

# ADVANTAGE

Live Unconventionally

## EMBRAER QUARTERLY VOL 9 ➤ 2020

### **Tasmanian Wilderness**

Australia's southernmost state is ripe for discovery

### **Phenom 300E Delivery**

First new, enhanced Phenom 300E delivered on schedule

### **Responsible Travel**

Explore the globe while lowering your impact



PRAETOR 600

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PRAETOR 500

LEADING THE WAY

# PRAETOR JETS



CHALLENGE.  
CREATE.  
OUTPERFORM.

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Dear friends,

Since our last issue of Advantage at the end of 2019, the world has gone through unprecedented times, and we have been living with great uncertainty. On behalf of the entire Embraer team, we hope you, your families and colleagues have remained healthy and safe. At Embraer, we have closely monitored the global coronavirus pandemic, executed crisis management initiatives and developed a business continuity plan that addresses the ongoing health and safety of our teams and stakeholders.



Though the current crisis wasn't something we could plan for, our team has demonstrated exceptional focus and commitment by maintaining business-critical operations. Their dedication helped us keep our commitment to customers who took delivery in the second quarter and continued selling to new customers, all while adapting to new safety guidelines. In particular, the milestone delivery of the first new, enhanced Phenom 300E was on schedule, as promised, when we announced this aircraft in January.

In addition, our teams across the globe assisted in the fight against COVID-19. From partnering with the Corporate Angel Network to provide transportation to medical patients in need to manufacturing parts for ventilators to delivering personal protection equipment, they worked together to provide human relief solutions to those in need. Read more about their efforts on page 6.

Today's environment is causing people to rethink travel and reshape their behaviors. Now, more than ever, you need to feel confident about your flying experience. And until recent months, you may not have thought about the air you breathe when you travel, but we did. Through innovation and technology, Embraer leads the way when it comes to safe air travel.

In fact, the High Efficiency Particulate Air (HEPA) filter is now standard on all Praetor aircraft—consolidating the Praetor position as the cleanest cabin environment and best-in-class cabin altitude among all medium jets. This filter captures 99.97% of bacteria, viruses and fungi, so when you fly on a Praetor 500 or Praetor 600, you can breathe easy. And with the lowest cabin altitude (5,800 feet) in the segment, this means even more clean air!

As we face times of change, know that our team is embracing new ideas and creating disruptive solutions—including the recently announced Phenom 300MED, which is a Medevac solution for Phenom 300 series aircraft—so that we can continue to deliver the ultimate experience in business aviation. I remain amazed by our capabilities as well as our propensity for good corporate and social responsibility. Our teams will continue to work together for a different world.

Blue skies (and calm winds) ahead!

**Michael Amalfitano**  
President & CEO, Embraer Executive Jets



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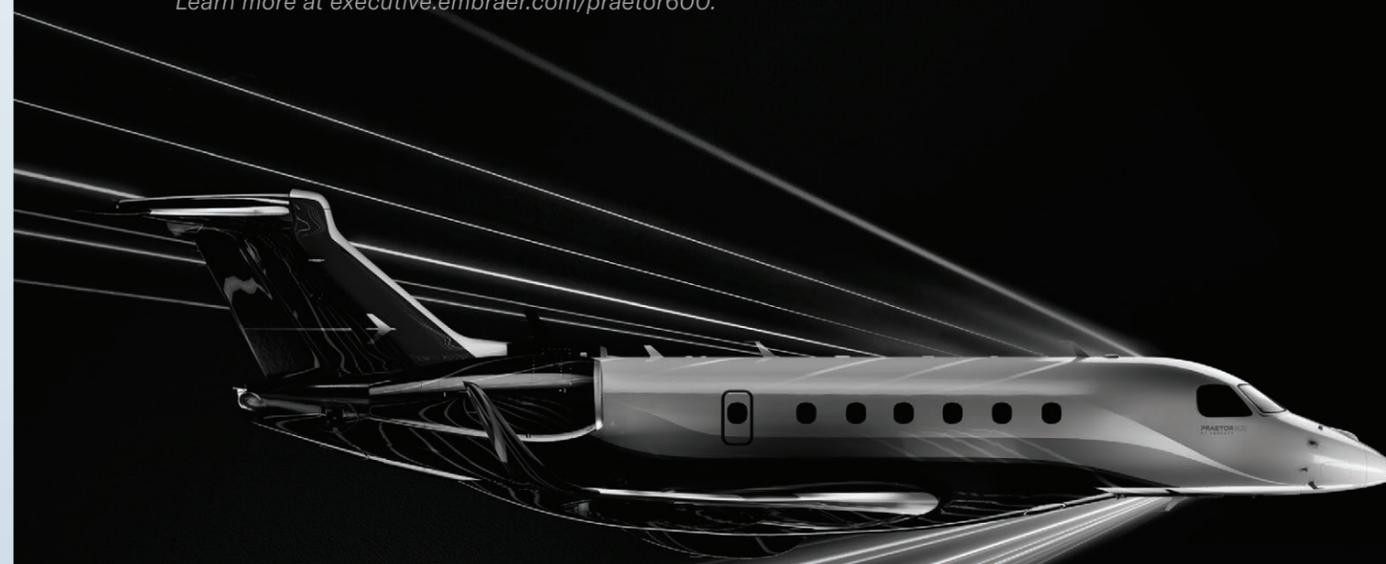
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# PRAETOR 600: CERTIFIED OUTPERFORMANCE.

The Praetor 600 — the world's most disruptive and technologically advanced super-midsize aircraft that leads the way in performance, comfort and technology.

Unveiled at NBAA in October 2018 and now certified by ANAC, FAA and EASA, the Praetor 600 did not just meet initial expectations, it exceeded them. Named for the Latin root that means "lead the way," the Praetor 600 is a jet of firsts. It is the first super-midsize jet certified since 2014. The first to fly beyond 3,700 nm at M0.80. The first with over 4,000 nm range at LRC. The first with full fly-by-wire. The first with turbulence reduction capability. The first with a cabin altitude as low as 5,800 feet. The first with high-capacity, ultra-high-speed connectivity from Viasat's Ka-band. And all of this, backed by a top-ranked Customer Support network.

Learn more at [executive.embraer.com/praeator600](http://executive.embraer.com/praeator600).



LEADING THE WAY

**PRAETOR 600**  
BY EMBRAER



CHALLENGE.  
CREATE.  
OUTPERFORM.

# IN CASE YOU MISSED IT

*The latest Embraer news from around the globe to keep you soaring to new heights*



## FOR A DIFFERENT WORLD

Over the course of the last few months, Embraer and its teams has partnered with companies, research centers, universities and hospitals to deliver solutions to those in need. In times of change, Embraer is committed to leveraging its heritage of over 50 years of cutting-edge technology and innovation to provide solutions in a different world.

Here are some examples of how Embraer is contributing to the fight against COVID-19:

**Corporate Angel Network** – Embraer has been exercising their demonstrator fleet during the downtime by partnering with the Corporate Angel Network to provide flights to medical patients. Specifically, two members of Embraer Executive Jets' flight operations team transported an adult cancer patient from Memphis, Tennessee to a doctor's

appointment in Tulsa, Oklahoma at no cost to them. This flight provided a safe and sanitized environment inside the Phenom 300E and was done in partnership with the Corporate Angel Network.

**Ventilators** – Taking place in Brazil, Embraer worked with seven other companies from their supply chain to produce 5,000 ventilator pieces. The Embraer Engineering Technology Center in Melbourne, Florida also offered the U.S. government their 3D printers to produce parts for ventilators.

**Personal Protective Equipment & Supplies** – A team at Embraer Aero Seating Technologies in Titusville, Florida created 350 protective masks a day for colleagues performing essential activities at all U.S. Embraer sites. OGMA in Portugal started to produce disinfectant for use at Embraer

facilities, and part of the production will be made available to the National Health Service.

Additionally, nearly two tons of surgical gloves, masks, hand sanitizers and other PPE, as well as 16 health professionals were transported in an Embraer C-390 Millennium, a military transport aircraft. The Logistic Air Transport operation held by the Brazilian Air Force took place in Brazil.

**Biological Control Systems** – Embraer donated 50 portable biological control systems to public hospitals in the cities of Araraquara, Botucatu and São José dos Campos, in the interior of São Paulo. The innovative solution helps to prevent the spread of the COVID-19 virus in the hospital environment and reduces the possibility of contagion by healthcare professionals and others who circulate in hospitals.

## EMBRAER DELIVERS FIRST NEW, ENHANCED PHENOM 300E ON SCHEDULE

In January, Embraer announced that the Phenom 300E received performance, comfort and technology enhancements including an avionics upgrade featuring a runway overrun awareness and alerting system. Embraer promised to the market to make the first delivery of this aircraft in the second quarter of 2020. The team delivered on this promise by delivering the first new Phenom 300E to the Texas law firm Dunham & Jones, Attorneys at Law, P.C. in June during a ceremony at Embraer's Global Customer Center in Melbourne, Florida.

"This milestone delivery to our friends at Dunham & Jones is a testament to our ongoing commitment to providing the ultimate customer experience in business aviation," said Michael Amalfitano, President & CEO of Embraer Executive Jets.

"Our clients rely on Dunham & Jones attorneys for personalized, one-on-one attention, and business aviation is the conduit to make that possible," said Paul Dunham,



Principal, Dunham & Jones, Attorneys at Law, P.C. "The speed, operating cost, and comfortable cabin pressurization of the new, enhanced Phenom 300E were certainly distinguishing factors in our selection process, as was our exceptional experience with the Phenom 100EV."

## FURTHER ENHANCEMENTS TO THE UNPRECEDENTED PRAETOR 500 AND PRAETOR 600 CABINS

A series of breakthrough cabin enhancements for the Praetor 500 midsize and Praetor 600 super-midsize business jets are now available, consolidating the Praetor position as the best cabin environment among all medium jets. In addition to the lowest cabin altitude in the class (5,800 feet) and 100% fresh air capability, Embraer is now making the HEPA filter standard on all Praetor aircraft, announcing the certification of a new electric lavatory pocket door and approving the use of MicroShield360.

"The Praetors truly lead the way as the most disruptive and technologically advanced aircraft in their respective categories for features such as the best-in-class Environmental Control System and cabin altitude. In the context of the COVID-19 pandemic, the incorporation of new health and safety technologies is paramount, which is why we are proud to deliver even more value to Praetor customers with this series of cabin enhancements," said Michael Amalfitano, President & CEO, Embraer Executive Jets. "Furthermore, with the certification of the new electric lavatory pocket door, the Praetors combine the cleanest cabin environment and compliance with the most stringent operational requirements, such as Part 135."

Now standard, the HEPA filter further improves cabin air quality, capturing 99.97% of all particles, such as bacteria, viruses, and fungi. Additionally, Embraer has tested and approved the use of MicroShield360—a preventative coating system that, when applied to aircraft interiors, continuously inhibits the growth of microbes on surfaces. To further enhance the atmosphere of safety and cleanliness in the cabin, Embraer has developed the only electric lavatory pocket door in the midsize and super-midsize categories. This new optional feature, which allows the passenger the comfort of opening the lavatory door by just pressing a button, is now available for delivery in both new Praetor jets and is retrofittable on both Praetor and Legacy 450 and Legacy 500 models (starting in the fourth quarter of 2020).



## EMBRAER SERVICES & SUPPORT COMPLETES FIRST PRAETOR 500 CONVERSION



Embraer Services & Support announced the completion of the first conversion of a Legacy 450 to a Praetor 500 for an undisclosed customer. The conversion was performed at the Embraer Executive Jets Service Center at Bradley International Airport in Windsor Locks, Connecticut.

Modifications comprised of technology and performance updates, including increased range from 2,900 nm to 3,340 nm. The full process to convert a Legacy 450 into a Praetor 500 can be performed at the Bradley Service Center, as well as at Embraer-owned Service Centers in Fort Lauderdale, Florida, Sorocaba, Brazil and Le Bourget in Paris, France.

“Embraer-owned Service Centers are well prepared with parts kits and skilled labor and are ready to bring the most disruptive and technologically advanced midsize business jet ever made, the Praetor 500, to our existing Legacy 450 customers, with the company’s primary vision of delivering the ultimate customer experience,” said Johann Bordais, President & CEO, Embraer Service & Support. “This conversion makes a great airplane even more industry-leading.”

## EMBRAER ANNOUNCES THE PHENOM 300MED, AN UNRIVALED MEDEVAC SOLUTION



The Phenom 300MED—based on the best-selling light jet for eight years in a row— was announced in early August. Created in partnership with umlaut and Aerolite, the Phenom 300MED is an ideal solution for both civil and government applications and will feature either one or two stretchers, as well as the ability to carry an incubator and additional medical equipment.

“The Phenom 300 platform—the most successful light jet in the world—with its unparalleled technology, comfort, and performance, is uniquely positioned for Medevac operations,” said Michael Amalfitano, President & CEO, Embraer Executive Jets. “Given the current health crisis, we are proud to be working with two world-class Medevac-solutions partners, and we are primed to immediately start taking orders for this unprecedented air ambulance solution.”

Also available as a retrofit, the Phenom 300MED supplemental type certificate (STC) will be installed exclusively by Embraer’s award-winning Owned Service Centers Network, ensuring the highest quality, reliability, and service experience, direct from the manufacturer. As a purpose-built Medevac solution, created in collaboration with the leading companies in the industry, the Phenom 300MED is designed to be quickly and easily configured to meet the various needs of both healthcare providers and patients.

## EMBRAER SHORTLISTED AT THE INTERNATIONAL YACHT & AVIATION AWARDS 2020



The International Yacht & Aviation Awards will take place this September, and Embraer has been shortlisted in four categories: Interior Design/VIP Completions & Private Jet Design Award, Private Jet Design – Concept Award and Seating Award.

### Interior Design/VIP Completions & Private Jet Design:

The Phenom 300E Bossa Nova edition is establishing the next trend in aerospace interiors. After making its debut in the super-midsize Praetor 600, the Bossa Nova edition interior won the award for Best Interior Design at the 2019 International Yacht & Aviation Awards. Embodying the elegance of Brazil’s renowned style of jazz, the custom quilted seat stitching was inspired by the famous sidewalks of Ipanema Beach in Rio de Janeiro, while lighting reflects off the gold accents and piano black, creating different moods depending on the time of the day. To put it simply, the Bossa Nova edition is sophisticated, elegant and relaxing.

### Private Jet Design – Concept Award:

Following the pattern set over the last 50 years of innovation by Embraer, the Praeterra concept pushes the boundaries of design by leveraging what’s digital to create something organic and sustainable. This Praetor 600 interior concept incorporates renewable bamboo fabric, recycled polymers and recycled airplane graveyard material melded into Mokume. The Praeterra interior shows what can be done when you think outside of the box.

### Seating Award:

Paradigma is a connection between the private jet experience and the workspace. It takes Embraer’s style and materials of a private jet interior, and fuses these aeronautical elements with the classic lines of the mid-century modern era. The combination of materials, technology and design elements like the Ipanema stitch pattern provide a new and unique stylistic as well as functional experience. ◀

**Right page (top)**  
The Bossa Nova edition interior was inspired by iconic elements of Brazilian design

**Right page (bottom)**  
The Praeterra concept leverages what's digital to create something organic and sustainable

**Right page (right)**  
Paradigma embodies a connection between the private jet experience and the workspace

# THE OFFICE CHAIR DESIGNED TO SOAR

*The Paradigma design takes the office environment to new heights*



“ *The Paradigma chair was intentionally debuted in the autonomous living space of the Pulse Concept to tease future developments. In fact, you may see other parts of the Pulse in Embraer products in the near future.* ”

Jay Beever, Embraer,  
Vice President Design Operations



For decades, transportation design has been inspired by furniture and consumer products. Known for setting convention ablaze, Embraer Design Operations (EDO) recently unveiled its Paradigma—the first-ever aerospace-inspired office chair, spawned by the Embraer Executive Jets Design DNA.

The seminal office chair inspired by Embraer’s Bossa Nova, Praeterra and Pulse aircraft interior chair designs was lovingly dubbed Paradigma for the paradigm shift by which it was heralded. The Paradigma is the ultimate demonstration of ergonomics, craftsmanship and design, the three pillars from which Embraer interiors are built.

A little-known fact about the Paradigma chair is that its design is rooted in Embraer’s Pulse Concept. In celebration of Embraer’s 50<sup>th</sup> anniversary, the company’s talented team of engineers and designers couldn’t help but dream about the next 50 years, creating the first-ever show car-like private aircraft concept, called the Pulse. A combination vertical take-off and landing aircraft and unmanned ground vehicle, the Pulse has already been thrust into reality by its seats. The seat designed for Pulse passengers of the year 2069 actually inspired EDO to create the Paradigma.

Having spent more than 10 years designing concept cars in the automotive industry, Jay Beever, Embraer’s Vice President Design Operations, knows first-hand the power of a

concept. “The Paradigma is just one example of an Embraer concept come to life, and quickly,” says Beever. “The Paradigma chair was intentionally debuted in the autonomous living space of the Pulse Concept to tease future developments. In fact, you may see other parts of the Pulse in Embraer products in the near future.”

Further influenced by the rich design history of Brazil, personified by Roberto Burle Marx, the sew style on the Paradigma chair mirrors the sidewalks of Ipanema Beach in Rio de Janeiro. A throwback to its heritage, the Ipanema sew style was originally created for Embraer’s Bossa Nova interior package on the Praetor and Phenom 300E aircraft.

First unveiled at the Milan Furniture Fair, the Paradigma seamlessly blends art and functionality. As in a private jet, the seat tracks and swivels, without physically having to move the chair. The seat base glides effortlessly up and down the spine for optimum comfort, and backlit capacitive touch switches on the side of the chair shine through the veneer to illuminate the switch panel for ease of use.

To round out its remarkable debut, the Paradigma has also been shortlisted for the International Yacht & Aviation 2020 Seating Award. Described as the jetsetter aesthetic vivified in the office environment, Embraer expects to start taking orders before the end of 2020. ◀

Left page clockwise Embraer Design Operations recently unveiled its Paradigma, the first-ever aerospace-inspired office chair

The Ipanema sew style was originally created for Embraer’s Bossa Nova interior package on the Praetor and Phenom 300E aircraft

The Paradigma is the ultimate demonstration of ergonomics, craftsmanship, and design

Right page The Paradigma chair’s design is rooted in Embraer’s Pulse Concept



# BENEFITS OF FULL FLY-BY-WIRE FLIGHT CONTROLS

Unless you're familiar with aeronautics, it's likely you're unaware of what full fly-by-wire flight controls are and the many advantages it provides. Fly-by-wire (FBW) is a system that replaces mechanical for digital flight controls. Prior to these advancements, pilots relied on a system of mechanical parts such as pushrods, tension cables, pulleys and chains to maintain the desired trajectory.

While the idea of flying electronically was not a new one, the concept was first utilized in NASA's Gemini and Apollo programs. In fact, the Lunar Module piloted by Neil Armstrong during Apollo 11 in 1969 employed a digital computer-driven FBW system. Engineers and test pilots continued to assess FBW with no mechanical backup in an F-8C Crusader in 1972. Over the course of 210 test flights, the program was deemed a success, which paved the way for every spacecraft, commercial, military and executive aircraft flown today.

The advancement of digital flight controls alleviated the drawbacks of a mechanical flight control system. By no longer needing mechanical parts, the aircraft becomes lighter, faster and fuel-efficient. FBW also works seamlessly in the background to help the pilot's action and reduce its workload. Maintenance is also simplified due to fewer moving parts.

The world's most disruptive and technologically advanced midsize and super-midsize business jets, the Praetor 500 and Praetor 600, are the only business jets in their class currently on the market with these features. And while FBW primarily benefits pilots, for those riding in the cabin, there are three main benefits you'll find inside these jets.

## Comfort

Active turbulence reduction is a top benefit of full FBW. This capability acts as shock absorbers in the sky. If you have ever ridden over a bump in a vehicle with poor shocks, you can expect oscillations; however, if you ride in a vehicle with good shocks, you can expect a smoother ride. Active turbulence reduction dampens that up and down movement during turbulence. Those riding in the Praetor 500 and Praetor 600 can expect ultimate comfort due to this benefit as well as its best-in-class cabin altitude and ultra-quiet environment, allowing you to rest and arrive without fatigue.

## Technology

Most high-end cars today include technological features such as lane assist and emergency braking. These enhancements are there to help detect road conditions and correct drivers when necessary. Similarly, full FBW keeps

you in a safety envelope since it automatically responds and helps the pilot in situations where aircraft safety is concerned, such as low speed, high speed or if an engine stops working. Additionally, full FBW technology requires less maintenance and reduces downtime by 40%.

## Performance

Imagine that you are riding a motorcycle that never falls over. You can confidently lean into the sharpest turn possible without the fear of touching the ground or overturning. Full FBW acts the same way by allowing the aircraft to fly at its maximum performance while staying within its safety envelope. While this provides many benefits, one of the most beneficial for passengers is the opportunity to fly into a wider variety of airports with short runways, including Angra dos Reis and Santa Monica. Not every midsize and super-midsize aircraft can fly into those airports, but both the Praetor 500 and Praetor 600 make this possible due to its enviable takeoff and landing performance.

All these benefits and more associated with full FBW flight controls are in both the Praetor 500 and Praetor 600, the only midsize and super-midsize business jets currently on the market with these features. They truly are different by design, disruptive by choice. ◀

**Left page**  
Fly-by-wire is a system that replaces mechanical for digital flight controls, helping the pilot's action and reducing its workload

**Right page**  
The Praetor 500 and Praetor 600 are the only business jets in their class offering full fly-by-wire flight controls





700,000 heures  
Read more in our  
future of travel feature  
on pages 28-31

# We're elevating in-flight connectivity.

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Tasmanian Wilderness  
São Tomé and Príncipe  
Travel Safely  
Responsible Travel

TRAVEL

IMAGE © M. Tripper / 700,000 heures



Pumphouse Point is Tasmania's newest wilderness retreat

WORDS Emily McAuliffe, IMAGE © Adam Gibson

# UNCOVERING TASMANIA

*With vast expanses of untouched nature, unscathed wilderness and easy access by jet, Australia's southernmost state is ripe for discovery*

Tasmania, or "Tassie" to the locals, packs some of Australia's finest offerings into a neat, heart-shaped landmass roughly the size of Ireland. The landscape is stunning and varied, shifting from peaked mountain ranges to gleaming lakes to dense forests fringing white-sand beaches. Local produce is hailed as some of the best in the country, with Tasmanian growers, cheesemakers, vintners and distillers regularly scooping up awards. Throw in a storybook of intriguing history, and the thought of skipping Tasmania suddenly seems remiss.

Tasmania entered European vernacular as Van Diemen's Land, named after a former governor of the Dutch East Indies. Anthony van Diemen had sent Abel Tasman on a discovery voyage, on which the explorer found the island in 1642. It was Tasman's appellation that eventually stuck, and the Australian state fixed its current name in 1856.

Indigenous Australians lived in Tasmania long before European discovery, however, and the island's Aboriginal culture dates back at least 35,000 years. As in many parts of Australia, the culture and accord of local tribes were scarred by European colonialism, with the 1828 massacre of around 30 Aboriginal men at Cape Grim noted as a particularly dark moment in the island's past.

Tasmania also became an outpost for petty and hardened criminals in the early 1800s. The British government shipped more than 75,000 convicts to Tasmania between 1804 and 1853, where they labored with relative freedom, provided they stayed in line. Secondary offenders were sent to Port Arthur, a 90-minute drive from Hobart, and the well-preserved remnants of this penal colony are well worth a visit.

Hobart, Tasmania's capital city, is just under an hour's flight from Melbourne—closer than the Melbourne-to-Sydney route—and is easily accessible by jet. Residents are unhurried, but demand quality from their dining and cultural pursuits, synonymous with Tasmania's gastronomic and artistic prowess.



**Left page**  
Freycinet marine oyster farm is a unique dining experience to rejuvenate taste buds and senses

**Right page**  
The Overland Track is a six-day trek crossing breathtaking valleys, plains and gorges

**Below**  
All suites at Saffire are designed with the utmost privacy while enjoying the magnificent views

IMAGES (clockwise from left page) © Saffire Freycinet, © Tourism Tasmania & Veronica Youd, © Saffire Freycinet



To ensure produce is sourced at the epitome of quality and freshness, chefs from Franklin in downtown Hobart hold one-on-one meetings with local growers. A 10-ton wood-fired Scotch oven and a “made from scratch” kitchen ethos then help formulate the menu’s complex flavors.

On the city’s waterfront, jutting out over Sullivan’s Cove, The Glass House celebrates the finest Tasmanian wine and whiskey in a transparent building with 280-degree views of the marina. The upscale restaurant shares Tasmania’s regions and stories through food, and like Franklin, uses superior local produce. In honor of its name, the floating beacon has an impressive Murano glass display and a private collection of table glassware sourced from Tasmanian estate auctions.

A five-minute walk from the waterfront is the Moss Hotel, covertly positioned above Salamanca Place—a revamped colonial boulevard filled with cafés, galleries and shops. Moss’s exposed timber beams, handcrafted furniture and original stonework create an earthy sense of calm that’s far removed from its original function as a warehouse.

Away from the gentle hum of the city center is the Islington Hotel in South Hobart, which offers views of Mount Wellington—a majestic

4,000-foot-high mountain that affords spectacular views across the Tasman Sea on a clear day. Hotel walls are adorned with fine art and rooms draw personality from antique furniture and contemporary finishes. Book the “signature” room for the ultimate night’s rest in an oversized Austro-Hungarian Empire bed facing a toasty fireplace.

From Hobart, a 25-minute ferry ride sets passengers down at the foot of Australia’s lauded, and sometimes controversial, Museum of Old and New Art. The three-level museum, better known as Mona, is carved into a cliff-face and was founded by professional gambler and art collector David Walsh. In late 2017, the destination gallery expanded with the opening of the Pharos wing, which houses four large-scale installations by American artist James Turrell. With Pharos came a new restaurant and bar (Faro), joining Mona’s existing restaurant, The Source, and its wine bar, brewery and cellar door.

For those looking to steer clear of urban centers, there is an expanse of natural beauty and abundant wildlife beyond Hobart. About 18 miles north of Hobart, take an exclusive night tour at Bonorong Wildlife Sanctuary and help feed endangered Tasmanian devils and other native Australian fauna such as sugar gliders, kangaroos and tawny frogmouths. Private daytime feeding tours are also available.



←  
**EMBRAER TIP**  
Looking for a quick getaway from Melbourne, Australia? Board your Phenom 100EV and land in Tasmania in 52 minutes.



IMAGES (left page top) © Adam Gibson, (right page & below) © Luisa Brimble



**Clockwise from left**  
Pumphouse Point is a charming boutique hotel set amid the majestic alpine backdrop of Australia's deepest lake  
  
At Satellite Island, the three-bedroom Summer House is set up on the highest point of the island  
  
Another accommodation on the island is the two-bedroom Boathouse, which sits on a small jetty over the water

Further up the east coast is Freycinet National Park, where the multi-award winning Saffire Freycinet lodge is tucked in bushland overlooking Great Oyster Bay. The lodge offers a range of experiences, including a visit to the Freycinet oyster farm, a relaxing boat ride around the turquoise bowl of Wineglass Bay, and a cultural tour with an indigenous guide, including tastings of Australian bush tucker or native Australian sustenance. Back at the lodge, fine dining is a given.

Inching into the wilderness of the west is the iconic Cradle Mountain, marked by a twin-peaked basalt formation with a dipped “cradle” in the middle. Here, luxury accommodation is provided at Cradle Mountain Lodge, where suites include log fires and freestanding bathtubs—ideal to come home to after a day exploring the Cradle Mountain-Lake St Clair National Park.

Within Cradle Mountain’s national park is Tasmania’s best-known hiking trail, the Overland Track. This six-day trek crosses breathtaking valleys, plains and gorges, and the Tasmanian Walking Company provides nightly accommodation in private huts with hot showers. Optimal comfort then awaits at the end of the trail at Pumphouse Point. With the 12-room “Pumphouse” positioned in the middle of Australia’s deepest lake, this is one of the country’s most unique guesthouses. Wake up to glacial views through the floor-to-ceiling windows and enjoy shared farmhouse-style dinners on the shores of Lake St Clair. On the lake’s edge, there are additional rooms in the Art Deco “Shorehouse” and private “Retreat,” hidden in native bushland. The latter includes a hot tub under the stars.

Full seclusion can be found further offshore at Satellite Island, reached via a short boat ride from the equally stunning, but non-exclusive, Bruny Island, or helicopter or catamaran from Hobart. With private access to Satellite Island, guests can hike along sea cliffs, lever wild oysters from the rocks and kayak beneath soaring white-breasted eagles. Come sunset, dine on gourmet produce by an open fire before retreating to the stylish waterfront boathouse. It’s the perfect marriage of food, wine and natural beauty, and exemplifies the precise reason why Tasmania should not be skipped. ◀



**HOTELS**

**Moss Hotel** is a hidden retreat above bustling Salamanca Place, tucked within the original warehouses that were once the stomping grounds of traders, whalers, publicans and convicts. [mosshotel.com.au](http://mosshotel.com.au)

**Islington Hotel** is a charming boutique hotel with a large garden offering stunning views of Mount Wellington. Guests are invited on a VIP Tour of the White Label Distillery to taste exceptional single malt whiskey. [islingtonhotel.com](http://islingtonhotel.com)

**Saffire Freycinet** provides an immersive connection to Freycinet National Park and Wineglass Bay. Featuring 20 private suites, a luxury spa, top-of-class gastronomy, and individually tailored experiences, Saffire has been named one of the best luxury hotels in Australia. [saffire-freycinet.com.au](http://saffire-freycinet.com.au)

At **Pumphouse Point**, guests may explore the outdoors with walks, bikes, dinghies, fishing, wildlife viewing, scenic helicopter or plane flights and picnics. [pumphousepoint.com.au](http://pumphousepoint.com.au)

**RESTAURANTS**

The menu at **Franklin** changes according to the season and integrates wild-foraged ingredients like rocket flowers and wild fennel. Try the house-made goat cheese aged in their own wine cellar. [franklinhobart.com.au](http://franklinhobart.com.au)

Suspended over Sullivan’s Cove, **The Glass House** has redefined style on Hobart’s waterfront. Enjoy elegant cocktails, Tasmanian-inspired plates, international flair and panoramic water views. [theglass.house](http://theglass.house)

**PRIVATE ISLAND**

**Satellite Island** is your own private paradise. Sleep in the Boathouse on the water’s edge with the doors open. Do the rock shelf walk at low tide. At night, be sure to look up, as the star-studded sky is amazing. You may even see the Southern Lights. [satelliteisland.com.au](http://satelliteisland.com.au)

# NATURAL WONDERS

*Known to some as the African Galápagos, São Tomé and Príncipe is a perfectly preserved utopia off the west coast of Gabon*

**F**rom above, São Tomé and Príncipe look like the sort of lush, jungle-filled islands that should have a starring role in a Robinson Crusoe novel. Separated by 99 miles of ocean and set deep in the Atlantic off the coast of West Africa, they are like free-floating grains of pepper in a vast body of water.

Up close, however, they are far harder to pass by. Otherworldly plants, sturdy palm trees and rainbow-hued indigenous flowers coat the islands, which are circled by pristine white-sand beaches and lapping water. And yet only 13,000 tourists a year visit these small pockets of magic floating off Gabon, which means that anyone hoping for a week of pure relaxation, far from the maddening crowds and in the same time-zone as Europe, need look no further.

São Tomé is more densely populated and livelier than its tranquil and sleepy counterpart. Ice cream-colored colonial buildings and churches line the dusty streets of the capital and a buttermilk-colored fort sits at the mouth of the city's original trading port. Rainforests coat the rest of the island, giving way to pristine white sand beaches.

The island of Príncipe, a UNESCO Biosphere Reserve, is home to enough amphibian, reptile and bird species to make any botanist or animal lover weep with joy. Trails snake into the depths of the rainforests, passing by soaring rock towers and hidden waterfalls. A few meters out to sea are a vast array of coral reef fish, turtles, dolphins and whales.

On Príncipe, Sundy Praia is the ideal place to unwind. The pool is long, deep and cool, overlooking the turquoise sea and surrounded by curtained cabanas. Private tented villas have direct access to the deep blue water, and nature lovers will fall for the inquisitive animals in the trees and dolphin sightings in the bay outside.

At Roça Sundy, life revolves around the plantations that were the heart of cocoa production. A lush boutique hotel that looks like every stylish holiday fantasy brought to life, it is the brainchild of South African entrepreneur Mark Shuttleworth—a man famous for being the first African to travel to space. Shuttleworth saw the potential of Príncipe, and also its desperate need for development that wouldn't harm the pristine environment. The bedrooms, in particular, are a delight, covered in an etching of birds and hand-painted wallpaper, while bathrooms have stand-alone tubs and views of the virgin forest.



**SUSTAINABLE AT HEART**

As part of the World Network of Biosphere Reserves, the island of Príncipe partakes in a global initiative to foster the conservation of biological and cultural diversity, promoting economic and social development based on partnerships between people and nature. Sundy Praia, Roça Sundy and Bom Bom are all actively engaged with their local communities, fostering sustainable tourism and training for eco-jobs as well as encouraging sustainable development options within tourism. As part of a large initiative to keep the islands in their pristine state, São Tomé and Príncipe are at the forefront of sustainable tourism. **For more information, visit: [hbdprincipe.com](http://hbdprincipe.com)**



**EMBRAER TIP**

The Praetor 600's unprecedented range of 4,018 nm connects Europe to São Tomé International Airport nonstop.



**Left page (top)**  
Sundy Praia is a tented luxury hotel on the wild northwest tip of the island of Príncipe

**Left page (bottom)**  
At Sundy Praia, each of the three-bedroom tented villas has its own private pool

**Right page (top)**  
Roça Sundy is a beautifully restored cocoa plantation house with views of the virgin forest

**Right page (bottom)**  
At Bom Bom, a 140-metre wooden bridge leads to the small islet that lends its name to the hotel

Days on Príncipe start with bowls of fresh mango plucked from the trees and continue with diving, swimming and spa treatments or the simple pleasure of lying in a hammock tied between two palm trees, a book in hand, and the gentle breeze bringing in the salty smell of the ocean.

Nearby is Príncipe's biggest national park, which is filled with extraordinary plants and animals, including the chatterbox African grey parrot. Just outside its gates is Bom Bom, a laid-back resort in the middle of a sheltered bay. It remains a popular spot to spend the day soaking in the natural surrounds while enjoying a leisurely lunch at the bar to the sound of heavy waves breaking against the shoreline.

Sit on the sand as the sun sets outside Bom Bom and snack on a mangongo, a scarlet fruit indigenous to the island that tastes like sweet licorice. Watch the fading light turn the beach almost bubble-gum pink and relish the elemental beauty of this place. ←



IMAGES (left and right page bottom) © HBD Príncipe, (left and right page top) © Martin Nicholas Kunz and Helke Fademrecht

# TRAVEL GEMS

*With the face of travel changed for the time being, these experiences have been sought out with sustainability, wellbeing and most importantly guests' safety in mind*



## ISLAS SECAS

Privately-owned Islas Secas offers thrill-seekers endless opportunities for aquatic adventure. Located off Panama's rugged Pacific coast, the region is home to one of the largest coral reefs in the world and is teeming with exceptional marine wildlife ripe for discovery. Over 75% of the 14-island archipelago is untouched by human activity, making it a pristine getaway where travelers can completely disconnect. Islas Secas boasts impressive eco-reserve credentials as well. All energy on the island is generated by a solar array and water is reclaimed to provide irrigation. The property operates with a zero-waste policy, helping to preserve the natural beauty of the region. The resort had also planted thousands of native Panamanian trees to help restore the original landscape of the islands. New for the 2020/21 season, Islas Secas will launch a new private plane transfer service with a flight time of approximately one hour. The plane will operate private transfers between Tocumen International Airport in Panama City directly to an airstrip on the main island of Islas Secas. [islassecas.com](http://islassecas.com)

## SENSEI LĀNA'I, A FOUR SEASONS RESORT

Guests looking for an experience that will help them tune into their inner self will relish in this luxurious wellness enclave on the secluded Hawaiian island of Lāna'i. Prior to arrival, a dedicated Sensei Guide will help guests create their own bespoke itinerary to help them target specific health goals or simply unwind from the stresses of everyday life. The resort's evidence-led approach to wellbeing focuses on movement, nourishment and rest to provide for the greatest possible sense of calm and mindfulness. To ensure utmost safety, extensive measures have been taken through Four Seasons Hotels and Resorts' Lead With Care program—the new Four Seasons global standard of hotel cleanliness and safety protocols. Travelers can fly into Lāna'i Airport to reach the property. [fourseasons.com/sensei](http://fourseasons.com/sensei)



## DEPLAR FARM

Located in the remote Fljót Valley of northern Iceland, Deplar Farm is a free-standing, Nordic-inspired lodge surrounded by untouched nature. Available for guests year-round, Deplar Farm can be booked out for exclusive use to enjoy the splendor of the Icelandic countryside. Swim under the midnight sun in the thermal springs in the summer, or gaze at the Northern Lights dancing above the snow-capped mountains in the winter. Adrenaline-junkies can indulge in an exhilarating selection of outdoor pursuits ranging from held-skiing and sea kayaking to whale watching and astro-touring. Fly into one of the nearby fishing villages or arrange for a private helicopter transfer right to the lodge to enjoy utmost privacy. [elevenexperience.com/deplar-farm-iceland-winter](http://elevenexperience.com/deplar-farm-iceland-winter)



## SINGITA

As one of the leading conservation companies in Africa, Singita's 14 award-winning, low-impact lodges and camps across the continent are unmatched. By simply staying at one of the properties, guests contribute to conservation efforts thanks to Singita's dedicated conservation fee included in the nightly room rate. For those interested in doing more, that brand's wildlife conservation and community programs, in partnership with local trusts and funds, provide for a chance to actively partake in preservation. Combat poaching with a team of 180 game scouts in Tanzania; join the all-woman Serengeti Girls Run to raise funds towards the empowerment of girls; plant trees and assist with Singita's reforestation project in Rwanda; or sponsor young talent from local communities. [singita.com](http://singita.com)



## SIX SENSES KRABEY ISLAND

Discover the untouched landscape of Cambodia's Krabey Island with Six Senses. 40 pool villas are scattered throughout the 30-acre island, exemplifying Six Senses' commitment to using sustainable material while embracing modern technology for total guest convenience and comfort. Throughout their stay, guests are treated to luxurious sensory journeys of wellness through the Six Senses Spa. Guests can also take advantage of the pristine nature surrounding the island, with a range of under and over-water activities to choose from. The island can be reached by flying into Sihanoukville Airport—a mere 10-minute drive from the resort's mainland reception jetty, where they will be taken by boat to the island. [sixsenses.com/krabey-island](http://sixsenses.com/krabey-island)

# LOW-IMPACT TRAVEL

*The face of travel as we know it has changed dramatically—but perhaps this is a chance for us to take a step back and assess how we can travel responsibly to preserve the beauty of our planet for generations to come*

Scientists are beginning to refer to the era we live in as the “Anthropocene”—an age in which human activity is the dominant influence on climate and the environment. While the classification is still being debated, the plight of the planet is not.

A comprehensive report released by the Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services estimates that around one million animals and plants are threatened with extinction. More than 40% of amphibian species, about 33% of reef-forming corals and more than a third of all marine mammals are threatened due to human impacts on their environments.

However, the tide is turning, and consumer demand for responsible tourism was steadily growing prior to the global pandemic, according to “The Case for Responsible Travel: Trends & Statistics 2019” study by The Center for Responsible Travel (CREST). “Responsible travel has come a long way, from its original roots in small-scale, nature- and culture-based ecotourism. Today, sustainability—environmental, social, and economic—is increasingly recognized as the benchmark for all tourism business.” Furthermore, the report stresses that businesses and destinations have a responsibility to raise awareness and educate travelers about sustainability. This is essential for development, particularly in poor communities and countries. The UN World Tourism Organization estimates that 57% of international tourist arrivals in 2030 will be in emerging economies, according to the IMF World Economic Outlook Report (April 2017).

## Make A Difference

So what does this mean for today’s traveler? Besides the logistics of where to go and how to get there safely and in the eco-friendliest way, the emphasis is now on how to make it count—for yourself and the community or destination you’re visiting.



In 2019, the nomadic hotel 700,000 heures was based in Lençóis Maranhense, Brazil

WORDS Debbie Hathway, IMAGE © Eric Martin / 700,000 heures



### EMBRAER TIP

Fly in comfort with active turbulence reduction through full fly-by-wire flight controls in the Praetor 500.

In a survey conducted by Skift, leading providers of industry intelligence to the travel sector, and G Adventures, a Canada-based operator of small-group escorted tours with 28 offices worldwide, 97% of respondents said they would be more likely to book travel and experiences with companies that support environmental and social initiatives, 31% would be willing to pay more for that, while a further 58% would make their booking dependent on a cause.

Some organizations include a give-back donation in their fee, which guests appreciate. Justin Smith, president of The Evolved Traveler, said, beyond that, it's their Evolved Experiences that guests find particularly transformational. "What excites our guests, whether we are providing them with a journey to a more mainstream destination or something off-the-beaten-track, is a sense of discovery," stated Smith. "In Tanzania, we visit the KOPELion, an organization that strives to facilitate sustainable lion and human coexistence in the Ngorongoro Conservation area. In Vietnam, we meet with participants of the Lifestart Foundation, a grassroots, not-for-profit charity that helps disadvantaged Vietnamese people and their families to become self-sufficient and make traditional Vietnamese lanterns together for an afternoon."

The goal with Evolved Experiences is to use them as means of broadening a sense of global community, and Smith shared that each destination offers wonderful and unique opportunities to do just that.

### Support Local

Named after the average human lifespan, 700'000 heures is the world's first "wandering" hotel. It opens in a new place every six months before disappearing forever. 700'000 heures is dedicated to sustainability, actively engaging with local communities to ensure full participation at every level. "We recently launched a philanthropic initiative, Daem, to benefit local communities by building enduring connections between these breathtaking yet authentic properties and the world's most curious global nomads," said founder Thierry Teyssier.

"Daem is a legacy program that will allow local talent and entrepreneurs to sustainably support and build upon the benefits of the otherwise ephemeral 700'000 heures experience through hospitality training, environmental protection and responsible tourism promotion through funding for strategic local projects."

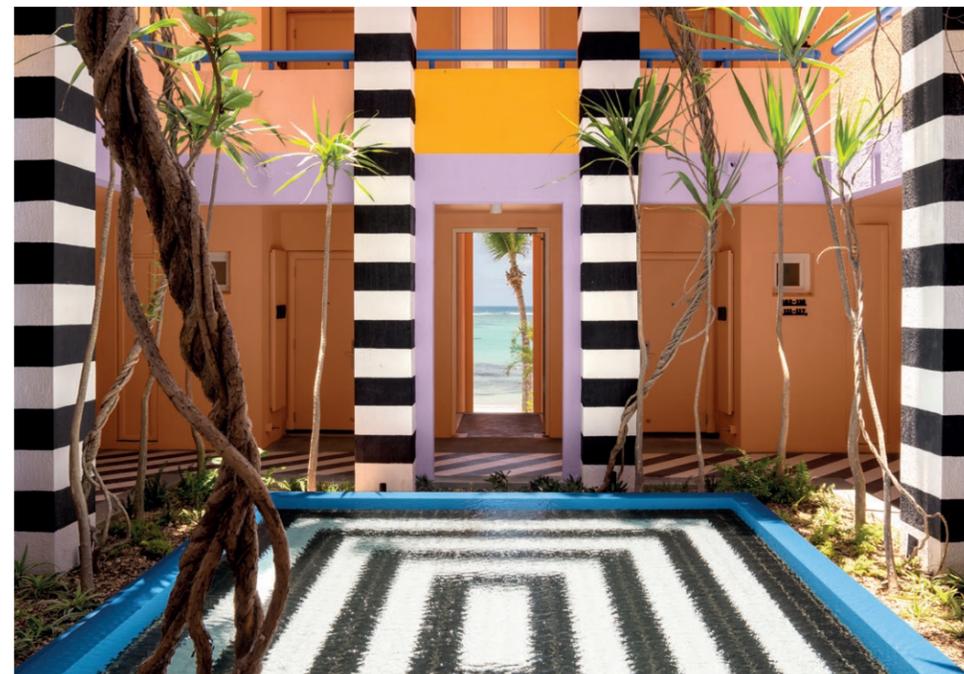
700'000 heures believes local communities can best provide the most memorable experiences to travelers by harnessing the richness of their culture, traditions and heritage. The goal is also "to create several 'Constellations' of houses very quickly to propose local tourism rather than crossing the world to the next destination," Teyssier said.



IMAGES (above) © Amazing Escapes, (below) © SALT of Palmar

**Above**  
Kachi Lodge in Bolivia is a permanent yet mobile structure secured on a wooden floor

**Below**  
Boutique hotel SALT of Palmar in Mauritius is rooted in community and sustainability



### TRAVEL TIPS

The Evolved Traveler's bespoke travel itineraries are ideal for discerning individuals, couples and small groups, with exclusive access to villas and private jets to provide the utmost in safety and comfort. [evolvedtraveler.com](http://evolvedtraveler.com)

700,000 heures only operates with small groups, with each excursion meticulously planned to avoid crowds. Join the Cercle des Amazirs to enjoy the experience year-round. [700000heures.com](http://700000heures.com)

Guests at SALT of Palmar will experience some of the most stringent safety measures to handle the current crisis, from extensive sanitation to daily temperature checks for guests and staff. [saltresorts.com](http://saltresorts.com)

The Kachi Lodge feels like it's isolated from the world (the nearest village is over three miles away). The outdoor activities on offer make for an unforgettable experience. [kachilodge.com](http://kachilodge.com)

Boutique hotel SALT of Palmar in Mauritius is also rooted in community and holds happiness and sustainability at its heart. It uses no single-use plastics, has no TVs in the rooms, serves homegrown produce and offers no buffets.

"Everything we have achieved with SALT started with four values: to be simple, local, human and curious," said Nitesh Pandey, senior vice president for SALT, "whether that meant committing to never using single-use plastics anywhere in our hotels, supporting the local economy by sourcing from local suppliers, or creating our own guidebooks to encourage our guests to go out and explore for themselves."

### Aim For Understanding

In Bolivia, Amazing Escapes' Kachi Lodge is one example of how the boundaries of sustainable travel can be pushed. Preservation of the environment underpins the project.

Located on the Uyuni Salt Flats at an altitude of 11,800 feet, at the foot of Tunupa Volcano, Kachi Lodge is a permanent, yet mobile, structure. It is secured on a wooden floor

that stands on pillars on the Salar. The lodge operates on solar energy and cutting-edge technologies have been applied to the water management system. In each room, an incineration toilet instantly burns all organic matter, leaving only a small ash residue. There is no black water to discharge or treat, and waste management is a priority. Supplies are sourced in recyclable packaging as much as possible.

Smith explained that the messaging has to be clear around sustainable tourism so guests can feel they can easily apply it and feel good about it. "The messaging isn't, 'You can't do this, you can't do that or can't go there.' It's simply saying let's use and implement mindful practices on our journeys that will have a lasting impact on the local communities we visit, the environment and cultural heritage."

The best way for any traveler to initiate this for themselves is to find out more and make choices around sustainable tourism and practices in the destinations they visit. "Consumers of the travel industry, whether cruises, resorts, land tours, etc., have the ability to be a driving force for change. I would love to see that happen." ◀



New Guinea Tribe  
Read more in our portrait  
feature on Wade Davis  
on pages 36-37

© Wade Davis

Dunham & Jones

Wade Davis

Biomimetics

Zero Waste

1% For The Planet

PEOPLE &  
INNOVATION

# NAVIGATING THE SKIES WITH DUNHAM & JONES

*Paul Dunham, founder and principal of Dunham & Jones law firm, recently acquired a Phenom 300E, the second Embraer aircraft to grace his firm's fleet. He sits down with Advantage to share how Embraer is helping his business grow and the challenges of navigating a changing world.*

*Can you tell us a bit about Dunham & Jones?*

My firm was founded in 1989 as a criminal law firm in Austin, Texas. Over the past few years, our operations have been expanding to other states, which led us to purchase the Phenom 100EV and Phenom 300E aircraft. Our practice is expanding to states like Tennessee, Arizona, Missouri, California and Ohio, and we currently have about 85 attorneys working at our firm.

*What are some of the values that Dunham & Jones embodies?*

Everything that we do as a firm is focused on the client. Communication is our utmost priority, and we do everything that we can to ensure that our clients are happy. Our team is incredibly hands-on, and our clients can call us or drop into our offices at any time without an appointment. We're all very close—like a big family. The two Phenoms make it even easier for us to be closer, even when our

operations are spread across different states. It's too time-consuming for our team to fly commercial, so having access to the jets allows us to have boots on the ground and visit with the attorneys and clients whenever they need us.

*What made you decide to purchase your first aircraft with Embraer—the Phenom 100EV?*

We acquired the Phenom 100EV about two years ago. It's truly an awesome plane. The fuel economy is second-to-none, and the speed is unparalleled. I was impressed by Embraer's clean sheet design. Unlike other planes we were looking at, the Phenom 100EV can reach an altitude of over 41,000 feet, meaning we can avoid a lot of poor weather conditions. The plane also carries a lot of people and weight. It really met all of our needs. We also found the cost of the plane to be very reasonable. Plus, it's one of the best-looking aircraft on the market. It really wasn't a difficult decision.

*You recently acquired a Phenom 300E. What made you choose this aircraft?*

We initially bought the Phenom 100EV because we recognized that operating multiple offices in the country would require more flexibility on our end.



**Left page**  
Paul Dunham and Michael Amalfitano at Embraer's Global Customer Center in Melbourne, Florida

**Right page**  
Embraer's delivery process includes a ceremony to present the aircraft and meet the team in charge

how we treat our clients, and that was really important to us.

*What was the delivery experience like when picking up the airplanes?*

The delivery process is spread out over four to five days. There's a small party to show you your aircraft in the hangar when you arrive, where you get to meet everyone you'll be working with. You go over all of the electronics, inspect the plane inside and out. When we had a couple of small details that needed to be addressed, Embraer took care of everything so efficiently. After we got the Phenom 100EV, we knew we wanted to buy a Phenom 300E as well, but the new enhanced performance really blew away all of my expectations. It's quiet, it's fast and our pilots love the extra space in the cockpit, plus the flight is incredibly smooth. When we left the Embraer factory in our new Phenom 300E, we flew around to several of our other offices and loved every second of it.

*With the global COVID-19 crisis, how have you been holding up over the past few months?*

As attorneys, we're classified as essential, but we've had to adapt to the times and change how we operate. We still have some court dates, but many of us have been and still are working from home. I think we're doing a pretty good job of adapting to the current situation, and our aircraft are helping us do so. A lot of commercial airlines

have scaled back their operations and are no longer servicing areas that we need to reach—having our Phenoms gives us the flexibility to go where we need to, when we need to, and to do so safely without having to expose ourselves to too many other people. We're working with all of the rules and regulations and doing the best that we can.

*Do you foresee any long-term changes to your operations as a result of the current situation?*

The current crisis won't change that we need to have a physical presence at our other offices. It's incredibly important for our business and our management team to be able to meet on the ground face-to-face. That being said, we're having a lot more virtual meetings with the courts, and more people are working from home. We're trying to meet the demands of a potentially new economy, and while our business has certainly been affected, we are very diversified and in a better position, I think, than a lot of other law firms.

*Embraer inspires us to "live unconventionally." What does that mean to you?*

Without Embraer, we would not be able to diversify our business in the way that we do. The safety and flexibility provided by having your own jet is truly exceptional, and it allows us to provide the level of service that we demand of ourselves. ←



# GIVING A VOICE TO THE UNHEARD

*Author, filmmaker, anthropologist and professor, Wade Davis has made it his life mission to give the world a better understanding of indigenous cultures*

*As a scientist and scholar, you have dedicated a substantial amount of your work to giving a voice to many of the world's indigenous peoples. Why do you think it is so important to raise awareness for them?*

Of the 7,000 languages spoken today, fully half are not being taught to children, implying the potential loss in a generation of half of humanity's social, spiritual and ecological knowledge. More than mere words and grammar, a language is a flash of the human spirit, the vehicle by which the soul of a culture comes into the material world. The knowledge at risk is not trivial. The genetic endowment of humanity is a continuum, race is a fiction and we are all cut from the same genetic cloth. Every culture shares the same human genius, the same mental acuity. How this raw potential is expressed is simply a matter of choice and adaptive orientation. The other peoples of the world are not failed attempts to us, let alone failed attempts to be modern. Every culture is a unique answer to a fundamental question. What does it mean to be human and alive?

Humanity responds to that question in 7,000 voices, and those answers become our collective repertoire for dealing with all the challenges that will confront us as a species in the coming centuries. Every culture has something to say, each deserves to be heard, just as none has a monopoly on the route to the divine. To lose any language is to lose something of ourselves.

*Some of the most remote communities in the world are also those who are most vulnerable to the effects of deforestation and climate change. How are they adapting to these changes?*

Climate change has become humanity's problem but it was not caused by humanity. It is the consequence of a particular way of thinking that we can trace in the European lineage back to the Enlightenment. As we liberated ourselves from the tyranny of absolute faith, we abandoned all notions of myth, magic, mysticism and metaphor. René Descartes famously declared that all that exists is mind and matter. In a single phrase, he deanimated the world. The triumph of secular materialism

became the conceit of modernity. Science made a housecleaning of belief. But in point of fact, metaphor has always determined the relationship between culture and the natural world. A child raised to believe a mountain is a pile of inert rock will have a very different attitude than a child raised to revere a mountain as a protective deity. What matters is not the veracity of either claim, but how the belief itself mediates the relationship between the person and the natural world, with profoundly different consequences for the ecological footprint of a people. I was raised to see plants and animals as but props on a stage upon which the human drama unfolds. Children of the Barasana in the Colombian Amazon come of age believing that plants and animals are only people in another dimension of reality. For those in the industrial world, the climate emergency represents a technical challenge, economic opportunity, for some a political debate. But for those indigenous peoples who hold themselves responsible for the well-being of the Earth, it represents both an existential threat, and a profound psychological crisis.

*How do you think the plight of indigenous peoples reflects on humankind as a whole?*

The great lesson of anthropology is the realization that the social world into which we are born does not exist in some absolute sense, but is just one model of reality, the consequence of one set of adaptive choices that our cultural heritage made, however successfully, many generations ago. The other peoples of the world teach us that there are other ways of being, other ways of thinking and orienting ourselves in social, spiritual and ecological space. The very existence of these other possibilities puts the lie to those in our own cultural lineage who suggest that we cannot change, as we all know we must change, the fundamental way in which we inhabit this most beautiful planet that is our only home.

*What do you think we can learn from indigenous cultures?*

We have for three centuries now consumed the ancient sunlight of the world. Our economic models are projections and arrows when perhaps they should be circles. To define economic well-being as perpetual growth on a finite planet is surely the economics of delusion. The Aboriginal peoples of Australia, by contrast, value not progress, but stasis. Their goal is not to change the world but rather to do the ritual gestures necessary to keep the world exactly as it was at the time of creation. I'm not suggesting their way of thinking is better than ours. Had we as a species emulated their beliefs, we would never have put a man into space or released the power of the atom. On the other hand, had their devotional philosophy become the human norm, we would not be confronting the existential threat of a climate crisis. Ten thousand years hence, assuming we are still here, people may reflect on which way of thinking was ultimately the most insightful and wise.

*How can we mitigate the struggles of indigenous peoples?*

We have this false notion that indigenous cultures are somehow destined to fade away as if by natural

law, as if failed attempts to keep up, failed efforts to be modern. Nothing could be further from the truth. In every instance, these are dynamic, living peoples being driven out of existence by identifiable forces, whether political, economic or ideological. This is, in fact, an optimistic observation, for if people are the agents of cultural loss, we can surely be the facilitators of cultural survival. It is not about the traditional versus the modern. The challenge is to find ways for all cultures to benefit from the genius of science and technology without that engagement demanding the death of who they are as a people. It's a matter of human rights, but also geopolitical stability. Culture is not trivial or decorative. It is a blanket of comfort that gives meaning to lives. It is a body of knowledge that allows the individual to make sense out of the infinite sensations of consciousness, to find meaning and order in a universe that ultimately has neither. Culture is a body of laws and traditions, a moral and ethical code that insulates a people from the barbaric heart that history suggests lies just beneath the surface of all human societies and indeed all human beings. Culture alone allows us to reach as Lincoln said for the better angels of our nature.



*You have a new book, "Magdalena: River of Dreams", which will be released later this year. Can you tell us a bit about it?*

Travelers often become enchanted with the first country that captures their hearts and gives them license to be free. For me, it was Colombia. In ways impossible fully to explain, the country allowed me, even as a boy, to imagine and dream. The book tells the story of Colombia, past and present,

through a journey the length of the Río Magdalena, the lifeline that allowed Colombians to settle a mountainous land that geographically may well be the most challenging place on the planet. Like the Mississippi, its shadow to the north, the Magdalena is both a corridor of commerce and a fountain of culture, the wellspring of Colombian music, literature, poetry, and prayer. In dark times, it has served as the graveyard of the nation. And yet always, it returns as a river of life. Through all the years of the worst of the violence, the Magdalena never abandoned the people. It always flowed. Colombia as a nation is the gift of the river. The Magdalena is the story of Colombia.

*You are also a prolific documentary filmmaker. Can you tell us about some of your more recent works?*

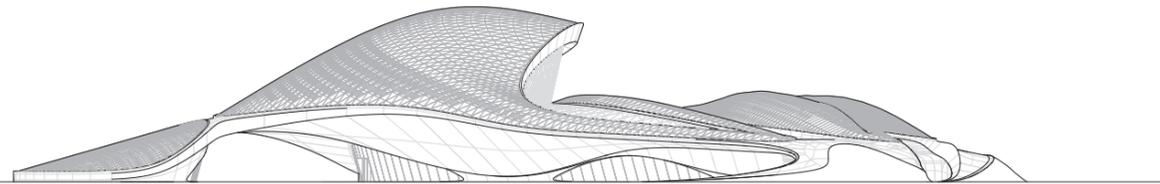
*El Sendero de la Anaconda* (The Path of the Anaconda) celebrates the visionary realm of the Barasana and Makuna, even as it calls for the creation of protected corridor running from the Andes to the Atlantic, the entire width of the northern Amazon. The film, available on Netflix, had a theatrical release in 17 Colombian cities and became the top documentary of the year. It's a pure celebration of the wonder and beauty of the Colombian Amazon. A second film released this year took me to Tibet, India, the United Kingdom and France, following the story of Oliver Wheeler, the most remarkable Canadian to remain completely unknown to his fellow Canadians. After four years on the Western Front, he was recruited to the 1921 British expedition to Everest. As a surveyor, it was his task to map the inner massif of the mountain. He would spend more time alone and higher on the mountain, exposed to its wrath, than any of the other climbers. And it was Wheeler, not George Mallory, who discovered the doorway to the mountain, the route to the summit that climbers use to this day. The film aired in Canada on July 19, 2020. ◀

**"Magdalena: River of Dreams" will be released on September 14, 2020.**

BASED ON AN INTERVIEW BY Nicholas Thompson. IMAGES (left page) © Adam Dillon, (right page) © Wade Davis

# NATURE'S BOUNTY

*The natural world may provide more solutions than we were previously aware of*



How do we clear a path to a better future? How do we improve those innovations which have made life better or create anew? We can scrutinize existing human inventions all we like, but the natural world has a 4-billion-year head start on creating and refining efficient designs. Albert Einstein is frequently quoted as saying: “Look deep into nature, and then you will understand everything better.” He might not have coined the phrase to talk specifically about biomimetics, but the practice of looking to nature for tomorrow’s big innovations certainly hangs neatly on his words.

Nature may hold the secrets and indeed provide the very models we use to change the way we grow food, create new materials, heal ourselves or communicate. Many of our greatest inventions have already been present in nature since time eternal; only by accident did we stumble upon the answers before learning how to read the textbook.

Some argue that our increased understanding of the natural world means the Industrial Age is now over. “The Biomimicry Revolution introduces

an era based not on what we can extract from nature, but on what we can learn from her,” said scientist Janine M. Benyus in her 1997 book “Biomimicry: Innovation Inspired by Nature.” She continued: “There is more to discover than to invent...nature has already solved the problems we are struggling to solve.”

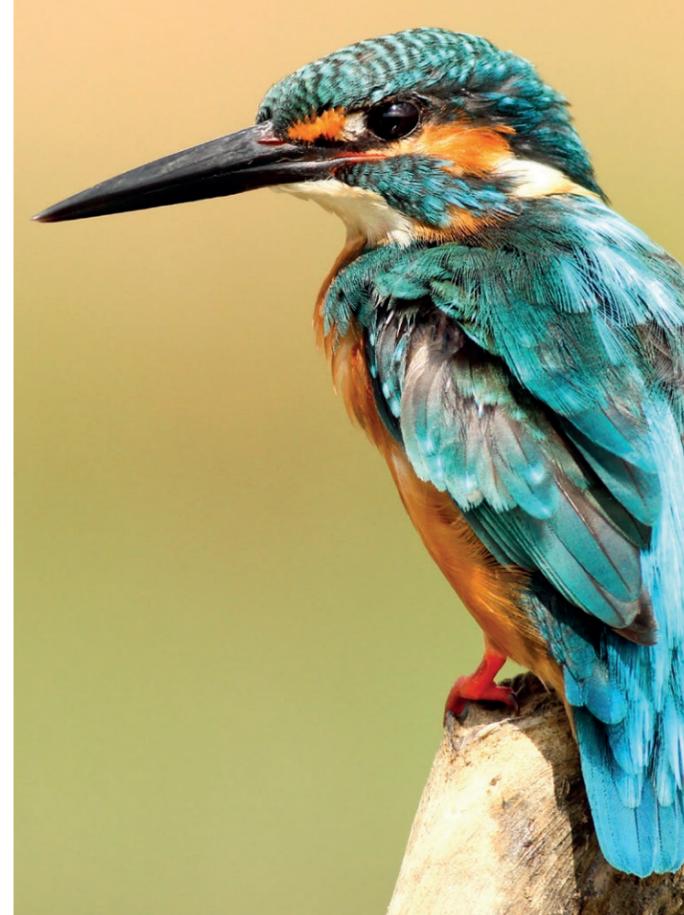
The term “biomimetics” was first coined in the 1950s by American biophysicist and inventor Otto Schmitt, but the practice itself reaches much further back: ancient temples carved into rock borrow from the shelter and security of caves; pyramids of various cultures inter their residents in man-made mountains; Chinese umbrellas, invented at the beginning of the common era, sprouted from children’s practice of sheltering beneath lotus leaves as they ran. Leonardo Da Vinci’s fascination with flight, and his study of birds and bats, led many of his theoretical flying machines to mimic their bone structure.

In the Industrial Age, humankind has created many inventions that owe a surprising debt to the natural world. Velcro, or the hook and loop fastener,

was invented after Swiss engineer George de Mestral noticed burdock burrs sticking to his dog’s fur after a walk in the Alps—outside of clothing, it now plays a vital part in both medicine and space exploration. Japan’s Bullet Train emulates the aerodynamic beak of the kingfisher, while Ornilux glass keeps those birds safe by embedding fine UV-reflective strands inspired by spider webs.

We’ve even got it too right, at times. While the unique pattern of shark skin has been used by American company Sharklet to create materials that naturally repel bacteria, it has also inspired textured swimsuits so effective that they were banned from competition following the 2008 Olympic Games in Beijing. That same drag reduction is being experimented with to improve the cruising efficiency of aircraft, already one of the biggest borrowers from nature’s library—the Wright brothers used the vulture as their model for studying drag and lift.

It is true that the tendrils of Biomimicry now reach everywhere from trivial examples like the Interface i2 carpet tile—emulating a leaf-strewn forest



**Left page**  
The new Bee’ah Headquarters in UAE resembles a sand dune of the Arabian Desert

**Right page**  
Japanese researchers successfully reduced noise by modeling the front of a bullet train after a kingfisher’s head



WORDS Alex Cox, IMAGES (left page) © Zaha Hadid Architects, (right page) © Unsplash

“ *There is more to discover than to invent...nature has already solved the problems we are struggling to solve.* ”

*Janine M. Benyus, Scientist and author of “Biomimicry: Innovation Inspired by Nature”*

floor, it matches other tiles no matter when it was installed—to critical health innovations, like cardiac superglue with a formulation inspired by slug slime. But it can also have a significant impact on society beyond mere products.

Carbon capture, using chemistry derived from plants, algae and coral, allows us to turn excess carbon from industry into viable building materials. We can copy the motion of kelp, as seen in the renewable energy company BPS’s bioWAVE project, to create more efficient power from underwater wave motion. The power we do generate can be more cleverly used if we listen to the way bees communicate, as seen in the anticipatory human-free HVAC power distribution of Encycle’s Swarm Logic technology.

Copying nature’s design can even mean we reduce our reliance on air conditioning; Harare’s Eastgate Centre, designed by Mick Pearce, famously emulates the design of a termite mound to keep its internal temperature consistent. Architecture has, indeed, long been a cornerstone of natural design—the arches of Gaudi’s Sagrada Familia in Barcelona are designed to mimic the strength of tree branches—and it could be the answer to building taller and stronger structures as we move forward.

Its influence can already be seen in iconic buildings like London’s Gherkin (inspired by the Venus flower basket sponge in order to reduce wind deflection) or the Eden Project in Cornwall, England (itself a deliberate return of an open quarry to nature, structurally designed after the strength of soap bubbles). The sustainably built and entirely renewable-powered Bee’ah headquarters, due for completion this year, strikingly resembles a sand dune, blending into its environment in Sharjah, United Arab Emirates, and enabling it to withstand extreme winds.

In these times of increasing environmental concern, Biomimicry could even be the answer to the future of our society. It is not just a route to energy efficiency. It may be the best field of study if we are looking to establish a truly circular economy, one in which one industry’s waste feeds another’s production. It’s just a case of looking hard enough. “Living things have done everything we want to do,” said Benyus, “without guzzling fossil fuel, polluting the planet or mortgaging their future. What better models could there be?” ◀

# ZERO-SUM GAME

*As hotels around the world aim for a zero-waste future, we look at two pioneers who have led the push for sustainability in transforming the hospitality world*

In the Maldives, pristine white-sand beaches are edged by lapping, crystal-clear water, while coating the interior of each atoll is lush virgin jungle. But Thilafushi—an artificial island created as a municipal landfill that is situated to the west of Malé—tells a different story. Piled high with plastic and tons of discarded goods and rubbish, it shows the ugly side of tourism.

For decades, luxury hotels have presented a glossy face to the world, but behind closed doors, wasteful habits have allowed waste to pile up. However, as the push towards sustainability grows stronger, entrepreneurial resort owners and managers are transforming the way their properties are run and are aiming for a zero-waste future.

Running a zero-waste property means developing strategies and tools to not just manage waste but to avoid generating it in the first place. Reducing the amount of waste sent to landfill is key, with the ultimate goal of having none left. But every single step in that direction has a positive impact. By creating a circular economy around resources, rather than a linear one, we can all benefit from improved environmental outcomes.

The best way to begin is by creating a waste inventory, so hoteliers can see where the easy wins are, such as eliminating detergent packaging or plastic water bottle waste. Accommodation waste is usually varied, with organic, glass, paper, cardboard, plastics and metals making up the bulk of waste. According to the European Commission, an efficient waste management strategy can reduce this landfill by over 50% in four months.

Many hoteliers have been doing this for years. Sonu Shivdasani, who owns the Soneva brand, has lodges around the world that are pioneers in sustainable tourism, and has cut back waste both for the benefit of his guests and the environment. Shivdasani is fanatical about reducing his carbon footprint and recycles at every opportunity. He never consumes bottled water, nor does he offer it at his resorts; instead guests drink filtered water from reusable glass jars, and the staff adds minerals and health-enhancing crystals to it.

At Six Senses, landscaping waste and food scraps are made into compost to fuel organic gardens



“Profits from our water sales go to charities that promote healthy living in developing countries, resulting in a closed-loop system, rather than a destructive, linear system,” he said. “I try to make everything recyclable and reusable—it’s how we have always lived. It’s only in the last century that we started wantonly using and disposing of things. Sustainability is key to our species’ survival.”

Food at Soneva follows a similar pattern: It is either grown on-site or bought fresh from the local markets, but rarely flown in, while 95% of waste from the hotel is recycled to make compost, glass and cardboard.

Jeffery Smith, the vice president of sustainability at Six Senses Hotels, says that thinking about a future where the world warms by 3 degrees Celsius is what motivates him to make changes every day. “There are a few focus areas of our zero-waste program,” he said. It all starts with careful purchasing, and eliminating waste before it enters our operations. Training is incredibly important, and we do training for

bin separation as well as theoretical training on the nature of waste and hands-on upcycling workshops. Zero waste is a philosophy for us as much as it is a goal. We want to reimagine ‘waste’ and constantly challenge our teams to find a use for every material.”

His efforts are impressively creative and should serve as some inspiration for us all. “Stale bread gets fed to free-range chickens who produce organic eggs,” said Smith. “Landscaping waste and food scraps are made into compost to replenish our soil and fuel organic gardens. Gray water is used to irrigate landscaping. We turn fallen branches into charcoal. Old towels are made into flower pots. Glass is crushed and then melted into jewelry, or made into paving stones. Our biggest and boldest challenge to date is our approach to plastic, which we are now calling ‘Plastic-Free 2022.’ Starting with single-use and disposable plastic as a top priority, we aim to carefully reduce exposure to plastics for guests and communities.”



**Left page**  
Soneva Fushi has the largest solar power plant currently operating in the Maldives

**Above**  
Both Six Senses and Soneva offer filtered water from reusable glass jars

**Right page**  
Six Senses has a few focus areas for their zero-waste program including turning old towels into flower pots

IMAGES (left page) © Soneva, (right page) © Six Senses Hotels Resorts Spas



**EMBRAER TIP**

The unparalleled comfort found in the Praetor 600 ensures you will arrive without fatigue thanks to its ultra-quiet environment and best-in-class cabin altitude.

Increasingly, hotels that don’t commit to operating sustainably look like they have, at best, missed the zeitgeist or, at worst, don’t care or have something to hide. Zero-waste is now not only an ethical choice—it’s a fashionable one. Many guests consider barefoot living and stripped-back lodges luxurious—partly because it represents a break from their cluttered, urban lives, but also because a sizable percentage are truly wedded to the concept of saving the planet. By implementing zero waste, hotels are readying themselves for an uncertain future and potentially attracting an entirely new customer base.

“In my view, companies that do not embed sustainability and zero waste across all their business activities will not maintain success in years to come,” said Shivdasani. “Already, we are seeing the results of climate change, be it a loss of biodiversity or the degradation of natural resources, and this will only increase. Business is dependent on these resources and we all must take action to become more resilient to address the inevitable. The brands that consider these things now are the ones that will succeed in the future.” ◀

# A LITTLE GOES A LONG WAY

*By committing 1% of their annual sales to environmental causes, 1% for the Planet members are helping to give back*

Sometimes, what may seem like a small contribution can affect real change. That's the idea that Yvon Chouinard, founder of outdoor apparel company Patagonia, and Craig Matthews, founder of fishing outfitter Blue Ribbon Flies, had back in 2002. Both passionate about giving back, the two entrepreneurs had a simple idea that would turn into a global movement. They would both commit 1% of their companies' revenues to environmental nonprofits to help "build, support and activate an alliance of businesses financially committed to creating a healthy planet." That led them to create 1% for the Planet, which brings together businesses and individuals that understand the necessity of protecting the natural environment.

Since its founding nearly 20 years ago, 1% for the Planet has raised over USD 225 million for nonprofits. Though this figure may seem impressive on the surface, charitable giving for environmental causes only makes up 3% of donations in the United States, according to the Giving USA Foundation. The team hopes to change that through massive coordinated action. Though public policy changes and corporate work are vital moving forward, nonprofits also play a critical role.

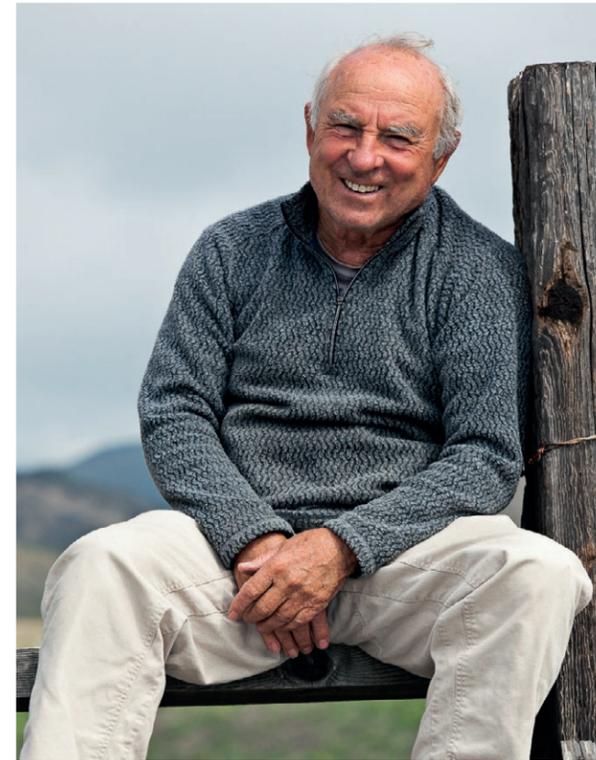
Business members of 1% for the Planet commit their donations to approved nonprofit partners, which are carefully vetted environmental organizations eligible to receive funding. This helps create new levels of awareness within the companies, as employees learn about nonprofits while considering where funds should be allocated and gain insights into environmental challenges. This often results in an upward spiral of interest extending beyond donations, informing employees' day-to-day work. It can be something as simple as considering which lightbulbs to buy for the office or offering public transit benefits for employees. Businesses also boost their perceived value, particularly amongst conscious consumers. In the long run, the perceived value and the extra boost in visibility can help a business.



**Left page (top)**  
1% for the Planet members donate 1% of their annual sales to vetted nonprofits dedicated to environmental causes

**Left page (bottom)**  
Only 3% of charitable donations in the United States go to environmental causes

WORDS Nicholas Thompson, IMAGES (left page) © 1% for the Planet, (right page top) © Jeff Johnson / Patagonia, (right page bottom) © Unsplash



**“** We're in business to save our home planet. We aim to use the resources we have—our business, our investments, our voice and our imagination—to do something about it. **”**

Yvon Chouinard, Founder, Patagonia and 1% for the Planet

Another critical component of 1% for the Planet's model is to ensure effectiveness and alignment with members' interests. All nonprofit partners are listed publicly on their website, but their dedicated team helps members analyze the best fit for their company. This goes to the core of the company or individual's values, matching what they care most about, and how they believe change happens.

1% for the Planet's ultimate goal is to encourage more people and businesses to support environmental organizations through annual membership and everyday actions. When searching for a cause, it's essential to keep some key points in mind. What issues do you care about most? Climate, food, land, pollution, water, wildlife? Do you want to support nonprofits at a local, national or international level? Such a decision is based mainly on personal preference, as both variants can be worthwhile causes. Some donors are simply looking to help financially. Others hope to get involved with an organization themselves. Volunteers play critical roles in the human resources of nonprofits, but it requires a commitment that not everyone is able to provide. It's also worth considering the size of your donation and whether or not you want to donate to one or multiple organizations.

Regardless of how big or small a member's 1% annual commitment is, nonprofits can only continue doing the work they do through the charitable donations of individuals and businesses like those behind 1% for the Planet. For them, every cent makes a difference and can help deliver long-term support and a greater impact on our planet. ←

**For more information, visit: [onepercentfortheplanet.org](http://onepercentfortheplanet.org)**

**Right page (top)**  
In 2002, Yvon Chouinard, and Craig Matthews created 1% for the Planet and started a global movement

**Right page (bottom)**  
By committing to support environmental causes, we help make the world a better place for generations to come





# WILD ENCOUNTERS

*Laurent Baheux's hauntingly beautiful images capture the essence of the animal kingdom*

French photographer Laurent Baheux is known for his enigmatic monochrome images of fauna. Within him lies a burning desire to preserve nature's primitive spectacle and take action for the protection of wildlife, which he does by breathing soul and individuality into his subjects. His images portray the intimate bond between animals and mankind. He emphasizes expressions and posture, allowing the viewer to make their own interpretation rather than imposing a documentary vision. "I take photographs based on my gut instinct," he said. "For me, the thing that matters the most is the connection."

Baheux's meticulously contrasted portraits draw inspiration from the grand portrait tradition of the 19<sup>th</sup> century, while his scenes in cinemascope offer dramatic and grandiose vistas. Baheux favors black-and-white photography, concentrating the view on the essence of the scene instead of distracting from it through the use of color. The graphic beauty of a zebra's coat or the silhouette of a reindeer gives substance to his fine-tuned compositions in which the shapes of the animals portrayed and the natural world respond to one another and become intertwined. The result is a series of chance encounters, sometimes funny or moving, but always intense. His art challenges our perception of the natural world, transforming wildlife into man's natural companion.

Laurent Baheux's work is on show in galleries across the globe and featured in various publications and books both in France and abroad. <



**Left page**  
Dust Explosion,  
Kenya, 2013

**Right page (top)**  
Leopard at Dusk,  
Tanzania, 2018

**Right page (bottom)**  
Friends for Life,  
Kenya, 2014



**Left page**  
Reindeer in Svalbard,  
Norwegian archipelago,  
2014

**Right page (top)**  
Eternal tenderness on  
suspended snow, Baffin  
Island, Canada, 2016

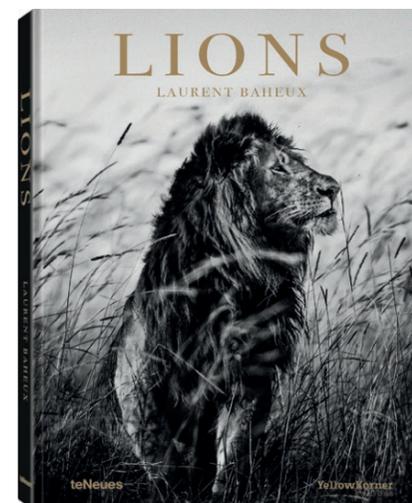
**Right page (bottom)**  
Yellowstone Red Fox,  
Wyoming, USA, 2014





**Left page**  
Styld-Restyled,  
Iceland, 2015

**Right page**  
White wild horse  
like a shining light,  
Iceland, 2015



**LIONS**

The new book of Laurent Baheux is dedicated to the “King of the Animals”—the lion.

Breathtaking black-and-white images create a powerful portrait of one of the most majestic and endangered species in the world.

**Visit:** [laurentbaheux.com/shop](http://laurentbaheux.com/shop)



Stedsans in the Woods, Sweden  
Read more in our epicurean feature on pages 60-63

© Sine Christensen

Wooden Architecture  
Wild Dining  
The Rubell Family  
The Flying Classroom

LIFESTYLE

# BUILT FOR THE FUTURE

*In a world of concrete, glass and steel, it seems unlikely that the path to a more sustainable future in building is paved in wood*

Among the rolling hills of the Cotswolds in Oxfordshire, England, a low-fi experimental house is taking shape. Made of local wood and stone and featuring a green roof, it is the slow-paced passion project of British architect Alex Michaelis. It's also the antithesis of the fast-paced, glossy and zeitgeisty projects that he and his business partner Tim Boyd have become famous for (think Soho House Berlin, multimillion-dollar apartments at London's Battersea Power Station, The Williamsburg Hotel in New York, and Arijiju, a luxe eco-lodge set in the Borana Conservancy in Kenya).

"It was a lightbulb moment," explained Michaelis. "I had planning consent for an off-grid house, a leaf-shaped design made of steel and concrete. I was trying to source concrete with low levels of embedded carbon dioxide, but I couldn't find anything lower than 60%, which wasn't great. The site is near a stone quarry and timber mills, so I approached local stonemasons to work on an ad hoc basis and set about sourcing local wood. It has now become an experiment in sustainability. I'll see how long it takes."

Concrete is responsible for up to 8% of the world's CO2 emissions, and Michaelis is one of many top-tier architects waking up to the perilous impact it has on the environment. Timber, by contrast, is cheap to produce, captures carbon dioxide instead of releasing it and is less energy-guzzling to manufacture than steel and brick. In addition, innovations in timber composites such as glulam (glue-laminated timber) and CLT (cross-laminated timber formed of planks of sawn, glued and layered wood) and fire-resistant treatments for timber facades are providing architects with more choice.

Andrew Waugh, partner at London architects Waugh Thistleton has been building with CLT for more than a decade. He is also founder of Architects Declare, a charter of 800 plus industry signatories which calls for a shift in behavior to tackle climate change and biodiversity, and is a loud voice for change within the industry. "We need to dismantle the systems that have gone before and build differently," he said. "Creating buildings on site is very



WORDS Emma O'Kelly, IMAGE © Michaelis Boyd

In Oxfordshire, England, the new project of Alex Michaelis is made of local wood and stones



**Left page (above)**  
The Sara Cultural Centre in Skellefteå, Sweden pays homage to the region's rich timber tradition

**Left page (below)**  
Lendlease's 25 King in Brisbane takes Australia to the forefront of innovation in timber construction design

**Right page**  
L'Angolo Estate was inspired by the broad-canopied native Oregon oak trees that populate the valley

wasteful in comparison to prefabrication, and we must stop filling buildings with triple glazing, ventilation and gas heating systems.”

In 2017, Waugh Thistleton created Dalston Works, a 10-story office block made entirely of CLT in London's East End. Its prefabricated frame has 50% less embodied CO2 than a concrete frame and was constructed off-site and delivered in pieces before being assembled.

It was the United Kingdom's highest timber tower and echoed the trend for wooden high rises that was starting to appear in other cities. In 2018, Australian architects Bates Smart completed 25 King—a 150-foot-high office tower in Brisbane made from CLT and glulam. In 2021, it will be topped by Scandinavian practice White Arkitekter's Skellefteå Cultural Centre. Located just below the Arctic Circle in northern Sweden, the design pays homage to the region's rich timber tradition that the architects hope to take forward with the local timber industry.

“The commercial property world is where the innovation is mostly taking place,” explained Waugh, “because it's more agile, adventurous and smarter than the residential sector. Developers realize that companies wanting to boost their image of corporate responsibility will be drawn to a sustainable space.” But the residential sector is catching up. Terrace House, the world's tallest timber tower, opens on Vancouver's waterfront later this year. A future icon, it stretches to 230 feet and is the work of Japanese Pritzker Prize-winning architect Shigeru Ban, who has long supported sustainability through his cardboard tubing architecture and prefabricated construction methods. The tower's elegant, geometric form has an outer frame of timber and glass, a concrete and steel core and consists of 20 apartments each with their own gardens. Nearby, plans are afoot for the Canada Earth Tower, a 40-story high rise



IMAGES (left page from top) © White Arkitekter, © Tom Roe, (right page) © Jeremy Bittermann



that consists of 200 homes, office space and shops. Such is the abundance of forests in British Columbia, that last year the local government changed its building codes, effectively doubling the height limit for wood-frame buildings to 12 stories. It is hoped it will have a ripple effect across Canada, where, Waugh says, there are enough trees to potentially build a billion homes.

The local woods of the Pacific Northwest provide a rich resource for LEVER Architecture, a practice based in Portland, Oregon which is responsible for Framework, the first CLT high-rise design to be recognized with a US Tall Wood Building Prize. LEVER has created other innovative wood structures, including its Portland headquarters Albina Yard (the first building in the U.S. made with domestically-manufactured CLT), and L'Angolo Estate, an elegant winery tasting room in Newberg, Oregon. “Chefs know that fresh local ingredients make great food. We use the best local materials to make great buildings,” shared LEVER Principal and Founder Thomas Robinson. “We've worked directly with forest owners, lumber mills, and regional manufacturers to create innovative architecture with beauty and a high level of craft. The experience of the architecture is enriched by the use of local materials. When you are in one of our buildings, the materials connect you to the regional landscape.”

Having built with CLT for a decade now, Waugh believes it can achieve anything a concrete and steel building can. Counterintuitively, it performs well in fires, withstanding temperatures of up to 270 degrees Celsius before it chars (the charring then acts as a protective layer for the wood behind it). In contrast, at similar temperatures, concrete can crack, and steel loses its strength. Yet, the merits of timber are vastly underestimated; our dependence on concrete brick and steel too entrenched. “We need to go back to replenishable materials, to fresh air and daylight and alternative energies,” said Waugh. “Living in a sealed Tupperware box is just not a sustainable proposition.” ◀

“ We need to dismantle the systems that have gone before and build differently. Creating buildings on site is very wasteful in comparison to prefabrication, and we must stop filling buildings with triple glazing, ventilation and gas heating systems. ”

Andrew Waugh, Partner,  
Waugh Thistleton Architects



# WILD AND FREE

*Perhaps the hottest table in town isn't behind closed doors but instead blissfully waiting beneath the starry skies*

WORDS Georgina Wilson-Powell, IMAGES (left page) © Daisy Wingate Saul / Fire + Wild, (right page) © Stine Christiansen

**W**ild dining might sound like the latest craze in high-end culinary experiences, but these roving restaurants or kitchens without walls have a growing number of true believers, eager to taste and try ever-evolving dishes, locations and experiences. From the lochs of Scotland to Scandinavian forests, chefs are getting ever more inventive in inviting you to dine with them in nature, with the moon as your Maitre D'.

For dramatic wild dining of the kind you'll want to boast about, you need forests and lakes, bountiful fields, cozy corners and shoreside scenes. It's no surprise that some of the most glorious experiences are to be found in England, Scotland and Sweden, steeped in rich foraging cultures and fairytale legends that give each experience a feeling of stepping back in time.

As with so many modern culinary trends, Sweden is home to many of the pioneers of the wild dining scene. One such restaurateur, Flemming Schiøtt Hansen, set up an open-air forest restaurant with no walls and no electricity. At Stedsans in the Woods, he cooks everything over a fire and forages the ingredients, sometimes just minutes before serving. Unlike other wild dining experiences that roam across counties and countries following the forage, Stedsans is based in one place all year round, where Hanson feels part of the rhythm of the seasons.

"I work in the fresh air, listening to the sounds of nature in beautiful surroundings. I am a chef, a boy scout and a rock 'n' roller at the same time. Everything is perfect in an outdoor kitchen," said Hansen. His dishes reflect what is abundant and in season in the woods, his plates full of color and texture, without being overly contrived in the fashion of a Michelin-starred restaurant. "A course that I really like to serve is sautéed nettles with poached eggs, buckweed and wildflowers. Here they grow everywhere and are seen as a pest for many. But they taste good, are healthy and easy to pick and cook. Most people with a garden in this part of the world can make a similar dish for free every day," he explained.

Working in an outdoor kitchen is certainly different and unlike many other wild dining chefs, it gives Hansen a base from which to explore. Even the name Stedsans means sense of place. "I can never work in an indoor kitchen again. Of course, it sets limits to what I can do, but these dogmas almost always end up making the idea better than the original one," he continued.

Over in Scotland, Amanda Farnese Heath of The Mad March Hare treats her wild dining experiences more like theater. An event and food stylist, her long tables and elegant floral displays give off an atmosphere of abandoned elegance, almost like Alice in Wonderland has wandered just out of view. She runs banquets on the shores of Scottish loch or under ancient



**Left page**  
Scallops with wild boar jam served at Fire + Wild in Scotland

**Right page**  
At Stedsans in the Woods, guests can enjoy a spa by the lake, with a hot tub, sauna and three canoes

**WILD DINING EXPERIENCES**

**Stedsans in the Woods** offers bespoke outdoor dining experiences with responsible social distancing measures for small groups. [stedsans.org](https://stedsans.org)

**The Mad March Hare** has launched an intimate private dining experience for couples and small groups. [themadmarchhare.com](https://themadmarchhare.com)

**Fire + Wild's** private experiences allows guests to enjoy utmost solitude combined with the finest of outdoor dining. [fireandwild.co.uk](https://fireandwild.co.uk)



**Left**  
Fire + Wild hosts nomadic outdoor events which focus on wild food and cooking with fire

**Above**  
The Mad March Hare serves up dishes such as foraged chanterelles on charcoal

**Right page**  
Wild dining by Balgone Lake, East Lothian, Scotland by The Mad March Hare

branches of medieval forests, serving up dishes such as foraged chanterelles on charcoal sourdough with black garlic and salt. But both she and Hansen feel the same in that there's a feeling of being unleashed and unrestricted when they moved to cook outside in nature.

"I felt restricted and most of the time fairly drained with the strip lighting most kitchens have installed these days, so I took a leap of faith and removed all the walls and the lighting and felt the earth beneath my feet and the fire sparking and cooking the food. There was elemental simplicity, and I was totally hooked," said Heath.

Fire + Wild is just as impressive. Based in East Sussex, Mark Andrews has turned a desire for a hunter-gatherer lifestyle into a sell-out wild dining experience business, with tickets snapped up in minutes of going on sale. "Most of our guests seem to come to us from the city, particularly London," explained Andrews. "They often don't have this connection with nature in their everyday lives and have come in search of an authentic wild experience. It seems for some that the call of the wild just gets louder the more disconnected

they become from it. We all need this in our lives, and it's great to think that they will leave feeling nourished and reconnected after their visit with us."

Committed to showcasing what can be done with seasonal British ingredients, including those you wouldn't find in any shop, he works with wild game and freshly caught fish and pairs each event with local natural wine and spirits companies to create a decadent experience that will remain with you longer than any restaurant booking. "Our food is all about storytelling. With each of my dishes, I try to capture the essence of a particular habitat, a wild place I have visited, a specific season or a wild animal. Hunting and gathering for food was the only way of life for human beings living in the northern hemisphere for thousands of years. It is only relatively recently, with the emergence of modern society, that we have started to lose this essential connection with our ancestral past. I focus on native wild ingredients as I feel it allows us to reconnect with our reality," said Andrews.

Wild dining and being a wild chef is a chance for the organizers to get back to

basics with ingredients, whether that's game or nettles, bypassing the complex food systems we have in place and using it to showcase a way of life that most of us wouldn't encounter otherwise. Cooking over a fire, relying on your own resourcefulness, working in tandem with nature, not against it, all of these are the opposite of our convenience-heavy, supermarket-reliant ways of cooking and eating.

In that return to the open air, at each of these events, there mingles with the smoke from the fire a tinge of possibility and a nod of encouragement to get more involved with our food, to ask questions of provenance, to challenge the status quo and to relish a world without waste. The spectacular scenery only reinforces the idea that nature is our teacher and refuge if only we'd just let her in a little bit more.

Wild dining isn't just a meal, it's a chance to let go. Forget what you think you know and love about food and experience it without background music, interrupting waiters and stifling atmosphere. Swap it for breathtaking setups, never-to-be-repeated dishes and embrace being in the moment. ◀



IMAGES (left) © Daisy Wingate Saul / Fire + Wild, (above and right page) © Allan Myles

# THE RUBELL FORMULA

*Behind one of the most impressive private collections of contemporary art in North America is a family who has helped shape a generation of young artists*

When it comes to putting together a collection of artwork, intuition and sheer luck can go a long way. Perhaps no one can attest to this more than Don and Mera Rubell, two of the most influential contemporary art collectors of our time. Along with their son, Jason, the couple has amassed a prolific private collection of over 7,200 works by more than 1,000 artists, a number that keeps growing each year. The Rubells' influence helped bring Art Basel to Miami Beach in 2002, and now, after 26 years in the Wynwood neighborhood, the Rubell Family Collection has been moved to the adjacent Allapattah and reopened under a new roof and name: the Rubell Museum.

Don and Mera Rubell married in 1964 and began collecting art the same year. Don was in medical school at the time, and Mera was a schoolteacher with a modest salary of USD 400 per month. They decided to start with a USD 25-per-week budget to purchase artwork, and the rest was history. Their approach from the beginning worked in their favor, visiting young artists in their studios and forging a personal connection before buying several works from them. This method helped them acquire some of the early works by the likes of Keith Haring, Jeff Koons and Cindy Sherman. "We have been very lucky in choosing artists who have become representatives of their generation," said Don Rubell in an interview with Christies.

Over the past half-century, the Rubells' collection has grown to one of the most influential in North America. After stints in California and Texas following Don's graduation, the Rubells returned to New York in the late 1970s, where they became more focused on collecting art. Passion for collecting became a family affair, with Don and Mera's children, Jason and Jennifer, both having a say on family purchases (though Jennifer has since removed herself from the voting process). Before long, their collection outgrew their home on the Upper East Side. For a time, they rented a warehouse in Chelsea, but the high cost of real estate in Manhattan prompted the Rubells to look outside of the city. They decided on Miami's



WORDS Nicholas Thompson, IMAGES (left page & below) © Chi Lam

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#### Left page

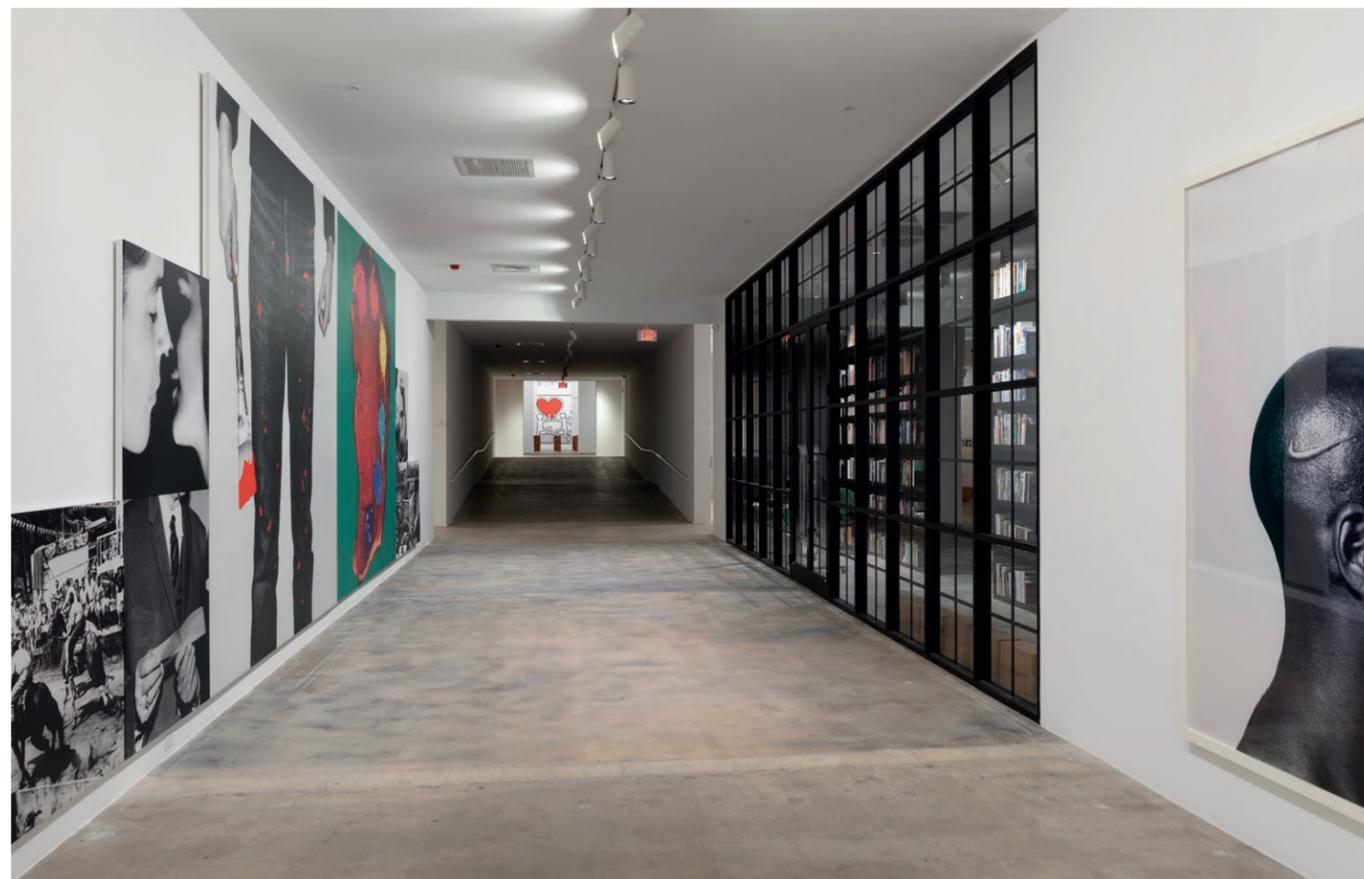
Mera and Don Rubell in front of Kerstin Brätsch's artwork *When You See Me Again It Won't Be Me* (from *Broadwaybratsch/Corporate Abstraction* series), 2010

#### Above

Exterior view of the Rubell Museum and courtyard garden

#### Below

On the left: John Baldessari, *Stake: Art is Food for Thought and Food Costs Money*, 1985. Center: Keith Haring, *Untitled*, 1982. © Keith Haring Foundation; Carl Andre, *Llano Estacado*, Dallas, Texas, 1979. Right: Hank Willis Thomas, *Branded Head*, 2003



Wynwood neighborhood, moving their entire collection into a former confiscated-goods warehouse used by the Drug Enforcement Agency. Though the beachside city was hardly a visual art hub at the time, the Rubells helped change that.

In 1993, the family decided to open their collection to the public. The Rubell Family Collection helped put Miami on the map of the art world, and exhibitions like *30 Americans*, which featured the works of exclusively African-American artists and traveled throughout the country, helped them gain international notoriety. The Rubells' move to Miami also harkened a new era into Wynwood, which went from a high-crime neighborhood to a hip borough with cocktail bars and galleries. "Whether we like it or not, wherever art goes, it changes neighborhoods," Mera Rubell told Artnet.

When the Rubells realized that they had nearly outgrown their Wynwood location, their sights turned to Allapattah, an adjacent neighborhood that has recently seen an explosion in real estate. Tastemakers like the Rubells certainly play a part. The new space, more than twice the size of their former Wynwood location, opened its doors just before the 2019 edition of Art Basel Miami Beach. Within its walls are some 40 galleries, performance and event venues, a 40,000-volume research library, a restaurant and a store. The space, Mera Rubell said, was initially intended to be used for storage.

The Rubell Museum's inaugural show was a broad look at international contemporary art from the past 50 years, including established names like Ai Weiwei, Anselm Kiefer and Barbara Kruger. But, as they always have done, the Rubells significantly focus on recently acquired artists, such as Allison Zuckerman. They hope that the museum can be a place where youth can learn about young art, and, more importantly, to encourage young artists to keep making work. ◀



# THE NEXT GENERATION OF AVIATORS

*Pilot and educator Barrington Irving is teaching a new generation of youth practical skills that will help them succeed, both academically and professionally*



For Barrington Irving, it all began when he was 15 years old. “I didn’t have many meaningful people to look up to while growing up until I met Captain Gary Robinson, an airplane pilot,” said Irving. Though he didn’t think he was smart enough, the young boy was inspired by his encounter and took an interest in aviation. But it was one of his high school teachers that really pushed him to dream. “Miss Batist—I couldn’t stand her! But she pushed me to give up my football scholarships and pursue a career in aviation. That’s the best decision I could’ve ever made!”

Born in Jamaica and raised in Miami, Barrington Irving was the first black person to circumnavigate the world—a feat he accomplished in 2007. At the time, he also broke the record for being the youngest individual to fly that route solo. His storied career as a pilot made him a role model for many, and his own personal story gave him the inspiration to give children a similar chance. “In 2005, I founded the Miami-based non-profit organization Experience Aviation to introduce young people to career opportunities in aviation and STEM-related fields,” he said.

Experience Aviation provides middle and high school students STEM+ (Science, Technology, Engineering and Mathematics) programming and career guidance across the United States through its Flying Classroom program, with a strong focus on underprivileged communities. “While working with students over the years, I’ve identified

a common yet pressing issue,” explained Irving. “Regardless of any child’s socioeconomic status, race or gender, students struggle with identifying relevant and engaging content. If they do not understand when they’ll ever use the material they’re learning in life or why it matters, it can often lead to disruptive behavior, chronic absenteeism and missed opportunities.”

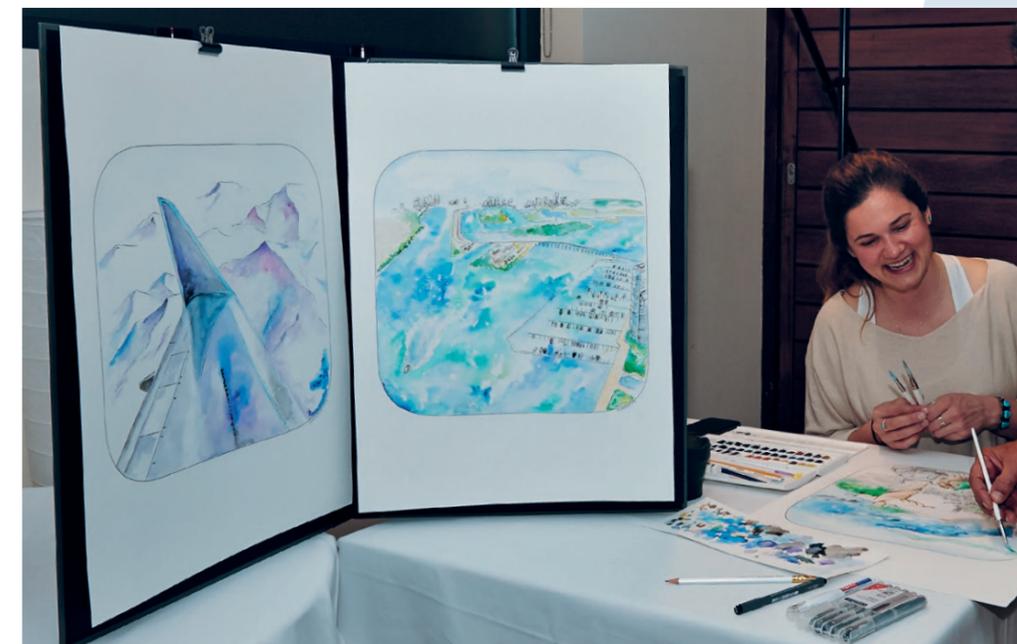
Irving set out to provide students with an approach based on real-world relevance and practical application. “As educators, we are in the business of sales,” he continued. “If I can’t sell you on what you’re about to learn, why does it matter?” Educational publishing companies often need between 3–5 years to deliver new material to classrooms—a timespan in which, by modern standards, the content provided is often already outdated. In addition, many educators do not have professional backgrounds in STEM-related fields. Without a unique approach to educating, the complex subject matter can be lost on students. “Flying Classroom provides the support and content educators need to deliver the content in an engaging and effective way—even if they aren’t experts.”

Through Experience Aviation’s programs students are challenged to either build or restore aircraft—a hands-on approach to STEM-related skills and the aviation industries. “The program allows students to work directly with industry experts, who provide them mentoring, real-world application theories

and hands-on learning,” explained Irving. Upon completion, select students earn flight training scholarships and the opportunity to give back to other communities. “Some of the restored planes have even gone on to be used to deliver medical supplies and goods to developing countries.”

At Embraer’s customer reception of the 2019 edition of EBACE, the Embraer Foundation hosted an art auction benefiting Experience Aviation. The funds raised created an educational video for the Flying Classroom featuring the new Praetor 600 aircraft’s Praeterra interior. This lesson teaches students about the value of recycling, upcycling and combining luxury design with sustainable materials. Another lesson focusing on aviation is being prepared with funds raised at the 2019 NBAA art auction hosted at Embraer’s customer reception. Every dollar donated at both initiatives was matched by the Embraer Foundation, giving youth access to valuable educational material that help them soar to new heights. “Embraer is pushing the envelope by acting responsibly towards the environment through its usage of sustainable materials and bold design,” said Irving. “The approach Embraer has taken as it relates to sustainability is very practical and can have an immediate impact.”

**To watch the lesson visit: [flyingclassroom.com](http://flyingclassroom.com) > Expedition Videos > Embraer Praetor: Tree of Life**



WORDS Nicholas Thompson, IMAGES © Embraer

Left page  
Barrington Irving, Founder of Experience Aviation, behind the scenes filming the Praeterra lesson

Right page  
The 2019 Ebace art auction raised funds to create an educational video featuring the Praeterra interior

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At the start of 2020, Embraer looked forward to showcasing its class-leading aircraft to new and old friends alike. Many aviation events around the world have since been canceled, postponed or moved entirely to a digital format. And even though we didn't see you this year in Geneva at EBACE, in Oshkosh at EAA AirVenture or even in Orlando this October at NBAA-BACE, our hope is that we'll see you again soon, as soon as it's safe for us to be together again.

Through technology, the Embraer team has been able to stay connected with many of you. Whether it's at virtual events such as CJI Global 2020 or at monthly, Embraer hosted webinars on the Phenom 300E and Praetor 600, these virtual touchpoints are a great way to stay engaged with our team and industry-leading aircraft. Over the course of the next few months, our team of experts looks forward to joining you online.

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