

# MONOCLE

A BRIEFING ON GLOBAL AFFAIRS, BUSINESS, CULTURE & DESIGN

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**WHY PORTUGUESE IS THE NEW LANGUAGE OF POWER AND TRADE**

## Generation Lusophonia: why Portuguese is the new language of power and trade

From Brazil to Mozambique **MONOCLE REPORTS** on the people, policies, brands and opportunities at the heart of a global Portuguese push

Por que você precisa de amigos no alto escalão em Brasília

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### THE STYLE DIRECTORY

Our annual round-up of the best in fashion for autumn/winter

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### Market gain *Japan* [SHOPPING]

The newest outpost of Tokyo design and home-goods shop D&Department has opened in Ginowan on the sunny island of Okinawa (see issue 56). Kenmei Nagaoaka – the founder of D&Department and a tireless crusader for Japanese design and regional crafts – has teamed up with local architects Mix, which runs a shop in the same building. Visiting shoppers will discover D&Department's regular line-up of Japan-made furniture, kitchenware and stationery alongside a fine selection of Okinawan products, including hand-blown Ryukyu glass tumblers and lacquered wood bowls and plates by local makers Tokeshi. — [rw.d-department.com](http://rw.d-department.com)

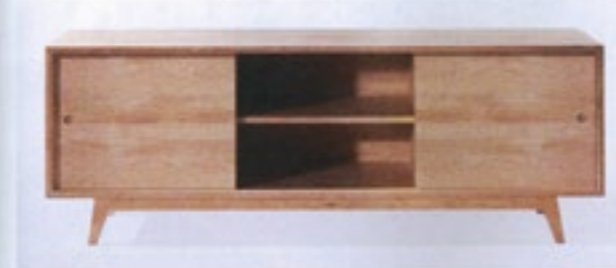


### Water babies *Norway* [TOYS]

An exhibition commissioned by the Louisiana Museum of Modern Art outside Copenhagen tasked studios across the region to create updated dioramas of Nordic identity. One came from Norwegian studio Permafrost: the modular depictions of an oil rig and a tanker will wise up infants on their nation's vital assets. — [www.permafrost-news.com](http://www.permafrost-news.com)

### Building for the future *Portugal* [FURNITURE]

Despite the country's economic doldrums, not all Portuguese companies are doomed. Start-up design brand Wetwood debuted earlier this year at Maison & Objet with a collection including sideboards and chairs. Based near Porto in the country's furniture-making district, it has a team of craftsmen known for their work with solid wood – French oak in this case, the same material that helps to age the region's famous port wine. — [www.wetwood.eu](http://www.wetwood.eu)



### Brand awareness *Portugal* [SHOPPING]

Showcasing Portugal's most traditional products – from toothpaste launched in 1932 to kitsch canned food – A Vida Portuguesa is an obligatory stop in Lisbon for anyone interested in vintage brands. Now owner Catarina Portas has opened an outpost in Porto, too. Her interest in retro design started during her days as a journalist, when she researched branding during the dictatorship. "Some of these products were vanishing from the market," she says. "I loved their fun packages and decided to present them to new generations." Our favourites are the Claus soaps (see issue 52) and Alentejan blankets. — [www.avidaportuguesa.com](http://www.avidaportuguesa.com)



### Get carried away *Sweden* [TRAYS]

Young Swede Johan Andersson moved to Stockholm to study advertising in 2001 and promptly gave Sweden's greatest designer, Olle Eksell, a call. Andersson has since launched a website dedicated to Eksell's works, releasing a small product collection with some of Eksell's signature illustrations, including these trays. — [www.olleeksell.se](http://www.olleeksell.se)



### Selling power *Holland* [BOOK]

Amsterdam-based creative agency KesselsKramer prides itself on breaking rules; this beautiful new book shows how. It includes contributions from renegade figures including Stefan Sagmeister and Anthony Burrill and, as you would expect, it is a beautifully designed, wittily told romp that might just keep you in your seat next time the adverts come on. — [www.kesselskramerpublishing.com](http://www.kesselskramerpublishing.com)



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