



renegade

# COLLECTIVE

ISSUE 4

WHAT  
WOULD  
BRANSON  
DO?

LESSONS FROM  
**NELSON  
MANDELA**

ART IMITATES LIFE

**ASHTON  
KUTCHER**

AS **STEVE JOBS**

+

HOLLYWOOD'S  
DISRUPTIVE  
CELEBRITECHS

**HELENA  
CHRISTENSEN**

+ ELLE, TYRA, MIRANDA

**BUSINESS IS NOT JUST THEIR BODIES**

**BIG DATA:**

400 MILLION TWEETS PER DAY  
WHERE'S IT ALL GOING?

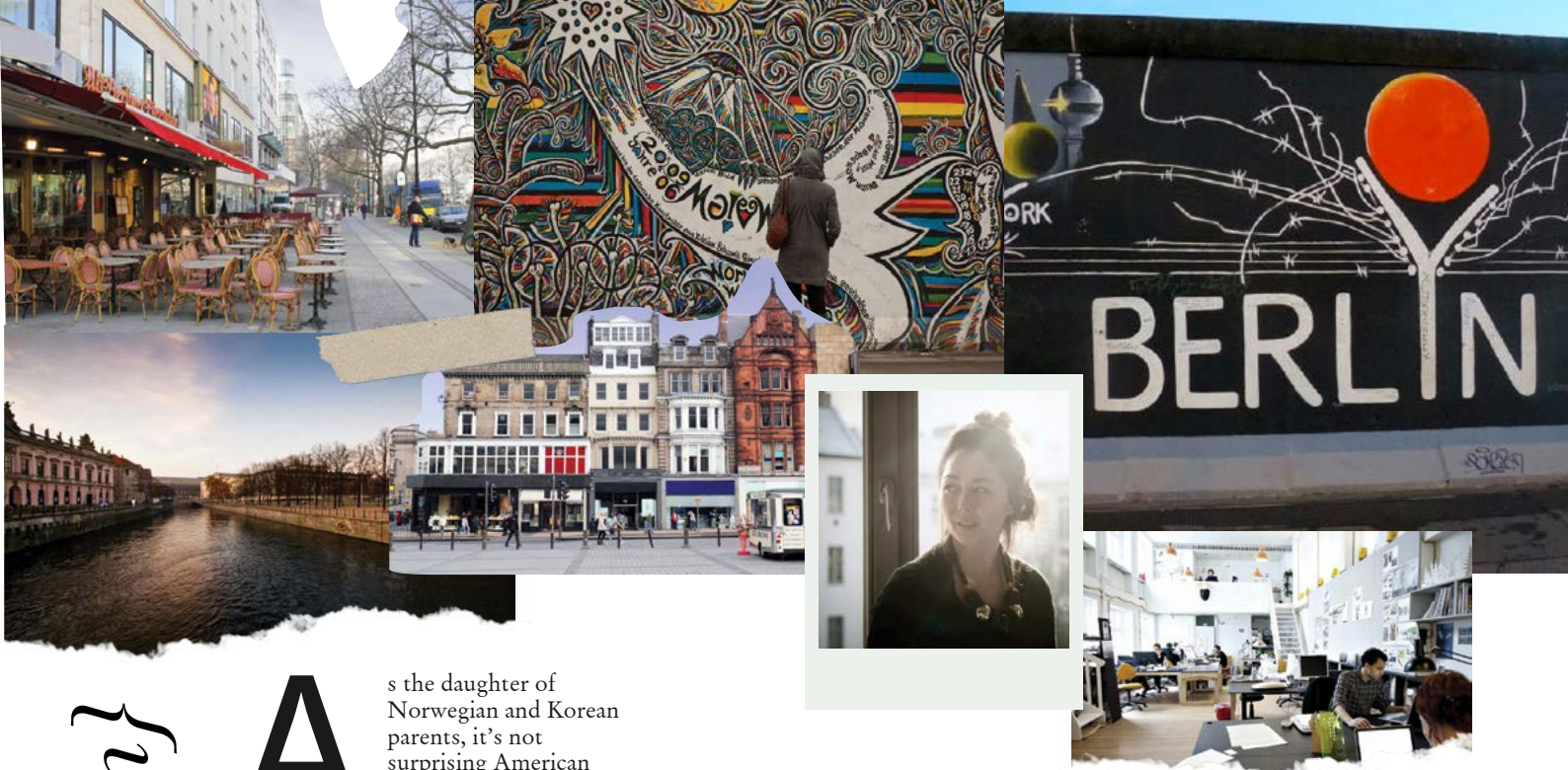


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WORDS: MELINDA BARLOW



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{berlin}

As the daughter of Norwegian and Korean parents, it's not surprising American born Jess Erickson took to the life of an expat like a natural. Leaving her hometown of Minnesota in 2007, she spent some time in South Korea before moving to London and then spending a year in New York. Now this dynamic globetrotter is calling Berlin home and making her presence felt in the city's rapidly growing tech scene. As founder of Berlin Geekettes, a community of female entrepreneurs dedicated to nurturing and developing the careers of women in technology, Jess is one of the many expats now shaping the new face of this city and doing her bit to change the world in the process.

**BEFORE I MOVED TO BERLIN**  
I was working for a tech start-up in Manhattan. Prior to that I worked for the governor of Wisconsin for a while and got offered a job with Hillary Clinton working on her campaign. I decided politics was not for me and began working for an NGO in South Korea helping North Korean refugees and from there, progressed to working in the tech industry.

**I MOVED TO BERLIN BECAUSE**  
I already had a number of tech companies on my radar and it seemed to me that Berlin was becoming a hub that allowed expats to flourish. It had a great cultural component and I always felt a strong sense of community whenever I visited, so it ticked all the boxes for me. I've been here three years and I feel like I've found my city.

**MY NEIGHBOURHOOD** is Wedding. It's extremely culturally diverse and has a strong African, Korean and Turkish population. There's a quiet park nearby that is super gorgeous with a huge lake, which gives me a nice place to escape the city. I prefer to live in a quiet area where I can decompress.

**MY FAVOURITE PLACE** to hang out is co-working space Betahaus. It has good coffee and strong wi-fi plus great events on all the time – maker weekends and building and design events. It attracts around 200 entrepreneurs, so you run into a lot of like-minded people. For fun, I also love Yaam. It's a cool Jamaican-style bar with an awesome location along the Spree river near Ostbahnhof. They serve drinks from all over the world and amazing jerk chicken.

**AS AN ENTREPRENEUR, THE MOVE TO BERLIN HAS HAD A GREAT IMPACT ON MY CAREER** because, although I was already interested in getting into tech when I lived in New York, it was really Berlin that took things to the next level. I got a lot of independence and responsibility quickly and therefore opportunity for big career growth.

**ONE OF THE MOST INTERESTING PEOPLE I'VE MET SINCE MOVING HERE** is Zoe Adamovicz, CEO of Xyo, business developer and angel investor. Someone like her can have a huge effect on your career path. She inspires my efforts with the Berlin Geekettes mentorship program.

**THE MOST EXCITING THING FOR ME IN BERLIN RIGHT NOW** is our [Berlin Geekettes'] new partnership with Deutsche Telekom. We have a strong and vibrant community of female founders, engineers, designers, communication specialists and more in Berlin. We can continue to advance women through building strong, affordable education programs and mentorships and really inspire the next generation of girls in tech.

If we want to have a long-term impact we need to engage the younger generation. What do they do, how do they view tech, and what apps do they use? Understanding what they want and what they could do in the future is the priority.

**IF YOU VISIT BERLIN YOU MUST** go dancing at world famous club Berghain. The Sunday flea market at Mauerpark is also a must. Finally, buy or rent a cheap bike and get lost in the city to figure out how it's all connected.

**THE THING I LOVE MOST ABOUT BERLIN** is the people. This city attracts amazing creative individuals. It's a very special place and it might not be like this forever. Maybe in five years it will be less cool, more gentrified, and will have become more like other cities. Culturally, Berlin is very different to me from the rest of Germany because it's super international, which makes it very exciting. I will stay here for as long as I can. ■



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game changers | thought leaders | rule breakers | style makers

# COLLECTIVE

ISSUE 12

**WHY IT PAYS  
BIG TO SOUND  
A LITTLE DIRTY**

*#thefrankeffect*

**LEANDRA  
MEDINE**

REPELLING MEN  
SINCE 1988

+

**3D  
SKETCH IT  
PRINT IT  
WEAR IT**

**ALL THE  
RIGHT  
MOVES**

NAILING  
YOUR  
NICHE

**LILY  
COLE**

*model turned everything*

FASHION / DESIGN / FILM / FOOD / TECH / ART / SOCIAL CHANGE / TRAVEL



# LOCALS ONLY

TRAVELLING *like a local* is the hallmark of any BACKPACKER worth their sweat but it's harder than it looks. Now one COMPANY is creating a LOCAL HOME – and friends – for your next trip.

WORDS MELINDA BARLOW

Two people stand together at the opening of a pop-up gallery in Neukölln, Berlin. They each cradle jam jars of straight vodka crammed with chunks of fresh lime, and chat animatedly together as the room fills with enthusiastic arty types.

They're here to see the latest outpouring of creativity the city has to offer, yet just two hours before, they were strangers.

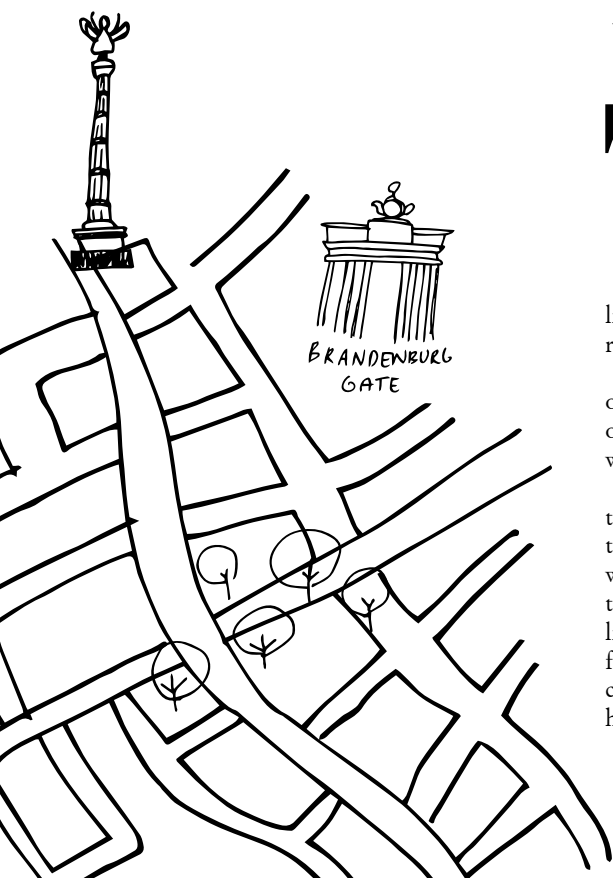
Now they'll spend the better part of the day together as friends, thanks to the clever brainchild of Clare Freeman, where like-minded locals become tour guides in their own city, and the line between work and a new-found friendship is intentionally blurred. It could be an art exhibition one week, a house party or a picnic by the river the

next, but whatever it is, you definitely won't find it in the tourist guides and the locals involved are more than happy for you to tag along to whatever interesting thing they have on that week.

Clare formed the idea for My Plus One after working in public relations for Condé Nast and Design Hotels, a career that took her across Europe and the US, including trips to Berlin, London and New York, where she saw some of the "coolest" hotels across the globe.

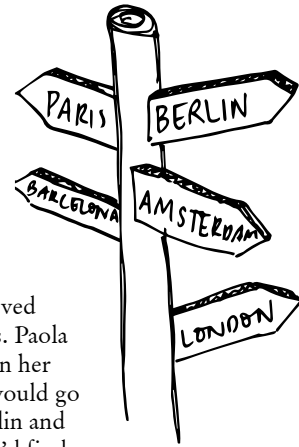
"The important thing a Design Hotel has in a location is its ability to become part of the local neighbourhood," explains Clare.

"This concept really appeals to travellers, and I was excited to create a space that would become a part of the area – where local people live. Not with other tourists around you but locals doing their everyday thing." >



BERLIN





Although born in Berlin, My Plus One now offers unique travel and accommodation bookings in five European cities – Amsterdam, Barcelona, Berlin, London and Paris, for people looking for a different kind of urban experience. Most visitors really only scratch the surface of a new town, as they access the historical culture, says Clare. But many cities have an uber cool, modern day version of that culture, made and lived by its locals.

“I’ve travelled a lot and lived in a few different places – Australia, Shanghai, London – but it was in Buenos Aires where I thought how much more amazing the city would be if I had a local

this trio, as Clare explains: “I loved being part of the design process. Paola loves to use salvaged materials in her designs, so her, JP and myself would go to massive barns outside of Berlin and look through piles of wood. We’d find interesting pieces and take them to a carpenter’s workshop and sand them down ourselves. The whole kitchenette area is all constructed by hand and the kitchen front cabinets are old parquet floorboards we found.”

That first property was just the beginning, because a few months after launching in Berlin, Clare began to think about the scalability of her business.

Without the capital to invest in

**THE PRIORITY** *was to offer a truly local person to show a TRAVELLER around the city, and by MATCHING people with similar interests, they both BENEFIT from and ENJOY the experience.*

who knew great places to go and what to do. I wanted to be able to live part of a life in that city that was not in the tourist guides, and Buenos Aires has such a cool subculture, I really needed a local to truly access it.”

Clare’s first step in business was to create a simple one-room hotel in a “very normal” apartment block in so-hot-right-now Kreuzkölln, Berlin.

“I thought it would be exciting to create a hotel space where local people live, that would become part of the neighbourhood.”

But this was only half of the idea. Clare purchased the property in November 2011 and along with two innovative and passionate Berlin-based architects, Paola Bagna and JP Coss, gutted and redesigned the 30 square metre space.

It was certainly a passion project for

multiple properties in different cities, she decided to forge relationships with some of the existing properties she had come across in her former life. Together, they offer affordable, stylish and eco-sensitive lodgings to curious travellers.

The first partner property was Tautess Heim, a lovingly restored house in the Hufeisensiedlung (Horseshoe Estate), one of Berlin’s six Modernism Housing Estates, now UNESCO World Heritage listed. This was closely followed by Miniloft, then the purpose-designed Michelberger Hotel.

Clare then partnered with a Linnen B&B and Brilliant Apartments, as well as Be My Guest who recommend various properties such as the Rummelsburg houseboat – a stylish glass box situated on water.

“I wanted to only partner with properties that are attractive to young

travellers like myself,” explains Clare.

“People looking for places to stay that are not only stylish, well-located and eco-conscious, but affordable too. It was really important that the hotels were a part of a local neighbourhood and connected their guests with the streets around them, in an intimate and down-to-earth way.”

The rest of Clare’s time was spent building the My Plus One community to increase the variety of locals and experiences for guests to choose from.

“The priority was to offer a truly local person to show a traveller around the city, and by matching people with similar interests, they both benefit from and enjoy the experience.”

In the early stages, Clare’s friends helped out, but interest grew quickly and new locals started to contact her about being involved. They were paid, but Clare found that people often wanted to be involved just to meet others, to share their love for the city and to practice languages other than their own.

A stay with a friend usually results

in the exchange of a gift, and Clare has encouraged this within the community. Guests often pay their local guide in the form of a present or skillshare up to the value of the booking, further personalising the whole experience.

“The new format means a traveller can offer to give their local, for example, a bottle of wine from their home country, or perhaps a lesson in juggling!” Clare believes they are the first “meet a local” platform to offer this arrangement and feels it adds a deeper element of connection to the experience.

Back in Kreuzberg, a DJ sets up on the pavement outside, the gallery opening spills out onto the street and yet another impromptu party has begun.

The vodka flows and you’re now in your own tiny gang, you and your brand-new friend. Ventures like My Plus One not only cater to a new kind of desire for today’s travellers, they make sure that the common thread of human connection is woven through the experience, reminding us that the world really is very small after all. ■

FOUNDER CLARE FREEMAN





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# COLLECTIVE

ISSUE 5

**48 RADICAL  
ENTREPRENEURS**  
FROM ALL OVER THE GLOBE

**WISE  
BRAVE +  
UNDISCOVERED**

**COFFEE BOY TO  
MILLIONAIRE**

HOW TO  
CREATE A  
DISRUPTIVE  
START-UP

**WHAT DO  
ZUCKERBERG  
JOBS + DORSEY  
HAVE IN COMMON?**

YOKO ONO  
COLLETTE DINNIGAN  
GRACIE OTTO  
MOVEMBER  
TROPFEST

*Jessica Mauboy*  
**THE WORLD  
IS WATCHING**

SHE'S PERFORMED FOR  
**OPRAH, ELLEN + OBAMA**  
+ TOURED WITH **BEYONCÉ**  
**WHAT'S NEXT?**

FASHION / DESIGN / FILM / FOOD / TECH / ART / SOCIAL CHANGE / TRAVEL



# ART WITHOUT RESERVATION

DESPERATELY *searching for a point of difference in an overcrowded market, a BOUTIQUE HOTEL in Singapore used their DESIGN SMARTS to really shake things up.*

WORDS: MELINDA BARLOW

**S**earching for that all-important point of difference, one Singaporean hotel opened up the floors of its boutique hotel to four local designers to ‘go nuts’ — with remarkable results.

In an old shop house, whose life began as a school in the 1920s, sits Wanderlust Hotel, an unassuming property in Singapore’s Little India district. This gazetted conservation quarter sprawls around Serangoon Road, one of the earliest roads built on the island, and a step inside the hotel will reveal a whole new world inside its historic walls.

For the visitor to Singapore, time spent in Little India gives a glorious insight into local life and certainly a more colourful one than the somewhat ‘western’ experience of staying around the high-traffic areas of Orchard Road or Marina Bay.

But for the guests at Wanderlust Hotel, a new player in the Singaporean boutique hotel scene, time spent here is a feast of unexpected design ideas and wonderful creativity.

The hotel’s design is unconventional amidst the bustle of Little India and the sleek clean approach of many of

Singapore’s newest developments, but this is intentional. By its very nature, the hotel provides an out-of-the-box experience rather than just a place to stay. Renowned Singaporean hotelier Loh Lik Peng is the man responsible for this, after having similar success with two other properties: 1929 and the New Majestic Hotel.

With a passion for collaboration and new ideas, Loh’s ethos comes from an aversion to the norm and a desire to see what can come from embracing an uninhibited approach.

Rather than luring the nation’s most esteemed designers and stylists or flying them in from abroad, local award-winning talent was asked to design the hotel’s interiors. And rather than using interior architects specifically, four Singapore design firms were designated a hotel floor each and invited to “make it crazy and fun”.

With 29 rooms in total, plus the lobby and French restaurant ‘Cocotte’ to create, this was a project like no other for DP Architects and design firms Asylum, Phunk Studio, and fFurios.

“What’s interesting is that none of them are interior designers. These folks are from branding agencies, and are graphic designers who have never

designed a hotel space before,” says Wanderlust’s head of branding and communications Mae Noor.

“Because they are used to working on an entirely different canvas, the ideas they brought to the table were brilliantly crazy and out of this world and we loved that. We are always about pushing boundaries and trying to inject some fun into something that is usually so conventional!”

In the rapidly changing landscape of Singapore, new hotels seem to appear like magic overnight, so clearly Wanderlust has decided diversification is the key.

It’s part of the emerging trend of ‘boutique-style’ accommodation in the city, with no less than a dozen hostels and hotels labelling themselves as such in recent months. This design approach has certainly paid off for Wanderlust. “So far this formula has worked for us and has become sort of a DNA for everything that we do,” says Mae.

“There are now really different options for our guests, they like that they can choose based on a different colour or theme, that they can come back for another stay and try different rooms each time. We have also proven that this industry does not have to be boring!” ■

FIRST FLOOR: LOBBY AND COCOTTE RESTAURANT. ‘INDUSTRIAL GLAM’ BY ASYLUM.

With a colour palette that gives the streets of Little India a run for their money, the team from Asylum have certainly met the brief of “make it fun”. The warmly lit space is inviting and enticing, and hours could be spent chilling out in Cocotte or delighting over the many vintage items, including pieces from Loh’s own private collection of furniture, found objects and curiosities.



SECOND FLOOR: ‘ECCENTRICITY’ BY PHUNK STUDIO.

Pantone has become super cool of late, and the second floor at Wanderlust is no exception. Each of the 11 pod-like rooms are a single colour, with their own matching neon sign song title. One wonders how long a guest can stand Jimi Hendrix’s ‘Purple Haze’, or The Beatles’ ‘Yellow Submarine’ on high rotation inside their head, but it’s definitely a funky approach and the colour theme continues outdoors to the oh-so-groovin’ striped rooftop Jacuzzi. My pick would definitely be for the tranquil tone that is New Order’s ‘Blue Monday’.



THIRD FLOOR: ‘IS IT JUST BLACK AND WHITE?’ BY DP ARCHITECTS.

The nine rooms on this floor are split across two themes — Origami and Pop-Art. White on white is the foundation for this floor, with the ceilings of the origami rooms designed to look like paper folds and personalised lighting choices installed to add your own splash of colour. The Pop-Art rooms offer chunky animated scenes, making the guest feel like the star in their very own comic book.



FOURTH FLOOR: ‘CREATURE COMFORTS’ BY fFURIOS.

The top of the hotel is where fantasies live. This is a world of spaceships and aliens, of forests and fairies, and the biggest multidimensional typewriter you’ll ever see. The nine loft rooms are not for the faint-hearted and if you’re looking for a quirky escape or a place to feel inspired, this would be it. Watch out for the monsters creeping along the halls.

Loh’s personal philosophy reflects his vibrant approach. “I can still recall the sense of adventure, fun and the thrill of exploring the world when I first travelled as a child, but as adults we get a little jaded. Sometimes, amazing things and original experiences get lost in the fog of our worldliness. With Wanderlust, it is my attempt at making that adult world into a fun playground once again.”

As Wanderlust makes up its own rules, it contributes to a new version of Singapore; a playground, and an island where imagination is not only welcome, but a blissful necessity.

IMAGE COURTESY OF WANDERLUST HOTEL