

# Wallpaper\*

**7 AUGUST 2007**

**WALLPAPER\* 'CULTIVATES COOL' IN SEPTEMBER 2007**

We love the city, almost to a fault. But, this doesn't mean we don't sometimes feel pastoral urges. What we're really after is a metropolitan take on the good life. And we are not alone. In the September issue (from 9 August 2007) we're looking at cool cultivation and a life of fun, friends, frolics and home-grown fresh produce.

With new methods such as vertical farming and hydroponics available, as well as innovative ways with backyard husbandry, a truly contemporary rus in urbe is possible.

And before you start thinking we're leading you down the garden path or suggesting frugality and abstinence, urban rustic, the Wallpaper\* way, is about combining a love of food and interest in where it comes from with big city comfort. It's about health, bounty and evenings of food, friends and fun with vegetables.

How far you want to take it is completely up to you. Whether it's growing a few tomatoes on your penthouse balcony to keeping bees on rooftops and starting up a small business selling honey to farmers markets (see our case study of the bee-keeper in Manhattan).

If it still all sounds a bit Marie Antoinette don't fear. Unlike our poor heroine, short of a misfortunate incident with a trowel, the outlook for urban farmers is now far rosier. In fact with hydroponics the way they are, you won't even have to get your nails dirty.

If you need any more convincing, we have found four remarkable examples of city-based cultivation and put together our radical 14-page vision of the country kitchen for the committed urbanite.

Meanwhile on wallpaper.com, we are offering exclusive behind-the-scenes videos, galleries and feature extras from our Urban Agricool special, to give you a taste of what it's like to pull off a project of this magnitude.

## **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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