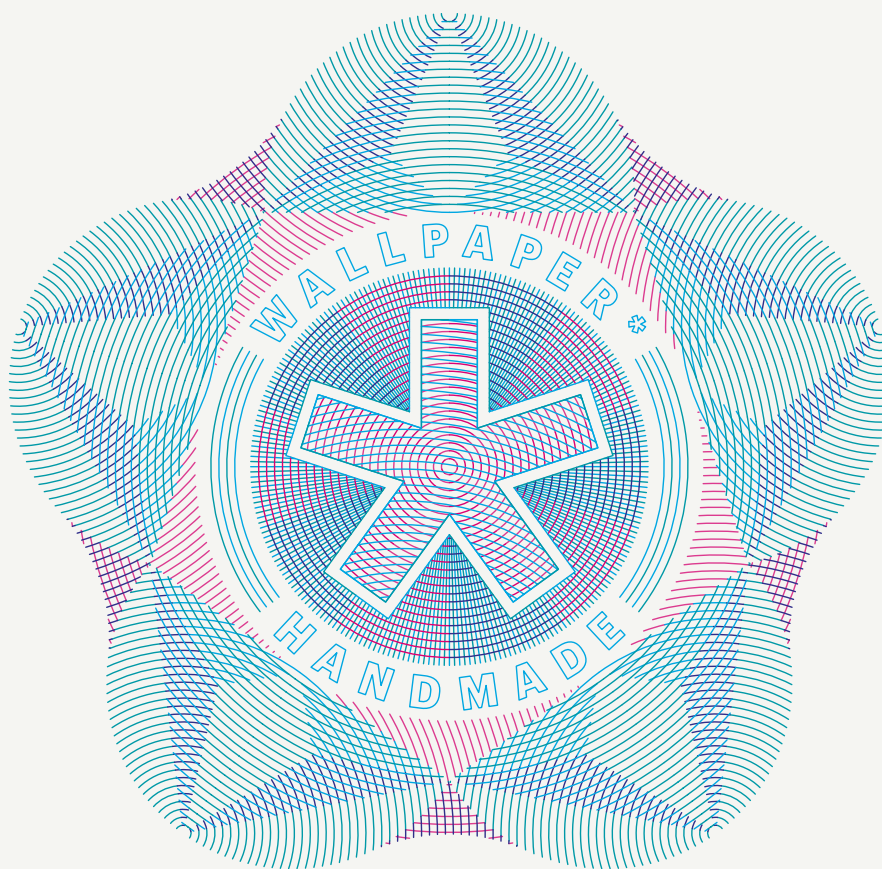


# Wallpaper\* Handmade at Brioni

## *Bigger, better and even longer – Handmade is back*



**Following on from the enormous success of last year's Handmade exhibition, Wallpaper\* returns to the Brioni palazzo in Milan for this year's Salone del Mobile.**

Acting as client, patron and creative director, Wallpaper\* has brought together some of the world's most respected designers, craftsmen, makers and manufacturers to produce a very grand houseful of unique furniture, fittings, foodstuffs, fashions and more. This exhibition is a testimony to the craft, skill, vision and the will to do better that are required to arrive at the remarkable.

This year Konstantin Grcic turns hero with the Brioni suit, Tom Dixon puts a new spin on Aston Martin, Johanna Grawunder sharpens our pencils, Bottega Veneta's Tomas Maier keeps us plucked and polished, Michael Marriott, Max Lamb and John Pawson pimp their Cinelli rides, Peter Saville and Carlo Brandelli redraw the dressing gown, Isay Weinfeld handles our amenities and we create a bar 'In the Clouds' with Sou Fujimoto Architects.

The full story of how the Wallpaper\* Handmade project came together, from initial discussions, through drawings to production, will be told in the August Handmade issue. Wallpaper\* Handmade will be

open from Wednesday 13 until Sunday 17 April from 10am – 7pm at Brioni, via Gesù 2A, Milan.

In celebration of the joys of creative collaboration, the thrill of the city and the beauty of the bicycle, Wallpaper\* will also be co-hosting a bike ride with Rapha + Paul Smith. On Friday 15 April, 40 riders will be led by pro cyclist David Millar and Team Wallpaper\* through the streets of Milan, setting off from Wallpaper\* Handmade at the Brioni palazzo and elegantly ending up at Paul Smith's showroom for lunch and a restorative prosecco.

Tony Chambers, Editor-in-Chief, Wallpaper\*, says: *'This is a celebration of beautiful new friendships and beautiful new things.'*

Further Handmade contributions from Michael Anastassiades, APFEL, Arabeschi di Latte, Keiji Ashizawa, Baccarat, Baddeley Brothers, Paul Barnes & Christian Schwarz, Mario Bellini, Big-Game, Boucheron, Bordbar, Church's, Dentsu, DWA, ÉCAL, E Tautz, Functionalab, Freedom of Creation, John Galvin, Ryan Gander, Michel Gaubert, Globe-Trotter, Hermès, Isolation Unit, Piero Lissoni, John Lobb, Mary Katrantzou, Kiwi & Pom, Harri Koskinen, Tomas Kral, Laboratory for Visionary Architecture, Hannah Martin, Yuri Masnyj, Miller Harris, Patrick Nadeau, NORD Architecture, Philips, Rapha, Riva 1920, Martha Schwinding, Servomuto, Sotheby's Diamonds, Studio Dror, Studio Glithero, Studio Mumbai Architects, Matteo Thun & Antonio Rodriguez, Nina Tolstrup, Hervé Van der Straeten, Michaël Verheyden, Bethan Laura Wood, Zenith and many, many more...



Our May issue (above left), on sale 14 April. Look out for August's Handmade 2011 issue (above), detailing all the projects on show at our exhibition in Milan and many more, on sale 14 July

### 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.

### About Brioni

Brioni was founded in Rome in 1945 and immediately developed strong international appeal. Today the group includes 75 boutiques worldwide, ready to meet the

needs of the most sophisticated customers, in addition to 500 wholesale outlets. 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 had just obtained the first place in the brand new 2011 ranking after 65 years of tradition and innovation.

### Innovation & Brand Building Initiative – Wallpaper\* Handmade issue

British Society of Magazine Editors Awards 2010

### Innovation & Brand Building Initiative – 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. A triumph.' The judges, Press Gazette Magazine Design and Journalism Awards 2008

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