

TUESDAY 10TH APRIL **WALLPAPER* GLOBAL ECO EDIT/07**

Wallpaper* is once again hosting a ground breaking exhibition to coincide with Milan's Salone del Mobile, the world's major design event. This year we are asking can environmentally-friendly design be good design? Or rather, can design that doesn't have environmental impact as a key concern ever be considered good design? This is the most important debate in contemporary design and Wallpaper's Global Eco Edit is an essential and comprehensive take on how designers are facing up to these challenges.

Wallpaper has uncovered 101 beautiful, innovative but environmentally friendly designs - fashion, furniture, food, architecture, transport and beauty products - from all over the world. This is a global concern and Wallpaper* has created a truly global experience. Leaving virtually no carbon footprint, the Global Eco Edit is being presented in the finest of venues, www.wallpaper.com.

The exhibition will be launched on www.wallpaper.com on April 16 the day before the opening day of Salone del Mobile, a key date in the Wallpaper* calendar. In addition to the launch of the Global Eco Edit gallery, the Wallpaper* editorial team will be in Milan throughout Salone del Mobile providing daily news, reports and weblogs; producing exclusive photo diaries; and identifying the latest trends. Wallpaper* online Milan coverage also includes collaborations with leading designers including Studio Job, Jaime Hayon, Pierre Paulin, Autoban and Peter Marigold and exclusive and indispensable Wallpaper* Milan shopping guide.

WALLPAPER* AND MARCEL WANDERS

Wallpaper* has teamed up with internationally renowned furniture designer Marcel Wanders and world's leading origamist Robert L Lang to design a unique origami lamp. This extraordinary design will be on show in Milan and also appears on the limited edition cover of Wallpaper's May edition. A Wallpaper* promotional flyer, produced in origami paper, will be distributed around Milan from the 18th to the 22nd April by beautiful young Wallpaper*-branded cyclists directing people to the exhibition. And, in the full knowledge that plain old promotional material can be an environmental blight, this unique Wallpaper* flyer folds into a rather more modest version of Wanders' design.

Tony Chambers Wallpaper's new editor-in-chief comments; 'For something to be deemed good design today, it must embrace a concern for the environment. Our Global Eco Edit applauds the efforts of those who have dealt with this concern in diverse and innovative ways, without leaving us feeling aesthetically neglected.'



NOTES TO EDITORS

WALLPAPER*

Wallpaper* has featured the best new design for the past decade and remains the most authoritative voice on contemporary design and lifestyle in publishing today. Since its launch in 1996, Wallpaper* has consistently been one of the most influential design magazines, as well as the most beautiful. It is a creator, not a follower, of trends. Few magazines can claim to have changed the world, but whether you are in the coolest bars and restaurants or the hippest hotels, the aesthetic that surrounds you was first championed by Wallpaper*.

For further information, interview requests and photographs, please contact Sarah Hammond at Wallpaper*:

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This press release is also available on www.wallpaper.com

or

Wallpaper* in Italy

www.cesamedia.it