

Wallpaper*

OCTOBER ISSUE GUEST EDITORS REVEALED

Three titans from the worlds of Art, Design and Fashion have guest-edited Wallpaper's October issue on sale 13 September 2007.

JEFF KOONS HEDI SLIMANE DIETER RAMS

have each produced 20 editorial pages and each designed a unique cover

Koons' offering includes an extraordinary 16-page artwork inspired by his passion for legendary rock band Led Zeppelin. He commissioned a leading cultural theorist to deconstruct the Zeppelin myth, and in conversation with Stella McCartney, discusses the nature of fame, becoming a brand, and... vaginas. His cover is an original and controversial collectable work of art.

'It's a pleasure to work with Wallpaper. It's a great magazine that touches on so many areas of life and aesthetics.'*

Slimane's contribution is a set of 20 exquisitely designed 60cm x 40cm posters using his own distinctive photography and typography. In conversation with Wallpaper* and German artist Thomas Demand, he discusses his painful split with Dior, redefining masculinity and how he feels that he'll return to fashion one day. Using specialist printing inks, his cover is a radical reworking of a recent art installation.

'I've never had the opportunity to work with Wallpaper before, so this particular project was really appealing and exciting. Especially as it also involved Jeff Koons and Dieter Rams, whom I greatly admire. It was a really good place to develop a common project and start a collaboration.'*

Rams presents his ten commandments of good design and illustrates them by art-directing a 16-page photo shoot of his all-time favourite products. He invites us to his home near Frankfurt, and in conversation with Japan's greatest living designer (and Rams disciple) Naoto Fukasawa, he discusses Braun vs Olivetti, Jonathan Ive and the wonders of bonsai. The subject of his art-directed cover shot is of one of Rams' greatest, yet little-seen designs.

'Now, more than ever, when industrial design as a discipline seems to have lost touch with a clarity of purpose and focus, it is time to perhaps get back to a core of principles and strip away the superfluous once again.'

Tony Chambers, Editor-in-Chief, says

'It's not often you get three such diverse creative geniuses under one roof. The results are truly surprising, memorable and collectable.'

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.

For further information please contact

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