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The
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Issue

WHAT IT MEANS TO BE A TRAVELER

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THE INSIDER ADDRESS

THE NEW BREED OF MEMBERS' CLUBS CONNECTING US IN CURIOUS WAYS

Back in the 1990s, Nick Jones founded Soho House, countering the buttoned-up stuffiness of London's private members'-club scene with a place for the rising creative set to powwow. Ties would be banned, as would the corporate-finance types who tended to wear them. Over the decades it amassed 19 locations and 71,000 members, its success due to its ability to bring a media-savvy party set together to network and drink. Today's breed of digital nomad seeks social hubs that speak to them in a slightly different way; spaces to connect and maintain the freelance lifestyle that could have them in Sydney one day, Shanghai the next. Slick co-working concept NeueHouse is so popular among bicoastal creatives and entrepreneurs that this year it's expanding from the industrial-style West Hollywood flagship into downtown L.A. (shown). In New York, the Well goes a health-focused step beyond, having opened in July as ground zero for holistic betterment. Svelte New Age financiers pass entire days inside its Union Square location, sipping oat-milk lattes between meditation sessions and acupuncture consultations; 10 more are set to launch around the world. Progressive as this may seem, the next wave goes deeper, tapping something both on-trend and timeless. Think of year-old Norn as a globally rotating cerebral supper club among strangers, hosted in one of the group's growing number of homes, from Barcelona to San Francisco. The evenings are focused and curated, with intellectual discussions on topics such as mythology and music lasting deep into the night. Forget actual networking—guests often leave without knowing each other's last names—but when it comes to back-to-basics, look-up-from-your-screen stimulation, here's a truly social network. ERIN FLORIO

PHOTOGRAPH COURTESY OF NEUEHOUSE, LOS ANGELES