

ANNUAL TRAVEL ISSUE

EUROPE

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Spotlight on Spain



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EUROPE

MAGAZINE OF THE EUROPEAN COMMUNITY



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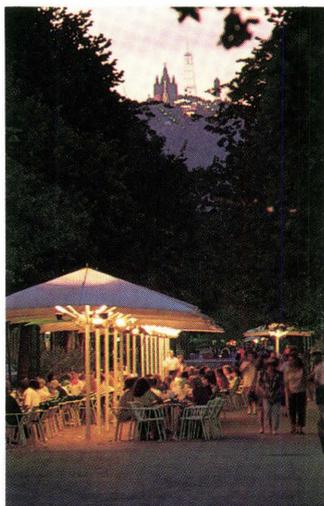
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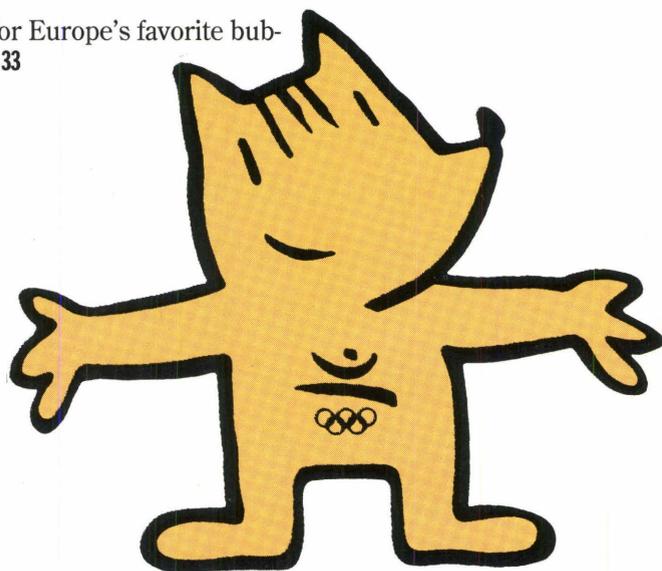
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Letter From the Editor

1992 is the year of Spain. Americans, Europeans, and tourists from around the world will be rediscovering the new Spain this year.

Spain is hosting the Summer Olympics in Barcelona, the Universal Expo in Seville, and Madrid is the European Cultural Capital for 1992.

Our special issue focuses on the preparations in Barcelona with an interview with Pasqual Maragall, the city's mayor and the president of the Barcelona Olympic organizing committee, COOB '92. Reginald Dale, in his "Big-Time in Barcelona," tells you what Olympic visitors can expect this summer.

Moving onto Madrid, *EUROPE* points out the various cultural exhibits that will be on display for the public as Spain's capital reigns as Europe's Cultural Capital.

Taking the new high-speed train to Seville, we profile Expo '92 World's Fair with a look at the European Community pavilion, surrounded by the twelve European country pavilions along the Avenue of Europe.

In addition to our detailed look at Expo '92, *EUROPE* tells our readers what is happening in Seville with pointers on where to eat, where to stay, and what to do in the Andalusian capital when you are not at Expo.

This is the year to travel to Europe. It can be cheaper to fly from Washington, D.C. to Paris than it is to fly from Washington, D.C. to Tulsa, Oklahoma. Peter S. Greenberg looks at the many bargains awaiting our readers traveling to Europe this summer. Also, Europe's contributing editors in the twelve E.C. capitals let us in on their favorite vacation spots in their particular country.

In our newly expanded business section we look at the recent fight over Perrier between Nestlé and Fiat. And we present an interview with Donald Keough, the president of Coca-Cola, which is the number one softdrink across Europe. Keough talks about Coke's marketing strategies in Europe.

Next month *EUROPE* previews the upcoming Earth Summit in Rio de Janeiro and looks at the United Kingdom's economic and political future after John Major's victory at the polls.



Spotlight on Spain: The Old World with a new look.

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The Magazine Group, Inc.

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Subscriber services: 1-800-627-7961.

Second class postage paid at Washington, DC.

Postmaster: Please send change of address forms to *EUROPE*, P.O. Box 2115, Knoxville, IA 50197-2115

The magazine is a forum for discussion, and therefore its contents do not necessarily reflect the views of European Community institutions or of the member states.

Reuters has contributed to news reports in this issue of *EUROPE*.

• cut it out

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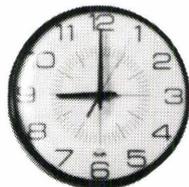
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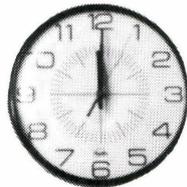
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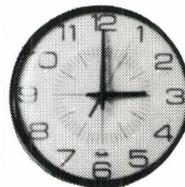
it's time we talked



LONDON

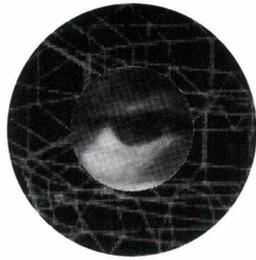


MOSCOW



MEXICO CITY

E U R O S C E N E



What They Said

"History and human nature tell us that it will be easy for the Americans and Japanese to convince themselves that they can win without changing. And that is why future historians are likely to record that the 21st century belongs to the House of Europe."

—Lester Thurow, dean of MIT's Sloan School of Management.

"All over the world governments facing elections in recessions have tended to lose power. We have bucked that trend in a most spectacular fashion."

—John Major, shortly after his conservatives defeated the Labor party in a close April 9th election.

"I feel happy in front of a bull. I feel like Napoleon."

—Angela Hernandez, a female Spanish bullfighter quoted in Sports Illustrated about making a comeback at the age of 42 after having been gored in 1989.

"I'm delighted to be here to help."

—Ralph Johnson, Deputy Assistant Secretary of State, upon arriving in the Bosnian capital, Sarajevo, carrying emergency relief supplies.

"The U.S. was the automotive battleground of the 1980s. Europe will be that battleground in the 1990s."

—Robert Eaton, former head of GM's European operations and current Chrysler CEO-designate quoted in Fortune.

"If we don't do this we risk being an isolated cliff nation out in the ocean who nobody cares about."

—Karl Steinar Gudnason, member of Icelandic Parliament, stressing the need for Iceland to apply for E.C. membership.

"The economic effort undertaken by COOB '92 to offer for the first time in the history of the Olympic Games free bed and board to sportspeople in the Olympic

Village...cannot be turned into a chance for a free holiday for anyone."

—Josep Miguel Abad, COOB chief executive, complaining that far more athletes than expected have registered for the games.

"We cannot change the past. But we can learn its lessons and thus assure a better future for ourselves and humanity."

—Chaim Herzog, Israeli president, on the 500th anniversary of the expulsion of Jews from Spain.

"If this democratic revolution is defeated, it could plunge us into a world more dangerous in some respects than the dark years of the cold war."

—George Bush, on the importance of supporting the Commonwealth of Independent States.

"We wanted to talk about love but the voters were not ready."

—Riccardo Schicci, manager of the Italian porn queen,

Cicciolina, explaining the reason for her weak performance in the parliamentary elections in Rome.

Passports For Pets

If you just can't bear to leave home without taking Fluffy or Spot along, put your mind at ease—European Community cats and dogs could soon get passports to travel within the 12 E.C. nations.

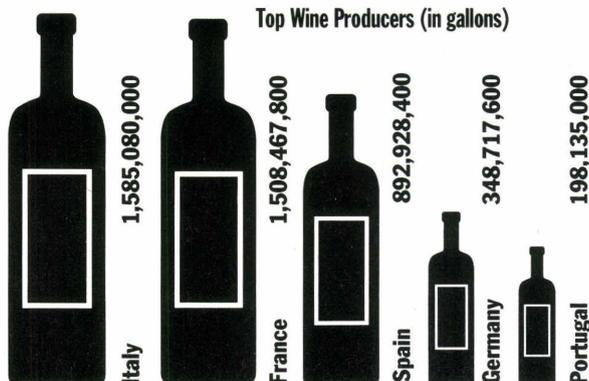
Under legislation being drafted by the European Commission, the U.K. would have to scrap its strict anti-rabies quarantine laws for pets. E.C. veterinary experts say the disease is no longer a serious threat and vaccines are available.

Under the proposal, travelers would be able to take their pets abroad with them providing the animals had a "passport" to certify they were healthy and vaccinated against rabies.

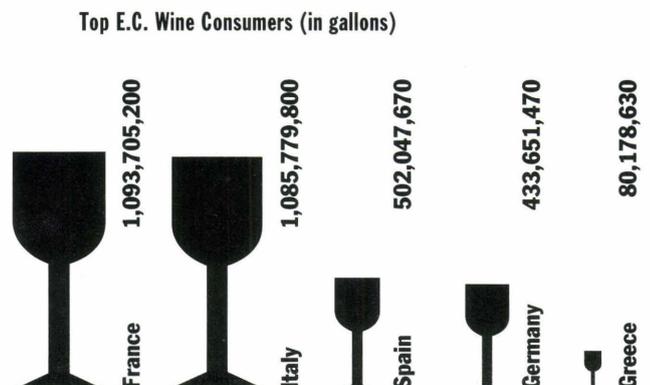
—compiled by Martha Cronin, Dominique DeSantis, and Julia Nasser.

source: Panorama of E.C. Industries 1991-92

The E.C. ranks as the world's largest wine producer, accounting for 60-70 percent of total world production.



The E.C. is also the largest wine consumer, accounting for 54 percent of world consumption.





LOANS TO BUILD THE EUROPEAN COMMUNITY

Europe - a continent on the move.

The European Community's history has been characterised by the move towards economic, social and political unification and expansion in both membership and influence.

Establishing a single European market requires the balancing out of economic differences between regions and countries, and the development of trans-European networks in transportation, telecommunications and energy to strengthen integration and relations with neighbouring countries.

The 1990's are witnessing a sea-change in the Continent's perspectives as the European Community and the seven EFTA countries⁽¹⁾ create an enlarged European Economic Area, and support the new democracies moving towards market economies in Central and Eastern Europe.

The European Investment Bank, the EC's financing institution, uses its excellent ("AAA") credit rating to borrow funds on capital markets for financing investment projects that promote European integration.

In 1991, the EIB reaffirmed its leading position amongst the world's major financing institutions, borrowing 13.7 billion ECUs⁽²⁾ (US\$ 16.7 billion) and making long-term loans for a total of 15.3 billion ECUs (US\$ 18.7 billion) for capital investment located mostly in the European Community.

The EIB borrows and lends in many currencies - in 1991, 18% of borrowings was in ECUs and over 16% in US\$. It keeps its accounts in ECUs.

(1) EFTA: European Free Trade Association. (2) 1 ECU = US\$ 1.22 on 20/03/92

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Thinking of going to Europe soon? First, the good news. Thanks in part to a weakening economy and the residual effects of last year's Gulf War, virtually every airline that flies across the North Atlantic is discounting fares. Seasonal bargains—especially during winter months—are nothing new. But this year's discounts are substantial, and have extended way beyond the traditional March 31 cutoff.

In some cases, a number of airlines will maintain some of their winter discounts throughout the summer.

In an effort to stimulate already weak traffic, airlines have made airfares more than just attractive—they're offers that are hard to refuse, especially to Europe.

In fact, it's now cheaper to fly from many cities in the U.S. to London and Rome than it is to fly between many U.S. cities.

HOT TIPS ON SUMMER TRAVEL

**Now's the
Time to Go**

From New York and Boston, many round-trip fares to London have been as low as \$298. (Approximately \$100 more than the roundtrip cost of the Delta Shuttle between Washington and New York.) And, earlier this year, at least one air-ground package, originating in either New York, Newark, or Boston, offers round-trip airfare on Virgin Atlantic, six nights at a hotel with private bath, and continental breakfast each day for just \$499. (From Los Angeles it's just \$669.) Round trip from Los Angeles to Rome: \$478.

For the summer months, a rash of ticket discounters have added ground tours and hotel deals to make a trip to Europe this summer a most attractive package.

Intercontinental Hotels, for example, is offering savings of up to 65 percent in 37 hotels in 29 European cities, with rates starting as low as \$119 per room, per night, guaranteed in U.S. dollars. The deal, available between June 19 and September 7, also includes a full American breakfast for two, as well as all taxes and service charges.

This summer, a room at the Europa Hotel in Brussels will cost only \$119 per

night, as will a room at the Athenasum in Athens. At the Forum Hotel in London, the rate drops to \$179.

One of the biggest surprises is that Intercontinental has discounted rates at its property in Madrid, the Hotel Castellana. Currently a night there costs only \$149, a 65 percent discount.

"People thought we were crazy to discount in Madrid during the Olympics," says Robert Davis, Intercontinental's head of marketing for Europe. "But we looked at what happened in other countries where the Olympics were held in recent years, and we noticed a trend. In 1984, because everyone thought Los Angeles would be invaded by tourists, less people actually showed up, not only in Los Angeles but in other California cities, like San Francisco."

So much for the good news. Until recently, getting there at this time of year wasn't just half the fun. It was the ONLY fun. The U.S. dollar was so weak against foreign currencies that while many Americans could afford to get to Europe, few could afford to stay there.

The dollar is still weak. In England, the exchange rate for the pound cur-

By Peter S. Greenberg



rently hovers around \$1.80. And London is still ranked as one of the most expensive cities in the world. But if you do your homework and use a little common sense, you can have a great—and relatively inexpensive—holiday.

Using London as an example, not every hotel has to deplete your life savings. A number of hotels have realized this, and have greatly reduced their rates. The Rank hotel group, which manages the White House hotel and others, has effectively cut their rates in half. A room that cost \$200 last year now costs \$119 dollars.

The Radisson group, which runs Edwardian Hotels, has lowered room rates at some of its hotels to as low as \$81 a night, a substantial savings over 1991.

Bed and Breakfasts are often a bargain alternative to hotels. There are dozens of reasonable B&B's scattered throughout London. At Kensington Court, for example, a room runs about \$36 a night.

Also, check out the rates for renting an apartment. The Barclay International Group offers a wide range of weekly apartment rentals starting at \$495 per week, which is about 50 percent less than a comparable room at a London hotel.

No matter where you stay, there's now even an additional bonus that will save you a lot of money. But you need to ask about it.

Many hoteliers realize that the Value Added Tax in many E.C. countries is nothing short of draconian. In the U.K., the VAT is a whopping 17.5 percent. This means that a room that costs you \$100 a night actually costs \$117.50 a night.

Many London hotels, including the Langham Hilton, refund the VAT if you ask the manager. "Before, it was a hidden tax that hurt the traveler," says General Manager Rudi Jagersbacher. "It wasn't fair, and it hurt all the hotels. Now, wherever you stay, ask the general manager for a VAT refund." In fact,

he says, "you should insist on it."

Other countries, like Sweden, are now investigating ways to provide similar VAT refund programs at hotels for visitors.

Now, for a look at other European destinations: If you call many airlines and ask for straight airfares, you won't notice many discounts.

The cheapest official ticket this summer between New York and Paris on

Air France is \$724. From Chicago to London on United: \$798. From N.Y. to Lisbon on TAP: \$680. Invariably, these fares require a 30 day advance purchase and minimum stays.

But there are even better deals. A typical 8 day, 7-night package to Greece, which includes stays on three islands, costs as little as \$650 plus airfare from the U.S. (A thirteen day tour starts at \$849.)

Often you can find great deals within some countries once you arrive. In France, a "railpass," good for four days of unlimited

train travel throughout the country costs \$125. (A regular round trip ticket between Paris and Avignon costs \$176.) Another "Rail and Fly" pass is also being offered, which includes a four day railpass and a one day coach airpass, for \$199. (First class will set you back \$249.) For example, you could take the train to Nice and fly back first class for \$249, less than the cost of a one way coach air ticket.

Master balloonist Buddy Rombard now offers special one day rates for great balloon excursions over France. For \$275, you can have a great late afternoon flight over the Loire Valley or Burgundy.

In Spain, check out the special bike tour offered by Backroads Bicycle tours. An eight-day luxury bicycle tour of the Minho wine region includes accommodations, breakfast and dinner, maps, tour leaders, van service; eight-day luxury bicycle tour of the Minho Wine Region, Galicia, and the Iberian

Peninsula; lodging in ancient castles and manor houses. The total cost is \$1950.

One of my favorite trips: Abercrombie & Kent offers a trip on the Andalusia Express, the luxury train that runs between Seville and Malaga. Three day itineraries start at \$950, but include all meals on the train, extensive sightseeing during stops, and sleeping accommodations with full bathrooms.

If you fly Iberia, and charge your Spain round trip ticket on American Express, you can save an additional 15 to 50 percent (50 percent off full coach, 15 percent off apex) on your flight. Stay two nights at any of Spain's Best Western Hotels and get the third night free.

In Portugal, Abreu Tours offers an 11 day motor coach tour of Northern Portugal starting in Lisbon. It's billed as an historical tour, including visits to vineyards, castles, etc. The price, including airfare on TAP from New York to Lisbon, hotel accommodations, and the escorted tour runs \$1650—less than what it would cost you to simply stay at the Intercontinental Hotel (the Ritz Lisboa) even with their summer discount at \$179 per room per night. A similar eight-day package in Lisbon and the Algarve costs \$1293.

In Finland, Finnair offers a "Holiday Ticket," which includes unlimited domestic airfare within Finland for up to 15 days for only \$300. Train deals are also excellent. A Eurailpass, good for eight days of travel, only costs \$115. (Eight, 15 and 22 day passes are also available.)

In Germany, many of the better deals can be found in rental cars. In Munich pick up a Hertz car at the airport, rent it for seven days, and it will cost you only \$161, including tax and mileage.

And finally, for business travelers, if you buy a full-fare, round trip ticket for Lufthansa's business class or first class from Los Angeles or San Francisco to Germany, you can take a companion for half price.

By doing your homework, you can find some extraordinary travel bargains as you experience Europe this summer. Bon voyage. ☺

—Peter S. Greenberg is a travel writer based in Los Angeles and a commentator on travel topics for ABC's "Good Morning America" and the "Home Show."

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MEU



By Benjamin Jones

**The World
Comes to**

SEVILLE

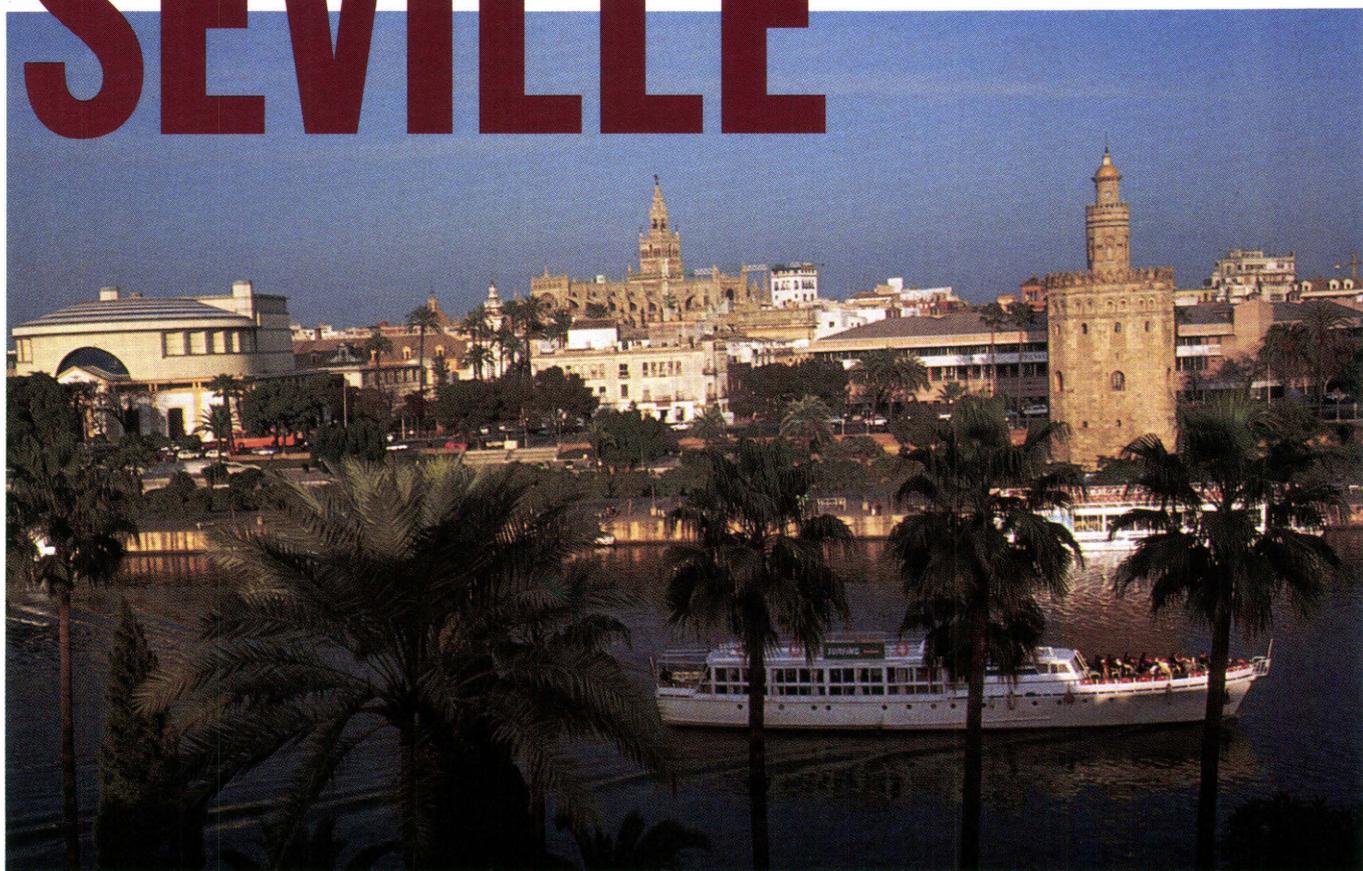
It's going to be one hell of a party. An estimated 20 million guests, more than 100 countries putting their best faces forward, the world's biggest television screen, an Arabian desert, an Amazonian jungle, a real iceberg hauled all the way from the Southern Hemisphere, and some of the classiest entertainment ever offered at one venue.

That's Expo '92, the multi-billion-dollar, six-month-long fiesta which will be thrown by Spain to celebrate the 500th anniversary of Columbus' Discovery of the Americas and designed to show the rest of the world what a vibrant, modern, and dynamic country Spain has become.

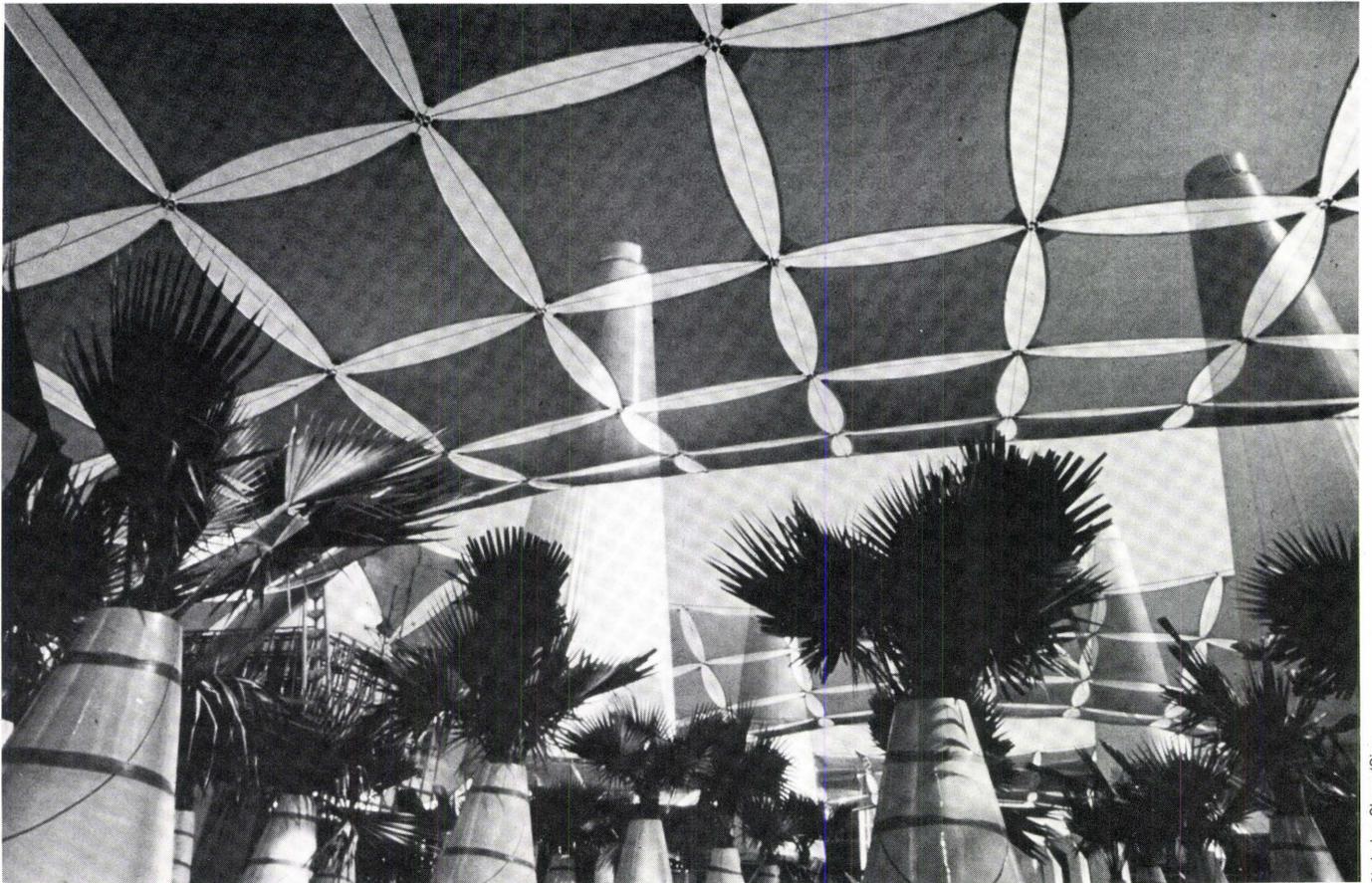
"Expo '92 is going to be marvelous," says the event's commissioner, Emilio Cassinello. And after 10 years of planning and preparing for this event, he's probably right, barring some unforeseen disaster.

It's logical that the place chosen to host the exposition was Seville, as the city was Spain's headquarters for the exploration and colonization of the New World. It also happens to be Prime Minister Felipe Gonzalez' hometown. It is hoped that Expo '92 will help propel the region of Andalusia, and the capital city of Seville, into

the 21st century to become the "California of Europe," bustling with high-tech industries and research centers.



Marc Deville/Gamma Liaison



Nicholas Cham/Sipa

To combat Seville's intense summer heat, hundreds of micronizers and cooling towers have been installed on the Expo grounds.

To achieve that long-term goal, and for the more immediate purpose of getting those millions of visitors to Expo '92, the government has poured billions of dollars into infrastructure projects, such as a new four-lane highway linking Seville with the nation's capital, a state-of-the-art high-speed train from Madrid which cuts the time of the rail journey in half to three hours, and an expansion of the city's airport.

And for just mounting Expo '92 itself (the first such universal exposition since the 1970 fair in Osaka, Japan) the government has spent two billion dollars to turn the Isla de Cartuja, a dusty island in the middle of the Guadalquivir River, which runs through the city, into a proper setting for this extravaganza.

The centerpiece of Expo '92 is a Carthusian monastery, Santa Maria de las Cuevas, where Columbus once pondered navigational problems with the learned monks and where he was buried for a short time. It was the only structure on the island until two years ago, when construction crews began putting up the first of the eventual 95 pavilions, 21 entertainment venues, 300,000 square yards of

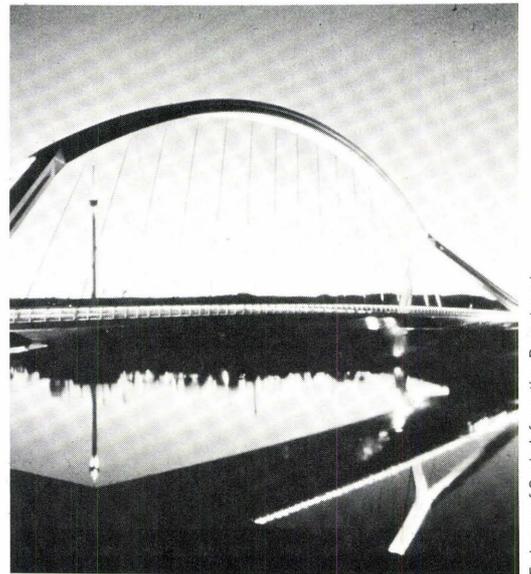
parks and gardens, restaurants, shops, banks, roads, fire stations, etc. In short, a self-contained fun city on 530 acres capable of handling the several hundred thousand visitors expected each day during the exposition's run from April 20 until October 12.

Revolving around the Expo '92 theme—"The Age of Discoveries" from the time of Columbus to the present day and beyond—Spain's exhibits are located at four main venues. The Pavilion of the 15th century, housed inside the Santa Maria de las Cuevas monastery, gives visitors an idea of the science, technology, economics, art, and culture of that time. The Pavilion of Navigation highlights the evolution of navigational and seafaring techniques in various cultures along with reproductions of famous maritime vessels. The Pavilion of Nature includes an exhibit on the ecosystems in Latin America (including a slice of Amazonian rainforest), and the Pavilion of the Future shows where the

world is headed in the scientific fields of energy, the environment, telecommunications, and exploration of the universe.

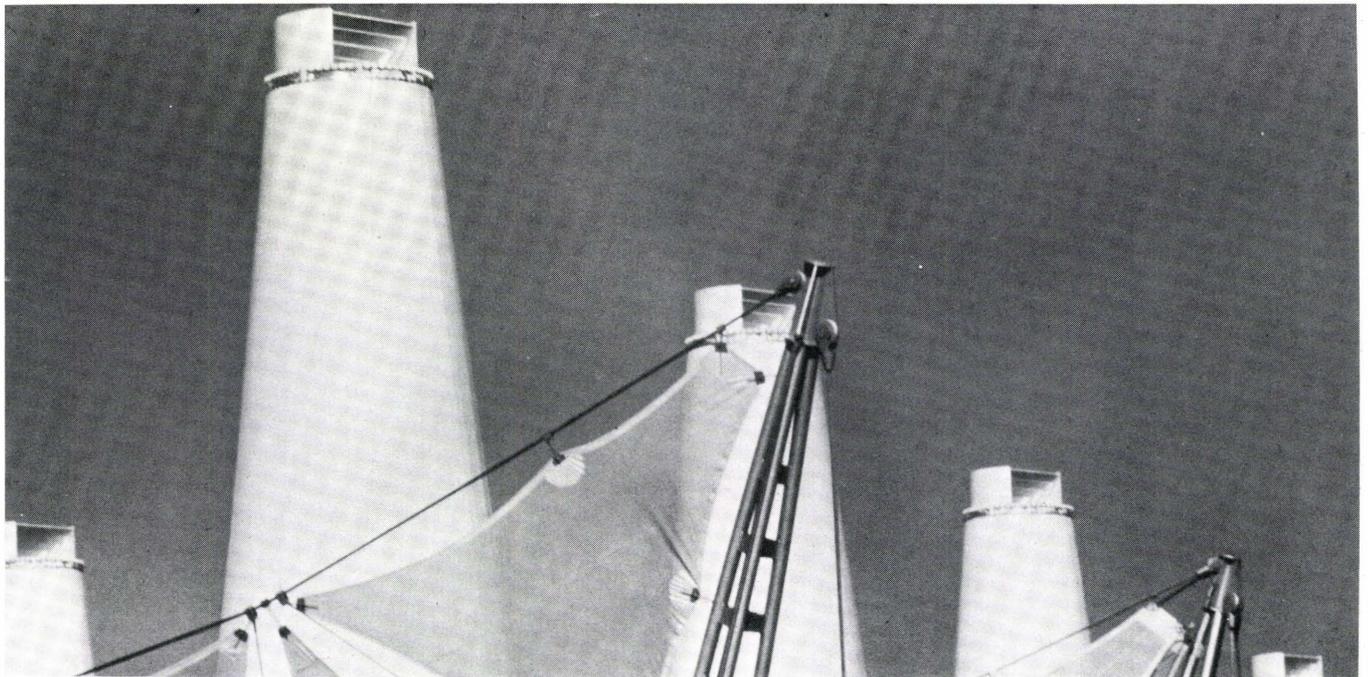
Unfortunately, the flagship Pavilion of Discovery was heavily damaged in a fire in February and the organizers say it will probably not be restored in time for the fair.

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Embassy of Spain Information Department

EUROPE'S EXPO PAVILIONS



Many of the E.C. member countries' pavilions focus on a nautical theme, complete with sails, pools, and waterfalls.

With 1992 as the big year for Europe, it is only natural that the European Community nations have a special place at Expo '92. The pavilions of the Twelve are located along the 300-yard-long and 80-yard-wide Avenue of Europe, which is laid out to remind the visitor of the famous gardens of the Moorish Alhambra palace in Granada.

It's easy to spot as it boasts a dozen towers, each 30 yards high, representing the E.C. countries. But they're not just for show. They are actually cooling towers, and each one is fitted out with 36 micronizers, which evaporate water and keep down the temperature in the area.

Rising up out of the center of the avenue is the E.C. pavilion in the shape of a giant cone and colorfully emblazoned with the 12 flags of the Community. Beneath the pavilion there is an exhibition area where a variety of displays will highlight the cultural wealth of Europe.

The Avenue of Europe is anchored on one end by the pavilions of the United Kingdom and Germany, and on the other by that of Spain. As the host nation, Spain built the largest country pavilion, overlooking the Expo lake. Located on the far side of this huge body of water are the pavilions representing the Spanish regions.

Each nation's pavilion has a theme that will be presented through displays, film programs, or multi-media exhibits. Also, each country has scheduled entertainment during the six-month run of the fair, along with its National Day. Following are

brief descriptions of each of the 12 European Community pavilions.

BELGIUM

The Belgian pavilion maintains the nautical flavor of Expo '92 with its outer walls designed to represent dozens of canvas sails supported by columns in the form of masts. Inside there is an open plaza simulating a Belgian city square where entertainment will be staged, a restaurant built completely of glass, and an exhibition area spotlighting the theme "The History of Belgium."

Entertainment

May 14: The National Orchestra at the Maestranza Theater.

May 14 and 15: Michele Anne de Mey with Chateaux en Espagne at the Central Theater.
August 20, 21, and 22: Jan Fabre with Suite Tentations at the Central Theater.

National Day: May 14

DENMARK

Being seafaring folk, the Danes also picked up on the nautical theme when designing their pavilion, which features white sails on which films about Denmark are projected. Unfurled, the sails appear to form a boat anchored in the small body of water around the pavilion. Like several other structures at Expo '92, water runs down the walls to cool off the interior, where a film entitled "The Discovery of Interdependence Between Man and Nature" will highlight Denmark's theme.

Entertainment

Bands, singing groups, and ballet troupes are scheduled.

National Day: September 25

FRANCE

One of the most impressive, and certainly original, structures at Expo '92 is the French pavilion, which is entirely underground. The so-called "Well of Images" is 20 yards deep with a screen showing films relating to France's theme of "Discovery Through Knowledge."

Entertainment

April 27 and 28: Ballet of the Opera of Paris in the Auditorium.

May 6: The Paris Orchestra at the Maestranza Theater.

June 18, 19, and 20: J.C. Gallota with La Legende de Don Juan at the Central Theater.

July 14, 15, and 16: Deschamps & Deschamps with Lapin Chasseur at the Central Theater.

July 18 and 21: The Bastille Opera presents Othello at the Maestranza Theater.

National Day: May 6

GERMANY

The German pavilion is easy to pick out, it's the one with the huge flying saucer suspended on top. Three stories high, the structure contains an auditorium with 350-seat capacity for the presentation of musical productions. The theme is "Visions, The Relationship Between Man, Nature, and Technology."

Entertainment

May 5 and 7: The Berlin Philharmonic Orchestra.

May 23: The Munich Philharmonic at the Maestranza Theater.

June 21 and 22: Gewandhaus Orchestra of Leipzig at the Maestranza Theater.

September 28, 29, and October 2: Semperoper of Dresden presents Der Fliegende Holinder at the Maestranza Theater.

National Day: May 23

GREECE

The Greek pavilion is in the shape of a rectangle surrounded by a pool of water, fittingly enough as the theme is "Greece and the Sea." Displays highlight Greek navigation and culture, and a replica of an ancient Greek sailing vessel, with a crew of 100, will ply the Guadalquivir.

Entertainment

The National Theater of Greece and performances by Mikis Teodorakis and Manos Sargaris.

National Day: May 28

IRELAND

The Irish pavilion is entered across a bridge and is cooled by sails, which provide shade and are fitted with micronizers to drop the temperature. Most of the Irish displays play up the country's rich artistic and literary heritage.

Entertainment

Performances by folklore and musical groups.

National Day: October 4

ITALY

Another building with water, water everywhere in this case waterfalls and a lake outside, the Italian pavilion, with its four levels surrounded by a wall simulating the fortified cities of Italy. The main exhibits will feature priceless artwork, including a selection of sculptures by Michelangelo.

Entertainment

July 10 and 12: Teatro de la Scala of Milan with Verdi's *La Traviata*.
July 11: Orchestra and Choir Premier of the oratoria-ballet *Prayer for the New World* by Gubaidunila in the auditorium.
July 30 and 31: World Youth Orchestra and Santa Cecilia di Roma Choir in the Auditorium.
National Day: September 10

LUXEMBOURG

One of the simplest among the European nations in design, the Luxembourg pavilion is covered with transparent materials to signify how it has welcomed and absorbed people from all over the world. The exhibits emphasize Luxembourg's history and culture, presenting a wide-ranging glimpse of a modern and vibrant country.

National Day: May 13

NETHERLANDS

With its theme, "Excellence in the Past, Excellence in the Future," the Dutch pavilion boasts three audiovisual tunnels providing a taste of the Netherlands landscapes, climate, and arts. There is also a central plaza where visitors can shop or hang out at the bar.

Entertainment

May 6 and 7: Toneelgroep Amsterdam in the Central Theater.
May 7: The Nederlands Dans Theater in the Auditorium.
September 21 and 22: Concertgebouw Orchestra in the Auditorium.
National Day: May 7

PORTUGAL

When it came to discoveries and exploration in the New World, the Portuguese gave the Spaniards a good run for their money, and their pavilion uses its five floors to highlight Portugal's explorations since the Middle Ages.

Entertainment

June 10: Gulbenkian Foundation Orchestra and Choirs at the Maestranza Theater.
August 3 and 4: Gulbenkian Ballet at Itatica.
August 5: Ruivelooso Orchestra with Auto de

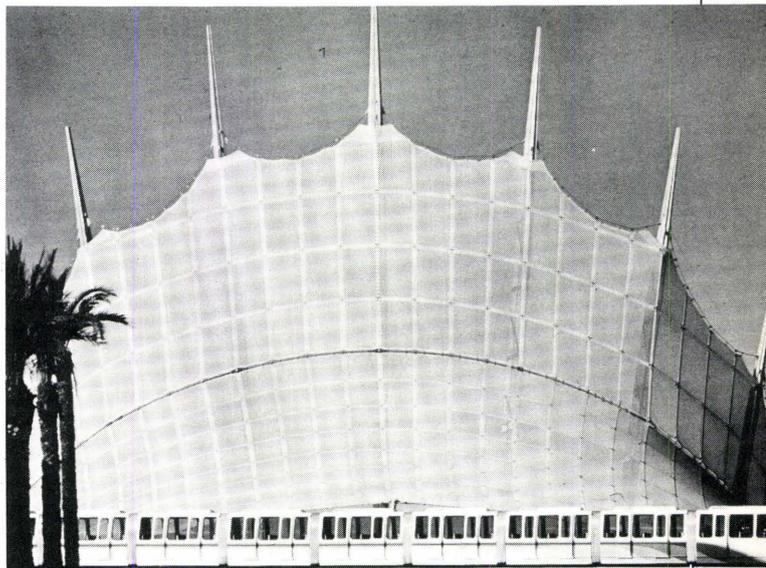
Pimienta in the Auditorium.
National Day: June 10

SPAIN

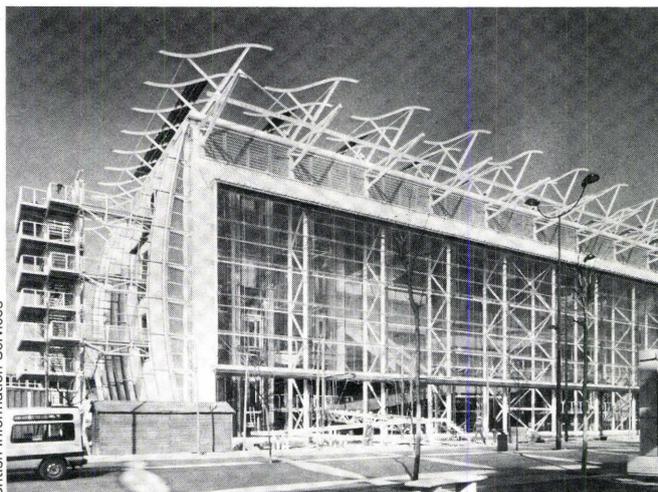
With the largest country pavilion, the Spaniards have plenty of room for an extravagant display of Spanish culture and history. In one section, a giant cube 30 yards by 30 yards will house the finest Old Master paintings from the Prado Museum collection. Another exhibit will describe Spain's long role in the Americas. But the best part of the pavilion will be the cinema with its wrap-around high definition screen and hydraulic seats that will move as the camera does.

Entertainment

Classical, contemporary, and avant-garde theater, along with the National Lyric Ballet, will perform throughout the six months.



Embassy of Spain Information Department



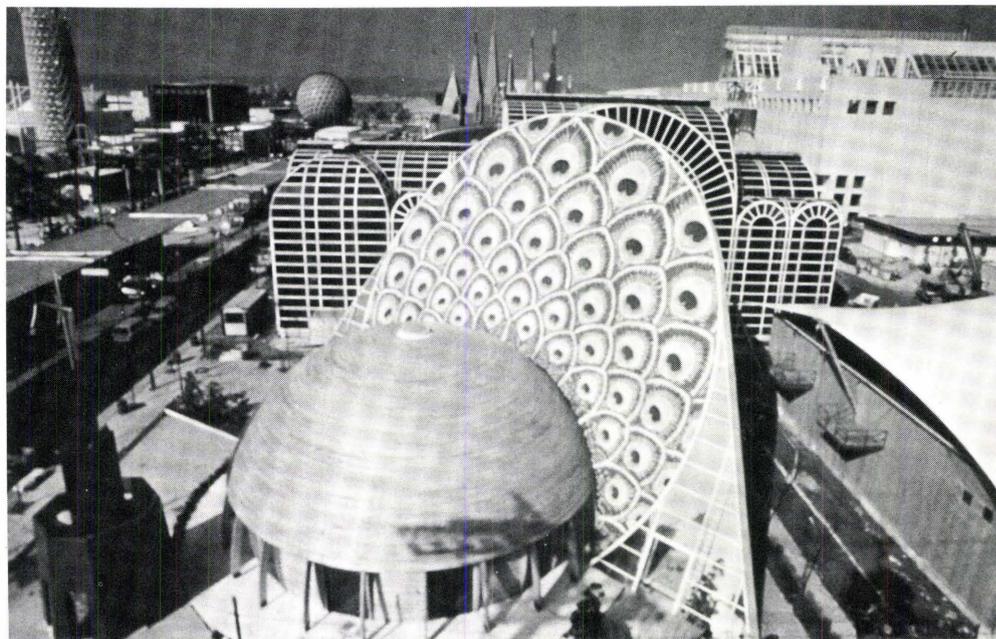
British Information Services

UNITED KINGDOM

The U.K. was the first participating nation to unveil publicly its pavilion project, which will stress science, the environment, and the role of technology in today's discoveries in space and the ocean. There are also multi-media shows on Britain's communications with the rest of the world and on the British people.

Entertainment

May 20-30: The Pasadena Roof Orchestra at the Palenque.
June 2-6: The Royal National with Fuenteovejuna at the Lope de Vega Theater.
National Day: May 21
—Benjamin Jones



Nicholas-Chatmy/Sipa

Seville *continued from page 11*

But don't worry, there's more than enough to keep you thoroughly entertained. Almost all the country pavilions feature exciting films and audiovisual displays, handicraft and art exhibits, folklore presentations, and even food-tastings to keep visitors enthralled. Many are bringing priceless antiquities that have never before been seen outside of their native lands. There are also pavilions run by several multinational corporations and 20 international organizations such as the United Nations and the Red Cross.

And if all that begins to pale, you can search out the special attractions like the desert the Saudi Arabians have reconstructed in their pavilion, and the Chilean pavilion where they are inviting their guests to beat the southern Spanish heat by cuddling up to a real, 60-ton iceberg. Or you can attend Mass at the Holy See pavilion, visit an Australian sheep station, or haggle at a Turkish bazaar.

Of the 111 countries represented at Expo '92, some of the smaller ones have elected to group themselves in regional pavilions such as those of sub-Saharan Africa, some Arab countries, and the South Pacific island nations. And for the region whose discovery the fair is all about, there are two separate pavilions—one for the Caribbean and one for most of the Hispanic nations, although some Latin American countries have their own.

Not to be missed is the Japanese pavilion, a huge and handsome structure built entirely of wood, which includes a life-size reproduction of the interior of a 16th century Shogun castle. The exhibits showcase the ancient and time-honored traditions of Japan, deliberately downplaying its high-tech present.

"The Japanese technology is well known. We want people here to see the traditional culture of Japan," says a pavilion spokeswoman.

Also of interest is the pavilion of the former Soviet Union with its facade of hundreds of colored panels which

move to form designs at the command of a computer. It was designed back when there was a U.S.S.R. but now houses exhibits of the individual Commonwealth of Independent States. Changes in the East have also affected the Yugoslavian pavilion which due to the chaos back home, was running behind schedule.

Just down the road from the Japanese pavilion, and near the Godzilla-sized 12-by-18-yard Sony television screen, is the United States pavilion, which some contend is not up to scratch to represent the world's one remaining superpower.

"There was a feeling we should have spent more money," admits pavilion commissioner Frederick Bush, "however this is the first time we have gone

At the entrance to the American complex is a wall of water, a gimmick several other pavilions are using to help lower searing summer temperatures that can hit over 110 degrees. The Expo '92 architects and engineers have installed tiny micronizers around the site to spray mist, built hundreds of fountains, put up canopies to shade public areas and walkways, and planted 350,000 trees and plants to create the island's own wetter microclimate. However, these measures don't cut down the sun's midday glare bouncing off the many white pavilions and buildings, so be sure to bring a pair of sunglasses.

After dark, the entertainment kicks into gear. The Expo '92 organizers have attracted top-name entertainment from around the world to perform at several on-site venues and two theaters in Seville itself.

Just a sampling of who's coming includes The Glenn Miller Orchestra, Whitney Houston, Zubin Metha with the Israeli Philharmonic Orchestra, Mstislav Rostropovich with the National Symphony Orchestra of Washington, Jose Carreras and Teresa Berganza in "Carmen," "La Traviata" performed by the La Scala Theater of Milan, The Martha Graham Dance Company, the English National Ballet, and the list goes on.

For children there are street performers, mimes, and clowns all over the site, and two children's plays, one based on Don Quixote and the other on Pinocchio, are staged everyday.

The day begins at Expo '92 at 9 a.m., and, in the tradition of this part of the world, the grounds stay open until 4 a.m. the next morning. The pavilions are open from 10 a.m. to 10 p.m. The daily adult entrance fee is 4,000 pesetas (around 40 dollars). For senior citizens over 65 and for children between 5 and 14, it is 1,500 pesetas (around 15 dollars). There are evening tickets valid after 8 p.m. for 1,000 pesetas (around 10 dollars). ☺

—Benjamin Jones is a journalist based in Madrid and a regular contributor to EUROPE.

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to an exhibition without government funding."

But it is still impressive, with its twin geodestic domes, one of which shows a film on the 11 different stages of human existence beginning with birth, and the other houses an original copy of the Bill of Rights, never before exhibited on foreign shores. These exhibits, along with the on-site American restaurant serving up foot-long hot dogs and Budweiser beer, can lead one to deduce that the U.S. pavilion's theme is "Life, Liberty, and the Pursuit of Happiness."

SEEING SEVILLE

As dazzled as the Expo-goer may be by what's happening on Cartuja Island, the host city itself is worth a ramble about its lovely parks, historic monuments, charming squares and plazas, and noisy, narrow streets, which have seen the likes of such diverse characters as Christopher Columbus, Pedro the Cruel, and—on the opera stage anyway—Carmen, the sizzling cigarette girl.

Seville, the capital of the Andalusian region and one of the great cities of Spain, has been captivating visitors since Roman times and, according to an old saying, which rhymes in Spanish: "One who hasn't seen Seville, hasn't seen a marvel."

From miles around, the dominating landmark is the Giralda Tower, a 322-foot-high structure located in the city center. Its story reflects the ebb and flow of Spain's own history. Originally built in the 12th century as a mosque minaret by the Moors, it was later converted into a bell tower after the Christians reconquered the city and built their own house of worship around it.

And they didn't think small. The cathedral is the largest and tallest in the country, and the third biggest church in the world after St. Peter's in

The City Itself is Worth a Ramble

the Vatican and St. Paul's in London. Columbus' tomb is here, although he was buried elsewhere. Some say Santo Domingo in the Caribbean, but no one is quite sure today of the great admiral's final resting place.

If your interest in the Discovery of the Americas and their colonization has not yet been sated, check out the Archivo de Indias (Archives of the Indies). Located across from the cathedral, the archives boast close to 40,000 documents, along with displays and exhibits on the Spanish conquest of the New World, including one of Columbus' logbooks.

Just across the street is the *Alcazar*, which means "fort" in Arabic,



Robert Frerck/Odyssey/Chicago

Seville features many classic old Andalusian neighborhoods with tiny streets, shady plazas, and wrought iron balconies.

commissioned by Pedro the Cruel, a Christian, but laid out and built by hired Moorish workmen in what is called the Mudejar style. Today it is the official residence of King Juan Carlos and Queen Sofia when they visit the city and one of the loveliest palaces in the country.

Outside the walls of the *Alcazar* is the Barrio de Santa Cruz, which once housed Seville's flourishing and well-regarded Jewish community until King Ferdinand and Queen Isabella ordered all Jews out of the country in 1492. It's a classic old Andalusian neighborhood, with tiny streets, shady plazas, wrought iron balconies festooned with bright flowers, and intimate courtyards fronting whitewashed mansions. For the visitor, there are *tapa* bars, a few restaurants, and souvenir shops, many specializing in tasteful ceramics from around the country.

A short stroll away, on the other side of the *Alcazar* gardens is the famous tobacco factory on Calle San Fernando, where, in the opera "Carmen," the heroine first clamps eyes on the army corporal, who falls head over boot heels in love. But as any Bizet buff can tell you, it all ends in tragedy and blood.

This year is not the first time Seville has hosted an international fair. In 1929, before the Depression

and World War II put a halt to these kinds of exhibitions for almost three decades, the Ibero-American Exposition was held in nearby Maria Luisa Park. The graceful Plaza de España was the Spanish Pavilion, and many of the buildings to the south were used for exhibits from the Latin American nations that took part. Today, some of these house fascinating museums such as the Archaeology Museum with its Iberian, Phoenician, Greek, and Roman displays and the Folklore Museum (Museo de Artes y Costumbres Populares).

Across the Guadalquivir River is the neighborhood of Triana, where most locals go for nightlife. It's full of restaurants, cafes, and bars, and your hotel concierge can give you a list of flamenco spots, although there are many in and around Barrio de Santa Cruz.

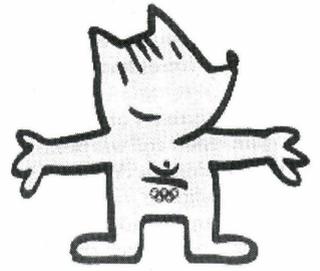
When heading out for an evening, remember that meal times in Spain, especially here in the south, begin late and most restaurants don't even open until 8 p.m. If you can't wait for a bite, do as the Sevillanos do in the early evening before dinner, bar-hop and nibble *tapas*—small portions of everything from olives to fried fish to spicy sausage—washed down with chilled sherry or ice-cold beer.

—Benjamin Jones



Dubois Berranger/Gamma Liaison

Many examples of the Moors' influence in the region are found in Seville's architecture.



B i g - t i m e i n

BARCELONA

At Barcelona airport, the brand-new, marble-panelled international terminal is light, airy, and easy on the eye. It was opened to passengers a good 12 months before the Olympic Games were due to start here on July 25.

“There will be a more than sufficient trial period to ensure the smooth operation of the airport while the Games were taking place,” says the Barcelona '92 Olympic Organizing Committee.

It's a different story downtown, where large areas of the 2,000-year-old city are still construction sites. Barcelona is preparing for the Games with a grandiose refurbishing of almost Pharaohic proportions.

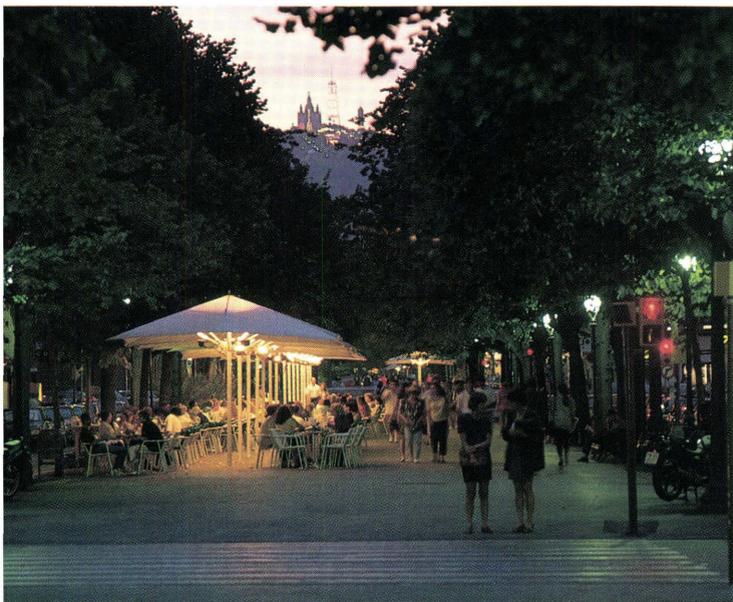
By Reginald Dale

As usual with such ambitious projects, local cynics say the work will never be finished on time, while the authorities insist that it will.

“It'll be hell living in Barcelona until all this is over,” says a long-suffering Barcelona taxi-driver as he turns into yet another unexpectedly blocked-off street.

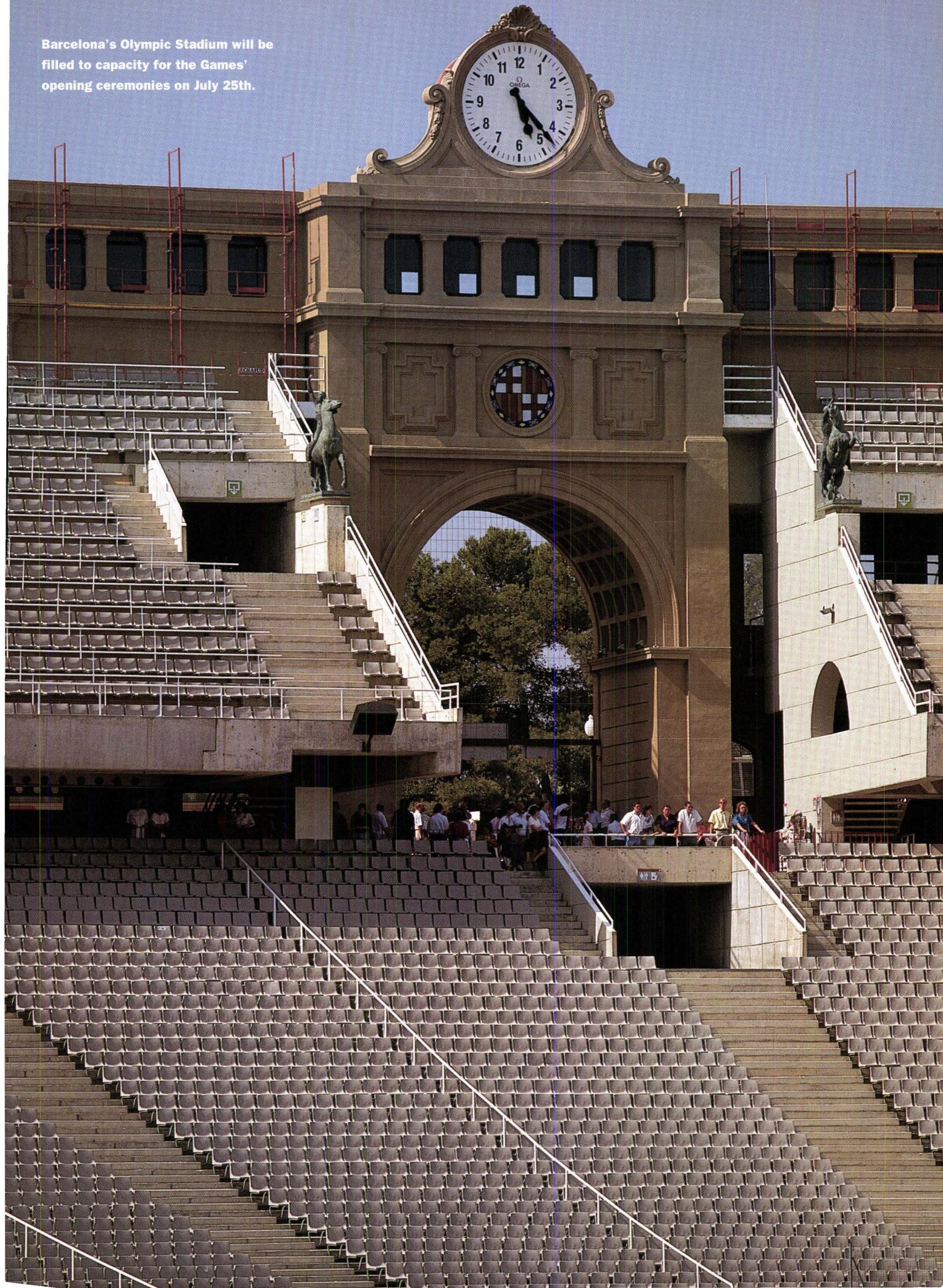
But even now Barcelona's traffic is not as bad as Madrid's, and most people expect big improvements when the massive pre-Olympics road-building program is completed.

Barcelona, home of one of Spain's best-known soccer teams, has a long tradition as a sporting city. Before its selection for the 1992 Olympics, the city had already tried and failed three times to host the Games—in 1924, 1936, and 1972.



Erica Lansner/Black Star

Barcelona's Olympic Stadium will be filled to capacity for the Games' opening ceremonies on July 25th.



Now there is mounting excitement at the prospect of welcoming what are billed as the biggest-ever Olympics, and the organizers are already laying claims to numerous records for Barcelona '92.

They say there'll be a record number of athletes (10,000) competing in more sports than ever (28). An Olympic village for 15,000 people will for the first time offer the competitors free accommodation.

The rather squat pink, grey, and beige village is rising in an old industrial area on the Barcelona seafront, across the harbor from the Montjuic Mountain where the main events will be held.

Barcelona has also set a precedent by leading up to the games with a four-year Cultural Olympiad—including exhibitions, concerts, festivals, and other performances—which started in 1988. And for the first time Catalan will be an official Olympic language, along with Spanish, English, and French.

Income from television rights and marketing, at well over \$1 billion, is also far and away the largest ever. This includes over \$400 million from NBC for the American rights, one third higher than for the Seoul Games in 1988.

A record 3.5 billion people are expected to watch the opening ceremonies on television.

As a result, the organizers claim that the Games themselves will be completely self-financing, with no burden on the taxpayer.

That's quite separate from the \$8 billion in public and private money being spent on construction and communications, including \$1 billion for the huge road-building program.

And private money is pouring into 20 new hotels, which should help to double the number of Barcelona's hotel beds.

In addition, "floating hotel" cruise ships are to be moored in the harbor to provide accommodation during the Games, particularly for corporate sponsors and their guests.

The ships, some of which have been leased by Games sponsors, will be protected by sophisticated electronics and police frogmen.

Security, of course, will be one of the biggest nightmares for the organizers, who are budgeting more than \$150 million to protect the Games.

The regular Barcelona police force will be reinforced by 15,000 extra security personnel from other parts of Spain.

Pasqual Maragall, Barcelona's Socialist mayor, says an important plank in his security policy is French coopera-

But by the year 2000, Barcelona sees itself not just as the capital of Catalonia but as a major financial center in a region of 16 million people stretching south to Valencia, east to the Balearic Islands, and north through France to Toulouse and Montpellier.

tion in cracking down on the main internal Spanish security threat, ETA terrorists from the Basque country, which straddles the Franco-Spanish border. He says that France's cooperation is assured.

In a dramatic example of that cooperation at the end of March, French police arrested the 39-year-old ETA leader, Francisco Mugica Garmendia, and two of his senior aides at Bayonne in southwest France. The arrest was considered a crippling blow to the separatist movement, spurring hopes that any terrorist threat to the Games would be diminished.

But not everything is rosy.

With the world economy still in the doldrums, the organizers are beginning

to trim back original expectations of a massive tourist influx for the Games. And with the best hotel rooms going for over \$400 a night, there have been accusations of price gouging.

As a result, some hotel reservations have already been canceled, and the number of "floating hotel" cruise ships has been cut back from 16 to 10. And in response to the mounting international criticism of its high prices, Barcelona now says it will offer rooms for as little as \$10 a night. The city's tourist authority and church leaders have drawn up a plan aimed mainly at young visitors to provide thousands of places in schools, campsites, and sports halls at rock-bottom prices.

Unfortunately for the local residents, the pre-Olympic frenzy has also contributed to a tripling of rents in a city which is hemmed in by mountains and has little room to expand.

The boom has halved unemployment from an official 18 percent in 1985. But many Barcelonans now worry that unemployment will soar again next year when all the temporary jobs generated by the Games come to an abrupt end. "Infrastructure spending is going to fall off a cliff," says one analyst.

By then, however, most of the 1.7 million Barcelonans believe their city will have placed itself firmly on the world map, and be attracting new up-market tourism and foreign investment.

A measure of the city's ambition is its bid to provide the site for the planned new European Central Bank, the so-called Eurofed—in competition with northern financial centers like Frankfurt and Amsterdam. Barcelonans concede that their bid is an extreme long shot.

But by the year 2000, Barcelona sees itself not just as the capital of Catalonia but as a major financial center in a region of 16 million people stretching south to Valencia, east to the Balearic Islands, and north through France to Toulouse and Montpellier.

As he eyes a future without frontiers, Mr. Maragall is looking to the European Community's 1993 single market to pick up the impetus of regional development as soon as the Games are over. **E**

—Reginald Dale is economic and financial editor of the International Herald Tribune and a contributing editor to EUROPE.

In the country that 500 years ago expelled or burned at the stake every Jew who wouldn't convert to Christianity, it's now very fashionable to be Jewish. Any of the thousands of Jews who today make Spain their home is likely to tell the same puzzling story: how Catholic friends try to trace their roots to *conversos*, Jews who converted when faced with the Edict of Expulsion of March 31, 1492. "It's fashionable," says Samuel Toledano, head of Spain's Confederation of Jewish Communities. "I don't know if it's the influence of Alex Haley or what."

The long list of Spain's medieval Jewish poets, scientists, bankers, and philosophers is as much a sign of the country's grandeur as Ferdinand and Isabella's castle above the plains of Segovia or the Moorish mosque in the heart of old Cordoba. "We lost a lot with the expulsion of the Jews from Spain," says Sister Maria Eugenia, who teaches religious history in Madrid. While Spaniards are enjoying the other events of 1992—the 500th anniversary of Columbus' voyage, the Barcelona Summer Olympics, and Expo '92 in Seville—they are also anxious to reclaim the Jewish past that they denied themselves for so many centuries.

And Sephardic Jews—named for *Sepharad*, the Hebrew word for Spain—want reassurance that Spain is once again their home, and Catholic Spaniards their neighbors, not their persecutors. The 200,000 Spanish Jews forced to flee in 1492 dispersed from Morocco to Turkey. They took along the keys to their houses in Spain and Ladino, their Hebrew-influenced dialect of Spanish and passed both from generation to generation in the hopes of someday returning home. Says Mauricio Hatchwell, who began making plans for the quinquennial commemoration four years ago: "This day represents, after 500 years, the reconciliation between the Jewish people and the Spanish people."

Sepharad '92 is a year-long commemoration of that re-encounter, which includes exhibitions, concerts, and student exchanges with Israel. But the highlight of the year took place on the evening of March 31, when Chaim Herzog, the first Israeli president to make a state visit to Spain, and King Juan Carlos and Queen Sofia attended a ceremony at Madrid's only synagogue. It was the symbolic meeting of the heirs to the Catholic Monarchs, who drove the Jews into exile, and the leader of the state formed to protect their descendants from such brutality. The king wore a traditional Jewish skullcap as he addressed a rapt audience: "We have known moments of splendor and of decadence. We have lived times of profound respect for liberties and also of intolerance and persecution for political, ideological, or religious reasons. What is important is not an accounting of our errors or successes, but the willingness to think about and analyze the past in terms of our future, the willingness to work together to pursue a noble goal."

The king's statement fell short of the apology that some Sephardim had desired. But it showed clearly that this is no longer the Spain of the Catholic Monarchs any more than it is the land that dictator Francisco Franco ruled from the end of the Civil War in 1939 until his death in 1975.

People of the Jewish faith are thought to have arrived here in early classical times, perhaps as early as Solomon's day. They lived through periods of persecution and peaceful coexistence under both Christian rulers and the Moslem Moors who invaded the Iberian Peninsula in 711 A.D. The Jew-

ish Golden Age glistened with figures like Maimonides, the physician-scholar who attended the leaders of Egypt, and Judah Halevi, the lyric poet who wandered southern Spain writing of God and love. But anti-Semitic policies and frenzied mob massacres built to a crescendo as Christian forces drove south. The Catholic Monarchs finally pushed the Moors from Granada, their last stronghold, on Jan. 2, 1492. Three months later, Ferdinand and Isabella, driven by pious zeal, a desire for religious unity, and perhaps financial motives as well, expelled Jews from the country. "We have decided to order all the Jews, men and women, to leave our realm and never to return," the edict read. Those who stayed faced the Inquisition, which is thought to have burned thousands of Jews in its search for heretics and lapsed converts.

After centuries of absence, Jews again became an issue in Spain during World War II, when they sought refuge from the Nazis across the Pyrenees. Franco, although pro-Axis, gave some grudging aid to thousands of Jews, while refusing help to thousands more. Individual Spanish diplomats, however, made heroic efforts to help Jews in France, Greece, and elsewhere.

During the 1950's and 1960's, Moroccan Jews began emigrating to Spain in large numbers. They make up the bulk of the estimated 12,000 Sephardic Jews in Spain today. Uncounted thousands of Ashkenazi Jews—of German or Eastern European origin—fled to Spain from Argentina and Uruguay during the military dictatorships of the 1970's and the economic chaos of the 1980's. Not until 1967, however, was it legal for non-Catholics to worship openly in Spain, and only

after Franco's death was that right guaranteed, by the Constitution of 1978. The Spanish government has signed accords implementing those guarantees with the Jewish, Protestant, and Moslem communities. But it missed a date with history by failing to win Parliamentary approval of the pacts by March 31.

With the exception of small neo-Nazi groups, little remains of the anti-Semitism that has stained Spain's history. What antagonism there is seems to come from ignorance or the anti-Israeli sentiment that is prevalent in a country with strong ties to the Arab world. "You can find many Spaniards who are anti-Israeli and a few who are anti-Semitic, but almost none who are anti-Sephardim," says Uriel Macias, a 28-year-old Barcelona-born Jew.

The problems facing Spain's Jewish community today are much more akin to those confronting Jews in other democracies. In a country of 40 million, it is difficult for a few thousand Jews to keep from assimilating into oblivion now that they are an accepted part of society. Inter-marriage is commonplace, and the established Sephardic community has had difficulty attracting the Ashkenazi newcomers. The Latin Americans' secularism contrasts with a small group of ultra-orthodox Sephardic Jews, who want to keep the community from straying too far from its religious roots. Spanish Jews say the challenge is to balance such disparate views of what a Jew should be. The price of failure might be the internal collapse of a community that survived centuries of persecution from the outside. Says Rabbi Baruch Garzon, who hosts a national television show on Judaism: "If we don't do something in the '90's, by the decade of 2000 to 2010, it will be a question of survival."

—Michael Max Phillips is a journalist living in Madrid.

**R e c a l l i n g
T h e E d i c t
o f 1 4 9 2
b y M i c h a e l M a x P h i l l i p s**



Spain's King Juan Carlos and Israel's President Chaim Herzog commemorated Spain's Jewish heritage at a synagogue in Madrid.

EFE/Sipa

Olympic Organizing Committee

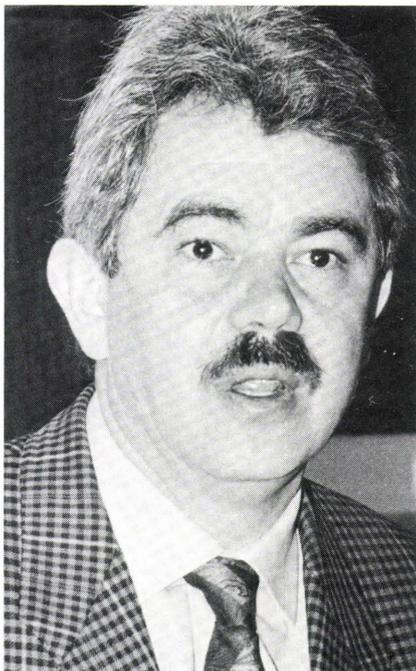
President and Mayor of Barcelona

Pasqual Maragall

Pasqual Maragall, the Mayor of Barcelona, at first sight seems unassuming, almost shy for a politician. But he has proved to be one of Barcelona's most popular and active mayors and has been the driving force behind the 1992 Olympics.

The mustached, 50-year-old Maragall was partly educated in the United States.

After taking a doctorate in economics and a law degree at the University of Barcelona, he acquired his M.A. at New York University's New



School for Social Research. In Barcelona, Maragall was a professor of urban and international economy, before becoming a professor at Johns Hopkins University in Baltimore in 1978.

In 1979 Maragall was elected to the Barcelona municipal government on the Socialist list, becoming first deputy mayor. He rose to mayor in December, 1982, when his predecessor Narcis Serra was appointed minister of defense. (Serra is now Deputy Prime Minister.)

Maragall, however, has not always been an unquestioning member of the city's establishment. Born into an upper middle class family, he rebelled as a young man under the regime of the fascist dictator General Franco, who died in 1975.

As a long-haired, leather-jacketed youth, Mr. Maragall associated himself with the Trotskyites of the Catalan Communist workers' movement.

He retains an aversion to anything smacking of authoritarianism.

He opposes, for example, using the full force of the law against the city's numerous drug addicts. "Drug addicts are sick people who should be cared for," he says, "not delinquents to be put in prison."

EUROPE's Editor-in-Chief Robert J. Guttman recently spoke with Mayor Maragall at the European Institute in Washington, D.C. about his role as president of the Barcelona Olympic organizing committee.

What is the overall theme of the Summer Olympics?

In a way it is Europe. We must all think after '92, when they ask us, "What comes after the Olympics?", and we will say "Europe." Meaning that Barcelona will play a role in the building of Europe, because we will, in a way, represent Europe during the Games.

Will the Olympics break even? And how do you plan on doing that?

Yes, we have about \$1.5 billion coming mainly from television rights—NBC, as well as European television, Latin American, Australian, Canadian, and all the rest. Also, sponsors, licensing, marketing, and ticket sales are bringing in large sums.

Who are some of the major corporate sponsors?

Coca-Cola, IBM, Kodak is another one, and many other multinationals. I would say of the big firms each will have contributed more than \$20 million. You have Volkswagen. They are providing the Olympic fleet with 2,000 cars and servicing. On top of that some are paying for the Olympic volunteers' expenses.

Are tickets still available?

We do not have tickets for the opening and closing ceremonies, but we do have tickets for the events. Some of the finals are sold-out, but when we say "sold-out," that means that travel agencies in other countries have bought them out, so probably there are tickets available somewhere for the sold-out events.

I read recently that the athletes won't have to pay to stay in the Olympic village. This has not been the case at past Olympics. How did this idea come about?

That's right, the athletes won't pay for anything, but officials will pay. This is the first time for this.

Mainly because the Los Angeles Games in 1984 were so successful, the bidding for the 1988 games became very competitive. It made things very difficult. Seven cities bid, and everyone tried to outdo each other. One city said that they were willing to provide free lodging, so all the rest had to offer the same thing.

How did you come up with the idea for the Barcelona Olympic symbols?

We have two symbols, the Olympic logo and the mascot. They were both chosen in contests. The logo represents an athlete in motion. Its colors, red, yellow, and blue, are symbolic of three important Mediterranean themes—life, sun, and sea. The logo is associated with the five Olympic rings and Barcelona's nomination. Cobi, the mascot, is inspired by the traditional Catalan Pyrenees mountain dog. It's a modern Spanish design that breaks with the past concept of an Olympic mascot. ☺

Traveler's Notebook

In Spain:

- Rail Europe has several convenient and economical packages.
- To Barcelona from Madrid with a Spain Railpass: seven hours; \$80 1st class; \$55 2nd class.
- To Seville from Madrid: five hours; \$63 1st class; \$43 2nd class. Spain Railpasses are not valid on the Andalusia Express, the Pablo Casals, and AVE trains.

With a Spain Rail 'N Drive pass you can take the train for traveling longer distances and rent a car from Avis for local sightseeing. This deal provides any seven days of travel (four by rail and three by car with unlimited mileage) to be used over a fifteen day period and includes the option to add up to five additional days of car rental. The prices range from \$239 for a second-class ticket with use of an economy-sized rental car to \$369 for a first-class ticket with use of a small automatic car. For further information and reservations call Avis in the U.S. 1-800-331-1084.

For other car rental options call Hertz in the U.S. 1-800-654-3001. Hertz has a variety of car rental options to choose from in Madrid, Barcelona, and Seville. Current rates for a Ford Fiesta are \$48 per day with unlimited mileage, but you must keep the car for a minimum of three days. The weekly rate is \$242 with unlimited mileage. However, these rates are subject to change.

If you would like to spend more time in Seville and less getting there, the High Speed Train (AVE) between Madrid and Seville began operating on April 20th and travels at an average speed of 150 m.p.h. (about 2 hours and 45 minutes). Round trip fare is expected to be \$126 in first class and \$86 in second class. (There may be a supplemental charge of perhaps \$8 per seat.) Reservations can be made through Rail Europe, 1-800-345-1990.

If you are planning a trip to the Olympics in Barcelona finding a place to stay might prove to be a bit of a problem. Most of the hotel rooms in Barcelona have been booked from July 25th to August 9th. Your best bet is to find accommodations outside of Barcelona on the Costa Brava and Costa Dorada along the Mediterranean.

For ticket information and travel packages contact the official ticket sales agent in the United States for the Olympic games: Olson Travelworld Ltd., 100 N. Sepulveda Blvd., Suite 1010, El Segundo, CA 90245. Tel: 1-800-874-1992.

For accommodation information in Seville, Expo '92 has set up a special reservations bureau: Coral, Isla de la Cartuja, 41092 Seville; Tel: 345-448-1992; fax 345-446-0565.

Tickets to Expo '92 cost \$40 for a day pass and \$100 for a three-day pass. There are also special fares for children and seniors and evening only passes.

For general information on your trip to Spain contact the National Tourist Office of Spain, 665 Fifth Ave., New York, N.Y. 10022. Tel: 212-759-8822.



Getting to Spain:

TWA, Iberia, and Continental each have direct flights from JFK in New York to Madrid. The cheapest fare on each of these airlines is \$648 round-trip—if the ticket is purchased before June 6; however, prices vary a great deal depending on the dates of departure and return. TWA also flies direct from JFK to Barcelona. The current round-trip fare for travel in early July is \$932, however, during the Olympics the fare is \$1032.



Peter Turney/Black Star

MADRID

**The Night Never
Ends in Europe's
Cultural Capital**

Ava Gardner, the beautiful American actress, was in love with a Spanish bullfighter and in love with Madrid. It was she who used to say "In Madrid, if you know the city well, the night never ends."

Nineteen-ninety-two is the year of Spain, and Madrid certainly will not be ignored.

Three years ago the European Community Council of Ministers of Culture named Madrid 1992 European Cultural Capital of the Year. But the machinery that allowed hundreds of millions of dollars to be poured into the Olympics and Expo '92—Spain's main showcases for the year—somehow forgot the Spanish capital until late last year.

At that time, recently-elected mayor Jose Maria Alvarez del Manzano announced an ambitious program designed to make Madrid the best-known Cultural Capital for a long time.

By Jessica Kreimerman

"This is the best Cultural Capital so far," he said proudly. "When I showed the features to the European Culture Commissioner, he was really excited about it. And to think eight capitals have already had the distinction before, including Paris and Berlin."

The E.C.'s Cultural Capital program serves to make people aware of the culture of the cities of Europe and to promote an exchange of ideas that will contribute to a better knowledge of different peoples. Since 1985, Florence, Amsterdam, Berlin, Paris, Glasgow, and Dublin have featured local, national, and international offerings, each year improving the quantity and quality of events.

With a budget of \$65 million, the consortium has prepared 1,800 performances, colloquia, concerts, contests, and exhibits.

The programs are being financed by the Caja de Madrid Savings Bank and municipal, regional, and national cof-

With a budget of \$65 million, the Madrid consortium has prepared 1,800 performances, colloquia, concerts, contests, and exhibits.

fers. The state lottery—a favorite game for Spaniards—has slated two special draws to finance the Cultural Capital.

Spain has long been a popular tourist destination—so much so that visitors annually double the country's population of 39 million. But even taxi drivers expect more visitors in 1992. Madrid cabbies are spending their precious days off in English lessons to take on the additional barrage of tourists on city-wide trails.

The city boasts an array of cultural venues—more than 100 movie houses, 35 theaters, over 50 museums, and a great number of public and private cultural institutions—and is inaugurating several others this year, such as the la Vaguada Theaters in northern Madrid set to house *zarzuelas* (light operas).

Every venue will be busy. The consortium has made sure that not one of the 366 days of this year will be lacking

continued on page 26



Tourist Office of Spain

The Prado, Madrid's finest art museum, will include a series on "The Great Painters of the Prado" with works by Murillo, Bosch, Goya, and others.

A R O U N D S P A I N

A FINE SPANISH WINE

Most U.S. wine-lovers are quite familiar with French and Italian wines. However, there is a considerable lack of awareness of the range and nature of Spanish wines.

According to the Spanish Ministry of Agriculture, there are 146 different varieties of grapes cultivated in Spain, while a recent guide to Spanish wines triples that figure. The same guide features no less than 98 wine-producing areas, 54 wine fiestas, and 711 wineries that vint a total of 2,985 wines.

Every region in Spain produces its own wine, from Galicia in the Northwest with its tart, light, whites, to Catalonia in the Northeast with its numerous *cavas* or sparkling wines, to the northern inland region of Rioja and its full-bodied, oak-cask matured reds, to southern Spain with its heady but dry and tangy *fino* sherries (not to be confused with the overly sweet “sherries” sold under that name in Britain, Cyprus, or South Africa).

If investing in a bottle of Spanish wine for the first time, it's as well to bear in mind the following terms as established by the official *Consejo Regulador de Denominación de Origen*. “D.O.” on a bottle refers to an official wine-producing area and is comparable to the French *Appellation d'Origine Contrôlée*.

A *Gran Reserve* is a wine

from an outstanding vintage, which has been aged for at least two years (for reds) in an oak cask plus a further three years in the bottle. For whites and rosés the period is 48 months—at least six of which must be in an oak cask.

Mature or *Reserve* reds are from memorable vintages (such as 1981 and 1982) and have been aged for at least three years between cask and bottle, one of which must be in an oak cask. Whites and rosés must spend a minimum of 24 months aging, of which six at least should be in oak.

The term *Crianza* applies to all younger quality-wines which have been aged in wood and bottle for at least three years, one of which should be in oak.

Within Spain it is arguably the Rioja region, with its classic red wines oak-cask matured according to the great traditional cannons of Bordeaux, which is most prized for its wines. And with virtually all Rioja wines carrying the D.O. hallmark, it is perhaps the region which has done most to enhance the reputation of Spanish wines abroad.

—*Isabel Soto is the former Madrid bureau chief for the New York Times.*

DAYS OF WINE AND...BULLS

“**P**eople were coming into the square from all sides, and down the street we heard the pipes and the



Seventy years after Hemingway wrote about San Fermin in *The Sun Also Rises*, the festival remains relatively unchanged.

fifes and the drums coming. Down the street came dancers. The street was solid with dancers...” Almost seventy years later Hemingway’s words still capture the scene in Pamplona during the Festival of San Fermin. Since 1591, the Festival of San Fermin has transformed this small, unassuming city (population 182,385) into one continuous, week-long party attended by people from all over the world.

The Festival, better known as the Running of the Bulls, began as a religious celebration in honor of Saint Fermin, the first bishop of Pamplona who was martyred by being dragged by, of all things, a bull. Today, however, there are few reminders of the religious origins of this festival.

The running of the bulls occurs early each morning of the week-long fiesta. At eight

a.m. sharp, several angry and confused bulls are let loose to thunder through the narrow, twisting streets to Pamplona’s bullring. Spectators line the fenced off streets, while participants in the run wait nervously against the fences and walls along the route. A deep rumble can be heard just before the bulls appear, and when they do, the runners take off. Some runners actually make it all the way to the bullring, but most dive under fences to safety or try to mold themselves to the walls of buildings along the way.

As the bulls run wildly into the bullring, the stands quickly become packed with chanting spectators. In the ring, brave individuals taunt the two-ton creatures with rolled newspapers. The stands shake from the spectators whoops and cries when those in the ring get knocked

down or thrown by the bulls. The frenzied taunting of the bulls continues throughout the morning, while the actual bullfighting begins around 6:30 p.m. every evening.

Pamplona is located in the Basque region of Spain, on the northwestern border of France. By train it is a five hour trip from Madrid, and by plane it is less than an hour. Iberia Airlines regularly schedules two flights a day between Madrid and Pamplona (except on weekends), with more flights added during the Festival.

—Christie Gaskin

SPAIN'S KOPLOWITZ SISTERS

Featured on *Fortune's* billionaire list as among the 10 wealthiest women in the world, Alicia and Esther Koplowitz, Chair and Vice-Chair of the newly created holding company Fomento de Construcciones y Contratas, emerged as key players on the Spanish financial scene only two years ago.

The two sisters hit local

and international headlines in 1990 in one of the biggest boardroom shake-ups in recent Spanish business history. The boardroom reshuffle followed the breakup of their respective marriages to Alberto Alcocer and Alberto Cortina—known in Spain as “los Albertos”—who are first cousins and had been managing Construcciones y Contratas, the sisters' financial empire.

Construcciones y Contratas was founded in the 1940's by Polish emigre Ernesto Kopolowitz, father of Alicia and Esther. The company grew into one of Spain's most powerful private business concerns under the skillful management of the two Albertos.

However, their failed effort in 1987 to take over Banco Central, then Spain's largest bank, in addition to gripping disclosures in local gossip magazines of their marital infidelities, led to the two couples parting ways. Alicia and Esther banished their husbands from the Construcciones y Contratas boardroom and re-

tained control of the group's construction companies; los Albertos kept their stakes in the finance companies.

Two years after the sisters' dramatic initiation into the world of high finance, they decided to merge their chief construction companies—Construcciones y Contratas and Fomento de Obras y Construcciones—to create the estimated \$300 billion-asset Fomento de Construcciones y Contratas.

—Isabel Soto

LONG LOST SPANISH DANCER

Now on display at the National Gallery of Art in Washington, D.C. is John Singer Sargent's *El Jaleo*. While focussing on the artist's masterpiece, *El Jaleo*, the exhibit contains nearly 50 paintings and sketches from Sargent's time in Spain in the late 1870s.

Just 26 when he introduced *El Jaleo* at the Paris Salon in 1882, John Singer Sar-

gent capitalized on a fascination in Europe at that time with all things Spanish. Having traveled to Spain himself upon the urging of his Parisian mentor, Carolus-Duran, Sargent used his experiences in Andalusia as the basis for this fluid portrayal of a gypsy dancer whirling through a shadowy, but exuberant, café.

Another featured work of particular importance is *Spanish Dancer*, which was a study of the dancer later used in *El Jaleo*. The painting was discovered wrapped around a broomstick in France in 1988. *Spanish Dancer* has been fully restored and is being shown for the first time in this exhibition.

The exhibit is showing at the National Gallery through August 2. It then continues on to Boston, in abridged form, where it will be at the Isabella Stewart Gardner Museum from September 10 through November 22.

—Robin B. Hodess



John Singer Sargent's canvas, *Spanish Dancer* (right) was discovered in 1988 wrapped around a broomstick.

Madrid *continued from page 23*

culture. Already, visitors and locals have enjoyed Madrid's annual International Theater Festival, and its one-week film festival, Imagfic, has been extended to last four months and will include a series of animation films and another series focusing on European productions.

Art lovers in Madrid have already been able to savor Czech cubism, Spanish painter Ignacio Zuloaga, Jean Dubuffet, Russian artist Rodchenko, and a view of the Mycenaean world. And, they are yet to experience exhibits on German artists in the 1970's and 1980's, 19th century Spanish paintings, contemporary Italian design, and Portuguese art from the 12th to the 15th centuries.

The Prado, Madrid's finest art museum, will include a series on "The Great Painters of the Prado" with works by Murillo, Bosch, Goya, and others. The Reina Sofia Arts Center is hosting a

series of important exhibitions, and the Villahermosa Palace, located near the Prado, will display the Thyssen-Bornemisza Collection, one of the world's best private art troves.

On the music scene, Madrid will offer a wide variety of genres. Vladimir Ashkenazy, Daniel Barenboim, Riccardo Muti, Claudio Abbado, Zubin Mehta, and Sir Georg Solti all will mix and match with jazz and rock and flamenco. Amnesty International will host a marathon concert, featuring Bruce Springsteen, U2, and Sting.

On the literary front, Nobel Prize winners will gather in the Spanish capital this year for a series of debates—called "Conversations in Madrid"—discussing themes from ethical problems of biotechnology to the origins of the universe to values and problems of today's democracies.

These conversations—that will in-

clude prominent thinkers such as Umberto Eco, Mario Vargas Llosa, Raymond Barre, Alvin Toffler, Milan Kundera, Daniel Bell, and Alain Touraine—will be published later in books in several languages.

As an added bonus, Madrid will host the second Ibero-American presidents summit on July 24th, a world congress on the environment, an exhibit on the 50th anniversary of television, and an international Gastronomic Olympiad, where 600 culinary experts will judge creations from the best restaurants and wine cellars in Spain.

The consortium is now publishing a monthly, bilingual magazine, *La Capital*, which is on newsstands and includes articles by and about personalities in the city and a complete guide to all events for the month. ☎

—Jessica Kreimerman is a journalist based in Madrid.



Peter Menzel



King Juan Carlos and Prime Minister Felipe Gonzalez tour Expo '92 before its opening on April 20th.

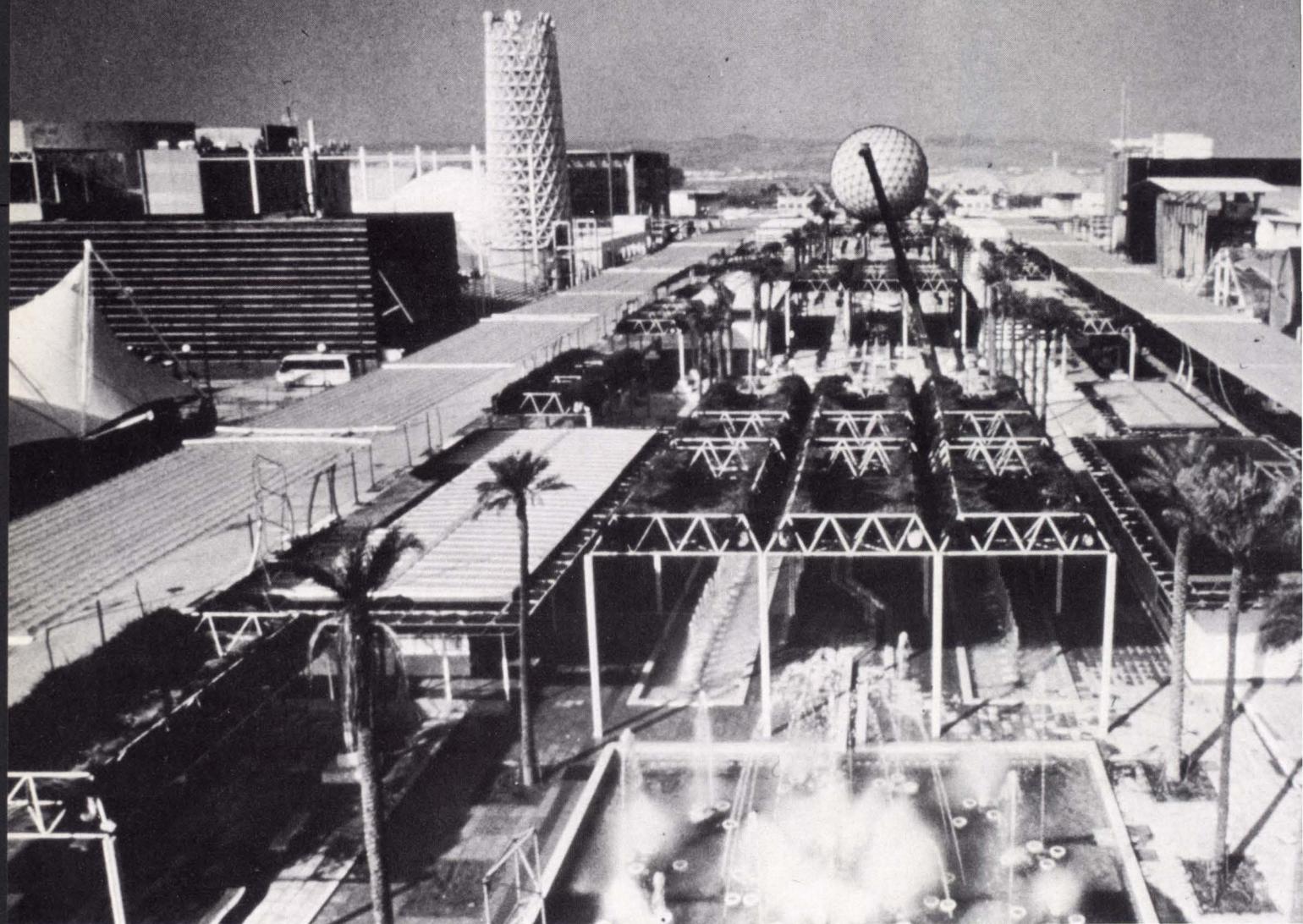
Associated Press/Wide World Photos

Spain Aims for the E.C. First Tier

Spaniards set great store by what they see as a God-given knack for improvising their way out of a seeming impasse, an ability that certainly helps make up for some glaring shortcomings in the foresight and planning department, which they will readily admit to.

But after the dust settles from this year's Barcelona Olympics and the Universal Exposition in Seville, new and formidable challenges lie ahead with the coming of the E.C. single market and the run-up to the next stages of Economic and Monetary Union (EMU) set for later in the decade. This is when some fancy footwork will be needed to enable the country's political and social structures to cope with the strain imposed by a hard and fast commitment to European unity.

By Robert Latona



Spain is hoping to attract foreign investment with an impressive showing at the Seville World Expo and the Barcelona Summer Olympics.

Ever since he took office in 1982, Socialist Prime Minister Felipe Gonzalez has been invoking a united Europe as a kind of talisman for problems arising from centuries, not just decades, of self-imposed isolation. Aware they were economically backward and politically out of step, most Spaniards agreed it was high time to retire the old crack about Africa beginning at the Pyrenees and get a foot in the European doorway while their neighbors were holding it open.

"Europe for me is synonymous with a united Europe," Gonzalez pledged. "United in the sense that we have to share our sovereignty, not surrender it. I only need to look around to see that economic protectionism and going-it-alone politically haven't done much good for Spain."

Though it was, along with Portugal, the last country to clamber aboard the

Community in 1986, Spain has been at pains to ensure that the European vocation its leaders profess is backed up with deeds and diplomacy and not just the rhetoric of its politicians.

For their part, the other E.C. countries got a new convert to orthodox Europeanism à la Jean Monnet and one that also, to their surprise, turned into a vigorous trading partner. Fueled by cash injections from Brussels and a flood of investment from abroad, Spain's GDP mushroomed by an average four percent annually between 1985 and 1990.

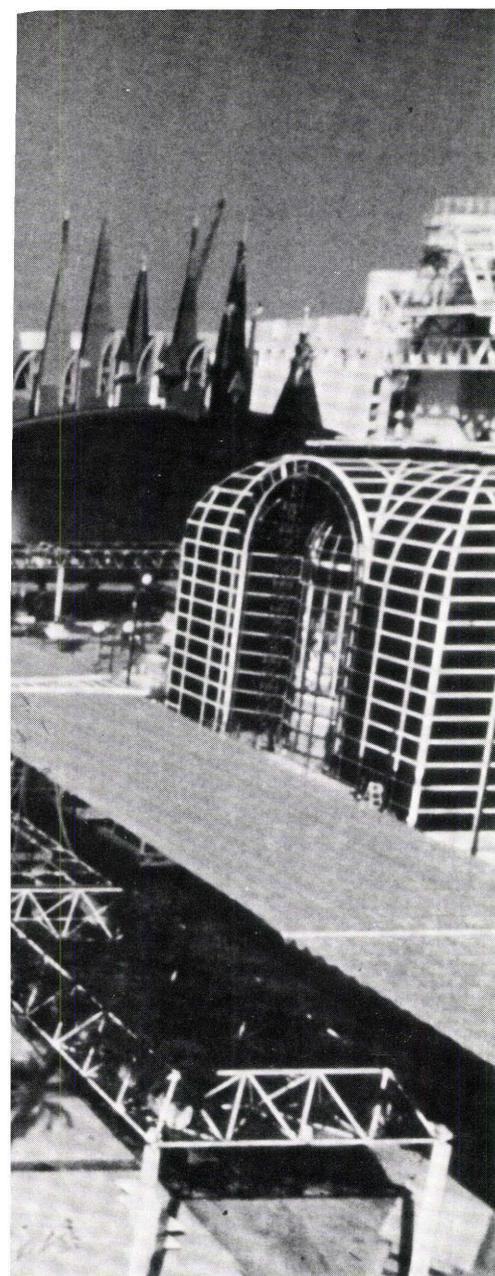
Eyebrows went up when Madrid began its six-month stint in the E.C. presidency in January 1989. But Gonzalez's able foreign minister, Francisco Fernandez Ordoñez, garnered rave reviews for a series of high-profile initiatives and negotiating skills that helped, for instance, to defuse the spat that blew

up over the E.C.'s ban on imports of hormone-treated meat from the United States.

During that period, Latin America and North Africa, two regions to which Spain has long enjoyed privileged access, were shifted to the E.C. diplomatic front burner, and Gonzalez pushed hard over the objections of the U.K.'s Margaret Thatcher to finish up Spain's mandate with the approval of a European charter of social rights.

Out of this period, Spanish leaders garnered a reserve of goodwill and diplomatic brownie points, which they duly cashed in when the time came to lay down the ground rules for the crucial third stage of EMU at last December's Maastricht summit.

Maastricht was heralded as a triumph, but as in many other E.C. countries, Spain's business and union leaders,



Nicholas Chaim/Sipa

stable. Currently moving in the broader six percent band of the Exchange Rate Mechanism, the peseta must squeeze in between the 2.25 percent fluctuation margins and remain there for two years to qualify. But the bottom line is the budget deficit. It has to be cut—somehow—to one percent of GDP for Spain to make the EMU top tier. The maximum permitted for EMU is three percent whereas in 1991, the deficit was 4.4 percent of GDP.

The deficit problem has been further aggravated by the political autonomy system allowing Spain's regional governments a free hand with their finances—meaning, in practice, to borrow like there's no tomorrow. Up to now, the government has relied on ironclad control of the money supply to keep an overheated economy just a hairbreadth away from total meltdown. But Economy Minister Carlos Solchaga has given notice that from here on in, sky's-the-limit budgets offset by tight, restrictive fiscal policies are out.

In April this year, the Socialist government used its scant majority to push through the first of what promises to be a number of politically explosive measures for curbing public spending. This one down-scaled the generous unemployment benefits available to the 16 to 17 percent of the workforce that remains officially jobless, and to

the political opposition, and many ordinary taxpayers now are squinting at the small print. Meeting the conditions for EMU is no piece of cake in itself—only a few countries would qualify if it had to take place today—but Gonzalez has made it his priority to get Spain in there with the top league of the most economically robust countries in the European Community.

"Finishing up in the second tier is simply out of the question," emphasizes Deputy Prime Minister Narcis Serra. "It would sideline us from the decision-making process just at the moment when the outlines of a brand-new European future go on the drawing board."

That will mean finding the political wherewithal to slash a bloated budget deficit, the root cause of inflation running just under six percent, while at the same time keeping prices and exchange rates

no one's surprise, the labor unions immediately cried foul and threatened a general strike.

This, however, is only the beginning. More painful than the cutbacks will be their drag-down effect on employment, the end to the seven percent annual wage hikes Spanish workers have been taking for granted, unprofitable state-owned industries being run into the ground, and deferring all the desperately-needed improvements to the country's communication and transportation infrastructure. Economists see that even in the best-case scenario, the years of galloping growth are at an end, and that 1992's results are bound to fall short of the three percent increase targeted by the government.

When these factors are added to

Spain's current problems of unrealistically high wages and low productivity, it would seem that the economic turbulence ahead is bound to undercut competitiveness even further, just as the doors to the single market are thrown wide open. Gonzalez, though, is convinced that the pay-off—star billing instead of a walk-on part in the Europe of the future—is worth the tremendous risks. It only remains to be seen how far the other economic and political players in the game, perfectly aware of how it might affect their own vested interests, will back him up on this. ☹

—Robert Latona is a writer based in Madrid.

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Robert Ferick/Odysey/Sipa

C O C A - C O L A P R E S I D E N T

Donald Keough

Donald R. Keough, President and Chief Operating Officer of the Coca-Cola Company and Chairman of the Board of Coca-Cola Enterprises, Inc., the world's largest bottling system, was interviewed at Coca-Cola's headquarters in Atlanta, Georgia, by *EUROPE's* Editor-in-Chief, Robert J. Guttman.

Keough talks about Coca-Cola's extensive operations in Europe, the 1992 single market, the Summer Olympics, Expo '92, and Coca-Cola's operations in Eastern Europe and the former Soviet Republics.

Do you consider Coca-Cola a U.S. corporation or are you basically a global company?

We were a global company before it was cool to refer to it in those terms. There hasn't been an export company around here for years. We don't think of words like "overseas" or "foreign," that's not part of the lexicon of the Coca-Cola Company. The heartbeat of this business is here in Atlanta, Georgia, but it is a system that gets the bulk of its earnings, the bulk of its volume, and the bulk of its growth in the future from outside the confines of the United States.

Somebody asked me a couple of years ago, "Why do we spend so much time talking about the business outside of the United States?" and I said, "That's because that's where most of the people live." It's that simple. Five percent of the world's population lives here and yet we still do 34 percent of our worldwide volume here. It is not knocking the great market of the United States to make the judgment that we'll be a bigger global company when that number is 25 percent or when it's 20 percent or 15 percent. It's simply a fact of income.



The Coca-Cola Company

How does your Coca-Cola bottling system work in Europe? Do you do joint ventures or do you own outright?

We have a very pragmatic view of the way we operate anywhere in the world. It is very simple. We want to maximize the profitable growth of our business everywhere in the world and we will do whatever is necessary, and legal, to make that happen. In some places, it means we need to make investments in the bottling business and that runs the gamut from five percent, to be the glue that holds and puts a deal together, to 100 percent as we have in France.

We are now the 100-percent owner of our business in France with the modest exception of a territory in the area of the Côte d'Azur. But we needed to restructure the entire business and we felt that we should put our capital and our expertise in it because we felt that we would get greater growth quicker by doing it that way.

Is the largest canning plant in the world located in Europe?

The largest canning plant in the world happens to be in Dunkerque be-

cause it supplies a lot of business, not only in France, but it was a key ingredient in our ability to enter the eastern German market when that opened. Last year we shipped over 20 million cases out of Dunkerque into eastern Germany. In Germany, we had 120 or more bottlers back about 10 years ago, and through a series of consolidations, we number now about 30. We have some equity interest in some of the operations and 100-percent ownership in a couple.

In eastern Germany, because we wanted to move with the speed of light and because we knew we would be making a very large investment, we moved in quickly starting over a year ago and committed over \$450 million into an area of 17 million people. We now have five plants, eight warehouses, a business that will do 90 million cases all in the former East Germany. At the end of next year, we'll have 16 warehouses, seven plants and we'll do well over 100 million cases. But we wanted to move in quickly with our money and we have 2,500 people fully trained working for us in that part of Germany. We had the infrastructure in western Germany to be able to grandfather that whole operation and I'm very proud of what they've done there.

In the United Kingdom, several years ago, we got together with Cadbury-Schweppes and formed a joint venture company with Cadbury. They own 51 percent and we own 49 percent. It's responsible for all of the business in the U.K. and it's a highly successful venture with a volume that has compounded well over 20 percent since the start of that joint venture, approaching five years. We're very comfortable being a minority share-holder (49 percent) with a British-owned company.

In Belgium, we have equity ranging from 20 to 25 percent of the bottling operations. In Italy, we own the operations in Milano in the north and Rome in the south with a lot of good independent bottlers in between. In Greece, we owned the plants and sold them several years ago to a family that we've done business with for years in Nigeria—a Greek family. So if you look for a pattern, there isn't one. We don't have any secret agenda. We just won't accept the fact that it won't work. We come with the plan that will make it work, and it's been quite successful.

You have stated you see "1992 as the dawn of a new age of opportunity for the Coca-Cola systems in the European Community." Could you explain the various opportunities you see in Europe?

Soft drinks can easily become part of a culture because a soft drink is something you never really need, but it is something you can always enjoy. It has to slowly but surely become part of the lifestyle of a society. It's obviously part of the lifestyle in the United States, and it's part of the lifestyle in Germany. It's part of the lifestyle in Spain and growing. In the United Kingdom it's growing.

One of the reasons is that consumer communications have opened up in Europe. Just look at television over the past 25 years. It's been a controlled function. It's been a controlled medium basically in most European countries until quite recently. That's an environment where Coca-Cola and soft drinks of the Coca-Cola company really flourish because we can place our products in our consumer communications. You add to that the fact that we worked hard to become part of the cultures of the various countries in which we operate. There's a story, I don't know if it's true, that when some German prisoners of war got off the boat in Brooklyn during World War II they saw a Coca-Cola sign and said, "Oh, I see you have

Coca-Cola here too." Well that goes back a long way. We're simply a part of that [German] culture.

When the political leaders of Europe began to talk about a single market, we believed that it was going to happen. So for the last several years, we have been getting ready for that. We've been strategically certain that wherever people gather, Coca-Cola is there to be enjoyed.

One of the issues in France was to be sure that Coca-Cola, slowly but surely, could be viewed as part of France. We became the key sponsor of the Tour de France, which we have a long-term relationship with. It is a national event that is becoming an international event.

We're a big part of soccer. I was in Italy last year for the World Cup, and

Coca-Cola was in evidence everywhere. In the opening of Disney outside of Paris, we have a long-term exclusive arrangement with Euro-Disney that we will be at 70 venues. When you go to Seville to Expo '92, we will be exclusive at the World's Fair. We've got an office there right now. There'll be 20 million people who we'll help refresh from April to October of next year.

It seems like you have a connection with sports, especially with the Olympics.

Yes. Sports are a thing young people do and something that everybody enjoys, and it's natural for us to be there. In the United States, you can't go to a Little League park without seeing a Coca-Cola scoreboard there or something that touches Coca-Cola. We've been devoted to sport ever since we've been in business because, for the participants, there's nothing like a cold bottle of Coca-Cola, and of course, we want to be where people gather to have a good time.

Do you have a pan-European operation now with the single market?

We have, here in Atlanta, the people responsible for the ultimate health of our business in Europe. Then we have division offices strategically located in

"We're relentless. It's our single focus; it's our only business."



In an effort to become identified as a part of France, Coca-Cola became a key sponsor of the Tour de France.

The Coca-Cola Company

London, Paris, Milan, Madrid, Brussels, and Essen, Germany. And we're a multi-local business in a very real sense. We want to be a part of the local cultures and therefore, even while the single market is going to exist and we see incredible opportunity for us, and as they begin to take in associate members, you're looking over time at a half a billion people. Yet there are still a lot of local languages and local pride. We don't want to lose our participation down deep locally in each of these countries.

I noticed you're going to start an international advertising campaign. Is that going to affect Europe or are you going to do it country by country?

The international campaign is basically advertising that we think has broad enough appeal that for the most part, the message that's delivered through the advertising and the ambience will be enjoyed really across the world, with certain exceptions. A lot will be adapted locally to be sure that it fits the local culture. In other words, a piece that has an ice skater or a hockey player wouldn't have much relevance in Mexico so that athlete would be substituted.

Are you going to have a joint venture in Ukraine. Is that in the works?

What we agreed to sometime ago was to treat Ukraine basically as though it were a separate political entity [before the break-up of the Soviet Union]. We've opened an office there and begun to have local conversations with a local partner. Those conversations have been completed, but we're a long way from having the right production facility. All that will come in time.

What about the Baltics?

We're running the Baltics out of our Nordic office which has a natural cultural tie to the Baltics. We've got all kinds of discussions going on in Latvia, Lithuania, and Estonia. We have some business flowing through all these places, but nothing like it will be. What we have to find is a currency that we can be comfortable with, and our partners are going to have to have a lot of the normal governmental regulations

take place that can allow a form of capitalism to flourish. We're going through that process now in Poland, Romania, Hungary, Czechoslovakia, and Bulgaria.

You seem to be doing quite well in Eastern Europe.

I think so. We're very busy there. We're working with a lot of our local European partners to move forward in those markets.

How do you work in countries where there's no convertible currency? Do you barter?

We've done a lot of bartering over the years, and we know how to do that. We have a trading company that engages in barter when it's necessary. But in Eastern Europe, for the most part, we are able to convert the local currency in a local bank to hard currency.

What about in the former Soviet Union?

In the former Soviet Union, of course, who knows? Right now there's no convertibility. The rubles that we've built up, we've used to expand our business there.

How do you barter? What kind of things do you get?

In the republics, we have done a lot of things. We did some bridge financing on a lot of cars that were produced in the Soviet Union, shipped out of Vladivostok and had a market in England. Now we don't own the car, we do some bridge financing. The car, when it gets to England, is sold at a relatively low price, and there's a market for X-thousands of those cars. That's one way. We've shipped other materials out of the Soviet Union. For example, wood to make pallets in Europe. There will always be opportunities.

Figures show that your largest fountain service is in McDonald's in Moscow.

That's a remarkable story. The numbers are astounding. When I was there at the opening, the lines were three hours long to get in. They tell me the lines have never stopped since the first day. We're selling a lot of Coca-Cola and getting a lot of rubles.

You spend a lot of money in advertising around the world. Yet in Moscow and East Germany and places where they didn't see your advertising, people still want Coke. What do you attribute that to?

There's something about word of mouth that carries an awful lot of advertising. In Eastern Europe, Coca-Cola is one of the best known trademarks in the world, and we haven't been able to do any advertising of any substance there for decades. But there's a lot of motion of people back and forth, and Coca-Cola somehow finds its way to most places one way or another. It's just a phenomenon.

How do you market so well?

We're relentless. We have a single focus, it's our only business. Coca-Cola is number one in Europe, Fanta is number two. Just in the past few months, Diet Coke became the number three-selling soft drink beverage in Europe. We have one, two, and three, and it's because we have a system that's quite unique. We have a bottler system that has been in place and continues to put its cash flow into building the infrastructure. We have put the right production facilities in the right places to be sure that we get the product to the customer.

What about in Europe? Are most of your top people from those countries?

Yes, but we put the best people wherever they're needed, regardless of what their nationality is. In Europe right now, we have an American running our business in the U.K., we have a German running our business in Germany, our French operation is being run by an American and Belgian one-two team with our concentrate business being run by a Frenchman. We have an American-Italian running our business in Italy. In Spain we have a Spaniard running our business. So basically we have indigenous people, and we have very few expatriates in the system anywhere in the world.

Do you think Coca-Cola is the most noted trademark in the world?

It is. We're working on it though. It's only the second best known phrase in the world. The first one is "O.K." 

Perrier was one of Europe's genteel giants, a closely guarded family empire that just happened to be the world's largest bottled water company.

So it was all the more surprising to watch the American-style battle for control of Source Perrier S.A., complete with corporate backstabbing and a bitter courtroom fight.

After a quiet deal had apparently been struck to turn over control of Perrier to the Agnelli family, owners of the Italian automaker Fiat, it was promptly challenged.

Swiss-based Nestlé S.A., the world's largest food concern, joined forces with its French rival BSN and ended up the winner for control of Perrier at a price of \$2.6 billion.

Before the takeover, Perrier had been seen as an impenetrable family institution. What attracted Nestlé was its 40 percent share of France's mineral water market and its more than 20 percent share in the U.S. market.

The Agnellis, concerned about dwindling revenues from Fiat, sought to diversify by taking over Exor, a holding company, which was Perrier's principal shareholder. Through the French-Greek Mentzopolous family, the key Exor shareholder, the Agnellis bought a controlling interest in Perrier in an off-market deal that was eventually voided in the courts.

The Agnelli move offended BSN chairman Antoine Riboud, who in spite of his long friendship with the Italian family, joined Nestlé in the battle for Perrier.

Nestlé was thus able to win the public relations battle by painting its bid as a French solution that was in the best interests of small shareholders.

When the dust settled, Nestlé had won control of Perrier, BSN (owner of Evian mineral waters) had been given the Volvic brand of mineral water, and the Agnellis settled for a cash profit on their stock plus Chateau Margaux vineyards in Bordeaux, Caves de Roquefort cheese company, and some valuable Paris real estate.

"There are no losers," said Nestlé spokesman Reto Domeniconi at the announcement of the agreement. The sale still must pass the scrutiny of the E.C. Commission, which will investigate whether the deal hurts the competition.

Nestlé will be faced with the task of rebuilding Perrier's U.S. market share, which has not yet recovered from the February 1990 benzene scare and the subsequent recall, even though it has recouped its loss in Europe.

With its subsidiary brands like Poland Springs and Great Bear, Perrier as a company still holds the top spot in the U.S., but its share has fallen to 22.8 percent from a high of 26 percent in 1989.

Perrier itself, a yuppie-favorite bubbly water from a spring in Vergèze in southern France, has slipped to ninth place in the U.S. from fourth in 1989.

To make matters worse, the U.S. bottled water market fizzled in 1991, growing only 0.5 percent after nearly double-digit growth through the 1980's.

Still, those at Perrier believe the brand will bounce back.

"We expect to come all the way back," says Perrier of America spokesman Jane Lazgin. "It's a matter of time. The recession, the fact that restaurant sales are down and our being off the market for so long all have been factors."

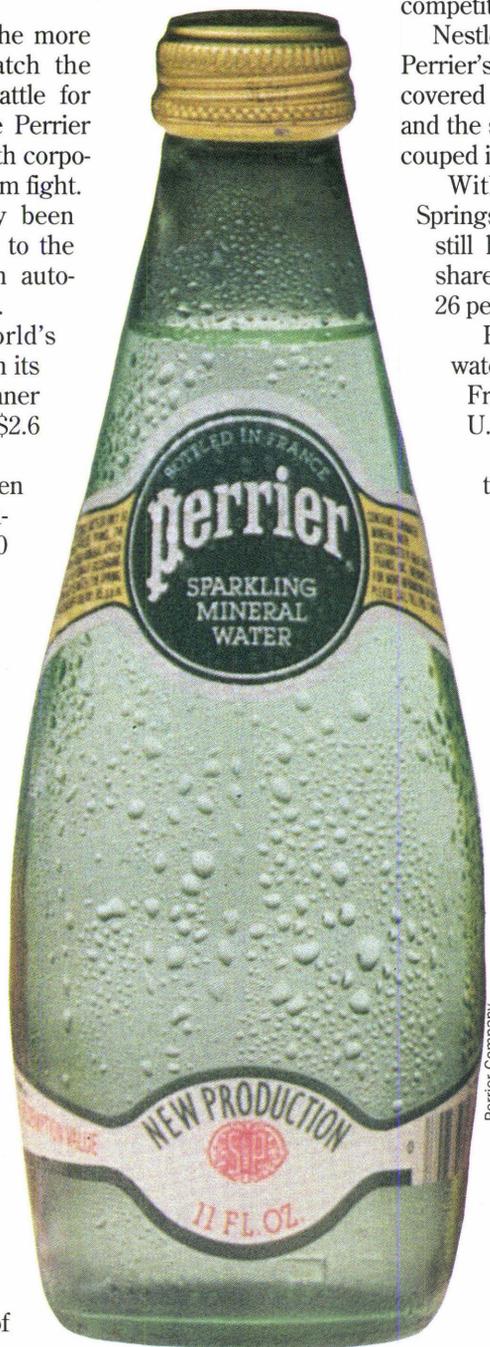
Some analysts agree Perrier is well positioned.

"Perrier has a strong image and an excellent marketing team," says Hellen Berry of the New York-based consulting firm Beverage Marketing Corp. "If it hadn't been for the unfortunate benzene scare, Perrier would be a lot stronger."

U.S. bottled water consumption still lags behind that of Europe, but Berry says the growth trend in the U.S. is likely to resume.

"The underlying reasons for the growth are still there," she says. "There is concern over municipal water, and a lot of people believe bottled water is better for you. And with the health and fitness march on, it's a totally non-caloric way to fill your stomach." ☺

—Robert Lever is an editor with United Press International in Washington, D.C.

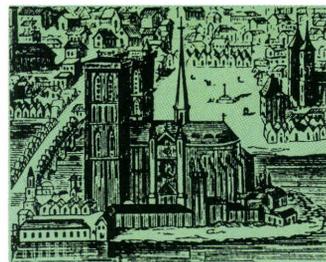


Perrier Company

Nestlé Makes Splash in Perrier Acquisition

By Robert Lever

CAPITALS



For our May travel issue we asked each of our Capitals correspondents to write about a favorite travel destination in his or her country.

AMSTERDAM

FANTASTIC FLORIADE

This summer, the Netherlands is staging the Floriade, "The Greatest Flower Show on Earth," a once-a-decade floral extravaganza. The show's organizers, recognizing competition with Spain, where the World Exhibition and the Olympics are to be held, hope to lure visitors to Holland with greenery and flowers. They expect about 3 million visitors to the event, including 1.5 million from abroad, with Queen Beatrix officially opening the event.

The Floriade aims to be different from the last one ten years ago, offering a mixture of flora, social themes, art, dance, theater, and music.

Seven themes will have their own pavilions: trade, transport, recreation, distribution, science, the future, and the world. In addition, there will be an Ecodrome—a national environment pavilion—designed to promote improved treatment of the environment. This pavilion is to cover 2,000 square meters, and includes a cinema and "knowledge center."

Greenery dominates the Floriade, as it covers 40,000 square meters of the total 70 hectares of the massive exposition hall. It contains a permanent exhibition and 13 temporary exhibitions. A total of two million tulips, 4,500

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trees, 70,000 shrubs, 13,000 meters of hedges, 6,000 roses, 7,000 ferns, and 20,000 perennials have been planted. This explosion of greenery will live up to its name for three growing seasons. The Floriade is an important event for the horticultural world: an international jury will judge the innovations of the various exhibits on display.

The Floriade is not limited to just Dutch flora. The "world" theme area will include plants from Canada, Austria, Denmark, Italy, Japan, Kenya, Poland, Russia, Thailand, and the United States. These countries also will organize festivities with cultural events.

Children have not been

forgotten in planning the show. A "Children's Paradise" is to be provided for parents who want to leave their children under supervision. In addition, a monorail and an antique tram cover long distances within the event. An open-air theater is the setting for all kinds of performances, while American water-skiing acrobats have been engaged for performances on the Floriade Lake.

After the Floriade ends on October 11th, half of the grounds will remain a park. The 25 hectares of forest planted since 1986 will be expanded over the next decade into a 500-hectare nature reserve.

—Nel Slis



This summer Amsterdam is hosting "The Greatest Flower Show on Earth."

PARIS

WHITE WINE IN THE ROCKS

Over the last four years it has become a family ritual to take advantage of one of the innumerable long weekends that France offers in May and drive to Vouvray, in the Loire Valley, to stock up on the local white wines.

Vouvray is a small town of 2,500, just east of Tours. Its vineyards climb the chalky slopes above the Loire—France's longest, laziest, and most curvaceous river. The wines, both still and sparkling, that carry the Vouvray label are so fruity and refreshing and of such good value that they disappear more and more quickly around our house. Last year we had such a thirsty summer that we had to add a second trip to Vouvray in late August.

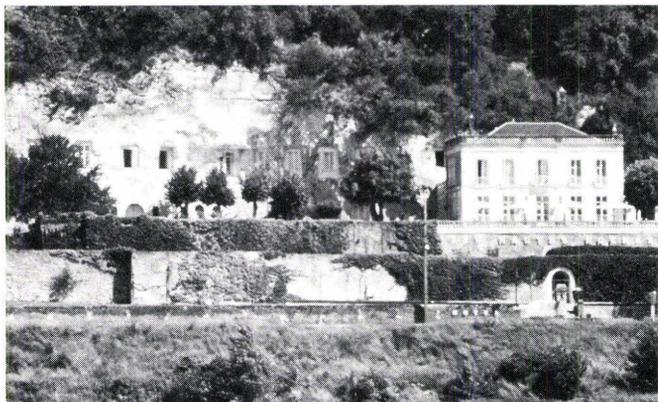
We always go to the Laiselement cellars, which we discovered through friends, and we usually get lost on the narrow roads that wind through the flowering Vallée Coquette, on the outskirts of Vouvray, where *vignerons* cluster together as thickly as the grapes they grow. The cellars, and often the adjoining houses of the winegrowers, too, are hewn out of the *tuffeau* or white limestone, that was quarried in the region to build the great châteaux of the Loire. The galleries that run back into the hillside for hundreds of yards provide ideal storage conditions for wine—the humidity stays between 80 and 90 percent, and the tempera-

ture remains at a constant 10 degrees centigrade year-round. Mushrooms also thrive in the cool, damp darkness and are cultivated along the Loire from Tours to Saumur, the *champignon* capital of France.

When we eventually find the Laisements, Madame is always there in her carpet slippers ready to welcome all visitors just as long as they do not arrive when she is cooking lunch. After her husband died in 1974, she ran the business for eight years before passing it on to her son, Jean-Pierre. It was his paternal grandfather who first

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**“All the
 Laisement
 wines do honor
 to the Vouvray
 motto: ‘I delight
 the heart.’ ”**
 ■

started growing grapes in the 1890's on an acre of land; now the family cultivates 30 acres, and in good years produces



The rich landscapes and famous wine cellars of the Loire Valley are only a two-hour drive from Paris.

55,000 bottles of Vouvray. They generally make three types of wine: the still Vouvray of the region and two sparkling wines. One is made using the traditional *méthode*

Champenoise the other, labelled *petillant*, is less bubbly and has a stronger Chenin Blanc flavor. When the harvest is exceptional, like it was in 1989 and 1990, they also produce a sweet Vouvray, which is so concentrated that it can survive a hundred years. All their wines, which we sample shamelessly each time we go there, do honor to the Vouvray motto: “I delight the heart,” and at five to six dollars a bottle, they also please the pocketbook.

After the Laisements, a good lunch is required before attempting the two-and-a-half hour drive back to Paris. Just a few curves further up the hillside is the “Cave Martin,” a genuine troglodyte restaurant carved out of the limestone, with a shaded terrace in front. If eating there awakens certain caveman instincts, you can find troglodyte hotels on the Loire, too. The ultimate in limestone luxury is the four-star “Domaine des Hautes Roches,” between Vouvray and Tours, with 15 opulent rock rooms to hole up in.

To find some of these places you may have to meander around a little. But don't let it worry you. The area

around Vouvray is so inviting and the local winegrowers are so freehanded with their samples that getting there is truly half the fun.

—Ester Laushway

ATHENS

HOLIDAY DESTINATION THESSALONIKI

For all too many visitors Greece is either classical ruins or modern beach developments, or a bit of both, with very little in between. A few days in Athens and a week or two in the islands: the Greek holiday cliché. There could be no better corrective than to make Thessaloniki, capital of the northern province of Macedonia, your starting-point. You will forfeit none of the conventional pleasures, and gain greatly besides.

A glance at the map reveals why for centuries, while Athens was little more than a village with grand memories, Thessaloniki was a thriving center of civilization, learning, and trade. A port city astride the main Balkan transport routes and midway along the Via Egnatia linking Rome and Constantinople—a central avenue is still called Egnatias—Thessaloniki offered an early welcome to St. Paul, and became the capital of the eastern Roman empire under Galerius Caesar. A thousand years later it was the second city of the Byzantine empire, and retained its importance through almost 500 years of Turkish rule.

The Roman remains are worth seeing, especially the Rotunda, originally a mausoleum, with its magnificent 4th Century mosaics. But the

wealth of Thessaloniki is its Byzantine churches. The earliest, the Acheiropoietos (literally translated “not made by hand”), dates from the 5th Century, while the largest, Aghios Dimitrios (7th Century), commemorates the martyrdom of the city's patron saint, and also has impressive mosaics. Notable frescoes and mosaics can be found, too, at the Church of the Holy Apostles, built 700 years later.

Thessaloniki's best-known monument, though, is the



The Greek port of Thessaloniki was once a center of civilization, learning, and trade.

White Tower, a comparatively modern (i.e. Venetian) addition to the much older Byzantine fortified walls, at one end of the two-kilometer waterfront. Once known as the Bloody Tower because of a Turkish massacre of prisoners held there, today it is neatly restored and houses on four floors an exhibition of artifacts and houses artworks from all periods of the city's history, first assembled for its 2,300th anniversary in 1985.

If all that history has stoked your appetite, a mid-day meal at the Olympos-Naoussa on the waterfront will remind you that the Macedonians are more serious about their food than the southern Greeks. Rather se-

vere in its decor, the Olympos-Naoussa resulted from the merging of two equally famous establishments and has maintained a reputation for traditional Greek cooking at its best.

If it is already evening, there are several small and pleasant tavernas in the Ano Polis (upper town), a colorful neighborhood of narrow streets criss-crossing the steep hillsides that form an amphitheatrical backdrop to Thessaloniki. Alternatively, some first-class fish-tavernas are located on the eastern outskirts, at Aretsou and Nea Krini. The robust red wines of Macedonia are more suitable for winter drinking, but good white wines are produced in Halkidiki, particularly on Mount Athos and at Porto Carras.

As for those other conventional pleasures, the three-pronged Halkidiki peninsula also boasts some of the finest beaches in Greece, while to the west and southwest the foremost ancient Macedonian sites of Pella, Vergina, and Dion are within easy driving distance.

—Peter Thompson

COPENHAGEN

A DIFFERENT KIND OF ISLAND

There is no bridge to the island. There is no taxi on the island. And there is certainly no Hilton hotel. But the tiny island of Mandoe, off the west coast of Jutland, offers a unique opportunity to sample one of the most beautiful and unspoiled waterscapes in Europe, the Vadehavet (literally the Wading Sea). So called because at ebb tide it is possible to walk over most of the sea bed, which is either dry or covered by shallow water, while at high tide everything is under water.

The only access to the island is an ebb road, and the only means of transport is a tractor bus with a schedule that changes as required by the tides. Few like to risk their own vehicles on a road that is basically a line in the sand with large potholes of salt water that do nothing to prolong the life of a normal car. Needless to say, there are no traffic jams on the island.

Mandoe is protected by dikes against winter storms that provoke waves of 30 feet or more. The island has fewer than 150 inhabitants and a small inn that offers good local food, a few beds, and none of the conveniences or

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amenities that you find at good hotels elsewhere. But if you visit during the summer, from late May to early September, you will be able to enjoy a tranquility that many would consider foreign to Europe and a scenery with quite extraordinary light and visual effects that are akin to the fata morgana of the desert.

People don't come to Mandoe for a sunny, beach vacation. The Danish summer can be rainy. But equipped with the proper clothing and good boots, the island and the wad-

ing sea itself can be enjoyed in all kinds of weather.

Mandoe is at the far northern end of the Wading Sea, which stretches from the southwestern coast of Jutland to Den Helder in the Netherlands, and it has a rich fauna including shrimp, mussels, and many species of fish. Seals populate small islets that are awash at high tide.

When the island gets too small, or the tranquility too awesome, relief is close at hand. To the north of Mandoe is the island of Fanoe with one of the best beaches of Denmark, 10 miles long, with cars permitted, a Danish version of Daytona Beach in the United States. To the south of Mandoe is the former Danish, now German island of Sylt, a haunt of the German jet set. Sylt offers casinos, nightclubs, and entertainment a world apart from Mandoe's serenity, but an easy day trip.

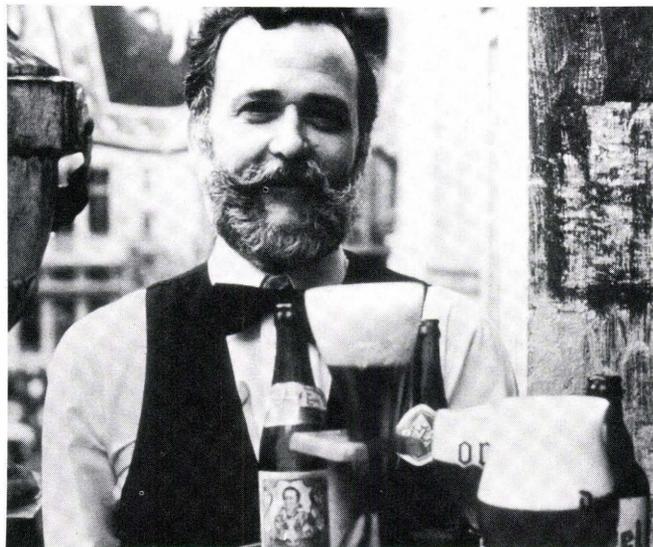
To reach Mandoe from Copenhagen the fastest connection is by air to Esbjerg (30-50 minutes), and then by taxi to the ebb road terminal (about 20 miles). Many choose to spend a night at Ribe, Denmark's best preserved medieval town, about 8 miles from the ebb road.

—Leif Beck Fallesen

BRUSSELS

HURRY UP, BUT DRIVE CAREFULLY

In my little village, south of Brussels, there were once eight cafes and a rich brewer, who lived in one of the largest houses that surrounded the main square. Now, they are all gone. The brewer's house has been bought by a Brussels' stockbroker, and you can walk from a bakery—famous for its chocolate cakes—to a wealthy restaurant where you eat “nouvelle cuisine.” Gone are the smoky pubs where regional beers were sold mainly to local farmers, merchants, and foresters. So, if you want to taste Belgium's main attraction for curious travelers, hurry up. Belgian brewers, who still offer the largest variety of beers in the world, are losing ground to big, industrial and trans-European breweries. Michael Jackson, a British beer specialist who recently wrote a book titled, *The Great Beers of Belgium*, says “The main producers are in Czechoslovakia, Germany, the United Kingdom, and Ireland. But Belgium is the only place where one finds such a variety of interesting beers



Belgian brewers offer the largest variety of beers in the world.

and such a diversity of tastes.”

Forget about Budweiser. Belgian beers are strong. Some are made with spices. Others with fruits. Along with the standard Stella, Jupiler, and Maes, which are mass brewed by the big companies like Interbrew and Alken-Maes, there are still many modest breweries that produce tasty and matchless beverages.

Gueuze, for example, is made with apples. Not all Belgians like it, but it is a traditional beer from Brussels. Other beers that you can drink in the “capital of Eu-

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rope” include Kriek (with cherries) or the sweet Paro. In fact, from Flanders to Wallonia, Belgium is full of regional beers that go well with local specialties. According to a survey published last year by “Bière” magazine, regional beers still count for 20 percent of total national sales, against 73 percent for the standard pils.

Travel agencies have now included “beer tours,” but it is easy, with a good guide, to make your own way. A good start, for anyone coming from abroad, would be to visit Brussels’ well-known Grand-Place. There, the *Musée de la Brasserie* has rebuilt a small 18th-century brewery with its traditional vats. Perhaps

more interesting is the *Musée de la Gueuze*, a few miles away, where you can actually see how typical Brussels beers are brewed.

Head south or north. There will always be a brewery on your way. Why not drive to Romedenne, where a former local brewery now features documents and artifacts tracing the history of those who made their fortune in beer? More than 8,000 different bottles are also on display. Don’t miss Anthisnes, where you can taste medieval beers in a 12th century dungeon. One of these is *gruyt*, seasoned with sage and laurel. Abbeys are also famous for their beers, although they have transferred their know-how to local, more market-oriented breweries. Take Chimay, close to the French border. There, you can taste a brownish, strong beer and eat *escaveche* (river fish) pickled with vinegar. Hurry up, but drive carefully after enjoying your repast.

—*Christophe Lamfalussy*

LONDON

DOWN BY THE SEA

The prosperous and tranquil Suffolk seaside town of Aldeburgh on the east coast of England this year will celebrate the 45th anniversary of one of Britain’s most interesting and challenging music festivals.

The Aldeburgh Festival was founded by Benjamin Britten, the country’s major 20th century composer, popular for his “Young Person’s Guide to the Orchestra” and famous for a series of operas such as “Peter Grimes,” “Billy Budd,” and “The Rape of Lucretia.” He was also the author of one of the finest choral works of the century, “The War Requiem,” written for the consecration of the re-

built Coventry Cathedral, which was destroyed by the Luftwaffe in World War II.

The picturesque shingle and fishing nets of Aldeburgh form a backdrop each June to a music festival which is distinctly individual, and sometimes controversial. Britten died in 1976 and his legacy contained not only magnificent music but a minefield of feuds and grudges, too. Since then the Festival has passed through several identities, some based on “interpreting Ben’s wishes,” others on flouting or ignoring them. The rows have meant that some famous directors, including Murray Perahia, Mstislav Rostropovich and Simon Rattle have come and gone.

Despite these artistic problems, there is general agreement that this is one of the most important music festivals in Britain, providing an opportunity for the presentation of much 20th century music which might not otherwise have a major hearing.

The festival takes place in Snape Maltings. A malting is an old building historically used for storing grain. It had huge cowls on the roofs which allowed the heat to escape from the fires while the malt and barley were germinating. Some 25 years ago it was successfully converted by the distinguished architects Arup Associates. The auditorium has wonderful acoustics acclaimed as among the finest of any concert hall in the country.

Regrettably, the size of the auditorium and stage make it difficult to have fully-staged professional opera, a double pity considering that Britten was the man who put English opera back on the world stage. Sheila Colvin, general director of the festival, is reported to have considered—at least half seriously—of staging “Peter Grimes” on

the beach at Aldeburgh, rather like “The Aida,” which was performed at the Karnak Temple in Luxor a few years back. But she admitted that there might be a problem with the English weather.

Aldeburgh is the most distinctive of British festivals. It is unique in being the chrino of a great composer, in the poetic rootedness to a place and in the fact that it has a purpose-built concert hall, the Snape Maltings.

After a period during which the festival’s goals were unclear, and there was a danger that it might become a Britten mausoleum, it now has a fortnight of events in which Britten’s own music has its place on the program without being an overwhelming presence, while new and unusual music plays a dominant role, but more traditional fare is not ignored.

—*David Lennon*

BERLIN

THE GERMAN WINE COUNTRY

Many people think that when you have spoken of Rhine wines, you have exhausted the subject of German wines. Not at all—there are a dozen wine-producing regions in Germany, and contrary to popular misconceptions, many German vineyards also produce quality red wines.

It is much more difficult to order wines in Germany than in France because individual bottles vary widely, even when they bear the label of the same locality and the same year. This is partly because most wine holdings are small, and one winegrower in a given community may produce a much finer product than his next-door neighbor.

German wine labels are the most encyclopedic in the

world; their seemingly endless, tongue-twisting names regularly baffle the uninitiated. In fact, their logic is surprisingly straightforward. Normally they specify: a village, a vineyard or site, the type of grape, and its state of richness or method of selection.

A certain amount of protection against disappointment may be secured by ordering wines directly from the grower (*originalabfaltung*). Look for *Kabinett wines*, the grower's choicest production. The *Weingutesiegel* (quality control seal) also guarantees high standard.

Germany also features several special wines, including *Spätlese* (late harvest) made from grapes picked after the normal harvest at a period when they are most ripe; *Auslese* is made from grapes picked during the normal harvest, but separately selected for special ripeness. Both *Spätlese* and *Auslese* are sweeter and more expensive than the normal types.

Sweeter still is the *Beerenauslese* made from grape berries culled from among the most mature. For *Trockenbeerenauslese*, the grapes are allowed to stay on the vines in the sun until they are partly shriveled into naturally-dried raisins. Then the berries are picked, resulting in a rich, heavy, sweet wine suited particularly for drinking with dessert. Should a quantity of the same well-ripened grapes be exposed to a sudden and severe frost, they can produce the rare and celebrated *Eiswein*. The pressing occurs while the grapes are still partially frozen, so that the must is far richer and more concentrated.

There are numerous picturesque wine routes in Germany. Chancellor Helmut Kohl is particularly fond of the winding 80 kilometers of the *Deutsche Weinstrasse*

(German Wine Road) in the Palatinate, his home region.

Still, the Mosel-Saar-Ruwer wine region, consisting of the larger Mosel valley and of the smaller valleys of Saar and Ruwer, produces what many connoisseurs consider Germany's finest white wine. Most of the 13,000 vineyards in the region are family-owned and operated.

The living heritage in this wine region are some 120 towns and villages that depend on the grape. Between April and November festivals abound as the villages celebrate the new crop.

Eckart Witzigmann, the talented Austrian cook whose restaurant *Aubergine* in Munich is number one in Germany, thinks German wines complement sophisticated cuisine as long as the sauce is not too strong, but he says, "The rewards of a good vintage are immense."

—Wanda Menke-Glückert

ROME

WILD WESTERN TUSCANY

Some call it the "Italian Far West." In fact, Maremma, that part of Tuscany which stretches from Grosseto to the edge of Lazio and which isn't too far from Rome, is still travelled over by the *butteri*—the legendary horsemen who take care of herds and took part in a historical, if controversial, showdown with the cowboys that Buffalo Bill had brought over for a European tour.

Maremma is difficult terrain. Until just a few decades ago, it was malaria-ridden because of the swamps that isolated it from the rest of the country.

And yet, this countryside, once so difficult and today so fascinating, is one of the last paradises in the heart of the

endless, urbanized territory that is present day Europe.

Maremma is almost completely a protected zone. Within the area, the park of Maremma, one of the most beautiful on the Continent, covers a long coastal stretch of the Tyrrhenian Sea, from Talamone to Principina: 10,000 hectares of uncontaminated nature, which extend 20 kilometers along the coastline and five kilometers inland.

Maremma is a land of solitude, recommended for long treks, possibly on horseback. One can wander for hours without encountering a single human being, only animals: herons, wild horses, and herds of the typical white cattle whose long horns are in the shape of a lyre. And if another person is encountered along the way, most likely it will be a *buttero*, the local cowboy.

The *buttero's* clothing is a tradition in itself. First of all, the hat has a brim, which isn't as wide as an American cowboy hat. The *buttero* wears a long, raw-cotton duster in gray or light yellow against the dust and the rain; a linseed oil coating makes the duster waterproof. He wears leather

boots or protective chaps.

His saddle—a *scafarda*—was invented by a cavalry colonel at the turn of the century. It can be completely dismantled into nine pieces, and it was created so that the horse's backbone could be left free and ventilated. The *buttero* carries a long wooden pole with which he controls the herds and uses for opening the gates of the pens without dismounting.

For the *butteri*, horses are much loved and have been a source of pride ever since the era when the Italian Royal Army would come to Maremma to select the best colts for its cavalry.

For an unforgettable vacation (comparable, but only in part, to a holiday in the Camargue area of French Provence), the best places in Maremma to stay are the old farms. Unfortunately, many are closed, victims of modern times. And many *butteri* have emigrated north, where they find well-paid work as saddlers and blacksmiths. But many farms, especially those that have come under state control, have survived and are still economically viable.

—Niccolo d'Aquino



Many vacationers find cruising Ireland's river Shannon one of Europe's most relaxing holidays.

Irish Tourist Board

DUBLIN

AN IRISH CRUISE

A great way to see Ireland is from a converted barge chugging across the nearly empty Central Plain at five miles an hour on the Grand Canal. If you find that a little too slow you can increase speed, to say eight miles an hour, as you cruise the broader reaches and lakes of the river Shannon. Either way, you see an Ireland invisible from roads and railway tracks—which even for the natives can be a revelation.

The Shannon, Ireland's longest river, has 160 miles of cruising water, which includes two large lakes and countless islands. You would need months, not weeks, to explore the river, which is why people keep coming back.

The Grand Canal, linking the Shannon with Dublin, 82 miles away, is much narrower than the Shannon but allows one to feel more alone, if that is what you want. The canal crosses the flat expanse of the Bog of Allen, which does not have the spectacular scenery of the Shannon, but creates a feeling of peacefulness, when you let your gaze linger on miles of brown bog with a line of purple hills on the horizon.

When you get tired of looking at bogs the obvious thing to do is tie up beside the next bridge, which, if you are lucky, will have a friendly pub not too far away. Even if there is no pub, the stroll down a country lane to find one is just as relaxing and certainly healthier.

Navigating on the canal is not a problem as long as you keep to the right, unlike Irish roads where you drive on the left. The locks can seem a bit intimidating at first, but after a while they become a highlight of your voyage, in be-

tween chatting to the lock-keeper and ordering your crew around, provided you are the skipper, of course.

When evening comes, the skipper will be expected to have chosen a suitable mooring, preferably beside a village or small town with interesting pubs and a decent restaurant. If expenses are being kept down, the cook will be expected to provide a good dinner on the boat, but a trip ashore to finish off the night should not be missed. The natives will usually be in-

■
**“The Shannon,
 Ireland’s
 longest river,
 has 160 miles
 of cruising
 water.”**
 ■

terested in where you have come from and what you do, but in return you will be filled in on the state of Ireland and the shortcomings of its politicians and anybody else who comes to mind. If you are lucky, there will be music to finish off the evening.

The following morning, the first up will have the job of another trip ashore to buy fresh bread and milk and the newspapers—if the idea is not to get totally away from the outside world.

The lordly Shannon is different. Here there are lots of cruisers from the luxurious to the spartan, with German and French spoken while waiting for the lock gates to open.

The two big lakes, Lough Ree and Lough Derg, are big enough to get lost in, so charts are provided by the hiring firm, and you are expected to follow the navigation buoys to keep off the occasional rocks. But there are many memorable moments on the trip, such as coming around a bend in the river and seeing the round tower and walls of Clonmacnoise, the greatest monastic settlement of early Christian Ireland, or mooring under the walls of Athlone Castle.

The little villages and harbors which dot Lough Derg call out to be visited and savored. The islands, often with interesting ruins, are reached easily by dropping anchor and rowing a dinghy to them. Fishermen can fish for supper, while those inclined to shop can stroll around the bigger towns on the river such as Athlone, Carrick-on-Shannon, Killaloe, and Bannagher, where novelist Anthony Trollope spent some happy years working for Queen Victoria's postal service.

You could write books about Ireland's inland waters, and many people have. Cruising lazily on them is even more fun. The Irish Tourist Board offices can tell you how to get started.

—Joe Carroll

LUXEMBOURG

ARDENNES REVISITED

Sitting astride the Sauer (or Sûre in French) River across from Germany, the medieval town of Echternach offers an idyllic place to pass a long weekend in early summer or fall, especially for venturing from it into Luxembourg's Ardennes for hiking and rock climbing expeditions.

“Echternach” literally

means “the place where horses are brought to drink.” Lying immediately west of the Siegfried line, which divided France and Germany before World War II, the city was pummeled during the fighting. Its architectural landmarks have since been impeccably restored. These include the town hall (dating from 1328), a Benedictine Abbey (founded in the 8th century by a Northumbrian monk, St. Willibrord), and an 11th century Romanesque basilica.

St. Willibrord was said to be the first Anglo-Saxon missionary working on the Continent. Every year on Whit Tuesday, more than 15,000 pilgrims venture here to join in processions and chant prayers in commemoration of St. Willibrord and his cures for epilepsy and plagues.

Each summer since 1975, the city has held an international festival of mostly chamber music. This year the event runs from May 22 to June 28. Festival sites include the 11th century basilica and the Church of Saints Peter and Paul. The Lithuanian Chamber Orchestra is one of the featured performers this year. (Tickets run from \$6 to \$45. For more information, write to the Festival International Echternach, Post Office Box 30, Luxembourg 6401 Echternach.)

The Bel-Air is a good hotel (1 Route de Berdorf; telephone: 729383). A less expensive alternative is the Grand (27 Route de Diekirch; telephone: 729672). A word of warning, though: Echternach is overrun with tour buses during peak season, so plan ahead or avoid town on weekends from mid-June to late August.

North of Echternach lies Moellerdall, which is often referred to as “Little Switzerland.” In the short drive to here from Echternach, the

landscape changes dramatically. Sharply cut, deep gorges, meandering streams, and dense stands of trees combine to create an unrivalled place to hike and picnic. Grottos and caves are numerous. One popular destination is *Gorge du Loup* (Wolf's Throat). (The tourist office at Echternach, Porte Saint Willibrord, offers a map that outlines a dozen walks from three to 30 kilometers in length.)

(In Luxembourg, for more information contact the Office of Tourism, 77 rue d'Anvers, in the city of Luxembourg. Telephone: 496666.)

—Jim Spellman

L I S B O N

EXPLORING THE ALGARVE

If it's beach you want, try Portugal's Algarve. Situated on the southern coast of Portugal, the Algarve provides either a sunny get-away or a relaxing end to a hectic vacation elsewhere in Portugal or Spain.

Although good weather may be virtually assured on the Algarve from the end of May through October, solitude won't be. Each summer throngs of tourists seek out Portugal's seaside towns and relatively cheap prices. Either June or September are the best times to find the sun without the full impact of the crowds.

Coming from abroad, it is easiest to travel via Faro, the capital and largest city of the Algarve. Faro has an easy-going, Mediterranean feel to it. It's a pleasant place to walk along the harbor or grab a bite to eat, but if you're in search of the beach, you'll want to set off as soon as possible.

West of Faro, the town of Lagos is anything but undiscovered. Once a thriving port

under the Moorish kings, the town now focuses on tourism for its bread and butter. Lagos fills up with visitors in the summer months, yet maintains a relaxed, friendly ambiance throughout its narrow streets and plazas.

The sheer numbers which descend on the town make for plenty of evening activity, which invariably involves plenty of food. Seafood, of course, is the Algarve tradition, with chowders and grilled fish the typical fare. And in a country where wine is truly often cheaper than bottled water, drink up! Even the regular table wines are an excellent accompaniment to a Portuguese meal.

For daytime fun, the beach seeker needs to head just west of the town, past the main beach Praia Dona Ana. There, below wind-swept plateaus and rocky crags, sand-filled grottoes line the shore. With the cooperation of the tide, you can stake your claim to some surprisingly unspoiled beach along the cool, blue-green waters of the Atlantic.

If the crowds and festivities in Lagos are still more active than you'd like, head

The enchanting Pousada de Palmela 30 miles south of Lisbon.



You won't believe what a great time you'll have. Strolling back into time, walking where the Greeks and Romans walked. Exploring our castles. Our monuments. Our history. Our welcome sign is eight centuries old.



For information write: Portuguese National Tourist Office, P.O.Box 9016, Dept. DMTJF, East Setauket, NY 11733-9016

one hour west to the tiny outpost of Sagres. In Sagres, Portugal seems at peace with itself. The village offers a respite from the areas in and around Faro and Lagos where developers and package tours descend en masse.

But if you've made it to Sagres, you're not there for the accommodation. It's the beaches—undisturbed, unpretentious, and vast—which beckon one to Sagres. Right in town lies Mareta, a beach flanked by rocky cliffs on both sides. It is easy to reach and mainly attracts families.

Head west out of town, following first the road and then the pathways, past the fortress, to the long stretch of beach tucked below the steep rocky hills. There you'll find a carpet of beautiful sand beneath the crumbling rocks. And although you're unlikely

to spend the day completely alone, there'll be few designer bikinis and no vendors hawking straw hats.

Six kilometers beyond Sagres is the gem of the Algarve. It is Cabo de São Vicente, Portugal and continental Europe's most southwestern point. Dramatic hardly describes the view from the massive red cliffs that trim the shore, dropping off abruptly into the Atlantic.

Rent a moped and ride out to the lighthouse. A white-washed edifice perched at the tip of the cape, it looks as though one swift wind might sweep it out to sea. This is land's end like no other. At sunset it's easy to imagine how during the Middle Ages man thought this spot really was the end of the world.

—Robin B. Hodess

Inside

EUROPE

MAY 1992

VOLUME 1/NUMBER 4

DELORS, CAVACO SILVA MEET BUSH

"We are not in the mood to pull back," declared European Commission President Jacques Delors after his meeting with President George Bush in the latest effort to move forward with the General Agreement on Tariffs and Trade (GATT) negotiations. Delors and E.C. Council President Anibal Cavaco Silva met with President Bush April 22nd in Washington in one of the twice yearly meetings between the U.S. president and E.C. leaders, which were inaugurated by the trans-Atlantic Declaration of 1990.

Although there were no major breakthroughs regarding the Uruguay Round at the meeting, new proposals were advanced by both the American and European sides which created a modest sense of optimism about the talks. Both Delors and Cavaco Silva mentioned that "new political impetus" had been given to the GATT negotiations in order to provide the jump-start they need to finally reach a successful conclusion. Regarding the new European initiatives on agriculture presented to President Bush, Delors said "I now await patiently the answers of the Americans."

One result of the meeting was the establishment of a tentative deadline by the Europeans for the conclusion of the talks: the end of June. President Bush agreed that the negotiations needed to move along more quickly, stating: "We are absolutely convinced that E.C. leaders are committed to an early agreement. I hope they know I am committed to an early agreement." GATT General Director Arthur Dunkel added encouragement; "I don't think the difficulties are really insurmountable," he said.

Both the U.S. and the E.C. want to settle the Uruguay Round of trade talks before the July Economic Summit in Munich. President Delors said that he did not feel that a G-7 meeting, comprised of only seven industrial countries plus the Commission, was the ap-

propriate place to decide the issues which will affect the 108 nations that make up the GATT.

Delors admitted, however, that the Uruguay Round continues to be stalled by the question of agriculture. The E.C. is discussing a deep reform of the Community's agricultural policy (CAP), which he says is irrespective of the GATT negotiations, while still stressing the unity of the E.C. with regard to agricultural policy.

Reflecting on this latest E.C. proposal without mentioning specifics, Delors expressed hope that it would require the Americans to discuss the agriculture question "in a new fashion." His feeling is that "it will be impossible to succeed in the Uruguay Round without political will."

Portuguese Prime Minister Cavaco Silva called the morning-long discussions at the White House "fruitful and interesting." He discussed the May conference in Lisbon that will address the coordination of aid to the former Soviet Union. He also stressed the solidarity of the Community in supporting the U.N. sanctions on Libya. Cavaco Silva discussed the Community's opposition to the recent Serbian aggression in Bosnia Hercegovina, pointing out the E.C.'s dual-track approach to the Yugoslav crisis: close cooperation with the U.N. aimed at stabilizing the situation on the ground, while at the same time searching for an overall political solution to the conflict. He did not rule out sanctions as a possible option, however.

Cavaco Silva added that the Community continues to be very committed to the negotiation process in the Yugoslav republics, mentioning that both Lord Carrington and the Portuguese foreign minister are now returning to the area.

—Robert J. Guttman and Robin B. Hodess

BUSINESS BRIEFS

BRUSSELS—**BMW**, the German luxury car maker, is said to be considering building its first assembly plant abroad, with the United States, its second largest market, tipped as the most likely location.

Rising German wage costs, a gratifying German mark/dollar exchange rate, and the successful Japanese invasion of the U.S. luxury car market spurred BMW's strategic rethinking.

These factors, compounded by a recession, account for the halving of BMW's U.S. sales since 1986 to 53,000 units last year.

Volkswagen's attempt to crack the U.S. market with locally-built cars floundered in 1988 with the closing of its American assembly plant.

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Dresdner Bank, Germany's largest bank, and **Banque Nationale de Paris**, France's biggest, settled the details of a wide-ranging cooperation accord that paves the way for each bank to take a 10 percent stake in the other's capital.

The banks will retain their independence in their domestic markets but plan to work closely together in third country markets.

Dresdner chairman Wolfgang Roeller described the agreement, which needs the approval of the French government and the European Commission, as the "cornerstone of (Dresdner's) international business strategy."

The banks already are acting together in capital market dealings and in syndicated lending.

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Two of Europe's most talked about entrepreneurs have forsaken business for politics.

Luciano **Benetton** is handing over control of his multi-billion dollar clothing empire to his 29-year-old son, Mauro, after being elected to the Italian Parliament.

Luciano, a member of the small Republican Party, has said he wants to help to improve Italy's image abroad.

Bernard Tapie, owner of France's

leading soccer team, **Olympique Marseille**, and **Adidas**, the German sporting goods company, has been appointed Minister of Urban Affairs in the new French government.

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Another well known businessman in the news is Carlo De Benedetti, the maverick Italian industrialist who was given a six-year and four-month jail sentence for his role in the 1982 collapse of **Banco Ambrosiano**.

De Benedetti said it was business as usual while he appeals the ruling which also bars him from running companies for 10 years.

De Benedetti, whose master company, **CIR**, owns 42 percent of computer maker **Olivetti**, became Europe's most famous business personality in 1988 when he bid \$1.5 billion for Belgium's largest company, **Société Générale de Belgique**.

Defeated by the business establishment led by the French bank **Suez**, De Benedetti retreated to Italy where he has concentrated his energies on

ELECTION NOTEBOOK

In less than three weeks, elections were held in four of Europe's biggest democracies—regional elections in France and Germany and general elections in Italy and the United Kingdom. All have produced drastic modifications in the political spectrum of these countries. Despite Labor Party Leader Neil Kinnock's campaign slogan, "It's time for change," it was precisely in the U.K. where change did not occur. In all the other elections, traditional political parties experienced significant setbacks.

In France, the ruling Socialist Party (PS) experienced a major defeat in the regional elections. Its share of the national vote dropped from 30 percent (in 1986) to under 18 percent. The traditional parties of the right—the center-right UDF and Gaullist RPR—failed to capitalize on the Socialist setback, even though they took a combined 34 percent (down from 40 percent in 1986).

The real winners of these regional elections, which centered on immigration and unemployment issues, were the protest parties, like Jean-Marie Le Pen's extreme-right National Front, which received 14 percent of the vote, mak-

ing it Western Europe's largest radical-right party. Another victor was the ecology movement (the Verts and the Generation Ecologique), which attained 13 to 14 percent of the vote. Soon after the elections, the French government of Edith Cresson resigned and was replaced by a government formed by Pierre Bérégovoy, the former finance minister.

A political change also hit Germany, where elections held in Schleswig-Holstein in the north and Baden-Wuerttemberg in the southwest showed a strengthening of far-right parties at the expense of the established parties. The campaigns were dominated by issues such as the lax asylum laws and unemployment. In Baden-Wuerttemberg, the extreme-right Republicans scored 10.9 percent, the best showing of any radical right party in Germany since 1952. The ruling Christian Democrats gave up their 20 year absolute majority of 49 percent of the vote in 1988 to 39.6 percent now.

In Schleswig-Holstein, a Social-Democratic (SPD) dominated region, the German People's Union, an even more radical far-right movement, won nearly 7 percent of the

keeping troubled Olivetti independent.

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Eastman Chemical, a subsidiary of **Eastman Kodak**, plans to boost its European sales from \$700 million to \$4 billion over the next 10 years.

The company, which is setting up a European headquarters in the Hague, says additional sales will be generated partly by existing operations and partly through acquisitions.

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Meanwhile, **Whirlpool**, the U.S. domestic appliances concern, notched up record sales in Europe in 1991, when it acquired full control of the white goods division of **Philips**, the Dutch electronics giant.

Two years ago, Whirlpool was unknown in Europe and its name impossible to pronounce in several European languages. As a result, it struck a deal with Philips allowing it to market its appliances under the "Philips-Whirlpool" logo until 1998.

But after a successful pan-European advertising blitz, Whirlpool is gaining brand recognition, allowing it to drop the Philips tag in Austria, the United Kingdom, Ireland, and the Netherlands.

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Scandinavia's usually placid insurance market was rocked by a series of fierce takeover tussles as the region's leading players prepare for the single European insurance market after 1993.

Skandia, Sweden's largest insurer, recently made an agreed bid for **Hafnia Holding**, Denmark's leading insurer, creating a group with premium income of \$3.65 billion and assets of \$29.2 billion.

The deal was a major triumph for Skandia chairman Bjorn Wolrath, who is seeking to create a pan-Nordic insurance giant by forging links with other insurers in the regions.

By contrast, it was a devastating humiliation for Hafnia, which, together with **Uni Stirebrand**, the top

Norwegian insurer, had acquired a large stake in Skandia last December, in an abortive bid to create a rival Nordic alliance.

Meanwhile, Sweden's second largest insurer, **Trygg-Hansa**, bid \$215 million for the 51.7 percent voting stake it doesn't already own in **Gota AB**, a Stockholm-based financial services group.

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The post-Cold War "peace dividend" for western Europe's arms industry is a massive sales slump and 350,000 job losses by 1995.

The Stockholm-based **International Peace Research Institute** says total arms sales by NATO's European members will plunge to between \$23 billion and \$28 billion by 1995 from 33.5 billion in 1989.

Employment in Europe's arms industry could be halved to 815,000 between 1985 and 1995, the Institute reckons.

—Bruce Barnard

popular vote, while the SPD barely held on to its majority with 45.8 percent of the vote.

In Italy, the general parliamentary election brought about the biggest change in the Italian political structure since 1948. The backbone of the system, the Christian Democratic Party (DC), which has been at the core of every government since World War II, saw its share of the vote fall from 34 percent in the 1987 elections to below the 30 percent psychological threshold. At the same time, however, the electorate failed to come up with a clear political alternative to replace the DC. Altogether, the ruling four-party coalition (the Christian Democrats, the Socialists, the Liberals, and the Social-Democrats) lost its majority of 53.6 percent (obtained in the 1987 elections) and received a mere 48 percent of the vote, falling short of the amount needed to form a government with the same coalition. The election results revealed two outstanding trends. First, there was the continuing decline of the former Communist Party, which has split into two factions—the Democratic Party of the Left and the "reformed

Communist Party," together getting close to 22 percent of the popular vote. Second, there was the increase in popularity of regional movements such as the Lega Lombarda-Lega Nord, which took 8.6 percent of the vote in comparison with 1.3 percent in 1987. Considering the election results and expressing a desire to inject new blood into the political system, Italian President Francesco Cossiga resigned.

The exception to the great European electoral shake-up was in the United Kingdom, where voters unexpectedly returned the ruling Conservative Party to power for an unprecedented fourth consecutive term despite a deep economic recession. Incumbent Prime Minister John Major was able to round up a comfortable majority in the House of Commons, giving him a personal mandate to implement his political agenda.

—Lorenzo Ciavarini Azzi and Shahrokh Moinian

FOR SWISS—TIMING IS EVERYTHING

Switzerland's President Rene Felber says that his country's goal is to join the European Community. The only remaining debate over membership concerns the timing.

"The problem for the Swiss government is to determine the most useful and necessary moment to submit its application in order to take part in the strengthening of the Community after the conferences of 1997," Felber said.

Many see the Swiss looking to join after the conferences of 1997—the target date for the implementation of European Monetary Union by the Member States.

According to Portuguese Prime Minister Anibal Cavaco Silva, Switzerland and fellow EFTA members—Austria, Sweden, and Finland—could be the frontrunners for E.C. membership.

BRITAN TOURS U.S.

Sir Leon Brittan, Vice President of the E.C. Commission, gave a series of talks in the U.S. on the integration of Europe and the disintegration of the Soviet Union.

He highlighted the E.C. as a strong force of integration, including its goal of political and economic union. The top priority on the E.C. agenda is the implementation of the European Single Market—removal of internal barriers to trade. Also high on the list is the creation of a European Monetary Union with a single currency in 1997.

In reference to disintegration, Brittan emphasized the break-up of the former Soviet Union and the turmoil in Yugoslavia. He believes the creation of the CIS will generate the further collapse of the structures of the former Union. He concluded that the U.S. and the E.C. must continue their cooperation in resolving these conflicts.

ISRAEL AGREES TO E.C. ROLE IN TALKS

Israeli Foreign Minister David Levy announced that Israel has agreed to a European Community role in the Middle East Peace Talks. Levy stated, "Israel is ready for Europe to participate in every aspect." The Portuguese Foreign Minister João de Deus Pinheiro said, "We in the Community wish to participate as actively as possible in the peace process."

EUROFED SITE BY JUNE

A decision on where the European Central Bank will be located should be announced before the June European Council summit in Lisbon. E.C. Commission President Jacques

Delors, speaking to reporters, said, "I don't want to reveal anything, but the decision will be made public before the Lisbon summit."

DELORS TO VISIT MOSCOW

President Delors, plans to visit Moscow at the end of May at the invitation of President of the Russian Federation Boris Yeltsin. The talks will focus on boosting bilateral and multilateral cooperation with the goal of implementing democratic change and economic reform in Russia. Another important issue will be improving cooperation between Russia and the European Community.

—compiled by Dominique De Santis

NAMES IN THE NEWS

German Foreign Minister **Hans-Dietrich Genscher** announced that he is stepping down after 18 years in office. He had been the longest-serving foreign minister among Western nations and one of Germany's most popular politicians. After helping to bring Germany through reunification, Genscher said that "the time has come to give up the office."

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E.C. Commission Vice President **Henning Christophersen** represented the E.C. at the recent IMF talks in Washington where Russia and 12 other ex-soviet republics had their applications approved for IMF membership. Christophersen said, "The West has to do as much as possible to set up a framework for assistance."

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With the world focusing its attention this summer on Spain with the Olympics, the Universal Expo, and the Cultural Capital, it is worth noting that Spain is quite visible in Brussels as well. E.C. Commissioners **Manuel Marín** (responsible for development cooperation

and fisheries policy) and **Abel Matutes** (responsible for the E.C.'s Mediterranean policy and E.C. relations with Latin America, Asia, and the North—South dialogue) are both currently serving their second terms as commissioners.

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Spain's Minister for the Economy and the Treasury **Carlos Solchaga Catalán** chaired the IMF's Interim Committee at the April meeting in Washington. In an interview Solchaga stated that he agreed with the \$24 billion assistance program pledged to Russia and the other republics from the IMF, E.C., and other bilateral programs. Within Spain, he is working hard on the "convergence policy to get up to speed in order for Spain to be in the first economic tier of E.C. countries."

INSIDE EUROPE

Correspondents
Bruce Barnard
Robin B. Hodess

Inside Europe is published by the Delegation of the Commission of the European Communities, 2100 M St., N.W., Suite 700, Washington, DC 20037
The contents of this newsletter do not necessarily reflect the views of the European Community institutions or the member states.

S P R T S



THE TOUR DU PONT: INVASION OF THE EURO PROS

By Mike McCormick

They inflame France. They energize Italy. They jazz up Germany. Who are they? Follow the Tour Du Pont, and you'll find out.

In Europe professional cyclists are national heroes. In America they get funny looks for their clean-shaven legs. That, however, is beginning to change.

Enter the Tour Du Pont, an 11-day bicycle race through the mid-Atlantic region. This year it starts in Wilmington, Delaware, on May 7, and concludes in Washington D.C. on May 17. Over 1,000 miles of city streets and country lanes will be transformed into a world-class race course. Two million people will "attend," many watching from the end of their driveways.

"The Tour Du Pont is a big race now," said Dutch cyclist Michel Zanoli. "The best teams are going there because it's a good competition. People will see good racing."

Zanoli rides for Motorola, a U.S. team based in Europe. He and his teammates will be at the Tour Du Pont, as will superstar Greg LeMond of the French team, Z. The current world champion, Italian Gianni Bugno, and his powerful Gatorade team are also coming. Other European teams include: Collstrop of Belgium, Helvetia of Switzer-

land, and Seur of Spain. America's Coors Light team will have to pedal hard to defend its Tour Du Pont Team Champion title.

Like the Tour de France, the Tour Du Pont is a stage race, a series of daily competitions. The overall winner has the lowest cumulative time. Winning a stage or even a few stages doesn't always mean overall victory. Time is always the main competition.

Air and distance are what road racing is all about. During a long stage, cyclists try to ride in another rider's slipstream to save their strength. The longer they can avoid having to cut through the wind, the fresher they remain. Each seven-man squad will "protect" its strongest rider, keeping him near the leaders and out of the wind. That's where tactics come in. Teams are always devising ways to lead opponents off on exhausting, unproductive breakaways. Coors Light manager Len Pettyjohn likens the strategy to that of "a giant rolling chess game."

Last year's final stage highlighted the race's dramatic potential. In a solo race against the clock, Dutchman Eric Breukink, of PDM, overcame a 50-second deficit to edge Norwegian Atle Kvalsvoll, of Z, by 12 seconds. For a 1,000-mile bike race, it was a micro-mini margin. Breukink claimed the \$50,000 first prize, and Americans, most of whom had never heard of either man, cheered the performance.

The other winner was the

1992 TOUR DU PONT



Prologue, May 7

Wilmington, Del.
3 miles (4.9km) / Time Trial

Stage 1, May 8

Dover, Del. -Wilmington, Del.
57 miles (92km) / Road Race

Stage 2, May 8

Wilmington, Del.
16 miles (26km) / Team Time Trial

Stage 3, May 9

The Pocono Mountains, Pa.
120 miles (194km) / Circuit Race

Stage 4, May 10

The Pocono Mountains, Pa. - Hershey, Pa.
130 miles (211km) / Road Race

Stage 5, May 11

Hershey, Pa. - Hagerstown, Md.
125 miles (202km) / Road Race

Stage 6, May 12

Hagerstown, Md. - Massanutten Resort, Va.
152 miles (246km) / Road Race

Stage 6, May 12

Hagerstown, Md. - Massanutten Resort, Va.
152 miles (246km) / Road Race

Stage 7, May 13

Harrisonburg, Va. -The Homestead, Va.
95 miles (154km) / Road Race

Stage 8, May 14

The Homestead, Va. - Wintergreen Resort, Va.
86miles (139km) / Road Race

Stage 9, May 15

Wintergreen Resort, Va. - Richmond, Va.
122 miles (198km) / Road Race

Stage 10, May 16

Richmond, Va.
80 miles (129km) / Circuit Race

Stage 11, May 17

Washington, D.C.
14 miles (22.7km) / Time Trial

race organizer, Medalist Sports. Du Pont Co. agreed to remain the sponsor for three years at an approximate cost of \$6 million. ESPN and CBS will broadcast the Tour Du Pont in the U.S.; the international telecast will reach 88 countries. But the best way to view the race, as Europeans have known for years, is in person.

"Cycling is different than a lot of sports because the spectator has a chance to touch the athlete right before the race," says 1984 Olympic gold medalist Alexi Grewal of Coors Light.

These guys may be the *creme de la creme* but they aren't *prima donnas*. LeMond, Breukink, and Irishman Sean Kelly of PDM signed autographs and posed for photos throughout last year's race. At most stages fans could walk into the warm-up areas and exchange pleasantries with the athletes. Once the race started though, they were all business.

Riding at an average speed of 25 miles per hour, the cyclists form the heart of a huge parade. The state police clear a 10-mile corridor for the caravan of motorcycles—some carrying television cameras; BMW sedans filled with VIPs; the various team vans with rows of bicycles on their roofs; and finally the racers—a frenetic mass of color and motion. Close behind are the media vehicles and the police rear guard.

Unless there's an uphill, the riders will whiz past spectators faster than they can say peloton. There is strategy involved in spectating, as well.

"The best place to be is near the stage finishes," says Zanolli. That's where most people go. Sometimes they have riders make a couple of circuits before the finish. Another good place is on a steep hill. The riders are moving slowly and you can see them clearly, see the pain in their faces."

Sometimes European cycling fans do more than just watch. They will cool riders off with hoses or give them newspapers which the riders place under their jerseys for wind protection on a chilling descent. In fact, some fans get so wrapped up in the bicycle races, they often plan their vacations around them.

While the Tour Du Pont may not be as well-known as the Super Bowl, it has potential as a vacation destination. One stage ends in Hershey, Pennsylvania, home of Hershey Park, the theme park that chocolate built. Three other stages feature brutal



Over 1,000 miles of city streets and country lanes will be transformed into a world-class race course.

climbs into plush mountain-top resorts. The sixth, seventh, and eighth stages wind up at Virginia's Massanutten Resort, the Homestead Resort, and Wintergreen Resort. Grewal believes these will be the most crucial stages.

American cycling fans are expected to turn out in record numbers, especially at the finish. "As the race progresses people start building a following. The last weekend becomes huge," says Steven Brunner, Media Relations Director for Medalist Sports.

About 300,000 French watch the Tour de France finish in Paris. Will that many witness the Tour Du Pont final in Washington? Prob-

ably not this year, but perhaps someday.

—Mike McCormick is a freelance writer based in Maryland.

PELOTONS AND POLITICS

"Mission Impossible!" The refined, silver-haired gentleman erupted with enthusiasm. "On that flat, 27 kilometer course, to make up over 50 seconds when Greg LeMond won the Tour de France on the final day time trial, that was the most exciting sports event I have seen."

party. I spent seven months on the formation of a new coalition. It was an uphill fight to get enough of our political thinking into the government. We were behind a stronger opponent. They were always ahead. But at the end the only one surviving was me. That's how I became prime minister. I still think I would not have had the stamina and mental attitude needed were it not for my bicycle racing."

Now in Washington D.C., Ambassador van Agt is still an active cyclist, quite fit at 61. And he's not pedalling "granny gears" either. In 1985 he cycled up Mont Ventoux, near Avignon, France, a grueling 21 kilometer climb that has brought many a younger man to a standstill.

"On December 19, 1979—I'll never forget the date—I had to debate an infamous NATO double track decision about the deployment of nuclear weapons in my country. I did almost all the debating. The opposition party brought in new speakers constantly. I was the only one standing there for 24 hours, and we won the battle, largely as a result of the exhaustion of everybody else. The reason why—bicycle racing. There is no more tougher, more demanding sport I know of. It's not only physical. It's mental robustness—Never relent!"

In his current position, Ambassador van Agt leads a multi-national team of E.C. representatives. Are his strategies similar to the ones he used in the peloton? Do his fellow diplomats reflect the same characteristics and tendencies as their bicycle racing countrymen?

"It's not wise for a diplomat to talk about that. No matter what I say somebody would take offense. Ask me that when I retire," he said with a chuckle.

—Mike McCormick

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ARTS & LEISURE

BOOKS

Exploring Europe by Car.
By Patricia and Robert Foulke. *The Globe Pequot Press.* 318 pages. \$12.95.

Exploring Europe by Car is a comprehensive guide for vacationing Americans who are driving through Europe. Patricia and Robert Foulke, seasoned American veterans of driving vacations through Europe, use their European travel experiences in a supporting role to the text.

The Foulkes' guide is useful not only because it elaborates on the top European spots for driving vacations, but because it delineates the procedures for renting, leasing, or buying the automobile that is used for the vacation. The book also goes into detail to prepare American driving tourists for the unexpected as they traverse the "Old Country." The authors do stress, however, that each traveler has different preferences. Therefore, the Foulkes leave a large part of the European driving vacation to the reader's imagination.

Regarding Spain, *Exploring Europe by Car* first briefs the traveler on the country's topography. Spain is one of Europe's most mountainous countries and therefore lacks a consistent highway system for long-distance drivers. Nevertheless, the authors contend that driving through Spain is very worthwhile and proceed to point out various

must-see tourist attractions throughout Spain.

Festival Europe! Fairs and Celebrations Throughout Europe. By Margaret M. Johnson. *Mustang.* 240 pages. \$10.95.

The countries of Europe play host to thousands of cultural festivals each year. These festivals give travelers an opportunity to mingle with locals as they celebrate patron saints, good vintages, or great composers of the past. Margaret Johnson's book offers listings and brief descriptions of Western Europe's best-known festivals. The author also attempts to give the reader a sense of each country's festival history.

In ancient Greece, Athenians flocked to their festivals to watch the debuts of plays by Sophocles, Euripides, and Aeschylus. One can see why Europe's historically rich festivals are such an important part of European life.

When writing about Spain, the author pays particular attention to the Fiesta San Fermín. Covered by Ernest Hemingway in *The Sun Also Rises*, the Fiesta San Fermín honors the patron saint of Pamplona and is highlighted each year by the *encierro*—the running of the bulls. This festival runs July 6–14.

The author looks at other Western European festivals and features the most popular ones for each country. Unfortunately, readers are not informed about the steps re-

quired to travel to these festivals, and the author neglects to mention the festivals of Eastern Europe, which are taking off once again. Nevertheless, the book serves as an adequate guide for travelers seeking to participate in Europe's festivals.

—Leo Charitos

Iberian peninsula.

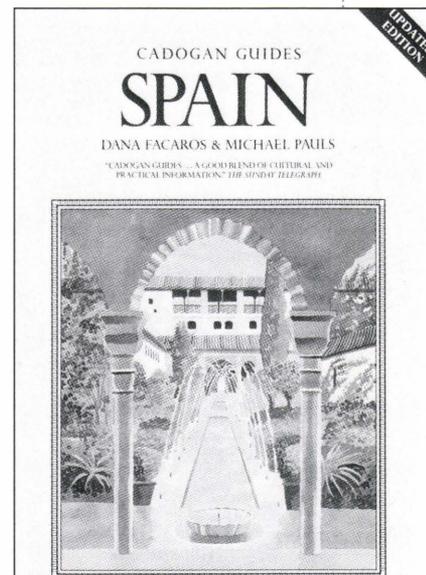
The guide begins with general information for travellers to Spain, followed by a short section on topics relevant to Spanish culture, everything from churros to Flamenco. It then explores the country region by region, with good coverage of some

of Spain's lesser known regions, such as mountainous Aragón or Cervantes' La Mancha ("the Spanish Nebraska") and also provides details regarding the usual tourist haunts.

With their tell-it-like-it-is style, the authors delight in relating the popular history of Spain, while still covering a wide range of places to visit, from the magnificent Playa de la Concha in San Sebastián to the winding Barrio Santo Cruz in

Seville. In spite of some sweeping generalizations (including a description of what to wear in order to avoid looking like a tourist) and the fact that many of the more practical travel tips, such as opening times, exact locations, etc., of museums, cathedrals, and the like, tend to get lost in the anecdotal prose, the *Cadogan Guide* is an informative source of Spain's many pleasures for any prospective traveller.

—Robin B. Hodess



Cadogan Guides: Spain.
By Dana Facaros and Michael Pauls. *The Globe Pequot Press.* 485 pages. \$15.95.

Whether your travel plans include a journey to Gaudí's art nouveau creations in Catalonia, a pilgrimage to rainy Santiago de Compostela, or a crawl along a crowded Costa del Sol beach, Dana Facaros and Michael Paul's *Cadogan Guide* to Spain offers a comprehensive look at life and travel across most of the

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THOROUGH • REVEALING • ENTERTAINING

Cadogan Guides: Southern Spain—Andalucía & Gibraltar. By Dana Facaros and Michael Pauls. *The Globe Pequot Press.* 198 pages. \$13.95.

Including cities like Seville, Córdoba, and Granada, "Andalucía is a minefield of unexploded stereotypes: sequined matadors and strumming guitars, torrid flamenco and hot-blooded gypsies, orange blossoms and jasmine."

Andalucía and Gibraltar, the two regions covered in this guide, undoubtedly constitute one of the most scenic areas in Europe, offering both the beauties of nature and spectacular views from centuries of Spanish history and culture.

And this small guide is definitely a must for all those travelling to the region. It takes care of all the basic needs of a tourist and more. It blends information on

where to stay and which fiestas to go to with facts on how to buy property in Spain or even how to approach "hot-blooded Andalusian women."

In short, it gives the best that southern Spain has to offer with a sense of fun, excitement, and good humor.

—Shahrokh Moinian

A Life of Picasso: Volume I 1881–1906. By John Richardson. *Random House.*

1991. \$45.00.

It is no great secret that Pablo Picasso's rich and var-

A Life of Picasso

VOLUME I
1881-1906
John Richardson

ied life served as the basis for his art. Exploring his life and his art, however, remains a daunting task—one courageously undertaken by John Richardson. Richardson, who has published books on Manet and Braque and who came to know Picasso in Provence in the 1950s, seeks to shed light on the enigmas

surrounding the prolific Spaniard in Volume I of a planned three-volume work entitled *A Life of Picasso*. In dense and exhaustive detail, Richardson explores Picasso's early periods in Barcelona and Paris up to 1906, unraveling Picasso's art by recounting the events and examining the personalities (of poets and mistresses in particular) which most profoundly influenced it. *A Life of Picasso* contains over 900 photographs, paintings, and sketches, many not seen widely before. Richardson takes the reader only as far as the artist at age 25, though only would never be used to describe his life up to this point. His tempestuous relationship with Fernande Olivier, his friendships with the poet Guillaume Apollinaire, Gertrude and Leo Stein, and the French painter Matisse, as well as the works of his Bateau Lavoir Studio all set the stage for the Cubist movement. If this volume is any indication of what is to come, one can look forward to a wealth of insight and analysis in Volumes II and III.

—Robin B. Hodess

Barcelona. By Robert Hughes. *Alfred A. Knopf.* 573 pages. \$27.50

A young Australian traveled to Barcelona in 1966. He wanted to see the city that had inspired George Orwell whom he so admired. He fell in love with Barcelona and with Catalonia and went on to write the best and most objective history of that land to date. Barcelona is clearly inspired by that love. It is pleasant to read as Robert Hughes skillfully combines scholarly erudition and anecdotal history.

He has written a history of the City and the region that goes back to the so-called father of Catalonia's indepen-

dence: Wilfred the Hairy or, in Catalan, Guifré el Pelós, ruler of that country in the ninth century.

The author unfolds for us the rich history of that extraordinary country, Catalonia, and explains its driving force: Barcelona. From the Middle Ages, with the expansion of Catalonia/ Aragon in the Mediterranean, to contemporary times. The fabulous building of churches and monasteries. Past wars and revolutions. All come alive as if he had been present when the events occurred.

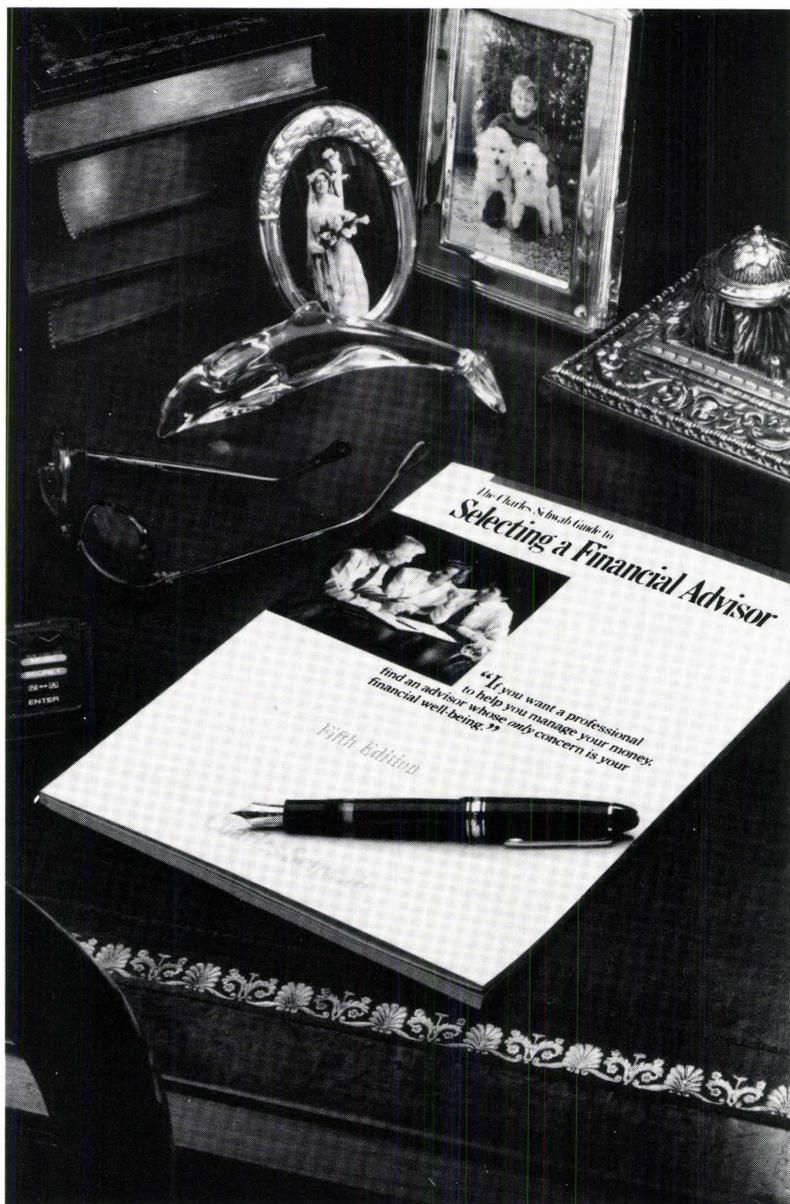
Then he brings us to modern times. We witness the urban development of Barcelona and its transformation into the capital city it is. The 19th century saw Barcelona expand and its architecture flourish. One of the great opera houses of the world, the LICEU, was founded in 1844 by soldiers of the Barcelona militia, who, unpaid, decided to play music and sing...for money.

Robert Hughes takes us by the hand and introduces us to famous Catalans of the past: politicians, financiers, industrialists...the reputed Catalan poets, Jacint Verdaguer, Joan Maragall, Josep Carner. After reading this book the world will know other Catalan figures besides Casals, Miró, and Dalí. We meet the great architects Lluís Domènech and Josep Puig. And of course, Antonio Gaudí who ranks among the greatest. The author's admiration shines in the pages devoted to his varied and monumental work, from the celebrated church of the "Sagrada Família" to private homes.

All in all a book that will be a delight for the scholar and a pleasure for the layman.

—Francisco Martínez is a Spanish journalist based in Washington, D.C.

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IN CLOSING ...

Wildly Baroque in Barcelona



Antonio Gaudí i Cornet, one of Spain's greatest architects of the 20th century, is known for his wildly baroque style that is easily recognizable throughout Barcelona.

The Güell Park in Barcelona is one of Gaudí's best-known works and offers the best examples of the influence of nature in his architecture. Constructed almost 40 years after Gaudí started as a young architect working with Josep Fontseré i Mestres, the Güell Park epitomizes Gaudí's unique style. Other examples of Gaudí's work are the Casa Vicens, the Casa Milà, and the famous Church of the Sagrada Família, all located in Barcelona.

Gaudí was born in 1852 in the rugged Spanish region of Tarragon. Gaudí's work on the family farm as a boy began his fascination with nature, especially its lines and shapes. That early influence went on to become a dominant theme in his work.

Gaudí did not intend for his designs to be seen as symbols of rebellion against the establishment, but rather imitations of nature. His columns of arcades in the Güell Park are patterned after the stance and texture of trees.

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