



*Dream of
Travel Writing*

What Types of Articles Should You Be Writing?

by Gabi Logan, founder of Dream of Travel Writing

A blurred background image of a coffee shop table. In the foreground, there is a white cup of coffee on a saucer. To the left, a smartphone is visible. In the background, there is a vase of purple flowers and a laptop. The text "Today, we're going to talk about..." is overlaid in the center.

Today, we're going to
talk about...

1. Why magazine-first (or section-first) beats idea-first every time

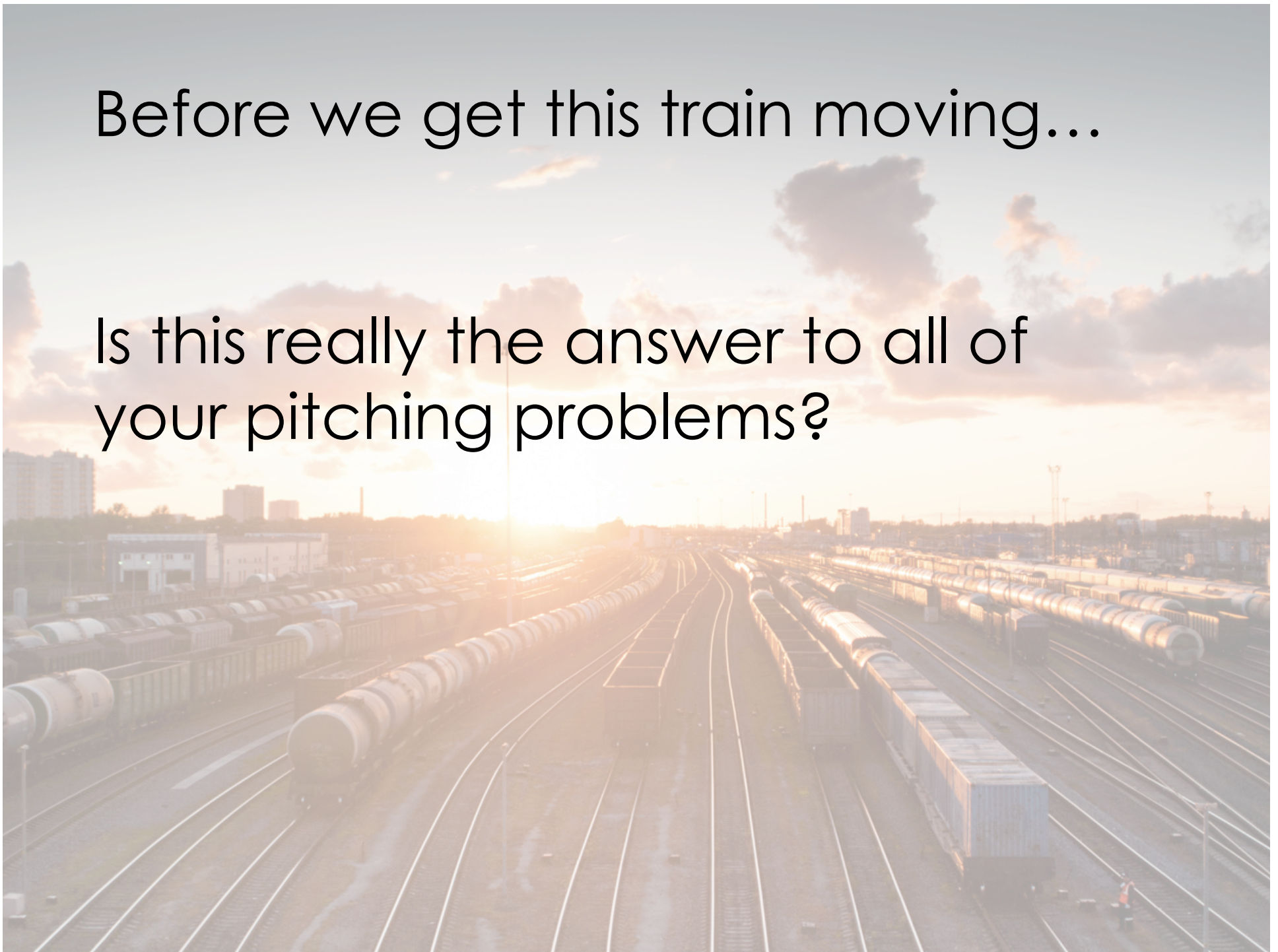
2. The main types of articles that you're going to come across (in travel and travel-related magazines)

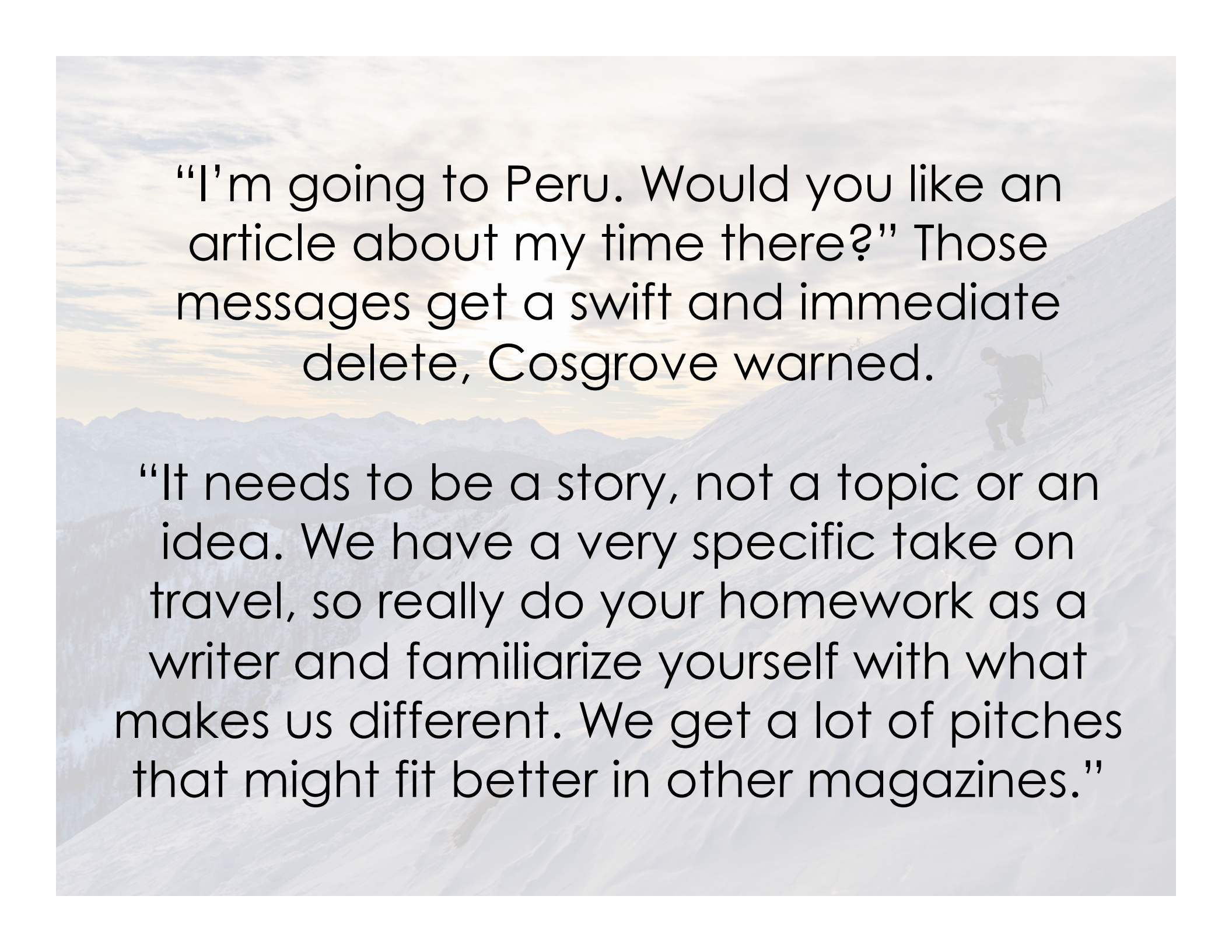
3. How the differences in these article types are expressed on the page and in your pitches



Before we get this train moving...

Is this really the answer to all of
your pitching problems?



A hiker is seen in silhouette on a steep, snow-covered mountain slope. The hiker is wearing a backpack and using a walking stick. The background features a range of mountains under a sky with soft, warm light, suggesting a sunset or sunrise. The overall scene is serene and adventurous.

“I’m going to Peru. Would you like an article about my time there?” Those messages get a swift and immediate delete, Cosgrove warned.

“It needs to be a story, not a topic or an idea. We have a very specific take on travel, so really do your homework as a writer and familiarize yourself with what makes us different. We get a lot of pitches that might fit better in other magazines.”

Type of Article

- News brief
- Interview
- Business profile
- Person profile
- Round-up
 - Multi-destination/activity (basket of kittens)
 - Destination guide
- Narrative feature
- Postcard
- Personal essay
- Service/how-to



A photograph of a person wearing a plaid shirt and a hat, working in a cornfield. The person is bent over, and the background is filled with tall corn stalks. The image is semi-transparent, allowing the text to be overlaid.

Harnessing the Hidden
Power of the FOB (or
why features rarely fly)

News Brief



WORDS: FLORENCE DERRICK

IN THE JAPANESE fine-dining restaurant Sake no Hana, a stone's throw from London's Piccadilly, British floral installation artist Rebecca Louise Law has twisted 24,000 tiny white flowers – among them rhodanthe, limonium and gypsophila, all imported from Holland – into an art installation that pays homage to Japan's cherry blossom season. But you won't find it planted in the ground. Instead, it is suspended from the restaurant's ceiling, one of several impressive aerial floral displays Law has created for the likes of Art Basel, Denmark's Skovgaard Museum and Berlin's Bikini shopping mall over the past 12 months.

Over their eight-week lifespan, the flowers transform from bud to bloom, eventually wilting and dying. For Law, demonstrating the full life cycle is integral to appreciating her work, down to the smells the flowers emit as they decay. "They go through a bit of a dodgy stage between fresh and dry," Law admits of the display, which will complement a menu inspired by cherry blossoms. "The scent is not great for about 48 hours, but then they come into their own."

Indeed, flowers don't have to be a fresh bunch in their prime to be beautiful. "I want people to feel, understand and cherish real nature," she says.

Life might not always be a bed of roses, but at least it can be cushioned by cherry blossom.

Until 11 June. sakanohana.com

Interview



POP-QUIZ TIME: which musical act recorded the fastest-selling debut album in Icelandic history? Most of us would take a punt on swan-toting vocalist Björk or perhaps post-rock band Sigur Rós, but the correct answer actually comes in the form of a softly spoken 24-year-old songwriter from Laugarbæki, a one-horse town on Iceland's northern coast. Country boy Ásgeir shot to fame when his 2012 album reached number one in his home country, garnering a host of awards and proving so popular that it was reissued in English in 2014. "I'd only played four or five live shows, then suddenly I was playing all over the world," he tells us, still bewildered by his own success. "It was so fast."

There's something about Ásgeir's soulful acoustic tones, with a synthy hint of electro – the love child of Ben Howard and James Blake – that echoes the volcanoes and fjords of his rural roots. It's an intimacy further underpinned by the fact that Ásgeir's father, the famed Icelandic poet Einar Georg Einarsson, pens many of his son's lyrics. This month, the artist's second album, *Afterglow*, hits the shelves, paired with a European tour that promises to see Iceland's acoustic darling erupt onto the international scene with the ferocity of one of his native volcanoes.

How do your surroundings inspire you?

"I live in Reykjavik now, but grew up in a really small town of about 50 people, surrounded by mountains

and nature. There's really nothing there, just one gas station. My friends lived in another town a 10-minute drive away and I was kind of alone, so I always turned to music. Sometimes I need to go back there now, just to be able to think straight."

What was it like recording *Afterglow*?

"I'm always going back and forth, unhappy with a song one day and loving it the next. So, when we finished the album, I just wanted to like all the songs at the same time. It took a while to get there."

How did fans feel about you recording in English?

"Some people didn't like it. They thought the album should be in Icelandic and nothing else. I don't

Ásgeir Trausti Einarsson goes by his first name on stage

05. HOW TO



Business Profile

The English pub is still kicking

THE PUB IS FIGHTING BACK. With the rise of the cut-price pub chain, local communities have been fighting hard in the last few years to reclaim the independent local boozier. Take the George & Dragon pub in Hudswell, North Yorkshire, which closed in 2008, was bought and retooled by the local community, and this year won the CAMRA pub of the year.

But few pubs have gone as far as the Pilcrow, in Manchester, which the punters literally built with their bare hands. Step inside and everything you see, touch, sit on or fall off was handcrafted by volunteers. The idea? "To create a sense of neighbourhood,

which in a big city is tough," says Ben Young, from design studio Oh OK, who led the project.

Following a Twitter call out, more than 350 people turned up to take part in workshops led by professional craftspeople – ceramics and claymaking for the bar taps, carpentry for the chairs and tables, upholstery and willow weaving for the decor. "We wanted to teach people skills that they could take away," says Young.

Local residents pitched in, from carrying bags of rubbish to collecting wood from the local forest to make coat hooks. And, when exciting new start-up Cloudwater brewery came

on board with 14 unique craft beers, the hipster scout-but-style wooden pub finally threw open its doors in September 2016.

It's now a buzzing nightlife fixture, with sour ale sippers jostling at the bar with the after-work gin crowd. Just don't expect perfection.

"We definitely didn't get everything right. The bar top is a bit warped, because water got in between the pieces of wood. But, for us, the ongoing conversation with the community means more than a super-polished aesthetic." We'll drink to that.

thepilcrowpub.com



Person Profile



SEASON 44

Tiff and Alex Burns

They are The founders of new app LuckyTrip, that finds quirky trips – including a flight, a stay and something to do – based on your budget, cutting out all the admin. We're excited because it's really good, mainly. Frustrated that there was nowhere to plan spontaneous holidays

at the push of a button, the pair built the app in their Hackney flat in less than nine months and launched last year, aided by the Founders Factory startup incubator. They say "We started from a question: if travel is fun, why do so many travel sites look like spreadsheets?"

Round-up

THE
MANUAL

SOCIAL SECRETARY

07. TEN THINGS WORTH GETTING ON A PLANE FOR

GO
NOW

WORD UP

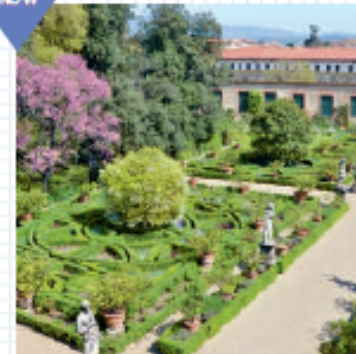
Rizzle Kicks's Jordan Stephens is broadening his horizons, first with an acting cameo in Star Wars film *Rogue One* and now with a spoken-word show at the Roundhouse. Part of the Last Word poetry festival, other acts include Young People's Laureate for London, Caleb Femi, and Sabrina Mahfouz's garage-inspired show, *With A Little Bit of Luck*. When the crowd say b.o., *Fly to London*. 25 May-10 June. roundhouse.org.uk



BOOK
NOW

SING IT SISTER

We didn't exactly associate Italian opera with drag queens and late-night parties either, but then we'd never been to the New Generation Festival in Florence, which aims to bring classical music to a younger audience via low ticket prices, wine and secret midnight gigs, plus symphonies and solo concerts in the Palazzo Corsini gardens. Did classical just get cool? *Fly to Pisa*. 31 August-3 September. newgenerationfestival.org



CULTURE

OUTDOORS



BUSY BEES

If Winnie-the-Pooh went on holiday, he'd make a beeline for Slovenia. With almost 10,000 beekeepers, 170,000 hives and its own sub-species of bee, it's all abuzz about the first World Bee Day (20 May). To celebrate, the annual Bohinj International Wild Flower Festival is a hive of new activities, from honey tastings to build-a-bee-hotel workshops. Sounds pretty sweet. *Fly to Ljubljana*. 26 May-11 June. bohinj.si/olopokec-veje



PUSH IT WHEEL GOOD

Six days of sunny coastlines, scarily toned thighs and a bucket load of goodwill are the rewards for completing the Venice to Rome Cycle Challenge, held by the charity Kidneys for Life. The sponsored ride covers 612km of canals, Umbrian hills, farmland and wetlands, and ends with a Prosecco-heavy celebration meal to distract you from your saddle sores. *Fly to Venice*. 12-18 June. kidneysforlife.org

Basket of Kittens

PARADISE CITY

THE MANUAL

10. WHERE TO LIVE AND LET DIE

Prepare to unleash your inner hellraiser. Guns N' Roses are back this month, with their first European tour for 25 years...

THEY SAID IT would never happen – that someone would have to knock, knock, knock on heaven's door (sorry) before they stepped back on stage together. But now, vocalist Axl Rose, guitarist Slash and bassist Duff McKagan are poised to kick off the band's (ironically named) *Not In This Lifetime* tour, returning to Europe for the first time in a quarter of a decade.

Once dubbed 'The most dangerous band in the world', for their unparalleled excess and riotous antics, it was their spectacular implosion that made Guns N' Roses the biggest act at the turn of the 90s. Check out our map to find out where you can see them in ear-splitting action, along with some of the band's finest hedonistic on-the-road history.

NIJMEGEN, NETHERLANDS

SEE 'EM Goffertpark, 12 July
THIS HAPPENED Guns N' Roses and aviation don't mix. Flying from the Netherlands in 1987, Slash inadvertently set fire to his seat while smoking. And guitarist Izzy Stradlin was once caught urinating in the galley.
ROCK & ROLL RATING 4/5

PARIS, FRANCE

SEE 'EM Stade de France, 7 July
THIS HAPPENED Said to be Axl Rose's favourite city, when he found himself there on the eve of then-partner Stephanie Seymour's birthday, he bought a Concorde seat to fly the stuffed elephant he'd bought her all the way to New York.
ROCK & ROLL RATING 3/5

ZURICH, SWITZERLAND

SEE 'EM Letzigrund, 7 June
THIS HAPPENED In 1983, the band began having pizza delivered on stage, mid-show. In Basel, the vocalist of fellow rockers Blind Melon took up delivery-boy duties... naked (obvs), before he was arrested.
ROCK & ROLL RATING 4/5

WIGGIE SAM COBBE
ILLUSTRATOR BERKE REISBUETT

Destination Guide

STREET VIEW

THE MANUAL

12. HOW TO RIVAL THE ALHAMBRA IN GRANADA

The Moorish palace might have the monopoly on the tourist trail, but savvy visitors are flocking to the nearby Realejo district for a more modern taste of the city...

LOCAL DISH
This crumbled oxtail with truffled purple and spiced apple (€22) is a classic fusion dish from trendy eatery Alacena de las Monjas.

THE STEEP
STEPS leading down from the glorious 13th-century Alhambra also provide the path to the Realejo district, where historic Granada gets hip. Tucked in between ancient cobbled streets, you'll find the classiest coffee, healthiest tapas, funkiest graffiti, and even a tattoo parlour-cum-art-gallery in this one-time Jewish quarter. All shoehorned in beside a mind-blowing pedigree for guitar making.

CANDELA
9 Calle Panaderías de San Cecilio
A huge mural outside by local artist El Niño de las Pinturas makes this popular bar easy to find. Inside, décor includes a matador's suit and it's gained celeb-chic status since Star Wars actor Oscar Isaac used it for a fashion shoot.
facebook.com/therestaurantcandela

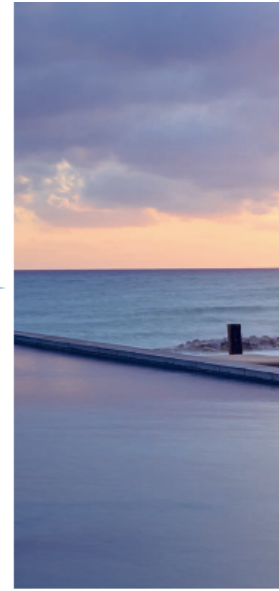
ALACENA DE LAS MONJAS
5 Plaza del Padre Suárez
This well-established restaurant serves a contemporary fusion of flavours in an old underground cellar. Based in a former Franciscan convent, Alacena's locally sourced ingredients are – ehem – second to none.
alacena.de.las.monjas.com

WORDS: SIMON HAWKINS PHOTOS: THE E WHITE



Narrative Feature

“People
thought
I was from
a different
planet.”

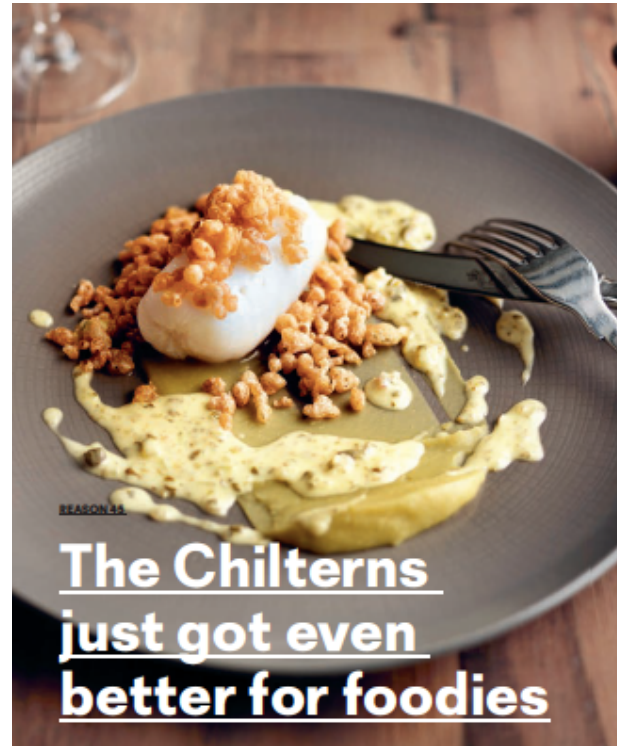


So says Andreas Vardas of returning to Paphos from London, where he studied, to open his first architectural practice 20 years ago. His visions of angular buildings that nodded to Californian modernism were nothing like the Roman ruins or identikit whitewashed walls that defined the Cypriot city back then – and caused quite a stir.

“The first house I did looked out of this world,” he says. “They were laughing at the office, saying I would never be able to build it. People thought my work was weird.”

It’s fair to say that no one thinks Vardas’s work is weird today. His award-winning studio has designed some 50 buildings across the city, from private homes to public walkways, and is even working on a forthcoming extension to the law courts, proof that Vardas’s new brand of modernism is now part of the establishment. One flagship project, a vertiginous, three-storey home embedded into the cliff in the Melissovounos district, complete with louvred

Postcard



SEASONAL

The Chilterns just got even better for foodies

THE CHILTERNs, a silver of hilly land north west of London, has long been a foodie hotspot and the weekend getaway of choice for Londoners seeking wholesome country living fuelled by Michelin quality grub. It all started in the 70s and 80s, when top chefs Alain

Roux and Raymond Blanc opened the Waterside Inn and Le Manoir aux Quat' Saisons respectively, bagging a host of Michelin stars in the process. The much heralded arrival of Heston Blumenthal's the Fat Duck (hello, three stars) in Bray only raised the bar. And today, thanks to Tom

Kerridge, the area boasts the UK's only Michelin starred pub, The Hand and Flowers in Marlow.

Despite having racked up more Michelin stars per square mile than almost anywhere in the country, the Chilterns is in no danger of slowing down, as new kid on the block, Atul Kochhar, can attest.

"I've been coming to this area for years, and fell in love with its rolling hills and natural beauty," says the double starred chef who stepped outside his Indian restaurant empire (think Tamarind and Benares in London's Mayfair) to open his first ever British cuisine venture, Hawkyns, in Amersham this year. "Instead of struggling to fill it, we're struggling to seat people," he says.

Blumenthal, too, is expanding. After a £210,000 refurb, his village pub, The Crown, is doing a roaring trade, while his Grade II listed Hinds Head reopened last month with a well curated new look that nods to its hunting lodge heritage.

"The Chilterns are buzzing and it's great to be part of it," says Jonny Lake, head chef at the Fat Duck. "People come from all over to eat here and I can only see that continuing, as there are so many exceptional restaurants to choose from."

It's secret? Kochhar believes there's something in the water. "It's one of the richest resources here. As a cook, I know that if the water is good, I've already won the battle."

So, bring an appetite, wear the prerequisite Hunter wellies and prepare to leave a little (or maybe a lot) fatter.

Personal Essay

“So you want to play Snake again...”

Alex Pell investigates why Nokia and Blackberry are bringing back classic phones, and wonders if it's finally time to let go of the past



NOSTALGIA IS A strange thing in tech. On the one hand, we celebrate the new and cutting edge. On the other, we hanker for

the familiar, especially with gadgets that affect how we work. Case in point here is the mobile phone. Recent weeks have seen two manufacturers casting more than a glance backwards. The first is the 'reimagined' Nokia 3310 – an updated version of a stone-cold classic. Those of a certain age will recall playing Snake on this old-school handset. The new one retains that oh-so-familiar style, but adds a headphone socket for music, a basic camera and – we're told – a simple Twitter app. Even so, this is most resolutely not a smartphone.

As we go to press, demand was said to be wild. Some are presumably attracted by the price (around £50, since you ask) or the month-long standby life.

Others see it as the embodiment of a simpler time, before we became enslaved to the brain in our pocket. Personally, I love a retro-chic gadget, so long as it fulfils its primary purpose. On the face of it, this Nokia is the ideal burner phone to throw in a glove box or take to a festival. Unfortunately, the 2G networks it relies on to make calls are being turned off in several countries. Soon, it'll become the most curious of things: a modern relic.

This brings us to the second new handset with a big nod to the past: the BlackBerry KEYone. Road warriors with a few miles on the clock go misty-eyed at the fond memory of cranking out emails aplenty on a CrackBerry keyboard. Not the weird slide-out type released a while back. I mean a proper one-piece design, just like they were back in the day. The problem is that the BlackBerry ecosystem went belly-up and the hardware brand was salvaged from the recycling bin by a firm eager to capitalise on its heritage, so

a keyboard was slapped under an Android screen and voila... We are promised a phone fit for touch-typing that'll run modern apps. Sounds great, except early reports indicate the chassis is too long to balance well in the hands. Perhaps this pricy item will be a smash. Bonne chance.

These mobiles show us that nostalgia can mean many things. Sometimes retro is all about simplicity. Sometimes it's all about style and aesthetic or a specific, much-loved feature and each of these has value. Sometimes, though, we must recognise when a prevalent tech has had its chips and force ourselves to move on. It's a tough call and I'd belying if I said I haven't struggled in the winds of change. At first, I mourned the death of the iPod scroll-wheel in favour of the touchscreen and then the optical drive until cloud-based apps took over. I still enjoy analogue design motifs (turn the page for an example), but I've learned to let go. It's the nature of the beast we call progress.

Service

03. HOW TO THROW AN INSECT DINNER PARTY

Hailed as the future of eating, insect gastronomy is creating a real (ahem) buzz in Europe's fine-dining circles...

UNTIL NOW, CRUNCHING down on creepy crawlies has, in Western cultures, tended to be the result of a fly spiralling into your pint glass. Lately, though, these maligned creatures have been scuttling onto the menus of some of Europe's most celebrated restaurants and a new book by the Nordic Food Lab, the folks behind Noma, sings their praises.

"Insects are always the villain, never the hero, and yet they are superior to any other animal we could eat. A cricket always brings more edible protein to the table than, say, beef," says Mark Bomford, of the Nordic Food Lab. It's a marked about-face given that, in 2014, a Nice restaurant lost its Michelin star for serving an Asian-inspired insect menu featuring crickets and mealworms.

Fancy trying it? We've put together a dinner-party menu, honed by the Nordic Food Lab, so you won't have to wing it. *On Eating Insects by Nordic Food Lab (£39.95, Phaidon)*

STARTER BEE-LARVAE TACOS

Add 8g bee larvae garum to onions, garlic and pork fat, sauté until cooked, season, then add a squeeze of lime juice and a few wood sorrel stalks. Blanch 200g bee larvae for 2 mins, then add to the mixture. Spoon onto tortillas. Top with coriander.

MAIN BUG BAO WITH GRASSHOPPERS

Take 100g chilled grasshoppers, remove the wings and legs, then blanch them in boiling water for one minute. Drain and fry with garlic, spring onion, chilli and coriander until golden brown. Spoon the filling into fluffy bao buns, and serve.

DESSERT MOTH MOUSSE

Blanch 200g wax moth larvae in boiling water, then blend with 100g hazelnut milk until whipped into a mousse-like texture. Pass through a mesh sieve and chill until ready to serve. The hazelnut cream plays to the larvae's nuttiness. Mmmmm.

LARVAE TACO



Thanks so much
for joining us today!

It was a pleasure chatting
travel writing with you 😊

Whenever you need to double check an idea fit, your assumptions about editors, or your self doubt on whether your idea is good, email questions@dreamoftravelwriting.com.

