

OutThere

Experiential journeys for men of distinction



MAGNIFICENT
MALLORCA

WEST
HOLLYWOOD

EDMONTON

MINNESOTA

TAIWAN



0 8 >



ISSN 2397-2157 PRINTED IN BELGIUM



9 772397 215008

WELCOME

I've been utterly seduced by Mallorca. I wasn't planning on it, but 'they' are just so beautiful and so cultured. We get lost in long discussions about art and history. We take long walks on the beach, watch many spectacular sunsets and paddle in the sea at twilight. Then the next thing you know, we're sharing a romantic seafood dinner on the water and drinking a lot of local wine. One thing leads to another and we find ourselves alone together at my luxurious design hotel. You know how the rest of this story goes. I'm besotted.

Mallorca is magical; magnificent, in fact. Whether you're an artist or outdoorsy, a foodie or a sun-worshipper, we're sure that you'll fall for it too – from the stunning Serra de Tramuntana mountains, to its rugged coastlines, powdery beaches and azure blue seas, to its story-filled hideaway towns and villages; and from sun-drenched vineyards and fragrant citrus groves, to its wonderful, friendly OutThere people – Mallorca is an inspirational and poetic feast of sights, sounds, conversations and experiences. And that's before we even start to talk about the light. Whether it's at sunrise from my suite, accompanied by birdsong at the Belmond La Residencia hotel in Deià, or from the sun-drenched rooftop pool of the Glòria de Sant Jaume hotel in Palma at midday, or from Miró's cliff-top studio, where he was inspired to create some of his greatest works, at sunset – the island is indeed touched by a heavenly light. I'm not trying to be all celestial or biblical here – I'll leave Palma's breathtaking cathedral to do that – but, frankly, it has to be seen to be believed. So if, like me, you've been yearning for some Balearic bliss, it's time to make a visit.

Revelations abound in this issue, where our experientialists make some incredible discoveries. Like photo-journalist David Edwards, who goes behind the

scenes of Saint Paul's Winter Carnival, to the ice harvest, in the backwaters of Minnesota literally. Intrepid explorer Zack Cahill reveals an almost-parallel universe that is the Taiwan beyond Taipei, and I find a thriving civilisation in 'middle of nowhere' central Canada.

We also lift the lid on what the jet-set are calling the 'Maldives of South East Asia' – Bawah Reserve in Indonesia – one of the most beautiful places on this earth. We check into a reimagined icon in the Caribbean – the Belmond Cap Juluca in Anguilla – as one of their first new guests. In India, meanwhile, we're in seventh heaven in the Andaman Islands, as we roadtest the brand-new Taj Exotica resort on Havelock.

As the world gets more boundless for OutThere travellers, we mustn't take it for granted. As I pen this, I'm saddened to hear of the clock being rewound in places like Brunei and Brazil. In my very own homeland of Malaysia, the Tourism Minister is blunt enough to ignore my very existence. But while I understand

the desire for an economic boycott of these conservative nations, and that we as a community should take a stand, I urge you to consider the power of your visibility. If you don't travel there, how will their people ever see that there is a different attitude, an alternative outlook? How will we help the marginalised who live there? How will we support the people who work in tourism but may not share the values of their governments? It is important to recognise the difference between regimes and their citizens, between laws and points of view. At OutThere, we've covered destinations thought to be conservative in their attitudes to our community and each time we have been surprised, bowled over even, by the welcome we've received by their people. Don't get me wrong – go forth and travel safely, but while doing that, make sure you see the world with your eyes wide open.



UWERN JONG
EDITOR IN CHIEF

Insiders' guide to Mallorca

WE NAVIGATE THIS BALEARIC ISLAND THROUGH THE RECOMMENDATIONS
OF OUTTHERE INSIDERS AND OTHERS WHO CALL IT HOME.

Contributors: Anette Anderson, David Hawkins, Esteban Mercer Palou,
Hanna Bornebush, Ivan Levy, Jaime Perez, Jaime Trias, Juan Cabrera, Martin Perry,
Nicole Fraysee, Toni Garau, Ulisses Marreiros, Uwert Jong, Vicky Legg.

Eat to your heart's content

Mallorca's restaurant scene is buzzing like never before, with trendy pop-ups, long-established eateries who've upped their game and a surprising number of Michelin stars, considering its size. Expect fulsome flavours and mouthwatering textures teased from healthy Mediterranean ingredients wherever you go.

Some 6,000 miles separate Palma from Japan, where I spent a few years of my adult life, yet I find myself tucking into a crispy nori roll here, albeit with a hint of truffle oil. I'm at Fera, one of the restaurants at the heart of the explosion of conceptual gastronomy on Mallorca. It's creating quite a culinary stir.

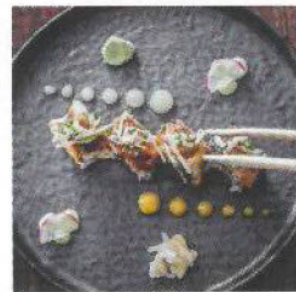
I came to the island with the mindset that my article on the food would be all about discovering traditional local cuisine. But, in spite of this, I got lured into Fera and I'm thoroughly enjoying its Mediterranean-meets-the-Far-East fusion of flavours.

The man heading up the kitchen is Austrian chef Simon Petutschnig, whose exquisite-tasting stunningly presented food matches the lashings of contemporary art in the restaurant (and, yes, there was a course served on dry ice for added theatre). To say that the fare at Fera isn't local wouldn't be true. On paper, Mallorcan cuisine is based on fish, meat and vegetables, with generous doses of olive oil. More importantly, it's rooted in the use of fresh, local ingredients. And – with the exception of items like nori, dashi and yuzu – my gourmet menu was just that.

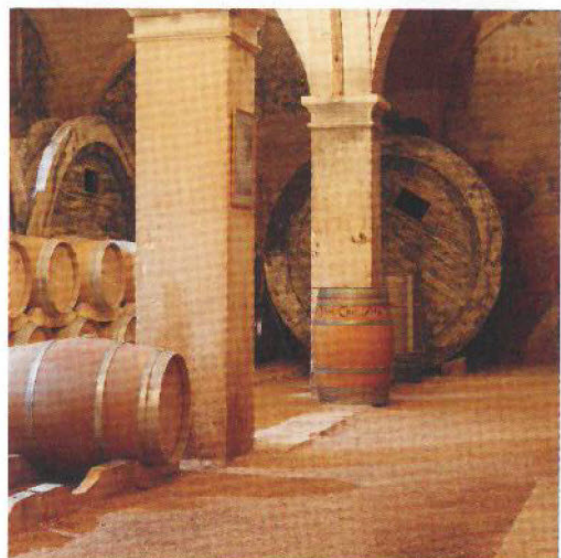
Simon tells me that the introduction of these ingredients into his cooking stems from his time sharing a house with Asian friends and using whatever he found in the kitchen. A nice story, but I think the food at Fera is more calculated than that, especially with marketing-friendly words such as 'borderless Mediterranean-Asian' cuisine and an international front-of-house team. When you stop to think about it – here's an Austrian chef using Japanese staples, with Mallorcan produce, an Italian sommelier and a very OutThere French maître d'. Fera is the embodiment of the word 'cosmopolitan' and it sums up my experiences of a few days in Palma.

Mallorca's food and drink scene is causing quite a buzz in international foodie circles, with inventive pop-ups and innovative openings delivering top-notch, home-grown food with global finesse.

Fera



A new wave of chefs is championing locally inspired cuisines. Up till now, international chefs wanted to make their mark in the big capital cities of the world but, suddenly, it's become trendy to travel to this small island and set up shop. A whole generation of Mallorcan chefs is returning home, having honed their skills in some of the world's most-lauded kitchens. Plus, the old guard here have finally realised that locals and travellers alike are looking for more than a perfectly cooked steak or traditional Cordon Bleu cuisine and they, too, are evolving to



Photography courtesy of Bodega Can Feliu, Alberto Loyo and Balearic Agency for Tourism Strategy



create menus that take in local ingredients and cooking techniques in creative ways.

The same is happening beyond the kitchen – out front, everyone from managers to mixologists represents a new breed of restaurateurs keen to deliver a service and offering to match the food.

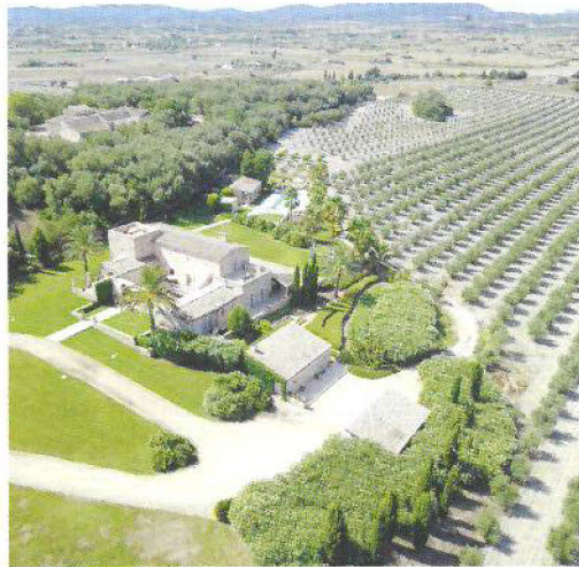
Even the island's luxury hotels have got in on the game. Zaranda at the Castell Son Claret hotel has retained its two Michelin stars yet again, Es Fum at the St Regis Mardavall and Marc Fosh at the Convent de la Missió both have one, all becoming foodie-travel destinations in their own right. Other Michelin-starred eateries are to be found in Palma, Deià, Capdepera and Puerto Alcúdia. In fact, of the seven awarded restaurants on the island, five are outside Palma, going to show that when it comes to great food it's not only about the Balearic capital.

Ivan Levy, Simon Petutschnig's business partner at Fera, is also of the mind that the enjoyment of good, farm-fresh food is an important part of life, no matter where you are on the island. I pay him a visit at Finca Son Naava, his private, sprawling, monochrome estate-home in the countryside, overlooking a grove of biodynamic olive trees. A Swiss retail impresario, Ivan was originally looking to down-pace in Deià from Zurich, but fell in love with this rural setting, gazumping a famous Hollywood actor in the process. But his entrepreneurial spirit lived on and he now produces some of the island's best olive oil under the name of his beloved finca.

The man who tends Ivan's grove is the passionate but modest Carlos Feliu, a Demeter-certified farmer who heads up his own estate, the bodega Can Feliu in Porreres, where 18 splendid hectares are dedicated to biodynamic wines, the only such producer on the island. We spend an afternoon tasting the gorgeous bounty of his vineyard, something all visitors can do as part of Carlos's eco-agro-tourism drive. Those wanting to get at one with Mother Earth here can do so too: travellers can experience and participate in the caring of the vines, the harvest each September and even produce, design and mature their own vintage. I was tempted to create an OutThere batch – 'worldly and fruity' would be the tasting notes, I think.

But, while the more holistic and somewhat 'spiritual' aspects of biodynamics are a little lost on me, I understand that it is a sound agronomic system that gives back to the farm as well as taking from it – healthier soil, a higher-grade of crops and a vibrant ecology. Plus, the wine that's produced tastes really good – a win-win-win, in my book.

Son Naava



My few days of 'tasting' Mallorca really opened my eyes to just how great the local produce is. From Carlos's wine, to Ivan's olive oil, there is a complex culinary identity to what constitutes modern, Mallorcan food. I ventured to Es Trenc to see the famous sea-salt in its natural habitat. I tasted Mallorcan and Menorcan cheese and the ubiquitous *sobrassada* sausage in street markets all over the island, but primarily in Palma's Santa Catalina and Pere Garau.

But there are other smaller foodie hangouts where visitors can get up close and personal with the local tastes. At Mercat 1930, I joined a cookery workshop and sank my teeth into *ensaimada*, a lardy pastry that tastes far better than I make it sound. At Mercat de l'Olivar, I watched fish rolled in off the boats,

Castell Son Claret



purchased it fresh and took it to the imaginatively named and innovatively conceived You Buy We Cook restaurant, where it was grilled for me for just a few euros. It's nothing fancy, but you have to get wet to lay your hands on seafood fresher than that.

What I take away from my gastronomic adventure on the island is that Mallorcan cuisine is very much part of and representative of the island's identity. Like its people and culture, the food holds on to the best of the traditional, but embraces the future. It is worldly, cosmopolitan, fun and rather passionate at times. It's always beautifully presented, but doesn't take itself too seriously. Mallorca has risen



high on my list of OutThere foodie destinations and has given me an opportunity to share and understand this magical island. Eating here has been a cultural experience and I certainly had my fill of it. ☺

Fera is a restaurant dining concept that has to be experienced to be believed.

For perfect pairings of Mallorcan food and wine, head for Can Feliu's unique cellar-door experiences.

Take a local virgin home with you in the shape of some Son Naava organic olive oil.