

LIFT OFF: WHY HUNTSVILLE ALABAMA'S GOT A WHOLE LOT MORE THAN A ROCKET IN ITS POCKET

# MONOCLE

A BRIEFING ON GLOBAL AFFAIRS, BUSINESS, CULTURE & DESIGN

issue 49 . volume 05  
DECEMBER 11/JANUARY 12

- A AFFAIRS** Leadership race: masters of modern statecraft
- B BUSINESS** Soft ride: the London taxi's persuasive journey
- C CULTURE** At the mic: a day in the life of Monocle 24
- D DESIGN** Baltic bolthole: a cosy island retreat
- E EDITS** Our global Christmas gift guide, plus Italy's pasta power battling for minds and tummies
- EXPO** A river runs through them: a tale of two chilly Asian outposts

## Our 2011/12 Soft Power survey: Who's got it – and who's lost it

*Why sometimes all you need is a good song, a hot artist or an attractive leader to change perceptions of your national brand*

**01** Leaders you can learn from

**02** Medical safaris and new health hotspots

**03** Turkey's soap-show empire builders

**04** Is London heading in the right direction?

**05** Swede dream design

**06** Make your presents felt

**07** Chefs as diplomats

**08** Brand Germany and its Mittelstand ambassadors

**09** How Canada can up its game

**THE MONOCLE**

NEW **100**

THE PEOPLE, PRODUCTS, PLACES AND PUPPIES THAT WILL SHAPE AND IMPROVE THE YEAR AHEAD

+1  
Travel top 50  
Our annual round up

+2  
Denmark  
A 36-page national survey

12 -UK £6  
USA \$10  
EURO €10  
SGD \$10.00  
DKK 122

0 74470 22446 4

DECEMBER / JANUARY  
**THE MONOCLE**  
**TRAVEL TOP 50**  
**2011/12**



ЕВРОПЕЙСКИ СЪЮЗ  
 EUROPEAN UNION  
 РЕПУБЛИКА БЪЛГАРИЯ  
 REPUBLIC OF BULGARIA

European unioni  
 Europeiska unionen

UNIONE EUROPEA  
 REPUBBLICA ITALIANA

NORGE NOREG

UNIÓN EUROPEA  
 ESPAÑA

MERCOSUL  
 REPUBLICA FEDERATIVA  
 DO BRASIL

COMUNIDAD ANDINA  
 REPUBLICA DE COLOMBIA

대한민국  
 REPUBLIC OF KOREA

CANADA

PASSPORT

여권  
 PASSPORT

PASSPORT

THE BEST IN FLIGHT, FAST TRAINS, INN-KEEPING AND TRANSPORT INFRASTRUCTURE

T1 60 Travel Top 50  
 44 — 38

**44/50**  
**QANTAS'S NEW**  
**PREMIUM PROJECT**  
 Most eagerly airline awaited project

There's still considerable mystery surrounding what form Qantas's new "premium" Asia-based airline will take. What is known is that short-haul Airbus aircraft will form the bulk of the fleet but beyond that there's little else that's clear. Will it resemble PrivatAir and function with a one-class, low seat count and high service? Or will it be a hybrid offering two classes but cater to business class travellers? Whatever the model, we're keen to see how it shakes up the upper end of the Asian market.



PHOTOGRAPHY: ANDRÉE GRANER

**42/50**  
**SUNSPEL BOXERS**  
 Ideal in-flight companion

If you like to fly in cool comfort then we can highly recommend Sunspel's boxers for their trim cut and high-quality cotton. Not only are they perfect for keeping everything comfortable for long-hauls between Europe and Asia, they're also good under our ideal in-flight combo.



**43/50**  
**THE UPPER HOUSE**  
 Best set-up for in-room entertaining

It's not always appropriate to invite people back to your room for drinks but when it is, the Upper House offers the best arrangement for fixing cocktails, playing tunes and getting in the mood. The finishes are elegant, the views captivating and the lighting ideal for hosting a few or just a chosen one.



PHOTOGRAPHY: GUY MA