

FAMOUS FOR 15 YEARS

THE

WALLPAPER\*

150

## Hip hip hooray – Wallpaper\* is famous for 15 years

**Wallpaper\* celebrates 15 years of era-defining words and pictures with its 150th issue, and takes a congratulatory glance at the 150 people that came in to its life and made it better, more interesting and more fun.**

In a **Wallpaper\*** first, this big-name-checking project was shot out there in to the Twittersphere – **Wallpaper\*** now has almost half a million followers – to provoke debate and counter suggestions. The resulting power list is a collective hip hip hooray from and to the big, happy **Wallpaper\*** family.

The crucial criteria in putting this list together was that all 150 had to be living and to have enjoyed their fullest creative flowering during the last 15 years. Amongst those who made the cut were 2012 Olympic Torch designers Barber Osgerby, David Beckham – for services to personal branding and male grooming – and Jamie Oliver, who made eating well a moral crusade in the UK and across the globe. As well as **Wallpaper\***'s 150ers, the magazine surveys a lifetime of fantastic design and fashion, as well as the 15 things we hated!

Since the 1996 launch of the first issue, **Wallpaper\*** has developed and diversified to become an award winning

multi-platform brand with a hugely successful website, exhibitions and events, 100 published City guides and an all new iPad edition. **Wallpaper\*** continues to build on its standing as the leading authority on international design, architecture, fashion and lifestyle.

Tony Chambers, Editor-in-Chief, **Wallpaper\*** – ‘The **Wallpaper\*** 150 is the ultimate power list of movers, shakers, shapers and makers. The individuals who’ve made our world wonderful. With the help of Twitter and our legion of loyal followers this list defines a decade and a half of design.’

The full **Wallpaper\*** 150 list is published in the September issue, on sale 11 August, and a full gallery of images from the magazine’s 15-year archive will be available to view on the September iPad edition.

**Wallpaper\*** will be re-opening the great Twitter debate on Thursday giving followers the chance to nominate anyone they feel has been undeservedly omitted. The most nominated contender will be crowned **Wallpaper\***'s 151er.

**Wallpaper\***

SEPTEMBER 2011

\*DESIGN INTERIORS FASHION ART LIFESTYLE

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**FAMOUS FOR 15 YEARS**

We celebrate 150 agenda-setting, era-defining issues that have made the world a better-looking place to be

**THE STUFF THAT SURROUNDED US**  
15 years of our favourite things with much more inside

**DESIGNING THE DREAM**  
NYC's art director A-team

**ROME RISING**  
Silvia Fendi's insider guide to a city's renaissance

**CHAIR LADY**  
How to look like your favourite furniture

**THE WALLPAPER \* 150**  
Tipping our hats to the ground-breakers and game-changers who made it all possible

## AWARDS & RECOGNITION

**D&AD Yellow Pencil Award 2011**  
Custom Covers for Wallpaper\* Handmade 2010

**Best editorial design**  
**Design Week Awards 2011**  
Wallpaper\* Handmade issue 2010

**Art Directors Club Annual Awards 2011**  
Merit for Wallpaper\* Handmade issue 2010

**Nominated for a Brit Insurance Design Award 2011**  
Custom Covers application, Wallpaper\* Handmade  
**Time magazine's top ten magazine covers of 2010**  
Wallpaper\* Handmade at no. 3

**Society of Publication Designers Awards 2011**  
Merit for Wallpaper\* Handmade issue 2010

**Innovation & Brand Building Initiative**  
**British Society of Magazine Editors Awards 2010**  
Wallpaper\* Handmade issue

**Innovation & Brand Building Initiative**  
**British Society of Magazine Editors Awards 2009**  
Wallpaper\* Made in China issue

**Best New Editor of the Year**  
**British Society of Magazine Editors Awards 2008**  
Tony Chambers

**Best Designed Magazine of the Year – Wallpaper\***  
*'Wallpaper\* continues to innovate with page after page of just stunning design. The most restrained, considered magazine. A triumph.'* The judges, Press Gazette Magazine Design and Journalism Awards 2008

### 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.

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