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Wallpaper* wins publishing accolade for Handmade issue

Wallpaper*, the leading authority on international design, fashion and lifestyle, won the coveted Innovation/Brand Building Initiative of the Year award for its August Handmade issue at the prestigious British Society of Magazine Editors Awards.

Seeing off all the competition, Wallpaper's editor-in-chief Tony Chambers collected the award in recognition of the title's most ambitious issue to date.

Working with leading designers, manufacturers and craftsmen, over 100 unique products were created for the Handmade issue and shown at an acclaimed exhibition at the Brioni HQ during Salone del Mobile in Milan, the world's major design fair. The August issue is a truly collectable, handmade product in its own right. It was produced on seven different paper stocks and, through the wonders of state-of-the-art digital printing (and military-precision planning), an application was set up that allowed anyone to design, and receive, their very own, handmade, cover. Some 21,000 unique covers were printed and delivered to subscribers!

'At Wallpaper* we always aim to exceed expectations and Handmade certainly did that. We are delighted that this epic project has been recognised with this award. Planning is already afoot for next year's anticipated sequel, Handmade II.'

Tony Chambers, editor-in-chief, Wallpaper*

ABOUT WALLPAPER*

Truly international, consistently intelligent and hugely influential, Wallpaper* is the world's most important design and style magazine. It has attracted the most sophisticated global audience by constantly pushing into new creative territories and ensuring its coverage of everything from architecture to motoring, fashion to travel, and interiors to jewellery remains unrivalled. Wallpaper* has readers in 93 countries and has enjoyed unparalleled success in reaching the design elite right across the globe. To Wallpaper*, the world is one seamless marketplace, where consumers flit from one destination to the next, easily cross physical borders and cultural divides, and flirt with a variety of different brands, both established and undiscovered. With 12 themed issues a year, and a limited-edition cover by a different artist or designer each month, Wallpaper* has evolved from style bible to internationally recognised brand.

Innovation/Brand Building Initiative of the Year

Wallpaper* Made in China issue
British Society of Magazine Editors Awards 2009

Best New Editor of the Year

Tony Chambers
British Society of Magazine Editors Awards 2008

Best Designed Magazine of the Year Wallpaper*

'Wallpaper* continues to innovate with page after page of just stunning design. The most restrained, considered magazine in this category. A triumph.'

The judges, Press Gazette Magazine Design and Journalism Awards 2008

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