

# SMALL PRINT

HOW BABYCARE BOOKS MAKE MILLIONS FOR THEIR AUTHORS



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## DATAWATCH

65% OF UK HOMES NOW POSSESS A COMPUTER, COMPARED TO ONLY 27% TEN YEARS AGO

Source: ONS

## DESIGN



# Interior motives

Merck Serono's new HQ in Geneva combines cutting-edge design with a sense of community

Everything about the new global HQ for recently formed pharma-biotech company Merck Serono is cutting-edge, from the building's ubiquitous use of futuristic steel and glass to its impeccable "green" credentials.

London architects Mackay and Partners, who designed the building's 40,000-square-metre interior, were briefed to create a space that would promote motivation and energy in a superior working environment.

"The design was all about understanding the needs of Merck Serono's 1,400 employees," says architect Ken Mackay. "And, as the involvement of Geneva within the project was a key aspect, we tried to bring the community into the building. We created a restaurant rather than a canteen and spaces such as the executive lounge that allow for a relaxed and comfortable environment." EMMA PARFITT

## QUIZ

### How much do you know about... food?

1. What is a squab?  
A: A baby pigeon B: A variety of pumpkin C: A type of pancake
2. Where would you eat tajine?  
A: Tajikistan B: Taiwan C: Morocco
3. Which snack contains the most calories per gram?  
A: Raisins B: Salted peanuts C: Sunflower seeds
4. What does the word 'murch' signify in an Indian dish?  
A: Fish B: Chicken C: Mustard



5. From where does the potato dish rösti originate?  
A: Italy B: The Netherlands C: Switzerland
6. What are porcini?  
A: Mushrooms B: Sausages C: Pistachio-filled pastries
7. Which of these classic sauces contains cheese?  
A: Mornay B: Béchamel C: Hollandaise

8. What is samphire?  
A: A Russian spirit B: A green vegetable C: A pungent spice
9. Pecorino cheese is made from what kind of milk?  
A: Ewe's B: Goat's C: Cow's
10. Which of the following is an Italian cake?  
A: Pancetta B: Panettone C: Panna cotta

See page 22 for answers