

Destination Vietnam

Escape to Hanoi for an incredible journey through a city rich in history at the InterContinental Hanoi Westlake, a peaceful oasis perched on the edge of Ho Tay Lake.



“Is it possible to fall in love with a city? I wouldn't have thought so once, but that was before I had been to Hanoi,” writes Pamela Scott in her book “Hanoi Stories.” Scott, an Australian, made three brief business trips to Hanoi, and was so enthralled by the place she made a permanent move there.

She writes, “Once you have been seduced by Hanoi's charms it can be hard to escape.” With its lakes and pagodas, its Chinese shrines and European churches, Hanoi's charm is old fashioned.

The new InterContinental Hanoi Westlake on the beautiful banks of Ho Tay Lake and overlooking the eight hundred-year-old Golden Lotus Pagoda is a peaceful oasis near the city centre. Featured on “Condé Nast Traveler's” prestigious 2008 Hot List, the hotel earned this honour for its sublime and picturesque waterfront locale. Each of its 359 luxurious rooms overlook either the city or peaceful West Lake.

Hanoi, the northern capital city of Vietnam, is a place rich in history. Often called the Paris of the Orient, the city is dotted with cafes and markets, broad-tree lined streets and parks. Hoan Kiem Lake in the city centre is considered one of the most scenic attractions, while traditional flower markets populated by locals offer visitors the chance to get a flavor of the real Hanoi.

To experience all of its wonder, the InterContinental Hanoi Westlake offers special “Insider” packages that allow you to see Hanoi up close and personal.

The “Culture through Architecture” experience features the best of Hanoi's architectural gems, from Chinese pagodas to European churches, colonial French villas and ancient gates. It's definitely a must for anyone interested in design and architecture.

Immerse yourself in the true spirit of local Vietnamese everyday life with a visit to the Cho Market, where the wonderful flavours of local foods come alive. A tour guide

>>



>>

will then take you on a shopping trip to uncover the city's hidden treasures.

Explore Hanoi at night — with an experience that is uniquely Vietnamese and definitely Hanoian. Go truly local at a famous “bia hoi” tavern in town. Sit on small chairs and taste the refreshing flavour of Vietnamese beers. Then walk through the alleys of along the lively Old Quarter, the city's commercial heart since the fifteenth century; and dine at “Cha Ca La Vong,” one of the finest proponents of traditional Vietnamese cuisine.

For first time visitors to Hanoi, there are a few “must dos” including a stop at the Ho Chi Minh mausoleum, where the leader's body still lies in state, and the Temple of Literature built in 1070. At more than two hundred years old, Hanoi Cathedral is also one of the most visited architectural attractions. Hanoi Opera House rises magnificently at the end of the Trang Tien Street. Built by the French in 1911 and renovated in 1997, it features the same architectural style as the Opera House in Paris. The 900-seat house hosts visiting foreign performers as well as Vietnamese symphonies.

You'll see many paintings throughout the hotel by Hanoi artists that may inspire you to seek out some of the city's contemporary art that has recently experienced an explosion of sorts. Art Vietnam Gallery is a good place to start with its showcase of contemporary Vietnamese art including painting, sculpture, photography and video. Having outgrown its original gallery, Art Vietnam recently moved from its “tube house” on Hang Than to around the corner at 7 Nguyen Khac Nhu. The Fine Arts Museum in Hanoi, previously the French Ministry of Information, is located just opposite the Temple of Literature and exhibits approximately 10,000 art works in 16 showrooms. In addition to displaying a wide range of stylish art collections, the Fine Arts Museum in Hanoi exhibits several fine art pieces such as ancient stone sculpture, pieces from the Bronze Age, antique pottery, ethnic minority painting and lacquer painting.

After a busy day discovering Hanoi, return to InterContinental Hanoi Westlake to relax and indulge in all the hotel has to offer. Milan Saigon, located inside the hotel, introduces a brand new concept in international

>>





Insider Experience

InterContinental Hanoi Westlake Hotel offers three Experience More packages that provide an enriching Hanoi experience.

Culture Through Architecture

Explore the best of Hanoi’s architectural gems, a fascinating reflection of the city’s rich history. From Chinese pagodas to European churches, colonial French villas to ancient gates, this tour is a must for anyone interested in design and architecture.

Experience “Cho Market”

Spend half a day immersed in the true spirit of local Vietnamese everyday life. Experience the wonderful flavours of local food and accompany your tour guide on a shopping trip to uncover hidden treasures.

Explore Hanoi at Night

A night tour, uniquely Vietnamese and definitely Hanoian. Go truly local at a famous “bia hoi” tavern in town. Sit on small chairs and taste the refreshing flavour of Vietnamese beers. Then walk along Old Quarter alleys to discover and dine at “Cha Ca La Vong” – one of the finest proponents of traditional Vietnamese cuisine.

>>

dining in Hanoi, fusing the best Italian cuisine with an exciting showcase of pan-Asian food. Diners may select simultaneously from both menus, offering the ultimate in style and selection.

Since Vietnam was once a French colony, it remains heavily influenced by the French. The hotel’s Café du Lac exudes a contemporary air of French brasserie. Here you’ll savour delectable dishes and the authentic flavours of France will send you to a French city.

The Diplomat Lounge is the place where guests delight in traditional afternoon tea. During the winter, cozy up by the fireside and have a glass of cognac or red wine.

The Sunset and Milan Saigon Bars are magnificent places to getaway. The Sunset Bar is dramatically

positioned on its own island in the middle of Westlake. Walk across the torch lit bridge during the evening for a romantic arrival. The Milan Saigon bar is a lounge with private dining rooms which create informal, yet trendy and chic nighttime experiences.

The InterContinental Hanoi Westlake opened in December 2007 and immediately established itself as a singular Hanoi attraction. Located 10 minutes from the heart of Hanoi, the waterfront hotel evokes a resort-like ambiance with its torch-lit Venetian promenades and hard-to-find spaciousness in Vietnam’s bustling capital. The hotel is a mere 40 minutes by taxi from Noi Bai International Airport. ■





The Inspiration Of Alain Ducasse

To experience SPOON is to delight in the passion of the internationally acclaimed chef Alain Ducasse's culinary vision, but perfection doesn't happen by chance.

“Cooking is making delicious what is already beautiful and this is what guides me at SPOON,” says celebrated French chef Alain Ducasse, whose SPOON restaurant at InterContinental Hong Kong is one of Asia's most sought-after dining experiences.

SPOON by Alain Ducasse opened at InterContinental Hong Kong in October 2003, bringing to Hong Kong a new and innovative dining concept featuring contemporary French cuisine inspired by acclaimed chef Alain Ducasse, whose international collection of restaurants currently boasts a total of 14 Michelin stars.

The world of SPOON by Alain Ducasse is an exciting combination of cuisine and décor, paired with a welcoming ambiance and spectacular harbour views, to create an innovative and memorable dining experience.

“A restaurant is like a theatre. It's a live show. You do not have a second chance to satisfy a client. Each client, each time, must be delighted,” says Ducasse.

He believes that this not only requires exceptional food, but impeccable service, a magnificent table setting and surroundings. “It's a zero-default challenge,” he says. To create this wholly connective approach, Ducasse is involved in every aspect of the business, from choosing interior designers to recruiting staff to launching his new restaurants. And while he is no longer in the kitchen, he remains the driving force in providing the recipes, the atmosphere, the tableware, the kitchen organisation and managing the talent. He is particular in choosing executive chefs, dining room staff and sommeliers.



True to form is SPOON Executive Chef Tjaco van Eijken, who moved to Hong Kong in June 2005 from Ducasse's “Il Cortile” (1-Michelin star) restaurant in Paris, where he spent six years. Previously, Tjaco was Sous Chef at the 2-Michelin-star “La Rive” restaurant at the Amstel InterContinental Hotel in Amsterdam, where he worked

with acclaimed chef Robert Kranenburg, renowned for his Mediterranean cuisine.

“He has worked for me for over nine years. He understands perfectly my philosophy and cooking techniques and style,” says Ducasse.

These are some of the many commonalities that draw the two together, including an utter fascination with food and cooking which started for both men at a very young age.

EARLY HINTS OF CULINARY GENIUS

Born in 1956 on a farm in the southwest region of France, Ducasse was raised amongst ducks and geese and was surrounded by boletus mushrooms and foie gras. It was his early childhood, he says, that established the path which would lead him to culinary success.

“Cooking was really part of my most tender youth's memory. I was living on a farm, and to prepare the meals we would go first to the kitchen garden and harvest the produce of the moment. It's something I still believe in,” he says.

He began working at the age of 16 in the Southwest of France, eventually under the tutelage of famous chefs including Michel Guérard, Gaston Lenôtre, and Roger Vergé; and while Ducasse said he always knew that cooking was his heart's desire, he recalls a few specific situations in which he knew that the culinary arts were his true passion. “When I was around 20 I arrived at Michel Guérard's. He was writing his famous book

>>

“Individual combinations, inventing one's own way of eating according to one's mood and desire. . . This is a very contemporary art de vivre and I believe it strikes a chord everywhere in the world.”





>>

Cuisine Legere (Light Cooking). The first recipe he asked me to work on was a carrot and chervil cake. How different it was from the standard chocolate cake I liked to prepare for my family,” he says.

Yet his most enlightening culinary encounter, he reveals, was at Alain Chapel’s in the late 1970s. “Even before I started working for him, I went to eat at his restaurant, as a client. I had a broad bean soup. This is really where I realised I still had a lot to learn, but that I definitely

food on their plates. Here, however, there is an entirely different spectrum of tastes -- the same emotions, different means,” he says.

Ducasse explains that the menu at SPOON in Hong Kong reflects the preferences of guests for more French inspired dishes. It is interesting to note that more than sixty percent of SPOON patrons at InterContinental Hong Kong are locals. “Our SPOON patrons are extremely well-traveled and know great food and wine.

Certainly, Ducasse has struck a culinary chord throughout the world. In addition to SPOON, he has created other dining concepts like *bar & boeuf & co* in Monaco, *be boulangerie*, a gourmet bakery/grocery store in Paris, plus contemporary restaurants including Mix in Las Vegas and Beige in Tokyo. As of late 2007, he even counts the prestigious *Jules Verne* restaurant in the Eiffel Tower as part of his culinary empire. In the past year he also opened two new restaurants:



wanted to learn it all.” At Vergé’s “Moulin de Mougins,” he discovered the flavours of Provencal cooking that have become an essential element in his own kitchens.

FOOD FAME FOLLOWS

In 1996, he opened his restaurant “Alain Ducasse” in Paris and by 1998, the culinary master became the first six-star Michelin chef, with three stars for his “Alain Ducasse” restaurant in Paris and three for “Le Louis XV—Alain Ducasse” in Monte Carlo. This was followed shortly by the opening of his first concept restaurant, “Spoon, Food & Wine” in Paris, featuring multi-ethnic cuisine, which ultimately led to the opening of the same concept in Mauritius, Saint Tropez and at InterContinental Hong Kong.

“When I created SPOON in Hong Kong in 2003, the question clearly became, how can I make people ‘travel,’ figuratively speaking, when they dine at SPOON? Certainly not by making the same food as in Paris. This is why SPOON in Hong Kong introduces its guests to French flavours and techniques. . . in a subtle and smart way, and still making them ‘travel’ when they experience the

Many have dined in my other restaurants around the world,” he says.

As such, the menu is divided into SPOON Original dishes. “These reflect my innovative dishes incorporating international influences and ingredients,” he says. There are also the Classic Touch dishes, which are a contemporary adaptation of classic French favourites. “We have also recently launched a new menu concept for the SPOON Sunday Lunch with a ‘Tour de France’ menu showcasing specialty dishes from various regions of France, with a different region highlighted every two months.”

INDIVIDUALITY, VERSATILITY REIGNS

Ducasse emphasizes, however, that the beauty of a SPOON menu is that “everything is proposed, nothing is imposed.” Versatility is at the core of the SPOON menu, he says, and diners are invited to dare to create a new alliance of tastes with a sauce or another accompaniment.

“Individual combinations, inventing one’s own way of eating according to one’s mood and desire. . . This is a very contemporary *art de vivre*; and I believe it strikes a chord everywhere in the world.”

“Adour - Alain Ducasse” at the St. Regis New York and “Alain Ducasse” at the Dorchester in London. This fall he will open “Adour at the St. Regis, Washington, D.C. and “Le Comptoir de Benoit” in Osaka, Japan.

Of his many distinctions, he dedicates himself actively to the training of professionals through his ADF, a training centre for professionals, which also includes a cooking school for amateurs and culinary consulting. He has also been listed as the Best Chef (*GQ* magazine, 2002, “Men of the Year), and the Finest Chef in the World (*American Academy of Hospitality Sciences*, 2003).

Whether it’s a haute cuisine restaurant in Monaco and Paris, a traditional French bistro in Tokyo, or a contemporary restaurant in Hong Kong, the same philosophy is at the root of Ducasse’s approach: good eating in everyday life. It isn’t a philosophy that is taken lightly.

His schedule takes him from one end of the Earth to another, but for Ducasse life is constantly interesting, and he’s always looking to do more. “It requires a bit of organisation and an exceptional team. I manage to have both. That leaves me a lot of time to do what I adore: create food moments that make people happy.” ■

PUBLISHER

Renaud Vertalier
rvertalier@ipcww.com

EDITOR-IN-CHIEF

Michelle F. Solomon
msolomon@ipcww.com

MANAGING DIRECTOR

Ken Grazi
kgrazi@ipcww.com

ART DIRECTOR

Diego Lapasini
diego@lapasinidesign.com

COPY EDITOR

Maggie Tacheny

ADVERTISING CONSULTANT

Thierry Locatelli
t.locatelli@scpww.com

MARKETING COORDINATOR

Melanie Lecompte
mlecompte@ipcww.com

OFFICES

NEW YORK
18 West 56th Street (5th Floor)
New York, NY 10019
T 212.265.2555
F 212.399.5638
E info@ipcww.com

©Copyright 2008 by IPC, LLC. All rights reserved.
This publication and all articles and pictures may not be reproduced or transmitted in any form or by any means, in whole or in part, without the express prior written permission of the publisher. The publisher assumes no responsibility to any party for the content of any advertisement in this publication, including any errors and omissions therein.

VIEW

C O N T E N T S

6 THE VIEW FROM HERE

MEET JEAN-JACQUES REIBEL

8 SAVOUR

WHAT INSPIRES CHEF ALAIN DUCASSE

COOKING WITH HEART THE NOBU WAY

RECIPES: SIGNATURE DISHES HAVE STORIES TO TELL

INTERVIEW: PRECIOUS JEWEL KAI-YIN LO

IHEALTH MENU INTRODUCES INTELLIGENT CUISINE

32 S I P

THE RED DRAGON EXPERIENCE

DOM PERIGNON'S SPARKLING LEGACY

SOMMELIER THOMAS SCHEIDT SHARES DARING SELECTIONS

WINE, DINE IN LAVISH WEEKEND

44 AT YOUR SERVICE

TRADITIONAL WEDDINGS, CONTEMPORARY STYLE

ROOM TO BE YOURSELF

IN THE KNOW: THE ULTIMATE INSIDER

52 F E A T U R E S

DESTINATION: ESCAPE TO HANOI

SUITE LIFE FIT FOR A PRESIDENT

THE GOOD FORTUNE OF FENG SHUI



6



52



8



32



44