



Questions for Luigi Leonardo Polla

Name
Luigi Leonardo Polla
Marital status
Married
Education
University of Geneva, MD
Vitae

I am currently the Medical Director of Forever Laser Institut Rhône and Forever Laser Institut Lac, both in Geneva, Switzerland. These two medical spas grew out of my solo dermatology practice, which I had for more than a decade. After my post-doctorate training at Massachusetts General Hospital in Boston, I became fascinated with the application of lasers in dermatology, and pioneered their use in Europe. Later, my interest shifted to dermato-cosmetology, which is what led me to open the first, then the second Forever Laser Institut, and also to create my own line of skin care products, Alchimie Forever.

Residence
Old town of Geneva, Switzerland

Ideal residence
London or New York, because they are metropolises: cities of extremes. Success in these cities is the hardest challenge. And London is the capital of humor!

Dream job
Rock star. Because songs make people dream and I like to make people dream...

Can it be said that one is ever overpaid?
One is never overpaid. There is supply and demand and a natural equilibrium that dictates market rates for goods, services, and people's time. Sometimes bureaucracy destroys the rules of this natural equilibrium, but rarely so that people are overpaid.

What was J.P. Morgan's legacy as a philanthropist, and why is this kind of person a rarity in today's financial arena?

A real philanthropist is always an art lover. J.P. Morgan was an art collector and founder of the Met. The real philanthropists don't wait to be retired to concretize their love for the people and the world. They donate their money, and, more importantly, their time, while still remaining actively involved in business. Bill Gates has his AIDS Foundation; he's also an art collector — although stuck in 19th century aesthetics!

What are the limitations of wealth, if any?
There are no limitations to wealth, but we should remember that it is as difficult to keep

as it is to acquire — and enjoy every single day the freedom of being financially independent. What is your favorite way of spending money on lifestyle?

Investing in contemporary art, because it is the continual expression of *avant-garde* human intelligence. And in my daughter's horses — and more generally, in the future of my daughters, primarily by providing them with the best education possible.

What are your favorite hangouts?

La Clémence, a coffee shop/bar in the heart of old-town Geneva with a wonderful terrace on the street. La Clémence has been "the place to be" for over forty years, since I was a student. Dream vacation

A long walk along the Alps, from Nice to the Adriatic Sea. I love walking because it favors meditation; I like the Alps because walking them involves effort. The Alps are the mountains of my childhood; they are my dream landscape.

Favorite artists

Andy Warhol, Tom Friedman, Martin Creed

What would you wear to the Oscars?

What I wear every day, namely slacks and a button-down shirt with my red sneakers (without my white lab coat).

Is sartorial appearance equally as important as one's character or substance?

As Plato said, "Beauty is one expression of the Good." We can each be beautiful as long as we take care of our appearance. That is why I am so happy in my job. I help people improve their appearance and feel better about themselves — and often as a result be happier. Appearance is the first expression of ourselves we provide people. I have taught our daughters to always care about their appearance, something which might be more European than American...

Favorite fashion designers

Viktor & Rolf — we showed their work in our art gallery, Analix Forever, in 1995. Fratelli Rossetti shoes and sneakers — there is no other way to walk. And I like the family business, founded in 1953 by Renzo & Renato and now present everywhere in the world, including London and New York. And Ralph Lauren or Lanvin shirts.

If you could wear any outfit to work, what would it be and why?

What I wear every day, namely slacks and a button-down shirt, with my red sneakers — this time with my white lab coat!

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