



Wallpaper*, the international design, fashion and lifestyle magazine has collaborated with two avant-garde masters of stage and screen to guest edit the October issue. Iconic film director **David Lynch** and maverick stage director **Robert Wilson** have each edited their own section of the magazine and created their own covers, bringing peace, unity and amazing movie magic to the printed page.

Once again, Wallpaper* pushes publishing boundaries by using rediscovered and more contemporary techniques to bring the issue's content to life. Thanks to a collaboration with creative communications agency Dentsu London, readers are able to animate Wilson's still images by using a striped sheet of acetate (provided in the issue) and a clever pre-cinema technique called ombro cinema.

On a more contemporary-tech level, QR codes that can be scanned by a smartphone take readers directly to a link where Wilson's films – of Isabella Rossellini, Brad Pitt, our sumo champion and the snowy owls – are playing, with accompanying soundtracks.

Wallpaper* will also launch its first iPad app to complement the issue, including unique content from both directors. Further details will be announced.

DAVID LYNCH

Chain-smoking, quiff-sporting, coffee-making, transcendental-meditating Hollywood maverick David Lynch is one of the genuine legends of 20th-century cinema. Over the last decade, his work has grown even more personal and effecting. In this issue, in words and symbols and a 16-page pull-out, he takes us to a better place and a higher plane of consciousness.

ROBERT WILSON

'What we've tried to do with the magazine is to make it more dimensional,' says Robert Wilson, theatre director, designer, writer, choreographer and performer. And he's certainly done that. In this issue, Wilson – a one-man creative hub who has drawn William Burroughs, Lou Reed, Tom Waits and Brad Pitt, to name but the barest few, close to his flame – animates a series of his startling video portraits. Watch Pitt pull his pistol (in his pants) and Willem Dafoe be very weird. Let your mind be boggled.

'This year's guest editors completely changed people's ideas about what was possible in film and theatre. It's what we try to do in print, challenge and over-turn expectations. As ever, expect the unexpected.'

Tony Chambers, Editor-in-Chief, Wallpaper*



See a stop frame animation of the mind boggling moving cover in action at www.wallpaper.com/print (plus there's more mind-boggling moves inside)

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 Award – 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