

# أجواء الاتحاد

مجلة الاتحاد للطيران • أغسطس 2011

## الحياة الحلوة

كابري جزيرة السحر  
والترف الإيطالية

## جبل الثلج

متعة التزلج في منطقة  
جبال الألب الأسترالية

## السياحة التجميلية

عوائد اقتصادية مجزية  
للقطاعين السياحي والطبي

73 etihadinflight AUGUST 2011

# etihadinflight

THE MAGAZINE OF ETIHAD AIRWAYS • AUGUST 2011

## LA DOLCE VITA

ON ITALY'S MOST  
GLAMOROUS ISLE

## EDGWARE ODYSSEY

MIDDLE EASTERN TREATS  
FROM THE HEART OF LONDON

## RED SEA DREAMING

JORDAN'S LIFE AQUATIC

أجواء الاتحاد أغسطس 2011

74

# GREEN LIFE



## Sunflower salve

Volunteers across Japan are being asked to help decontaminate radioactive soil by planting sunflowers in response to the Fukushima nuclear disaster. The campaign was launched by a group of Fukushima residents, who know of the plant's healing qualities. As well as saving the soil, the bright yellow flowers will bring hope and newfound prosperity.

"We will give the seeds sent back by people for free to farmers, the public sector and other groups next year," says project leader Shinji Handa, who is originally from Hiroshima. "I also hope the project will give momentum to attract tourists back to Fukushima with sunflower seeds in their hands. I would like to make a maze using sunflowers so that children can play in it." It appears that over 9,000 sunflower seed packets have been sold to 30,000 participants in the project so far.

## New species

Exotic new creatures including a tree kangaroo, a frog with vampire-like fangs and a turquoise lizard have been recently discovered in the Papua New Guinean highlands, according to a report by conservationists in the region. The report, entitled "Final Frontier" and funded by leading wildlife conservation fund WWF, is the culmination of ten years of research within Papua New Guinea's abundant wetlands and thick forests. Over one thousand new species of mammals, fish and birds have been found.

"The world is full of fantastic and fantastical creatures, of quirky and improbable lifestyles," says WWF's Dr Mark Wright. "The more we look, the more we find. It is precisely that endless variety of form and function that enthral me, but this exuberance of nature is under threat. Despite the best efforts of groups like WWF, it is clear that we will not save all that we would like to."



## The greenest glamour

From superyachts rubbing flanks in the quay to the never ending stream of celebrity visitors, the Mediterranean town of St Tropez has become synonymous with cashed-up carefree glamour. Stationed on the beautiful Route des Salins and wrapped in verdant gardens, Hotel Sezz St Tropez is possessed of all the airs and graces of its location, entertaining its guests at its Dom Pérignon bar and Restaurant Colette by Pierre Gagnaire. It is perhaps surprising to discover that the hotel is also leading the way in environmental sustainability. Designed by Christophe Pillet, a Philippe Starck protégé, the hotel is implanted in its lush natural surroundings, with most trees preserved during its construction. Thick walls and window filters absorb ultraviolet rays to save energy, and all products used in their one-of-a-kind Payot Spa are made from natural plants and minerals. Guests can even borrow bikes to pedal to the beach to minimise their carbon footprints. It's virtue at its most irresistible. ☺