

Wallpaper*

1 SEPTEMBER 2009

**KARL
LAGERFELD**



**PHILIPPE
STARCK**

DESIGN TITANS KARL LAGERFELD AND PHILIPPE STARCK TAKE OVER WALLPAPER*

- Lagerfeld issue introduces first 'peelable' front cover
- Starck issue stands out with first triple-layered, transparent front cover
- Absolut produces a bespoke advertisement that exploits Starck's transparent back cover while paying tribute to Lagerfeld's unique personal style

Wallpaper*, the international design, fashion and lifestyle magazine, has signed up fashion designer **Karl Lagerfeld** and designer **Philippe Starck** as guest editors of its October issue.

Lagerfeld and Starck, towering figures in fashion and design, have devised unique covers for their issues, each using paper technologies never used before on magazine covers. The Lagerfeld cover features his latest muse, top male model Baptiste Giabiconi, dressed in Dior Homme. Readers can peel off this image to reveal another, which shows the model in nothing but his birthday suit.

Starck's front cover has three layers made of see-through tracing paper, each with an image representing a different stage of evolution. Absolut Vodka has taken advantage of the transparent paper in Starck's issue and

produced a double-layered bespoke advert for the outside back cover, which promotes its Rock Edition bottle.

Lagerfeld's guest-edited section focuses on the visual. A Renaissance man of huge energy and appetites, Lagerfeld is as passionate about architecture and design as he is about fashion. He also has considerable skills as a cameraman. Over 27 pages, we feel the full force of Lagerfeld's ardours as he shoots his way from Ancient Rome to mid-century Paris, via the Palace of Versailles, with his perfectly formed new muse, Giabiconi, along for company and human interest, of course. He also tells us about his remarkable collection of houses and the remarkable collections of things he has filled them with.

In contrast to Lagerfeld's personal journey, Starck takes us to the edges of the universe, infinity and beyond. He has done it all in product and interior design – and on a wider, larger, broader and more talked-about scale – but design is not what Starck wants to talk about. He has a new passion and purpose. 'It is my mission to make intelligence sexy,' he insists.

Approaching scientists, physicists, cosmologists, the sort of men whose lives are spent in search of

Wallpaper*

extraterrestrial life forms, and the odd artist and activist rock star, Starck has asked us all to think about time, space, matter and the never-ending quest for the meaning of life. Where are we going? And are we going to like it when we get there?

Wallpaper* Editor-in-Chief Tony Chambers says: 'Like their illustrious predecessors, Lagerfeld and Starck have made full use of their prime piece of **Wallpaper*** real estate.

Both have stepped out of their creative comfort zones to challenge our preconceptions as well as their own. It is a fascinating, contrasting portrait of 21st-century genius and they have both delivered outstanding projects that are memorable and collectible. Their covers have pushed the boundaries of magazine design and production: the art of ink-on-paper manifest.'

The October issue is on sale September 10.

NOTES TO EDITORS:

Now onto its third edition, **Wallpaper's** Guest Editor issues are an established publishing event. Previous guest editors of **Wallpaper's** October issues include French artist **Louise Bourgeois**; acclaimed architect **Zaha Hadid**; and Comme des Garçons founder and fashion designer **Rei Kawakubo**. The first guest-edited issue in October 2007 secured American artist **Jeff Koons**, French fashion designer **Hedi Slimane** and German designer **Dieter Rams**.

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.

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