

MoDeRn cLaSSic

Tanqueray No. TEN martinis and creative pioneers are the perfect mix

PHOTOGRAPHY: PHILIP SINDEN

Whether you were supping on the Shanghai Bund or at the Chateau Marmont, at one time the biggest decision to make about a martini cocktail was how little vermouth to add to your gin. Churchill's recipe was, 'Fill a glass with chilled gin. Look through it at a bottle of vermouth.' Now, there's a little too much choice, and it's hard to escape the sense that the manic proliferation of the 'tini-suffix in the 1990s commoditised one of America's great gifts to the world.

Mercifully, for the grown-up palate of the 21st century, purity, authenticity and flavour are more important than trophy drinking, and the classic gin martini cocktail is back. To celebrate, Tanqueray® No. TEN™ has developed a band of the finest bartending brothers, the Tanqueray No. TEN Guild, to champion the ritual of the perfect martini. We invited one of their number, Julian du Ferel, to mix flawless martini cocktails for our creative pioneers – all rising stars in the design world – at the Bureau in Soho, London.

Created especially for martinis, Tanqueray No. TEN's top notes of camomile and juniper are built on infusions of white grapefruits, oranges and limes. Indeed, this gin is so fine that it was inducted into the Hall of Fame at the prestigious San Francisco World Spirits Competition in 2003 after taking the title of Best White Spirit three years in a row. Members of the Tanqueray No. TEN Guild are bartenders at some of the world's most iconic bars, including Erik Lorincz at The Connaught and Steve McDermott at Salvatore At 50. And the key ingredient of their martini craft – one of the world's finest luxury gins. ✱

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GOOD MIXERS

Left to right, Danish-born graphic artist Thorbjørn Ankerstjerne; Thomas Wagner, the Danish industrial designer; London-based product designer Bethan Laura Wood; graphic design mavens Lina Grumm and

Annette Lux of HIT; Philippe Malouin, the French-Canadian furniture and industrial designer; Tanqueray No. TEN Guild member Julian du Ferel

Stylist: Sorrel Kinder