucumber liquid, and lingonberries  
season with salt and pepper  
taste and adjust seasoning  
strain through chinois

DESIGN

# Setting the scene

## Scandinavian style

Aquavit showcases its flair for all things Swedish in more than just the menu; look around the 12,000 square foot space and feast your eyes on design work from some of the greatest contemporary Scandinavian artisans. Furniture, lighting, artwork and fabrics define the ambience in each of the four rooms (café, lounge/bar, main dining room, private dining room) within the restaurant.

The café is an ode to Verner Panton, a colorful arrangement of bright orange Cone chairs, white shell Fun chandeliers and white enamel Flower Plant lamps. A Panton “VP Onion III” tapestry ties in all the elements with this visual extravaganza.



The main dining room, with a built-in “box” of wooden banquettes, features a wooden Super Ellipse (Hein & Mathsson) chef’s table and Poul Kjærholm’s white marble PK-54 table. Both tables are lined by black leather “sculptural” Oxford chairs by Arne Jacobsen. Detail in design becomes the table-setting; a collection of wooden Jens Quistgaard salt and pepper shakers dot the tabletop, with their very specific look and feel.

And while it is these stylish components that give weight to the atmosphere created, the restaurant’s unifying element remains Aquavit’s biggest nod to modern Scandinavian design: the use of wood, glass and stone.





Orange and black leather Swan and Egg chairs, also by Jacobsen, delineate the bar area, arranged under an undulating, 25-foot tall, wood-slatted ceiling. Their effect is arresting; bold color that is striking in its simplest design form.



Danish-born **Verner Panton** (1926-1998) started making surroundings more exciting, on the inside and out, in the 1950s when he became an independent architect and designer. His exhibits have graced world-renowned museums from the Louvre to the Trapholt Museum and his work is showcased in the Astoria Hotel in the Netherlands and the Erco Lighting building in London. He is considered one of Denmark's most influential 20th century furniture and interior designers; his most famous creation is the first single form "S" plastic chair.



#### **Hein & Mathsson**

Danish scientist, mathematician, inventor and poet **Piet Hein** (1905-1996) is credited with popularizing the use of the superellipse in architecture, urban planning and furniture making. Swedish designer **Bruno Mathsson** (1907-1988) realized the shape in the form of a table, putting it into production in the late 1960s.



**Poul Kjærholm** (1929-1980) designs are today a permanent fixture in New York's Museum of Modern Art and London's Victoria and Albert Museum, among others. This Danish designer is noted for his PKO minimalist plywood series.



Danish designer **Jens Quistgaard** was the award-winning chief designer for Dansk in the 1950-1960s. He worked on wooden teak trays and bowls, cutlery, glassware and candleholders. He is also an accomplished graphic designer, architect and industrial designer of kitchenware



**Arne Jacobsen** (1902-1971) exemplified the "Danish Modern" style in his works. A Danish architect and designer, his contributions to pop culture are varied: architectural achievements include St. Catherine's College, Oxford, and the Radisson SAS Royal Hotel, Copenhagen; classic furniture designs such as the "Ant" chair, the "Swan" and the "Egg"; and flatware (right and left-handed spoons used in the movie "2001: A Space Odyssey").

# HAUTE NOTES

From the publisher, Haute Notes is about the discovery of all things innovative and exciting in food and wine, art and design, and style and travel.



## SMEG

It's not hard to fall for these sleekly designed, 50s-style "retro" refrigerators with dreamy curved corners and a palate of colors that add just the right splash to any kitchen (pastel blue or lime green, anyone?) Finally this Italian company (name formed from the initials of their metal enameling factory in Reggio Emilia, Italy) is stateside. We've been waiting on these after spotting them in European magazines over the past few years...

[www.smegusa.com](http://www.smegusa.com)

## YOUAREONTHELIST.COM

## YouAreOnTheList.com

YouareontheList.com provides insider access to a modern fashionable lifestyle: exciting events in music, film, beauty, fashion, food, literature and more. Recently at NY Fashion Week, YouareontheList created the Lifestyle Lounge at Style 360 in conjunction with Hachette Publications. Members were invited to sip champagne, mingle with the fashion elite and view the Spring 2008 Collections. Also this fall, "Invitation Only" members will be invited to Henri Bendel's birthday celebration at The Highline Ballroom. Founded by Robin Ross, marketing and style expert for brands like Polo Jeans/Ralph Lauren and W Hotels, YouareontheList has become the go-to connection for consumers and concierge professionals (including Playboy Passport) to stay in the know for New York's best events.

[www.youareontheList.com](http://www.youareontheList.com)



## Richey Table

New Yorkers are used to small spaces: cramped subways, tiny cubicles and tight living areas. But one Big Apple architect, Eric Richey, has found a compromise to enhance his in-apartment dining experience by capturing the essence of form, functionality and style in a new multi-use table. Richey's table measures 30" x 66" and is crafted out of 1/2 inch aluminum plate with a chrome finish. As a dining room table, it comfortably fits four people. Space is no longer the ultimate sacrifice. It's lightweight, thin and ultra sleek. A savvy combination without surrendering aesthetics. **Available in December (sales@richey-design.com).**

Publisher  
MICHAEL GOLDMAN

Editor-in-Chief  
PAMELA JOUAN

Design Director  
JANA POTASHNIK  
BAIRDesign, Inc.

Senior Copy Editor  
JENNIFER MURPHY

Copy Editors  
MIRIAM FRIED  
ROBERT DAVIS

Contributing Writers  
KAROLIN ELMQUIST  
PAMELA JOUAN

Photo Director  
CHARLES HARRIS

Advertising  
[advertising@hautelifePress.com](mailto:advertising@hautelifePress.com)

Marketing Director  
KATHERINE PAYNE

Haute Life Press  
a division of C-BON MEDIA, LLC.  
321 Dean Street  
Suite 1  
Brooklyn, NY 11217

[www.hautelifePress.com](http://www.hautelifePress.com)  
[info@hautelifePress.com](mailto:info@hautelifePress.com)

Subscription Inquiries  
(718) 858.1187

[subscriptions@hautelifePress.com](mailto:subscriptions@hautelifePress.com)  
or visit [www.hautelifePress.com](http://www.hautelifePress.com)

Photography: Aquavit, Stockholm  
Visitors Board, Charles Harris

Printed and bound in the U.S.A

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