



Only connect

How creative agency Bodega is reinventing the members' club.

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Salonnière, named to evoke the salons of 18th-century France, is a modern take on a members' club. For a monthly subscription that begins at \$199 (€168), you can gain access to publications, an online hub and events such as tonight's nine-course French dinner. This meal is part of a conceptual series called *For the Corpse*, created with Los Angeles-based photographer Aubrey Devin.

"In the process of bringing our 100-year-old building back to life, we discovered that it had been home to several matriarchs who had facilitated creative and civic conversations," says Gardner. In the early 1900s, it hosted classes for women on managing their incomes; later it was a venue for readings of new plays and performances of pieces of jazz and classical music. "Salonnière felt like a natural extension of that history," says Gardner.



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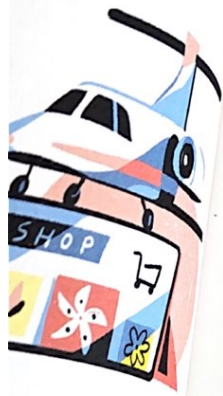
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The members' club has helped Bodega to reach a wider audience and find interesting projects. "It is crucial for entrepreneurs to understand new opportunities and it's vital for us to be multidisciplinary," says Mad Lenaburg, a designer at Bodega. "The relationship between Salonnière's digital hub and its events has allowed us to better understand our ideas. We hope those conversations and connections will ultimately move the culture forward." — TLE bodegaltd.com; salonnierepaper.com

Key takehome

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Salonnière gives its events a theme for discussion every three months. Its membership largely comprises people from creative and design industries, but other sectors are also represented. The goal is to start conversations and build relationships. "We invite our members to spend time mulling and thinking," he says. "We felt that there was an opportunity to bring more information to the trends we're seeing. That would allow designers, business leaders and others to make better decisions."

The members' club has helped Maison Bodega to reach a wider audience and find interesting projects. "I'm looking for entrepreneurs to undertake interesting opportunities and it's vital to be multidisciplinary," says Macdonald, a designer at Bodega. "The collaboration between Salonnière's digital events has allowed us to better understand our ideas. We hope that these conversations and connections will help to move the culture forward." - bodegaltd.com; salonnierepaper.com

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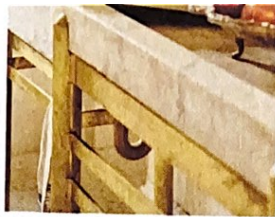


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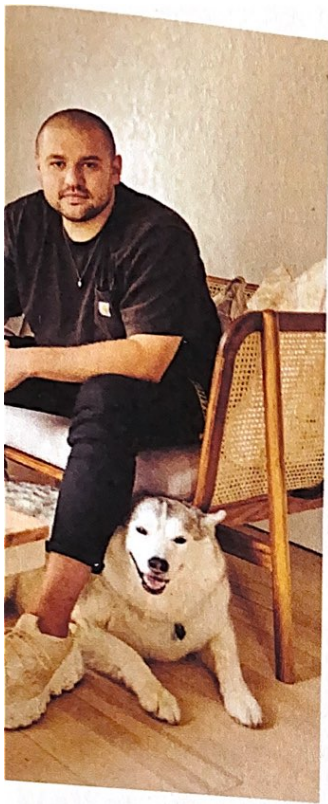
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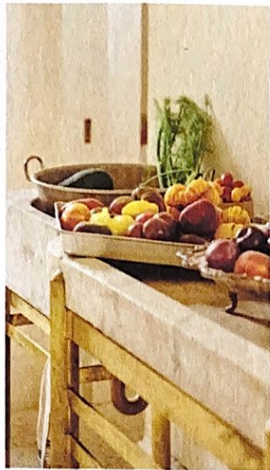


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3. Antony Bunker Quickdash

It's not just Hong Kong's who are pursuing a second city is full of Brits, Koreans, Africans, Singaporeans and Hong Kongers themselves starting up their own projects. officer Antony Bunker launches own business in his hometown, seeing countless friends in the industry struggling to promote new businesses online. So he on hold, the 25-year-old plots with more than 200 businesses city to find out precisely what needed and Quickdash was the

The app helps users, often space retailers such as market to set up an e-commerce shop minutes, with added features help them manage orders and inventories. It now has more users and 50 online shops. Several pilot-owned businesses Bunker plans to partner with delivery service and expand into the recently launched business. Once a blueprint is established here, he wants to replicate it in other cities across the region. "I'm keen to expand as long as I can," he says. [quickdash.app](#)



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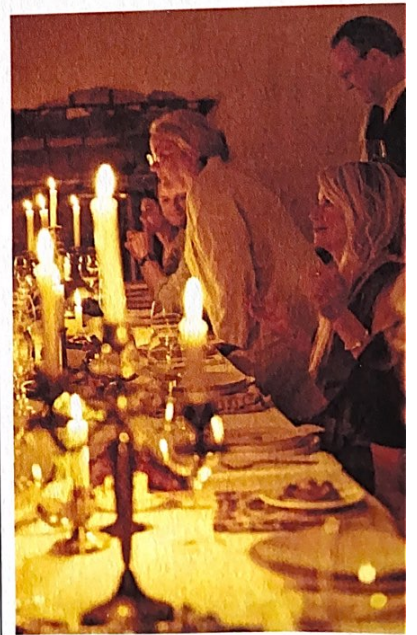


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• issue 05 • 2021



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Here's a fresh idea

I have the right formula

A toast to your success

Boxing clever? That's us

It's more than a pet project

I'm fit for business

MAKE A MOVE

Meet the makers, creators and grafters who took the leap, started businesses and found success and a happier way of working. *But be warned: you might want to join their ranks.*

+ The club kids reinventing nightlife

+ Fashion brands with a simple recipe for success

+ The new clean economy in the Gulf of Bothnia

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The main thing is to use your head

I'll lend a hand

I smell a gap in the market

My own pot of gold...

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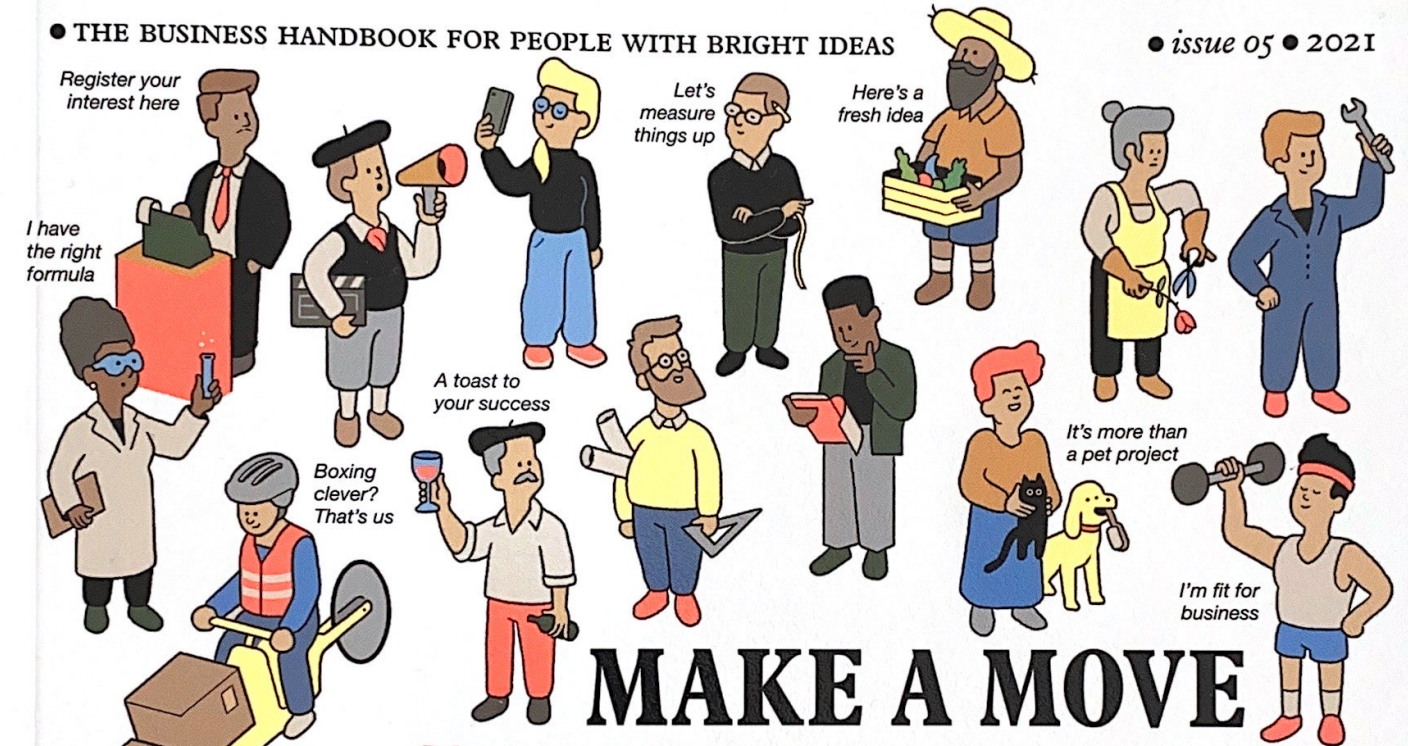


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