

Style isle

For some, Tasmania is the land of milk and honey, for others the producer of the best wine and food in Australia. Few realise however, that Tasmania is also at the cutting edge of style and culture.

Cut off from the mainland it's often been the butt of jokes about its parochiality, but really the joke's on us. If Bacchus were alive today, he'd head straight for this special 'isle of style'.

Tetsuya Wakuda is a huge fan of Tasmania and has a well-documented appreciation of the State's produce. His signature dish, Confit of Petuna Ocean Trout, draws gourmet travellers from around the world to his Sydney restaurant. In fact this celebrated chef was until recently in negotiations to open a restaurant here at Moorilla Estate.

Moorilla is scheduled to open its globally significant \$70 million Museum of Old and New Art (MONA) in 2011. Hotels are opening up, like Saffire, that may well eclipse anything seen in the rest of Australia. And the food and wine...well there aren't enough superlatives for the cheeses, the seafood, the agricultural produce and the wine. Critics are singing Tasmania's praises in choir-like uniformity and Tasmania may well have the last laugh.



MOORILLA

MONA will be a secular temple. 6,000 square metres is a lot of space to worship materialism. The views are stunning if you have X-ray vision. When the museum opens your beliefs will be battered. Until then, come and have your senses assaulted.

Visionary (and, some would say, eccentric) gambling millionaire David Walsh and his partners acquired Moorilla in 1999, later establishing the Moorilla Museum of Antiquities. In 2005 the vision evolved further with the construction of the ultra-modern Ether Building and the development of iconic brands like the Source Restaurant and Moo Brew, all on the back of profits from a worldwide betting syndicate.

A multi-millionaire arts investor and patron, Walsh was recently named as Australia's top art collector by BRW magazine. He applied his mathematical skills to developing a highly technical system that his gambling syndicate uses to bet on horse racing and other sports in many countries (rumour is they're banned in Australia). Walsh spends the proceeds on art and other "creative visions".

The \$55 million, three-level, cliff-face museum he is building near his Moorilla Estate winery, at Berriedale, on the banks of the Derwent River, is dubbed the Museum of Old and New Art (or MONA for short, an interesting acronym giving rise to similarities with that "other" equally mysterious and enigmatic Mona).

Designed by leading Melbourne architects Fender Katsalidis, it will open, two years late, in 2011, and house a collection worth more than \$100 million, making it Australia's largest privately funded museum and a major tourist drawcard for Tasmania.

The museum is slowly taking shape on the small and picturesque private

peninsula that is also home to Walsh's winery, restaurant, accommodation pavilions and boutique Moo beer brewery.

The old part is the Moorilla Museum of Antiquities - gold and pre-Columbian artefacts, Roman Empire mosaics and African tribal art, an Egyptian mummy or two. The new part is an eclectic collection of contemporary art - a lot of it very controversial including erotic and secular themes questioning religion and exploring themes of sex and death. Old or new, MONA will definitely have a radical artistic and cultural agenda.

Moorilla has been at the vanguard of the Tasmanian wine industry for more than five decades. It was established in 1958 by Claudio Alcorso, an Italian textile merchant. His vision was for Moorilla to become a place where new world aesthetics were imbued with old world values. That pretty much sums up not only Moorilla, but everything new and exciting that's happening here in Tasmania these days.

With magnificent views, fabulous wines, unique artisan beers and inspired food, lunching at The Source Restaurant is the complete iconic Tasmanian experience. Whether seated inside or on the water-side deck, the views from the restaurant over the river, the vineyard and the adjoining micro-brewery and winery are stunning.

Set into the ceiling directly above the central staircase is John Olsen's six metre painting, *The Source*.



Photography BRETT BOARDMAN.



"I just love working in a place where there is a synergy between art, food, wine and beer"
 – Andrew Low, Restaurant Manager

"I just love working in a place where there is a synergy between art, food, wine and beer," says Restaurant Manager, Andrew Low.

Rather than following a traditional structure, The Source's menu encourages the diner to graze outside the traditional three course structure.

New Executive Chef, Phillipe Leban, has worked in a few three-Michelin-star restaurants, including Alain Passard's L'Arpège, Pascal Barbot's L'Astrance and Hôtel Plaza Athénée. He was sous chef to Guillaume Brahimi in Sydney and head chef at Hamilton House on Shanghai's Bund, listed by Conde Nast *Traveler's* 100 Hot List Tables of worldwide restaurants, 2008. In 2009 he received the American Academy of Hospitality Sciences Five Star Diamond Award as one of Asia's best chefs.

The Moorilla Winery produces refined cool climate wines. Fruit for these wines is grown in Moorilla's Tamar and Derwent Valley vineyards. The Moorilla *Muse* wine labels with their writhing bodies and links to Dionysus and Bacchus, are certainly different and memorable like everything else about Moorilla. They are also obvious reference elements from art themes within the **MONA** collection.

But Moorilla is equally well known for its Moo Brew, something Walsh established after taking over the winery. Moorilla's "pro-

paganda" claims, "Our beers will confront consumers of bogan beverages but we will welcome to the fold the many converts who embrace the bottled passion."

Max Allen describes it as "one of the most amazingly intense beers you'll ever taste" (*Gourmet Traveller*, January 2010) and critics are waiting with bated breath for Moorilla to launch its Imperial Stout in June.

Even the Moo Brew continues the link between art, and wine and food, with the distinctive award winning Moo Brew label designs displaying the works of Australian artist, John Kelly.

Moo Brew produces four unique beers under the distinctive Moo Brew label: a Pale Ale; a Dark Ale; Hefeweizen, a German-style cloudy wheat beer; and a Pilsner. These beers are available on tap in selected establishments and in bottles, shipped cold because Moo Brew contains no preservatives and is not pasteurised.

Moorilla is close to being a total experience. You can spend the night in one of the eight pavilions featuring artwork from the **MONA** collection, eat at The Source, try Moorilla's cool climate wines and beers at the cellar door, and attend the gallery or one of the many live cultural events. Or just take a walk through the estate and soak up the rarified atmosphere. Absorb the chaos, the stillness and the culture.

Furnished by leading local and international designers The **MONA** Pavilions all feature ancient and contemporary art. Contemporary, state of the art structures, each pavilion has its own distinct character and is named after a famous Australian artist or architect: Roy (Grounds), Robin (Boyd), Esmond (Dorney), Walter (Burley Griffin), Arthur (Boyd), Brett (Whiteley), Charles (Blackman) and Sidney (Nolan).

All have a fully equipped kitchen and laundry, an individual wine fridge and wireless touch panels for lighting, temperature, information and audiovisual control. All have access to the heated infinity lap pool, sauna and gymnasium.

Each features an original painting by the artist after whom it is named, an antiquity and a collection of ancient coins. Just to be perverse they also feature video art from artists like Tamy Ben-Tor, an American performance artist who pokes fun at "stupid rich people who buy art".

The Museum opens in January, 2011. In the meantime visit the Cellar Door, attend a live event, spend a night in a fabulous pavilion or eat at The Source.

MONA is situated on a private peninsula on the Derwent River just fifteen minutes by car from the centre of Hobart. There is also a fast catamaran service from the Hobart waterfront.

Photography BRETT BOARDMAN.

SAFFIRE



Tasmania's brightest jewel
a rejuvenating and enlightening retreat

Over on Tasmania's east coast, on the Freycinet Peninsula, a new world-class coastal sanctuary opens this month. In the new tradition of world class boutique retreats, Saffire will compare with the finest and most exotic five star experiences anywhere in the world, and is without peer in Tasmania and probably even Australia. The only possible comparisons are the recent qualia on Hamilton Island, Southern Ocean Lodge on Kangaroo Island and Emirates Wolgan Valley.

Saffire has set itself firmly within an exclusive club - those sanctuaries that put guests in touch with the beauty and depth of nature while ensconcing them in luxury to generate an authentic, enriching, rejuvenating and uplifting experience.

The resort takes its inspiration from the Freycinet sapphire, the precious blue stones, which are found scattered amongst the pink-hued granite of the fiery Hazards peaks at which the resort looks.

Distinct in its design, exclusive in its features and set apart by its approach to tailored, one-on-one experiences and service, Saffire's approach is not constrained by traditional five-star ratings and standards, but sets a bold new direction for holidays and accommodation in Australia.

Young "groovy" General Manager Matt Casey ("he of the spiked hair"), was formerly GM at the Henry Jones Art Hotel, which is also now part of the Pure Tasmania portfolio. He is part of a young, visionary team that includes Richard Crawford the original "creator" of the Henry Jones (see below).

Casey says Saffire will turn the idea of hospitality on it's head, changing the way people feel about taking time out, and about day-to-day living.

"We're dedicated to providing quality,

memorable service; unforgettable experiences; indulgent and self-selected dining options; inspiring accommodation spaces and an overall sense of wellbeing and relaxation", says Casey.

Saffire is boutique not only in its size, with just 20 accommodation suites, but in its approach to making your well-deserved break the memory of a lifetime. Designed by award-winning Tasmanian architects Morris Nunn and Associates (who also designed the Henry Jones), the buildings are conceptually organic, reflecting the surrounding environment and evoking a connection to the sea, through references to waves, sea creatures, sand dunes and a flowing, organic form.

The design of Saffire is distinctly unique and recognisable, just like its location. The unmistakable peaked Hazards Mountains are framed in the main building's roof line, and the suites below present like waves peeling on the shores below.

Furnishings feature an eclectic mix of traditional and contemporary, with locally made timber pieces alongside mid-century classics such as chairs designed by Charles and Ray Eames and Herman Miller.

The lounge is the ultimate in "classic cool" - a sumptuous place to collect a book from the library or meet for a drink, and then sink into an eclectic mix of chic furniture from original 1950s designers and manufacturers.

"A nightcap over a board game by the five-metre fireplace is the perfect way to wind down and on balmy nights, you may wish to retire to the courtyard to watch a breathtaking Freycinet sunset," says Casey.

The suites are designed to relax and rejuvenate, indulge in reading and lazing the days away, and to find connection with the environment to heal and restore balance.

JOSEF CROMY

"World Class" -Leo Schofield AM, Hobart Mercury 7th Feb 2009



From the new and cutting edge to the traditional...

Saffire's restaurant, Palate, prides itself on showcasing the best home-grown Tasmanian produce, locally sourced where possible, and on providing tailor-made experiences to suit each guest, including dining on demand from early morning to late evening.

Multi-course degustation menus matched with the outstanding local wines are a speciality, with menus designed around what is fresh out of the water or the paddock on any given day. If you prefer you can consult the chef for a masterful interpretation of your favourite dish made from the finest local ingredients, or choose from the à la carte menu.

Furnished with a contemporary, eclectic mix of designer furniture, Palate seats up to 40 guests over two tiers of seating, allowing each diner to take in the spectacular panoramic view of the bay and the Hazards, while enjoying au guéridon (at table) cooking and silver service with panache. Head chef Hugh Whitehouse was formerly of Darley's at Lillianfels in the Blue Mountains, which he took to a "two hat" level, resulting in it being named "Best Regional Restaurant of the Year" by the *Sydney Morning Herald* Good Food Guide.

Driving into the pebbled entrance to Josef Cromy, the picturesque view over the vineyard and lake is reminiscent of being in Europe, but at the same time so very Tasmanian.

The Josef Chromy Cellar Door and Cafe is located in the estate's original 1880s homestead, surrounded by a wide expanse of established landscaped gardens. On arrival the open log fire welcomes you and the views from the surrounding vineyards and lakes provide an idyllic location to relax and enjoy some of Tasmania's local gourmet produce suitably matched with wines grown on the estate.

The fork-tailed lion that embellishes the Josef Cromy wine label first appeared on the arms of the Kingdom of Bohemia in the 12th Century. Bohemia as you may or may not know is, or rather was, part of the former Czechoslovakia, which split into the Czech Republic and Slovakia in the 'Velvet Divorce'. Josef fled his war-torn Czech village in 1950 as a penniless 20-year-old after eleven years of Nazi and Soviet occupation.

The entrepreneurial Chromy has owned and developed some of Tasmania's leading wineries including Rochecombe (now Bay of Fires), Jansz, Heemskerk and Tamar Ridge. Today, with an OAM after his name, he is recognised for his commitment and contribution to quality food and wine in Tasmania.

The Josef Chromy cellar door, vineyard and winery at Relbia, a fifteen minute drive south of Launceston in Northern Tasmania, is his latest venture and a recent stroke hasn't dampened Chromy's drive.

The estate includes a 61 hectare vineyard and newly completed state of the art winery, producing elegant wines



Land of *Milk & Honey*



from premium cool climate fruit. Varieties grown include Pinot Gris, Sauvignon Blanc, Chardonnay, Riesling, Gewurtz Traminer, Pinot Noir, a premium sparkling wine and Botrytis Riesling,

You can enjoy a light lunch, gourmet platter or one of the chef's seasonal specialties. The food and wine are outstanding, particularly the tasting plates which are matched with particular wines, some of them award winning.

In just two years the winery has won more than 12 trophies, 19 gold and 130 medals, making it one of the most successful launches in the history of the Tasmanian wine industry. The 07 and 08 Pepik Pinot Noir is regularly rated one of Australia's best pinot noirs and their Botrytis Reisiing is probably their second most awarded wine.

HENRY JONES ART HOTEL

Comprising 56 first-class suites, the Henry Jones created a stir when it opened as Australia's first, and until recently only, dedicated Art Hotel, showcasing work by some of Tasmania's finest artists. Original artworks are displayed amongst historic timber beams and century old walls in both public spaces and guest rooms. Most are for sale.



Josef Cromy is rated a 5 star winery by James Halliday in his *Wine Companion*, (considered the Australian wine bible) and was rated one of the top 10 cellar doors of Australia by *Wine Business Monthly* in April 2009. Also last year the vineyard won Best Wine of Competition at the Sydney International Wine Competition, Best Sweet Wine by *Gourmet Traveller* (Huon Hooke) and was rated "World Class" by Leo Schofield.

A new, state of the art winery is under the watchful eye of winemaker Jeremy Dineen. Josef Cromy has three labels: the limited edition Zdar range, reserved for 'exceptional' parcels of wine; Josef Cromy; and Pepik, the more casual wines for everyday drinking.

The food and wine are outstanding, particularly the tasting plates which are matched with particular wines, some of them award winning.



The Hotel itself is a work of art with an ingenious mix of contemporary design elements with traditional building structures and artworks throughout. It was designed by award-winning architects, Morris & Nunn who also designed the ultra-modern Saffire.

Standing in the historic position where Hobart was first settled 200 years ago, a row of historic warehouses dating from the 1820's and a former IXL jam factory have been sensitively transformed into an enthralling and luxurious, first class experience on the edge of Hobart's waterfront. The hotel is itself a fusion of art, heritage, technology and tradition. From its original and beautifully crafted staircase to the restored machinery and the magnificent all-glass Atrium, The Henry Jones presents art as part of the hotel's function, beauty, excitement and delight. Throughout, there is an unexpected combination of the antique and the ultra-modern. An original staircase, soaring timber ceilings, crumbling stucco and restored machinery contrast with a glass atrium, modern designer furniture and objects d'art.

The Henry Jones represents the modern appeal of hip hotels – a cunning industrial edge with minimalist style. Unexpected combinations of art and architecture, amidst seductive echoes of a rich industrial past, define The Henry Jones experience.

The accommodation features luxury fittings such as exotic silk covers and ottomans, juxtaposing European-style stainless steel and translucent glass bathrooms with rich sandstone walls and hewn beams of the era, and feature harbour or mountain views, while others overlook the stunning glass atrium revealing glimpses of the historic jam factory interior. The Peacock Terrace and H Jones Suites tell the vibrant history of early European settlement in Tasmania.

At Henry's Harbourside restaurant, culinary Olympian Andre Kropp dishes up his own interpretations of Tasmania's freshest produce.

Regularly rated as one of the best hotels in the world, The Henry Jones has won multiple international awards and was included by Conde Nast *Traveler* on its Gold List in 2009 and 2010.

There is a very definite and circular connection between Moorilla and The Henry Jones Art Hotel - both are art hotels that are temples to modern art and the art and culture of the past. In The case of the HJAH it's more to the history and traditions of the past, while Saffire is directed squarely at the future.



Regularly nominated as one of the world's top hotels and considered one of the finest in Europe, Il Pellicano was recently ranked the top scoring property in Europe by one travel magazine which gave it a perfect 100 for food, design and hospitality.

Set amidst olive and cypress trees in an extraordinary coastal setting at Porto Ercole on the breathtaking Tuscan coastline in Italy sits Relais & Châteaux' acclaimed Il Pellicano, a secluded seaside resort property on the ruggedly beautiful Tyrrhenian coastline. The main Il Pellicano swimming pool (with heated sea water) sits on the cliff edge overlooking the Tyrrhenian Sea.

The cottages and suites cascade down the cliff edge dotting this rocky, pine-carpeted peninsula, a spur on Italy's kneebone 150 km north of Rome. The atmosphere in this family run property lies between exclusive club and luxury private home.

An elevator takes you down to where the sea meets the rock face to a secluded sun deck and bathing platform. There's an underground garage where guests park their prestige cars and a cliffside restaurant with panoramic ocean views that received 2 Michelin stars - yet again - in 2010.

Il Pellicano - Hotel in Porto Ercole - Tuscany - Italy
Cala dei Santi - 58018 Porto Ercole (GR)
Telephone 0039 0564 858111
Fax 0039 0564 833418
www.pellicanohotel.com