

MAGAZINE


Radar
The moment **Tweeting bakers**


Crisp, rich, fruity mince pies now ready to be slathered in brandy butter

3 hours, 55 minutes ago from bakertweet

The ghastliness of the British climate means that, most of the time, we need a very good reason to go outside. If there is something delicious at the end of our journey, so much the better. So it is with great joy that we greet the arrival of BakerTweet, which lets bakers post on Twitter what has just come out of their oven, so locals can head straight over. "Hot mince pies now ready", say. Or, "Out in 5! Warm sticky flapjacks oozing buttery syrup." Either message would tempt most of us to grab an umbrella and make a bolt for the door.

It is the brainchild of Poke, a London digital creative agency. As bakers generally have hands covered in flour and water, Poke came up with a pre-programmed box, so without electrocuting himself all the baker has to do is turn a dial to whatever he wants to tweet about. Albion in Shoreditch, East London, has one, with bakeries nationwide expected to follow. It may or may not be a coincidence that Albion is opposite the offices of a creative agency called... Poke. **HILARY ROSE**

Three to watch

WHO, WHAT, WEAR


Riding high

Celtic charmer Robert Sheehan, 21, is finishing the year on a high with his inclusion in the European Film Promotion's list of ten Shooting Stars of 2010. Following his appearance in C4 drama *Red Riding* and current role in E4's *Misfits*, Hollywood is beckoning: he stars with Nicolas Cage in *Season of the Witch* this spring.

In the frame

If you are still searching for the perfect present for a loved one, why not immortalise them in their own personalised Pop Art-inspired portrait? Go to personalisedpopart.co.uk and put an end to your last-minute Christmas-present panic with a few clicks. Prices start at £155.


On the money

Financial graphs and high style rarely go hand in hand, but jewellery designer Plot has done the unimaginable by turning boring charts into beautiful necklaces. Each piece shows how the price of the material in which it is made has changed between 1979 and 2009, be it gold, silver, oil or (pencil) lead. From £89 at thisisplot.com.

