in Gagliano del Capo, a small town in Salento, Italy, known for its wild beaches and groves of knotted olive trees. Then, after this trial run, the palace will be returned to its owner, and 700,000 Hours will move to Northwestern Cambodia, where guests will stay in a series of locations, among them an ancient Buddhist temple. Most of the structures the company inhabits will be small—likely no more than eight rooms in any one location—and first priority will be given to its several hundred members, who will pay an annual 500 euro fee and will be able to opt into destinations as they please. (Those wanting to join can apply through one of the company’s approved hotel agents.) The company is the invention of a French hotelier named Thierry Teyssier, who over the years has operated small, exquisite hotels in Morocco, Portugal, and Brazil. “I want to be able to spend real time with my guests,” he says. “700,000 Hours is personal. It’s the hotel I’d like to find, if I were the traveler.”

Although 700,000 Hours will be the first permanent hotel, it finds its origins in a dining and hospitality culture that has become ever more attracted to the ephemeral, the rootless, and the rare. The past decade or so has seen a proliferation of pop-up restaurants and shops—Teyssier made his own contribution to this trend in the form of a pop-up hotel in Paris, in southern Brazil, which operated for six months in 2014 before shutting down. At the same time, there’s been an embrace of what might be called subscription-based hospitality: In London, there’s Carousel, a restaurant with a constantly rotating series of guest chefs and a set menu each night for which tickets must be purchased in advance, or the membership-based Soho House, which now has 18 locations worldwide. Teyssier’s company speaks to a certain kind of traveler’s desire for both novelty and consistency—the location might be different, but the mood must always feel familiar.

One of the ways 700,000 Hours plans to achieve this is through Teyssier’s presence; indeed, he’ll act less as hotelier and more as impresario, remaining on site through each of the hotel’s incarnations, and organizing excursions and events for all of the guests. In Salento, this might mean a fishing-boat ride through hidden coves along the Adriatic, or a sunset picnic at Santa Maria di Leuca, a little-known Roman sanctuary. In Cambodia, destinations will include Tonle Sap Lake, a biosphere reserve with a floating village of wooden houses, or the French colonial city of Battambang, where travelers can train with acrobats at the renowned Phare Circus. The goal, Teyssier says, is for the guest to feel like an actor in a theatrical production: the natural outgrowth of an age in which vacations are presented like biopsies on social media. And, as for an actor, 700,000 Hours also provides props. Along with the physical spaces, Teyssier has created a series of leather trunks—each filled with objects to create a different mise-en-scène, from cocktail bar to art studio—that will appear at all of the hotels and will provide an aesthetic throughline. The hotel will also present members with a mock passport, which will be stamped after each trip. “Some people make sculpture,” Teyssier says. “I’m in the business of creating memories.” 700,000Hours.com — Gillian Williams

The Cure

For Kirk Haworth, food is medicine. In 2016, after stints at the French Laundry and Northcote, his father’s Michelin-starred restaurant in Lanchester, England, the now-30-year-old British chef was diagnosed with Lyme disease and forced to take a break from his work. After noticing that heavy, processed foods exacerbated his symptoms, he started experimenting with a vegan diet. “I just treat myself through food and natural remedies alone: I don’t take any pain medication,” he says. With Plate, a plant-based restaurant he’s opening with his sister Keeley in London’s Shoreditch neighborhood, he’ll share his findings with an increasingly wellness-minded public, though this is hardly another juice-and-avocado-toast joint. Haworth’s complex, cerebral dishes are grounded in classic techniques: In one, beetroot is salt-baked like beef with juniper and thyme, and then topped with fermented berries, avocado and horseradish from the nearby Hackney Marshes. Other standout dishes include a radicchio salad flavored with sage and wild blackberry vinegar (shown above) and a wild mushroom broth with immune-boosting shitake, kombu and baked celery. “It can take weeks to replicate the richness of a sauce without butter, or to balance acidity without sugar,” he says. “You have to be intelligent with vegetables.” plate-london.com — Aimee Farrell

Logos a Go-Go

From left: Comme des Garçons Shirts, £250, 0203-554-9200; Martinique Rose, about £250, matchdifferent.com; Valentino, £250, valentino.com; Versace, £950, versace.com; L.W. Anderson, £225, l-w-anderson.com.