



Wallpaper* Handmade... in Italy

A houseful of remarkable objects celebrating craft, design and the determination to do better

Wallpaper* is delighted to announce the opening of its most ambitious project to date – ‘Wallpaper* Handmade... in Italy’ in collaboration with Brioni.

Exhibited over four floors of the Brioni house in Milan during Salone del Mobile, ‘Wallpaper* Handmade’ is a groundbreaking exhibition dedicated to the marriage of craftsmanship and design. Acting as patron, client and creative director, Wallpaper* has commissioned its favourite designers, artists, craftsmen, makers and manufacturers to create unique furniture, fittings, foodstuffs, fashions and more.

On arrival, visitors will be greeted by an outstanding installation lighting up the courtyard. Entitled *12,000 Stitches*, it is the work of innovative London architects Carmody Groarke and pays homage to the craftsmanship that goes into a single Brioni dinner jacket; 12,000 stitches have been individually woven onto aluminium looms in a sculptural celebration of the tailor’s art.

Inside the house, guests will be able to enjoy a special custom-blend Wallpaper* coffee from the connoisseur’s coffee makers, Portland’s Stumptown Coffee, served from a bespoke coffee stand created by architect

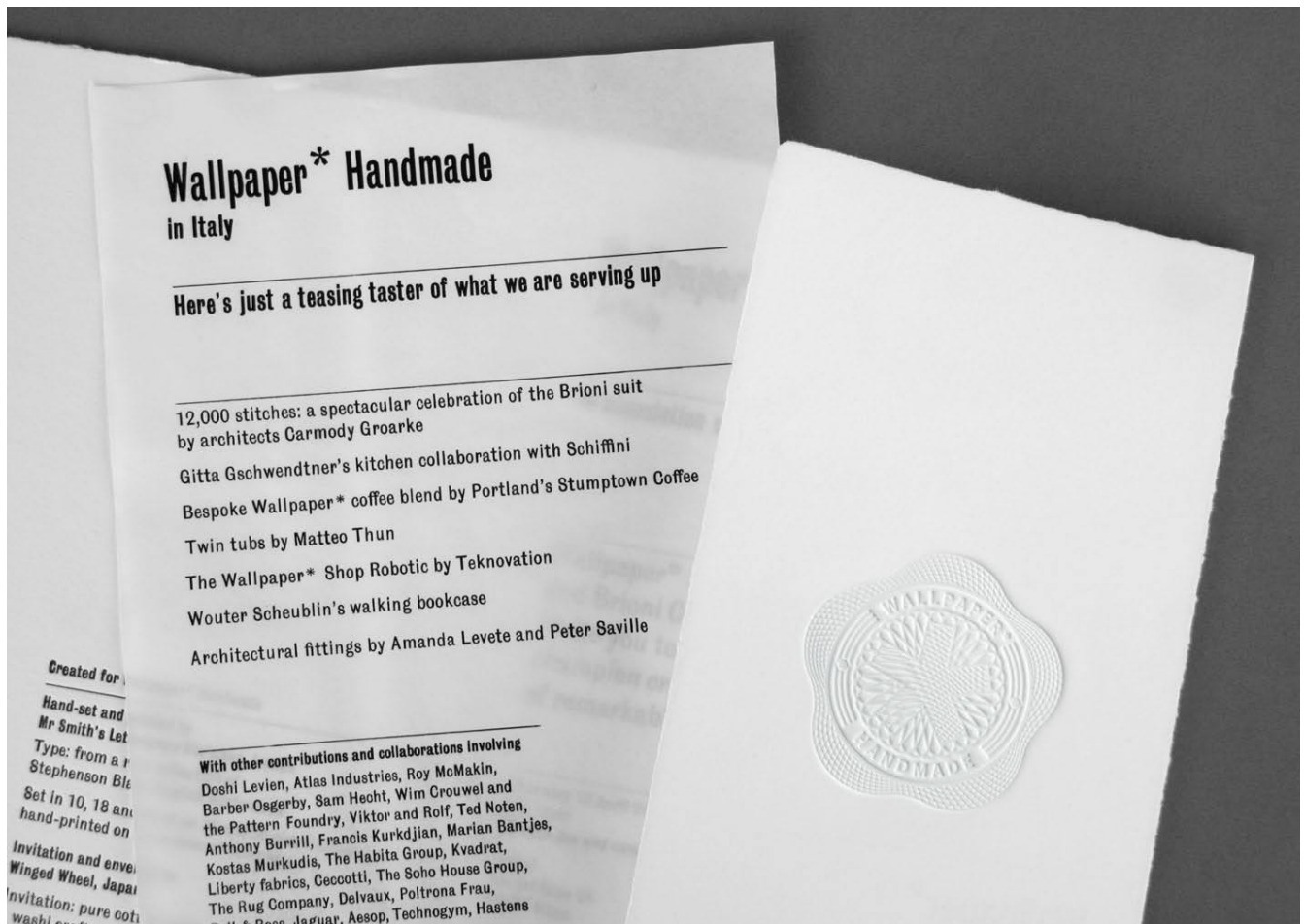
Todd Saunders. Further contributions from the likes of Peter Saville, Amanda Levete, Kostas Murkudis, BarberOsgerby and Matteo Thun will also be on display.

And the devil, as they say, is in the detail: even the invitations for the opening night are complex in execution, combining two complementary craft traditions from around the world. Printed on 100 per cent cotton paper made using the Japanese washi technique, the invitation has text rendered by a hand-operated letterpress.

Co-sponsor Veuve Clicquot has got into the spirit of Handmade and will be serving its very special Yellowboams. These bespoke jeroboams come complete with labels made from ray, ostrich and alligator leather.

The full story of how the ‘Wallpaper* Handmade’ project came together, from initial discussions, through drawings to production, will be told in our August issue. ‘Wallpaper* Handmade...in Italy’, in association with Brioni, is open to visitors from Thursday 15 to Saturday 17 April, 10am to 6pm, at Brioni, via Gesù 2A, Milan.

‘This hugely ambitious project is about the recipe for remarkable things: art, craft, skill, vision and the determination to do better.’ Tony Chambers, Wallpaper* Editor-in-Chief



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 of the Year – Wallpaper's 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

About Brioni

Brioni was founded in Rome in 1945 and immediately developed strong international appeal. Today the company is managed by Andrea Perrone, President and CEO and grandson of Gaetano Savini, one of the original founders together with Nazareno Fonticoli. In 2007 Brioni was named the most prestigious men's fashion brand in the United States, according to an independent survey conducted by the Luxury Institute of New York, and it continues to guarantee excellence in tailoring that makes its wearers 'one of a kind'. In 2010 it celebrates its 65th anniversary as an icon in international elegance for men and women.