

BORN IN BRAZIL NASCIDA NO BRASIL

BORN IN BRAZIL: WALLPAPER* MAGAZINE'S HOMAGE TO THE MOST EXCITING COUNTRY ON EARTH

Wallpaper*, the international design, fashion and lifestyle magazine, today publishes its **Born in Brazil** issue. Following last year's award-winning Made in China issue, the **Wallpaper*** team recently established operational HQ and luxurious quarters in Rio and São Paulo to produce a homage to this exceptional country. Brazil is on a serious roll – from the discovery of massive offshore oil reserves, to the awarding of the 2014 World Cup and the 2016 Olympic games – and we wanted to be at the centre of the action.

Our single aim was to produce a true portrait of a country at a moment of transition; editorial highlights include profiles of Brazil's brightest stars including architect Paulo Mendes da Rocha, the Campana brothers, beachwear queen Lenny Niemeyer, cover star Ana Beatriz Barros, super chef Alex Atala, musician and actor Seu Jorge. Internationally feted artist Vik Muniz has even designed an exclusive limited-edition cover available to **Wallpaper*** subscribers.

Beyond the editorial content, the issue has broken new ground on a commercial level too. In addition to our faithful advertisers we introduced an unprecedented 14 new brands to this special issue. The City of Rio chose **Born in Brazil** to unveil their extensive waterfront redevelopment project – Porto Maravilha and Havaianas ran seven pages of a special whimsical campaign, which was created just for **Wallpaper***.

Wallpaper* is officially launching the issue, in association with Iguatemi, Brazil's leading chain of luxury shopping centres, at the stunning specialist Brazilian contemporary furniture gallery, Espasso in New York on Friday 14th May 2010.

'Brazil is the most exciting country on earth and Wallpaper* was there, en masse, to capture this extraordinary country at an extraordinary moment of transition'

Tony Chambers, Editor-in-Chief, Wallpaper*

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 us, 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 — 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

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