

# Atlas

April 2019

Explore the world with Etihad Airways

**Heavy lifting**  
The rise  
of India's  
metal scene

**Art tools up**  
Culture centre  
The Shed opens  
in New York

**A bug's life**  
Japan's new  
software crisis  
explained

**Fort knocks**  
Abu Dhabi's  
Qasr Al Hosn  
opens up

23.0678° N, 57.6701° E

## High and mighty

*Exploring Oman's Hajar  
Mountains – adventure  
travel's newest frontier*



عام التسامح  
YEAR OF TOLERANCE



## Ask a concierge



### What are we toasting in 2019?



**Karen Sui**  
Guest Experience, Six Senses Maxwell, Singapore

It's Singapore's bicentennial this year – we're toasting the 200th anniversary of the arrival of Sir Stamford Raffles, the British colonialist who founded Singapore in 1819. There's a bunch of stuff going on around town: I'd recommend Find Your Place in History (April–May), a series of walking trails featuring light installations at historical spots, and Fort Canning's immersive storytelling event (June–September, [bicentennial.sg](http://bicentennial.sg)). There's even an open house letting you peek behind inside The Istana, our president's residence.



**Jack Nargil**  
Concierge, Mandarin Oriental, Washington DC

On 20 July 2019, DC marks 50 years since the Apollo 11 Moon landing – the moment that arguably ushered in the space age as we now know it. The Smithsonian's National Air and Space Museum ([airandspace.si.edu](http://airandspace.si.edu)) is organising several events, including a five-day celebration at the National Mall – I'd suggest grabbing some astronaut ice cream and checking out the various displays. Or go see Neil Armstrong's Apollo 11 spacesuit which is back on display at the museum after a 13-year hiatus.



**George Kuldo**  
Front Office Manager, Cliveden House, Berkshire, UK

This year, we're drinking to the 200th anniversary of the birth of Queen Victoria – the second-longest reigning monarch in British history. Events include an exhibit at her birthplace Kensington Palace (from 24 May) which includes newly opened living quarters and never-seen-before objects like the young queen's scrapbook. Or try the special anniversary edition of the Pageant at the Royal Windsor Horse Show (9–11 May, [rwhs.co.uk/pageant](http://rwhs.co.uk/pageant)) at Windsor Castle. But dress up: living royals may be present.



## Designed to last



**Diana Verde Nieto**  
How can luxury survive in the age of “generation less”?

No doubt, luxury has changed: in the past, it meant bling, opulence, excess. But not today. A new generation has emerged. A generation that, instead of owning stuff, wants to *do* stuff. I call them Generation Less. And, no, I'm not talking about Millennials or Gen X or Gen Y: it's not an age demographic but a new kind of consumer with a moral circuit board that aligns across generations; it's a mindset, not an age group, which places value on experiences with a buy-less, buy-better philosophy to material possessions that they now expect to be put together with care. Care for the environment; care for people.

The question is, then, how can the multi-billion-dollar luxury industry reconcile itself with a consumer group that doesn't want to buy much?



**The Takeaway**  
A new consumer group has emerged: Generation Less. And luxury brands are better placed than they think to appeal to it

It's the thing I'm asked all the time: is Generation Less bad news for fashion? Well, no. Why? Because luxury already aligns very well with more considered consumerism. A luxury bag from, say, Louis Vuitton is not a throw-away thing, is it? You buy one for life – or, if you're lucky, you buy a few. But, either way, it's an investment piece that speaks to the emergent emphasis on products that are designed to last. The greater challenge now is to make sure what is made is made ethically. And that, too, is happening. The sense of responsibility in the global fashion-scape is growing, with more and more brands preparing for a future where less is most definitely more.

*Diana Verde Nieto is the co-founder of Positive Luxury. [positiveluxury.com](http://positiveluxury.com)*