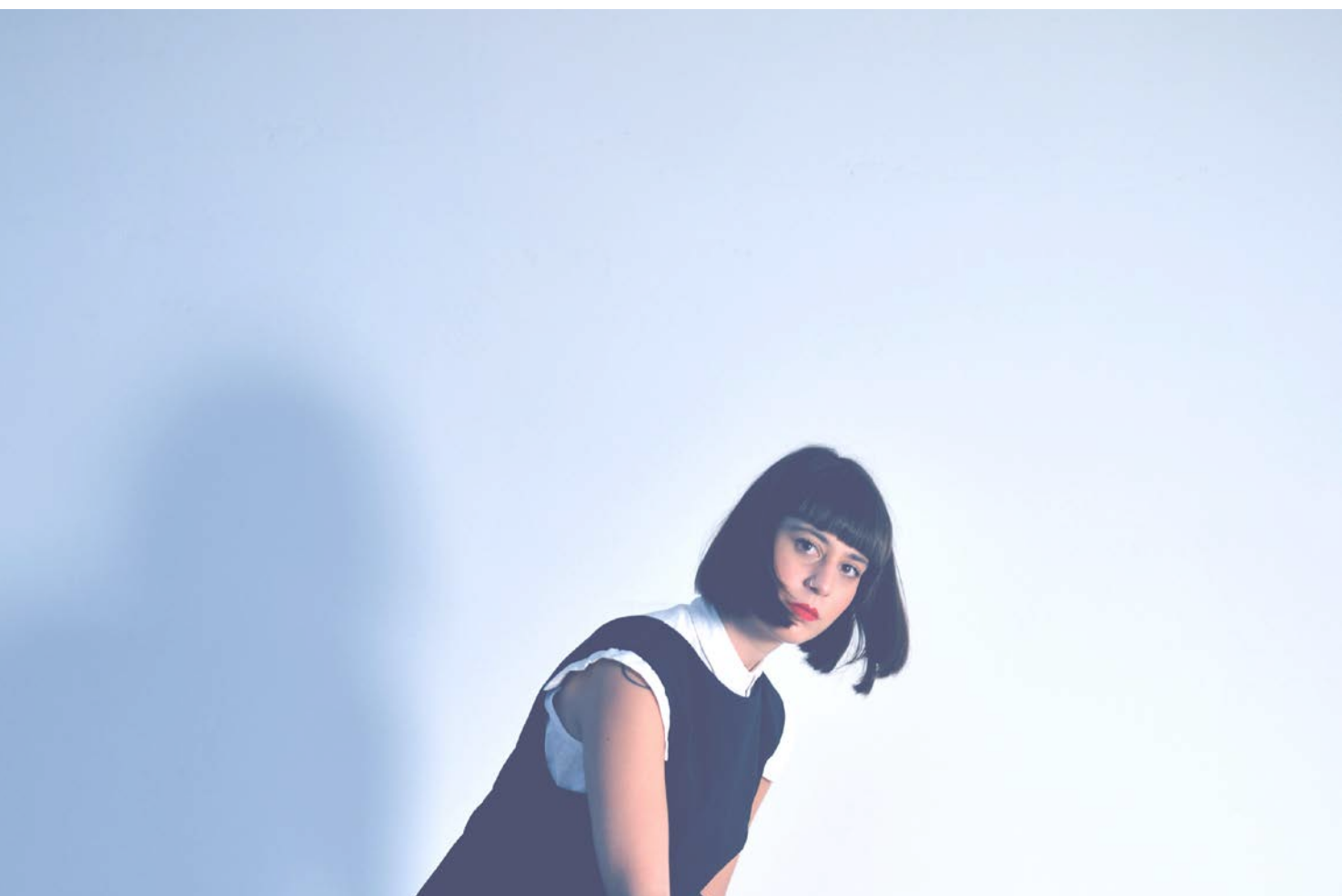


Flipped

Issue #10



Winter 2018

EDITORIAL

On the summer of my 9th birthday, I decided to create my first newspaper. I made puzzles, drew pokémon and wrote general interest articles on animals and the environment. It was called, the much inspired, Children's Newspaper. I then marched over to the copier's right next to my house and demanded they print me ten copies. I remember the clerks being very amused by my shenanigans, yet the 60 year old proprietor told me he wanted to buy a copy for his grandson. And he did.

I sold all of my ten copies of the newspaper. I felt such immense happiness that people found it interesting. Of course deep down I knew they bought it because I was a child and when you are young of age, any simple deed seems to be a huge accomplishment. They indulged me and didn't want to discourage me. Next month I sat down on my desk – the same desk I am writing these words now – and created the second issue. The newspaper made it to three issues, before I lost interest and moved on to gathering the neighbourhood kids around me and singing for them.

While in high school, I was of the founding members of our school's very successful magazine, which gave me my first real experience with article writing and interviewing. Then in college, some of us tried to publish a collegiate newspaper but my alma mater turned to more contemporary ways of transmitting information. Video and Youtube had taken over.

Publications seemed antiquated and boring. No one wanted to read any more.

I was bitterly disappointed and once more strayed from journalism. I turned to theater to curve my creative appetite. But replacements don't last long. You always go back to the real thing at some point. I missed writing. So I slowly began to reacquaint myself with it. First a writing club with dear friends. Then some more solitary writing. Then a book that will never see the light of day. Until, a very slow August evening, I thought, heck, why is there no good magazine for me to read?

I started to imagine what it would be like, the publication I'd enjoy to read, and as I imagined, I fell into an abyss, a creative abyss of sorts. I was restless. I told all of my friends and started looking for writers, photographers, designers. I was incredibly lucky to have around me like-minded people who rose to the occasion and Flipped came to be so naturally, that even today, I am not really convinced that it exists.

A year into this whirlwind of texts and images and with Mimika, we decided, this is it. What we want to do. Two years in and progress seems painfully slow, the workload is unbearable and the hindrances mountain high. But we insist. We persist. We fight. There is not a day when we don't talk about it, work on it or dream about what it can become. This is as close to happiness I think, as I have ever come. To bleed for something you love, however annoyingly poetic this may sound.

We wanted to meet like-minded people. People with passion to create their own worlds. We were bold in asking to meet with all the wonderful creators in this issue.

Rest assured it was as magical as we expected it to be.

We saw the struggle of budding businesses. The allure of impossible dreams. The satisfaction of success. The tranquility of security.

We wish we could have interviewed everyone we wanted, but a lifetime would not be enough. So we settled for the great assortment of excellent people you will meet in our pages.

I am sure you will enjoy flipping through this issue immensely, and if you have an idea burning inside you, I hope it becomes a flame. Go, be inspired and tell us about your dreams too.

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FERÈIKOS

interview with Maria Vlachou

Words | Photography: Mimika Michopoulou

Upon hearing the terms entrepreneurship, risk, innovation, and in the face of feeling free and setting your own course, I remained motionless and enchanted, as if someone was reading me a bedtime story. I wouldn't dare attempt any connection with reality, for naturally all these fantastical scenarios applied only to a few super-smart, super-strong, creative people out there.

If you can imagine such a thing, I grew up, and met people who unbeknownst to themselves have become those pioneering, creative types whom I had been hearing about for years, by daring to do their own thing against all naysayers who tried to keep them on the 'right track'. One of these people is Maria Vlachou, co-founder of Ferèikos, a company based out of Glyfada, Ancient Korinth, that specializes in snail farming. Maria is an open-minded and optimistic person, that wasn't born with a silver spoon in her mouth, who dared together with her sister, Penny, to set up their own business from scratch, both choosing to completely change directions in their careers.

Tell us a few things about Ferèikos. Had you ever thought of starting your own business? How did you reach the decision to venture into a brand new field like snail farming?

Well, I definitely wasn't planning on getting involved in snail farming. As for doing my own thing, I'd say I had probably been avoiding that.

My mother was a businesswoman -different field, completely unrelated to the primary sector - but I was always focused on foreign languages, forever my greatest passion. Ever since I can remember I wanted to learn foreign languages and pursue relevant studies.

And so I did, and I worked in this field for years. Until one night - I was in Switzerland at the time- my sister called to ask me how I was doing. "I am eating snails!" "Snails?" I explained to her how expensive they were and how abroad they were regarded as gourmet food, a far cry from the snobbish attitude toward snails in Greece.

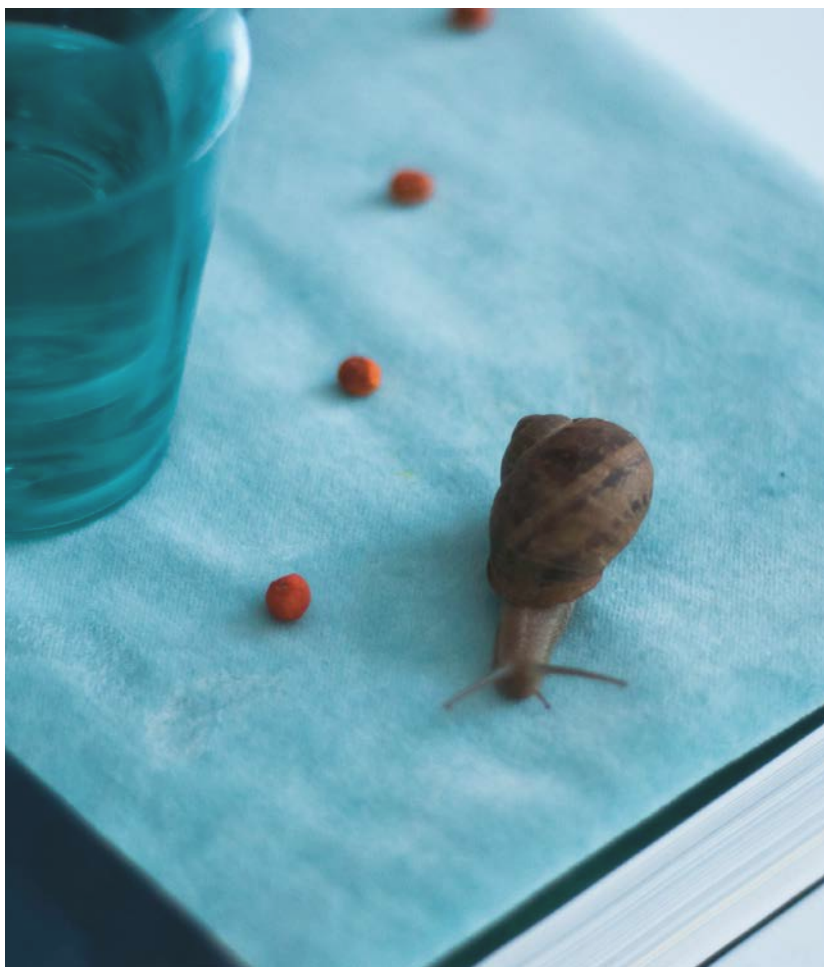
"If they're so expensive, I will collect some from the garden and ship them to you", she answered and we had a laugh. We weren't expecting to make a business out of it, but the idea stuck with Penny and a few weeks later she asked me "So, what about those snails, should we do some market research?" My answer was, "why not?". And so it began.

What were the first steps you took?

Market research was our starting point. We immediately divided the various tasks between us, which proved to be to our benefit. Me and my sister are completely different, but complementary personalities. At the time she was also busy with teaching Spanish and Italian at various language schools, a feat which due to the circumstances in Greece, wasn't going very well and which she wanted to leave behind. She loves nature, and being outdoors, so she liked the idea of working in farming. I'm the opposite; I like an office environment, I'm interested in business administration and marketing. As a result, she took on production, which is her domain till today, while I focused on branding, marketing, and generally trading and exports.

Your dream was to work with foreign languages, but suddenly a new idea comes up, entirely different than what you wanted.

I was already living my dream. I had been working with foreign languages for years. I never reject ideas, however, trying to remain as open as possible, think things over, and say "why not?". I had been working abroad for 11 years, had traveled and worked in a total of 7 countries, and I wanted to return to Greece. That had always been in the back of my mind, but there were things holding me back. First of all, the lack of response; I would apply to dozens of places and never hear back from any of them. Second, I wouldn't be able to get paid for nine languages, but for two at best, a salary of 400 euros. It was naturally not to my benefit to return, even though I generally like change. So when snail farming became an option, I said "why not", because I believe being flexible is very important. I even managed to incorporate the foreign languages I love so much, since I am in daily contact with clients and colleagues from abroad. Foreign languages allow us to setup workshops and webinars in order to pass on the technical know-how, even for clients from countries very far away, like South Africa.



Most young people are ambitious and full of creative energy but also extremely capable and qualified. What does their future look like in Greece?

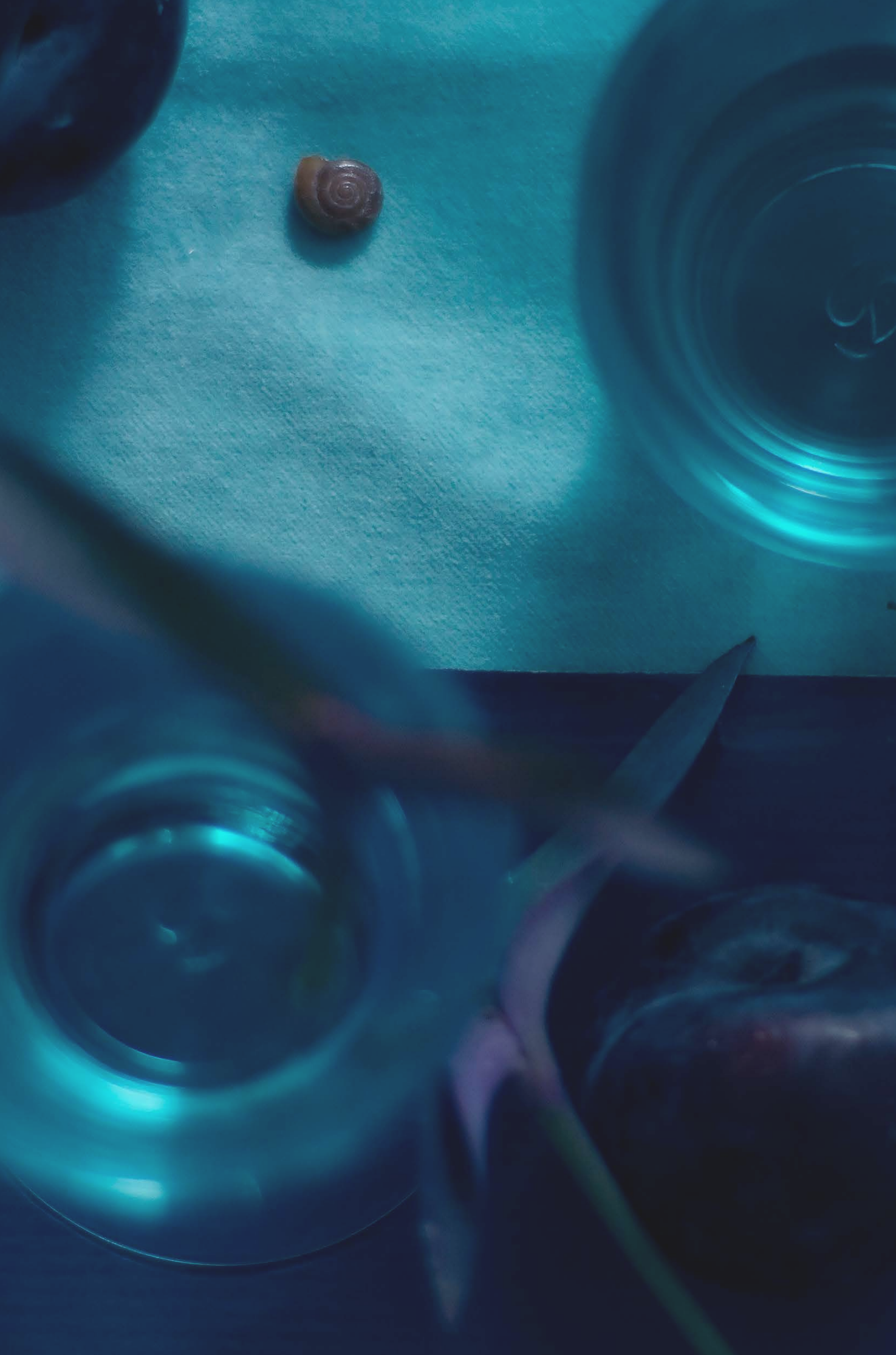
When you're at the most creative phase in your life, you naturally want to do many things, and most young people today have impressive qualifications. Moving abroad is not the only way out, though it definitely is an option. Personally, I wanted to stay in Greece, especially now that we're needed there. Not everything is easy abroad, you will come up against hardship no matter where you go. What's important is knowing what you want, what you're aiming at and come to the decisions that are right for you. Being open to change and opportunities as they arise, is crucial. The truth is, that the high tax rate and the lack of a framework within which a business could grow are factors that have led us to consider moving our business abroad. It is sad when your own country is basically pushing you away, particularly when you wish to do your part in support of it.

The biggest obstacle during new beginnings, is funding. What are some ways to get started?

It is indeed the hardest part, and we were no exception. When we were starting out, in 2007, the phenomenon of the startups and the success stories wasn't so widespread. After 2010, came the seminars, workshops, startup initiatives, incubation. There are now competitions through which new businesses can receive funds, like Orange groove, the Hellenic Startup Association, the Hellenic Association of Young Entrepreneurs (ESYNE). There is also iforU, in support of women entrepreneurs. Back then we tried to seek support from the Hellenic Manpower Employment Organization (OAED), but unfortunately that didn't pan out and we had to turn to our parents. Luckily, we live in a Mediterranean country, where parents continue to support you after you turn 18. So, for our first steps in 2007, the capital came from our family. Were we to make a similar attempt now, when things are worse financially, we would start with the available competitions and build up from there brick by brick. One step at a time. I can't see how it can be any different.

In your opinion, would mentoring have resulted in speedier development?

Undoubtedly. We had no experience and that kept setting us back, because we had questions about everything, everything was new to us. From the very basics like how do I set up a company? What kind of company will it be, a GP or an SA and what is the difference? We had to find everything out for ourselves. A mentor can be by your side, to inform you regarding various procedures, steps you have to take to set up your business. That saves you time, and means fewer mistakes. An alternative to mentoring is proper networking, whereby connecting with similar businesses and organizations, you can grow and assimilate in community within which you form relationships and learn.





A piece of advice you still treasure?

I've been given much advice, a lot of it important. What I always remember comes from our first mentor from 2011 -before that we were on our own. At our first meeting, he explicitly told me "let's start with what you've done wrong", meaning things to be avoided early on, mistakes you make when you're new to having a business. Initially you feel helpless, lost, so having guidance is particularly important. What I took away from that was, that mistakes will be made, but through them you will grow, you will evolve.

Most young people, due to lack of experience, feel extremely nervous when there are no tangible results from their endeavors after one or two years. When did your endeavor with Ferèikos start paying off?

Things move slowly, in general, even more so in the beginning. It's possible there is no other way or speed for something to organically develop. There are often ups and downs; we are in Greece, after all. We spent our first year 'crawling', the second and third on glass legs, meaning we took our first steps but nothing was certain. Things become more stable after the third year, I think. That of course depends on your field of business and the market and can't always be the same for all ventures. That's what a business plan is for, which you can adjust depending on the circumstances.

You are businesswomen, in the primary sector no less. Why is it, do you think, that female entrepreneurs are globally fewer than males? How could they be better supported in Greece?

Women try to balance a career and a family, a difficult feat all on its own. Building a business is like raising a child, it requires your time and devotion. In addition, women, at least in Greece, are less likely to take initiative, which I think is a cultural issue. There are mentoring networks trying to support female entrepreneurs, such as Women Business Angels, where I recently became a member myself. There is also iforU, specializing in mentoring aspiring businesswomen.

What does the future of the startup look like in Greece?

There will always be innovative startups, pioneering ideas. One good thing about the financial crisis, is that new ideas are a daily occurrence, and young people often dare more and more often to venture out, propose something different.

This issue ponders resilience. How do you deal with hardship and disappointment? What motivates you to keep going?

You encounter obstacles on a daily basis as well as situations out of your control. When we found out about the capital controls in Greece, me and my sister kept asking what would happen, without ever getting an answer. We were forced to adjust, kept working as best we could, to the extent that we

could. The ever changing tax system, and VAT returns, weren't doing much to reassure us, that's for sure. There is no 'normal' for businesses in Greece. What moves us is the feeling that we're doing our own thing, we're creative about what we love. Everything in life comes from the decisions and the choices you make. Mistakes will happen no matter what. What's important is to overcome the obstacles in front of you, and keep going. The greatest reward is feeling like you're realizing your dreams and giving a chance to others as well, by making them part of your team.

What is innovative about Ferèikos?

Well, for starters two women in the primary sector, and then working on snails of all things. "Traditional" farmers from all over the country would visit us, to find out what on earth we were doing. Every day we aim to link out business with the concept of innovation; mostly through new products, but this extends also to the services we provide. I actually have an example for this, where you can even see the female touch. Until recently, fresh produce came in specific packaging and quantity, and you would export snails in sacks of 15 kg each. We introduced sacks of 5kg, for convenience and we even suggested different colors for different clients, making the delivery easier. Essentially the clients could pick their own colors! This example illustrates how something so small can make life easier on both sides without costing anything. As businesswomen we have to move forward, improving the experience for our clients and this is the path we follow where our ready-made meals are concerned, making snails an easy as well as healthy solution for everyone.

The slow movement, is steadily gaining ground worldwide, proposing a better quality of life for everyone. Not many people know about it in Greece. Do you believe we should incorporate it into our lifestyle? How does Ferèikos participate in the slow food movement?

It is a different culture, one which we have removed ourselves from, because of our fast-paced lives. I do believe people will get behind it eventually. Generally speaking, some of us more than others, can be resistant to change. That's a normal reaction. We gradually come to realize what truly makes us happy, what matters, and thus we come out of our comfort zone. Let it be said that the snail is the symbol of the slow food movement!

We are members of the slow food convivium, based out of Italy, and we also host tastings, combining snails with wine at deli shop openings but also at our facilities, mostly for groups of visitors from abroad.

Is there a company you look up to or a businessperson that inspires you?

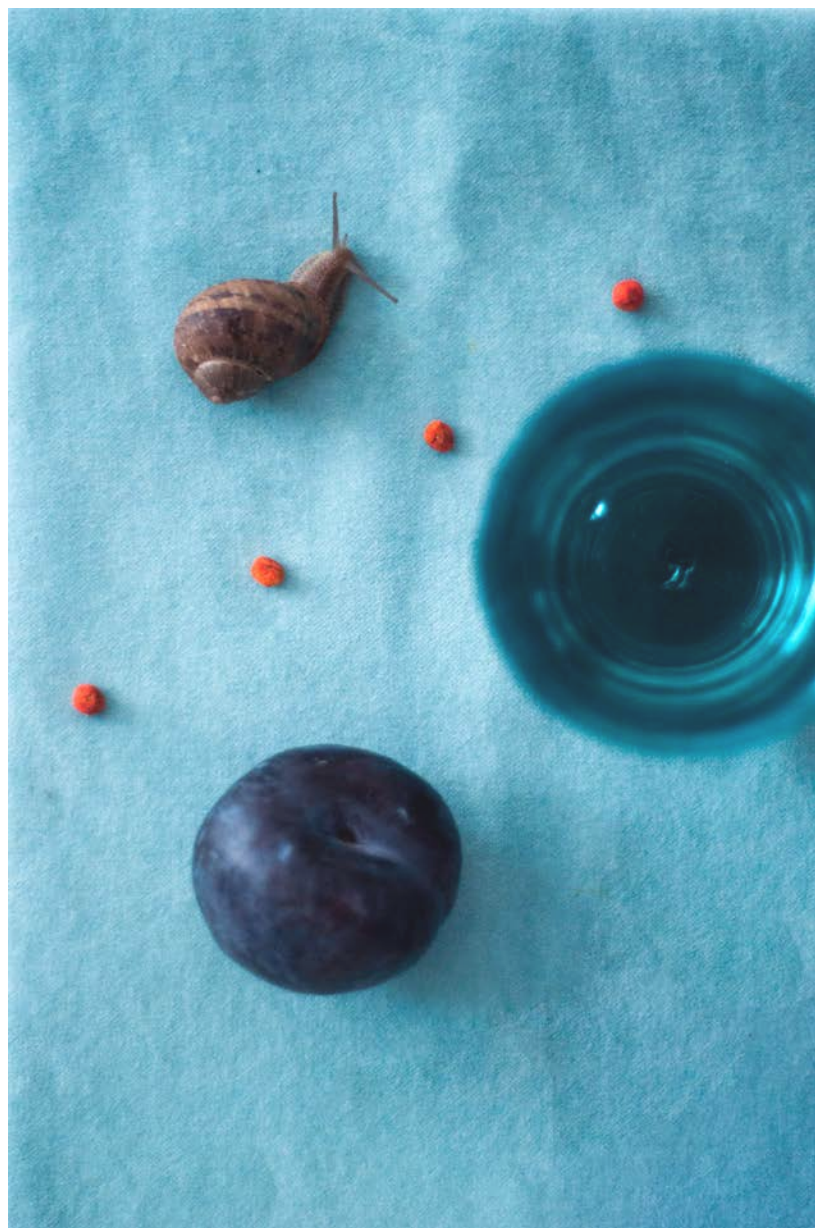
A lot of them, to be honest; I couldn't pick one. For the most part I have a soft spot for people who start from scratch, that are self-made. Those who come into their parents' business, I respect, to the extent that they take it a step further. I admire those who think collectively, who prioritize the people and the environment. Empathy is very important. Those thinking beyond their personal gain, are those who bring about change.

What advice would you give your younger self?

Mostly, I would tell her to do it again, to dare no matter the difficulties. I would tell her not to be afraid to make mistakes, because they are inevitable. Mistakes help you get better, they are part of the growing process. You have to fall before you learn to walk.

What is next for Ferèikos?

We constantly aim to better our business in every way; our administration, our services. We will soon offer webinars as an alternative to passing on the technical know-how, making use of digital means. We aspire to become more client-oriented, to always be a step ahead regarding our client satisfaction.







Remember to . . .

...ask my friends for advice, listen carefully and then totally do the wrong thing anyway.

...snap about a hundred selfies and share none.
Three months later decide I like one of them and post it.

...cut my hair short and envy people with long hair.

...grow my hair out and envy people with short hair.

...hit the attend button on a million facebook events. Go nowhere.

...cancel plans with friends to stay home and sleep.

...lie about how many cups of coffee I have consumed.

...buy something I really don't need or want, because it's on sale.

...wear sunglasses when riding the metro, because I am cool like that.

...get anxious whenever someone on the bus invades my personal space.



ON FAILURE

“Don’t spend time beating on a wall, hoping to transform it into a door.”

Coco Chanel

Words: Akylina Printziou

Photography: Marilia Kalantzi

“When life gives you lemons, make lemonade” goes the very well-known saying, which you may have been hearing when complaining about the difficulties you’re facing in your life. Be it from a relative, a friend or the old lady sitting next to you on the bus home, I bet the only thing you want to do is take those lemons and throw them to their face.

Dealing with the various difficulties that come up through different stages in your life is a very necessary skill that no one ever teaches you. Probably because no one truly knows how to deal with those situations that arise out of nowhere and threaten your wellbeing. Most people just resort to inspirational quotes about “hanging in there” and “making the best out of your situation, no matter how grim it may seem”, while occasionally they tell a story or five about all those people who started from nothing and ended up filthy rich (my grandma has a very rich collection of such stories and it so happens that she doesn’t personally know any of those geniuses).

You and I both know very well, though, that giving advice and being a positive thinking guru is always so much easier when it doesn’t involve you in the slightest. Some difficulties are not that easy to overcome and sometimes you just feel so very tired from life that you don’t even want to get out of bed in the morning. Sometimes, quitting everything when difficulties arise seems like the most appealing and logical thing to do, because you’re not really a fighter, you’re a simple teacher or shop assistant or lawyer or beautician and enough is enough.

Things get even more complicated when you’re a perfectionist and you’re satisfied with nothing but the very best in every project you undertake, in every little thing that you do. As a chronic perfectionist myself, I have found myself in this awkward situation countless times, when I try my best and yet I don’t succeed (but Coldplay won’t try to fix me). I’ve always been told that resilience and determination are my most prominent characteristics, that my organisational skills are top-notch and my most admirable quality is aiming high and reaching those goals without failing.

Then, why do I keep on counting those failures and why can’t I see this determined and organised person in my daily tasks?

Difficulties in life are inevitable and you’re going to keep finding them blocking your way whether you like it or not. But sometimes they can become way too intimidating to face and that’s when the desire to quit becomes most prominent. I am the kind of person who doesn’t perform well under pressure. If you undermine my work or, God forbid, you deem my work inferior to someone else’s, this will not empower me and fuel my desire to work harder, but instead it will make me want to burn everything and not leave my house for a week.

Obviously, this reaction is far from ideal and certainly not the healthiest for you and your mental wellbeing. More often than not, life is like your evil boss at work who never recognises your hard efforts or like this teacher who just won’t give you the freakin’ A. If your instinctive reaction is to quit, walk away and never look back, how do you ever expect to achieve anything in life?

Failure is part of the journey. You can’t really appreciate the value of achieving something, of finally obtaining something you’ve been after for a long time unless you’ve been through a few failures first.

I still don’t know how to cope with failure. It still scares me immensely. But, despite everything, I haven’t given up yet. Perhaps I’m more resilient than I thought.



THINK INSIDE THE BOX

Words: Emily Kapothanasi

Collage: Mimika Michopoulou

I wake up. I take my favorite mug out of the cupboard and make some hot coffee. I walk out of the kitchen and sink into the living room sofa. I put the steaming coffee on the table before me and take the metal box into my lap. I open it and shuffle around inside. It's my morning ritual. Every day, the box may be different in size, texture, material and content.

Today I find some train tickets, a piece of paper with words that a friend used when we were talking yesterday, a sachet of tea that tastes like Winter, the first thirty pages of a book I started reading after a friend recommended it, a postcard from a city I've never visited, I don't even know which city that is, and yet it seems familiar. I see some crumbs from a dessert I made three days ago that turned out unexpectedly well. Call me a glutton, but I pick them up and eat them. I discover more things, as I look. A fascinating idea that occurred to me yesterday, as I was wondering what I could do in the following months to be able to call myself 'creative' and 'active'. The message I haven't yet sent to a friend I haven't seen in a long time - I want to take her to a new café I discovered in the area. That piece of furniture which I've bookmarked and decided to buy within the next month because with every change of the season, I find the opportunity to satisfy my insatiable consumerism, and I don't feel bad about it no matter what you say.

Out of nowhere, the wave of anger from the fight I had with my father yesterday bursts in my face. Like always, it wasn't about anything important, but the tension that's settled in my stomach is very real and still makes a noise. I ignore it for now, and come across a flashing sign that reads 'You are the Queen of Procrastination', to make me think of all the plans I meticulously write in my journal, only to have them stay there, unrealized. Yes. Good. A fine reminder to start the day. I'd rather have a plain 'good morning'. Anyway. I find a few more tidbits, I keep what I need and put the rest in a bag to be thrown away later. I close the box, hide it under the couch and get up. What I did afterwards does not matter. What matters is the box. Everyone has one. Yes, you have one too. Oh, don't ask me where it is, I do not know. Look for it. It would be impossible for me to help you even if I wanted to. Everyone's box is invisible to others. You can find it where you left it every day. However, just like you change over time, the box too changes its form.

You always carry it with you. It holds everything you want to remember, everything you want to forget, everything you hope, everything you wish for or everything that you just know will be yours, one day, somehow. It holds everything you are and everything you will become. Perhaps it is a notebook or a poster on your wall. Perhaps it's your windowsill with all the plants you water and care for and watch as they grow, as they wither away in the winter to start afresh in the spring. Perhaps it's the people you want to fill your days with, or perhaps a high school bag which you've kept, for the sake of what you'd drawn on it in permanent markers. Perhaps it's an actual box you take with you every time you move house.

Don't forget to open it, look through what's inside and clean it out once in a while. Some people overfill it, even though the weight breaks their backs. Others keep the absolute basics and declutter it every day. Some have covered it with stickers, others with ribbons and lace and some others have spray-painted it, or just left it as it is. Picture a warehouse, with the boxes of all the people in the world stacked on high shelves. Everyone would have a key so they can visit the warehouse and check on their box. But they couldn't see anything other than their own box. How would it be like to be able to see all of them, together, even for a split second?

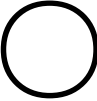


A
YOU
FI
OR
REA

A LITTLE BIT OF FAITH

Words: Xrysoyla Zagoti

Photography: Marilia Kalantzi

“h, don't worry, it's all good!" Eleni's very surprised doctors heard her say when they announced to her that for her own good, they had to amputate one of her legs above the knee. They admitted that it was the first time they met such an optimistic patient, an amputee who came face to face with Death three times.

Eleni underwent seventeen surgeries in less than two months. She was living a busy life, devoted to her husband, her children, her job and her great love, swimming.

Until one August, she was involved in a tragic car accident.

"Just the fact that I am alive is a miracle", she told me in a steady voice. "All I wanted while I was in the hospital and the doctors were... putting me back together, was to get back up. To stand on my one leg and keep on living. Not once did I ask God, 'why'. Because I know that because of this adventure I became more patient, received love and in the end came out stronger."

Her words were a blow to my stomach and a magic elixir at the same time. I felt embarrassed for all those times I've given up out of despair in my life, since my woes seemed so small compared to hers.

"The first time I went to the pool after the accident, I was wearing my prosthetic limb. I had asked both my children to come with me that day. My daughter felt awkward when she realized that people stared at her mother like something alien. I told her to count how many of them were looking, so that I could bring them autographs the next time", she said kindly, calling attention to three important social issues, in her polite manner.

One, how terribly immature we tend to be, faced with something different. Two, how important it is to not care about the opinions of others, especially when they don't know much about your life. Three, that she deserved to hand out autographs, because she is a hero.

Her story filled me with joy and hope. People all throughout the centuries and all over the world have different ways to find the strength they have within them. It is amazing how much determination, persistence and courage there is in each one of us. Just think about the inconceivable suffering humanity has been through over time. The unthinkable disasters of war, the mourning of so many loved ones, the tears of children. I am certain that most of us cannot even imagine the pain that is out there, since the beginning of the world. But perhaps we can all agree on one thing. The Galaxy did not cease to be. The planet Earth stubbornly began yet another rotation around a radiant Sun. And another, and another. Life went on for one more moment. People breathed for one more time, one more day, one more decade. Because in the end, that's how the world goes on. We find strength and support in nature, sometimes in faith or even love. Something like an instinct does not let you give up. It makes you try again, because that is your duty for as long as there is earth to stand on and a beating heart in your chest.

This is the force of life. Refusing to die. Finding the reason to live, inside you, around you, everywhere.



KLELIA ANDRALI

Interview: Kristiana Lalou
Photography: Klelia Andrali

C omes from Brighton, made in Greece. Pop Art, vibrant color, quirky patterns and a lot of positive energy. Klelia Andrali is a fashion designer, based in England and her clothing line will make your day. With a fashion forward approach in style, her designs are not suitable for boring people. She spoke to us about what it is like to start a brand.

Entrepreneurship in England for a Greek woman full of temperament. What is the mood like?

It's strenuous and competitive! In a country where fashion is a hot commodity, being a designer has its advantages as far as opportunities go, but mostly it takes persistence and focus on the target. Temperament helps a lot with that!

It requires courage to start your own business by yourself. Having moral and practical support from your environment, is that crucial?

If I were to say no, I would be ungrateful at the very least. The most important thing for me, was for my family to believe that this is a real job. That was the gamble. Having said that, having practical support at the beginning was vital.

Your patterns are radical and provocative enough to be eye-capturing. Where do you get your inspiration from?

Each time it's something different! It starts with a stimulus, a thought, or something I saw on the street, but then I will make a connection to an artistic movement, a time with an interesting lifestyle, an artist with a crazy life. Meaning it's not some plain stimulus. For my work to develop, it includes reading and research. Otherwise, it feels like I've done something wrong like I haven't learned.

How do you define success?

If we're talking about professional success, that is a loaded concept, especially in the fashion industry. I won't touch it with a ten-foot pole! Personally, the fact that I'm doing what I like constitutes success. I have complete control over my dream and I get to hear so many amazing things about my work!





What advice would you give to a young entrepreneur?

My advice would be, start small. Spend at least three years working in a similar company before starting your own. This is something I didn't get to do, even though I wanted to. You learn a lot while working for someone else, you gain experience. It's possible I rushed through this part, what can I say? I was young and full of enthusiasm! Something to do with the temperament we mentioned before.

How do you motivate the people around you so they share your vision?

I share my stories with them first, the hundreds of prints I create for each collection, my research, and eventually I win them over! Truth be told, the people in my life are very excited with my persistence and they share my vision without me having to ask!

Favorite moment in the business and a challenge you faced?

My absolute favorite moment was when I got an email from Topshop with an offer to collaborate! Getting started was a real challenge!

Are there any Greek people you look up to?

The people who know me are surely smiling while reading this. Mary Katrantzou is someone I have immense admiration for. I respect her work and I'm incredibly happy she's making noise worldwide.

A wild dream you're still chasing?

A showroom in London, with a basement studio. I have envisioned it many times; it's all-white and I can already see my designs in the window. I talk with other women, we discuss fashion trends. When inspiration strikes, I want to escape in the studio and work on my designs.

What are your goals for the future and your brand? Is there anything you want to achieve in the near future?

My short-term plan is to participate in the show for the London Fashion Week. Fingers crossed!

www.kleliaandrali.co.uk



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ART & CULTURE CITY GUIDE
161 cultural venues galleries — institutions — off-spaces — non-spaces — open studios
62 eat & drink spots 12 walking tours 20 insider's tips

Athens

UND

art & culture city guide

Interview: Kristiana Lalou
Photography: und Athens

Athens is a city full of art, and Kiriakos Spirou, knowing this, decided to make it easier than ever for us to find it. Creator of Und. Athens, an art guide to all of Athens' emerging art scene, galleries, museums, artist studios and interesting places in the city, worth your attention. Even though he comes from a slightly different background, his love for art led him to create the first map of its kind for the city of Athens. Edited and published by Kiriakos Spirou himself and designed by Natassa Pappa. Grab your copy of Und. Athens and go explore the Athenian alternative art scene.

UND is a fresh and useful idea. What was your inspiration?

In my work as a journalist, I have visited several modern art fairs abroad and there would always be a map or city guide so I could navigate during my search for galleries and artists. While working on an article on the Athens Gallery Weekend in December 2016, I realized there was no full index for the art venues in Athens. So I decided to create one, that would prove useful to journalists and visitors that would arrive in Athens for the documenta 14. And so I began mapping the urban visual arts landscape. At first I thought I would just print it out on a sheet of A4, give it to my friends so we could wander around. But down the road I saw that there was no other even remotely similar publication available, so I added some more information and invested in publishing it. For a long time my passion has been to explore the city, so the idea of an art city guide came about organically. That's how the setting up of und. Athens in its current form started.

How did people respond and what sort of comments have you received?

The reactions we've had have been enthusiastic, both from the locals and the visitors. Many people who live in Athens couldn't believe their eyes upon seeing there are so many independent art spaces in the city (hint: more than 50). But visitors that get the und. Athens message us saying they found it extremely useful. An artist run space that is included in the guide contacted us to inform us that a curator from Scotland discovered them through und. An artistic bindery in Eksarchia gets visits from tourists because we put it on the map. That was my goal from the beginning, to spread the word about the alternative art scene of the city as best as I could.

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Athens



It requires courage to start your own business by yourself. Having moral and practical support from your environment, is that crucial?

Because I have a musical background, I will use a relevant expression: in feats such as these, especially in publishing, you can't achieve anything as a solo act. The people we chose to work with are vital, as is the sales and distribution network, which is a success defining factor. Personally, I had strong support from both my family and friends. But most importantly, the artistic community itself embraced this attempt, the artists of the city were my first audience, and then came a network of small businesses that loved and supported und. Athens from the get go.

How do you motivate the people around you so they share your vision?

I am unfortunately a 'less is more' person, and that gives the impression I am underselling my work. But in the case of und. Athens, our niche is very clear and the aesthetic of our publication is so powerful that someone needs only to get a hold of it or look at our instagram to be convinced that it's something useful the city was lacking. As far as my partners are concerned, I devote a lot of time in writing thorough briefs that outline in detail my vision about this project and the direction it should take. Another thing that is not a given these days, I make sure that everyone gets paid on time whenever that is possible.

What is your experience of being a businessman in Greece?

I would say that in Greece, personal relationships hugely reflect on professional relationships. For instance, I often witness businessmen and other professionals paying in personal favors instead of money, which while legitimate -because why not- is something completely incompatible with my mind-set. On the other hand, our contact network is our number one tool for achieving our goals, since due to financial hardships in the local economy, a circle of acquaintances and a network of references is the only way to find your way in and grow.

What advice would you give to a young entrepreneur?

I honestly don't know if I'm in a position to give advice to anyone. I am pianist-turned-publisher so go figure. Though perhaps that alone would make an interesting case study.



Favorite UND moment.

When Gagosian Gallery purchased our guides in bulk to give to collectors visiting their space in Kolonaki.

What is a good way to tackle possible problems?

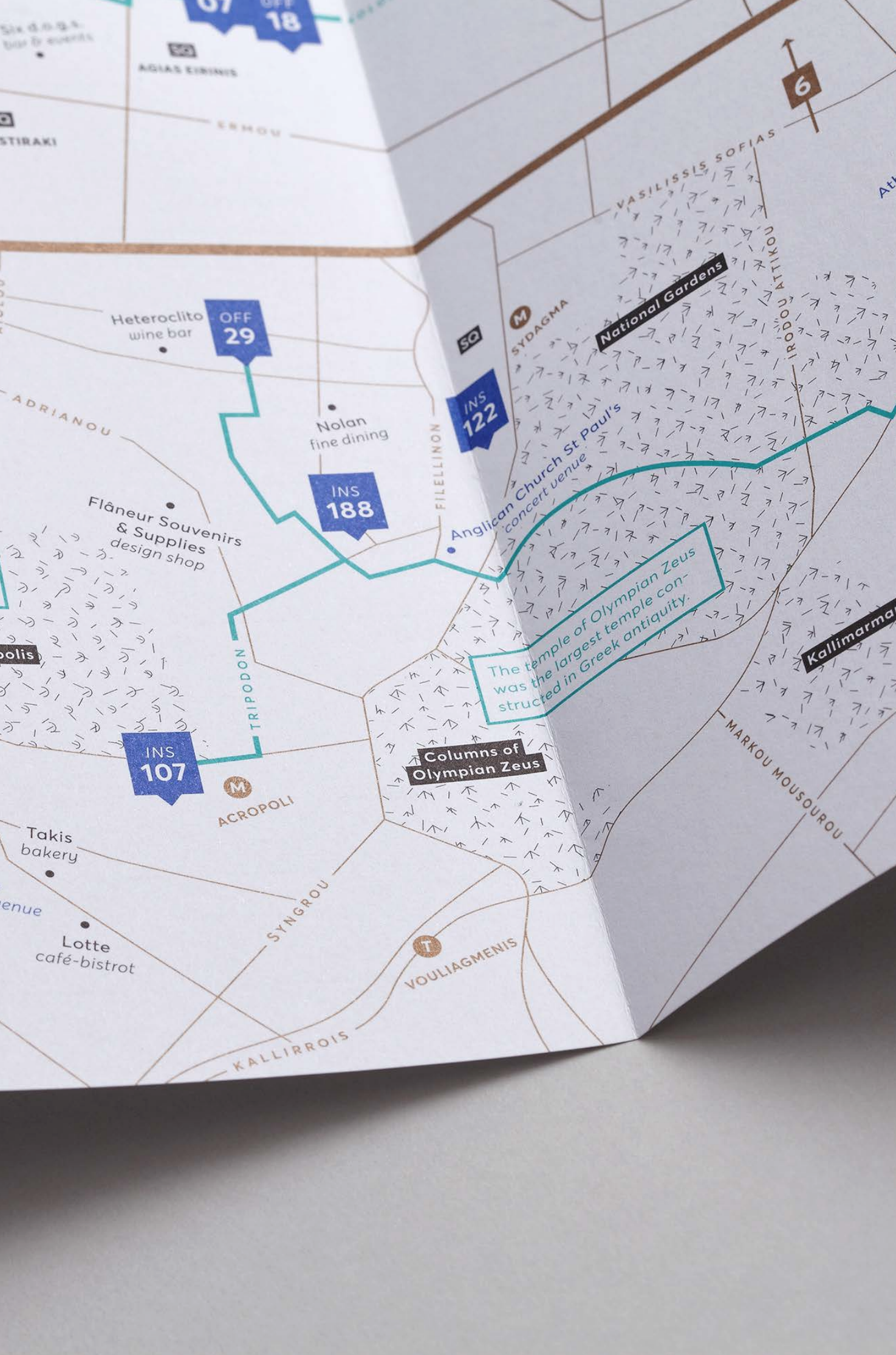
Thorough preparation, prevention, and at least three back-up plans at hand at any given moment. Delegation of tasks to your partners, as much as possible. Plus, learning to improvise; not fearing to course-correct and adjust depending on the circumstances. Ask a sailor and they'll tell you that from Syros to Mykonos it's not a straight line.

A wild dream you're still chasing?

To publish in Monocle. (Tyler, if you're reading this, call me!) In all seriousness, I don't think I operate in terms of 'dreams' or 'a chase'. I am dedicated to my work, I build partnerships and I hope that by the time I'm fifty, I will have accumulated enough knowledge and experience to be the best at what I do and to publish things people find beautiful and useful.

What are your goals for the future and your brand? Is there anything you want to achieve in the near future?

The future of und. Athens is bright and promising. I take careful steps, because I want to build a brand that will grow organically, I don't just want to publish maps. In 2018 we plan to be more active as an art platform, through collaborations and curatorials, much like we did during our launch last April. Of course, 2018 will also see the release of our new publication, newly updated and with a richer content. I hope und. Athens finds the necessary support so that by 2019 we can cover other cities in Greece and abroad.



Heteroclito
wine bar

OFF
29

Nolan
fine dining

INS
188

Flâneur Souvenirs
& Supplies
design shop

INS
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ACROPOLI

Takis
bakery

Lotte
café-bistrot

Columns of
Olympian Zeus

The temple of Olympian Zeus
was the largest temple con-
structed in Greek antiquity.

INS
122

Anglican Church St Paul's
concert venue

National Gardens

Kallimarmar



a little
bit of
happiness
in this
fucking
world.

studio
materiality.

STUDIO MATERIALITY

Interview: Kristiana Lalou

Photography: Maria Belegri | Studio Materiality

Miltos Kontogiannis is the kind of designer, whose aesthetic stands out amongst others in Greece. He founded Studiomaticity in 2016 and has gained recognition for his off beat interior design projects. His style is new age minimal, to say the least, and he has tried his hand at designing clothes as well. We simply adore his silk scarves collection and fun beach towels. He very recently received the Excellent Communications Design Retail Architecture award for his interior design project for café Coffix, by the German Design Awards. He is a design presence to be reckoned with and with talent to boot. We declare ourselves Studiomaticity fans. A design brand to look out for.

Entrepreneurship in Greece. How is the mood?

Generally, taxes, more taxes and nerves breaking. But more specifically and as I like to view things daily, it is a lot of work, dedication, perseverance, adaptability and optimism. It can't be done any other way.

It requires courage to start your own business by yourself. Is moral and practical support from your environment crucial?

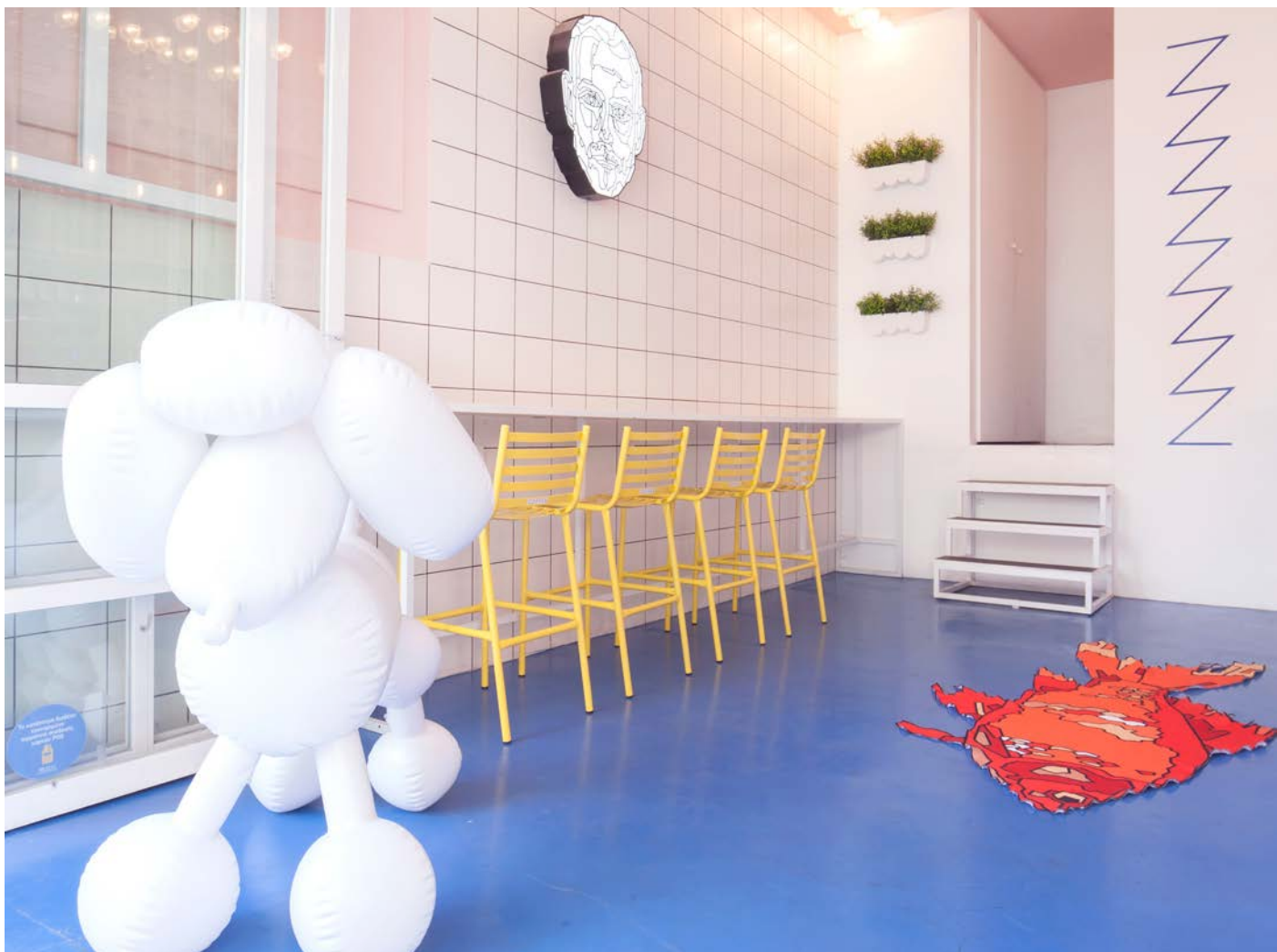
First and foremost. One needs to share creative struggles. To have someone to help carry the weight of the thing you are attempting to do, by taking such a step. Having support from the people around is maybe the most important of all.

You have a special aesthetic and style. What is Studiomaticity's aim as a design brand?

There is no particular aim. It is our everyday need to turn fantasy to reality. This immaterial objective that excites us. It is exactly this luxury, that we offer through our work. To create something wonderful.









How do you define success?

Success is subjective and unaccountable. But if one has to measure it, popularity can be used as the yardstick with which we can define a project as successful or not. I do believe though that real success can only be seen after time has passed.

How do you inspire those around you to share your vision?

By being honest with them and consistent with what Studiomaticity is really all about. I consider it very important to have good communication with my associates and shared moral and creative values.

What advice would you give to a young entrepreneur?

I don't know. I am one myself. In my experience so far, I'd advise them not to look at the time and to really believe in their idea.

What is a good way of dealing with obstacles?

Rule No1: Deal with them, head on. Only this way you can surpass them.

Rule No2: Ask. Ask for help, from everyone around you and people who know the work. Our job is not only behind a desk and dealing with materials.

Designing is communicating.

Where is Studiomaticity heading and what are your goals?

Studiomaticity is really in the now and seeks to give its own dimension in designing. Always through fun and occasionally nostalgic projections, along with innovative materials and high quality. We hope to reach this goal.

www.studiomaticity.com



COCONUT

a content company

Interview: Kristiana Lalou

Photography: Maria Belegri

Lydia Papaioannou and Angeliki Douka, came together to create Coconut, a content company, as it is named, with the purpose of strategic creation and distribution of original content. Along with them Christos Tsounis completes their dream team. We visited Coconut's headquarters, we took pictures, we played a bit of ping pong, moved the furniture around and generally had our fun. They told us some very interesting things too. And if you dream of becoming an influencer or just want to check them out, you can reach out to them at coconutcompany.gr

Entrepreneurship in Greece. How is the mood?

L: Contrary to what most people say, I wouldn't say it's bad, overall. There are opportunities available, a desire for collaboration, for a creative challenge -at least in our field. My experience may very well be influenced by the fact that this field is growing instead of dying -a situation I've found myself into before. Beyond that, of course, there is chaos. We are asked to work within a framework that is truly discouraging. There is no motivation, and the tax system is depressing, if not infuriating. But we are not giving up.

It requires courage to start your own business by yourself. Having moral and practical support from your environment, is that crucial?

A: Having support, especially emotional, is not only necessary, it is absolutely vital. You can come up with the most brilliant idea. The state of the market, however, can often be a deterrent. Everyone's first thoughts are usually what if I don't make it? What if all I earn goes to taxes? What if my idea isn't good enough after all? In these moments, the people around you have an important role to play, by being honest, and helping move forward and conquer your fear. They will remind you where your idea came from, why you decided to do your own thing. If these people happen to have a more detailed knowledge of the market and can offer practical advice, all the better. But mostly, I've found that when you really want to create something for yourself and are seriously working on it, the right people will appear at the right time.





How was Coconut born and how did it evolve?

L: The idea sprung from a simple thought I had when I decided to leave my last job. "What am I good at? What do I like?" The answer was a no brainer: from my first job, to this day, I create content for television, radio and magazines. Combine that with digital creations, which I find fascinating, and that's how Coconut was conceived. The initial concept was further developed when we decided to join forces with Angeliki -or Ginger, as we all call her- a decision that to a large degree molded us into what we are today.

How do you define success?

A: Success is the gradual realization of a worthy ideal. Not my words, but those of Earl Nightingale, who devoted his life to studying the notion of success. For me personally, success is doing what you love and never giving up! Those who go after their dreams and give their everything to make them come true, are bound to succeed.

How do you motivate the people around you so they share your vision?

A: If you're the first to share your vision from a place of love and not arrogance, then others around you will embrace it. Communicate, don't dictate, work with people, don't use them at whim. Look behind their thoughts and needs, hear them out, give them space to grow within your vision and feel that you're doing something important for them -their definition of important, not yours.

What advice would you give to a young entrepreneur?

L: Make sure you have people around you who share and can support your vision. You will get nowhere without a good team. Coconut would be nowhere without Ginger, or Christos who has given his full support and skills since day one. But also the rest of the team, who are creative not out of obligation, but because we share the same dream, and each one of us contributes our own unique brand of talent.

Favorite moment in the business?

A: Every time we exceed our goals.

What is a good way of dealing with obstacles?

A: I think a mixture of persistence, hard work, co-operation, flexibility, balance, and efficient time management. There will always be roadblocks; embrace them so you can be better. Don't let them get you down!

A wild dream you're still chasing? Are we chasing our dreams, or being chased by them?

L: I would like to spend some time living in different places around the world, without giving up my life here. I'm convinced I can do it.

A: I took a personality test recently, and was ruled a hard realist. I don't have a lot of crazy dreams, but I do have concrete goals. I usually follow my instincts and adjust the facts accordingly. It is therefore, hard to say who is chasing what.

Where is Coconut headed to and what are some goals you're looking forward to achieving?

L: Our goal is to create commercial content of which we will not only be proud, but which will also create new creative pathways. At the same time, we want to utilize what we know in order to support social causes that will make the world a little bit better (smiles).

www.coconutcompany.gr

Styling: Goldy Hatzitheodorou

MUA: Jennifer Ray

Lydia wears blazer Twenty_29, trousers & belt H&M, shoes Migato, top from personal collection.

Aggeliki wears blazer H&M, skirt & sneakers Daniella 19_96, t-shirt Zara, socks from personal collection.

Christos wears clothes from personal collection.





FLANEUR

souvenirs & supplies

Interview: Kristiana Lalou

Photography: Maria Belegri

Some people are naturally communicative. When you speak with them you instantly feel comfortable. John of Flaneur Souvenirs is this kind of person. We discussed a lot and our talk was so nice that I'd hate for it to be written as an interview, for fear it will lose its warmth. You will, therefore, read it as a collection of quotes

Together with Katerina, his partner in life as well, they created Flaneur Souvenirs, 19 months ago, with a wandering tortoise as its logo. He left a career in marketing to focus on the shop. Something he does very successfully and with a lot of zest. Flaneur is just like its owners, cozy, friendly, full of interesting things, well traveled and tasteful. Every item inside the shop is carefully chosen. I found nothing I did not want to buy.

"We called it Flaneur, not just because it has to do with souvenirs, but because we wanted everyone who entered the shop to feel like a wanderer too. To look for things they might like, to discover items they don't expect, to ask for directions, to listen to stories.

Our last trip before we opened Flaneur Souvenirs with Katerina, was in Portugal. They are way ahead of us in modern souvenirs. We loved the idea and we evolved it somewhat, into what it is today. Our starting point and our destination, is traveling. Flaneur is a state of mind. We travel along with our costumers.







explore



I come from a family well-versed in trade, so it wasn't difficult for me to decide to start my own business. In Greece, we are terrified of failure. It is not such a big deal to fail. You can try again, you can try better. As long as one is healthy you can do anything. Abroad it is very common for businesses to fail, but they don't give up.

Our work is our life. I work about 70 to 77 hours per week and I love every second of it. It doesn't tire me. Most people in my generation are now expats. But even if you leave, there is no promised land. Nothing is given to you for free. And it is certainly a lot more difficult to start a business abroad than it is in Greece.

The recession has helped in boosting creativity. People have more free time to dig deeper. Consumers as well. People don't want things that are mass produced anymore. They are shopping for a story, not just a product.

I have many favorite on-the-job moments. For example, I just received the latest Asterix copy, because the publisher happened to walk into our shop one summer day. That is amazing to me.

Another time, a Canadian costumer, liked us enough to ask us out for beers. He ended up coming to the shop another time, high on ecstasy. He laughed, drank a lot of water, spoke to every single costumer. (laughs) it can't be helped. You just laugh it off and hope for the best.

Katerina is very good at setting up the store, decorating it, coming up with the name was her thing as well, curating our merch. I, on the other hand, am very communicative and need to deal with people. One hears so many stories from costumers. It's a wonderful thing. You get to travel while staying still.

My advice is to generally do whatever you want to do. What you like best.



MADAME SHOUSHOU

Interview: Kristiana Lalou

Photography: Maria Belegri

Elina Kordali launched Madame Shoushou back in 2011, inspired by the vintage and the romantic, framed by the contemporary. Her clothing line was an instant success and it became the dream of every big girl to wear the floral bathing suits and dresses with the unabashedly girly bows. Elina always knew what she wanted to do and starting her own business was totally realistic and came to be very naturally. The name Madame Shoushou was inspired by her grandmother, who always called her and her sister "shoushodes".

"When we started the brand, the recession was in full swing. Thankfully I had a lot of support from everyone around me. My parents were both entrepreneurs. So naturally they stood by me and I had experienced what it is like to have a business. I wasn't scared of what I would have to face, but excited about starting the whole thing. My friends helped me a lot too. I used my friends as models in the beginning and of course it was a tremendous asset that they shared and supported me on social media as well and Madame Shoushou gained popularity that way.

It is free advertising and now it is the norm and every brand does it. But back when we started it was fairly new. We did it mainly because we had a limited budget

The recession has one very clear upside when it comes to starting your own business. It negates the risk sort of. When failure is very real and possible, you are nonchalant about it all and take all the risks and try new things, because you move forward thinking, if I fail, I might as well try it all! Besides no matter the times you live in, you will succeed when you do something special.





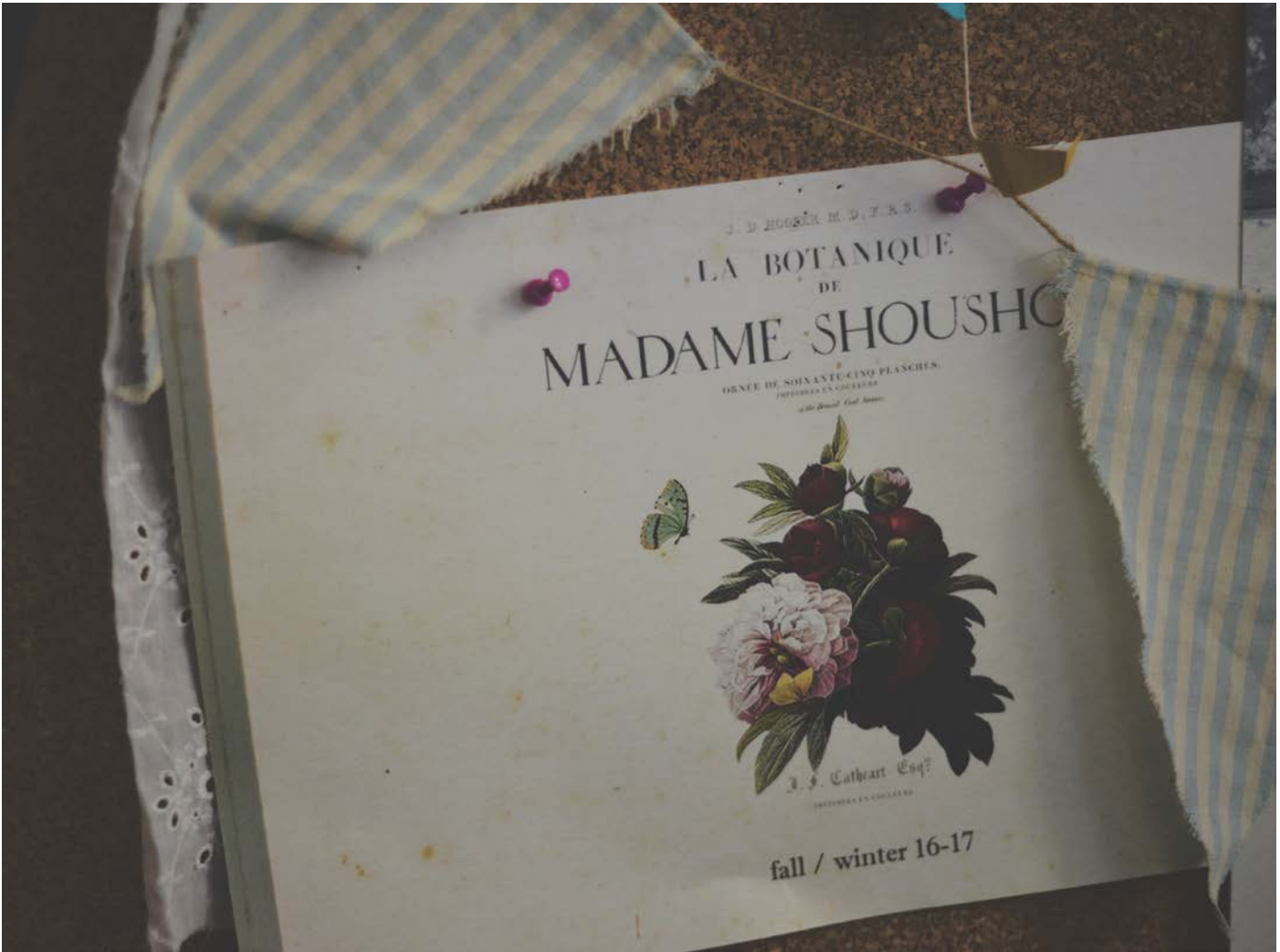
I draw inspiration by everything around me. The important thing is to use your senses. To listen, to hear, to see, smell and taste. To live and have your antennas up to whatever may draw your fancy and inspire you. You set off with a concept and it takes you to an item of clothing. Or you touch a certain fabric and that gives you an idea.

The girls - my associates - are an indispensable part of the brand and they have the freedom to move and do things and be creative. We work as one big creative group of friends and even the person dealing with the finances gets to be creative with us.

There will always be difficulties. The point is to follow your dreams. No matter how cliché that may sound. Don't listen to anyone and just do what you want to do. It takes faith and determination.

My goals and dreams are ever evolving. It's each day's small victories that count the most. It was amazing for example, when I was casually walking in New York with my mother and we happened to walk into an Anthropologie store and see a whole section of Madame Shoushou clothes. The fashion show we did recently was another dream-come-true. The fact that we receive messages every day from satisfied costumers telling us that they open their closets, look at their Madame Shoushou clothes and smile.

www.madameshoushou.com

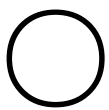




KOUMPAKI

Interview: Kristiana Lalou

Photography: Maria Belegri



Once upon a time, there was a lovely girl, with a great fashion sense, an awesome sleeve tattoo and a talent in crafts. She lived -almost- in a little blue button, somewhere in Psirri str. Inside the button called Koumpaki shop (little button shop) she waited and asked passers-by if they found it easy and if the sweets need to do in the fridge. And if you do not know who Irene Vitorou is, then you must be living under a rock.

Three years ago, Irene decided to open her own shop, and sell her handmade creations. Since then she gradually blew up on social media and people took notice. Of her funny one liners and the stuff she makes. We met with her and she is the sweetest. We talked a lot, both sides, because we felt comfortable enough to ramble on, and this is what she told us.

"I wanted Koumpaki to be cosy. Not a generic store. People come and I ask if they'd like some water and they act as if offered them my kidney.

Initially I did this from home, but a time came, when I was looking for a job. I thought then I will either do this professionally or forget about it and do something else completely. We then found the shop, completely by chance... and I booked it.



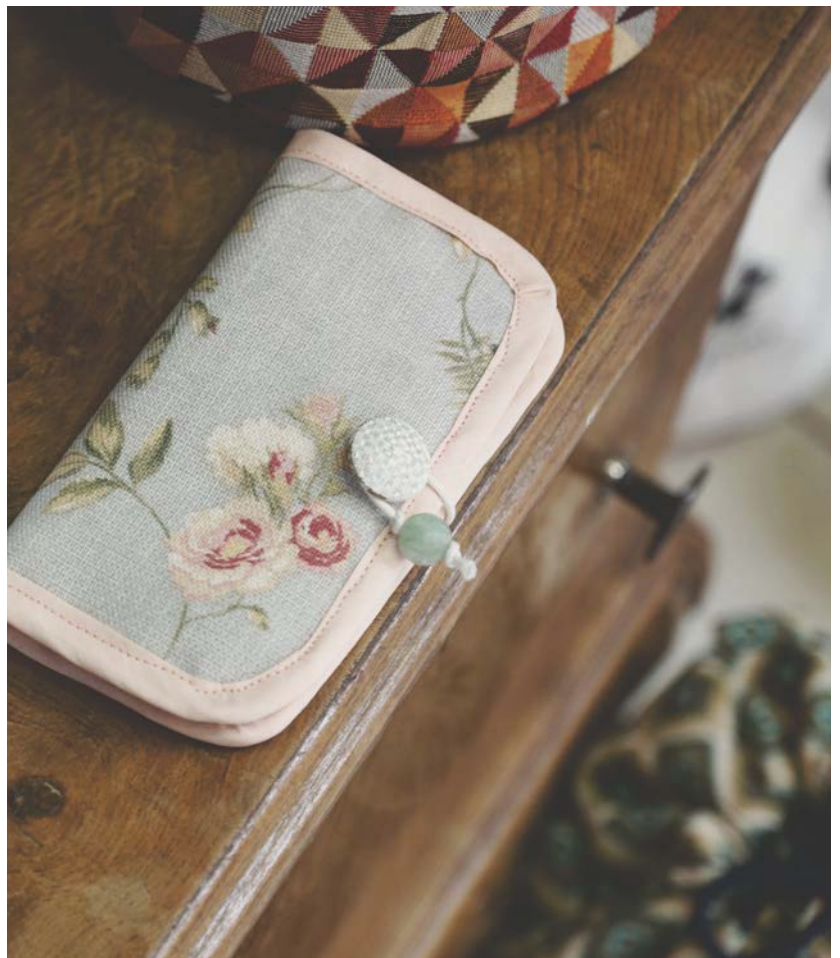
Everything in the store, is our product. The handmade ones which I made and the t-shirts and tote bags which I designed.

When I started out, I had no idea of the dangers. I still don't probably. But I didn't understand back then, the needs a store has. I hadn't taken into account for example, how someone might stop by, purchase a lot of things and leave me with an almost empty store. I then have to stock it all over again immediately. I found my pace though gradually. I started drawing more, doing other things too.

You built a clientele slowly. Age wise, I have a wide range. From grandma's buying for their grandchildren, to boys getting gifts for their girlfriends.

My parents always urge me to do what I love, what I want and what makes me happy. They stood by me, through everything. They still do. Financially and mentally. There are days when all the hardship gets to me, and they are here to pick me up and encourage me.

Maybe it makes it more difficult, that I don't have a business partner, but Koumpaki is my child and I'd hate for someone else to have a say over what I do or don't with it. Besides it is hard to find someone you can be on the same page with and I don't mix friendship with work. I think it wrong.



At first, I was very shy about it all. I thought I'd get mocked. I was ashamed of even designing something. I had no Facebook page. My best friend made me one. Then I started to slowly get acquainted with it and now I got it totally. I make things and I upload them to see how people will respond to them. The one liners and inside jokes of me and my friends are now on mugs, t-shirts and tote bags. I never expected people to like them as much. That was a surprise!

Generally, I get stuck on a colour and go with it. Or maybe I like a specific fabric. When it comes to quotes, that part is autobiographical. (laughs)

My boyfriend left me. Chaos. I am in a drinking binge sort of phase?! This is how the quotes get to be.

This street, that the shop is on, is crazy person central. So whatever I hear, I try not to pay too much attention to. Then there was this old man who passes by often and would tell me: "I have something to give you." I thought...oh god, another crazy one. Yet one day, he came with a box full of ribbons, buttons, lace and fabrics. I was overcome with feelings of being grateful. I thought it was an amazing thing that he did. I cried, I thanked him, my best friend was holding me, I made a scene... (laughs)

A weird thing that has happened, was this one weird person, who came asking if I sold animal skulls and bones. I said to myself, ok this is it. You'll be found slaughtered. The madness here never stops.

Something I really want, is for the shop to do better, so I can have the financial stability, that will allow me to do more with it. But this in times of a recession, I am aware is a difficult thing.

If someone wants to start their own business, they should know, it is a lot of work, takes a lot of time and requires dedication. It also offers you things though, that you never expect."

@koumpaki.shop
Pallados 24-26 Str.





PARAPHERNALIA

Interview: Kristiana Lalou

Photography: Mimika Michopoulou

Hidden in Paparrigopoulou str. Paraphernalia is a contemporary store, focused on providing a collection of carefully selected objects for costumers with a preference for the off beat. George Karras and Angela Koutroulaki answered our questions on what it is like to be a local entrepreneur, simply, swiftly and to the point.

Entrepreneurialism in Greece. What is it like?

Not easy at all. It is a bit ridiculous to be talking about entrepreneurialism in Greece. Nonetheless there seem to be more and more people - unaware of the its perils, just like us - who give it a go. And that is a good thing.

You have a very unique aesthetic and the items who carry are carefully curated. What is your goal as a business?

We like to discover new things. That is what we promote. Old or new. Ranging from Japanese pencils to industrial lamps and chairs. We hope it continues to excite us the same.

How do people respond to what you promote?

The response is better than we could have ever hoped for. We are beyond grateful.



What sort of advice would give an aspiring entrepreneur?

Patience and commitment to their goal. Meaning, hard work and no illusions that they will receive help from anyone but themselves.

Favorite moment on the job?

We have formed a few friendships with partners and clients through this. That is something very importantó.

What is a good way to tackle possible problems?

Being calm and Prosecco?

A crazy dream you are still chasing after?

We are chasing nothing lately, besides some free time.

Where do you see Paraphernalia in the future and what is a goal you can't wait to reach?

We have a few ideas about what comes "after" or "in the meantime", but very loosely. We have patience...

www.paraphernalia.gr





CONSTANTINOS DAGRITZIKOS

six dogs

Interview: Kristiana Lalou

Photography: Mimika Michopoulou

When you are conversing with Konstantinos Dagritzikos, you have to be very careful, not to miss a word he says. He says a lot of things, all awfully interesting, and he says them fast. We moved from one topic to the next and I believe he is the kind of person with whom the conversation will never run dry. He is clearly charismatic in his communication style and has an off beat mood and style, that one can't really pin point. Something he himself aims for, I assume. He is the art director for Six Dogs, amongst other things and you can catch him walking around the Athenian center when he is not busy setting up live performances and music events in abandoned buildings. He is full of energy, that fills the room. The identifier of a good "leader" is being able to inspire and convince you, you can do anything! Even let's say, for example to set up a concert, sans electricity, in the center of a volcano, midsummer and have so many people attend you are risking sinking an island.

"It is all a matter of perspective. The recession certainly wasn't a good thing, but it wasn't completely bad, too. It brought some good with it. There are people out there, who followed their dreams, solely because the recession, left them no other choice. Of course, I am one to talk. I always see the light at the end of the tunnel, so I won't ever say that things are bad. I am a tremendously optimistic and positive person.



I believe that it is always the right time to start your own business. If you believe in it and are dedicated, it will catch on. All it needs is a spark, a neat idea. We don't live in a chaotic metropolis where everything is way hard to accomplish. In Athens, with a little bit of networking, some contacts and a lot of zest, you can do wonders. You can start something.

First of all, you need a good idea-product, a little innovative and with a crowd to receive it out there. Then you share it and you let it evolve.

The first Six Dogs operated, I couldn't believe it. I was working on it for a year and suddenly it was there, before my eyes. Every single day since then, has been as terrific and important.

I wanted a space that would combine all the things I like. Music, Live performance, movies, art, parties. And we generally have amazing organization and preparation. I am always there for all of it too. Whatever I do, I want to experience it, too. It is also very important, having great people to work with. With my associate, Panagiotis Pilafas, we see eye to eye, we want the same things.

A good partner is indispensable, because you have an ally. You want someone next to you, to help with the decision making and to share responsibility.

What we do is our life, not a hobby. We live off of it. It is our job and it sustains us. Unless you are committed to it, it won't work."

www.sixdogs.gr



MADAME GÂTEAUX[^]

let us eat cake

Recipe: Madame Gâteaux

Words: Kristiana Lalou

Photography: Mimika Michopoulou

Calliopé is charismatic. Meeting her always puts a smile on my face. She has a calmness and a girly smile that charms you right away. When she gets in character as Madame Gâteaux, she turns into a stylish woman with an allure reminiscent of a different era.

She studied in the famous Le Cordon Blue and worked abroad for a while, but decided to return to Greece, along with her partner and created the brand Madame Gâteaux. Tea parties with aromatic tea blends, vintage tea sets, and scrumptious layer cakes. Drop by her lovely workshop for a taste. Delightful much like the delicacies she produces. A personal favorite, the lavender butter biscuits. Let's have a tea party then and let us eat cake.

Entrepreneurship in Greece. How is the mood?

It's hard, and I think everyone would agree. The market, the legal and tax framework aren't helping. On the other hand, I am optimistic and I believe that even during times like these, people are open to fresh ideas and creative people find solidarity in each other. Case in point, you and me.

It requires courage to start your own business by yourself. Is moral and practical support from your environment crucial?

Of course it is. This is one of the reason that, even though I trained and worked in London, I decided to return to Greece to start my business, since I had an extensive support network already in place. You definitely need a social circle of people from your field of business, but loved ones are equally important in providing moral support and help in a word-of-mouth way, particularly during a business's first steps.



You have a special vintage aesthetic and feel. What are you aiming this approach at, and how did it come to be?

It developed organically, because, as everyone who knows me personally can testify, this is an inextricable part of who I am. My love for anything vintage has been cultivating ever since I can remember and there was no way it wouldn't have been expressed in whatever I decided to do professionally. As for Madame Gâteaux, specifically, she is of course part of my persona and the broader concept I have created.

How do you define success?

I think that's different for everyone, depending on the goals you set for yourself and your business. In my opinion, if with every step you take, you see progress, even if it's less or slower than you would have hoped, that's success. In other words, slow and steady wins the race.

How are people responding to what you're proposing?

Very warmly, I think. By which I mean not only the customers and the demand, but even a kind word, a nice comment on the blog or my posts on social media can truly make my day and give me the courage to continue what I'm doing.

What advice would you give to a young entrepreneur?

Be patient, think every step through before acting and carefully choose the people you work with. Also, it is sometimes better to say no to things that don't agree with our brand's style, even if the offer sounds tempting. Always listen attentively to any advice you're given, process it, but at the end of the day, follow your instinct, because no one else knows your business better than you do.





Favorite moment in the business?

Seeing the customers enjoying their afternoon tea, getting excited over desserts, china, and the art de la table.
Every time a customer posts a picture of a cake on the social media, tagging with his thanks to Madame Gâteaux.
The creative moments, when I shut myself away in my workshop, experimenting or trying new recipes for a new menu or a custom order.
Whenever I discover a bargain in an antique shop or a flea market and can't wait to add it to my collection of vintage china and make use of it during afternoon tea or a photoshoot for the blog.

What is a good way of dealing with obstacles?

Being calm and flexible. There are always gonna be setbacks (especially in the kitchen, as any chef will be quick to assure you), but the point is to be able to readjust your plans, because not everything always turns out the way we want.

A wild dream you're still chasing? Are we chasing our dreams or being chased by them?

I think that if a person is creative and in possession of imagination, they will never run out of dreams or ideas. I don't think of it as a chase, but more like an idea or a goal that once set, stays still, and I do my best to slowly move towards it.

Where is Madame Gâteaux heading and what are her goals?

The next step, starting within the next few weeks, is the opening of my own space, which will include a small private tearoom for 6 people, that can be reserved for afternoon tea, at an elegant and wholly vintage mid-century dining room. This is something the customers have been asking for for a long time and if it goes well, the next goal will be a bigger tearoom, open to the public on a daily basis.

www.madamegateaux.gr



Layer cake with pomegranate & rosemary

Ingredients

For the cake:

(for two baking frames, 16cm in diameter)

5 egg whites

1/2 tbs cream of tartar

300 grams of granulated sugar

1 tbs baking powder

3/4 tsp of salt

350 grams of soft flour

90 ml of sunflower oil

5 egg yolks

180 ml freshly squeezed pomegranate juice

1 generous handful of finely chopped rosemary,

Instructions

Preheat the oven to 170 degrees Celsius and place the baking frames on a sheet metal lined with aluminum foil. Combine the egg whites with the cream of tartar and using your mixer, beat them well until they are fluffy. Transfer them to a bowl and set aside. Then in your mixing bowl, combine the sugar, baking powder, salt, and flour. Add the egg yolks, the oil, and juice and mix well. Add the rosemary and continue mixing. Then add the egg whites in, mixing gently with a silicone spatula, taking care not to let the air escape and the mixture to deflate. Divide the mix among the two baking frames and bake. The cakes are ready when you can dip a toothpick in them and it comes out clean. Remove the cakes from the oven and set aside to cool down completely before you extract them from their trays and frost.

For the icing

250 grams of granulated sugar

3 egg whites (use large eggs)

380 grams of unsalted butter

freshly squeezed pomegranate juice

some pink food coloring

In the mixing bowl, beat the egg whites on high speed until they are fluffy and combined. Simultaneously, in a small pot, let the sugar come to a boil with just enough water to cover it. When the thermometer reaches 120 degrees Celsius, remove the pot from the stove, slow down the mixing speeding and pour the syrup on the egg whites. Then turn the mixing speed on high and continue beating the mixture for several minutes, until the bowl is not hot, but only relatively warm.

Put the butter in the microwave for one minute, so it is soft but can hold its shape. Cut it into cubes and add it to the mixing bowl gradually, until the mixture is well combined and glossy. Finally, add the juice, while still mixing and until it is well combined and according to preference, add a few drops of pink coloring for a brighter color. Cut the cakes in two slices and frost in between layers. Frost the cake on top and all around with a spatula for even distribution. Decorate according to taste with pomegranate pods and rosemary.

Gin with soda, rosemary & pomegranate juice

30 ml of Gin

700 ml of Soda

a few freshly cut mint tops

50 ml of freshly squeezed pomegranate juice

the arils of a whole pomegranate

Pour the gin, soda, and juice in a jar and mix well. Add the pomegranate arils. Ice according to taste and decorate with a mint top.





PROMISED LAND

Words | Photography: Yiota Bouga

Only one destination is associated with this description. Just like we call Paris the City of Lights and Rome the Eternal City, America is the Land of Opportunity. For me, the American Dream started on a warm day of June and I don't think it ever ended, because even now when I close my eyes, I'm in New York City.

Okay, it's not autumn, like in the movies. The yellowed leaves aren't gathered in piles on Central Park's trails, and I'm not warming my hands on the paper cup of my steaming Americano from the deli around the corner. The city is boiling and a cold beverage with a lot of ice is necessary to fight my feeling of suffocation. The sun gives off its heat even out of its reflections on the glass fronts of the buildings, and a little further down warm steam rises from the vents near the sidewalks. Hardly anyone wants to walk around and those entering the subway squeeze themselves into the air-conditioned trains, away from the scorching heat of the platforms. I never yearned to travel to America... Especially in the summer. I fulfilled my travel restlessness around Europe, with the opposite shore of the Atlantic being as far from the top of my list as the skyscrapers from the ground. I never hoped, wished, or expected to be there... "Since you got the scholarship, go and see what comes out of it." And this is how it all started.

It was near the end of April when I found out I'd been accepted to Columbia University so I could learn how to use video in journalism, in the way I tell a story. I was happier about this achievement of mine, about getting to go to this top University even for a short while, than I was about travelling to New York. I understood very early on, though, that the city would be an integral part of this class, when our professor asked that we incorporate it into our videos. We had to have a plan in mind, to find the stories, the characters, and of course the right locations for our films.

You see, it was the nature of the program that urged us to go out and meet people, listen to what they have to say and explore New York City. I abandoned the first idea I had. I never filmed the Greeks of New York. "Go with the flow", I thought. I employed friends and acquaintances and gathered information that I could use in my scripts, found interesting people I could meet and locations to film at. When I had what I needed, I calmed myself since there was nothing to be stressed about, and buried everything deep in my laptop archives, to consult when I got to America.

It all stayed there for several days. My first week was a cultural shock. An onslaught of new information attacked me from every direction, making the heat bearable. Is Central Park really that big? We need to go to Carrie's pastry shop. I saw Uma Thurman walk out of a speakeasy place somewhere on 5th Avenue. Where is the arch from 'When Harry Met Sally'? There was not enough time in the day for rest. Class, filming, exploring. "We are in New York City", my friend Maria said, when she saw us all exhausted, "we need to take advantage of it."

And this was how, only on my third day in America, I found myself with a camera in hand standing outside the United Nations. I was looking to learn how it was to work there so I ended up in New Jersey with the skyline outlined against the sunset as my background, asking interns about their experience. The following days were just as amazing and fast-paced. I now knew how to handle the camera, I felt comfortable on campus, while my first three videos were a reality. Within a month I had managed to explore the entirety of New York, make a story out of my every acquaintance and even find time to go through my laptop archives and find that place with the good oysters, that a friend had recommended.

A coffee and a bagel on Amsterdam Avenue had already become a habit when it was time to return. I was sad to leave, I won't lie. But as cliché as it sounds to call a trip 'a lifetime experience', that's exactly what it was. An experience, from beginning to end. A trip that had it all. Besides, anything can happen in New York!

WOOF! DIARIES

Episode 4: When there's a will, there's a way (usually?)

Words: Deppy Karagianni

If you've been trained by a dog, along the lines of the previous episode, you know these creatures' persistence can be legendary. You must also know by now that in most arguments, the one with the puppy eyes wins.

In other words, for the most part, what your dog wants, your dog gets. You start lunch with a *"no, you can't have my food"*, continue with *"at least wait your turn"*, and, if the heartbreaking whimpers still haven't worked on you, end up with paws on your shoulder blades pushing you face-first in your plate. *"Not on the bed"* turns into *"stay here"* ('here' being the corner you grant them on the mattress) and concludes with you balancing on the edge of the bed or bending in awkward angles to fit. *"Not my favourite slippers!"* is followed by you comforting yourself by thinking that maybe you didn't like those slippers so much.

Conclusion: dogs have the natural ability to charm humans, that may be developed to the fullest once they find the loving home they all deserve.

What would be interesting to explore is how dogs themselves react to the charm of another of their own species. Puppy eyes don't work on another puppy and, from what I've seen, dogs are not very resilient to rejection.

When Dex was still the new kid on the block and had just set out to make friends, he met Lou. Tall, blond, with those half-standing, half-folded ears of a too-cool-for-parks mixed breed, Lou walked out of his house and Dex, dazzled by his coolness, was very keen to make his acquaintance. With some pretty loud, teeth-baring barking, Lou made it quite clear that he didn't want to hang out and walked off into the sunset, which resulted in Dex sulking for at least a full minute. Well, Lou, we don't regret to inform you that at present Dex is at the top of the popularity charts (fact) at the park and your friendship is no longer needed (there are plenty of dogs in the park etc). Or so I would love to say, but Dex still insists on saying hi to Lou on the street and getting snarled at. To be fair, there's always a moment of whimpering for every dog who refuses to talk to him. The most recent example was a small, white-furred miss we interrupted from smelling some interesting stones. Dex employed all his tricks, little side-jumps, kicking a cloud of dirt up in the air, parading around her and sniffing her snout and ears but she

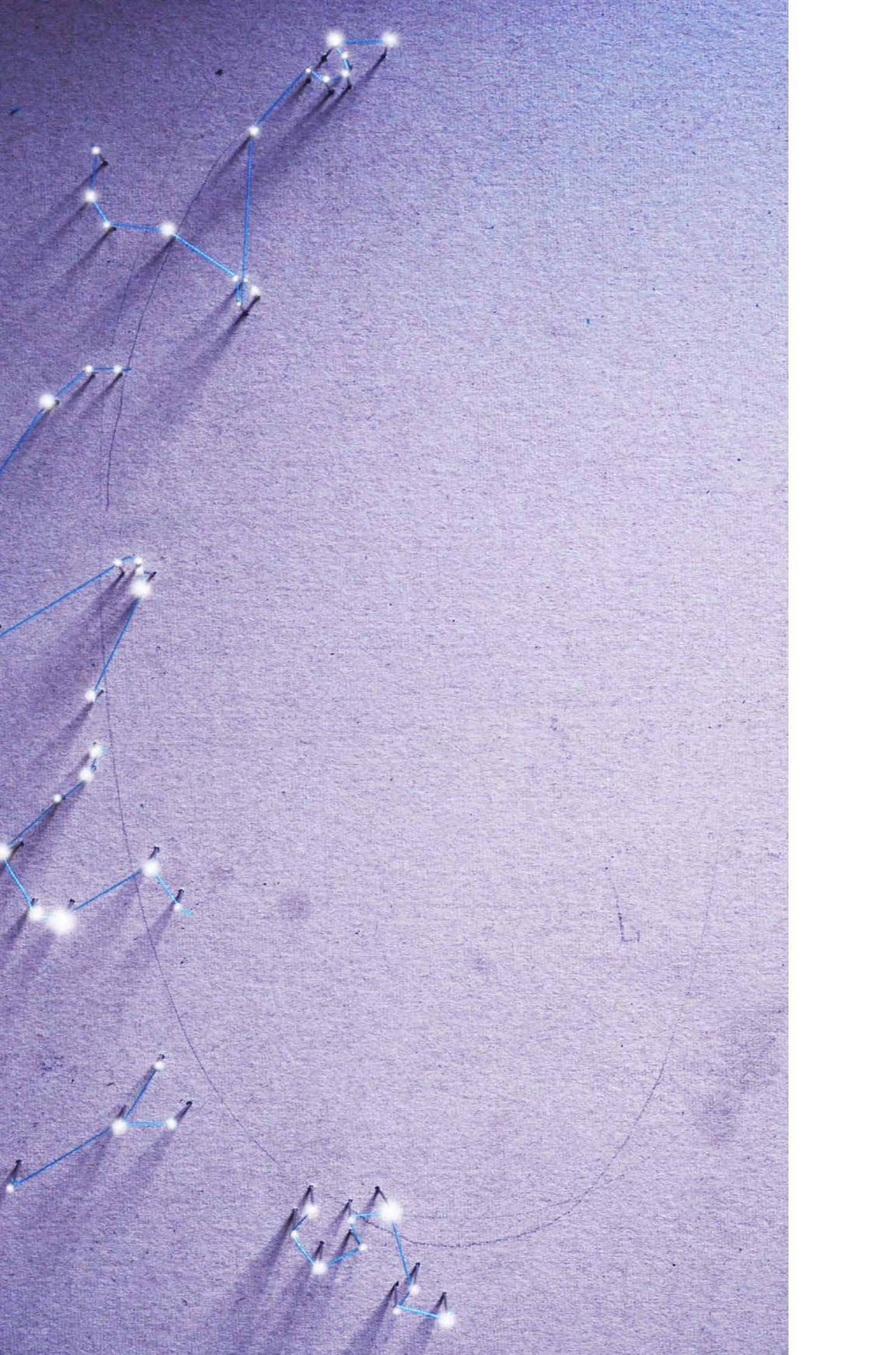
still dumped us, hopping away gazelle-in-the-grassland style.

Dex's fan club also counts more than a few persistent members. A bright example is Darcy, a gorgeous and unrepentantly flirtatious black lab who persistently walks around the dogs he likes, smooth-talking them into hanging out with him, in a manner that kind of makes him look like he's murmuring he has a Porsche or a summer house by the sea. Charlie (you might have guessed he's a King Charles breed), on the other hand, has a more *"please, please, please!"* approach, which involves a lot of pawing and jumping around. And finally, there's Bouboukos, a black, fluffy, ever-growing puppy with a sun's amount of energy to burn, who invites other dogs to join his tornado-speed games and then groans and pouts when they're not in the mood or fail to follow. As mentioned earlier, Dex loves to mingle and socialize, but he has a heavy schedule of trees to smell and grass patches to kick, so sometimes, he might just pretend not to see them.

Nephele is a curvy lady of a beagle who is rather straightforward about her *NOs*. Particularly when it comes to her pine cone game. Contrary to Lou, Nephele is well-mannered and will come to greet you and exchange a few sniffs and hugs if she feels like it. What she won't allow, is interference while she plays with her mom. The rules are pretty simple; mom throws the pine cone to *her*. *No, you cannot catch it instead. No, you cannot compete for it. And no, you will not steal her reward for fetching it!* Dex and a few other regulars, like Shih Tzu Max, don't understand how the pine cone is not a multi-player game, and Nephele has had to repeatedly threaten them away from it. At the end, they usually grumble and watch, but the next day they repeat the process.

If you've raised your dogs to be kings and queens of the house, it may prove hard to teach them that their kingdom ends at the front door, with the consequent disappointments. Thankfully, the social ones are usually more than the loners; if your puppy is not wanted in a corner of the park, he'll be adored in the next.

PS: Not to make this personal, but numbers say Dex is still prom king, Lou.



ASTRO

Capricorn

No matter how high a bird flies, it has to come down for water.

Aquarius

The arrow strikes one bird down, but the flock remains.

Pisces

A bird does not sing because it has an answer. It sings because it has a song.
- Maya Angelou

Aries

The eagle is killed by arrows made from its own feathers.
- Armenian Proverb

Taurus

A fine cage won't feed the bird.

Gemini

Sometimes the harder you hold on, the less you're in charge; regaining control means letting go.

Cancer

You cannot prevent the birds of sorrow from flying over your head, but you can prevent them from building nests in your hair.
- Chinese proverb

Leo

A wise falcon hides his talons.

Virgo

The hunter who is tracking an elephant does not stop to throw stones at birds.
- African Proverb

Libra

If there are no nightingales one must settle for owls.
- Danish Proverb

Scorpio

A bird never flew on one wing.

Sagittarius

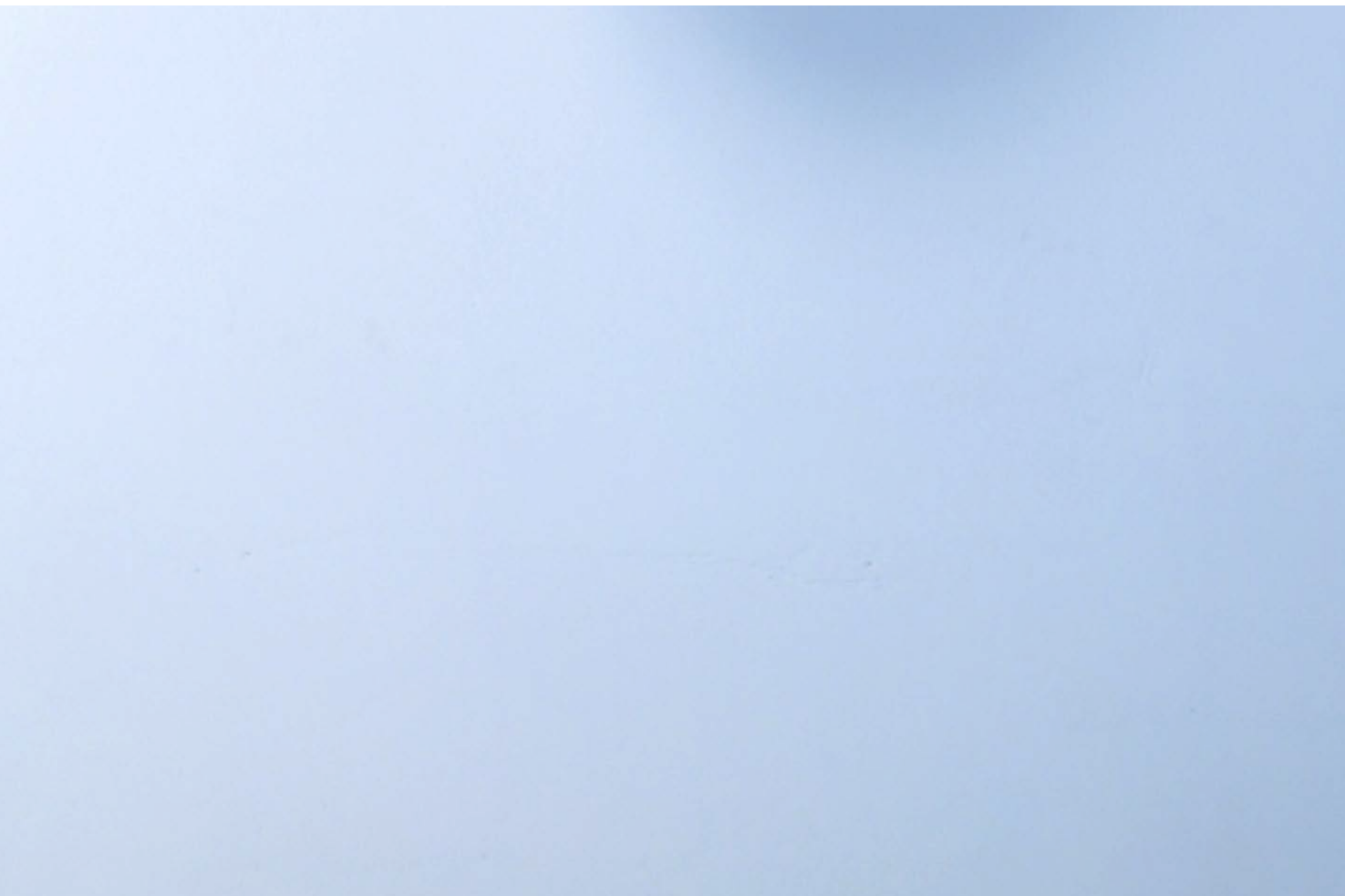
A spoken word is not a sparrow. Once it flies out, you can't catch it.
- Russian proverb

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