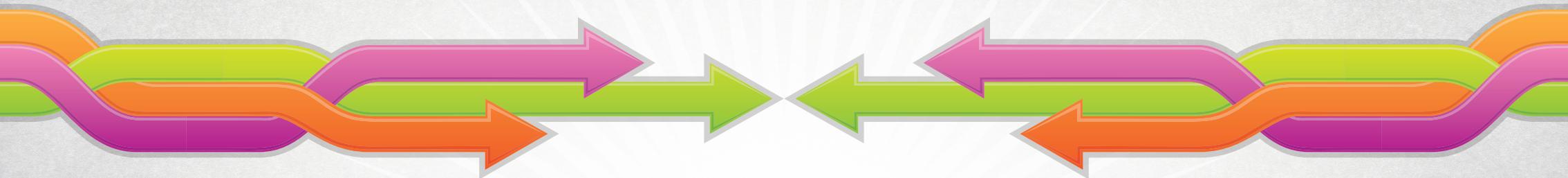




RITCHDESIGN



MAGAZINES

My main experience in magazine design has been working on a coffee table magazine for the luxury hotel group - Macdonald Hotels. The magazine evolved through two name changes and several style revamps over seven it's issues.



Macdonald Hotels Distinguished Magazine Front Cover



Macdonald Hotels Distinguished Magazine Front Cover

ISSUE 2

DISTINCTIVE

magazine



MACDONALD
HOTELS & RESORTS
'STAYING IN STYLE'
ISSUE 2

A SCENT OF SHILPA!

Has She Come Up Smelling Of Roses?

ANTONY WORRALL THOMPSON
- Food For Thought

BLETCHLEY
- An Enigma Unwrapped

WEMBLEY
- England's New Home

BALI
- In Five Minutes

THE PERFECT CHRISTMAS PACKAGE OFFER • UNMISSABLE WHAT'S ON GUIDE



Macdonald Hotels Distinctive Magazine Front Cover



Macdonald Hotels Distinctive Magazine Kim Wilde Feature

advertorial

THE BEAUTY OF SIMPLE TRUTHS



Black Seed Range of body and face oils and creams

We all deserve luxurious pampering to help our bodies and minds relax and recover from our stressful lifestyles. Finding quality products is not as easy as it sounds. With so many products on the market these days, many offering miracle cures, it can be hard to know what to believe and who to trust. Bayan Loutra's range of products and treatments dare to be different.

In an age where beauty products are backed up by misinformation and vague promises, it is reassuring to find something to believe in. Bayan Loutra is one such company. Bayan is Arabic for "news and declaration" and the purpose of the brand is to offer simple, tangible claims, executed to the best possible standards.

Proven over time, developed with integrity

The Arabic culture is an ancient one, steeped in tradition and a history that has fascinated and intrigued other cultures throughout the decades. Bayan Loutra founder, Saudi born Dr. Enam Bageda, has used her own scientific knowledge with practises that have been established over centuries within her culture. She decided to devote her knowledge to the principle of preparing body, skin and hair care treatment products from the most exquisite, authentic ingredients.

Enam realised that the current market was awash with inferior products stretched with chemicals and stamped with unrealistic claims. The solution was to offer her clients products made with integrity. The raw

materials used in Bayan products are some of the best quality you can find in the world. The result is a range of cosmetics that give the user a holistic feeling of well-being and allow the skin to shine in its own natural beauty. The same care and attention to detail is evident in the quality of the product packaging, which includes blown glass bottles, embellished jars and silver pots.

The Signature Collection

The Black Seed collection is the very essence of the Bayan Philosophy and is the signature range. Black seed oil has a long history in the Middle East where it is revered for its healing properties. You will not find a better antioxidant. Try the Black Seed Face Oil - it contains black seed, Greek olive oil

ESPRESSO COFFEE MACHINE

The Gaggia Red Passion Espresso Evolution coffee machine delivers the ultimate coffee experience every time, whether you are brewing the perfect early-morning espresso, or trying the latest flavoured coffee craze. It's a useful addition to any home and is a 'must' for coffee-lovers everywhere.

Cost: £179.99

www.gaggia.uk.com

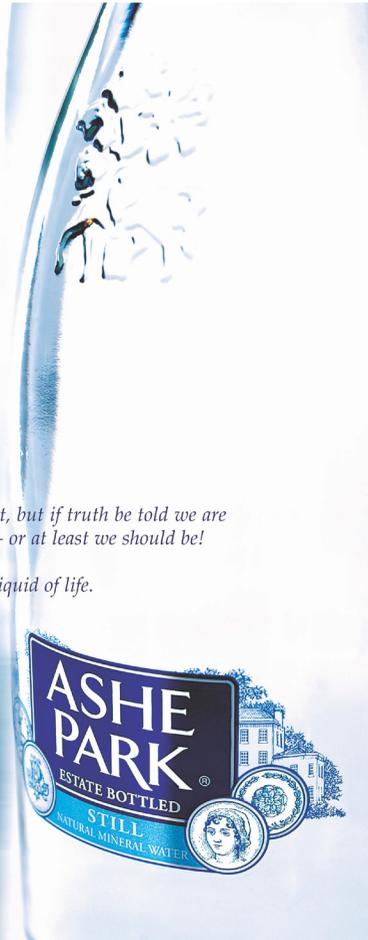


Gadgets

One
pleasure
that is
actually
good for
you.

*They say we are what we eat, but if truth be told we are
in fact more what we drink - or at least we should be!*

After all, water is the very liquid of life.



Water, water everywhere. Thank god there's plenty to drink - if only we would...

The average human body contains an average of 75 per cent water but only 10 per cent of us drink the recommended daily intake of water, that is eight glasses or 1.8 litres. Consuming enough water contributes to having a healthy mind and body. It helps to fight infection by enabling our kidneys to flush out toxins; helps regulate bowel movements; boosts energy levels; is a great moisturiser and helps to prevent headaches (even before that extra glass of wine).

But water's benefits are not solely health orientated, as drinking bottled water with your meal increases the pleasure. It cleanses the palate between courses and aids digestion, helping to avoid that bloated feeling if you've overindulged. It is also a shrewd move to alternate every glass of wine with a glass of water during the course of the meal. This helps to prevent that heart melting feeling when your tongue appears to have grown a layer of fur.

At Grand Heritage Hotels the water brand you are likely to see gracing our tables is Ashe Park Estate Bottled Natural Mineral Water - the stylish gold standard of bottled water. Ashe Park has a thoroughbred English heritage, having been revered for centuries by patrons that include the Romans and Jane Austen. Jane Austen, England's greatest romantic novelist, was a regular visitor to Ashe Park. As she wrote to her sister Cassandra:

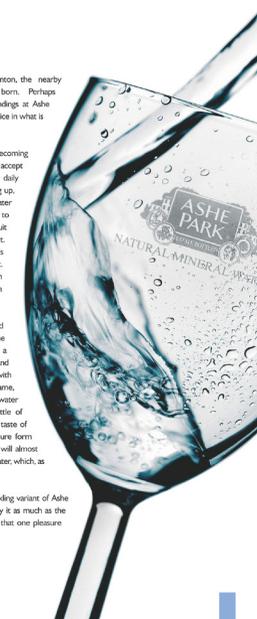
"We dined there tête-à-tête. To sit in idleness over a good fire in a well proportioned room is a luxurious sensation."

Their father was rector of Seveston, the nearby village where Jane Austen was born. Perhaps inspired by the beautiful surroundings at Ashe Park, Jane wrote *Pride and Prejudice* in what is now the drawing room.

The business of bottled water is becoming increasingly serious as consumers accept the importance of water in their daily regime. Water bars are springing up, while in Paris and New York, Water Sommeliers have been employed to help guests choose a water to suit their palate and culinary delight. Every bottled water's uniqueness is dictated by the mineral content. Ashe Park for example has a high natural calcium content, giving it a soft, mellow quality.

Much can be told about a bottled water by its label. Think of the hours we spend pouring over a wine list considering the taste and style of wine we want to enjoy with our meal. We then ask for it by name, not just 'a bottle of wine'. Be a water aficionado and ask for your bottle of water by name. Also savour the taste of Ashe Park by drinking it in its pure form without ice and a slice. The ice will almost undoubtedly be made from tap water, which, as it melts, will taint the taste.

Whether you try the still or sparkling variant of Ashe Park we know that you will enjoy it as much as the celebrated author and you'll find that one pleasure can actually be good for you.



CLOSE ENCOUNTERS OF THE VOLCANIC KIND

Adrian Houston would love to play cricket for England. But as DAVID GARLANT discovered its photographer the world's beauty for which he has become renowned

For many, a close encounter of the volcanic kind would be a life-altering experience, a chance to reassess what's important in life ... oh, and the chance to make sure you never went anywhere remotely near one of nature's most potentially deadly wonders ever again.

Leading lifestyle photographer Adrian Houston can arguably claim two out of the three after a 'near miss' on Hawaii's Big Island – the spectacular exception being that his heart-stopping proximity to molten lava merely reaffirmed his faith in framing through film what nature creates.

"You can't beat going to amazing places and shooting the natural environment," said the 44-year-old snapper, who feels much more at home in nature's playground than pandering to egos on a red carpet at a film premiere. "It really is a dream."

But Houston knows only too well how quickly a dream can turn into a nightmare – as he almost found out to his cost as the active Kilauea volcano spewed out its fiery contents from the depths of the earth.

"Lava was landing literally 20 or 30 feet away and the ground under my feet was really hot. If the wind was blowing in the opposite direction that day,



All pictures copyright Adrian Houston
- all rights reserved
Main pic: Big Island Volcano

Beauty and the Beasts

Nigel Baker finds himself lord of the jungle in the heart of Sir Richard Branson's Uluksaba Private Game Reserve

The tiny airstrip is reminiscent of a clandestine rendezvous reserved for drug barons or the beginning of a Bond movie.

"Sign here please!" James greets both of us, armed, in one hand, with a glass of perfectly chilled champagne and, in the other, a less welcome waiver admonishing our hosts of any responsibility. "Get eaten alive and it's not our fault." Despite our state of fatigue we suddenly realise something very special awaits.

Having left Heathrow roughly 12 hours earlier, and despite a comfortable Virgin Atlantic flight which included fine food, drink and an in-flight massage, we have arrived in Johannesburg feeling heavy-eyed, to say the least. Yet we still have a 90-minute Federal Air flight in a 12-seater Grand Caravan light aircraft. Flying from Johannesburg it is only in the final 10-15

minutes of the flight that the territory changes and starts to resemble anything like safari country.

Dave, our ranger for the duration of our stay, is eager to get the waivers signed and seems contagiously excited about some surprise he has in store for us. We quickly sign, plug our champagne and follow him.

We drive along a dusty track towards the lodge. After a few minutes we stop at Wally, a male leopard familiar to the reserve, ambles across our path. Unfazed by our presence, he saunters in the early morning sun, his body ready to burst, having just feasted on the fresh carcass of a large waterbuck killed about 30 minutes ago. Although we have just landed, within minutes we're wide-eyed with adrenaline pumping.

Pictures by Phill Lewis



Dave turns to us: "Let's get going then." Within minutes the jeep has pulled up outside a walled compound where a thoroughly warm welcome is extended by Vanessa, the lodge host. Although she must be regularly subjected to such excitable tales, she never shows it as we recount the story. A beautiful and tranquil lodge surrounds us, set in the heart of the Uluksaba Private Game Reserve. Its luxury is blended perfectly with ethnic originality and authenticity and each room's décor is inspired by indigenous African cultures such as Masai, Ndebele, San and Swazi.

We are shown to a lovely bar area, lavishly stocked with local and international beers, wines, spirits, vintage malts and brandies. "Kids in a sweet shop" is a phrase that steadily springs to mind and grins as broad as Africa cross our faces, yet the prospect of missing the truest moment from each day's events ensures just an occasional aperitif and a few glasses of wine are imbibed throughout our stay - a first for two well-travelled, highly enthusiastic drinkers!

We sit down to a beautiful buffet lunch of delicious international and local foods, complemented by some of the tastiest fresh breads I have tried and a glass or two of fine wine. But we have been sat for just a few minutes when four or five

female elephants with a calf come dawdling past, grazing their well-trodden trail. Food instantly forgotten we approach the balcony rail to admire these huge, gentle beasts. The cheekiest amongst them come closer; their small sorrowful elephant eyes directly level with ours and I feel honoured to be watching these great beasts stripping bark from nearby trees as I listen to the whirring of Phill's camera rewinding the first of many films.

Vanessa escorts us to our rooms - free-standing river rooms that can only be approached by a swinging wooden rope bridge - flashbacks of Tarzan movies and Saturday morning pictures spring to mind. The rooms are magnificent, offering enough space and luxury to entertain a small royal party. They all have open panoramic private views including the bathroom, which features the most amazing open shower carved into rock and a roll top antique bath. We are informed of the prudence of keeping the doors and windows locked (not just shut) as the baboons may not only make themselves at home but trash the place as well (no respect!).

Message in a Bottle



THEY are possibly the last people you would imagine to have a penchant for handbags, yet UN Secretary General Kofi Annan and former US president Bill Clinton clearly have bags of style.

For it's not just Atomic Kitten's Jenny Frost and fellow pop star Dido who have fallen under the spell of Mulberry's latest must-have - the Bottletop bag. And so taken are high-powered duo Annan and Clinton with the accessory produced to raise money for AIDS awareness that they've even had the bottle to come clean about it.

"The fight against the scourge of HIV/AIDS in Africa and elsewhere in the world is one that needs the type of incisive thinking that you have come up with," wrote Annan to Cameron Saul, the man behind one of the most

ingenious and successful charity fashion projects to date, "and the funds you are raising should have an important impact on the lives of a good many of the disease's victims."

Likewise an enthusiastic Clinton gave bags of help to the campaign by offering his support: "What a wonderful and innovative way to help stop the spread of this deadly disease."

"As you know, stemming the rising tide of AIDS is one of the most urgent challenges facing the global community today, and it remains one of the top priorities of my post-presidency. I know I can't do it alone, though, and I applaud your good efforts in this endeavour."

It was a trip to Africa to help teach sexual awareness by Cameron's son of Mulberry chairman Roger Saul, which would eventually lead to the creation of what has already won its place as a

classic. Cameron headed out to Uganda last year to teach sexual health awareness with the charity Students Partnership World-wide (SPW). The scale of the AIDS crisis in Africa is already beyond comprehension and an estimated 25 million people, the majority of which are 16-25-year-olds, are infected with the HIV virus.

Recycled bottle-tops are probably not the first material you would associate with bags, and Cameron was equally surprised when he discovered an amazing bag made from discarded tops while on the Dark Continent. And when his father later visited Cameron in Uganda together they began to realise the impact the Mulberry Bottletop Campaign could have.

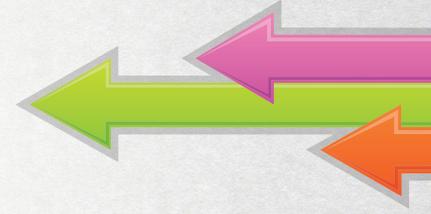
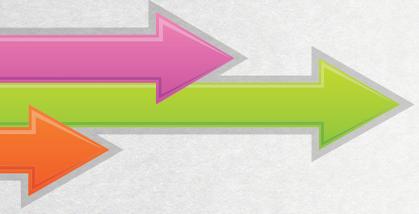


Best served chilled

STEVEN PETCH IS ENJOYING HIS OWN ICE AGE AND IS CREATING A WHOLE NEW MEANING TO THE CUBIST MOVEMENT IN ART. LEE TODD WRAPS UP WARM TO FIND OUT MORE

chilled

Macdonald Hotels Distinctive Magazine Steven Petch Ice Architecture Article



SHILPA'S SWEET SMELL OF SUCCESS

Love her or hate her, you can't ignore the ubiquitous Shilpa Shetty since she shot to stardom earlier this year. Distinctive editor DAVE BOWERS found her quite charming – and she smells wonderful...



Shilpa poses with her perfume



06 **Macdonald Hotels**

Macdonald Hotels Distinctive Magazine Shilpa Shetty New Fragrance Feature

Channel 4's Big Brother may not be to everyone's taste – but you won't find Shilpa Shetty complaining. The Bollywood actress polled 67 per cent of the final vote in the last series of Celebrity Big Brother – a remarkable achievement considering her entrance into the house would have been greeted with a chorus of "who?" from millions of viewers.

And the victory and subsequent reaction has taken the affable 32-year-old somewhat by surprise.

She said: "The reaction I received after I left the house was totally unexpected. I honestly never believed I would win in a million years! I mean, I was virtually unknown over here in the UK and everyone else in there was a household name."

"The first time I went out shopping in Surrey, about three days after I left the house, I just couldn't believe how many people were coming up to me, just to say hello and to congratulate me. It was all pretty overwhelming actually."

met Tony Blair and culture secretary Tessa Jowell after Prime Minister's questions.

She said she thanked the PM for his support "to me and my country" and described him as "very kind" and "sweet".

She added: "I met him and Cherie very briefly when I went to the Houses of Parliament for the day. He was very kind to me and sympathised with the treatment I had received in the house."

"I assured him that it wouldn't put me off visiting the UK again as so many people had been so supportive and kind. I can't tell you if I would have voted for him or not as I don't really know much about British politics, but as a person he was lovely."

"It's a tough job being Prime Minister and I'm sure he'll be looking forward to a bit of a rest now he's resigned."

out of that sort of behaviour years ago. But I guess it caused controversy because people just don't like to witness such consistent bullying. I was touched that so many people felt compelled to stick up for me, really touched."

The experience may have put her off appearing again in a reality tv show – but she would still recommend CBB to others.

"Why not? Most of the time it was great fun and I made some fantastic friends inside the house."

"It was a great opportunity for me to showcase my country which is why I did it. There were lots of times when it was very boring though and I missed my home comforts."

"I was offered the chance to go on the Australian version of Big Brother recently, but I turned it down flat."

"Why on earth would I want to put myself through that ordeal twice? It would be fun to be in the jungle I guess, but I'm not too good

"But the welcome I've received here in the UK has been fantastic and has given me more opportunities than I could ever have dreamed of."

Her success was probably the most high-profile of all the Big Brother series, largely down to a now infamous argument with "mouthy" cockney Jade Goody who was subsequently accused of bullying and racism.

The former Big Brother 3 housemate accused Shetty of being a "fake" and told her she "needed a day in the slams". She also referred to the Bollywood star as "Shilpa Poppadom".

The upsurge her comments created was remarkable. An early day motion was raised in Westminster and the Indian media went as far as to call the show 'Bigot Brother' and Channel 4 was made to apologise three times at the start of the most recent series of Big Brother. She was even invited to the Houses of Parliament by Labour MP Keith Vaz, who was among those who criticised the show, where

Shetty was magnanimous enough to say ultimately that she didn't think Goody and fellow housemates Danielle Lloyd and Jo O'Meara were intending to be racist. But that still hasn't resulted in the building of bridges, however.

Shetty hasn't tried to contact me since Big Brother – not even when she was in India, so we haven't even discussed it. But I don't bear her any malice.

"I really didn't have any idea of the controversy that was caused. We knew something was going on the night that Jade was evicted, because we couldn't hear any screaming of the crowds outside. But I honestly don't realise it would cause such a furor."

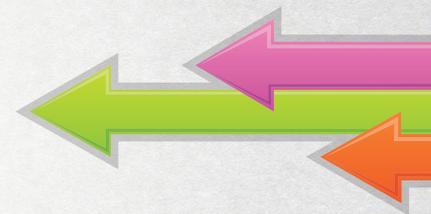
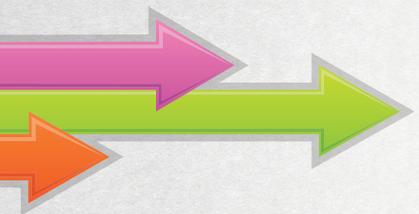
"Most of the time it was like being in a school playground – just silly girls being bitchy. I thought the girls would have grown

with creepy crawlies and I would have to manage without my hairdryer and make up which would be a real struggle for me," she smiled.

There is a certain irony in that while the CBB controversy resulted in Goody's perfume being withdrawn from shops, Shetty is now contracted to launch her own scent. It has helped to fulfill a long-held ambition.

She added: "It's something I've always wanted to do, so when I was approached about it recently I jumped at the chance. I wanted to be really involved in its development though, not just put my name to something. That's why it's taken a while to develop as I've been working with the manufacturers and designers really closely to make sure everything is just right."

"I'm a bit of a perfectionist deep down you know. I can't wait for it to come out, which I hope will be in July. It's called 'S' and



Distinguished Travel

MULBERRY



- 1 Formed Harness Ergo in Tan
- 2 Laptop & Leather Carrier
- 3 Leather Cased Portable CD Player / Carrier
- 4 Travel Wallet With Detachable Passport Cover
- 5 Pet Carrier
- 6 Sportsman Radio & Case
- 7 Leather Games Console
- 8 Casio EXILIM Harness Camera Case
- 9 Leather PDA Holder
- 10 Leather Sony Vaio Case





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