

Wallpaper*

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Wallpaper* publishes an augmented reality special issue and joins forces with Wolff Olins to predict the trends of 2010

Wallpaper*, the international design, fashion and lifestyle magazine, is bringing its January Next Generation issue to life with an augmented reality cover and a special feature enhanced with AR technology. The magazine has also joined forces with international brand and innovation consultancy **Wolff Olins** to reveal the ten new developments that could change the world in 2010.

Wallpaper's January cover will spring into life when readers hold it in front of a webcam, transforming the flat page image of graduate designer Jørund Blikstad's 'Wall Cubes' shelving into 3D. Readers will be able to rotate and view the shelving from various angles by moving the magazine in front of their computer screen.

Wallpaper* also gives an 11-page feature the augmented reality treatment. The feature, which reveals the trends of 2010, is enhanced on every page with AR technology, triggering both videos and animation. The list of ten new developments – from augmented reality, of course, to virtual currency, waterproof sand and the reinvention of the wheel – are the things that **Wallpaper*** and **Wolff Olins** are tipping to make a big impact on the way we work, play, travel and relax in 2010.

The top ten developments are:

- **Augmented reality** – computer-generated images will mix with and add to reality
- **Better Place** – an international network of charging points for electric cars
- **Crossbreed: the folding wheel** – enabling performance bikes and wheelchairs to fold into small spaces
- **Dime: magic sand** – water resistant sand to stop water seeping away through the earth



- **Enhanced Editions** – eBooks move into the next dimension adding sound, music and video
- **Gapminder** – charts the wealth gap and gives new and visual ways of displaying this information
- **Nokia money** – making cash mobile and creating a wholly new way to buy items and pay bills without the need for a bank account
- **Pico projectors** – small enough to be fitted to cameras or mobiles and transforming them into mini movie theatres that can create an image up to 60 inches wide
- **Rockcorps** – an army of youth volunteers expected to go global in 2010
- **WorldWide Telescope** – bringing the universe to the desktop, users will be able to fly past Mars or zoom in to view distant galaxies by combining images from a vast array of telescopes

Elsewhere in the January issue, **Wallpaper*** selects and celebrates the graduate talent who will design, build, cut, colour and cook a better world. Plus, the world's leading fashion designers pick the next wave of superstar designers, while **Wallpaper*** looks at the new supercar from Lexus and the best in ovens, sinks and sofas.

Wallpaper* Editor-in-Chief Tony Chambers says:

'This issue of **Wallpaper*** is all about the top trends and technologies for 2010, so we couldn't resist having some fun with the mind-bending, pixel-popping, multimedia minefield that is augmented reality.

'We do like to push creative boundaries here at **Wallpaper***, and with this issue, readers can see the magazine grow into a whole new dimension.'

The January issue of Wallpaper* is on sale now.

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ABOUT WALLPAPER*

Truly international, consistently intelligent and hugely influential, Wallpaper* is the world's most important design and lifestyle magazine. It has attracted 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 us, 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, and a limited-edition cover by a different artist or designer each month, Wallpaper* has evolved from style bible to internationally recognised brand.

Best New Editor of the Year – Tony Chambers
British Society of Magazine Editors Awards 2008

Best Designed Magazine of the Year – Wallpaper*
'Wallpaper* continues to innovate with page after page of just stunning design. The most restrained, considered magazine in this category. A triumph.'

The judges, Press Gazette Magazine Design and Journalism Awards 2008

ABOUT WOLFF OLINS

Wolff Olins is a brand and innovation business. It employs 140 people in London, New York and Dubai. Launched in 1965, it is now part of Omnicom. Wolff Olins' clients includes Beeline, First Direct, GE, Lloyds Banking Group, Macmillan Cancer Support, Mercedes-Benz, New York City, Orange, PepsiCo, PwC, (RED), Sony, Tate, Telenor and Unilever.

For further information: Victoria Higham, senior press officer, IPC Media, tel: 44.20 3148 5401 / email: victoria_higham@ipcmedia.com