



## DISCOVER MORE *London*

Born in 1899 out of post-revolutionary Mexico, Sol beer was a way of displaying *Espíritu Libre* – free spirit – for those who drank it. Today this always-refreshing lager is still a symbol of freedom, entrepreneurship and independence and the Sol Search initiative is the perfect representation of those values. This new discovery platform will act as an alternative search engine and curate a refined roll call of the best places to visit in cities around the world, starting in London. There's a barbershop that hosts art exhibitions, an independent cinema that gives to charity and a pizza restaurant that started from the back of a three-wheeled truck.

**Sol Search:** *A search engine launching late October that filters out the mainstream and gives you independent results for cafés, bars, restaurants and more. The algorithm uses curated Monocle content to open up a world of inspiration. Visit [solsearch.com](http://solsearch.com)*

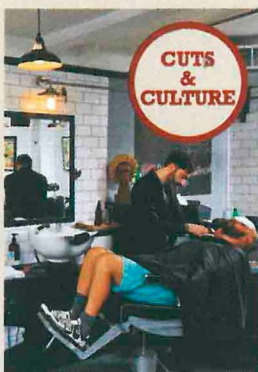


### HUCKLE THE BARBER SHOREDITCH

Chris Ward, 33, learned the tricks of the trade as a hairdresser for 15 years but never stopped dreaming about being his own boss. "I always wanted to open my own high-end barbershop," he says. "It would offer haircuts, beard trims and wet shaves but would also be about lifestyle – more like a club." That's Huckle the Barber, which doubles as a communal space hosting "bring your own beer" comedy nights and art exhibitions.

01 Huckle hairdresser

02 All customers get VIP treatment

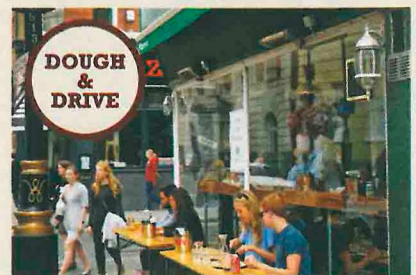


### PIZZA PILGRIMS SOHO

In 2012, brothers James and Thom Elliot quit their jobs in advertising and TV production to start a food business. "I had this crazy idea to put a pizza oven in the back of a Piaggio Ape – a traditional Italian farming vehicle – but we couldn't find any in London so we went to Italy and drove it all the way back," says James. Said pizza van can be found in Shoreditch until December or you can visit the restaurant on Dean Street in Soho.

01 Inside the restaurant

02 The pizzeria occupies a prominent corner in Soho







## CARAVAN CLERKENWELL

Miles Kirby was head chef at the Providores restaurant in Marylebone before embarking on his new challenge: Caravan now has restaurants in Exmouth Market and King's Cross. "Everything I had was on the line: my money and my reputation as a chef," says Kirby. "You just have to do or die!" He wanted to serve good food and coffee all day long so in addition to creating a delicious menu – avocado on toast and jalapeno cornbread with chipotle butter both feature – he also built a coffee roastery in the basement of the King's Cross site.

01 Caravan's bar area



## LEXI CINEMA KENSAL RISE

Sally Wilton was a successful businesswoman when she sold her venue company in 2006 to pursue a long-time passion: films. She founded The Lexi Cinema as a social enterprise in 2008. "I was completely ignorant about how the business worked but I always loved the magic of cinema," she says. It's worth arriving early to try the gourmet popcorn in the Gallery Bar.

01 Atmospheric auditorium

02 Art installation

03 Cinema's prime site on Chamberlayne Road



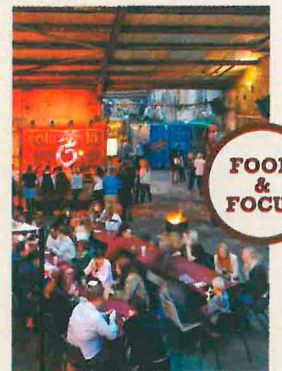
FILMS  
&  
FUNDS

## STREET FEAST DALSTON

Dominic Cools-Lartigue is a true Londoner. "I grew up here, I know the city and I realised that what it needed was a night market. I decided it was my mission to make it part of people's everyday lives." After a year of trying and selecting all the best food stalls, he launched Street Feast in 2012. It has settled in an old car park called Dalston Yard and become a unique space to experience everything from lobster roll to whisky.

01 Street Feast has brought an old car park to life

02 Cake stall in the market



FOOD  
&  
FOCUS

