

# Wallpaper\*

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## **WALLPAPER\* UNVEILS A NEW-LOOK LOGO WITH ITS 100TH ISSUE**

Wallpaper\*, the iconic international design, fashion and lifestyle magazine, is revealing a new-look logo with its 100th issue on sale next week. The new logo sees a refresh of the Wallpaper\* asterisk, elegantly incorporating a mouse cursor symbol to represent the brand's integration of print and digital formats.

Wallpaper's 100th issue will be a collectable edition that includes an eight-page gatefold poster showcasing all 100 newsstand covers, as well as the limited-edition covers and other specials and supplements. Readers can vote for their all time top ten online at [www.wallpaper.com](http://www.wallpaper.com).

The 100th issue also reveals the Wallpaper\* world top 100, encompassing fashion, architecture, objects of desire, people and places to watch out for. The issue has a special gatefold cover, which features an actual tower made from the 100 newsstand editions with the figure 100 drilled out.

Tony Chambers, Wallpaper's new editor-in-chief, says: 'Rather than a retrospective, Wallpaper's 100th issue is all about the things that are hot right now and will be in the future. It's the perfect issue to unveil our new logo, which is a subtle nod to the multi-platform Wallpaper\* brand.'

Fiona Dent, publishing director, adds: 'The 100th issue is a truly collectable one and will be a real hit with Wallpaper\* readers. Now in its 11th year, Wallpaper\* is stronger than ever and, with Tony at the helm, these are very exciting times, both for the magazine and its digital ventures.'

Wallpaper's 100th issue goes on sale on 10 May and will be supported by a global newsstand promotion including window displays in Borders UK, a power column in Barnes & Noble US, promotions in Cape Town and Johannesburg airports, plus promotions at Linate and Malpensa airports in Milan.

## **NOTES TO EDITORS**

### **WALLPAPER\***

Since its launch in 1996, Wallpaper\* has consistently been one of the most influential design magazines, as well as the most beautiful. It is a creator, not a follower, of trends. Few magazines can claim to have changed the world, but whether you are in the coolest bars and restaurants or the hippest hotels, the aesthetic that surrounds you was first championed by Wallpaper\*. 2006 saw the magazine celebrate its ten-year anniversary and continue to influence a new generation of sophisticated design-followers looking for a refined individual style. The focus remains on continuing to search the globe for emerging trends and presenting the world's best new designers and their extraordinary creations in a luxurious format.

Now available in over 70 countries, Wallpaper\* is the only magazine to have international appeal, unified by one passion - design.

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