

NETJETS

An aerial photograph of a tropical island, likely in the Maldives, showing a network of turquoise water channels and white sand beaches. The water is a vibrant, clear blue-green, and the sand is bright white. The island's shape is irregular, with several smaller islets connected by narrow channels. The overall scene is serene and idyllic.

THROWBACK TRIUMPH
The Ferrari F8 Tributo is a celebration of excellence

SIMPLY THE BEST
An exclusive spirits firm raises the bar

BALI RECONSIDERED
New and old combine on the Indonesian isle

THE HIGH LIFE
Mountain properties offer year-round opportunities

SUBDUED CHIC
Laid-back fashion shines in an English country house

taking off

NETJETS OWNERS ARE NOTHING IF NOT PASSIONATE.

Whether it's the arts or culture, golf or equestrianism, the work hard, play hard approach to leisure is nearly universal. For our NetJets Owner profile in this, our winter edition of the magazine, it was the opportunity to create a biodynamic wine estate that enthralled Giorgio Rossi Cairo, who applied his skills in building global firms to create a stunning rural retreat in the verdant hills of Piedmont that not only produces award-winning bottles but also features an on-site art foundation and a ten-room hotel.

Oenophilia sits alongside gastronomy and travel as lifelong passions, and in this edition, we have two dispatches, on Paris and Bali respectively, that speak to these as well. From the French capital, we report on all the latest restaurants, of both the starched-linen and laid-back variety, that are shining extra bright in the City of Light. Meanwhile, our piece on the most charming of Indonesian islands is all about the new and noteworthy, complete with an on-the-water primer on vessels, traditional and up-to-date, that are plying the teeming waters farther afield with exciting new itineraries that are a must.

Elsewhere in the issue, we test drive the latest Ferrari, explore an art-filled Scottish retreat, learn about the world's most exclusive spirits company and more. We also dedicate, as always, our opening feature to one of the most rewarding pursuits: charitable giving. On page 10, we look to the Rahmqvist Foundation, a project by NetJets owner Leif Rahmqvist that is transforming the lives of children in South Africa.

Wherever your passions lead you, we wish you a pleasant journey – and we hope you find inspiration in these pages.

– *The Editors*

➔ This symbol throughout the magazine denotes the nearest airport served by NetJets to the story's subject, with approximate distances in miles and kilometres, where applicable.

CONTRIBUTORS

JOSH SIMS

The London-based writer got the lowdown on *An Accidental Orphanage* (page 10), in South Africa, where the Swedish philanthropist Leif Rahmqvist is making a difference through education and vocational training.

ADAM HAY-NICHOLLS

For *Last of a Dynasty* (page 36), the motoring aficionado put the Ferrari F8 Tributo to the test in Italy and discovered a raucous, fitting addition to the Prancing Horse's long line of über-desirable sports cars.

GISELA WILLIAMS

Bali is a destination that has long held a fascination for travellers, and, as the Berlin-based, US-born travel writer reports in *Beautiful Bali* (page 48), its older attractions more than match the newer ones.

ALEXANDER LOBRANO

Back on Top (page 60) aptly describes the burgeoning Parisian restaurant scene as enjoyed by our man in the City of Light, who examines the latest openings in both fine and casual dining that set the French capital apart.

MATTHEW SHAVE

In the hallowed halls of Stoke Park golf and country club, the photographer finds the perfect backdrop to capture fashions for him and her that ooze a certain type of English elegance for *A Cut Above* (page 40).

Owner profile

THE CONSULTANT VINTNER

Italian businessman Giorgio Rossi Cairo is putting the environment first at his Piedmont winery, where biodynamic methods combine with artistic experimentation and locavore cuisine

By Ivan Carvalho

I'm not a collector of wine; I prefer to enjoy it," proclaims Giorgio Rossi Cairo with a hint of a smile as he lifts up a glass of wine from his La Raia winery. On his hilltop perch, he admires the view before him composed of the gentle hills of Gavi in the south of Italy's Piedmont region. "Since I was a child growing up in Milan, my dream was to have a place in the countryside. A place not just simply to escape for the weekend but somewhere where one could be in direct contact with nature and work the land."

Having studied aeronautical engineering at Milan's Polytechnic University, Rossi Cairo has taken a rather indirect path to this country idyll. His early professional life saw him involved in the design of ports to accommodate LNG carriers in places as far away as South Korea. Later, he went to work for McKinsey as a management consultant and found himself involved in assisting businesses – ranging from tyre manufacturers to telecoms operators and banks – to become leaner and more profitable.

During his stint in Milan with McKinsey, where he rose to the position of Senior Partner, Rossi Cairo recalls a course he and his colleagues were given by a business psychologist to understand each employee's

strengths better. The results turned out to be a good omen. "The tests were designed to identify which people were analytical and which were creative. I was the lone person to be classified in the middle with equal parts left-brain [logical] and right-brain [artistic]."

What also made him stand out was his ability to take risks, such as his move in 1993 to found Value Partners, a business consultancy that he still heads today as its Managing Director. "In Italy, people rarely move from one job to another unless they are guaranteed more money. They are worried about job security. I have an Anglo-Saxon mentality when it comes to business. I don't fear failure. I love to explore new opportunities."

Following his instincts has proven to be highly lucrative. Besides building Value Partners into a multinational consulting business that counts 200 staff and offices in Milan, London, Hong Kong, Shanghai and Rio de Janeiro, in 1999 he founded Value Team, a company that in a few years grew from about ten professionals to 3,000 IT specialists, which was sold in 2011 to a Japanese outfit for €270 million. "I've always found it stimulating to pursue an idea and create new businesses," he says in a matter-of-fact tone as he nibbles on a slice of prosciutto.

His success in the boardroom has allowed him now to dedicate time to his green-thumb interests, which began in earnest in late 2002 with an initial purchase of 70 hectares in the Gavi wine appellation in the south of Piedmont, close to Liguria. "To be honest, I wasn't terribly familiar with wines from Gavi, but this wasn't your typical hobby investment in wine that so many others often do. I was looking to develop something bigger, something that today brings together viticulture, agriculture, hospitality and art."

Always open to new ideas, Rossi Cairo became a proponent of biodynamic farming, a holistic approach to agriculture first introduced by Austria's Rudolf Steiner in the 1920s and which in recent years has been adopted by a growing number of vintners seeking to invest in sustainable practices in the vineyard. "My English son-in-law had firsthand experience with the method as he had lived in a Steiner community on the outskirts of London," he explains. "The philosophy intrigued me immediately with its ideas about creating harmony in the vineyard. From a cost perspective, it requires more investment: to fight fungus growth conventionally you would spray with pesticides once, whereas biodynamic farming calls for



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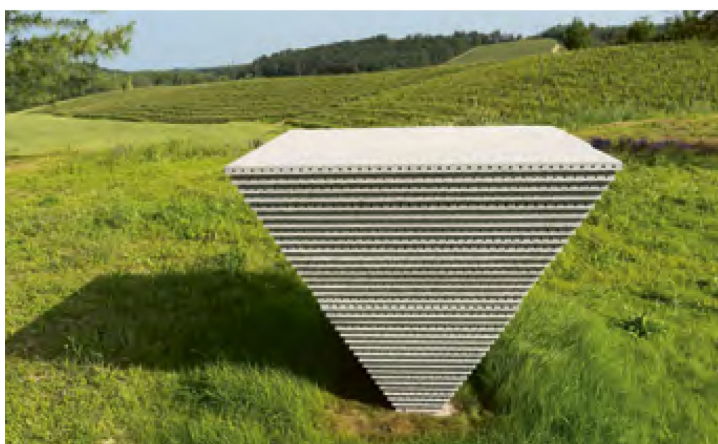
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Owner profile



From top: the hotel, Locanda La Raia; Palazzo delle Api, 2018, by Adrien Missika

Previous page: Giorgio Rossi Cairo inside Oak Barrel Baroque, the second work by Michael Beutler for Fondazione La Raia



the use of special organic preparations that need to be applied more often in the vineyard. Yet in the long run, the model is designed to give you strong vines and healthier soil.”

The introduction of Steiner’s methods has seen Rossi Cairo – his farm and winery today extends across 180 hectares of vineyards, pastures and forest – invest in raising Fassona cows, a grey-white breed whose horns and manure are used to make biodynamic compost; grow ancient varieties of cereals such as einkorn wheat; and promote beekeeping to produce organic honey and ensure a vibrant biodiversity. In 2017, he enabled others to enjoy the bucolic setting at a leisurely pace by introducing Locanda La Raia.

The hotel occupies a once abandoned structure on the southwest corner of the property that was previously a country inn for travellers journeying by horse. After decades of neglect, Rossi Cairo transformed the building into upscale accommodations

with ten guestrooms, two apartments as well as a spa, pool and restaurant overseen by promising Michelin Star chef Tommaso Arrigoni. Working with Milan-based architects, the renovation restored the vaulted ceilings, exposed original brickwork and carved out large windows to offer sweeping views of the estate’s vineyards.

For the hotel’s furnishings, Rossi Cairo, eager to tap into his creative side, took it upon himself to oversee the interior design. “My mother was a painter, so from a young age I was exposed to art, and living in Italy one learns to appreciate the man-made beauty that has been gifted to us by great architects. I also enjoy spending time browsing for antiques, so many pieces of furniture in the hotel are sourced from visits I’ve made to towns across Piedmont and elsewhere.”

Throughout the interiors, vintage chests of drawers and other handsome pieces that date back centuries have been paired with

sophisticated contemporary design from iconic Italian brands, including chairs from Driade and light fixtures from FontanaArte.

The eclectic decor in the hotel also includes Korean watercolours and Japanese art photography on the walls and a large, roughly cut board made from aged cedar that serves as a table in the shop where patrons can purchase his Gavi vintages, including the cellar’s award-winning reserve made from cortese grapes that earned top marks from leading Italian wine guide Gambero Rosso. In 2015, he further strengthened his wine portfolio with the acquisition of Tenuta Cucco, an organic wine estate in the Langhe region that produces barolo.

While he enjoys spending time with family at La Raia, consulting work still beckons as clients in Trieste, Genoa and elsewhere are in regular need of his business acumen. Which is why Rossi Cairo finds his life easier as a NetJets Owner. “Time is precious, time is a constraint. Trieste is, unfortunately, not well connected. Now, same-day business trips across Europe are manageable.”

More time at home has enabled him to concentrate on creative initiatives aimed at showing off the natural beauty on his estate. At Locanda La Raia, hotel guests are greeted by an elegant garden created by a French team of landscape designers who have arranged rows of rosemary, lavender and other herbs in the shape of a leaf.

Yet the most eye-catching project undertaken by Rossi Cairo is the Fondazione La Raia. Established in 2013 with his wife, Irene Crocco, who runs contemporary art gallery Viasaterna, the aim was to launch a project to encourage artists of different disciplines to create special one-off works and exhibits to spotlight the local landscape.

One standout piece is an inverted pyramid made from local granite that rises out of the ground and is lined with hundreds of tiny openings to serve as a sort of fanciful bee hotel. Dreamed up by French artist Adrien Missika, this homage to the landscape and one of nature’s key players is perfectly in tune with Rossi Cairo’s commitment to biodynamic principles and protecting our fragile ecosystems. “The motivation was to give back to this land, to focus a critical eye on that which provides us with so much. After all, this is our most precious resource and we need to give it our full attention.” locandalaraia.it