



WALLPAPER* CELEBRATES THE WORLD'S TOP 10 DESIGN NATIONS

Wallpaper*, the international design, fashion and lifestyle magazine, is once again celebrating the very best and brightest names from the world's ten leading style and design nations.

Shining a spotlight on its favourite destinations, **Wallpaper*** is highlighting 20 hand-picked things from each country. After a comprehensive search and meticulous edit by the **Wallpaper*** editorial team and its international correspondents, the countries that have made the cut are France, USA, China, South Africa, Canada, Portugal, Netherlands, UAE, Sweden and Argentina.

Each country has been given its own section which celebrates its diverse mix of both rising stars and established names in fashion, art, architecture, design, travel, food and beauty.

All ten destinations have also been given their own individual covers, with **Wallpaper*** calling on the talents of celebrated lighting artist Thierry Dreyfus to create and

capture the light of each territory in studio conditions. Having previously produced some of the most memorable fashion shows of the past decade for Dior Homme, Helmut Lang, Jil Sander, Calvin Klein and Comme des Garçons as well as designed monumental lighting installations at Paris' Notre Dame and Grand Palais, this is Dreyfus' first ever editorial photographic commission.

This is the third year that **Wallpaper*** has presented its top ten countries issue. **Wallpaper*** editor-in-chief Tony Chambers says: 'We've clocked up some serious air miles to create our globe-hopping Top 20 issue and there's everything from electric Swedish snowmobiles to a state-of-the-art Portuguese winery and nostalgic South African menswear.'

The November issue of **Wallpaper*** hits the newsstands on 13 October. Additional exclusive content will be available on the **Wallpaper*** iPad edition.



ABOUT WALLPAPER*

Truly international, consistently intelligent and hugely influential, Wallpaper* is the world's most important design and style magazine. It attracts the most sophisticated global audience by constantly pushing into new creative territories and ensuring its coverage of everything from architecture to motoring, fashion to travel, and interiors to jewellery remains unrivalled. Wallpaper* has readers in 93 countries and has enjoyed unparalleled success in reaching the design elite right across the globe. To Wallpaper*, the world is one seamless marketplace, where consumers flit from one destination to the next, easily cross physical borders and cultural divides, and flirt with a variety of different brands, both established and undiscovered. With 12 themed issues a year, a limited-edition cover by a different artist or designer each month, half a million Twitter followers and a monthly iPad edition, Wallpaper* has evolved from style bible to internationally recognised brand.

www.wallpaper.com | @WallpaperMag

For more information, interview and image requests contact: Thomas Aastad, Marketing Manager, Tel: 44.20 3148 7709, email: thomas_aastad@wallpaper.com

AWARDS & RECOGNITION

- D&AD Yellow Pencil Award 2011**
Custom Covers for Wallpaper* Handmade issue 2010
- Best Editorial Design**
- Design Week Awards 2011**
Wallpaper* Handmade issue
- Art Directors Club Annual Awards 2011**
Merit for Wallpaper* Handmade issue
- Brit Insurance Design Award 2011**
Custom Covers app, Wallpaper* Handmade issue
- TIME's top 10 magazine covers of 2010**
Wallpaper* Handmade issue
- Society of Publication Designers Awards 2011**
Merit for Wallpaper* Handmade issue
- Innovation & Brand Building Initiative**
- British Society of Magazine Editors Awards 2010**
Wallpaper* Handmade issue
- Innovation & Brand Building Initiative**
- British Society of Magazine Editors Awards 2009**
Wallpaper* Made in China issue
- Best New Editor of the Year**
- British Society of Magazine Editors Awards 2008**
Tony Chambers

Best Designed Magazine of the Year
Press Gazette Awards 2008
Wallpaper* – 'Wallpaper* continues to innovate with page after page of just stunning design. The most restrained, considered magazine. A triumph,' said the judges.