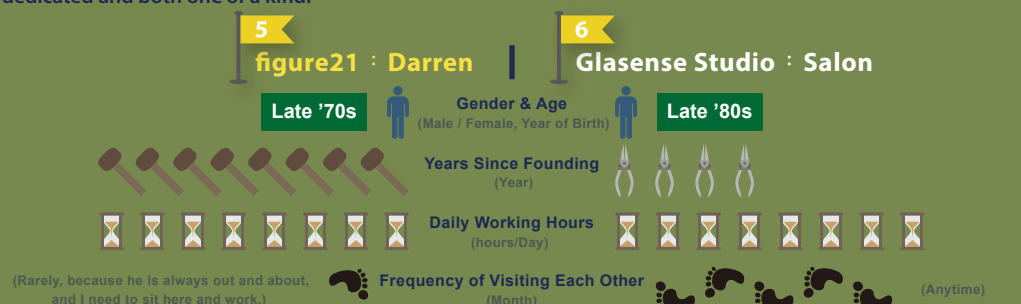




Tuesday Unique Day

figure21 is tranquil and subdued like paintings by Jean Baptiste Simeon Chardin, and you are bond to see a glow resembling the Rembrandt lighting at Glasense on any given sunny afternoon, with semi-handcrafted glasses blended with a touch of classicism. Within the hustle and bustle of the East District, one of them places focus on slow handcrafted workmanship, and the other is also adamant about hand-polishing, both intensively dedicated and both one of a kind.

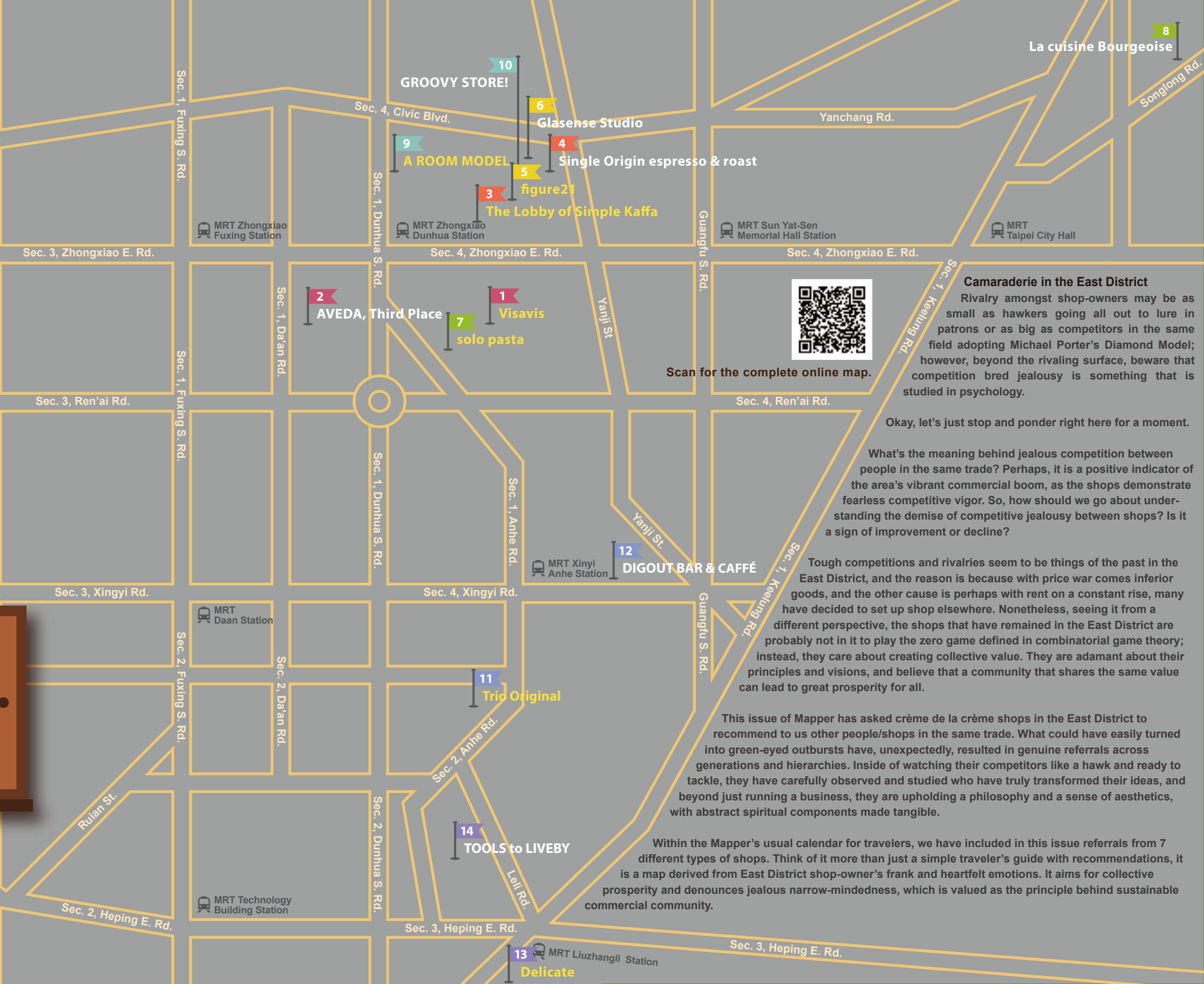


More can be conveyed beyond just words, and upon stepping into figure21, you will likely not hear anyone talking, with the only sounds in the air coming from Darren and Phoebe tapping on leather, forming a unique soundscape in the East District. Inside the small alley where the shop is located, it is easy to reach a state of calm and focus on finding a bag that seems to speak to you in a unique way, figure21 has quietly and attentively taken up residency in the East District for 8 years. Every detail in the shop, from its cabinets, hooks, posters, are Darren and Phoebe's journeys in life as they married each other and become parents. And now you may also find children's toy car in the shop, yet it doesn't seem to be so out of place.

Darren and Salon have seriously "arm wrestled" with the rapidly moving East District. They are both insistent on handcrafted skills and are both reserved and calm. Within their small shops is a sense of highly concentrated self-awareness, as they find a sense of camaraderie in each other through their like-minded-ness.

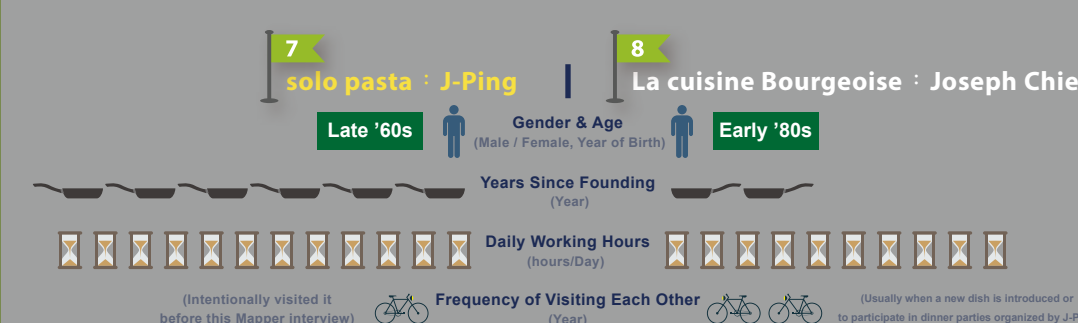
How did you meet? Darren: He began placing orders from us for a business card holder, a clutch, and a tray for presenting glasses, and our friendship grew from there. What are some similarities you share? Darren: We care about quality and service, and value the way we interact with our clients. We are dedicated in running a good shop. What are your thoughts from running a business in the East District for such an extended period of time? Darren: It is very important to run a shop with a sense of social responsibility, with mutual respect shared between the customers and the shop-owner.

No. 1-6, Aly. 29, Ln. 205, Sec. 4, Zhongxiao E. Rd. 02-8771-4498 Tue to Sat 13:30-21:30, Sun 13:30-18:30, closed on Mon. No. 71, Ln. 161, Sec. 1, Dunhua S. Rd. 02-2771-2800 14:00-22:00



Wednesday Al Dente Day

J-Ping has traveled through 20 districts in Italy, published a book, held seminars and cooking demonstrations. He also holds a sense of camaraderie for La cuisine Bourgeoise located in the narrow alley on Songlong Road with only six seats. Over the ocean 9,600 km away is Italy, a place where cooking is the tradition for fostering connections between people.



J-Ping is a disciple of traditional Italian flavors, but he is also someone that innovates rather than staying to the original. Tradition can also be applied to challenge people's taste buds and comfort zones. To him, time, temperature, and moisture are the details that make cooking fun. Solo Pasta has made pasta something that is accessible in the East District, and it hopes to bring people closer in the hustling and bustling trendy East District.

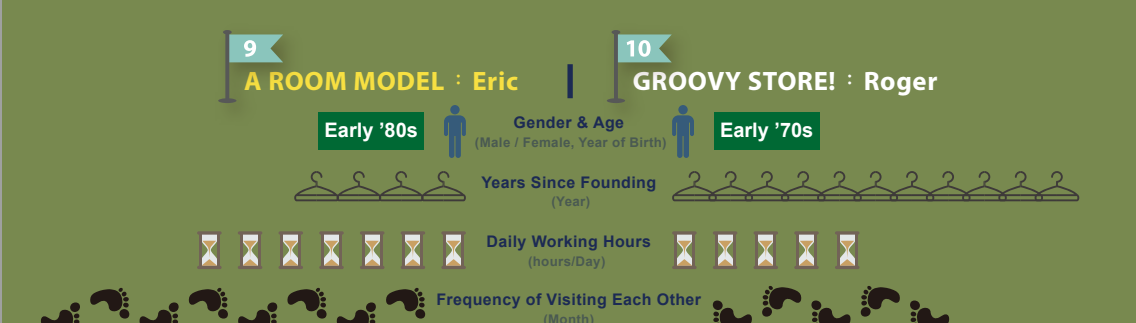
They are versions of each other, themselves set in a different space and time. La cuisine Bourgeoise envisions itself to stay true to the pasta they make after the restaurant expands. On the other hand, Solo Pasta enjoys the sense of carefreeness that La cuisine Bourgeoise has nestled in that small alley and the delights coming from every patron who understands the philosophy behind the cooking they do.

What do you know about each other? J-Ping: Everything is executed authentically, with seasonal elements clearly considered. It is easy to taste what La cuisine Bourgeoise insisntently values. Why do you recommend each other? J-Ping: La cuisine Bourgeoise is all about tradition. J-Ping: Prepare for budget, human resource management and other issues that may arise in the future. Joseph: I really liked a clutch that I custom ordered from figure21 six years ago, and then I followed with other orders for a leather card holder and tray. The way figure21 treats the corners on the pieces they make is so refined, with every stitch perfectly sewn. We have the same zodiac sign, Cancer, which makes us persistent and care about details and the sense of warmth projected from our work. We both love 5-door wagons; my car is about 15 years old, and I think his is at least 15 or 20 years old. Alley 161 started off with only 5 shops, and I once stood at the front of the alley with my next door shop-owner and counted how many patrons came through. It is picking up now, but I am not in a hurry to expand; instead, I hope to stay grounded and stay in touch culturally and to continue moving forward positively.

No. 29-1, Sec. 1, Anhe Rd. 02-2775-3643 No. 59, Songlong Rd. 02-8787-3212 No. 2F, No. 6, Ln. 161, Sec. 1, Dunhua S. Rd. 02-8751-6006 15:00-22:00 No. 62, Ln. 161, Sec. 1, Dunhua S. Rd. 02-8773-0735 Sun to Thu 14:00-22:00, Fri to Sat 14:00-23:00

Thursday Swag Day

Vintage clothing store A ROOM MODEL and GROOVY are both located in Lane 161 on Dunhua South Road, and the shop-owners met through a partnership 7 years ago. Today, they don't compete with each other but rather share a sense of understanding. They complement each other with the new and old goods they carry, resulting in something that is fresh yet also classic.



A ROOM MODEL started off as an online store, and with the shop-owner's 8-year dedication in buying vintage goods, he has accumulated great knowledge for leather, copper, and silk and knows how to read brand labels and decipher the different fonts and embossing on vintage items. These experiences have led to this shop dedicated to vintage goods, but he is definitely not what you would consider an old-timer. What he prefers is a practical approach combining new and old elements. His inventory consists of 80% vintage plus 20% new items, and encourages a little creativity to make full use of the item that may be older than you.

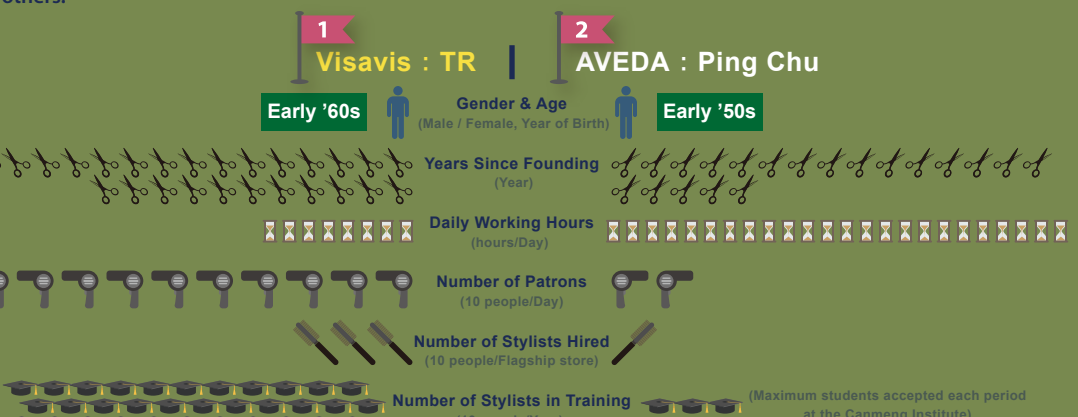
Eric worked as a graphic designer, and Roger used to be in the logistics business working for FedEx. Their love for fashion was what brought them into this business, albeit their prior lack of experience in the fashion industry. Eric loves taking strolls and is quite reserved in travel. You will need to ring his doorbell and walk up a few stairs before reaching his shop. Roger loves to nature and finds inspiration for his shop from life's experiences, and is known for his frank and extraverted personality.

What do you know about each other? Eric: He is an information junkie and is always at the forefront of things. He is always bring in interesting brands and attracts a group of clients that are quite sensitive to new fashion trends. Eric: We share a similar sense of style. What are some similarities you share? Roger: The way we do business guarantees quality with a vibrant sense of style created. Have you shopped at each other's stores? Roger: A pair of vintage pants that was too good to pass up. Is there anything you would like to say to each other? Roger: Stay connected and happily work together to create something great!

No. 12, Aly. 54, Ln. 63, Sec. 2, Dunhua S. Rd. 02-2703-8706 Mon to Sat 18:00-00:00, closed on Sun. No. 307, Sec. 4, Xingyi Rd. 02-2703-5775 Mon to Fri 08:00-03:00, Sat to Sun 10:00-03:00 (CAFFE is available before 19:30, no cocktails served after 02:00)

Sunday Hair Makeover Day

Visavis and Canmeng AVEDA have both been in the East District for over two decades, and founders TR and Ping Chu are visionaries that both see the hairstyling business as their life-long mission, with them striving to build an industry that is innovative and systematic. Style is not about what's expensive but how to transform something intrinsically, including how to respect others, how to understand art, and how to go about serving others.



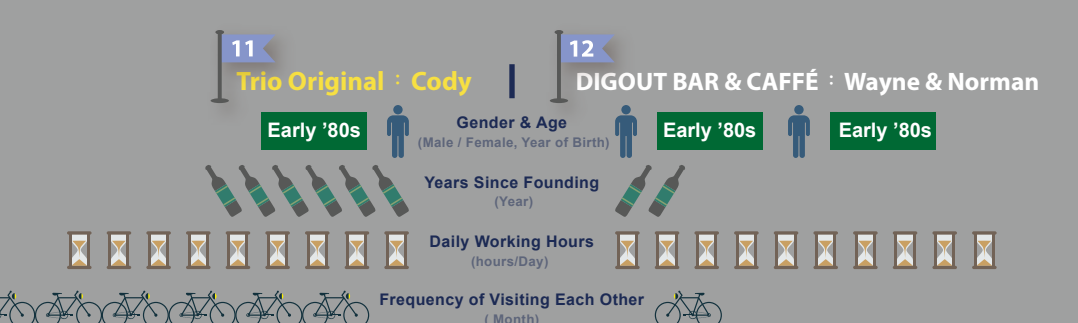
The East District is TR's hometown, where he walked through rice paddies to go to school, and Visavis is where his heart is, a bond where blood is thicker than water. You may know Visavis as a salon frequented by numerous celebrities, but all that glitz and glamour do not serve this long-standing salon justice. You will find clients that are tactful and low-key here, with a sense of tacit understanding that seems to flow harmoniously between the clients and the stylists. The salon space is intentionally created with spacious blank areas, and with contemporary art cleverly incorporated, every detail radiates Visavis' strive for technical excellence while placing emphasis on humanity.

Canmeng AVEDA is more than just a shop; it is a whole new ecosystem where dreams are fostered with great vitality. When more focus being placed on leading a low carbon life, the distance between one's work and living space is becoming increasingly shorter, and the East District's mix of residential and commercial buildings has unexpectedly become a prominent contemporary phenomenon. Treasuring our culture embedded in lanes and alleys and bring together a collective community awareness is the mission behind Canmeng AVEDA and the reason why it is located in a back alley of Renal Road. Behind its transparent floor-to-ceiling window are attentive trainees carefully cutting hair. This is where dreams blossom, and it is one of East District's most beautiful sceneries.

TR and Ping Chu's missions both begin from the "head" and have extended into profound expressions. Clients that emerge from Visavis' basement all seem to glow like superstars, and Canmeng AVEDA's essential focus incorporates both the internal and the external, delicately transcending the hairstyling industry to a new aesthetic level. Visavis is an iconic salon in the East District, with professional education for the field offered. Ping Chu: A profit sharing model is opted by AVEDA, eliminating the competitive tension between our designers. Ping Chu: Don't do hair, do life. This is for the both of us. B1, No. 32, Ln. 151, Sec. 4, Ren'ai Rd. 02-2778-5185 Tue, Wed, Fri, Sat 11:30-20:00, Thu and Sun 11:30-17:30, closed on Mon. No. 117, Sec. 1, Da'an Rd. 02-2771-1038 11:00-21:30

Friday Tipsy Day

The exchanges between bartenders seem to be succinct yet full of true emotions. Trio and Digout are two well-loved bars, with a bond formed between the two because they are located in the same district. They seem to be working towards a common goal, which is to draw people closer to each other, and this is done by a word of sincere greeting or guided by intoxicating spirits.



Philosopher Henri Lefebvre perceived the production of social space, not as a mere empty container to be filled with content, but something that is made by society. Trio's small courtyard and floor-to-ceiling window connects it to the outside world: it is seemingly small, but contained within is a world that is quite profound. Its head bartender Cody with 12 years of experience in the trade is quite a unique and unexpected character, as he constantly dazzles his patrons with surprising intoxicating delights. Trio's connection to society is not ostentatious or loud, as it offers the best soothing anecdotes to ease any tired old soul exhausted by the city's hustle.

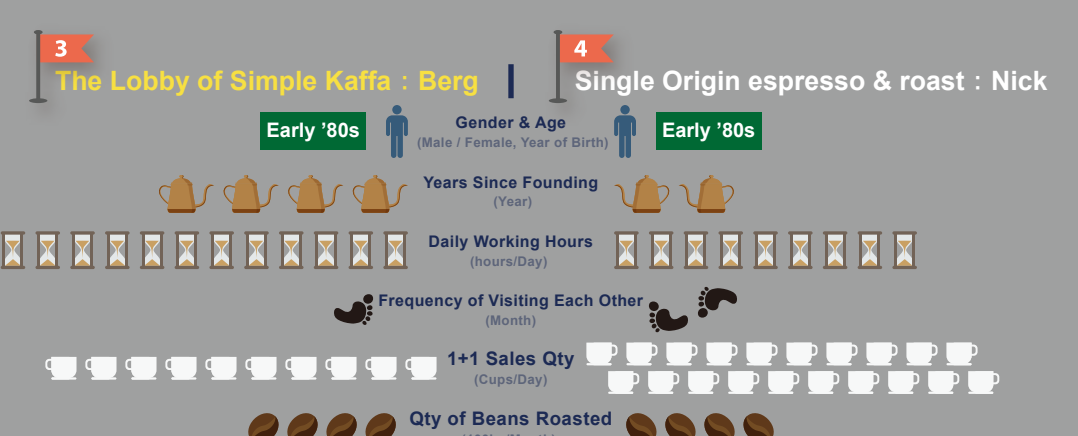
The key to a good bar is the sense of elation it gives people after previous emotions are set back to zero. The Key Performance Indicator used by a bartender is perhaps this sense of "elation" it gives to its patrons. Trio and Digout are both exceptional bars that people keep going back to. They have the ability to sooth people and calm their nerves from the ups and downs they've been through during the day, as they are taken to a state of elation that seems to keep rising as the night goes on.

How did you meet? Wayne: Cody showed up to our bar unexpectedly one night, and we were quite nervous and carefully crafted three drinks for him. Norman, Wayne: The three of us all love what we do, and we love to interact with people. Wayne: Bartenders at Digout are better looking. Wayne: Cody's unique balance of flavors for the shots he makes. His 1+1 shot is always greater than 2. Cody: I still remember the drink menu from that time, because it allowed me to see Wayne's dedication and meticulousness. Cody: Our bare are casual and enjoyable and give off a stress-free and friendly vibe. Cody: ... + (Cody grins and says nothing for that fast retort from Wayne.) Cody: Relaxed and warm atmosphere.

No. 346, Jiaxing St. 02-8732-5321 Mon to Sat 13:00-21:00, Sun 13:00-20:00. No. 15, Ln. 72, Leli Rd. 02-2739-1080 Tue to Sat 12:00-21:00, Sun 12:00-19:00, closed on Mon

Monday Caffeine Day

"Our apologies" is the only word of comfort that fully occupied shops can provide to patrons unable to get a table; however, there are two coffee shops in the East District that would generously refer people to another shop located about 200 meters away. Simple Kaffa and Single Origin have long surpassed the awkwardness and taboos found in the game of competition, and welcome their patrons to freely choose what they prefer.



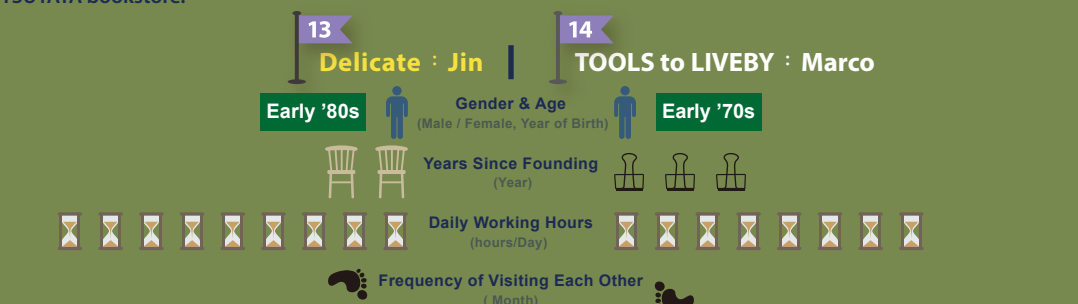
Simple Kaffa is the fruit and labor of Berg after a decade of dedicated training in making coffee. After a two-year dark period, Simple Kaffa has emerged elegantly and also offers desserts that are just as enjoyable as their coffee. Since Berg won the first place title at the Taiwan Barista Championship, Simple Kaffa is frequently referred to by others as "champion coffee". Once a patron from the US commented that the coffee here is just as good as Handsome Coffee and didn't mind making a longer detour just to satiate his caffeine addiction. If you know that Handsome Coffee was the first in the US to win the World Barista Championship crown, it would not be hard to imagine, underneath Berg's timid smile, how moved he was upon receiving such compliment.

"Coffee is art" is what you will experience at Single Origin, with a distinctive style demonstrated by each of its barista and every cup of coffee here is followed by its own group of fans. Traversing through oceans from exotic locales, the aromatic coffees here are attracting people from all over the world, with international patrons making up about 20% of its clientele. Single Origin is also known as the coffee shop most frequented by people working in the same trade, and intoxicated by the magic of its espresso, they have congregated at Single Origin to interact and share about coffee. Perhaps besides enjoying a cup of Joe here, you may also hear talks about the coffee world from fellow coffee lovers here.

These baristas have coincidentally decided to nestle in less than obvious locations to let their dreams slowly brew, and they both recommend trying coffee beans from different regions with distinctive aromas and sweetness, or also known as the 1+1 combo. Stay passionate and always be generous to share, this is how Berg and Nick are similar and also how they are able to differentiate themselves in the most appealing ways. Berg: Simple Origin is a professional coffee shop that is not afraid to experiment. Berg: Our passion for coffee. Berg: Our baristas are generous in showcasing their skills and love to interact and talk with our patrons. Berg: Eat more, you are so skinny! (Nick: I've tried, but it's no use!) Nick: Simple Kaffa's success has made the general public fall in love with fine coffee. Nick: Our spirits to keep learning and improve. Nick: Our baristas are efficient, professional, and solid, crafting exceptionally high quality coffee. Nick: Berg has entered into the next phase in life, as he steps onto the global arena, opens up a coffee class, and about to become a dad; I am so happy for you! B1, No. 46, Ln. 177, Sec. 1, Dunhua S. Rd. 02-8771-1127 Sun to Thu 12:30-21:30, Fri to Sat 12:30-22:00. No. 76, Ln. 161, Sec. 1, Dunhua S. Rd. 02-8771-6808 13:00-22:00, closed randomly once a month

Saturday Selection Day

Antiques are all about being refined by time. Jin also owns a restaurant and takes on interior design, art direction, and photography projects. He became friends with Marco of TOOLS to LIVEBY when they visited each other's shops. Marco is known for his aesthetic and unique vision, which have innovated what stationery means to people. His shop was mentioned in the UK-based magazine Monocle and also selected by Japan's TSUTAYA bookstore.



Hiroshi Sugimoto once said that true beauty can withstand the test of time. Antiques seem to be immune to trends, as seen by the way shop-owner Jin selects the objects for his shop, placing emphasis on being time-worn with imprints of time and previous usage. Although his shop is rather small, it is, nonetheless, quite memorable. The speckles of peeling paint on the wood, the rusted metals, and a polished appeal on the leathers from being extensively used are all expressions of time. Each antique item is one of a kind, just like art.

These two shop-owners both love old cars and like to discuss with each other how to use Instagram for marketing. They are both information junkies - Jin spends three hours each day to read, and Marco likes to go through magazines one after another. The way they dress is quite different from each other, with Marco quite fashion conscious and a straw hat and a linen shirt are what you will see quite often on Jin which connects to the time-based perspective that he applies in treating the items in his shop.

What do you know about each other? Jin: Understated and modest, and compared to someone that is always talking about their own stuff, I have a great respect for people that are more reserved, like a diamond in the rough. Jin: The goods selected and created by TOOLS to LIVEBY can be used by many people to elevate their overall sense of aesthetics. Delicate, on the other hand, is about selecting one of a kind pieces with a unique sense of aesthetics. Jin: To organize a cool market in a rural area together. Marco: Although he is quite young in age but he has an old soul. Someone with a great sense of aesthetics, and "the devil is in the details" is how I would describe the way he does things. Marco: We share similar ideologies. We both want to create more than just a store but a global brand. Marco: I own a house in Taiwan, and I hope to invite Jin to do something there. Imagine how cool it would be for Taiwan to have a place similar to Delicate. Marco: No. 15, Ln. 72, Leli Rd. 02-2739-1080 Tue to Sat 12:00-21:00, Sun 12:00-19:00, closed on Mon

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