

MONOCLE

SUNDAY. 8/10/2023

Monocle Weekend Edition: Sunday

Slice of the action

This week we're celebrating Monocle's retail awards with a **sneak peek of a winning shop in Tokyo** that lets location inform decoration, as well as a **fresh take on food in Portugal's Algarve**. Elsewhere, our editorial director **Tyler Brûlé answers your questions** and we **drop anchor in Portofino** to meet an entrepreneur who has headed back to the land. We also **whip up a sweet treat** with a simple but sumptuous recipe that we're sure you'll want to try. Go on, it's a piece of cake.

WEEKEND PLANS? / LA PORTOFINESE, PORTOFINO

Local flavour

Up in the hills above Portofino, overlooking the Ligurian Sea, is an unexpected bounty of fruit, vegetables and herbs that is giving rise to a food and hospitality business (*writes Ivan Carvalho*). La Portofinese celebrates another kind of luxury altogether and its founder, Mino Viacava, is the sixth generation of his family to call the area home. Though his relatives were bricklayers, Viacava remembers stories that his grandfather told him about the family's past tending crops on this same patch of land amid the cliffs, sea and maritime pines. "It was a simpler life then, one that was focused on the land," says Viacava as we pass an olive-oil press where Ligurian cultivars, lavagnina and pignola are turned into the grassy, golden condiment that's served at the firm's rustic restaurant, Osteria dei Coppelli. "There were none of these fancy boutiques that you see here today," he adds with a wistful grin.



Image: Luigi Fiano



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For Viacava, whose six projects include a farm, bar and restaurant, the aim is to draw attention to the part of Portofino's identity that goes well beyond its reputation for glitz, glamour and yachts. Today his supporters are everywhere, from local market sellers and residents to in-the-know concierges at resorts nearby, such as Belmond's Hotel Splendido. They are all happy to recommend La Portofinese's restaurants and experiences to guests in search of something genuine and modest. Despite his success, Viacava remains sanguine about his mission and what drives him. "It's about maintaining traditions and passing them on to the next generation," he says, gazing out to the sea. "What's better than that?"

laportofinese.it