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- 069-072.....**Aqaba REPORT:** MONOCLE visits the sleepy Jordanian port town to witness its regeneration. With its location as one of the only sea-access points to Iraq and its business-friendly taxes, it is perfectly poised to become the "gateway to the Levant".
- 074-075.....**Globe bikes REPORT:** As US cities ramp up their policies to encourage people out of their cars and onto their bikes, it's time to revamp the American commuter bike – until now, notoriously ugly and cumbersome. Step forward Globe, a Santa Cruz-based cycle maker and a Californian biker's dream.
- 078-079.....**Business & travel BRIEFING:** Syria opens its first privately owned winery, East Africa gets wired up to global broadband, and business booms for the small weapons trade. In Europe, Barcelona takes a cue from the Gulf and starts a major investment in its airline.
- 081-083.....**Harris Tweed REPORT:** The famous cloth, made only by the inhabitants of the Outer Hebrides, was almost consigned to history in recent years as production slowed to an all-time low. Now, there's renewed interest – but also a fresh threat.

C

- 085-089.....**Cultural diplomacy REPORT:** From Nairobi to London, Beijing to New York, MONOCLE tours the cultural missions that aim to build national brands via education and arts.
- 091.....**Media BRIEFING:** Previously shunned by American TV companies, Al Jazeera is finally making its way into the US, CNN's new global take on the day's news, and Alain de Botton's experience as Heathrow Airport's first writer in residence.
- 092-093.....**Why it works REPORT:** Daunt's bookshop in London is a rare gem – an independent bookseller that only stocks titles it really likes. And it's thriving as a result.
- 096-097.....**Culture BOOKS:** A tale of crime and acid trips set in 1960s LA, Toluca Editions retrospective and a non-fiction socio-urban rant
FILM: The oldies are the goodies, it's nostalgia aplenty: *The September Issue* and *Objectified*
MUSIC: Afropop from a Malawian singer, a debut record from Gothenburg's Little Dragon, Mayer Hawthorne's Smokey Robinsonesque soul music
ART: The 10th Lyon Biennale and Thomas Demand's solo show. Plus, our culture editor's column.
- 098.....**Art market REPORT:** The chairman of Phillips de Pury talks us through his company's forthcoming art sales, plus the latest event from Paris and our new series featuring galleries and their owners.

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- 101-104.....**Schools REPORT:** A beautifully designed private secondary school in northern Germany is awarded top marks for its art installations, well-engineered acoustics and flexible layout.
- 106-108.....**Pitti Uomo REPORT:** MONOCLE reports on the collections and trends at the menswear show in Florence, and finds out how the industry is weathering the tough economic times.
- 110-111.....**Vote-winner REPORT:** The people of Norway have a special treat in store when they cast their vote at the country's elections this year. Gone are the grey, flimsy ballot boxes and amateurish posters. Democracy has been redesigned, with simple colour schemes and ingenious polling booths.
- 114-117.....**Nagoya residence REPORT:** The client wanted a garden with their new house, but there was little outside space. The architect's solution was to design a home with the garden inside.



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BACK IN YOUR BOX —Norway

Preface
How do you make voting simpler, appealing and important? It's a challenge Norway has tried to solve. The solution is a vote winner.

WRITER
Sarah Baldwin

PHOTOGRAPHER
Thomas Ekström

Going to the polls usually involves make-shift booths, clumsy posters and fringe ballot boxes. But Norway is re-engineering the way its citizens participate in ticking the right box. During its parliamentary election in August and September, the ministry of local government and regional development is trialling a new look. Libraries, gyms and school halls in four municipalities – Kongsberg, Børmo, Trondheim and Lenvik – are being transformed into slick polling stations thanks to a far-reaching industrial and graphic design package.

The revamp is by a trio of design groups – Blueroom Design Studio, Innovativoli Industriedesign and Kadabra Produkt Design. The team were appointed to the project last year after winning a competition led by Norsk Form, a foundation set up to promote Norwegian design and architecture. Most municipalities are expected to take up the makeover within 10 years. This goes beyond mere styling. Rebranding the election system puts design at the very heart of the democratic process. A strong electoral identity is vital – it not only reinforces national values, it is a way to ensure fair and transparent voting. — (M)



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Voting booth

The designers considered different proposals before settling on this robust, flat-pack prototype crafted in aluminium. Big enough to accommodate any kind of wheelchair, there's a nifty pole so users can pull the curtain easily and a slot for a walking stick. Featuring integrated lighting and two writing ledges finished in oak, it's a warm and welcoming design that is accessible for all. It's flexible too – the ballot paper trays are removable.



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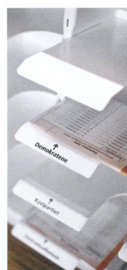


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- 01 (From top left): Øyvind Granlie from Innovativoli Industriedesign, Jan Walter Parr from Kadabra Produkt Design, Line Hagen from Blueroom Design Studio, Jørgen Solstad, from Kadabra Produkt Design
- 02 Model of the accessible voting booth
- 03 Voting booth
- 04 A booth fit for a dandy graphic designer
- 05 Directional markers guide voters
- 06 Selection of graphic material
- 07 Ballot box
- 08 Removable trays with Braille hold ballot papers
- 09 Oak finishing in the voting booth



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The graphics

"Our proposal tries to clear up the mess and have one single solution that can answer to all users and needs," explains Parr, industrial designer at Kadabra.

Graphics are sharp and clean. An orange and gold colour palette stands out. The chosen font, Transit, is a type typically reserved for transport systems. Like an airport, there are a lot of "logistics" to consider when navigating people around polling stations. Simple arrows steer people in the right direction and tape marks routes. Banners dress up spaces to give a sense of occasion, while posters break down the voting process into simple stages using pictograms. Officials are easily recognisable thanks to branded tags and there are even tablecloths under the ballot boxes.

"We are trying to transform any given environment into something coherent and whole," adds Parr.

Ballot box

"There's a reason for everything on this project," says Parr. He's not wrong. The ballot box is 40cm high – when placed on a table it's the ideal height for wheelchair users. The slot is exaggerated into a statement feature. Norway's national emblem – a golden lion – adds a solemn note. This is a smart, serious, sturdy design that will stand the test of time.

Ballot paper

Thanks to some design tweaks, there is now a clearer distinction between the inside and outside of the ballot paper. A bright orange exterior (featuring a pattern made up of abstract images of folded ballot papers) contrasts with a clean white interior. A bold orange strip prompts voters to fold the paper.

Q&A

Professor Marcia Lausen, Director of Chicago's UIC School of Art and Design.

A founding member of AIGA's Design for Democracy, graphic designer Lausen published a book of the same name in 2007 and has consulted on reform across the US electoral system.

How did you design for political processes? It took the 2000 US election debacle to really clarify the need for radical change. I began redesigning the controversial Chicago butterfly ballot with my students and these

changes were implemented by local governments in Illinois and Oregon. The key with electoral design is the simpler the better – it doesn't require new voting technology, just total clarity.

What can good design offer governments? Official documents such as ballot papers must be seen as touch points – it's where governments become tangible to the public. If a government cannot produce materials with clarity and professionalism then they simply cannot be trusted. America hasn't had a governmental design council since the Nixon administration, and this really has to change. — J