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GREECE



# CITY LINK

THIS LANDMARK CITY BLOCK WHICH COMBINES THE GLAMOUR OF THE INTERWAR PERIOD WITH MODERN DESIGN IS IN THE HEART OF ATHENS. HERE ONE CAN SHOP INTERNATIONAL LUXURY BRANDS TAX-FREE IN AN AIR-CONDITIONED AND SAFE ENVIRONMENT. HAVE AN AUTHENTIC ITALIAN ESPRESSO OR AN EXQUISITE LUNCH BY AWARDED CHEFS.

这个坐落在雅典心脏的街区地标，结合了两次世界大战时期现代设计的魅力。这里，在有空调并且安全舒适的环境下，人们可以购买到免税的国际奢侈品牌，另外，还有真正的意大利浓咖啡，和由屡获殊荣的厨师烹制的精美午餐。



## ATTICA DEPARTMENT STORES 阿提卡百货店



The largest, most complete and up to date fashion department store in Greece because of its size, diversity and inclusiveness, rivals the largest European department stores. Offering women's, men's and children's fashion, accessories, sporting goods, home furnishings and a cosmetics department with exclusive beauty brands, Attica hosts more than 850 brands in 360 shops-in-a shop and turns shopping into an unparalleled experience of recreation and aesthetics. Monday to Friday 10.00 - 21.00, Saturday 10.00 - 19.00, tel. 211 1802600

这里是希腊最大、最全面和最新潮时尚的百货店，因为它的规模、多样性和包容性，是强有竞争力的欧洲最大的百货商场。这里有女装、男装、童装、时装、配饰、运动用品、家居用品，和提供高档美容品牌的化妆品部门。在360个店中店里，阿提卡拥有超过850个品牌，将购物变为娱乐与审美结合的无与伦比的体验。 周一至周五10:00 - 21:00周六10:00 - 19:00电话： 211 1802600

## LUXURY BOUTIQUES 豪华精品店



### HERMES

A woman's dream is to one day own a sophisticated and classy Hermes bag. Or even a scarf. 爱马仕 女人的梦想是有一天拥有自己的一个优雅和时髦的爱马仕女包，或者是一条丝巾。



### CARTIER

The Tank or the Pasha? The Panther or the Trinity? Many royals and celebrities have stopped wondering. 卡地亚 坦克还是帕莎？猎豹还是三色金？许多王室成员和名人也叹为观止。



### LIANA VOURAKIS

Jewelry, bejeweled objects & gifts by a Grecian chic specialist family that has been in the business since 1916. 莉亚纳-乌拉基斯 珠宝，珠宝饰物和点缀珠宝的礼品，由具有古希腊风格时尚而专业的家族提供，自1916年以来，该家族一直在此业务享有盛誉。



### LINKS OF LONDON

Watches, jewelry and gifts the British love to love. 伦敦链接 手表，珠宝和礼品，英国人的最爱。



### DOLCE & GABBANA

Coincidentally, the Italian duo's summer 2014 collection is all about ancient Greek chic. 多尔切和加巴纳 巧合的是，意大利双雄夏日2014收藏全部是古希腊式样。

## LIVING AT THE CITY LINK 城市生活链接

### CITY BISTRO

All-day bistro with plenty of choices from the open kitchen, a private lounge bar for cocktails, fresh daily croissants and sweets and trademarked cappuccino made with fresh organic milk. 城市小酒馆 全天营业的小酒馆有很多选择，从开放式厨房，到提供鸡尾酒、每日新鲜的牛角面包和甜点，以及用新鲜的有机牛奶制作的带有商标的卡布奇诺咖啡的私人酒吧。



### PASAJI

Traditional Greek products like grilled eggplant with hummus sauce, coexist with exotic tastes like Misoyaki black cod marinated in miso and mirin, indicative of the chef's fusion style. Sushi bar, signature cocktails. Pasaji 希腊传统产品，像配有鹰嘴豆酱的烤茄子，带有异域口味的coexist，像Misoyaki的黑鳕鱼腌制在日本豆酱和米酒里，显示出厨师的融合风格。还有寿司酒吧和特色鸡尾酒。



### ZONAR'S

It was for decades the epicentre of Athen's social life. All-day menu offering coffee, sandwiches, light meals, sushi and home-made deserts, like Rocher Praline and Pedregal. Zonar's 这里是几十年来雅典社会生活的中心。全日菜单，提供咖啡、三明治、便餐、寿司和自制甜点，像金沙杏仁糖和佩德雷加尔。



### CLEMENTE

A classic Italian café where artists, politicians and the Bohemians meet. Freshly cut espresso gourmet, desserts, snacks. 克莱门特 一个经典的意大利咖啡馆，艺术家、政治家和波希米亚人在这里见面。新鲜的咖啡美食、甜点、小吃。



### HOLMES PLACE ATHENS

Indoor swimming pool, spin classes, yoga, Pilates, personal training, spa & beauty treatments, hairdressing service in 3,000 sq.m. of high aesthetics. Holmes Place Athens 室内游泳池、旋转类课程、瑜伽、普拉提、私人训练、水疗和美容护理、美发服务，所有集中在3000平方米的地方，具有极高的审美体验。



### PIRAEUS BANK GROUP CULTURAL FOUNDATION

Original gifts that are sold at the Foundation's various museums around Greece. 比雷埃夫斯银行集团文化基金会 在希腊各大博物馆出售的基金会各种琳琅满目的礼品



### SALVATORE FERRAGAMO

This Italian family that has put shoes on three generations of Hollywood movie stars. 萨尔瓦多-菲拉格慕 这个意大利家族已经为三代好莱坞影星制做过鞋子。



### BROOKS BROTHERS

Classic clothing and apparel for men, women and kids including non-iron dress shirts, dress pants, suits, ties, jackets, blazers, and polos. 布鲁克斯兄弟 古典服装及服饰为男人、女人和孩子，包括免烫衬衫、西裤、西服、领带、夹克、西装，和马球衫。



### REPLAY

Can a pair of jeans be a status symbol? Innovative style, characteristic Italian design and superior quality of its products. Replay 一条牛仔裤可以是一种身份的象征吗？创新的风格、特色的意大利设计及其产品的卓越品质，使其卓然不群。



### NAK

All the shoes you were looking for: Steve Madden, Bally, Clarks, Rockport, Nina New York, Converse Kids and many more. NAK 这里几乎所有你要找鞋子：史蒂夫-马登、巴利、克拉克、罗克波特、尼娜-纽约、匡威童鞋及其他。



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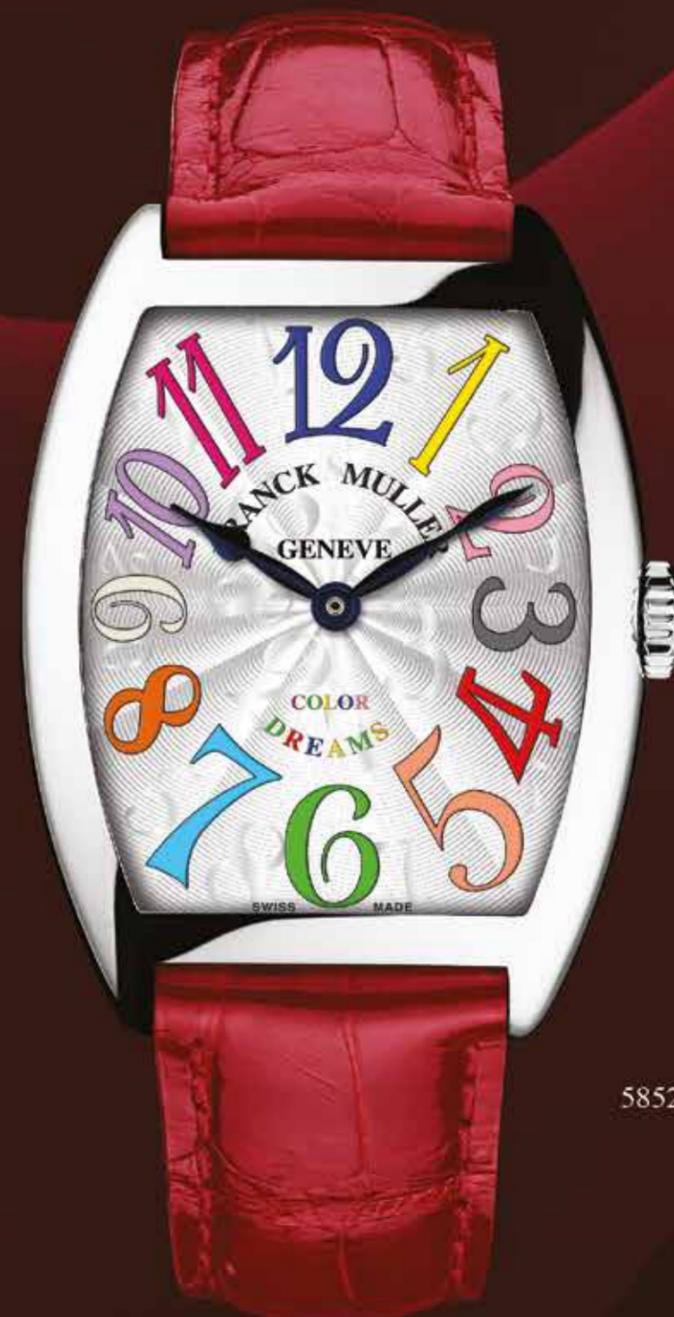
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# WHY MYKONOS?

为什么是米科诺斯岛？

Mykonos is the place that allows you to lower your guard and participate in its cosmopolitan atmosphere where there are no restrictions and no inhibitions.

On this small piece of land where Apollo, the god of Light was born and gave the measure of light to the world, you can enlighten your mind and soul and be whoever you want to be.

Let your senses free to taste, up to your heart's desire, all that Mykonos has to offer, restaurants, bars, clubs, beaches, shopping until sunrise, excursions such as to Delos etc.

My suggestion is to share all these experiences with your loved ones and keep in mind that "sharing" makes life bigger and fuller.

Whichever destination you might have chosen in Greece, a country blessed by the gods with wonderful beaches and unparalleled light, it is more than certain that you will enjoy the vacations of a lifetime.

米科诺斯岛是一个让你舒缓身心之地，你将投身于国际化的氛围中，闲庭信步，百无禁忌。

在这一小块土地上，光明之神阿波罗诞生之地，他将光赐予世界，启发你的思想和灵魂，让你回归自我，成为新我。

在这里，你将自由释放你的感觉，米科诺斯所提供所有的一切：餐馆、酒吧、俱乐部、海滩，通宵达旦购的、前往神圣的提洛斯岛等等，都将自物质现实直达你内心的隐秘欲望。

我的建议是与您所爱人的或朋友分享所有这一切经历，请记住“分享”使得生命长久、精神富足。

无论你所选择在希腊的任何一个目的地，这里是一个被众神祝福的国家，这里有美丽的海滩、独特的美食体验和无与伦比的阳光，所有的一切定会带给您值得回味一生的假期。

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shoes Salvatore Ferragamo (Kalogirou),  
earrings H&M, sunglasses Agent  
Provocateur (Panaidis)  
朗万牌连衣裙(Lanvin精品店),  
萨尔瓦多-菲拉格慕牌鞋(Kalogirou),  
H&M耳环, 大内密探牌太阳镜(Panaidis)

# INCOGNITO

## 锦衣夜行

HE, A MAN DRIVEN BY OBSESSION WITH HER. SHE, A WOMAN WHO KNOWS NO OTHER WAY THAN LIVING BIG. MARA DESYPRIS BEING STALKED ON THE ISLAND OF MYKONOS THROUGH HIS LENS. THE ALLURE OF ICONIC GLAMOUR.

他，被她的魅力所诱惑。她，伊人徘徊，不知前路。前路苍茫，前路辽阔。通过他的镜头，玛拉-戴希普瑞在整个米克诺斯岛上，正一双镜头后的眼睛悄悄地跟踪尾随。图像的魅力，图像的诱惑。

**PHOTOGRAPHY AND CONCEPT BY VANGELIS KYRIS**

FASHION EDITOR MARKOS ANDRIOTIS

Polo T-shirt and shorts Nautica  
(Notos Galleries), blazer and suspenders  
Angelo Nardelli (Ritzi)  
诺蒂卡牌马球T恤和短裤(Notos画廊),  
安杰洛·纳德利牌夹克和背带(里齐)



Deux-pièces Chanel (Linea Piu), sunglasses  
Roberto Cavalli (Panaidis)  
香奈儿牌短衣(LINEA Piu), 罗伯特·卡  
沃利牌太阳镜(Panaidis)





Salopette and chain Balmain  
(Enny Monaco), head scarf Chanel (Linea Piu),  
sunglasses Roberto Cavalli (Panaidis)  
巴尔曼牌背带衣裤和项链  
(艾妮-摩纳哥), 香奈儿牌头巾(Linea Piu),  
罗伯特-卡瓦力牌太阳镜(Panaidis)



Pullover Nautica  
(Notos Galleries), shirt Polo Ralph Laurent  
(Attica department stores),  
hat Brooks Brothers (Brooks Brothers  
boutique, Golden Hall)  
诺蒂卡牌套头毛衣(Notos画廊),马球-瑞夫-洛  
朗牌衬衫(阿提卡百货店) 布鲁克斯兄弟牌帽  
子(布鲁克斯兄弟精品店 金色大厅)

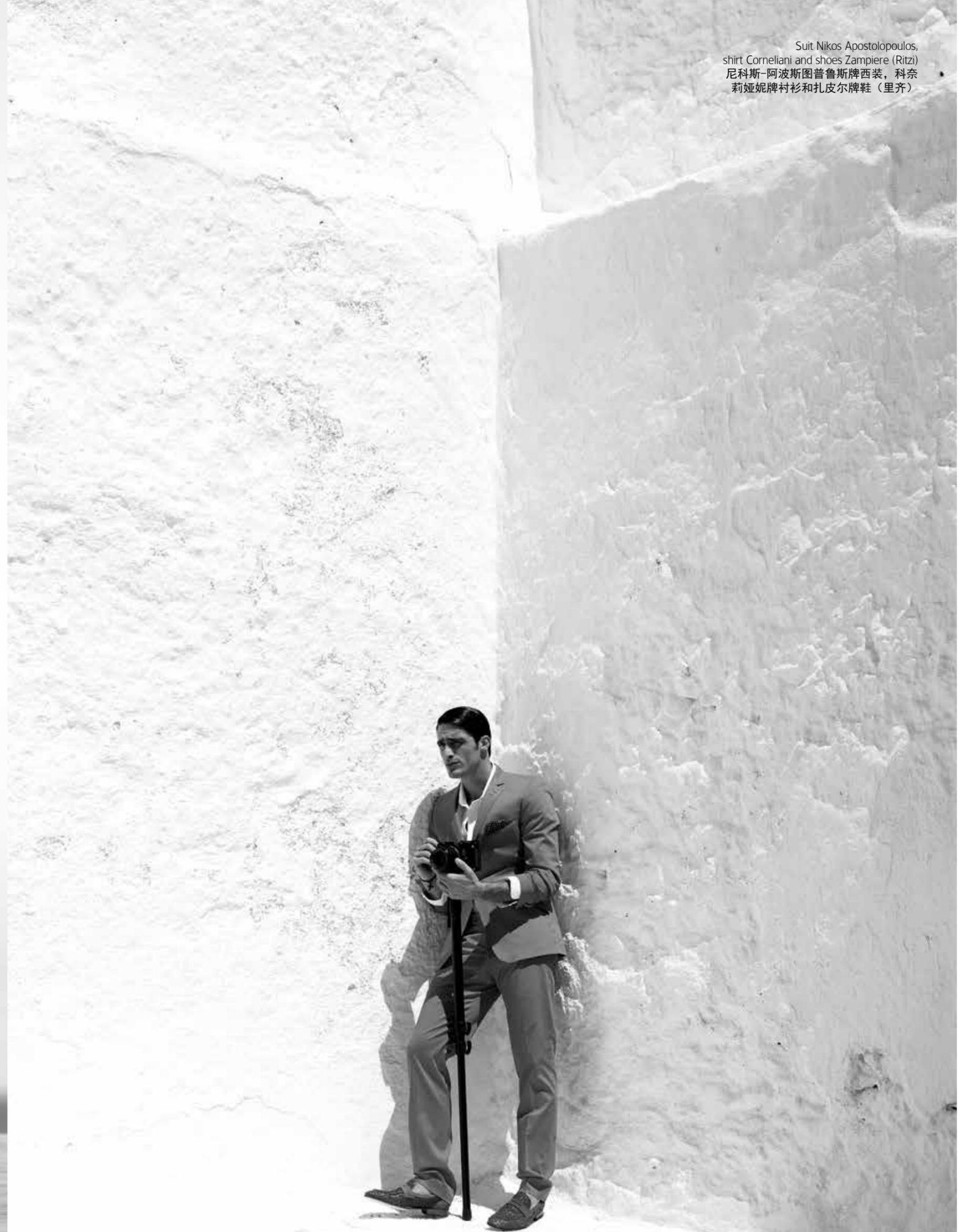


Swimsuit and head scarf Chanel (Linea Piu),  
necklace Shourouk, earrings H&M  
香奈儿牌泳装和围巾(LINEA Piu),  
Shourouk项链, H&M耳环

Dress Lanvin (Lanvin boutique),  
pumps Dolce & Gabbana  
(Dolce & Gabbana boutique, City Link),  
hat Zeus + Dione (Attica department stores)  
朗万牌连衣裙(朗万精品店),杜嘉班纳牌高跟鞋  
(杜嘉班纳精品店, 城市环线)  
Zeus + Dione帽子 (阿提卡百货店)



Suit Nikos Apostolopoulos,  
shirt Corneliani and shoes Zampiere (Ritzi)  
尼科斯-阿波斯图普鲁斯牌西装, 科奈  
莉娅妮牌衬衫和扎皮尔牌鞋 (里齐)



Blazer Nikos Apostolopoulos,  
shirt MI-RO (MI-RO boutique),  
pyjama pants Brooks Brothers  
(Brooks Brothers boutique, City Link),  
shoes Doucal's (Ritzi)  
尼科斯-阿波斯图普鲁斯牌夹克, 米  
罗牌衬衫(米罗精品店),布鲁克斯兄弟  
牌休闲裤(布鲁克斯兄弟精品店, 城  
市环线), 杜卡尔牌鞋(里齐)





Dress MI-RO (MI-RO boutique),  
Bernhard Willhelm sunglasses  
stylist's private collection  
米罗牌连衣裙 (米罗精品店,  
本哈德·威荷姆牌太阳镜,  
设计师自己的



Pyjama top Brooks Brothers  
(Brooks Brothers boutique, Golden Hall),  
shorts Nautica (Notos Galleries), pullover  
Armata di Mare (Ritzi)  
布鲁克斯兄弟牌睡衣 (布鲁克斯兄  
弟精品店, 金色大厅), 诺蒂卡牌短裤  
(Notos画廊), 马克·毛瑞尔牌套衫  
(里齐)

Pyjama suit Zimmerli and shoes Zamperie  
(Ritzi), blazer and hat Brooks Brothers  
(Brooks Brothers boutique, City Link),  
sunglasses stylist's private collection  
齐默利牌休闲套装和扎皮尔牌鞋  
(里齐), 布鲁克斯兄弟牌外套和帽子 (布  
鲁克斯兄弟精品店, 城市环线), 设计师  
自己的太阳镜



Top Liana Camba,  
blazer Balmain (Enny Monaco),  
head scarf Chanel (Linea Piu),  
sunglasses stylist's private collection  
利亚纳-坎博牌里衣, 布拉泽-巴尔曼牌夹克  
(艾妮-摩纳哥), 香奈儿牌头巾(LINEA Piu),  
设计师自己的太阳镜

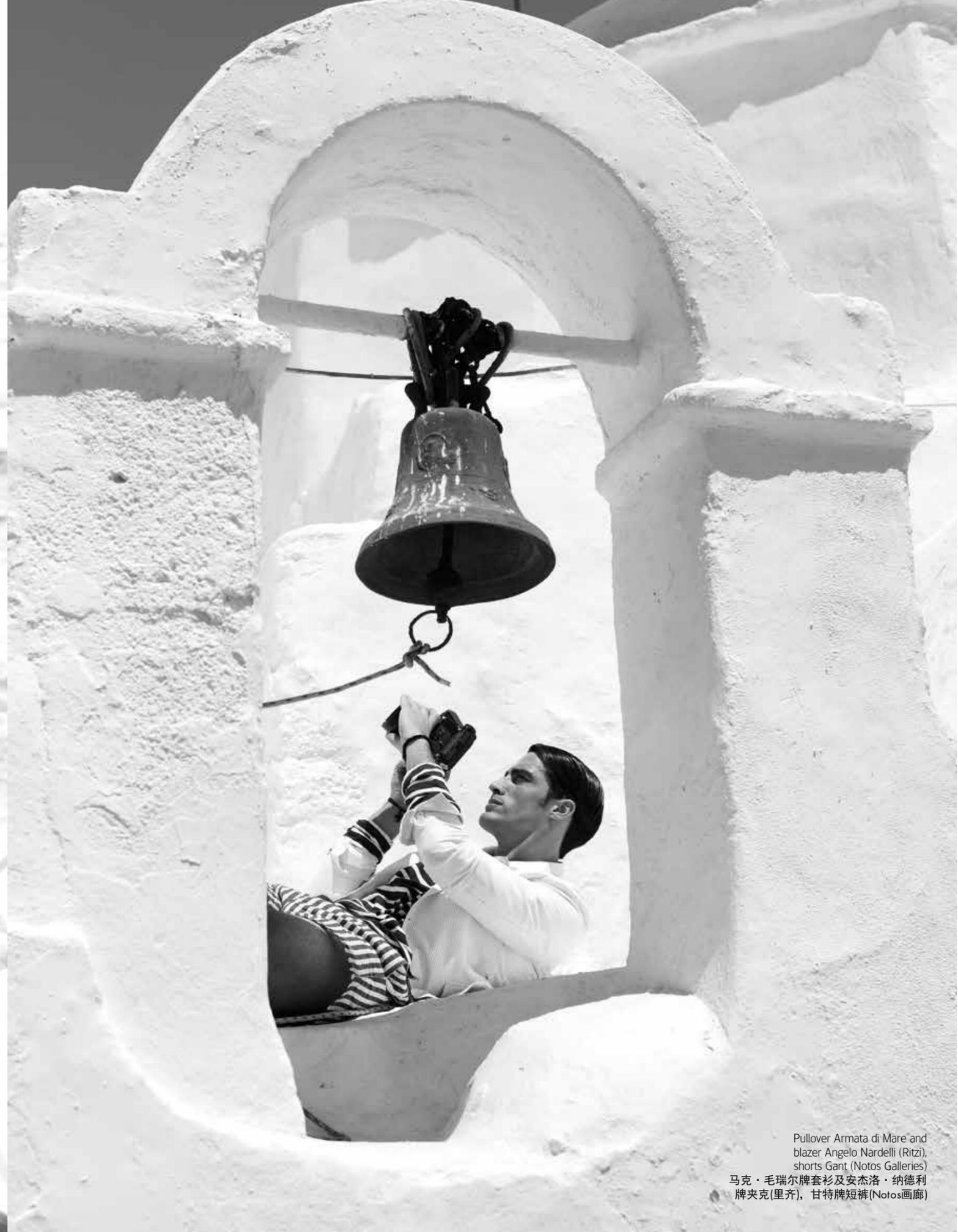


Polo T-shirt Maison Martin Margiela (Free shop),  
camellia pin Chanel (Linea Piu)  
梅森·马丁·马吉拉牌马球T恤 (免税店), 香  
奈儿牌山茶花针(LINEA Piu)





Suit and necklace Dior (Dior boutique),  
head scarf Chanel (Linea Piu),  
pumps Dolce & Gabbana  
(Dolce & Gabbana boutique, City Link),  
sunglasses Roberto Cavalli (Panaidis),  
hat Zeus + Dione (Attica department stores)  
迪奥牌西装和项链(迪奥精品店)香奈儿牌  
头巾(LINEA Piu), 杜-嘉班纳橡胶底浅口帆  
布鞋(杜-嘉班纳精品店, 城市环线)罗伯  
特·卡沃利牌太阳镜(Panaidis),  
Zeus + Dione帽子(阿提卡百货店)



Pullover Armata di Mare and  
blazer Angelo Nardelli (Ritzi),  
shorts Gant (Notos Galleries)  
马克·毛瑞尔牌套衫及安杰洛·纳德利  
牌夹克(里齐), 甘特牌短裤(Notos画廊)

Shirt Oxford Company,  
suspenders Cornelianni  
牛津牌衬衫, 科娜莉娅牌吊带



Salopette Yiorgos Eleftheriades,  
head scarf, camellia pin and  
necklace Chanel (Linea Piu)  
Yiorgos Eleftheriades背带裤,  
香奈儿山茶花别针、项链、  
头巾(LINEA Piu)



Top Dior (Dior boutique),  
palazzo pants Liana Camba,  
pumps Dolce & Gabbana (Kalogirou),  
sunglasses Agent Provocateur,  
scarf and hat Chanel (Linea Piu),  
earrings Osanna Visconti di Modrone  
(Enny Monaco)  
迪奥牌上衣 (迪奥精品店), 利亚纳-  
坎巴牌长裤, 杜嘉-班纳牌橡胶底浅口  
帆布鞋 (Kalogirou), 大内密探牌太阳镜  
(Panaidis), 香奈儿牌围巾和帽子(LINEA  
Piu), Osanna Visconti di Modrone耳环  
(艾妮-摩纳哥)



HAIR: MICHALIS TERZAKIS  
MAKE UP: MARITA THOMA POLITOU  
PHOTOGRAPHER ASSISTANT: PETROS TOUFEXIS  
STYLIST ASSISTANT: MARIA IOANNA DAGARI  
MODELS: MARA DESYPRIS, HARIS PLOUSIS



# DURING

幕后拍摄花絮

THE BACKSTAGE OF THE FASHION SHOOT  
SURROUNDED BY THE MAGIC OF MYKONOS  
时尚拍摄幕后花絮徜徉在神奇的米克诺斯

PHOTO ASSISTANT: PETROS TOUFEXIS



# BRAND FINDER MAP

品牌 搜索地图

- 01** ATTICA DEPARTMENT STORES  
9 Panepistimiou St, Syntagma  
Tel: +30 211 1802600
- 02** CHOPARD BOUTIQUE  
2 Stadiou St, Syntagma  
Tel: +30 210 3250555
- 03** DIOR BOUTIQUE  
18-20 Voukourestiou St,  
Tel: +30 210 3613014
- 04** DOLCE & GABBANA BOUTIQUE  
City Link, 4 Stadiou St, Syntagma  
Tel: +30 210 3356000
- 05** ENNY MONACO  
23 Herodotou St, Kolonaki  
Tel: +30 210 7290805
- 06** FOLLI FOLLIE  
18 Ermou St,  
Tel: +30 210 3230729
- 07** FRANCK MULLER BOUTIQUE  
21 Voukourestiou St.  
Tel: +30 210 3628003
- 08** FREE SHOP  
50 Voukourestiou St, Kolonaki  
Tel: +30 210 3641500
- 09** H&M  
Ermou & 1 Kapnikarea St  
Tel: +30 2103252507
- 10** KALOGIROU  
4 Patriarchou Ioakeim St, Kolonaki  
Tel: +30 210 3356401
- 11** KASSIS  
21 Voukourestiou St, Syntagma  
Tel: +30 210 3641000
- 12** LANVIN BOUTIQUE  
9 Iraklitou St, Kolonaki  
Tel: +30 210 3608315
- 13** LIANA CAMBA  
26 Anagnostopoulou St, Kolonaki  
Tel: +30 210 3641027
- 14** LINEA PIU BOUTIQUE ATHENS  
6 Sekeri st, Kolonaki  
Tel: +30 210 3606125
- 15** MI-RO  
Irodotou 31 St, Kolonaki  
Tel: +30 21 0331 8079
- 16** NIKOS APOSTOLOPOULOS BOUTIQUE  
22 Anagnostopoulou St, Kolonaki,  
Tel: +30 210 3392706
- 17** NIKOS KOULIS JEWELS  
15 Filikis Etairias Square, Kolonaki  
Tel: +30 210 3392752
- 18** NOTOS GALLERIES  
Stadiou & Aioulou St,  
Tel: +30 210 3245811
- 19** OXFORD COMPANY  
17Valaoritou & 14 Amerikis St,  
Kolonaki  
Tel: 210 3626846
- 20** PANAIIDIS  
12 Milioni & 2 Iraklitou St.  
Tel: +30 210 3616683
- 21** RITZI  
17 Kanari & 1 Solonos St,  
Kolonaki Tel: +30 210 3390180
- 22** ROLEX HELLAS  
1 Kolokotroni Square,  
Syntagma  
Tel: +30 210 3235909
- 23** SALVATORE FERRAGAMO BOUTIQUE  
City Link, 4 Stadiou St,  
Syntagma  
Tel: +30 210 3356437
- 24** TOD'S BOUTIQUE  
13 Voukourestiou St, Kolonaki  
Tel: +30 210 3356425
- 25** YIORGOS ELEFTHERIADES  
29 Tsakalof & Voukourestiou St,  
Kolonaki, Tel: +30 210 3616 272



# GOLDEN HALL

WHERE WORLD CLASS BRANDS ARE BROUGHT TOGETHER

金色大厅 世界奢侈品云集之地



AT **GOLDEN HALL** SHOPPING CENTER, YOU CAN ORGANIZE TO SPEND YOUR WHOLE DAY INDULGING YOURSELVES IN ALL YOUR FAVORITE "GOLDEN BRANDS" AND ENJOY A DELIGHTFUL MEAL OR BEVERAGE IN A SAFE, FULLY AIR CONDITIONED ENVIRONMENT.



Golden Hall is ideally located on Kifissias avenue, close to the Athens Olympic Stadium and expands over 3 levels. It hosts 132 shops that occupy approximately 41,000 sq.m.

The first 2 levels host shops of women's, men's, children's fashion and footwear, accessories, jewelry stores, home equipment and decoration, cosmetics, sportswear, hair salon, bookstores etc. Visitors can indulge into a coffee and snack break among its 7 cafes.

The third level hosts 4 restaurants offering different gastronomic options of Greek and International cuisine as well as a playground for children and an area for teenagers.

The most renowned brand names have made Golden Hall the new point of reference for quality shopping in Athens, offering a new dynamic to the commercial world. It is top rated in European Level in the European Shopping Centre Awards (ICSC) and was awarded the first prize in its category. It has also been awarded with the Silver Award in the category Traditional Marketing - Alternative Revenues, under the ICSC Solal Marketing Awards 2014.

金色大厅在基菲西亚大街 (Kifissias) 占有卓越的位置, 靠近雅典奥林匹克体育场。这里有3个楼层, 132家店铺, 占地约41,000平方米。

前两层店铺, 是时尚的女装、男装、儿童服装, 和各种鞋类、配饰、珠宝、家居及装饰、化妆品、运动服饰、美发沙龙、书店等。在这两层里, 有7家咖啡馆, 游客可以在这里享受咖啡和小吃, 或休憩徜徉。

在第三层, 有四家餐厅, 提供不同种类的希腊美食和国际菜肴。这里还有一个儿童游乐场和一个专为青少年准备的活动区。

金色大厅的名字是以最知名的品牌来命名的。它是雅典高品质购物的新的亮点, 为您提供一个新的商业世界的动态。欧洲购物中心大奖 (ICSC) 是欧盟最高级别奖项。在其众多奖项中, 被授予头奖。并且在2014年的欧洲购物中心大奖 (ICSC) 的索拉尔营销奖, 在传统市场种类中, 被授予银奖。

在金色大厅购物区中心, 您可将自己整日的时间悠哉悠哉地花在自己所喜爱的“黄金品牌”上, 并在全空调环境下, 心情舒畅地享受美食与饮品。

## USEFUL INFORMATION

## 实用信息

## NECESSARY INFO 须知

TELEPHONE NUMBERS  
电话号码

Calling Greece 希腊地区号: 0030  
 Tourist Police 旅游警察: 171 & 210 9200724-27  
 Greek Police (Athens Call Center) 希腊警察 (雅典地区): 1033  
 Police Emergency 报警: 100  
 Medical Emergencies / Ambulance 急救中心 / 救护车: 166  
 Poison Center 贩毒投诉中心: 210 7793777  
 On Duty Hospitals, Pharmacies 值班医院、药店: 14944  
 Central Post Office 中央邮局办公室: 210 3216024  
 Fire Department 火警: 199  
 Port Authority 港务局: 108  
 Local Time 当地时间: 14844  
 Piraeus Port Authority 匹莱艾夫斯港务局: 210 4511310-7  
 Rafina Port Authority 拉菲纳港务局: 22940 22300  
 Athens International Airport Eleftherios Venizelos 雅典埃莱夫塞里奥·韦尼泽洛斯国际机场: 210 3530000  
 Domestic Ferry Schedules 国内客运时刻表: 210 4226000 Embassies

**CHINESE EMBASSY 中国大使馆**  
 地址: Dimokratias 10, Psychiko  
 tel. +30 210 6783840,  
 http://gr.china-embassy.org/eng/  
 Greek National Tourism Organization in China, Room 1709, Zhong Yu Plaza,  
 No 6 Gongti Beilu, Chaoyang Beijing, P.R. China 100027  
 希腊国家旅游局驻华地址: 北京市朝阳区工体北路6号, 中宇大厦1709室。邮编: 100027  
 Tel. 电话: +86 10 85236365  
 Fax. 传真: +86 10 85235925



## TRANSFER 交通

ATHENS METRO  
雅典地铁

The fastest and cleanest means of transport in Athens.  
 - 3 metro lines  
 - Blue line: Aigaleo - Syntagma - Airport  
 - Red line: Elliniko - Syntagma - Anthoupoli  
 - Green line: Piraeus - Omonia - Kifissia  
 - Waiting time: 4' weekdays, 8' weekends.  
 - Operating hours: 5.00-00.15, Friday & Saturday: 5.00-02.30.

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 红线: 圣迪米特里斯—宪法广场—安苏泊里  
 绿线: 匹莱艾夫斯港—欧谋尼亚—凯菲西亚  
 等候时间: 周一到周五每四分钟一趟, 周末8分钟一趟  
 运营时间: 05.00-00.15, 周五和周六: 05.00-02.30



## TRANSFER 交通

TAXI  
出租车

Taxis are plentiful in Athens and can be recognized by their yellow color.  
**Airport:** The ride from the center of Athens to the airport and vice versa costs 35 euros and 50 euros for double tariff.  
**Where and how do you find them:** At the "taxi stands", which are located in central locations. You can also stop them on the streets by raising your hand and declaring your destination.  
**Radio Taxi**  
 Kosmos: 18300, 210 5200020  
**Useful applications:** With *taxibeat* and *taxiplon* via smartphones you can choose a driver who speaks Chinese or English very well from wherever you are and without extra charge.

雅典有很多出租车, 为黄色。  
 从雅典国际机场乘出租车到雅典市中心35欧元, 夜间50欧元  
 怎么才能找到出租车: 在“的士站”, 或者中心地区。您也可以在路上挥手叫出租车, 告诉司机您想去的地方。  
 电话拨叫出租车  
 出租车行: 18300, 210 5200020  
 实用应用程序: 通过应用taxibeats和智能手机taxiplon 您可以选择一个驱动程序, 讲中文或英文, 无论您身在何处, 都不会有额外费用。

We believe there is only one way to face today's challenges. The way forward. 



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By uniting forces and taking a leading role in the new banking environment. By standing next to all businesses, small and large. By supporting the agricultural economy. By investing in innovation, in electronic banking and in green banking, we contribute, step by step, to a new, competitive Greek economy. Because there is only one way to be the leading bank in Greece. The way forward.

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ACCESS 交通

SEAPORTS

港口

Athens has 3 main seaports connecting the mainland to the islands of Greece: Piraeus, Rafina and Lavrio. Piraeus serves about 20 million passengers a year. The surest way to go to the main port of Athens, Piraeus, is to reach the end of the Green Line, which starts from Kifissia, passes through the center of Athens (Omonia, Monastiraki) and links to the other two Metro lines. Also, at the end of the line, in Piraeus there is a free shuttle bus that transports passengers to the gate their ferry departs from.

雅典有三个主要港口可乘船前往希腊其他岛屿：比雷埃夫斯，拉菲纳和拉夫利欧 LAVRIO。比雷埃夫斯每年客流量2000万人次。从雅典去比雷埃夫斯港口最可靠的方法是：从地铁绿线的起点站凯菲西斯开始，经过雅典市中心的（奥莫尼亚，摩纳斯提拉）直达港口。此外，在比雷埃夫斯港口终点站，有免费的班车把您送到渡轮所在码头。



ACCESS 交通

AIRPORT ACCESS  
机场交通

The Athens International Airport "Eleftherios Venizelos" is the only airport in Athens. More than 15 million passengers move in and out of the airport every year. The airport is located 30 kilometers from the center of Athens. Access to airport transportation:  
**Subway / Metro:** Ticket price: 8 Euros. Journey duration from Syntagma / Constitution Square to Airport: 40 minutes.  
**Buses** from Constitution Square and other central points: 5 euros. Duration from Constitution Square to Airport: Approximately 50 minutes depending on traffic.

雅典“埃莱夫塞里奥·韦尼泽洛斯”国际机场，是雅典唯一的国际机场。每年客流量超过1500万人次，该机场距雅典市中心30公里。  
机场往返：  
地铁/轻轨，票价8欧元，从宪法广场（Syntagma）直达雅典国际机场，共40分钟的车程。  
公共汽车从宪法广场出发，直达雅典国际机场，票价5欧元，车程50分钟，时间长短还要看城市路况。



RENT 租车

CAR / LIMOUSINE  
小轿车/豪华轿车

Some reliable solutions are:  
**Apollo** Akominatou 13, Athens, www.apollorentacar.gr  
**Kosmos** Syngrou 9, Athens, www.kosmos-carrental.com  
**Central VIP Services** 25 Ethnarchou Makariou St., Argiroupoli, www.centralvip.gr  
**Auto Pegasus** 7 A. Metaxa St., Glyfada, www.pegasus-cars.com

在您居住的酒店前台，服务生会帮助您租车，或者更安全的解决方法是：  
- 租车行 Apollo, Akominatou 13, Athens, Greece, www.apollorentacar.gr  
- 租车行 Kosmos, Syngrou 9, Athens, www.kosmos-carrental.com  
- VIP 服务中心公司 Central VIP Services S.A., 25 Ethnarchou Makariou st, Argiroupoli, www.centralvip.gr  
- 租车行 Auto Pegasus car rental, 7 A. Metaxa St., Glyfada, www.pegasus-cars.com

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150 BRANDS cosmetics & perfumes 150个美容化妆品和香水品牌

Chanel, Bvlgari, Dior, Clinique, Lancome, Estee Lauder, Guerlain, Lancaster, Shiseido, Yves Saint Laurent, Azzar, Vera Wang, Mac, Marc Jacobs, Sisley, Balenciaga, Givenchy, Clarins, Max Factor, Kenzo, Elizabeth Arden, CK, on, Narciso Rodriguez, Sensai by Kanebo, Yves Rocher, L'Occitane and many more

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Athens: Stadiou st & Aioulou st, tel. +30 210 3245811 | Piraeus: 35 Iroon Politechniou st & Tsamadou st, tel. +30 210 4119811  
Egaleo: Shopping Center River West: 96-98 Kifissou Avenue, tel. +30 2105626140 | Thessaloniki: Hirsch Arcade, 24 Tsimiski & 3 Mitropoleos, tel. +30 2310 366600 | Kalamata: Central Square, tel. +30 2721090077 | Larissa: 25 Kouma st, tel +30 241055564

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INTERVIEWS & THEMES  
访谈

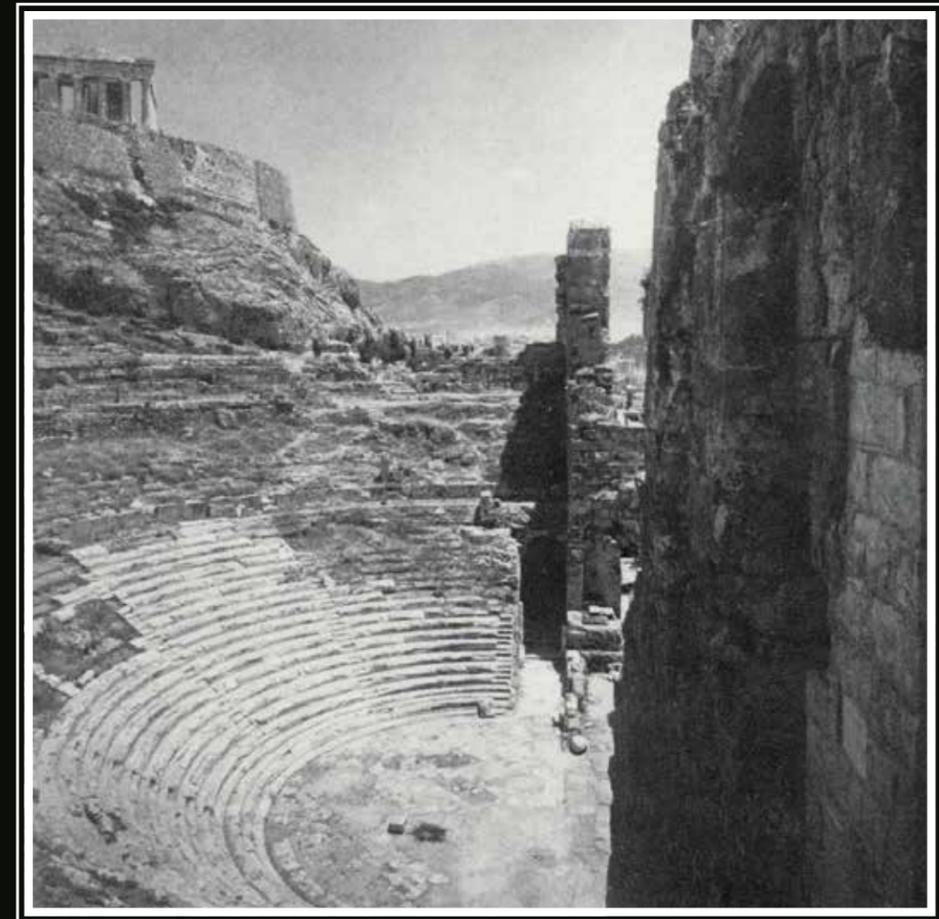


photo by Ioannis Troulos © The Archaeological Society at Athens

# MYKONOS UNINHIBITED

纵情米克诺斯岛

BY MARGARITA MICHELAKOU  
PHOTO BY VANGELIS KYRIS

THERE ARE 365 CHAPELS IN MYKONOS, ONE FOR EVERY FAMILY OF THE ISLAND. THIS IS HOW ONE CAN DISTINGUISH THE LOCALS AMONG THE HORDES OF VISITORS THAT FLOOD THE ISLAND DURING THE SUMMER: MOVIE STARS, LOUD SOUTH ITALIANS ON VESPAS, SHOP-CRAZY AMERICANS ON A DAY VISIT DURING THEIR CRUISE, BATCHES OF REVELERS ARRIVING BY BOAT, ROCK 'N' ROLL ROYALTY ARRIVING BY PRIVATE JET.

在米克诺斯岛有365个小教堂，平均每一个家庭拥有一个。如何走过教堂，也许就是如何在一大群游客中，区分出本地人和外地人的关键词。夏季里，岛上遍地都是游客，电影明星、喧闹的南部意大利的黄蜂摩托，疯狂购物的美国人，因为他们环游地中海的豪华游船只在这里停靠一天，他们一批批乘小船到此寻欢作乐，至于那些摇滚乐之王，他们则会乘坐私人飞机从天而降。

Before it became a worldwide famous party island and jet-set playground, Mykonos was a mystically calm place, where Europe's elite, top merchants, bankers, academics and the occasional deposed prince, would come to find peace and a certain refreshing sense of freedom. Well, Mykonos had an unexpected promoter, an island that is perhaps the complete opposite, but their fate has been sealed together by history: Delos, only 40 minutes away by boat, is Greece's biggest archaeological site and an UNESCO world heritage site. Millennia ago, it was declared illegal for anyone to be born or die on Delos and it was said to be the birthplace of Apollo, god of the sun, light, harmony, and beauty. In modern times, apart from the archeologists, it is illegal to spend the night on Delos. In the beginning of the 20th century, scholars and intellectuals en route to Delos, began to recognize Mykonos in its own right. Around the same time, two major old families of the island started inviting their cosmopolitan foreign friends to this barren island in the middle of the Aegean, where one could only reach after a 15-hour trip by steamboat. As the ships could not dock at the harbor, the ladies carrying parasols and the gentlemen in top hats would arrive at the promenade by small fishing boats and be greeted by donkeys dressed in colorful fabrics, being the era's obedient and happy taxis.

It would be another twenty years before the first car arrived on the island. Mikis Kabanis, of the famous family that first settled on the island in 1757 and gave its name to the main bay of Mykonos (Akti Kabanis), faintly remembers the day all the locals gathered at the port to watch a small bus get unloaded from a vessel. When its engine started, they all started screaming and running away from the 'monster'.

在成为世界级著名聚会的岛屿与富豪的活动场所之前，米克诺斯只是一个神秘而平静的小岛。在这里，欧洲的精英、顶级商人、银行家、学者和一时间被废黜的王子从扰攘红尘中退回到此地，寻找平静，寻找自由，寻找尘世失落的某种感受。当然，米克诺斯还有一个意想不到的崛起的原因，这是一个和其红尘扰攘生活完全相反的神圣岛屿，小岛的命运和厚重深远的历史选择相关：那就是神圣的提洛斯岛。这是距米克诺斯岛40分钟船程的小岛，是希腊最大的考古遗址，并且是联合国教科文组织确认的世界文化遗产。数千年以前，这里被宣布，禁止任何人在岛上出生和死亡。据说，因为这里代表着光明、和谐、俊美的太阳之神阿波罗的出生地。在现当代，除了考古学家之外，在提洛斯岛宿夜都是非法的。20世纪初叶，学者和知识分子来到提洛斯岛，开始认识到属于米克诺斯岛自己的价值。大约在同一时间，在爱琴海的中部，岛上两个主要的古老家族，开始邀请各国友人来到这个处于爱琴海中心位置的荒瘠的岛屿。那时，来到此岛要花费15个小时的汽艇颠簸路，船只还无法在港口停靠，携带遮阳伞的女士和头戴高帽的绅士们只好乘坐小渔船来这里散步。这些衣着光鲜时髦的绅士小姐，被身披彩色织物的毛驴好客地迎接——那时候，这些毛驴是这个岛上温顺而又快乐的“出租车”。第一辆小汽车出现在岛上，只是二十年前的事。米基思-卡巴尼斯 (Mikis Kabanis) 家族，是1757年第一个定居在此岛的著名家族，并将米克诺斯主要的小港湾阿科蒂-卡巴尼斯 (Akti Kabanis) 以他们家族的名字命名。人们还依稀记得二十年前那一天的情景：所有岛民都聚集在港口，观看一辆小公共汽车从一艘船上卸下来。当汽车引擎发动时，所有人都尖叫起来，并在一瞬间逃离了这个“怪物”。也许就是这份天真、这份小岛的纯粹以及朴实的人们，使得米克诺斯岛成为今天的样子。希腊大约有2000个岛屿，所有岛屿都享有神赐天佑的天然美景和令人惊羡的海滩。1960年以来，来自世界各地各个角落的人们——摇滚明星、作家、波希米亚人或是那些焦躁不安的灵魂，来到米克诺斯岛放松、休闲，或是聚会；而且，无论怎样，都会给这个特殊的岛屿带来精神的自由和解放。圣-托贝 (St. Tropez)、碧姬·芭铎 (Brigitte Bardot)



It was perhaps this naivety, its pure and simple people that made Mykonos what it is today. There are about 2,000 islands in Greece, all of them blessed with natural beauty and wonderful beaches. But by the 1960s people from every corner of the world, rock stars, writers, bohemians or just restless souls, came to Mykonos to relax, maybe party, but in any case give into the liberating spirit of this special place. While St. Tropez was all about Brigitte Bardot and the rich and famous, Mykonos had a more pluralistic and at the same time snobbish approach. Yes, at any given night a princess would get drunk and dance the syrtaki with a local fisherman, or even enjoy a quick fling behind the church, but anything vain or superficial was a no no (it would take many years before the first paparazzo arrived in Mykonos). Because the Mykonians couldn't care less, they were never concerned whether you were a tycoon or a hippy, a nudist or a prime minister (in some cases both), a queen or just a drag queen. Having travelled the world for hundreds of years, either as merchants or pirates, they had

whole of Europe discovered this small gem in the Aegean.

Soon enough Helmut Berger, Rudolph Nureyev, Douglas Furnanks, Mel Ferrer, Ingrid Bergman, everyone who was anyone, would come to rub shoulders with Onassis and Jackie (she adored Mykonos), Jean Seberg and great Greek actress and politician Melina Merkouri. The Greek shipping families, Niarchos, Fix, Goulandris, were having their yachts lined up in the port and maybe one would be lucky enough to see Grace Kelly step out of one of them. The local Kabanis family had guests at their house of the likes of the Grand Duke Dmitri Pavlovich, known for his involvement in the plot to murder Rasputin, or Soraya, the Sad Princess of Persia ("who did not act sad at all", as Mikis candidly recalls). "Mykonos is becoming the Cyclades' Capri" Mrs Vlachou wrote in 1958. The Greeks were happy to see the celebrities, but not star-struck. When Elisabeth Taylor visited Mykonos at the peak of her scandalous affair with Eddie Fisher, Athens' great beauties of the time gathered at Maroulina's shop, the extremely tal-

## "MYKONOS IS BECOMING THE CYCLADES' CAPRI" MRS VLACHOU WROTE IN 1958

a rare open-mindedness and great hospitality for anyone wandering their spotless streets, inviting them to their modernistic, simple and functional white and blue houses (Le Corbusier, having visited Mykonos in 1911, later wrote "you cannot pretend to be an architect unless you have seen the houses of Mykonos").

But there was something else, too. Greece's top families were still there, guarding the island from anything passé.

Among the first ones to fall in love with the island before the war was Eleni Vlachou, a strongly opinioned journalist and heiress to Greece's premier conservative newspaper Kathimerini (later, during the junta, her sharp tongue would lead to her house arrest by the regime of the colonels). It was love at first sight for Mrs Vlachou and her trend-setting group of friends that counted Greece's top socialites. Mrs Vlachou, together with her war hero husband, would later build a lovely vacation house where she would invite prominent personalities from all over the world. It was not her who caused the transformation of Mykonos to the top summer destination for many, but her fascination started around the same time the

ented local jewelry designer, to watch the movie star up-close. After staring at her for some time, their verdict echoed all through the island: "But she is short as a midget". The four friends lost interest and walked away to go swimming.

Another Greek grand dame, free-spirited Anna Veltsou who had the gift of making everything en mode, would lure the fashion crowd. At her house she often was hostess to Gianfranco Ferré, Guy Laroche, Loulou de La Falaise. Pierre Cardin, Emilio Pucci and Thierry Mugler were also regulars of Mykonos. They would all be captivated by the impromptu catwalk in the town's main street of Matogiannia where bright kaftans, heavy silver jewelry, Greek sandals and a general fabulousness was the rule. Even today any summer day one can spot at the streets of Mykonos Jean-Paul Gaultier, Valentino, Julien Macdonald or identical twin brothers Dean and Dan Caten of the fashion duo DSQUARED2.

During the 70s the easy-going spirit of the locals was discovered by the gay community. Men who would live in the shadows in their own countries, could publicly make out without a hint of judgment here. There was even a gay only, nude

、富豪和名流来到这里，使米克诺斯成为具有多元文化的地方。与此同时，这里也是某种世间繁华炽盛如火之地。在某个晚上，某国的公主会喝得酩酊大醉，和当地渔民一起跳希腊民间瑟塔基舞，甚至在教堂背后享受一时的放纵。但是，这里的一切都并非人生虚度（在第一批狗仔队到达岛上之前，还有许多年的私密时光）。米克诺斯人饱经世面，对任何一位大牌都毫不介意，他们从来不会考虑到你是否是个大亨还是嬉皮，是一个裸体主义者还是一个总理（有些时候两者也能兼具），是一位女王还是戏谑巧扮的皇后。数百年里游历世界的海外经历，使米克诺斯岛民无论身为商贾，还是落海为盗，他们都拥有着世间罕有的开放观念和热情好客的心态。任何一个徜徉在一尘不染的干净街巷里的游客，米岛人都会给你以好客的礼遇。他们会邀请客人到自己时髦、简朴而实用的白色和蓝色的房子里小酌（勒·柯布西耶，在1911年来到米科诺斯岛参观，后来写下了“你不能宣城自己是一名建筑师，除非你已经看到了米科诺斯的房子”）。但是，这里还有一些别的东西。希腊顶级家族仍住在这里，守护着这个岛屿的过去。在战争时代，与这个岛一见钟情的人，首当其冲是艾兰妮-乌拉豪（Eleni Vlachou），这是一个强硬派记者和希腊首屈一指保守派报纸《每日新闻》的女继承人（后来，军政府时期，她因为自己的尖锐言辞导致遭到政府软



## "米克诺斯正在成为基克拉泽斯群岛上的卡普里岛"，乌拉库女士在1958年写到

禁）。乌拉豪女士和她的开风气之先的一群朋友们，都是希腊数得着的顶级社交名流，他们对这里一见倾心。后来，乌拉豪女士与她战场归来的英雄丈夫建了一个可爱的度假别墅，邀请来自世界各地的知名人士前来度假。不是因为她引起米克诺斯的改变，使米克诺斯成为众多岛屿中夏日度假目的地的首选，而是因为小岛本身的魅力，使整个欧洲几乎同时把目光投向了这个地中海上宝石般的小岛。纷至沓来俄锦绣名流们有：海尔蒙特-伯杰（Helmut Berger），鲁道夫-纽瑞耶夫（Rudolph Nureyev），道格拉斯-佛男科（Douglas Furnanks），梅尔-费雷尔（Mel Ferrer），英格丽-褒曼（Ingrid Bergman），摩肩接踵地来到这里，还有奥纳西斯（Onassis）与杰奎琳（Jackie）（她非常喜爱这里），让-塞伯格（Jean Seberg）和希腊伟大的演员及政治家麦丽娜-梅尔库里（Melina Merkouri）。希腊船王家族尼亚尔霍斯（Niarchos），费格思（Fix），古兰德里斯（Goulandris）……这些人们的游艇在港口一字排开。或许有人碰巧幸运，会看到格蕾丝·凯利（Grace Kelly）迈步走出游艇的款款身影。从他们中走出来。当地卡巴尼斯家族在他们自己的“Grand Duke Dmitri Pavlovich”房子中宴请客人，其人因为卷入谋杀拉斯普京事件而名动天下。云集此地的人还有索拉亚、波斯的悲伤的公主（“谁没有过悲伤”，正如米基思坦率回忆），“米克诺斯正在成为基克拉泽斯群岛上的卡普里岛”，乌拉豪女士在1958年如此写到。希腊人很高兴看到名人，而不是星巴克。伊丽莎白-泰勒（Elisabeth Taylor）与

埃迪·费希尔（Eddie Fisher）恋情绯闻闹得沸沸扬扬时他们选择来米克诺斯岛避世。雅典当时的俊男靓女，do曾在米科诺斯留下倩影。汇集在Maroulina的店，一个极赋天才的当地珠宝设计师，从近距离观看著名某一影星之后，嘹亮的评判话语如此回荡在整个小岛上：“她又矮又挫，是个侏儒！”围观的朋友四散开去，还是自己去海里游自己的泳好。另一个希腊的著名女士——自由奔放的安娜-瓦素（Anna Veltsou），她每做任何一件事情，都吸引着时尚人群的眼球。在她的住所，经常宴请詹弗兰科·费雷（Gianfranco Ferré）、姬-龙雪（Guy Laroche）、娄娄德-拉-法莱斯（Loulou de La Falaise）、皮尔·卡丹（Pierre Cardin）、埃米利奥-普西（Emilio Pucci）和赛而瑞-马克（Thierry Mugle），也因此成为米克诺斯岛的常客。他们都被Matogiannia市镇主要街道里临时的狭窄人行通道所吸引，这里色彩明亮的阿拉伯式长袍、沉甸甸的银饰珠宝、希腊凉鞋……这些都是顶级的人间珍品。即使在今天，任意一个夏日，人们能够在米克诺斯的巷道里，看到让·保罗·戈尔捷（Jean-Paul Gaultier）、瓦伦蒂诺（Valentino）、朱利安-麦克唐纳（Julien Macdonald），还有模样难分彼此的双胞胎兄弟——Dean和Dan Caten的时尚二人组DS。上个世纪70年代，当地的闲适气氛被同性恋群体发现。生活在自己国家阴影下的男人们，在此一小岛上不需要隐藏，就可以公开大方、安之若素地牵手而行。这里甚至还有一个同性恋裸体海滩：超级天堂海滩，深深的绿松石水域宛如梦幻，现在已经成为

tolerant beach: Super Paradise, with its deep turquoise waters, has now become fashionable among straight trend seekers. The epicenter of the gay nightlife would be a cocktail bar that Italian American painter Pierro Aversa, a much loved personality of European celebrity circles, opened in 1969. Soon Europe's glamorous crowds would make their way to Pierro's and party until sunrise. Altogether Mykonos' nightlife was becoming notorious. "Anything goes" was the motto and it usually did. Pierro and Anna Veltsou one night staged a fake marriage between two male friends, probably the first gay marriage in the world.

A major shake up for the Greeks was the death of talented fashion designer Billy Bo in 1987, who was personally responsible for a big part of Mykonos' fame, by a new and terrible disease called AIDS, which he allegedly contracted in one of his wild parties on Mykonos.

By the mid 90s, faster boats were serving the island making it very easy for anyone in Athens to visit Mykonos in less than 3 hours. The airplanes were unloading tourists by the hundreds and new hotels were popping up in order to accommodate them. Beaches that one could previously reach only by boat, now had 150 seat restaurants in an all white, simple and expensive, decor that would become the island's trademark. Athens' mega-club owners were moving their business to Mykonos so as to serve the thirsty kids that were looking for the new Ibiza. The land was becoming more and more expensive. The old home owners, the ones that triggered Mykonos' boom decades ago, had either passed away or had by now chosen to spend the summer in more quiet places on the mainland, usually renting their homes for thousands of euros to Arab oil moguls. Where gay bar Pierro's used to be, is now the summer branch of a posh Athenian restaurant and in the place of the historical bar Vengera a jewelry shop is presently found. Still, even as you walk through the paparazzi crowded alleys of the city of Mykonos, one can still feel the history, the drama and comedy that took place here, and above all one feels that unprecedented sense of freedom: on this small corner of the world you can be whatever you want to be.

Special thanks to mr Mikis Cambanis, Former Ambassador of Greece to China, for his valuable help in putting this article together.

## THE MYKONIANS WERE NEVER CONCERNED WHETHER YOU WERE A QUEEN OR JUST A DRAG QUEEN

### 米克诺斯人毫不介意，你究竟是否是个真正的女王，或仅仅是个戏谑装扮的皇后

时尚潮流的追求者之地。同性恋的夜生活中中心是一家鸡尾酒吧。这个酒吧是一个意大利的美国画家皮尔若-阿韦尔萨 (Pierro Aversa) 在1969年开的。他有着一个欧洲名人圈里人见人爱的个性。不久，欧洲的美艳人群相继来到皮尔若的酒吧聚会，他们狂歌纵情、通宵达旦。所有的米克诺斯岛的夜生活变得四海闻名，“怎么都行”成为这里的座右铭，并且通常在这里也确实如此。在两个男性朋友之间，皮尔若和安娜-瓦素在一个晚上，上演了一场男人之间的婚礼秀，或许这是世界上第一对同性恋的婚礼。1987年，希腊的天才时装设计师比利-博，因为在此地感染上一种新的可怕的被叫做艾滋病的疾病去世。这一意外使得米克诺斯岛一夜扬名。据称，他是在米克诺斯岛上和他的一名狂野伴侣的关系中感染了当时还罕为人知的这种艾滋病。到了上个世纪90年代中期，快船开始出现在岛上，只用不到3小时，就能轻松的从雅典到达米克诺斯岛。能够运送数百游客的飞机被快船取代。许多新的酒店横空出世，以便于游客住宿。以前只能乘船到达的海滩，现在开业了拥有150个座位的餐馆，全白、简朴、华贵、装饰一新的海滩餐馆，成为岛上的商标。雅典大型俱乐部的老板将他们的业务转移到米科诺斯岛，为那些正在寻找新的伊维萨 Ibiza 的人们提供服务。这里的土地变得越来越昂贵。十年以前，那些推动米克诺斯岛繁荣的老业主们已经去世，或者现在已经选择在大陆更安静的地方度过夏日假期。通常，他们把房屋出租给阿拉伯的石油大亨，可获得上千欧元的收入。这里，皮尔若同性恋酒吧仍在营业，现在成为一家高档的雅典餐厅的夏天分店。在曾经是一个具有历史传统的酒吧Vengera的地方，目前是一家珠宝店。即使你漫步在城中充满着狗仔队的小巷子里时，依然能够感受到这里的历史气息。戏剧和喜剧在这里上演着，所有的一切都会使你有一种前所未有的自由感受：在世界的这个小角落里，你可以成为任何你想要成为的那个人、那些人。这里，特别感谢前驻中国希腊大使米季斯-坎巴尼斯，因为他的帮助，才有了现在所有文章。

# CHANEL BALLERINAS

LINEA PIU BOUTIQUE

ELEGANT SHOPPING IN ATHENS AND IN MYKONOS 雅典和米克诺斯的尊贵购物

LINEA精品店香奈儿芭蕾伶娜



In 1957, Mademoiselle Chanel created the elegant two-tone sling-back shoes. It is believed that her inspiration for these came from the black-tipped shoes worn by the crew of the cruise ship on which Mademoiselle had spent her holiday. It is the success of the sling-back that later led to the creation of the stylish two-toned ballerinas. The genius design and unique combination of the beige colour and the black on the nose of the shoe lengthens the leg whilst making the foot appear petite. Comfortable and elegant, the two-tone sling-back can be worn for any occasion.

1957年，香奈儿女士创造了优雅的双色吊带鞋。据说，她的灵感来自那些在游轮上度假的年轻小姐们的黑色尖头鞋。这种双色吊带鞋的成功发明，之后又成为双色芭蕾舞女演员风格的创造灵感。其天才设计，将米色与鞋的前端突出部分呈黑色相结合，延伸到腿部，使脚呈现出娇小可爱的样子。舒适而优雅的双色吊带鞋可以任由您在各种场合随心搭配穿着。雅典， Sekeri 大街6号，电话+30 210 3606125 /+30 210 3622667 www.lineapiu.gr, info@lineapiu.gr 米克诺斯，科拉， Kalogera大街24 N电话+30 22890 78921-2

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# SOPHIA KOKOSALAKI

## GRECIAN EXPRESS

### 索菲娅-可可萨拉基 古希腊式表达

I REMEMBER SOPHIA VERY WELL EVEN THOUGH SHE WAS ONLY A GIRL. SHE WAS WORKING AS A STYLIST FOR MARIE CLAIRE AND SHE ALWAYS WORE A SOFT CAMEL COAT THAT SHOUTED SIMPLE ELEGANCE. SHE WAS SOFT SPOKEN AND LACONIC. SHE HAS A CLOSE-KNIT CIRCLE OF FRIENDS WHOM SHE TRUSTED, BUT OTHER THAN THAT SHE WAS ALMOST SHY. NOW I REALIZE SHE LOOKED LIKE SOMEONE WITH A PLAN. SOON SHE LEFT FOR LONDON AND IN 1999 SHE STARTED HER OWN EPHONYMOUS LABEL. IT WAS NOT LONG AFTER THAT SHE ESTABLISHED HERSELF AS THE EMERGING FORCE IN HAUTE COUTURE.

当索菲娅还是一个小女孩时，我就知道她了。她曾经为玛丽亚-克莱尔做造型师。她总是穿着一件柔软的驼毛外衣，简朴优雅。说话轻柔而简洁的她，有一个志同道合并值得信任的朋友圈，但在某些时候，她总会显得有些羞涩。不过，现在我意识到，她看起来像是心中有主意的人。1999年，她来到伦敦，创办了以自己的名字命名的品牌。那之后不久，作为新兴力量，她在高档女子时装业中建立了自己的地位。

INTERVIEW BY MARGARITA MICHELAKOU



Her «hellinistic» style handcrafted dresses with earthy colors and drapes that one can admire on Ancient Greek statues, had the simplicity and elegant femininity the world was looking for, receiving regular editorial praise from Vogue, Harper's Bazaar and W magazines. She is one of Net-a-Porter's best selling designers and stylish women all over the world seem to go crazy for her bridal collection which showcases her signature blend of Grecian glamour and contemporary finesse.

**It seems you have fully embraced your Greek origins. But is it Greece of the antiquity or something more timeless?**

When my work refers to Greece, it may be due to the memories I have of my childhood surroundings. But mostly it is the pursuit of the classical ideals we were taught at school and later constantly reminded of when looking at classical art. It is about achieving balance and economy of lines, making a dress as if it were a piece of sculpture while retaining modernity and realism. It is also about infusing just enough craftsmanship and decoration,

the summer holidays in Greece, travel more freely without worrying about deadlines as much. Looking back now that my child is two years old, I think it is one of the best decisions I made in my life.

**What was the main inspiration behind the 2014 collection?**

The drive while making the collection was to have beautifully made, desirable dresses with craftsmanship that is distinctive to the brand, featuring great cuts that are true and flattering to the female form.

**You seem to be doing great on Net-A-Porter. Is online shopping the future?**

For us it works very well because our dresses can be worn on other occasions as well. With online channels we can also reach women in many different geographical areas. But we also do a lot of bespoke dresses, which we enjoy very much, and this is a different market that will never disappear. There is strong demand for both.

**You were appointed chief designer for the**

## IT IS ABOUT ACHIEVING BALANCE AND ECONOMY OF LINES, MAKING A DRESS AS IF IT WERE A PIECE OF SCULPTURE

controlling the garment so it doesn't become fussy and overwhelming for the wearer. And above all it is about being timeless and standing strong against any passing trends.

**Your wedding dresses can also be worn on other special occasions, too. Was that intentional?**

Yes, completely. There is a new breed of women that are dynamic, self made and fashion conscious that come to us looking for something modern, unique, precisely cut from the best materials, but also not impossible to wear again.

**What is the main purpose of a wedding dress?**

The wedding dress signifies the nature of the wedding day – it is unique and special- and you apply this to your choice of attire. It is also an opportunity for women to wear a couture piece.

**What is the difference between planning two collections a year versus only one?**

I made the best choice for that period in my life. I had just had a baby and I didn't want the fashion calendar to rule my life like it had for so many years. I wanted to be able to enjoy Christmas and

**2004 Olympic Games in Athens. How was that experience for you?**

It was a fantastic experience – the team work, camaraderie and national pride among the team was great. Through this experience I also realized I can work well under pressure.

**What is your favorite place in Greece?**

My favorite place is Crete where my family comes from. But I also love the Cyclades.

**Is there a particular corner of Athens you like, that most people don't know about it?**

There are many beautiful corners in Plaka in the center of Athens. Although I go there often, as my sister lives in the area, every time I discover a new little street or a small museum that I have never seen before.

**Can you describe the perfect day?**

Playing with my daughter, working with colleagues and then hosting a dinner and drinks for my friends. It is usually a Friday!

**When are you the happiest?**

In my courtyard in Crete.

她的希腊化风格,手工制作礼服带有自然的色彩和装饰,是那种令任何人都钦羡不已的古希腊雕像风格,以及女性世界一直在寻找的那种简朴与优雅。她会定期收到来自《时尚》、《时尚芭莎》和《世界时装之苑》的社论称赞。2006年,她被任命为闻名遐迩的Vionnet薇欧奈时装屋创意总监。但是,她一年后辞职,集中精力创办自己的品牌。她是Net-a-Porter最畅销的设计师之一,世界各地的时尚女性为她的婚纱系列所疯狂。她的婚纱系列展示了独特的古希腊魅力与当代技巧的个性化融合。

可可萨拉基女士,好像在你的最近的更多的系列作品中,你以你的创造在拥抱你的希腊血统。那是古希腊的灵魂,还是超越时间的永恒之物?我的作品涉及希腊风格元素,也许这要归因于我童年时期的记忆。这是源于我在学校里所接受的对古典主义理念的追求,以及日后在看到古典艺术作品时的不断的温习和提醒。它是关于达到平衡与经济生产的。制作一件衣服就像是完成一件雕塑,同时还要保持它的现代性与现实性。它也要倾注足够的工艺和装饰艺术,控制服装不至于小题大做并且不至于压倒穿戴者。所有这些都是关于永恒,并砥柱中流,抵抗着各种时尚的侵袭冲击。



## 这些事关达致平衡与经济生产流程。制作一件衣服就像是完成一件雕塑

你的婚礼服已经取得巨大的成功。这些婚礼服装似乎也能够在其他特殊场合。你是有意这样设计的吗?

是的,正是这样。有这样一种类型女性,她们精力充沛,靠自己奋斗成功,并且具有时尚意识。她们来到我这里,寻找到现代、独特、来自最好布料的精准剪裁,既确保世间存有只此一件,又能够盛装锦衣不止此夜。

你设计的婚礼服主要意图是什么?

婚纱礼服标志着婚礼当天的性质——人生唯一,是特别一日。这也是女性借此人生机会一展自己美丽的机会。

在一年里,有两种计划与只有一种相比,有什么不同?你认为这样你会更感到高兴吗?

在我一生中的那段时期里,我做了最好的选择。在我一生中的那段时期里,我做了最好的选择。我刚刚生了一个孩子,我不想再像多年以来那样,让时尚日程支配我的生活。在希腊,我想要能够享受圣诞节和夏日假期,享受人生一夕,一夕百年的无忧无虑,无有止期的自由地旅行。如今回首,我的孩子已经两岁,我认为,这是我一生中所做的最好的决定之一。

什么原因促成你2014年款系列背后的灵感?

制作这一系列的驱动力是,漂亮的制作,具有高超技艺的理想着装,有特色的品牌,有特点的出色裁剪,这些都是货真价实的品质,使女性服装更加显得亮丽光鲜。

在Net-A-Porter上,你似乎是最出色的。它标志着网上购物的未来吗?

对我们来讲,这样的运行非常好,因为我们的时装并不仅仅是顶级婚礼服,而是也要能够适宜在其他场合穿着。随着网络电视的普及,我们的作品也能够抵达许多不同地区的女士那里。但是,我们也有许多定制的时装,我们非常乐意如此工作,这是一个不同的市场,它永不消失。此两种制作方式,都各有千秋,皆有知音。

2014年雅典奥运会,你被指定为首席设计师。这对你是一个怎样的经历?

这是一个绝妙的团队工作经历。在这个最棒的团队里,是共同协作的同事友情和对自己国家的骄傲之情。通过这种经历,我也意识到,在压力下,我要把工作做得更出色。

在希腊,什么是你最喜欢的地方?

我最喜欢的地方是克里特岛。我的家在那里。但是,我也喜爱基克拉泽斯群岛。

在雅典,有你喜欢的特殊的角落,但却为大多数人所不知道,对吗?

在雅典市中心——普拉卡有很多漂亮的角落。你能描述一下最理想的一天吗?

和女儿一起做游戏,和同事一起工作,然后设宴款待客人,和朋友们闲聊。这就是一个普通的星期五。

什么时候你最幸福?

在克里特岛我自家的庭院中。

# WHERE THEATER WAS BORN

## 戏剧诞生之地

IT WAS 2,500 YEARS AGO WHEN THE POET THESPIAS OF ICARIA HAD A BRILLIANT YET STRANGE IDEA.

2500年以前，伊卡利亚岛的诗人泰斯庇斯有一个绝妙的怪主意：

Improvising, while the sacred festivities in honor of Dionysus were well underway, Thespis decided to somewhat modify the practice of the dithyramb, the lyrical song that men and boys were chanting to the god whilst dancing in circular routines. He left the dancers' group and stood opposite them. He began reciting in a different musical measure engaging in a dialogue with them. Thus, he became the first actor in the world and he was named a hypocrite because he was responding (*hypecrinetos* in ancient Greek) to the Chorus' questions.

It was spring, late March to beginning of April, when the most glorious festival in honor of Dionysus were taking place, that theatre was born, in a 25 meter wide space of trodden earth.

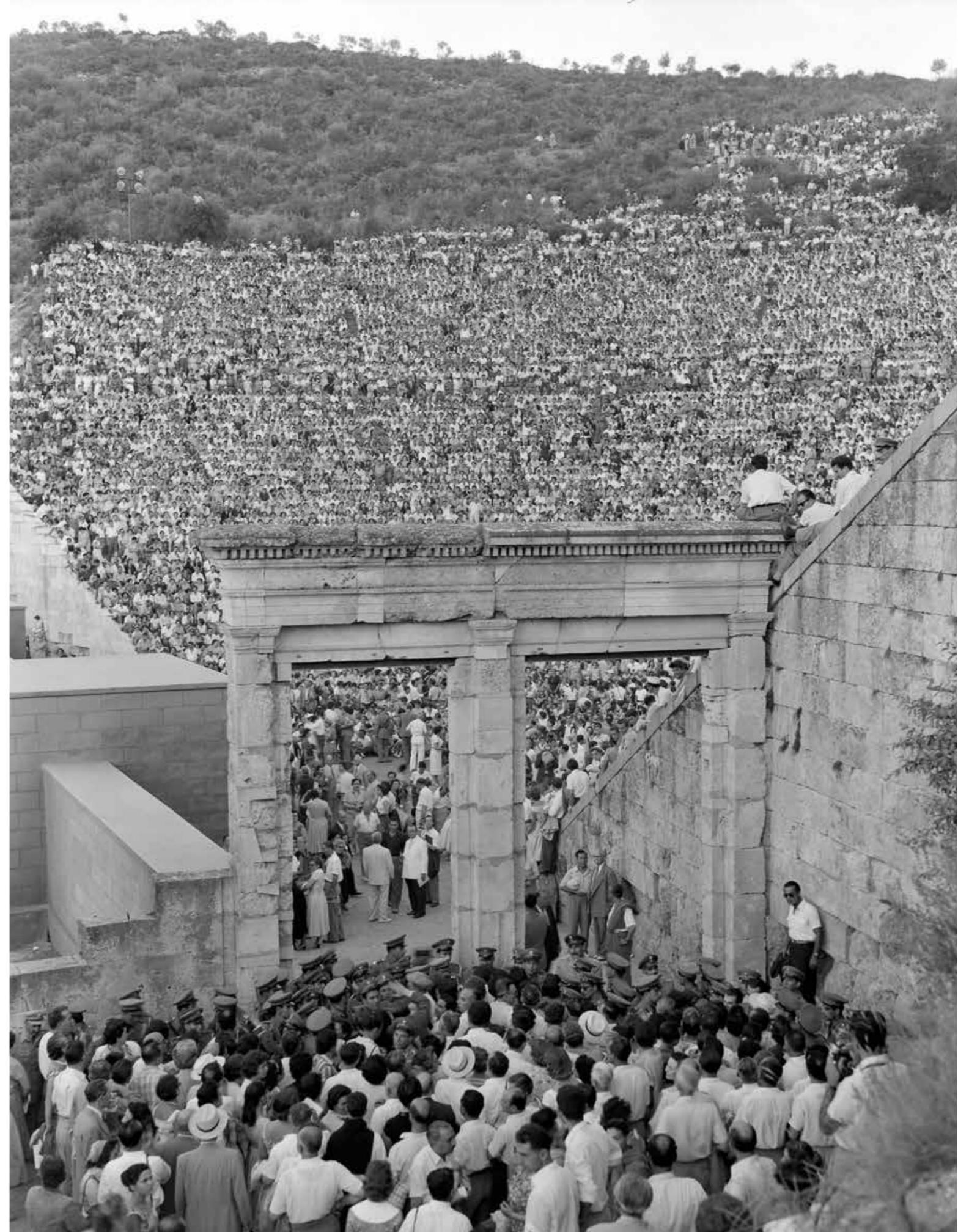
Thespis is the inventor of tragedy. Some scholars view in its matrix elements of mimetic vegetation ceremonies, primitive dances of religious character, masquerades and masks. Such cultural elements are met in many prehistoric civilizations. Nonetheless, it was only at that particular spatiotemporal moment, produce of a culturally advanced society, which had already mastered both epos and lyrical poetry, when they evolved into the composite art of theatre.

The new spectacle was born under the watchful eye of Dionysus, who, as god of fertility and vegetation, is associated with passion, ecstasy, terror and can be equally intertwined with tragedy as well as comedy. The dramatic performances were 'taught' in the form of competitions and their preparation lasted no less than six months. Prior to the performances, animal sacrifices were taking place, which underlined their religious character. The three tragic poets taking part were

临时即兴创作，在祭拜酒神狄奥尼索斯的神圣庆典进行时，他决定对赞美酒神的合唱诗略作修改。在圆形路线上舞蹈时，男人和男孩们向酒神唱起抒情颂歌，他开始离开舞者的队伍，站在他们对面，开始在不同的韵律音部下吟诵颂词，尝试与他们展开对话。由此，他开始和歌舞队伍展开对话应答，成为世界上第一个演员，在古希腊被称为 (*hypecrinetos*)。那时正是春天，正值暮春三月至孟春四月之时，在这个古老的Elaphebolion期间，大多数荣耀酒神的节日和城市酒神节都在进行。这就是戏剧的诞生地：在一个25米宽，泥土杂沓的地方。根据传统说法，泰斯庇斯是悲剧的发明者。一些学者在这样的戏剧母体形式中发现了庆祝植物神的节日模拟因素，还有宗教仪式的原始舞蹈因素，以及假定性的面具因素等。诸如此类的文化因素在史前文明里就曾齐聚相遇。然而，它仅仅是在那个特定的时空交错瞬间，是那文化发达的社会的产物。那时的人们已经掌握了一些口耳相传的原始史诗与抒情诗的特质，并逐渐演变成戏剧的综合艺术。这种新的景象是在狄奥尼索斯的庇护与眷顾之下产生的。狄奥尼索斯是丰产与植被之神，他与激情、狂喜、惊恐等人类的情感相关联，他可以同时与悲剧和喜剧相互交织关联。这种戏剧表演形式在竞争的形式中被传授给人们，演员的准备工作持续不少于6个月的时间。在表演之前，先是向神祭牲，这突出强调其行为的宗教因素。通常有三位悲剧诗人同时参赛，每人准备四个剧目，在喜剧类别里，五个诗人则各自奉献一个剧目。

尽管戏剧形成于僭主时代，但它却是在民主制度的熏陶滋养下成长，两者是在并辔而行的平行轨道上向前发展。因此，它是在一个相应的范围内活动的。这不仅仅是历史的巧合，早期的文学作品产生于演员独白；但是，悲剧是在对话的基础上进行，并在民主体制之下繁荣。观看者在民主的活动中受到教育，并在激辩对抗的理念交锋中得到锻炼。贯穿戏剧节始终的主线，是雅典城邦作为一个显赫夺目的光辉形象，强调着其在整个希腊世界的领导地位。换句话说，在古代希腊，戏剧从来

TEXT YIANNIS FOSKOLOS



competing with four dramas each, while in the comedy category five poets would present one play each. Although theater was formed in the era of tyrants, it is clearly nurtured by Democracy, therefore it moves in a parallel orbit with it. It is no coincidence that earlier literary works were based on monologue; whereas tragedies, being based on dialogue, flourished under a democratic regime. Viewers were educated on the operation of democracy and the confrontation of ideas. Throughout the theatrical festival, the state of Athens emphasized its leading status in Greece by an impressive display of grandeur. In other words, the theatre in ancient Greece never served merely as entertainment. And by molding consciences it was itself shaped by the collective consciousness. Combining religion, sociopolitical criticism and education, it turned into an intersection of cultural and political bloom. Unlike the Roman theater, the actors, the members of the chorus, the judges were citizens. All men of course, who wore make up, climbed onto cothurnus (extremely high platform boots) and played both male and female

Odeon of Herodes Atticus (aka Herodeion) on the south-west slope of the Acropolis, which was restored using Pentelic marble in 1954 and has been hosting concerts and plays since, is a monument of love! It was a great technological achievement of its time and until the Hilton Hotel (1963) was built, it had been the tallest building in Greece. Contrary to its present form, it used to be enclosed. Even though many historians claim that the bridging of the vast distance between its walls must have been impossible, Manolis Korres, the architect who has studied the monuments of the Acropolis more thoroughly than anyone, has recently proved not only had that it been roofed but that for more than 1,700 years it held the world record of the widest united roof (50 meters) made of natural timber. For the enormous roof, which smelled of cedar, it is estimated that more than 3,500 trees of various width and length were used. The theatre that is most closely linked to ancient drama is that of Epidaurus in Argolis, in the eastern part of the Peloponnese. It was built around 340-330 BC,

## THEATER WAS BORN UNDER THE WATCHFUL EYE OF DIONYSUS, WHO, AS GOD OF FERTILITY, IS ASSOCIATED WITH PASSION, ECSTASY, TERROR

parts. The women were not even welcome as audience. The primary center of all this activity was the theatre on the south slope of the Acropolis. Before the Parthenon cast the shadow of its splendor upon the rock, a circular area of compacted soil had been flattened on the hillside where devotional ceremonies to Dionysus were held. It was the world's first orchestra (from the verb *orchoumai*=dance). The theater itself was founded probably in the 6th century BC and its structure has been transformed several times since. It is estimated that it could accommodate 15,000 spectators. Most of the surviving tragedies and comedies were written to be performed there. It was there where that the ancient Athenians saw the masterpieces of Aeschylus, Sophocles, Euripides, Aristophanes, and heard the cries of Antigone, Electra, Medea and Oedipus. Myths were not their sole source of inspiration as they drew also from historical facts, promoted behind the scenes by political personalities such as Themistocles and Pericles. The Theatre of Dionysus was associated to three roofed conservatoires where the *proagonae* (the dramatic poets would announce the title of their play and introduce the actors) usually took place. The third one was built in 161 AD by aristocrat Herodes Atticus in memory of his late wife. In other words, the majestic

for the musical and dramatic competitions in honor of Asclepius, the god of medicine, but it was also perceived as a therapeutic medium since watching theatre was believed to have beneficial effect on one's health. It is considered the most perfect among ancient Greek theatres due to its harmony and its exceptional acoustics: even the sound of a match struck at center-stage, is heard all the way to the furthest grandstand, 60 meters away. Since 1954 it has been operating again and seats up to 14,000 people. Hollywood stars such as Burt Lancaster, Marlon Brando, Kevin Spacey; even Maria Callas have performed on its stage. In the early years of the Athens/Epidaurus Festival, technicians, ticket inspectors, dressmakers, etc. were staying at the villagers' homes in nearby Lygourio. The stunning actresses, tall, beautiful and glamorous, made for a sensational experience for the locals. But all this belongs to the past. The Athens/Epidaurus Festival counts over half a century and the reputation of the world's most perfect ancient theaters has reached the world's ends. A visit will do. From the stone seats that have been there for thousands of years, look up and gaze at the asteroids Aeschylus, Sophocles and Euripides in the night sky.

不仅仅只作为娱乐项目而存在。戏剧，塑造着城邦的集体意识，同时又被集体意识所塑造。结合宗教、社会政治批评和教育因素，戏剧成为一个文化与政治共同绽放光彩的交集。不同于罗马戏剧的是，演员与合唱队成员、法官的扮演者都是城邦公民。当然，所有的男人都要化妆出演，爬到cothurnus上（特殊的特别高的出演平台），这些男性演员同时扮演男性与女性的角色。女人作为观众是不受欢迎的。所有这些活动的主要中心是在雅典卫城的南坡剧院。在辉煌的帕台农神庙的巍峨影姿挺立在卫城山岩上之前，一块被泥土压实的圆形区域就已经在卫城南坡被开辟成型。这一区域是举行祭拜酒神仪式的地方。它是世界上第一个“圆形合唱队席”，这个词来源于古希腊的动词“舞蹈”。这个剧院建立于公元前6世纪，它的结构经过几次改造，在公元前4世纪下半叶，这里大约可以容纳15000-16000名观众。大部分至今尚存的悲剧和喜剧，大都是为此剧场而作，并在此地上演。正是在那里，古代雅典人看到了埃斯库罗斯、索福克勒斯、欧里庇德斯、阿里斯托芬的杰作，听到了安提戈涅、伊莱克特拉、美狄亚和俄狄浦斯的悲惨呼喊。他们见证了阿特柔斯的激情，那个被诅咒的王朝统治着“遍地黄金”的迈锡尼，神圣的家族与谋杀悲剧不幸地结缘，这些林林总总的悲壮故事，当年就



photo by Ioannis Troulos © The Archaeological Society at Athens

## 戏剧在狄俄尼索斯的眷顾护佑之下产生。狄俄尼索斯是丰产之神，他与激情、狂喜、惊恐等人类的情绪密切相关。

如此这般地在这个剧场鲜活生动地呈现在雅典观众面前。神话不是希腊人唯一的灵感来源，他们也从历史事实中提取戏剧情节，在戏剧大幕的背后，是雅典观众每日可见的现实政治人物：塞米斯托克里斯、伯利克里斯……狄俄尼索斯剧场与三个覆有屋顶的音乐学院相连。戏剧正式上演之前的proagonae环节通常在这里举行（戏剧诗人在此宣布他们戏剧的题目并介绍演出的演员）。第三个音乐学院建于公元161年，由著名贵族希罗德-阿提库斯（Herodes Atticus）为纪念他已故的妻子而建。雅典卫城西南坡上，雄伟的希罗德-阿提库斯音乐厅是用潘泰利大理石于1954年重新修葺，并且至今仍 有戏剧上演。这是一座爱的纪念碑！希罗德-阿提库斯剧院是那个时代一个伟大的技术成就，直到1963年希尔顿酒店落成，它一直保持着希腊最高建筑的记录。和我们今天看到的剧院样子不同，如今的露天剧院曾经被顶盖封围，尽管许多历史学家声称，在它如此巨大跨度的墙壁之间架梁封顶，此项工程在当时绝无可能。建筑师马诺利斯-克瑞斯（Manolis Korres）比任何一个建筑师都更彻底地研究了雅典卫城的建筑群，他以新近的研究支持这样的论断：这个剧院当年不仅被加上屋顶，而且由天然木材建造宽度达50米的屋顶结构。这一创举，使得这一建筑保持了1700年的此项世界纪录。这个巨大的屋顶，散发着雪松的清香。据估计，修建这个音乐厅共使用了超过3500株各种不同的树木。与古代戏剧最为休戚相关的剧院，要数在伯罗奔尼

撒半岛东部位于的阿尔戈利斯地区的埃皮达夫鲁斯剧院。剧院建于公元前340 - 330年的希腊古典时代末期。这是为祭拜医药之神阿斯克勒庇俄斯而建。古希腊人在这里举办音乐和戏剧比赛以娱神。它也被认为是一个疗养康复中心。古希腊人认为，通过观看戏剧，会对人体健康有好的治疗效果。它被认为是古代希腊剧中最完美的和谐杰作（它基于一个独特的五边形设计），并以和其特殊的声学设计卓然于世：在舞台中心位置，人声的丝丝低语，甚至一根火柴擦燃的声音也会清晰抵达远至60米处的观众席。这是其巧妙利用声波反射在石头席位上的效果。1954年以来，剧场被重新启用。夏季期间，这里上演古代戏剧作品，座位最多容纳14000多人。好莱坞明星诸如伯特-兰开斯特、马龙-白兰度、凯文-史派西；以及玛丽亚-卡拉斯都曾在这个舞台上一展才艺。在“雅典——埃皮达夫鲁斯艺术节”的早年时节，技师、检票员、服装设计师大师等一班靓丽人马，整个夏天都住在附近Lygourio地区的村民家里。惊为天人的女演员，身材高挑、美丽迷人，为当地人制造了种种令人神往的动人传说……但是，所有这一切都属于往昔。雅典-埃皮达夫鲁斯艺术节经历了半个世纪的历史，这个世界上堪称完美的古希腊剧院已蜚声四海、名动天下。当你有朝一日，得缘一会这一古老剧院，在有着数千年历史的石座上甫一坐定，当你抬头一望星空，那是缀满古希腊戏剧先贤的灿烂星河。在已经存在了上千年的石座上，抬头仰望星空，无数的小行星中，是埃斯库罗斯、索福克勒斯和欧里庇德斯。群星闪烁，古今此刻。



## GEORGE LOIS

乔治·罗伊斯：希腊广告之神

# GREEK GOD OF ADVERTISING

BORN IN 1931 IN THE BRONX, NEW YORK, LEGENDARY GEORGE LOIS, THE SON OF GREEK IMMIGRANTS, IS PERHAPS THE MOST CREATIVE, PROLIFIC ADVERTISING COMMUNICATOR OF OUR TIME. AN ART DIRECTOR BY CRAFT, AN ADVERTISING MAN BY PROFESSION, LOIS LED ADVERTISING'S CREATIVE REVOLUTION IN THE 1960s WITH STRIKINGLY GRAPHIC AND VISUALLY "ALIVE" ADS.

传奇人物——乔治·罗伊斯，也许是我们这个时代最具创意、最为多产的广告人。他是希腊移民的儿子，1931年出生于纽约的布朗克斯。他是行业公会和艺术总监，一个职业广告人。罗伊斯以醒目的图像和鲜活的视觉广告，领导着20世纪60年代广告创意革命。

INTERVIEW BY MARGARITA MICHELAKOU  
PHOTO: PLATON

He created the concept and prototype design for the forerunner of New York magazine; created the “I Want My MTV” campaign; helped create and introduce VH1; created the initial advertising campaign that made totally unknown designer Tommy Hilfiger known to the world; co-directed the music video for Bob Dylan’s song “Jokerman”.

His clients have included Xerox, Maggie, Pirelli, Reebok, Olivetti, USA Today, ESPN, U.S. Senator Robert Kennedy.

From 1962 to 1972, Lois changed the face of magazine design with his 92 covers for Esquire magazine – 38 of them are in the permanent collection of the Museum of Modern Art. He is the author of several books including Iconic America and \$ellebrity.

He has received the Lifetime Achievement Award from the American Institute of Graphic Arts. During his recent visit to Greece for the launching of the Greek translation of his book “Damn Good Advice” by Key Books, he talked to our magazine.

#### **During your recent visit, what did you like best about Athens?**

My first visit to the new Acropolis Museum – I never thought a room of ancient art could ever be as exciting as the Archaic Period Kourus and Kore room in the National Archeological Museum in Athens. But my first sight of the collection on the second floor of the Acropolis Museum astounded me!

#### **What do you consider your greatest achievement in life?**

In my twenties, I was a pioneer of the landmark Creative Revolution in Advertising. I am known for dozens of marketing miracles that triggered innovative and populist changes in American (and world) culture. In 2013, I was voted “The most influential Art Director of the Past 50 Years” by Graphic Design USA, and Playboy recently called me “The greatest adman that ever lived.” While I was at it, I wrote and designed ten landmark books on graphic design (six of them with my son Luke working at my side).

## FROM 1962 TO 1972, LOIS CHANGED THE FACE OF MAGAZINE DESIGN

#### **What was the first Greek word you learned??**

My mama sang me a well-known children’s song when I was an infant. But what I really remember, from the time I was five or so, was my mother and my father, and my two older sisters, saying, “George, be careful”, daily. But I knew they were wrong – they were all wrong. Because being careful guarantees sameness and mediocrity.

#### **While so deeply involved in the forming of the American culture, were you aware of your Greek DNA?**

I was a young Greek-American, living in a racist Irish neighborhood in the Bronx, prompting many street fights defending my heritage. In high school, college, and in the army, and certainly as a graphic designer and ad man, everyone knew me as the “Greek God of advertising” (and sometimes as the Crazy Greek of Advertising).

#### **Which one of your work has been most copied/ initiated the most spin offs?**

There, literally have been hundreds of so-called homages (many straight rip-offs) of my Esquire cover showing Muhammad Ali as a martyr for refusing to fight in a bad war. In a review of the MoMA exhibit in celebration of the induction of the Esquire covers into its permanent collections, the Associated Press wrote: “the most iconic image of the ‘60s was Ali as Saint Sebastian, tying together the incendiary issues of the Vietnam War, race, and religion. The image is so powerful that some people remember where they were when they saw it for the first time.”

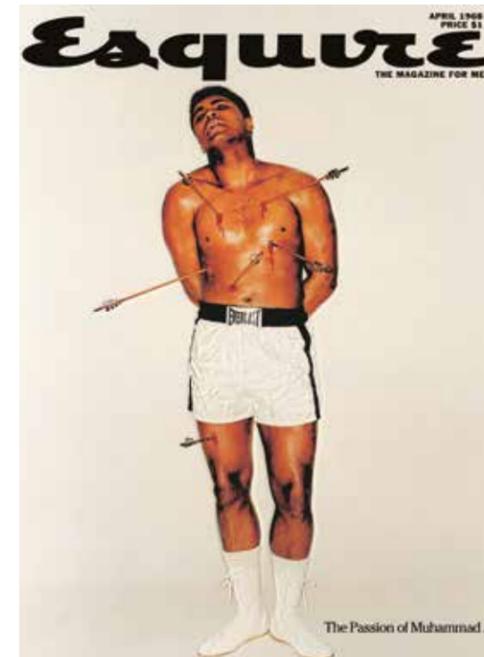
#### **What is it about TV series Mad Men that you hate the most?**

The Mad men depicted are phony, male-chauvinist, racist, anti-Semitic, Republican WASP’s, and, worse of all, totally untalented. In the very first week of 1960, at the time the Mad Men

他为纽约先驱杂志做出了全新的概念设计和原型设计；他开创了“我要我的MTV”运动；他帮助创建和推介了热门录像带第一台VH1。他开展了原创广告运动，使得名不见经传的设计师 Tommy Hilfiger 闻名遐迩。并与鲍勃·迪伦共同执导制作了他的歌曲《小丑之歌》(Jokerman) 的音乐录影带。他的客户包括富士施乐公司、国际影星张曼玉、皮雷利工业公司、锐步公司、好利获得公司、今日美国报、欧洲儿科肾病学会、美国参议员罗伯特·肯尼迪。从1962年到1972年，罗伊斯为Esquire杂志设计了92种全新封面，其中有38种封面被纽约现代艺术博物馆永久收藏。他是多本书的作者，其中包括 Iconic America 和 \$ellebrity。他曾获得美国平面设计协会颁发的终身成就奖。最近，为了 Key Books 出版的他著作《绝妙好建议》希腊语版发行事宜，他回到希腊，接受了我们杂志的采访。

你学的第一个希腊语单词是什么？

当我还是一个婴儿的时候，我妈妈给我唱过



## 自1962至1972，罗伊斯让杂志的设计面目焕然一新

一首很有名的儿童歌曲。但是，真正让我记住的希腊语，大概是在我五岁左右，每天，我的母亲、父亲和我的两个姐姐，总是对我说，“乔治，小心！”。但是，我知道他们错了——他们全都错了。因为总是“小心！小心”只会带来千篇一律和庸庸碌碌。

#### **深受美国文化影响的你，是否意识到你的希腊基因的存在？**

当我还是一个年轻的希腊裔美国人时，居住在布朗克斯一个种族主义者居住的地区。为了捍卫我的文化传统，总是为此发生街头斗殴事件。在高中、大学、军队里，以及作为一个平面设计师和广告人，人人都称呼我为“希腊的广告大神”（有时人们会认为我是广告界的“希腊疯狂仔”）。

在您的最近访问中，你对雅典最喜欢和最不喜欢的是什么？

当我第一次来到卫城新博物馆参观时，我从没

想到过一个陈列古代艺术品的房间竟然如此让人感到兴奋，与雅典国立考古博物馆中陈列的古风时期古希腊男子雕塑和女子雕塑的房间一样令人兴奋。但是，在卫城新博物馆的二层，当我第一眼看到那些展品时，我却大惊失色！

#### **你认为，你人生最大的成就是什么？**

在我二十多岁时，我成为在广告业具有里程碑意义的创意先锋。因为十几个营销奇迹使我名动天下。这些营销奇迹在美国（以及世界）文化中，引发了创新和平民主义之风。2013年，我被美国平面设计机构评为“过去50年最具影响力的艺术指导”，最近我被《花花公子》评为“世界上最伟大的广告人”。到目前为止，我撰写并设计了十本关于平面设计方面具有里程碑意义的书（其中的六本是与我的儿子卢克一起完成的）。

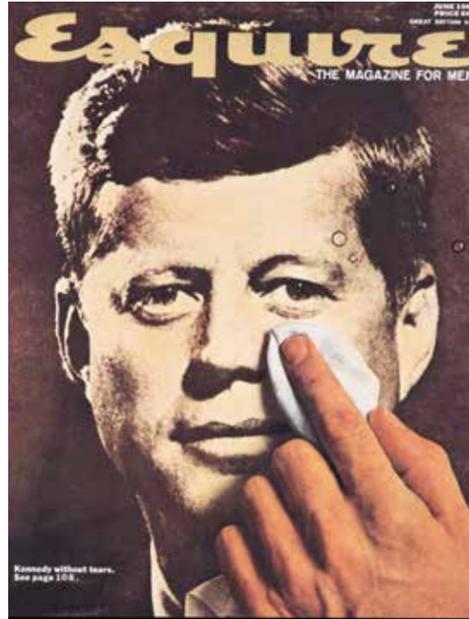
在你的作品中，哪一个最为广泛传播、风行天下？

TV series begins, I started Papert Koenig Lois, the second creative agency in the world, inspiring and triggering what is revered today as the Advertising Creative Revolution.

The 1960s was a heroic age in the history of the art of communication—the audacious movers and shakers of those times bear no resemblance to the cast of characters in *Mad Men*. This maddening show is nothing more than a soap opera, set in a glamorous office where stylish fools hump their appreciative, coiffed secretaries, suck up martinis, and smoke themselves to death as they produce dumb, lifeless advertising—oblivious to the inspiring Civil Rights movement, the burgeoning Women's Lib movement, the evil Vietnam War, and other seismic changes during the turbulent, roller-coaster 1960s that altered America forever.

**What do you think is wrong with today's advertising?**

Any advertising agency that shows promise in



## THE 1960s WAS A HEROIC AGE IN THE HISTORY OF THE ART OF COMMUNICATION

its first few years gets swallowed up by one of the handful of mega-agencies in the world. All businesses founded by passionate entrepreneurs depend on constant creativity to achieve growth and success. But be aware that the bigger any enterprise gets, the more departments, the more marketing research, the more acquisitions, the more mergers, the more group grope, the more analysis paralysis—the worse the product becomes: lost creative control, lost passion, lost belief that you're producing greatness. And, as I predicted in the early 1970s, the more I witness "creative" ad agencies' work go downhill (through growth, merger, and acquisition) the more I know it's true: Big is worse, small is better.

**What are you currently working on?**

Creating brand names, designing logos, working on an ad campaign for a major scotch, a print campaign for a premium cigar produced by the sons of a Cuban expatriate, and writing and designing two new books.

**When and where were you the happiest in your life?**

From 1958 (the birth of Harry, my first son, and in 1962, Luke was born) until 1978, when Harry, at 20 years old, died from heart failure. The happiest 20 years of any man's life.

**What motto would you give the Greek people to inspire them in these challenging times?**

Say NO to Fascism, then, and now!  
Say NO to racism, anti-Semitism, and homophobia. Say NO to tax cheats who threaten the future of Greece. Say NO to government that benefits the wealthy at the expense of the poor and powerless. Say YES every October 28\*, and be proud of your heritage.

\* October 28, or "The NO Anniversary", is celebrated throughout Greece to commemorate the rejection of the ultimatum made by Italian dictator Mussolini that marked Greece's entry into World War II.

我设计的《风尚》杂志的封面曾被成百次地印制（很多是非法盗版印刷），封面展示的是穆罕默德-阿里作为一个殉道者拒绝参加一场不义之战，不夸张地讲，已经被拷贝上百次了。在关于展览上，庆祝《风尚》封面被纽约现代艺术博物馆永久收藏的一篇评论里，美联社如此写道：“20世纪60年代最具代表性的形象，就是这幅圣-塞巴斯蒂安的阿里，它与越南战争的燃烧弹问题、种族和宗教问题紧密联系在一起。这个图像如此具有力量，以至于一些人还记得当他们第一眼看到它时，他们当时身居何处。”

电视剧《广告狂人》中你最恨的是什么？  
这些广告狂人们被描述成是华而不实者、是男性沙文主义者、种族主义者、反犹太主义者，和白人至上主义者，更遭的是，他们无才无能。在1960年，《广告狂人》电视剧开播的第一个星期，我的“帕尔特科尼格伊斯”——世界上第二个创意公司开始运作，

他们依靠持久的创意来实现成长和成功。但要意识到，更大的企业获得，更多的部门，更多的市场调研，更多的收购，更多的并购，更多的群体摸索，以及更多的分析瘫痪——只会导致更糟糕的境况：失去创意控制、失去激情、失去“你正在创造杰作”的信念。在20世纪70年代初我就预测到，并且更多的见证了“创意”广告公司通过增长、兼并、收购正在走下坡路，我更加确信这个真理：大则劣，小则优。

**目前，你正在忙什么工作？**

创造品牌名字、设计企业标志，为新的广告观念进行摧枯拉朽的工作；为一个优质雪茄生产商，制作一个发行活动，这是由古巴侨民的后代办的；并且正在撰写和设计两本新书。

**在你的日常生活里，什么时候、在哪儿是你感到最幸福的事？**

1958年，我的第一个儿子哈利出生；1962

## 20世纪60年代，在艺术传播史上，是一个英雄辈出的时代。

由于广告创意革命，它的启示和所引起的反应在今天仍受到尊敬。20世纪60年代，在艺术传播史上，是一个英雄辈出的时代。那个时代敢于冒险的行动者和旧秩序撼动者，和《广告狂人》电视剧里的演员毫无相似性。这个令人恼怒的电视剧不过是一出浅薄的肥皂剧。那些沉浸在一个奢华迷人的办公室里的时髦的傻瓜们自我欣赏、装模作样的秘书们啜饮着马提尼酒，叼着烟卷儿，制作着那些半死不活的广告，走向他们的死亡——这些电视剧全然忘却了那激动人心的国内民权运动、蓬勃发展的妇女解放运动、罪恶的越南战争，和其它在20世纪60年代不断动荡变化的局势，所有这一切永远地改变了美国。

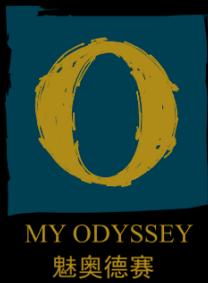
对于当今的广告，你认为什么是错误的？  
许多在最初几年里风头稳健的广告公司，都被世界上屈指可数的大公司之一吞没。所有商业的建立都是由充满激情的创业者创办，

年，卢克出生；直到1978年，哈利20岁上死于心脏衰竭。这是一个人一生中最幸福的20年。

**在这个充满挑战的时代里，你有什么座右铭激励希腊人？**

对法西斯说“不”，现在！  
对种族主义、反犹太主义和对恐惧同性恋者说“不”！  
对威胁希腊的未来的税务欺诈说“不”！  
对劫贫济富、欺弱奉强的政府说“不”！  
在每年十月二十八日，说“是”，并且为我们的传统而骄傲。

\*10月28日，或“说不断的纪念日”，纪念庆祝整个希腊对意大利独裁者墨索里尼的最后通牒说出拒绝的“不”字，这标志着希腊参与第二次世界大战。



# MY ODYSSEY LUXURY TRAVEL IN GREECE

魅奥德赛 希腊奢华之旅



Photo: Christos Drazos



Photo: Christos Drazos



Photo: Christos Drazos

IN THE LAND WHERE LEGENDS WERE BORN,  
WRITE YOUR OWN MYTH - AND LIVE IT!

在传奇诞生之地，书写您的神话，体现您的精彩！

**Join us on a luxury trip to Greece, tailor made just for you!**

邀您加入我们的希腊奢华之旅，为您量身定制！

My Odyssey magically combines the elements that Greece consists of - natural beauty, epic history, healthy Mediterranean cuisine, romantic atmosphere - and offers a luxurious voyage to sophisticated Chinese travelers, combining major attractions with off the beaten path destinations.

希腊是一个集悠久历史、自然风光、健康饮食和浪漫风情于一身的国度，魅奥德赛将这些元素神奇的结合到一起，以旅行者最舒心的方式，营造一种一辈子都无法忘怀的独特体验。游客们在这里可以品尝到以橄榄油为主的当地特色美食，同时亲身探索希腊史诗般的历史文化和独特的文明。

My Odyssey guests meet people, come in contact with new customs and traditions, with the past and the present of the birthplace of the western civilization; they savor the delicious tastes of local cuisine based on the world's most renowned olive oil, while discovering the epic history and unique culture of Greece; they share new but unexpectedly familiar sensations from wine tasting at volcanic vineyards to sailing among stunning landscapes; it is a trip that My Odyssey promises to make a life experience; and our guests return home with a smile, an inner balance and a feeling that they have added a significant piece to the puzzle of life.

魅奥德赛还为游客们精心提供了一系列的主题旅行；不仅可以畅游历史古迹，还可在火山岩上建造的葡萄酒庄展开一次特别的葡萄酒之旅，或者在风和日丽的天气扬帆出海欣赏极致美景；在爱琴海的岛屿上举办一场极度浪漫温馨的婚礼，或是远离喧嚣的私家度假，无论您的愿望是什么，魅奥德赛都会细心打理好一切，让您带着微笑回到温暖的家，内心平和而充盈。

Free from all the small or big annoyances of an ordinary trip, wrapped in comfort and luxury: the best hotels, the most stunning locations, the cream of the crop of restaurants, the finest vibrant entertainment, the smoothest comfortable limos and helicopters, the most prestigious yachts; absolutely the very best in Greece, just for you.

魅奥德赛推出的希腊之旅与众不同，带走了琐碎，带来了舒适、奢华。我们用心为您甄选：最好的宾馆、最美的景点、百里挑一的饭店，最别致的文化娱乐享受，最平稳舒适的豪华轿车、最安全的直升飞机，一切都是全希腊最好的。

My Odyssey caters to the demanding connoisseur, the ultimate thrill seeker; this is not just a trip, it is a voyage, an Odyssey of the senses that will leave you wanting more... and with a wish to come back.

我们经得起行家的挑剔，相信这是您期待已久，终生难忘的旅行体验。这不仅仅是一次出行，而是一次远行，一次让您流连忘返的梦幻之旅。

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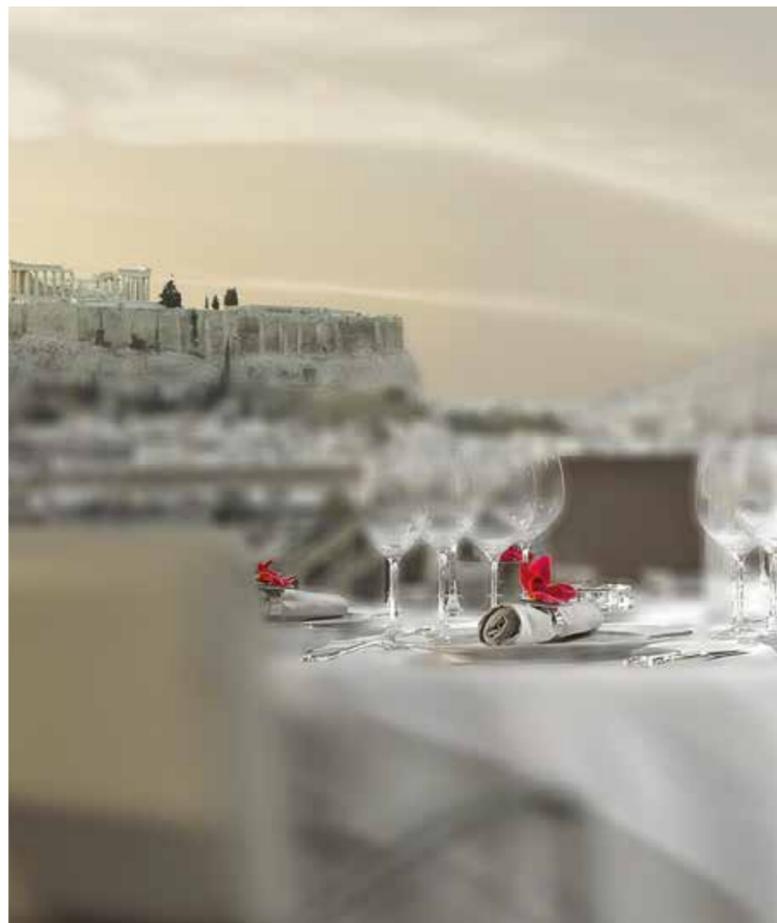
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TRAVEL YOUR SENSES

跟着感觉走





ACROPOLIS VIEW 卫城景观

## PREMIERE 极品餐厅

The view from the elegant restaurant on the roof garden of the Athenaemum Intercontinental is simply exquisite. The Acropolis surrounded by the urban web, is breathtaking. And while the surroundings are impressive, the food holds no exception. Award winning Jean Charles Metayer's cuisine, Mediterranean with a French flair, is truly remarkable. Creative, finely crafted, with wonderful presentation, Metayer's dishes look almost like paintings.  
(Syngrou Ave. 89-93, Neos Kosmos, 210-9206000. Metro: Syngrou/Fix)

从雅典娜神庙洲际屋顶花园的优雅餐厅望去，这里的景观简直美妙绝伦。卫城被包围在城市簇拥，美景令人叹为观止。如果周围景致令你赞叹不已，那么这里的食物同样令人叫绝。基恩-查尔斯-马达叶儿 (Jean Charles Metayer's) 的美食获得奖项，是因为法国风情的地中海菜肴着实引人瞩目。菜肴的创意、精雕细琢、美妙的呈现，简直是散发香味的幅幅油画。  
(Syngrou大街. 89-93号, Neos Kosmos, 210-9206000. 地铁: Syngrou/Fix)



ACROPOLIS VIEW 卫城景观

## NEW ART LOUNGE 新艺术休息室

The panoramic view comes with artistic ambience on the 7th floor of the perfectly designed New Hotel, the first ever hotel project of designer duo Fernando and Humberto Campana. Artifacts from the owner's (international arts patron Dakis Joannou) personal collection, unique pieces like Maurizio Cattelan's and Pier Paolo Ferrari's «Toilet Paper Magazine» on the walls and a unique Art library with more than 2,000 art book titles, compose a highly atmospheric place for modern perception food and drink, day or night.  
(Filellinon 16, Syntagma, 210-3273000. Metro: Syntagma)

在艺术风格独具的新酒店 New Hotel, 7层, 你可以看到充满着艺术气息的城市全景。这里, 老板的个人艺术品收藏, 和独特的作品, 诸如马武瑞奏——卡特兰和皮埃尔·保罗·法拉利的《马粪纸杂志》被悬挂在墙壁上, 与有着几百本艺术书籍的图书馆, 构成了一个高品质氛围的地方, 全天候提供现代时尚观念的食物和酒水。  
(Filellinon 16号, 宪法广场, 210-3273000. 地铁: 宪法广场)



ACROPOLIS VIEW 卫城景观

## LA SUITE LOUNGE 舒适起居室餐厅

Its greatest advantage? You have Athens at your feet. The panorama of the city is magical in this elegant, luxurious restaurant situated on the roof of St. George Lycabettus hotel. The view of the holy citadel resembles a postcard, the menu moves in modern Greek and Mediterranean paths and the cocktails suggested by the bar are equally imaginative, cool and fragrant.  
(Kleomenous 2, Kolonaki, 210-7416000. Metro: Syntagma)

它的最大的优势在哪里? 看, 整座雅典城就在你的脚下。这家豪华餐厅位于圣乔治-利卡维多酒店的屋顶, 在这个优雅、豪华的餐厅里, 你可以看到迷人的城市全景。雅典——这座神圣城堡的景色酷似一张明信片, 餐厅的菜系趋向在现代希腊和地中海式风情。这里, 酒吧提供调制的鸡尾酒同样富有想象力、清凉和芬芳。  
(Kleomenous 2号, Kolonaki 210-7416000 地铁: 宪法广场站)



© Acropolis Museum, photo by Giorgos Vitsaropoulos

ACROPOLIS VIEW 卫城景观

## ACROPOLIS MUSEUM 卫城博物馆

Before you wander through the sculptures of the Parthenon that are bathed in natural light, don't miss the chance to visit the Acropolis Museum restaurant for a traditional Greek breakfast. Having your coffee while being in direct eye contact with the holy ancient citadel is just sensational! Bread rolls with Gruyere cheese, pies, full cream Greek yogurt served with thyme honey, Greek pancakes with grape molasses and plenty more traditional morning delicacies are served and enjoyed while viewing the Parthenon temple. The view is uniquely wonderful.  
(Dionysiou Areopagitou 15, 210-9000900. Metro: Acropolis)

当你徜徉在自然光线沐浴下的帕特农神庙雕塑之前, 不要错过机会看一看卫城博物馆餐厅, 这里备有传统希腊早餐。当神圣古代城堡映入眼帘的同时, 你点的咖啡也来到你面前, 这情景着实令人感动。有格鲁耶尔干酪小圆面包、各种派、蜂蜜酸奶、烤薄饼, 并提供多种传统美味早点。在欣赏帕特农神庙的同时, 享受着这里独特早餐, 这种景致与感受绝对独一无二。  
(Dionysiou Areopagitou 15, 210-9000900. 地铁: 卫城)



ACROPOLIS VIEW 卫城景观

## OLIVE GARDEN 橄榄花园

You feel like floating above the city in this full of olive trees (the symbol tree of Goddess Athena) restaurant on the roof top of Titania Hotel. The magical Acropolis and Lycabettus Mount view is complemented by the truly interesting and modern Greek cuisine. Here you will taste the traditional tzatziki in the form of soup, cool and fragrant, with sweet garlic and almonds. Continue with an exquisite Greek salad and a "Greek" burger with Gruyere cheese cream and red Florinian pepper pickles. (Titania Hotel, Panepistimiou 52, 210-3326000. Metro: Omonoia/Panepistimio)

这是特殊的一种感觉：你像是漂浮在满是橄榄树的城市上空（橄榄树是雅典娜女神的象征树），这里是泰坦尼亚饭店顶层餐厅。神奇的卫城和利卡维多山景观，被真正吸引人的现代希腊菜肴所填充。这里，您会品尝到传统的酸奶拌黄瓜汤，清凉芬芳，并配有甜蒜和杏仁。再来一盘精选希腊沙拉和一个拌着格鲁耶尔奶酪奶油的“希腊”汉堡，与红色弗洛里安辣酱菜，令您意犹未尽。  
(泰坦尼亚饭店, Panepistimiou 52号, 210-3326000.  
地铁: Omonoia/Panepistimio)



ACROPOLIS VIEW 卫城景观

## GB ROOF GARDEN 大不列颠酒店顶层花园

Luxurious, stately old fashioned, the restaurant at the roof top of Grande Bretagne Hotel has a view of the Acropolis that can take your breath away. You can enjoy it by drinking an aperitif at the small bar but keep in mind that it has also a very creative cuisine with Mediterranean roots. It keeps a high profile from the fresh and cool salads to risottos and from there to the juicy duck or sea bass with citrus fruit and spinach. (Syntagma Square & Panepistimiou, 210-3330000. Metro: Syntagma)

诱人的奢华，优雅高贵的古老时尚，这是大不列颠酒店顶层餐厅的制胜法宝。这里看到的卫城景观会让你屏息静气震惊无言。在小酒吧里，你可以尽情享受，喝上一杯开胃酒，并且记住，这里还有赋予想象力的地中海式菜肴。从新鲜凉爽的沙拉到意大利肉汁烩饭，从多汁鸭肉到配有柑橘果和菠菜的海鲈鱼，都会让你抛却尘世，乐而忘返。  
(Syntagma 广场和 Panepistimiou, 210-3330000. 地铁站: 宪法广场)



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永恒的优雅就在欧洲历史悠久的首都的心脏。参观著名的地标性酒店大英酒店并请尝试入住 顶级的系列住宿服务，置身沉迷时刻，感受生命体验的独特机会。神话般的视野，以及欧洲具有悠久历史的最古老的首都，雅典，通过当地的景点和独特的风味，承诺给您一个无与伦比的文化之旅。生命就是经验的集结让我们成为您的向导。



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BAR-RESTAURANT 酒吧—餐馆

## BALTHAZAR 大瓶香槟酒

Situated in a lovely 1897 neoclassical building, Balthazar has made its mark in the nightlife of Athens. Elegant, lively, cheerful, this bar-restaurant remains at the top of the locals' preferences, even more so during the summer months, when its best asset comes in to play: One of the most beautiful gardens in downtown Athens, lush and leafy, it is offering the ideal setting for you to enjoy a blend of Mediterranean cuisine and imaginative cocktails.  
(Tsoha 27 & Vournazou, Ambelokipi, 210-6441215. Metro: Ambelokipi)

Balthazar坐落在1897年的一个新古典主义建筑物里。这里是雅典人的夜生活典型场景，优雅、愉快、充满生气，这里是雅典的一个亮点。尤其是在夏季，这家酒吧餐馆的名字在雅典人的日常生活中，耳熟能详的老去处，是雅典人最好的名片：最美丽心的街心花园之一，绿地遍布。酒吧里有着完美的景致，各种混合的地中海式菜肴和富有想象力的鸡尾酒。  
(Tsoha 27 & Vournazou, Ambelokipi, 210-6441215. 地铁: Ambelokipi)



MODERN GREEK CUISINE 现代希腊菜肴

## ALERIA 阿莱里亚

Dinner is undeniably atmospheric in this quiet, evergreen, paved backyard with the enchantingly refurbished neoclassical building as a backdrop. Gikas Ksenakis' dishes are truly interesting, creatively reflecting the evolution of the Greek Cuisine. Up until early August, every Wednesday you will have the chance to learn more about Greek wines through a series of food and wine pairings, on Wine Wednesdays, where you will get acquainted with known and rare local varieties.

(Meg. Aleksandrou 57, Metaxourgio, 210-5222633. Metro: Metaxourgio/Kerameikos)

Aleria的晚餐在一个迷人的、被磨光的新古典主义建筑的后院里，处处绿地，气氛绝对安静的环境里进行，并成为一道靓丽的风景。季卡斯-克桑那季斯 (Gikas Ksenakis) 的菜肴风趣，富有创造力，反映了希腊菜肴的演进。八月初的每周三，您将有机会品尝到希腊美酒和一系列美食以及品酒小吃。在周三酒日上，您还有机会认识到各种当地有名而稀少的美食和美酒。(Meg. Aleksandrou 57号, Metaxourgio, 210-5222633. 地铁: Metaxourgio/Kerameikos)



AMAZING VIEWS 神奇的景致

## HYTRA 伊特拉

At the top of the Onassis Cultural Centre, modern, relaxed, covered in white, Hytra holds many and powerful assets. First of all, Michelin star awarded Chef Nikos Karathanos' adventurous dishes, which revise well-known traditional recipes through a creative spectrum. Secondly, an exquisite collection of well-balanced cocktails representing contemporary mixology. Last but not least, a breathtaking view of the Acropolis, with the city lights at its feet.  
(Syngrou Ave. 107-109, Neos Kosmos, 217-7071118. Metro: Syngrou/Fix)

在奥纳西斯文化中心顶层，现代、舒适，白色装饰的Hytra，是整个雅典不容错过的地方。首先，米其林星奖励厨师尼克斯-卡拉萨诺斯 (Nikos Karathanos) 富有创意的菜肴，他以丰富的想象力将闻名遐迩的传统食谱进行改良。其次，正宗地道的鸡尾酒，体现着个性魅力和现代驳杂因素的微妙平衡。第三，仿佛扑面而来的卫城景观令人屏息，整座雅典古城灯火辉煌，就在你此刻脚下。  
(宪法广场大街. 107-109号, Neos Kosmos, 217-7071118. 地铁: Syngrou/Fix)



Photo by Vangelis Taisis

GREEK MEZE 希腊小吃

## TA KARAMANLIDIKA TOU FANI 范尼斯

In the center parlor's window case of this old Athenian house, you will find a full collection of cheese and cold cuts from every corner of Greece. Besides shopping, you can sit at one of the tables and taste them served on grease paper just like in the old times. You can continue, of course, with a glass of ouzo -as traditional as it gets- nibbling on stuffed vine leaves, eggs with spicy sausages, fried "saganaki" cheese and much more.

(Socratous 1 & Evripidou 52, 210-3217238. Metro: Omonoia)

在希腊的每一角落里，在雅典人的老房子中央客厅的窗台下，你都会见到一个奶酪拼盘和冷盘。除了购物，你还可以坐在其中的一张桌子旁，品尝到放在油脂纸上的小吃，就像是在旧时代。当然，您还可以点上一杯传统的茴香酒，慢慢嚼着葡萄叶包饭、辣肠鸡蛋、香煎脆皮芝士和其它更多小吃。

(Socratous 1号 & Evripidou 52号, 210-3217238. 地铁: Omonoia)

## HOT SPOT 热点

## AGIAS EIRINIS SQUARE 圣-伊利尼广场

First a bar opened, then another one and so on and so forth. The square behind St. Eirini's church, where the Athenian ladies used to shop for fabrics, turned into one of the town's most busy-buzzy spots for coffee, drinks or just for watching the world go by. The scenery is slightly chaotic nonetheless, the mosaic of bars, cafes and restaurants along the paved streets is tremendously popular.

One often needs to fight for a table. (Metro: Monastiraki)

酒吧第一个一个次第开门，圣和平教堂后面的广场，这里原是雅典女士习惯购买织布的地方，现在变成最繁忙而流行的喝早茶、咖啡和相互嚼舌的场所。这里的风景些微嘈杂，店铺在人行铺道上依次展开。在这里，经常需要提前预订才能得到一张桌子。  
(地铁: Monastiraki)

HAVING YOUR COFFEE  
WHILE BEING IN DIRECT  
EYE CONTACT WITH  
THE ANCIENT CITADEL  
IS JUST SENSATIONAL!

当神圣古代城堡映入眼帘的同时，你点的咖啡也来到你的面前，此情此景，着实令人感动

## BEACH BAR 海滩酒吧

THE BEACH HOUSE BY DREAM CITY  
梦幻城般的海滨别墅

One of the most successful mega clubs of the city center decided to move to Voula for the summer, right across the sea. Impressive, luxurious, covered in white cloth, The Beach House reminds us of a sailing boat, and sets sail in two directions. In the evening, the mainstream music by local and foreign DJs ignites a cheerful Dionysian clubbing mood, in the mornings though the pace changes: Swimming by the pool and sea, sunbathing in the sun beds with coffee and food.  
(Kon. Karamanli 4, A' Voula beach, 210-3477339)

市中心最成功最大的俱乐部之一，尼将在此与沃拉比邻大海的地方度过夏日。此地的酒吧，豪华舒适、覆盖着白色的织布，令人惊叹不已，海边的房间让人想起一艘帆船，但是航程是向着日升日落两个方向。夜晚，当地的主流音乐和外国DJ点燃了那些来泡吧的欢乐的狄奥尼索斯之神的心情。当早晨到来时分，节奏改变了：在游泳池和大海里游泳，在躺椅上悠闲地享受日光浴，咖啡和食物。  
(Kon. Karamanli 4号, A Voula 海滩, 210-3477339)



SEA VIEW 海景

MATSUHISA ATHENS  
松久雅典

The fact that the famous chef and restaurateur Nobuyuki Matsuhisa has created an international empire of taste is known. What might not be known is that Greece proudly hosts two of them. The start-up restaurant is located on the premises of the Belvedere hotel in Mykonos. As far as the Athenian branch goes, at the Astir Palace, it is gifted with one of the most beautiful verandas of the Athenian Riviera. Japanese-Peruvian cuisine fusion, original cocktails and a cosmopolitan atmosphere have a different aura in this wonderful Mediterranean landscape. Especially at sunset hour the scenery is just magical.  
(Astir Palace, Apollonos 40, Vouliagmeni, 210-8960510)

声明扬扬的厨师和松久信幸 (Nobuyuki Matsuhisa) 餐馆以创造性的国际帝国口味而闻名。或许，不为人所知的是，落户于艾斯特宫殿的雅典分店以其海滨度假胜地最美丽的一个游廊，让你分外惊喜。在美妙的地中海式景致里，是日本和秘鲁菜肴的融合，原汁原味的鸡尾酒，以及一个国际化的气氛。特别是这里的落日时分，风景尤为奇妙。  
(Astir王宫, Apollonos 40号, Vouliagmeni, 210-8960510)



SEA VIEW 海景

ISLAND  
岛

It may be a 30-minute drive from the city center, but when you arrive at this wonderful club-restaurant just above the sea, you will be rewarded in spades. With its awesome location, an elegant, island-airy decoration and cosmopolitan spirit, this place sets the benchmark for the Athenian summer and keeps up with irreducible hype. The high-end cuisine fusion combines Far Eastern and Mediterranean elements, the cocktails are unconventional and the beautiful people sway on the dance floor while gazing at the moon reflecting on the water.

(27th km of Athens-Sounio Ave, Varkiza, 210-9653563)

从市中心开车只有30分钟路程，当你来到这个坐落在海面上的美妙的俱乐部餐厅时，你将会觉得自己的这一行程实在物超所值。它的令人惊叹的位置，优雅、而具有海岛气息的装饰和国际化的理念，以及为夏季雅典设置的基本设施，都使得这一世外桃源景色可餐。这里有融合了远东和地中海元素高端菜肴，新奇而标新立异的鸡尾酒，以及靓丽的人们在月光掩映下的舞池中摇摆，他们的身影被月光投射到了水里，宛如荇菜，行止神秘。  
(27th km of Athens-Sounio Ave大街, Varkiza, 210-9653563)

## CLUBBING 泡吧

MAZE  
迷宫

Even though a bit off the nightly whereabouts and slightly tricky to access, this new open air club situated in the industrial warehouse «Area 19», gives the dancing audience of Athens cause to change habits. Some of the most interesting parties are scheduled for the summer, with plenty of notable DJs from abroad, intended to cover the full gamut of the underground sounds, from house to techno.  
(Orfeos 182, Votanikos, 6943-074329)

虽然有点夜景迷离，曲径通幽更显得超凡脱俗，这个新开业的露天会所坐落在工业仓库19区，导致雅典的舞者改变了他们的习惯和时间表。许多有趣的聚会是为专为夏天而起，许多聚会已经蜚声海外，声震屋宇的音乐是引人入胜的诱惑。  
(Orfeos182号, Votanikos, 6943-074329)

ESPECIALLY  
AT SUNSET HOUR  
THE SCENERY  
IS JUST MAGICAL

值得大书特书的，是这里的落日时分，奇异绝妙，美轮美奂



CHINESE RESTAURANT 中餐馆

## EAST PEARL 东方明珠

Its story begins in Piraeus, but a while ago this Chinese “gem” moved to the city center, in a neighborhood between the Acropolis and Syntagma, where many ethnic restaurants traditionally are. Very small, serving from noon until late evening, East Pearl offers Chinese cuisine specialties in a befitting environment including a golden Buddha smiling in the corner. (Apollonos 2 & Nikis, Syntagma, 210-3211218. Metro: Syntagma).

它的传奇故事开始于比雷埃夫斯港口。但前一阵子这个“宝石”般的中餐馆移师搬到了雅典市中心，与雅典卫城和宪法广场毗邻而居。这里是一个具有传统民族特色的中餐馆。精巧可人的店铺，从中午到深夜，桌位间客来客去，人流熙来攘往。东方明珠提供特色中国菜肴，气氛和谐宜人，餐厅角落里一尊微笑着的金佛时刻迎候着你的到来。(Apollonos 2号 & Nikis, 宪法广场, 210-3211218. 地铁: 宪法广场)



BEACH BAR 海滩酒吧

## BOLIVAR 玻利瓦尔

Even though located in the main town, it automatically transports you to an exotic parallel universe. It feels like stepping onto the sand with a drink in your hand, on a beach full of coconut trees, straw umbrellas and little kiosk bars as if on an island. With several guest DJs from abroad playing all possible subgenres of the house scene and a beach house festival (6/9), the dancing goes on nonstop until first light. (Akti tou Iliou, Alimos, 6970-367684)

尽管坐落在主城区，但它很自然地就带您进入一个有着异国情调的平行宇宙空间里。那种感觉就像是手里拿着一杯酒，脚踩在沙子上，在满是椰树的海滩上，草编遮阳伞和小亭子酒吧，仿佛使你置身在一个海岛上。有几个来自国外的DJ，在甲板上演奏所有可能的 subgenres of the house scene 和海滨别墅节(9月6日)，不停地舞蹈，这里常常歌舞通宵，直到夏日的第一道曙光出现。(Akti tou Iliou阿利莫斯, 6970-367684)

GREEK BOUZOUKI 希腊布祖基

## FANTASIA 幻想曲

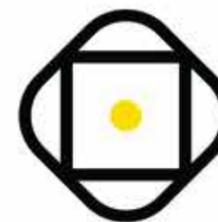
George Mazonakis and Paola are two of the most eccentric stars of the Greek music scene. Do not expect plate breaking, but rather a Rock'n'Roll scene ready for a big rock concert. Set in the especially comfortable and amphitheatrical Fantasia music hall, the two popular singers perform the greatest mainstream hits of the Greek repertoire, in front of an audience completely enamored with their postmodern style.

(Poseidonos Ave. 5, Ellinikon, 210-8940203)

乔治-马卓拉基斯(George Mazonakis)和佩奥拉(Paola)在希腊乐坛上是两个最古怪的明星。不要以为这里之时是摔碎盘子的希腊传统老套子，这里其实是一个摇滚乐的场面，此时仿佛置身在一个全球性的明星演唱会之中。这里的设施特别舒适，环球剧场幻想曲音乐大厅里，两位歌手表演着希腊最主流的打击乐，在场的观众完全被他们后现代风格所迷醉。(Poseidonos 大街, 5号, Ellinikon, 210-8940203)

IT AUTOMATICALLY  
TRANSPORTS YOU TO  
AN EXOTIC PARALLEL  
UNIVERSE

它自然地就带您进入一个有着异国情调的平行宇宙空间



# CITY LINK

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SUPER SHOW 超级秀

## CIRQUE DU SOLEIL - QUIDAM

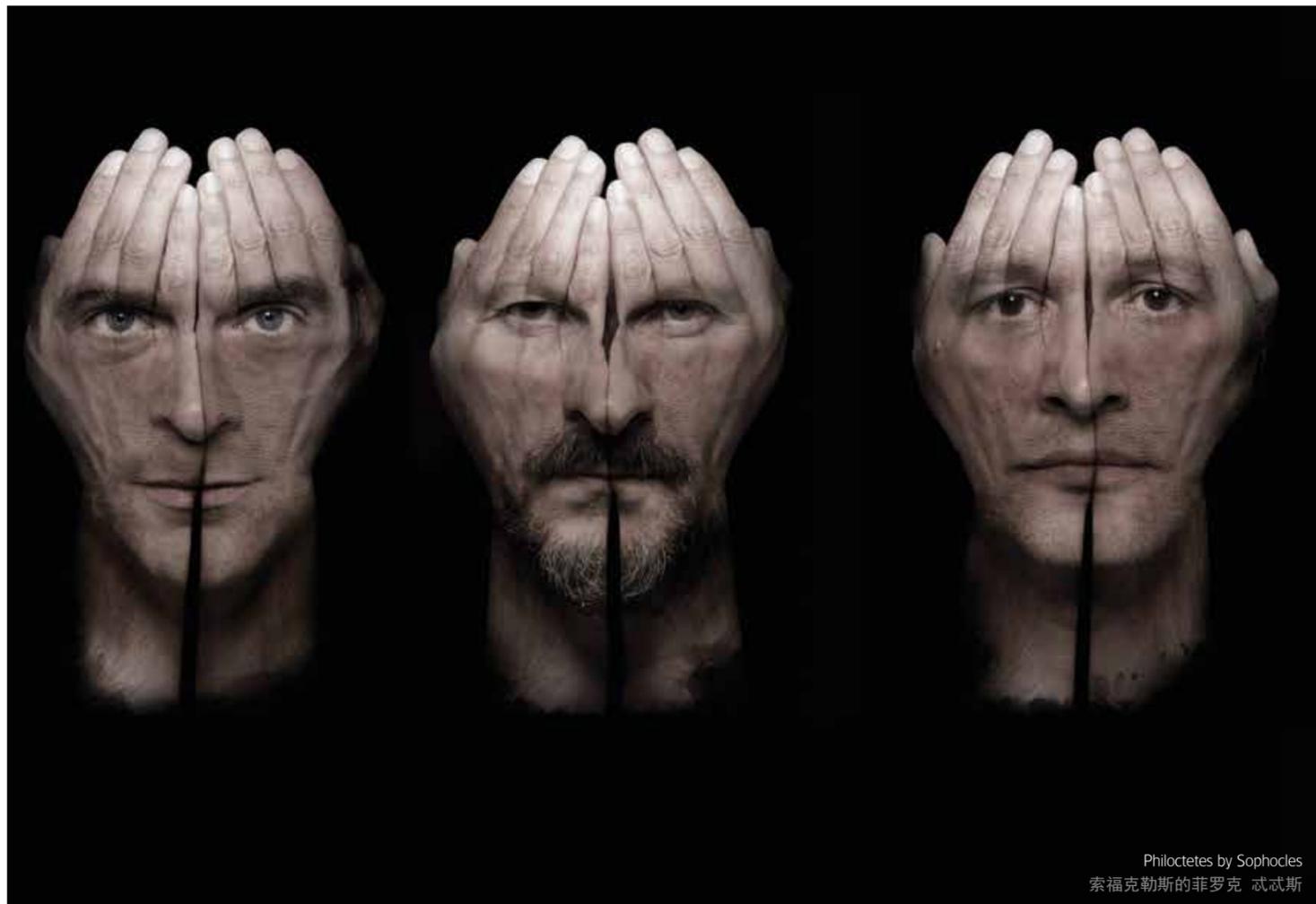
## 太阳马戏团 - Quidam

20-28/9

The famous group returns by setting yet another elaborate, mythical microcosm, telling the story of a little girl who, fatigued by her parents' indifference and routine, escapes in a fantastic, magical world accompanied by an odd creature. With artistic stunts, juggling, dancers that look like living sculptures and impressive costumes, the Quidam sometimes seems like a surreal Salvador Dali landscape full of dreams and worries, and sometimes like a dark Alice in Wonderland. (OAKA Basketball Stadium, Spyrou Loui & Kifisias Ave. 37, 210-6834060. Metro: Irini)

9月20日—28日

著名的马戏团组返回通过设置又一精心制作的、神话般的小天地，讲述了一个小女孩的故事，由于她父母的冷漠和常规的生活，使她如此疲劳。一个怪异的生物陪伴她，逃离到一个梦幻、神奇的世界。随着艺术的特技表演，杂耍，看起来像活的雕塑的舞者，和相当令人印象深刻的服装，在Quidam,有时似乎是一个超现实的萨尔瓦多·达利的景观，充满了梦想和忧虑，有时又像一个黑暗的爱丽丝梦游仙境神奇故事。(OAKA篮球馆, SP路易 & Kifisias大道37号, 210-6834060. 地铁:Irini)

Philoctetes by Sophocles  
索福克勒斯的菲罗克忒忒斯

FESTIVAL 节

ATHENS/EPIDAUROS  
FESTIVAL 2014

## 2014年雅典-埃皮达鲁斯艺术节

Especially rich, this year's Athens/Epidauros festival promises countless thrilling moments. In Athens, don't miss the **Trisha Brown Dance Company** that returns (11-12/7) with 4 pieces to the Piraeus 260 stage or **Nana Mouskouri**, who wouldn't pass the chance to make a stop during her world tour at the Odeon Of Herodes Atticus (14/7) under the Attica moon.

As far as the ancient great theater of Epidauros goes, the must see plays are **Philoctetes** by Sophocles (18-19/7) with a cast of renowned actors and **Hippolytus** by Euripides (25-26/7) starring the great Greek actress Lydia Koniordou.

Tickets: www.greekfestival.gr

今年的雅典-埃皮达鲁斯艺术节的节目琳琅满目，将给您带来无数激动人心的时刻。在雅典，千万不要错过丽莎布朗舞蹈团7月11-12日的演出，他们将在比雷埃夫斯大街260号的舞台上为您奉献他们的四个节目。您也不要错过7月14日在希罗德德阿提库剧院娜娜-慕斯古蕊(Nana Mouskouri)的世界巡回演唱会。在阿提卡的月光下，这将是难得一遇的人生美好享受。至于到著名的埃皮达鲁斯这个古代大剧院去看戏，更是人生难得盛事，强力推荐7月18-19日的由知名演员演出的索福克勒斯的《菲罗克忒忒斯》；7月25-26日，古希腊戏剧家欧里庇得斯的《希波吕托斯》也将在此上演，主演是最为著名的希腊女演员莉迪亚-高尼奥杜(Lydia Koniordou)，她曾在2004年雅典奥运会开幕式上演出。门票网址：www.greekfestival.gr



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THEATER 戏剧

ELECTRA  
BY SOPHOCLES

## 索福克勒斯的《伊莱克特拉》

Until 28/9

Electra accuses her mother and step-father for her father's murder and her brother Orestes returns to the Atrium Palace to take revenge in his name. With a cast of young and upcoming actors in their first production, Electra by Sophocles, a classic ancient Greek play, addresses both Greek and foreign audiences. The play is presented with supertitles in 2 languages per day - **English, Spanish, French, Russian and German.**

(Syghrono Theatro, Evmolpidon 45, Gazi, 210-3464380.

Metro: Kerameikos)

直到9月28日

伊莱克特拉指责她的母亲和继父对她亲生父亲的谋杀。她的兄弟俄瑞斯忒斯则孤身一人，返回到阿特柔斯宫殿进行古老的复仇。这是一群年轻演员的最新作品，索福克勒斯的《伊莱克特拉》，一个经典的古希腊戏剧，面向希腊和外国观众演出。在英语、西班牙语、法语、俄语和德语等众多语种里，该剧会在每日的现场演出中，为观众提供其中两种译文的字幕。

(Synchronon 剧院, Evmolpidon 45号, 嘎兹, 2103464380, 地铁: 凯拉米克斯站)

MUSIC 音乐

SUMMER  
CONCERTS

## 夏季音乐会

The mega ex Animal singer **Eric Burdon** (11/7) and desert rockers **Calexico** (12/7) make appearances at the Terra Vibe scene in Malakasa ([www.tickethouse.gr](http://www.tickethouse.gr)), **James** return (15/7) with their alternative pop sound to the beautiful **Vrahos Theater** ([www.ticketarena.gr](http://www.ticketarena.gr)) and the Finnish rockers **Him** (1/8) at the Live Stage 1 ([www.tickethouse.gr](http://www.tickethouse.gr)). After the **Placebo** concert, who make a stop (8/8) during their world tour at the Peace and Friendship Stadium ([www.tickethouse.gr](http://www.tickethouse.gr)) and **Vanessa Mae** with her electric violin (22/9) at the Odeon of Herodes, eccentric **Lady Gaga** closes this summer (19/9) with an up and coming appearance at the OAKA stadium ([www.ladygaga.com](http://www.ladygaga.com)).

最奇特的艺术家埃里克·伯登(Eric Burdon) (7月11日) 和沙漠摇滚乐手卡莱克西科(Calexico 7月12日) 在Malakasa的Terra Vibe的场景里([www.tickethouse.gr](http://www.tickethouse.gr))出场，詹姆斯和他们的可供选择的摇滚乐在7月15日，再次回到美丽的Vrahos剧院([www.ticketarena.gr](http://www.ticketarena.gr))。和芬兰摇滚乐手“他”于8月1日在Live Stage 1表演([www.tickethouse.gr](http://www.tickethouse.gr))。在Placebo演出之后，他们的世界巡演停止在8月8日的和平友谊体育场([www.tickethouse.gr](http://www.tickethouse.gr))。Lady Gaga将在9月19日这一天，于希腊奥运会开幕式场馆OAKA为夏天的结束划上句号。

Athina Rachel Tsangari, The Capsule, 2012, Video Still, photo © Despina Spyrou



**ART 艺术**

## DESTEFASHIONCOLLECTION: 1 TO 8

德斯特时尚展会：1~8

**Until 12/10**

The show marks the second collaboration between the DESTE Foundation and the Benaki Museum. Each year since 2007, DESTE has commissioned an artist –Michael Amzalag & Mathias Augustyniak (M/M Paris), Juergen Teller, Helmut Lang, Patrizia Cavalli, Charles Ray, Athina Rachel Tsangari, Diller Scofidio + Renfro, Maria Papadimitriou– to survey that season's international fashion offerings and to select 5 related items. These pieces form the artist's own capsule collection. Prompted by their capsules, the artists execute a new project that reflects on the formal, representational, material and social economies that circulate between art and fashion.

(Piraeus 138, Gazi, 210-3453111. Metro: Kerameikos)

**持续到10月12日**

展会标志着德斯特基金会和贝纳基博物馆之间的第二次合作。自从2007年以来，每年德斯特会委托一位艺术家，迈克尔 (Michael Amzalag) 和玛蒂亚斯-奥格斯汀奈克 (Mathias Augustyniak) (M/M巴黎)、于尔根-特勒 (Juergen Teller)、赫尔穆特-朗 (Helmut Lang)、帕特里齐亚-卡瓦利 (Patrizia Cavalli)、查尔斯-雷 (Charles Ray)、雅典娜-雷切尔-上噶瑞 (Athina Rachel Tsangari)、迪勒-斯克飞迪奥-伦夫洛 (Diller Scofidio Renfro)、玛丽亚-帕帕迪米翠 (Maria PAPADIMITRIOU)，基于本季的国际时尚产品，他们选择了5个相关项目的作品。这些作品构成了艺术家自己的艺术微缩图景。通过这些艺术家微缩图景的概要提示，艺术家执行一个新的项目，这样的作品反映着艺术的形式、具象、物质材料以及社会经济等因素在艺术与时尚之间的轮回循环关系。(比雷埃夫斯大街138号，嘎兹，210-3453111，地铁：凯拉米克斯站)

**DESIGN 设计**

## IT'S ALL, OH SO SOUVENIR TO ME VOL. 2

这就是一切，对我如此值得回忆，卷2

**Until 28/9**

Over 70 Greek designers (architects, product designers, photographers, ceramists, visual artists, illustrators etc.) give us their own interpretation of the traditional Greek souvenir in this on-going exhibition at the Matalou At Home arts and crafts shop. Here, the Greek element is expressed in new codes through smart, original, modern, funny, odd and stylish souvenirs. Zeus becomes a cute doll. The vine leaf becomes a coaster. Nothing to do with what you will find in Plaka's tourist shops. (Ipitou 5 & Voulis, Syntagma, 6972-635512. Metro: Syntagma)

**展览至9月28日**

超过70个希腊设计师，其中包括建筑师、产品设计师、摄影师、陶艺家、视觉艺术家、插画家等，为我们呈上关于他们对传统希腊纪念品的自己的阐释。这些纪念品在一个名叫Matalou At Home的手工艺品店正在展览。在这里，希腊元素在精巧、原初、现代、有趣、奇异和时尚的纪念品中被以一种新的密码形式表现出来。看：宙斯变成了可爱的娃娃！葡萄叶子变成一个托盘！这时，你将会发现这里的一切，与你在普拉卡旅游商店里看到的纪念品如此迥然不同。(Ipitou 5号 和Voulis, 宪法广场, 6972635512, 地铁：宪法广场站)



NIKOS KOULIS  
Jewels

## Nikos Koulis Jewels

Nikos Koulis' work reflects his Mediterranean spirit and influences from Ancient Greek culture, Byzantine motifs, nature, shapes derived from art and architecture as well as visionary symbols. Characterized by an elaborate technique and austere craftsmanship, Koulis experiments with bold materials and seeks for diversity in terms of shape and design.

Nikos Koulis Jewels brand is appraised internationally and has enjoyed coverage in international editions of MARIE CLAIRE, ELLE, HARPER'S BAZAAR and VOGUE. His pieces can be found in key stores around the world, such as Colette and Montaigne Market in Paris, Matches in London, Tsum in Moscow, Restir in Tokyo and Alchemist in Miami. The summer of 2014 Nikos Koulis opens his first conceptual boutiques in the main Town of Mykonos and in the high-end commercial square of Kolonaki in Athens.

尼科斯-库里斯的作品反映了他特有的地中海精神，他的设计受古希腊文化、拜占庭时期的装饰图案、大自然的影响，作品的形式源自艺术、建筑以及充满幻想的象征符号。通过精湛的技术和简朴的工艺，库里斯大胆地使用材料，在形状和设计方面力求多样化。尼科斯-库里斯珠宝品牌广受国际赞誉，并在《美丽佳人》、《时装》、《时尚芭莎》、《时尚》的国际版本中占有一席之地。他的作品在世界各地的主要商场可以找到，诸如，巴黎的科莱特和蒙田市场 (Colette and Montaigne Market)，伦敦的麦其斯Matches，莫斯科的秀目 (TSUM)，东京的瑞斯忒 (Restir) 和迈阿密的阿奥卡米斯忒 (Alchemist)。尼科斯首家概念精品店，于2014夏季在米克诺斯的主镇和雅典科罗娜其地区高尚商业广场开业。米科诺斯岛霍拉地区Kalogera大街35号，电话：0030-2289028688 雅典科罗娜其地区Filikis Etairias广场15号，电话：0030-2103392752 网址：www.nikoskoulis.gr



NIKOS KOULIS  
Jewels

Nikos Koulis Jewels boutique: 35 Kaloqera Str., Chora, Mykonos, tel. +30 22890 28688  
15 Filikis Etairias Square, Kolonaki, tel. 210 3392752  
www.nikoskoulis.gr



Marinated fresh tuna sashimi on a herb risotto with black taramosalata sauce.  
腌制的新鲜金枪鱼生鱼片药草烩饭，搭配有黑色希腊鱼子泥色拉酱。

## NICE 'N' EASY 尼斯'N'易

Very Cycladic with a pinch of Hollywood at a beautiful all-day spot with rocky mantels, white straw chairs, blue pillows, a reed ceiling where you can see Marilyn Monroe or Frank Sinatra hanging on the wall. What they use here is free range meats, organic legumes and vegetables, extra virgin olive oil, and several local ingredients. After enjoying your swim at one of the renowned beaches of the island, take your time to try the wooden baked pies (especially the one with Mykonian kopanisti and figs), the watermelon and feta cheese salad, and the buffalo meatballs. (Kalo Livadi, 22890-72315)

非常基克拉迪与好莱坞的一个美丽的全天候景点带有岩石壁炉台、白色草编椅子、蓝色枕头和芦苇天花板，在那里你能看到令人晕眩的梦露或法兰克辛纳屈的画挂在墙上。在这里他们使用的是自由放养的家禽肉类，有机豆类和蔬菜、初榨橄榄油，和几种当地食谱。在享受岛上著名海滩游泳之后，你慢慢来试试木炭烤馅饼（尤其是一个与米科诺斯 kopanisti和无花果），西瓜和羊乳酪沙拉，和水牛肉丸。(Kalo Livadi, 22890-72315)



## REMEZZO 雷曼佐

One of the most famous Mykonian bars, with a history starting in 1967, in an awesome spot above the sea, near the old port and having switched multiple styles and owners, it is rightfully referred to as "legendary". Reinvented this year, with an organic decoration, a series of tree logs above the bar which serves drinks bearing the awesome mixologist's Yannis Petris signature, it also offers a Mediterranean cuisine that varies from marinated sardines with couscous and watermelon, Angus steak with foie gras to mousaka with a twist. (Main town, 22890-25700, 69380-25700)

米科诺斯酒吧最有名之一，它的历史要从1967年营业开始。坐落在令人惊叹的海面上，靠近老港，已经改变多种风格和所有权，它被理所当然地被称为“传奇”。今年，酒吧将以新形式出现。有机物的装饰，顶上是一系列的原木。这里提供由令人尊敬的调酒师佩特里斯雅尼斯的签名，以及多种地中海美食，有配有蒸粗麦粉和西瓜的腌制沙丁鱼，配有肥鹅肝的安格斯牛排，以及相互盘绕的莫萨卡(Mousaka)。(主镇，22890-25700, 69380-25700)



## CAVO PARADISO CAVO天堂

An iconic place for clubbers, who religiously keep showing up for two consecutive decades. The infamous Mykonian club, whose decks have been honored by renowned DJs and electro sound producers, offers this year yet again a history-worthy series of parties: Paul van Dyk, Sven Vath, Krewella, Marco Capola, Ellen Alien, Alesso, Armin van Buuren, Axwell, Skrillex, Sven Vath, David Guetta, Satoshi Tomiie. See the line up in [www.cavoparadiso.gr](http://www.cavoparadiso.gr). (Paradise, 22890-26124)

为了俱乐部成员，这个真正的象征符号，宗教般地保持了他们连续二十年的存在。这就是臭名昭著的米科诺斯俱乐部。其中已荣获著名的DJ和电音制作人的殊荣，提供今年和值得历史记录的一系列聚会：保罗凡戴克、斯文华德、Krewella、马可Capola、Ellen Alien艾伦外国人，Alesso、Armin van Buuren、Axwell、SKRILLEX斯文华德，大卫Guetta，Satoshi Tomiie。请登录我们的网站 [www.cavoparadiso.gr](http://www.cavoparadiso.gr)。(天堂，22890-26124)



## WHITE STAR 白星

With the Michelin star award winning Lefteris Lazarou, a prominent Greek gastronomy personage in the kitchen handle, what really shines in this new, elegant, white-dressed restaurant in Lakka, is creativity and impeccable technique. You should definitely try the marinated bass fish with "stam-nagkathi", the roasted squid with black-eyed beans, but also the fish with cauliflower mousse, the vegetable ratatouille with squid ink sauce and pamper yourselves to one of the signature cocktails in the bar.  
(Lakka, Main town, 22890-77347)

拥有米其林星级获奖的拉夫特里斯-拉扎若，一个著名的希腊烹饪美食人士，游刃在厨房里的锅碗瓢盆间。在这个富有创意和完美工艺的Lakka这个新式、优雅、白色装扮的餐厅里，真正闪烁着光辉。你一定要品尝配有 stamnagkathi 的腌制巴斯鱼，烤黑眼豆的鱿鱼，还有配有花椰菜慕斯的鱼、配有鱿鱼汁酱的蔬菜杂烩，以及让自己在这个招牌鸡尾酒的酒吧里，尽情享用。  
(拉卡，主城区，22890-77347)



## BILL & COO BILL&COO酒店

Cool, elegant, minimal, atmospherically lit, the hotel Bill & Coo Suites and Lounge restaurant, in front of the pool, right across the Aegean blue sea, is truly a charming ambassador of the Modern Greek gastronomy. The exceptionally talented chef Athinagoras Kostakos beautifully highlights the ingredients in his fine and elegant dishes, seeing the Greek cuisine from a beautifully personal and modern point of view, while he frequently conducts taste meetings with Greek and foreign chef guests. (Megali Ammos, 22890-26292)

Bill&Coo酒店套房和大堂餐厅，清爽、优雅、迷你，以及朦胧的灯光。在游泳池前的右侧通向蓝色的爱琴海，这里是名副其实的现代希腊美食形象大使。特别的天才厨师安斯娜格拉-高斯塔哥斯(Athinagoras Kostakos)在他精致而优雅的美食里，完美地呈现出菜肴的成分，并从出色的个人和现代的观点来看希腊美食。他经常定期组织希腊的和外国的厨师客人参加品尝会。  
(Megali阿莫斯，22890-26292)



SEA EXCURSIONS 海上旅行

## L' O YACHTING L' O游艇

Operating out of cosmopolitan Mykonos, L' O Yachting offers a convenient starting point for those who wish to explore the many nearby islands and sail their crystal clear waters: Tinos, Paros, Antiparos, Despotiko, Naxos, the wonderful complex of Koufonissia only 2 hours away, encompassing Schinoussa, Donoussa, Heraclia and breathtaking Santorini. Weekly charters are drawn up for clients helping them select their favourite itineraries. "Check in and Check out" services for sailboats is provided by L' O Yachting. Mega Yachts are options upon request. [www.loyachting.com](http://www.loyachting.com), Tel: +30 2289 024797, +30 6948 743946, [info@loyachting.com](mailto:info@loyachting.com)

国际化的米克诺斯正操作着，L' O游艇为那些想要探索附近众多岛屿，并且扬帆行驶在水晶般清澈的海水中的游客，提供一个便捷的起点，到提诺斯岛Tinos、帕若斯岛Paros、安提帕罗斯岛Antiparos、德斯波蒂科岛Despotiko、纳克索斯岛Naxos，和精彩复杂的库福尼夏岛Koufonissia只有2个小时航程，此服务，也涵盖斯基诺萨岛，佐努萨岛Donoussa，海克力斯岛Heraclia和令人窒息的圣托里尼岛Santorini。每周的特许执照为客户量身定制，帮助您选择自己喜欢的行程。为帆船爱好者准备的“签入和签出”服务由L' O游艇提供。超级游艇是根据客户要求选择的。网址：[www.loyachting.com](http://www.loyachting.com)，电话：0030 -2289 024797，0030- 6948 743946，邮箱：[info@loyachting.com](mailto:info@loyachting.com)



## DREAM CITY MYKONOS 米克诺斯的“梦幻之城”

The popular mainstream club of Athens moves to Mykonos for the first time, in Lakka square where Space used to be. Dream City (known as DC by its fans) targets a youthful audience, that dances to the rhythm of the colossal EDM anthems, but to Greek pop music as well, as DC has already organized a selected few successful nights with Greek artists.  
(Lakka, Downtown, 22890-24100)

雅典最流行的主流俱乐部首次移师来到米科诺斯，在米科诺斯的拉卡广场占据着曾经是Space店面的位置。这里是米科诺斯的“梦幻之城”，这里被粉丝们亲切地简称为“DC梦城”。音乐在轰鸣巨响，人们在纵情欢歌，在舞蹈的节奏中，在希腊流行音乐的节奏中，年轻人翩然起舞……“梦幻之城”已经成功组织举办了好几个希腊艺术家之夜。（拉卡广场，市中心，22890-24100）



## JACKIE O' BEACH 杰克-奥的海滩

After the success of the Jackie O' Bar in the main town, the impressive Jackie O' Beach was introduced on Super Paradise beach, a small "universe" with a large open bar, pool, Jacuzzi and private lounge areas, its own church for ceremonies, a boutique and a 150 seat restaurant, designed by German Carsten Stehr, who attributes the Cycladic aesthetics in his own terms. Brace yourselves for afternoon parties, lunch or dinner, with the award winning chef Christoforos Peskias in the cuisine handle which combines an oyster bar, Mediterranean dishes and BBQ. (Super Paradise, 22890-77168)

在 Jackie O' Bar 在主要城镇的成功经营之后，他们进军超级天堂海滩。从去年伊始，尽管它已经推出了第二个令人印象深刻的天堂海滩版本的酒吧餐厅。坐落在由德国人卡斯滕·斯特尔设计的一个美丽的地方，这是一家有150个座位的餐馆，用他自己的话讲，彰显的是基克拉泽美学。为午后的聚会、午餐或晚餐，让自己准备好心情，与屡获殊荣的厨师克里斯托弗罗斯·帕斯奇亚斯(Christoforos Peskias 游刃在美食的丛林中，结合生蚝吧，地中海美食和烧烤。(超级天堂， 22890-77168)



## BUBBLES 气泡

"To start the day with a smile and finish it with a champagne" is a saying that fits like a glove in the case of such a cosmopolitan island. In one of the backstreets of Mykonos' downtown, lies the right spot to put the saying into action: In this classy, eclectic and at the same time, friendly and social champagne bar, you can chill with a glass of rose Veuve Cliquot or a nice bubbly cocktail, sitting at one of the tables or by the big pillows laid on the stairs. (Agios Vlassis, Main town, 22890-78122)

"用微笑开始你的一天，用香槟为它画上句号"，在米克诺斯这样国际化的岛屿中，我们将把这样一句谚语变为现实：在这个豪华、不拘一格的，同时相当友善和社会化的香槟酒吧里，你可以坐在其中一个桌子旁或者坐在有大靠垫的椅子上，用一杯玫瑰凯歌香槟，或是不错的香槟鸡尾酒来放松你的身心。(Agios Vlassis, 主城区, 22890-78122)



L'O Yachting's owner  
Laurent Labarthe Medrano

## What better way to discover this truly mythical part of the world than on a luxury yacht?

L'O Yachting with an experience of over 30 years in the field, offers a fleet of luxury ribs, motor yachts of different sizes, motor sails, sailboats and catamarans. Its people, having acquired a reputation for professionalism, quality and reliability, are dedicated to creating mesmerizing experiences, heightened by their excellent onboard services and the sense of privacy and luxury that each yacht promotes.

Two yachts are moored in Athens, enabling charters through the Ionian Seas and Saronic Gulf or Mykonos. Weekly charters are drawn up for clients helping them select their favourite itineraries. "Check in and Check out" services for sailboats is provided by L'O Yachting. Mega Yachts are options upon request.

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科斯塔-纳瓦瑞诺或许是希腊最豪华的度假村，这里有酒店、高档住宅区和闻名遐迩的高尔夫球场，对面是麦塞尼原始如初的自然风景。优质的食品是纳瓦瑞诺地区的特产，这些都是世代家传的手工制作食品，它们体现这科斯塔-纳瓦瑞诺的哲学理念，它们促进着人们去探索和发现希腊至今尚未为世人所知的秘密一面，并对这些自然之美和先祖遗产进行保护延续。粘稠的、金黄色的纯蜂蜜，出自一个养蜂人之手，未被加热和过滤过，这将保存其天然的营养价值并突出了它细腻的口感和香气。在包装时，不添加任何人工添加剂香料，一块新鲜的直接来自蜂房的蜂巢，就这样直接被一同密封包装到了蜂蜜罐中。  
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MILESTONE is the first organic blossom of unripe olive oil or simply its finest cut, more precious and rare even than the finest early harvest olive oil, which is hard to find nowadays. It is not cold pressed but processed under the total absence of heat to protect its nutritional value. The olive groves are organically grown and located in historic Laconia in the Peloponnese. The fruit, of Koroneiki variety, enjoys international recognition both for its anti-oxidant properties and for its organoleptic characteristics.

MILESTONE is made entirely by hand, from the gathering of the olives, to the milling using traditional granite millstones, hence the shape of its clay bottle that protects the olive oil from sunlight, humidity and changes in temperature. [www.ofdreamsandknowledge.gr](http://www.ofdreamsandknowledge.gr)

“里程碑”品牌是第一次有机初榨橄榄油的产品成果，这是橄榄的最纯粹的分选第一步，甚至比早期榨出的橄榄油还要珍稀，这在当下是很难找到的珍品。它的生产过程不仅是冷榨处理，完全是在没有热处理的过程下压榨出油，以保护橄榄油中天然的营养价值。橄榄园是有机种植，位于伯罗奔尼撒半岛历史悠久的拉科尼亚。科若内齐(Koroneiki)的各种水果，因为它们的抗氧化性能和它的原初植物特性而享有国际知名度。“里程碑”完全由手工制作，从橄榄的收集到使用传统的花岗石磨碾碎过程皆是如此，其黏土瓶装，保护了橄榄油免受日晒、湿度和温度变化等各种因素的破坏。

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# DREAM HOUSE MADE EASY

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只需一趟飞行就可到达圣托里尼岛和米科诺斯岛，去欣赏那里宏伟壮丽的景观，亲身体验世界最远处的美。但是如果现在就有这样的机会在这片幸福的土地上拥有一处居所，无拘无束，毫无负担，并且还可以获得居住证，不需要签证即可畅游欧洲各国呢？

Dafni Korobeli is a Greek lawyer, born in Athens, fluent in Mandarin, holder of an LLM in Chinese law from Shanghai Jiaotong University and an MBA on intercultural training and business practices in China from Beijing UIBE. She has lived in Beijing and Shanghai since 2009 and is an expert on real estate transactions in Greece. Through her law firm "KCH Law" she has been offering legal and consulting services to Chinese citizens who invest in Greece, has successfully completed real estate property transactions for her clients and has issued the first residence permits for them and their families. With her partners of "My Odyssey travel", a company established by Greek experts in tourism and specialized in customized high-end travel, she organizes trips to Greece to introduce the legal procedure and the properties her clients have pre-selected. TDafni is the only Greek lawyer based in China that has successfully completed the real estate transaction process for Chinese investors under Greece's new investment law 4146/2013 that facilitates the residence of investors in Greece through the granting of residence permits.

#### What is the most common comment your clients make?

A typical comment is, "In China's major cities you cannot buy a decent home worth 250,000 euros".

#### What are the steps to buying property in Greece?

Visa issuance to travel to Greece, opening of a bank account in Greece, signature of power of Attorney to our law firm, issuance of medical certificate, payment of deposit to

Dafni Korobeli 是一位希腊律师，出生在雅典。她汉语流利，在上海交通大学获得了中国法的法学硕士，并在北京的对外经济贸易大学取得了跨文化培训和商务实践的MBA学位。她从2009年起就住在北京和上海，是希腊房地产交易行业的专家。通过她的法律事务所"KCH Law"，她一直为有意在希腊投资的中国公民提供法律和咨询服务，她成功地帮客户完成了房地产交易并且为客户及其家人申请到了第一个居住证。她深谙中国商业文化，商业惯例和心态，具有同相关各方周旋的人际沟通能力，这些都是为客户提供一套完整的，一站式服务的保障。Dafni 是唯一一位立足中国，并依据希腊2013年第4146号新投资法，为中国投资者成功完成房地产交易的希腊律师，赋予了投资者在希腊的居住权。

#### 最常见的客户点评有哪些？

最典型的评价是“在中国的大城市，花25万欧元买不到一座体面的房子。”

#### 在希腊买房的步骤有哪些？

获得希腊签证，在希腊开立银行账户，与我们的律师事务所签订委托书，出具健康证明，付给卖方押金并签订认购协议，然后回到中国将房款存入在希腊开立的买方账户。律所将获取特有税款号，然后由律所的公证人起草一份最终版的合同并整理一切所需文件，合同终版一旦签字确认，产权就将转移到新主人名下。然后律所将着手申请和获取居住证，在合同签字后2周内就可获得居住证。



Photo by George Economeas

seller and signature of pre-purchase agreement, return to China and transfer funds to the buyer's Greek bank account. Our law firm will acquire unique tax number, our in house notary public will draft the final contract and gather all the documents and the title will be transferred to the new owner upon signature of the final contract. Our law firm will then apply and acquire the residence permit, which will be issued within maximum 2 weeks of the signature of the contract.

#### Why Greece and not Spain or Portugal?

The Greek law is much more advantageous, straightforward and fast in its implementation. Non-EU citizens who buy property the value of which exceeds €250,000, may obtain a 5 year residence permit for their family members. Thus they may travel to other Schengen countries without a visa and have access to health or education services, just like any Greek citizen.

#### What should a potential buyer be cautious about?

Chinese investors are usually confused due to lack of understanding of the Greek tax regime. They may also be guided to purchase expensive properties in underdeveloped locations by some Chinese immigration companies that charge outrageous consulting fees and profit from high commissions (up to 30%), while they promote certain properties.

#### 为什么选择希腊而不是西班牙或葡萄牙？

与西班牙和葡萄牙的类似项目相比，希腊投资法更加有利，更加简洁，操作起来更加高效。完成房地产交易后，就可立即获得一份有效期为5年的居住证，并且可再续期5年（条件是申请人在申请续期时仍旧拥有该房产的所有权）。非欧盟成员国的居民及其家庭成员，只要在希腊购买价值超过25万欧元的房产，就有可能取得居住证。因此，在居住证有效期内，投资者可以在希腊任意停留，也可到其他申根国家旅行而不需要办理这些国家的签证（每6个月内，在申根国家停留的时间不得超过90天），并且可以像希腊公民一样，享受医疗和教育服务。

#### 潜在购房者应注意些什么？

经济危机为投资者创造了机会。他们可以从当前较低的房价获益，这些房产在将来价值可能更高。因此，最好是选择对的咨询对象以免掉不必要的花费。以我的经验来看，中国投资者由于缺乏对希腊税收制度的了解，经常感到困惑。他们也可能被一些中国移民企业诱导，高价购买那些不发达地区的房产。这些做移民的企业在做一些房产的促销活动时，收取高额的咨询费，并通过收取高额的佣金（高达30%）牟利。

#### Dafni Korobeli,

www.kchlaw.gr, dafni.korobeli@kchlaw.gr,  
tel. +86 13148189660, +30 6947991045



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# RICHARD AVEDON

"I FUNCTION MORE AS AN EDITOR. IN OTHER WORDS, I COULD DRAW PEOPLE OUT, MAYBE IN THE WAY A DIRECTOR DOES WITH A PERFORMER, AND BRING THEM INTO THE CIRCLE OF CREATIVE WORK."

## 理查德埃夫登

更多地是作为一名编辑，我行使着自己的职责。换句话讲，我用我的工作，将人们的内心延展出来，像一个舞台导演一样，我将他们引领到创造的氛围之中。



Shoe by Perugia, Place du Trocadéro, Paris, August 1948  
字幕：由佩鲁贾设计的鞋，Place du Trocadéro广场，巴黎，1948年8月



Henry Moore, sculptor, Hoglands, Much Hadham, Hertfordshire, England, January 26, 1963  
亨利·摩尔，雕塑家，Hoglands Much Hadham的，英国赫特福德郡，1963年1月26日

### Until 25/7

Gagosian Gallery Athens presents 14 photographs of one of the most influential artists of the twentieth century: Richard Avedon, who worked for Harper's Bazaar, Vogue and New Yorker, completely transformed post-war American photography. Avedon's images are imbued with unconventional allure and formidable intelligence. In 1955, model Dovima, wearing an elegant white hat by Balenciaga, peers through a car window. A close-up on the hand of Henry Moore from 1963 indicates the most essential part of the sculptor's being. Two combined images in an almost psychoanalytical portrait of Francis Bacon from 1979, echo the artist's own afflictive depictions of amorphous fragmented figures. This spirited and innovative approach is a testament to Avedon's incisive engagement with both the visceral and biographical aspects of his subjects. It is art. And it is penetrating a look at the human condition.

Gagosian Gallery, 3 Merlin Street, Kolonaki, 210-3640215.

Metro: Syntagma.

Monday - Friday 11 am - 6pm & by appointment.

Photograph by Richard Avedon © The Richard Avedon Foundation

### 直到7月25日

高古轩画廊举办二十世纪最有影响力的艺术家之一，理查德·埃夫登的14副摄影作品。他曾为《时尚芭莎》、《时尚》和《纽约人》工作，完全改变了战后美国摄影的观念。这是一个令人惊叹的亨利·摩尔的手的一个特写，来自1963年，它显示出雕塑家的存在的最精华部分。在一个裂成碎片的图片里，两个形象结合在一起的方式，画家弗朗西斯·培根1979年的几乎精神分析画像，回荡着艺术家自己对不明确的人物令人苦恼的描写。或者由佩鲁贾设计的毛皮装饰的鞋，由模型穿戴走在1948年的Trocadero广场，在遥远的背景下，与埃菲尔铁塔若隐若现，变成一个圣像，具有穿透力的洞察人类生存条件。

(Merlin大街3号，科隆纳其，210-3640215 地铁：宪法广场)

星期一至星期五，上午11点至下午6点，提前预约。

©理查德埃夫登基金会

# MARIA CALLAS

## 1923 - 1977

**GREEK OPERA SINGER** 希腊歌剧家

These days, diva is used to describe everyone from teenage pop stars to tantrum-prone models. For many, though, there will be only one diva: Maria Callas, known to her legions of fans simply as "La Divina". Her voice was ineffably moving, her appearances were the stuff of legend. She gave 600 performances over 18 years. In one appearance, she received 27 curtain calls in an outpouring of adoration lasting more than 40 minutes.

More than 300 books have been written about the soprano born Maria Kalogeropoulou in New York. Her life was as full of color and drama as her singing. Her parents separated when she was a teenager, and Maria moved back to Greece where she received her musical education. "My mother wanted me to become a singer and I was quite happy to second her, but only on the condition that I be able one day to become a great singer. All or nothing". She became famous with roles like Tosca, Violetta, Lucia, Elvira, Anna Bolena, Norma. By 1953, she was a star, one of the most famous and influential the world has ever known. Leonard Bernstein called her "the Bible of opera".

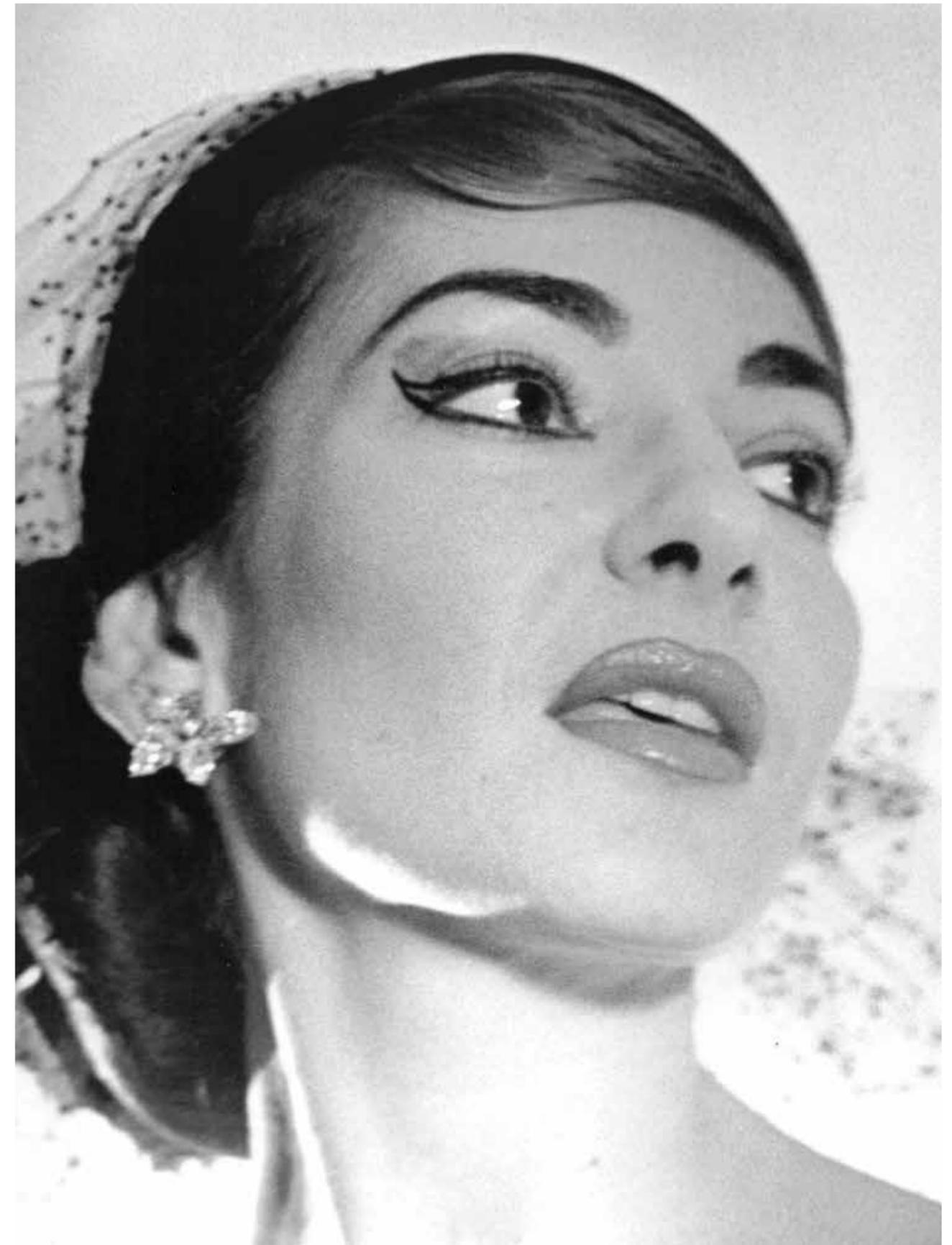
Yet her life often seemed as tragic as the heroines she portrayed. Callas was plagued by poor health, myopia that left her nearly blind onstage, weight issues, overwork, fatigue, and an unhappy love life, including an ill-fated relationship with Greek shipping magnate Aristotle Onassis. Her death in Paris, of a heart attack, came at age 53. Singing was everything, and when she decided to stop singing, she gave up living as well.

The Maria Callas Museum will open in downtown Athens in 2015. The house where she grew up is on 61 Patision Str.

如今时代，人们对歌剧明星的描述，不是年少轻狂的时尚新秀，就是颐指气使耍大牌的超级明星。对于许多歌剧爱好者来讲，人世间的歌剧天后仅仅只有一位——玛丽亚·卡拉斯，这位20世纪首席女歌手的嗓音，被她的众多歌迷称为“神赐的声音”。她的声音有着难以用语言描述的摄人心魄之美，她的迷人容貌是她传奇一生中的重要情节。在她横跨18年的演艺生涯中，她的演出将近600场次。在一次演出中，观众群情沸腾，使得她的谢幕长达27次持续达40多分钟。她的天生丽质，她的天赋才艺，有关女歌手的书，已经出版了300多本。这位歌剧天后1923年12月2日出生在纽约，她的生活和她的歌唱生涯一样，充满戏剧、多姿多彩。在她正值青春少年时，她遭遇了父母的分离。年轻的玛丽亚搬回到希腊，在这里接受音乐教育，并于1941年首次登台，在薄伽丘的作品里饰演比阿特丽斯一角。“我母亲希望我成为一个歌手”，她这样对传记作者讲到，“我乐于此道并倾心以任。希望有朝一日成为一名伟大的歌手。要么名动天下，要么默如纤尘。”在随后的许多年里，她扮演了很多歌剧史上著名的角色：如托斯卡、维奥莱塔、圣卢西亚、埃尔维拉、安娜-柏兰娜、诺玛等等。1953年时，她已卓然群星，成为一个世界级的最具知名度和最具影响力的超级明星。列奥尼达-伯恩斯坦称她为“歌剧的圣经”。然而，生活中的她，却扮演了一个悲剧的主人公。卡拉斯的身体欠佳，她的近视使得舞台上的她几乎像个盲人，还有体重问题、过度劳累、疲劳和命运多舛的爱情生活，其中包括与希腊船王亚里士多德·奥纳西斯曲折多艰的情感关系……所有的一切折磨着她，消耗着她。因为心脏病发作，她于巴黎去世，年仅53岁。对她而言，歌唱就是一切，当她决定停止歌喉的同时，也就放弃了她自己的生命。

坐落在雅典市中心的玛丽亚-卡拉斯博物馆，将于2015年开业。她从小长大的地方，则位于帕蒂逊大街61号。

玛丽亚·卡拉斯  
1923年至1977年



"La Divina Maria Callas Descends on San Francisco" by Georgia Rowe, Sam Francisco Classical Voice  
“神赐的声音，玛丽亚·卡拉斯莅临旧金山。”——旧金山古典之声的格鲁吉亚的罗山姆



"WHEN YOU SIT AT THE ACROPOLIS MUSEUM RESTAURANT AND YOU SEE THE PARTHENON ITSELF IN FRONT OF YOU, YOU REALIZE THAT THE MARBLES SHOULD RETURN TO THEIR OWNER".

**BRITISH WRITER HOWARD JACOBSON SEES THE NAKED TRUTH**

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英国作家霍华德·雅各布森这样描述这一了这酷烈的真实场景

Walter Hege, The Acropolis from the West, 1928-29. © German Archaeological Institute at Athens  
沃尔特·赫格隆，西方的卫城，1928-1929年，雅典德国考古研究所



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