

WALLPAPER\* BESPOKE

2007

RECENT PROJECTS

# Wallpaper\*

## Bespoke Projects

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### What we do

**Bespoke\* is the creative solutions department for Wallpaper\*. We work with a select number of clients to bring them unique, tailor-made opportunities across a number of platforms.**

**Mission** To produce the most original, most creative advertising solutions that meet and exceed readers' and clients' expectations. Each concept is executed by Wallpaper's in-house editorial team of writers, stylists and designers, who select the most appropriate photographers and illustrators, ensuring a consistently high standard of creativity and style which engages and excites readers and clients alike.

The results are concepts on a par with Wallpaper's high-quality editorial that are uniquely tailored to intrigue the reader. Brand presence is achieved in a more subtle way than via advertising, as the key message is absorbed by readers through less blatant and more intelligent creative.

# Wallpaper\* Bespoke

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## 01 Technology

**Client** Sony  
**Issue** 93  
**Date** Nov 2006

**Sony's new Esprit range of products aims to bring a fresh lease of life to the home technology market by combining beautiful design with a wireless connecting system that rids rooms of unsightly wires.**

**Brief and Solution** To demonstrate the Sony Esprit range's unique attributes to a design-conscious audience, showing that it's possible to incorporate technology into your everyday life without compromising on aesthetics.

Wallpaper\* brought together the talents of a leading stylist, set builder and photographer to create contemporary room scenarios fitting for the Sony Esprit range. Designed in the style of a Wallpaper\* Space story, the creative solution showed that technology can fit unobtrusively into any well-designed room, looking complementary to its surroundings. The execution emphasised Sony's brand ethos of 'beautiful sound' by highlighting a home theatre system that is as beautiful to look at as it is to listen to.

### **Additional Activity**

**Wallpaper.com** Magazine work utilised for an online integration page, to increase awareness and broaden the strength of the proposal.

**Mail-Out** A specific e-mail blast to 7,800 Wallpaper\* Club members and a subscription letter to 27,000 worldwide subscribers.

**In-Store Point of Sale** Point-of-sale merchandise produced using the Bespoke\* artwork for display in Sony Centres to increase brand awareness.

PHOTOGRAPHER: ANDY BARTER. WRITER: STEPHEN ARMSTRONG







## 02 Technology

**Client** Samsung  
**Issue** 94/95/96  
**Date** Dec 2006/Jan/Feb 2007

**Samsung looked to Wallpaper\* to create an exclusive partnership that built on our associations with leading designers and gave it access to our global readership.**

**Brief and Solution** The brief outlined a collaboration with respected designers, where each was asked to create the perfect place in which to watch the Samsung LCD TV. Samsung wanted to increase reach by featuring two different designers in each of three issues. The company also wanted to tie into a specially developed microsite, on which users could create their own 'virtual' perfect place.

Making use of its links with the design industry's cutting-edge names, Wallpaper\* was able to present a collaboration with six designers, who each came up with their unique dream setting for the LCD TV. Two designers were presented in the magazine each month, starting with the December 2006 issue.

### Additional Activity

**Wallpaper.com** Magazine work utilised for an online integration page, to increase awareness and broaden the strength of the proposal. Link to a Samsung Microsite developed specifically for the Inspiring Television campaign, containing Wallpaper\* branding.

**Vodcasts** Video interviews with participating designers shown on Wallpaper.com. Also shown on the Samsung Microsite, which was developed to support the campaign, with Wallpaper\* branding.

PHOTOGRAPHER: PHILIP SINDEN. WRITER: NICK COMPTON







## 03 Drinks

**Client** Chivas  
**Issue** 84/88/92  
**Date** Jan/May/Oct 2006

**Pernod Ricard wanted to focus attention on the luxurious nature of the Chivas Regal 18 brand through links to design and architecture. Wallpaper\* was chosen due to its design credentials, as well as its global distribution – it was key to Chivas to reach its markets in China, France and the US.**

**Brief and Solution** China – a selection of Chinese artists were commissioned to produce a piece of work that represented the experience of drinking Chivas Regal 18 and reflected the brand's identity. The results were outstanding, and the pieces formed the basis of an exhibition in China, as well as being the main focus of the magazine creative.

Paris – focused on the luxury of the product, and shot in the Baccarat Museum, Paris, the story took the reader through an evening of pleasure with Chivas Regal 18. Each setting depicted the brand in a subliminal manner or by incorporating the bottle itself into the shot. The illusion of human interaction was created without the use of models.

US – Wallpaper\* commissioned five US-based product designers to create unique pieces of work that characterised the Chivas Regal 18 brand. The pieces, designed using organic materials, were a reflection of the US brand brief, which was aligned with escapism, indulgence and luxury. Wallpaper\* shot the story at a studio in New York, renowned for its inspiring space.

### Additional Activity

**Event Sponsorship** The key partnership with Chivas Regal led to drinks sponsorship at a number of Wallpaper\* events, including our tenth-anniversary party.

**Events** Pieces created by participating designers in both China and the US formed the basis of local events, which local design industry figures were invited to attend.

INTERIORS DIRECTOR: LEILA LATCHIN  
 ISSUE 84, PHOTOGRAPHER: JAN SIEFKE. WRITER: JONATHAN ANSFIELD  
 ISSUE 88, PHOTOGRAPHER: TOMASSO SARTORI. WRITER: ALEX BAGNER  
 ISSUE 92, PHOTOGRAPHER: DAVID HUGHES. WRITER: SCOTT MITCHEM









## 04 Drinks

**Client** Wyborowa  
**Issue** 85/86/89/92  
**Date** Feb/Mar/Jun-Jul/  
Oct 2006/Mar 2007

**Wyborowa Exquisite is one of Poland's premium liquors, with a unique bottle designed by Frank Gehry. This alignment with a figure from the architecture and design world, as well as the brand's placement within the premium drinks market, led Wyborowa to work closely with Wallpaper\* on a bar story.**

**Brief and Solution** The aim was to promote the brand and the featured bars to Wyborowa's current consumers. Wallpaper\* undertook a series of shoots, firstly in Amsterdam, then taking in Lisbon, Berlin, Paris, Warsaw and London. The shoots focused on the venues and sometimes the bar staff, too. In each shot, we considered the unique bottle shape and the experience of sampling this quality vodka.

**Additional Activity**

**Event Sponsorship and Sampling** The key partnership with Wyborowa led to drinks sponsorship at a number of Wallpaper\* events, including our tenth-anniversary party.

PHOTOGRAPHER: PHILIP SINDEN, DAVID HUGHES.  
WRITERS: NICK COMPTON, JEROEN BERGMANS, EMMA MOORE









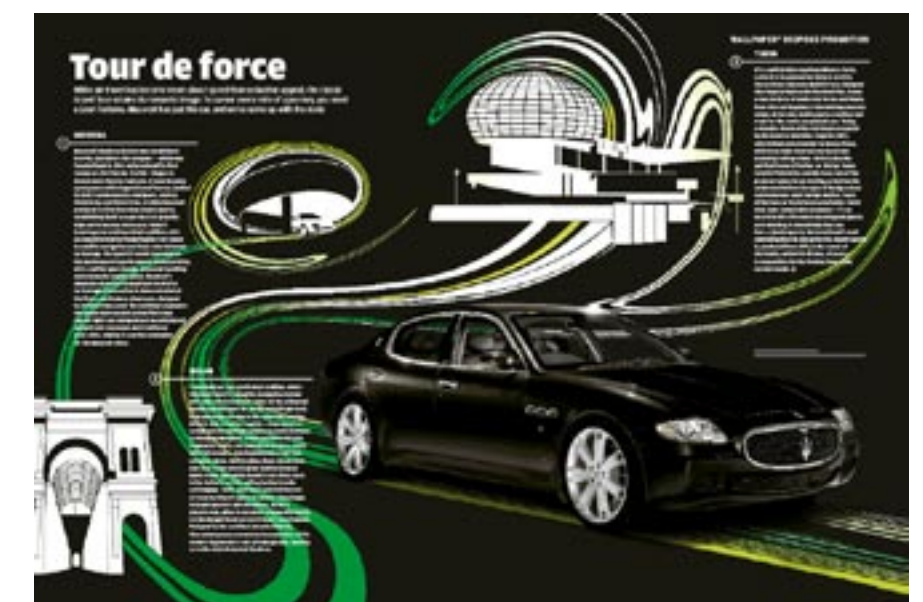
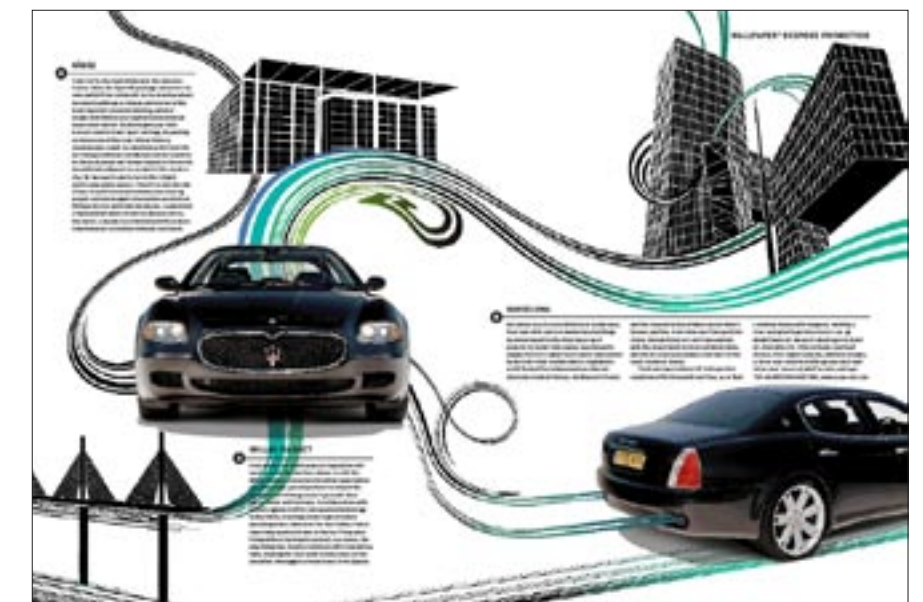
## 05 Motors

**Client** Maserati  
**Issue** 92  
**Date** Oct 2006

**In the competitive market of grand tourers – most often chauffeur-driven, with limited driver interaction – Maserati was keen to show that its own Quattroporte was very much a driver's car, best enjoyed from the front seat.**

**Brief and Solution** Versatility was a key message and we needed to demonstrate that a four-door grand tourer was equally at home in the city as on the expressway.

We came up with the idea of the road trip, taking in key sights and locations from Maserati's home town of Modena in Italy to our final destination, Barcelona. Utilising illustration, in addition to photography, we adopted a unique way of representing the grand tour, illustrating key buildings within each of the cities chosen, and showing the car in two different scenarios – by day and at night.









## o6 Motors

**Client** MINI  
**Issue** 98  
**Date** Apr 2007

**MINI wanted to underline the male character of its new model and raise its profile. The company wanted to shape the brand MINI as the most exciting premium small car in the world, exemplifying its core values – excitement, extroversion, chicness and integration.**

**Brief and Solution** The MINI Cooper S was the focus for the shoot, which was to be developed along the lines of a construction site and city-scape to bolster the car's masculinity. Wallpaper\* developed a creative execution that played on the idea of perspective and illusion. We created a unique story, photographed by Grégoire Alexandre, which linked the MINI to the masculine tones of a surreal city-scape. Shot entirely within a studio, the MINI story deceives the eye through its clever use of perspective and its tongue-in-cheek propping.

### **Additional Activity**

**Wallpaper.com** To enhance the partnership with MINI, the Bespoke\* team created a picture gallery to give readers a behind-the-scenes look at the shoot and an insight into the photographer's visual trickery.







## 07 Beauty

**Client** Kérastase  
**Issue** 93  
**Date** Nov 2006

**Kérastase is an upmarket haircare brand that has opened a series of ground-breaking salons in which it promotes best practice as well as the Kérastase range of products.**

**Brief and Solution** The company wanted to promote each salon as revolutionary in its design and use of space, while also making a link to the Kérastase products.

We were provided with locations by Kérastase, one in Harvey Nichols, London, and the other at Seaham Hall Hotel. Both demonstrated key design components, which set new standards in salon design while also providing a perfect backdrop to the Kérastase brand.









## 08 Fashion

**Client** G-Star  
**Issue** 94  
**Date** Dec 2006

**G-Star is not about image or celebrity, it's about a great product. From the fabric to the design, G-Star breaks the mould as the most original denim brand. It was therefore logical that G-Star and Wallpaper\* should work together on a piece of work that was equally innovative.**

**Brief and Solution** We used a unique photography style, adopted by Angela Moore, where we froze each garment to enhance the shape of the clothes, adding a surreal element to the final execution. Shot in an industrial freezer, the result was a stark contrast to normal fashion shoots, something that not only aptly represented the G-Star Midnight range, but that was in keeping with our ground-breaking Bespoke\* style.

**Client** Fur Federation  
**Issue** 91  
**Date** Sept 2006

**The International Fur Federation has worked with major fashion magazine titles to create seasonal advertorials promoting fur to consumers. This year, it came to Wallpaper\*, wanting to appeal to a wider fashion and lifestyle audience.**

**Brief and Solution** The Fur Federation asked Wallpaper\* to produce a story that not only promoted fur in a positive light, but that also linked seamlessly with our creative direction, and therefore our readers. We recreated a wintery scene, wrapping two charismatic models in the season's key fashion pieces. The creative alluded to the beauty that fur clothing can bring, as well as to the luxurious and aspirational feeling that owning exquisite pieces instils.

G-STAR, PHOTOGRAPHER: ANGELA MOORE  
FUR FEDERATION, PHOTOGRAPHER: REBECCA PIERCE



