

Wallpaper*

MADE IN CHINA*

中国制造



Wallpaper* China special is literally made in China

Wallpaper*, the international design, fashion and lifestyle magazine, is publishing a special June issue, Made in China, for which the magazine temporarily moved its office to Beijing and Shanghai.

The two pop-up offices – both immaculately designed work spaces – were manned for a month by a 15-strong team of Wallpaper's London staff, as well as the magazine's resident Asia correspondents. In addition, the magazine had on hand a special advisory panel of creative trailblazers who are remaking modern China.

Commenting on the issue, editor-in-chief Tony Chambers says: "Our China special has literally been Made in China. We produced the content there, looking out from the country, not just looking in. It was an adventure that very few magazines would be able to embark on, and the result is a truer, deeper take on the forces driving China forward. It's an issue our readers will devour."

Wallpaper's Made in China issue highlights the design trends emerging from the country and puts the spotlight on its leading creative talent. It explores the best of China's fashion, architecture, and design,

and includes a directory of the hottest new Chinese architectural practices. There is also a first peek at the most dramatic structures that will change China's landscape.

Fashion coverage includes a remarkable portfolio by leading Chinese art photographer Li Wei, using performers from the Beijing Olympics opening ceremony, plus a striking portrait of the country's top models.

In addition, the magazine picks out some extraordinary and beautiful Chinese cigarette packaging, creates the perfect oriental style interior, and highlights some of the coolest pads in China.

To support and build on the issue, the magazine's website, www.wallpaper.com, will have a distinct Made in China feel to its homepage, and there will be a dedicated China microsite featuring news about the country. The online coverage will be extended with behind-the-scenes video, such as footage of Wallpaper's pop-up office in Beijing and a glimpse into the making of the Li Wei fashion shoot.

Wallpaper's Made in China issue is on sale from 14 May.

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