



NAME
Fred Dust

AGE
45

BORN IN
Orlando, Florida;
raised in Chicago, Illinois

RESIDES IN
New York City

JOB DESCRIPTION
Trained as an architect, Dust is a partner at Ideo, a global design firm that advises companies and organizations on issues of innovation and growth. Clients include the Rockefeller Foundation, Peru's Interbank, Marriott Hotels, and the Mayo Clinic.

TIME SPENT ON THE ROAD
2 weeks every month

PLACES VISITED IN THE LAST YEAR
Australia, Canada, China, Denmark, Dominican Republic, Finland, Greece, Italy, Peru, Switzerland, and various locations in the United States

TRAVEL INNOVATOR

BY LINDA DYETT || PHOTOGRAPH BY RYAN PFLUGER

Q. Beyond its role in your work, what is the appeal of travel for you?

A. Travel is the only experience that lets us play at having more than one life. I imagine what it would be like to live in Paris for the rest of my days. Or to be a Dane in Copenhagen. To do this, it helps to have a short-term apartment rental or to stay at a smaller-scale hotel that allows you to live your life. Airbnb is changing the way we travel today. We're seeing the birth of a new kind of upscale travel, with stays in homes or smaller hotels that are simple, basic, and don't

involve a porter carrying your luggage or chocolates being placed on your pillow. Robert De Niro's Greenwich Hotel, in New York City, for instance, was designed for celebrities who want privacy. The library and courtyard are off-limits to anyone but guests, and the rooms feel like you're in a home.

How do you acquaint yourself with new cities, or rediscover cities you haven't been to in a while?

On my first morning in a new city, I go for a run. That's how I map the city.

These runs invariably bring discoveries. The last time I was in Hong Kong, I intended to head down to the water but ended up on a mountain path along the edge of the city. I rounded a corner and came across several high-rise buildings shrouded in burlap and woven bamboo, which immediately made me think of some of my favorite artwork. It turns out this is traditional Asian equipment used in constructing and cleaning buildings. The fact that a simple, age-old system would work for high-rises in the hills of Hong Kong amazed me.

How else do you spend your free time when you're on the road? Shopping is my other way of getting to know a city or town. Istanbul, for me, is about buying a rug and spending an entire day sitting and chatting in the vendor's shop. I'm also fascinated by department stores—which are often situated in a city's historic core. In Sydney, my partner, who's half-Australian, took me to David Jones, the department store where he and his grandmother used to have dress-up lunches in the fine-food court on the ground floor. Today, we're seeing the rise of concept stores like Merci in Paris. With the variety of home goods and clothing they sell, they're like a return to the old-fashioned department store. And I visit independent bookstores everywhere, regardless of language. The books are a reflection of the people who work and shop there, and of the immediate community. I also go to museums, but I prefer the intimate, idiosyncratic ones. They tell you what's important in the local culture.

Any other advice for getting more out of travel?

From a designer's perspective, there are two key things. One: Train your eye to appreciate the mundane, the details. That means staying off your cell phone. As for taking pictures, I'm OK with that. A camera keeps you alert. It helps you pay attention to your surroundings. Two: Write about what you're seeing. Keep a blog or a travel diary to record the details of what is around you. I also recommend reading up on the places you're visiting—not in travel guides but in history books, for instance. When I began developing an interest in Delaware County, an agricultural region in the foothills of the Catskill Mountains, I read a farm manual about the area. Also, talk a lot to the people you meet along the way. You learn so much that way. **A**



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FRED DUST'S FAVORITE SMALL MUSEUMS AROUND THE WORLD

1. PALAIS DE TOKYO Paris

"The Palais de Tokyo is a grand, temple-like building with a view of the Eiffel Tower. But the interior, where offbeat contemporary art is often showcased, is a wreck; parts of it are almost ruinous. I love the contrast between the formality of the exterior and the roughness of the interior. The café and the bookstore use coarse industrial materials in ways that accentuate the disparity."
13 Avenue du Président Wilson, 16th arrondissement, 33/(o) 1-81-97-35-88, palaisdetokyo.com

2. MATE ASOCIACIÓN MARIO TESTINO Lima, Peru

"The small collection of Peruvian art includes works

by the gallery's founder, the international fashion photographer Mario Testino, a native of Peru whose subjects have included Princess Diana and Lady Gaga. The colonial building, redesigned as an oversize gallery, is elaborately trimmed in white, inside and out. It's a great place for a let's-sit-and-chat meet-up."
Avenida Pedro de Osma 409, 51/(o) 1251-7755, mate.pe

3. ACROPOLIS MUSEUM Athens

"One of my most wondrous experiences was a year or two ago at the Acropolis Museum, which is devoted to archaeology. I was invited for a "state dinner" of sorts. Wandering the museum virtually alone was the closest I've been to exploring a ruin on my own. That night's

dinner took place in the middle of a fierce thunderstorm. It was amazing to look out and watch lightning hit the Acropolis while sitting among ancient Greek works."
15 Dionysiou Areopagitou St., 30/210-900-0900, theacropolismuseum.gr

4. THE CENTER FOR LAND USE INTERPRETATION Culver City, California

"CLUI is less a museum than a gallery. It focuses on unusual phenomena in the landscape. One month there'll be an exhibit on plane crashes in the Sierra Nevada; the next, a photo survey about refrigerated storage in America. At any moment, this place twists your notion of the meaning of land and our relation to it."
9331 Venice Blvd., (310) 839-5722, clui.org

CLOCKWISE FROM TOP: COURTESY OF PALAIS DE TOKYO; COURTESY OF MATE ASOCIACIÓN MARIO TESTINO, NIKOS DANILIDIS/ACROPOLIS MUSEUM