

NORTH

AIDAN STOKES

INITIAL IDEAS

CREATE A MAGAZINE HIGHLIGHTING THE CULTURE OF THE NORTH OF ENGLAND IN PLACES SUCH AS LEEDS, LIVERPOOL AND MANCHESTER AND TO SHOW WHAT ALL THESE PLACES HAS TO OFFER IN DIFFERENT ASPECTS SUCH AS BUILDINGS, MUSIC, ART, FASHION ETC.

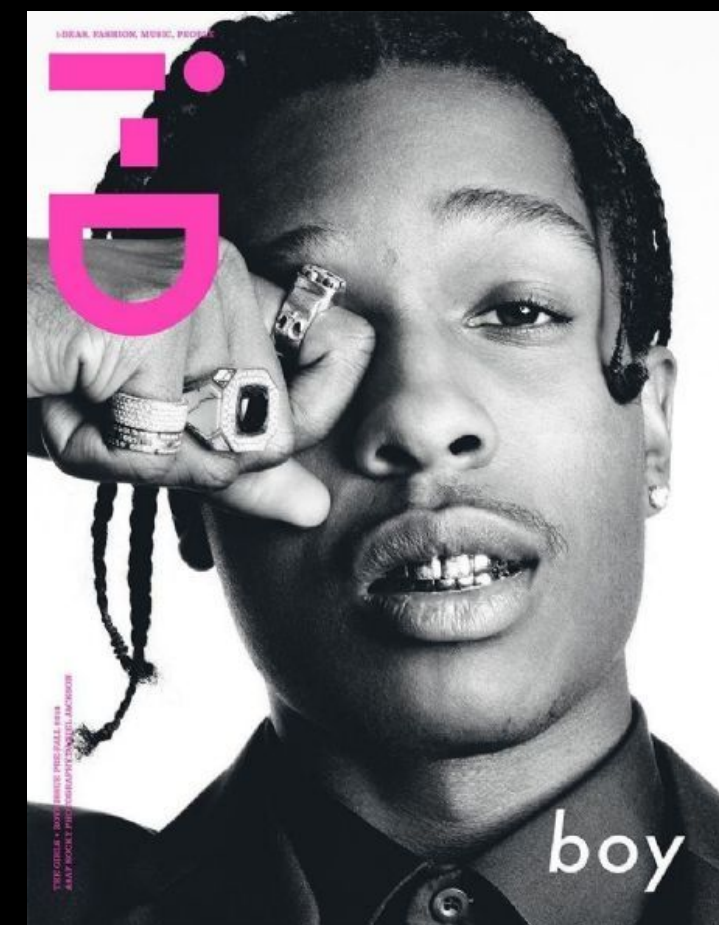
TO DEMONSTRATE HOW THE UK, WHICH ONCE ONLY HAD LONDON AS A PIONEERING CITY, HAS MUCH TO OFFER IN A WIDE VARIETY OF PLACES, SHOWING THE DEVELOPMENT IN CULTURE ACROSS THE NORTH OF THE COUNTRY



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INITIAL CRITICAL LINKS



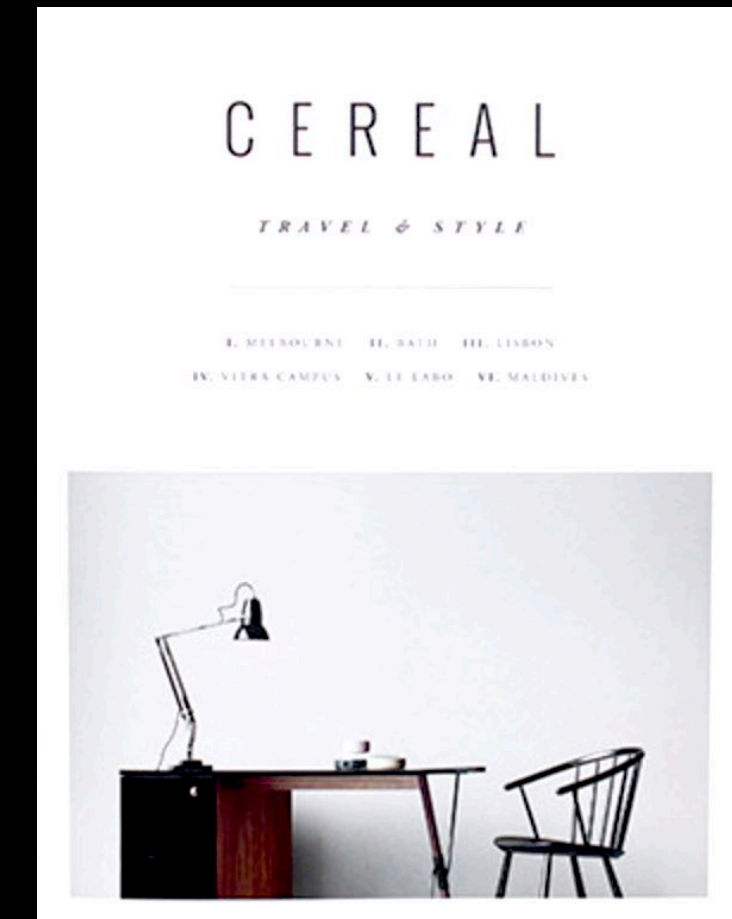
NEVILLE BRODY



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FLANEUR



CEREAL



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STAGE ONE



BRANDING





STAGE TWO / THREE

GOURMET TRAVELLER
MELBOURNE

LIFE

in the fast lane

MELBOURNE'S labyrinthine streets are home to **AUSTRALIA'S** most developed food scene. Solve the cobbled maze and be rewarded with international **FOOD UTOPIA**, says Michael Harden

PHOTOGRAPHY BY EVAN BELL

It's mid morning in Melbourne's busy centre and Hosier Lane is a hive of activity. Gathered exuberantly in graffiti and street art, the fountain-cobbled lane just a block from the grand domed Edwardian baroque of Flinders Street Station has in recent years become an unofficial (though now council sanctioned) outdoor urban gallery. Much of the thing is free to Instagram, Flickr and Tweet the art, but there's also a brisk in full merino regalia covering for wedding photos, schoolchildren in smock blouses sketching the stonework, someone photographing photographers for an art project and, inevitably – this being a Melbourne 'laneway' – a little hole in the wall cafe serving Melbourne sourced and crafted espresso and divine French- and Greek-influenced pastries to a steady stream of jazz worshippers.

Melbourne has no shortage of laneways like this one. They are a by-product of the 1837 grid that mapped out the city with main streets wide enough to accommodate bullock carts set at right angles to each other. Saving headspace to service the businesses on the grid's main streets, they developed their own unpredictable logic. Some play it straight but there are also twists and turns, dead ends and double backs in play. Even seasoned Melbournians are known to lose their bearings and get disorientated.

For most of the last century, the laneways were (not unreasonably) considered dark, dangerous passages of 800000. But in the past decade or so changes to zoning and zoning laws have seen the laneways colonised first by small, idiosyncratic bars and then by an eclectic range of small businesses and organisations. It's these that have come to encapsulate Melbourne's multicultural, artistic and food-obsessed personas. Not your average Aussie city.

Travelling the laneways has become a pastime, a kind of food treasure hunt for grown-ups, complete with unmarked doorways, basement locations, try this and nibble lights of stars.

"The less signage you have, the cooler it is," laughs Kate Bartholomew, owner – together with husband Mike and chef Adam O'Leary – of Tonka, a modern Indian restaurant inhabiting a renovated former nightclub in the city's old red brick district. A favourite of Mike Jagger, as legend has it.

Tonka delivers the slightly disorienting, element-of-surprise feel that all the best Melbourne laneway spots have. To entrance, hidden from the main thoroughfare by a burr in the alleyway, is small and unassumingly unflashy. Step through the door though and you find yourself in a clean-lined, well-lit, well-used space with an enormous cloud like white mesh sculpture hovering over the main dining area and views through huge windows to the Melbourne Cricket Ground, Australia's largest sporting theatre.

Just past the entrance, there's a large bar mixing apt cocktails (the Tonka Lassi adds white rum and heat) merge to the traditional Indian street vendor version, and wine from an award-winning local vineyard (it's that's equally valued in the New and Old Worlds).

The menu has plenty to keep guests curious, combining traditional Indian street food like a barbecue pork pork with more hybrid dishes such as a rich Green curry, made with native Australian 'bamboo', muscles from Tasmania and sweet salty Mooloooboo oysters from Queensland, all given a refreshing sour note with the addition of kokum fruit, which is most commonly grown and found on the subcontinent.

Factor in that the kitchen is a glow-free zone and that the mix also includes Southeast Asian flavours like betel leaf and coconut, teamed with 'Sambutan' salmon or tuna (served with heat-washed from 'Sambutan' and rice porridge).

Travel Information

Melbourne is the capital of the Australian state of Victoria. Time is nine hours ahead of the UK, and currency is the Australian dollar. November sees average highs of 21C and average lows of 10C. Journey time from London Heathrow to Melbourne is about 21 hours, including one layover.

GETTING THERE
Qatar Airways flies from London Heathrow to Melbourne via Doha, daily, taking 21.5 hours. qatarairways.com
Emirates flies from London Heathrow to Melbourne via Dubai daily, taking 26 hours. emirates.com

RESOURCES
Visit Melbourne The official tourist office provides up-to-date information, free guides and maps. visitmelbourne.com
Visit Victoria Don't just hang out in Melbourne's laneway – the region has plenty to offer too. Try breweries, spas, cycling, mountain ranges, and great food and wine. visitvictoria.com

FURTHER READING
The Birth of Melbourne by Tim Flannery (Doubt Publishing Company, £15). The book takes the history of Melbourne from a number of cultural angles, from indigenous to immigrants, politics and crime.
Melbourne: Australia's International City by Jennifer Stevenson (Penguin Books, £15). The story of how the multicultural metropolis grew, drawing on creative arts, high culture and the importance of the animal house race in the city's genetic make-up.

CARBON COUNTING
If you are conscious about your carbon footprint when flying to Melbourne, then visit climatecare.org where you can make a donation to support environmental projects all over the world, from solar-panel installation to tree-planting schemes. Return flights from London produce 5.66 tonnes of CO₂, meaning a donation to offset of £42.45.

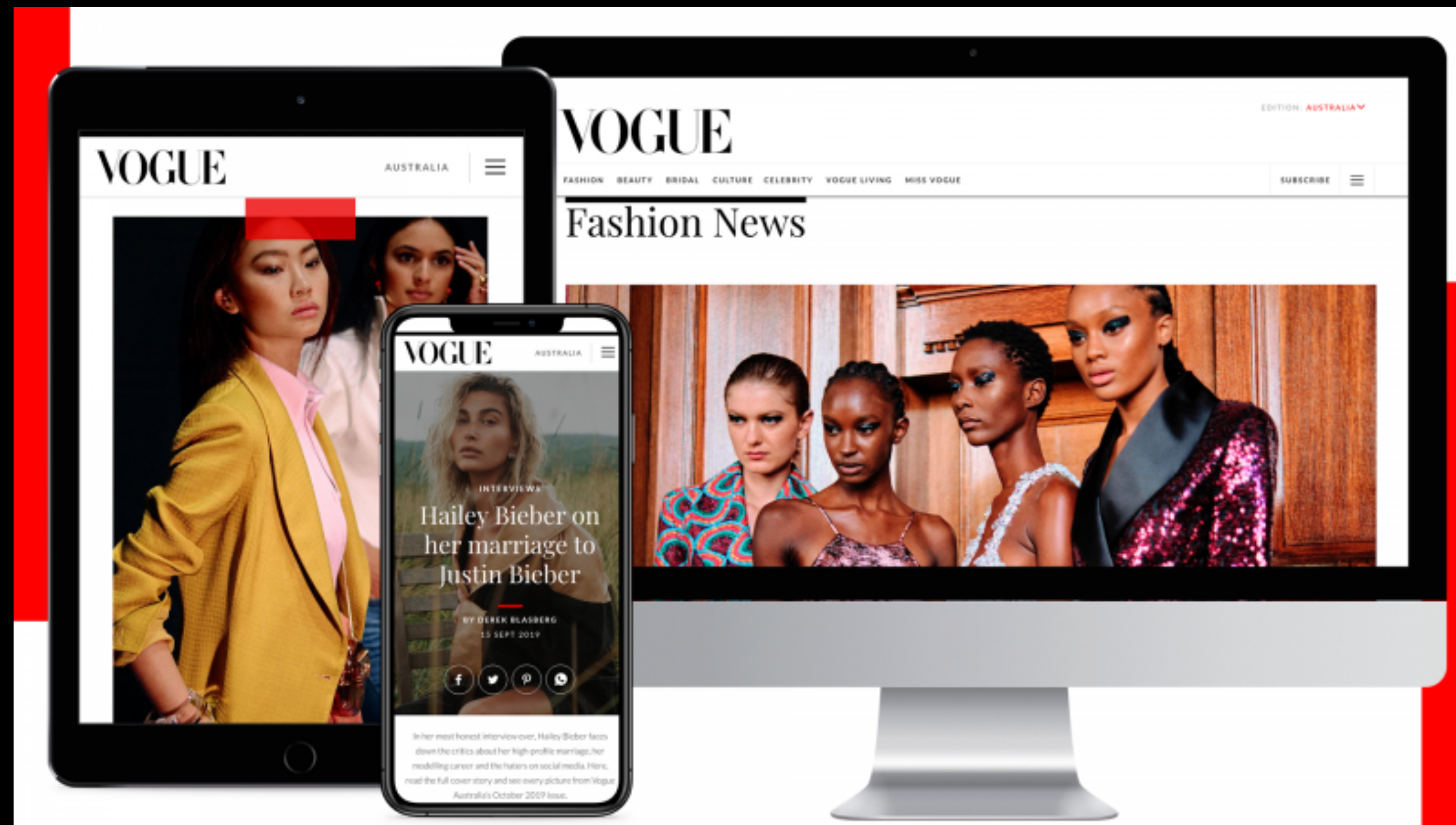
EDITORIAL

TWO EDITORIAL PIECES FOCUSING IN ON A CITY AND IT'S CULTURE AND WHAT IS HAS TO OFFER



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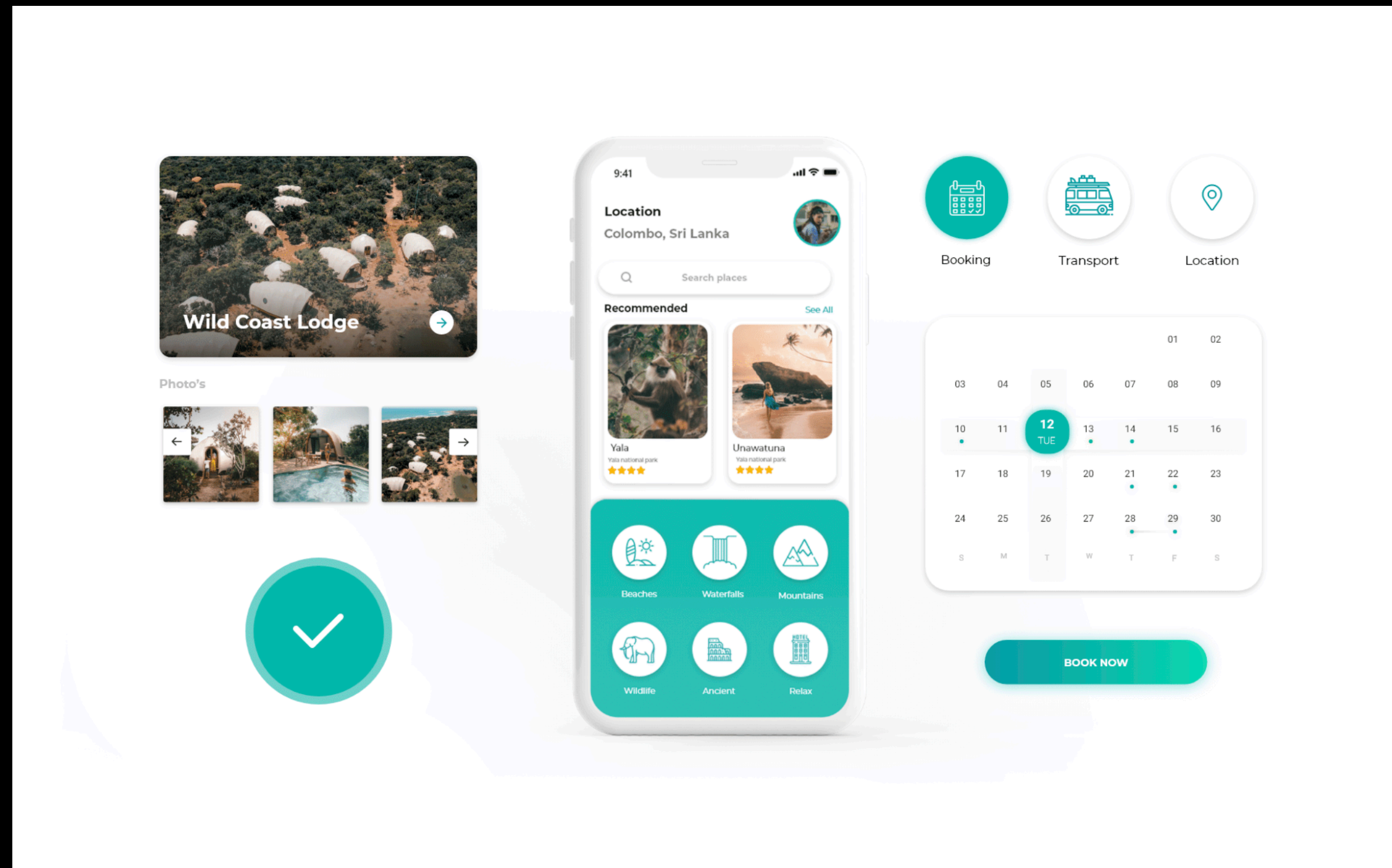
STAGE FOUR



WEBSITE



STAGE FIVE



APP

PERSONAL STUDY

ID MAGAZINE

MY PERSONAL STUDY WILL FOCUS ON I-D MAGAZINE AND HOW THE FORMER VOGUE ART DIRECTOR, TERRY JONES ESTABLISHED I-D IN 1980. I WILL DISCUSS HOW PUNK VALUES INFLUENCED THE EARLY ISSUES OF THE MAGAZINE AND WHETHER THE PUBLICATION HAS BEEN ABLE TO MAINTAIN THESE STANDARDS IN TODAY'S SOCIETY.



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AIDAN STOKES