

WALLPAPER* AT THE DESIGN MUSEUM'S 2011 BRIT INSURANCE DESIGN AWARDS

Wallpaper*, the leading authority on international design, fashion and lifestyle has been shortlisted in the Best Interactive Design category for a Design Museum 2011 Brit Insurance Design Award.

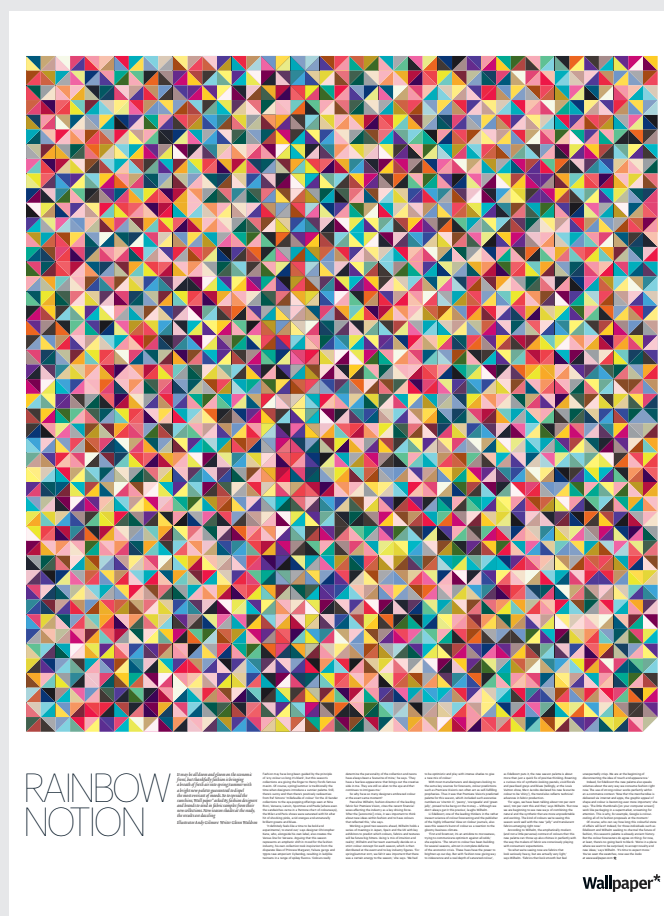
Originally devised for the landmark Handmade issue (August 2010), the application enabled readers to design their own cover of the magazine and resulted in over 21,000 unique covers being printed and delivered to subscribers.

Design Museum visitors will be able to follow suit and create their own Wallpaper* cover using the online application (installed on computers in the gallery), and then print it there and then. Their handiwork will also be added to a gallery of covers on Wallpaper.com.

The concept will be updated and brought back for Wallpaper's August 2011 issue – Handmade II.

Now in their fourth year, The Brit Insurance Design Awards span the full creative spectrum across seven categories: architecture, fashion, furniture, graphics, product, interactive and transport. Judges of this year's awards include designer Bill Moggridge, curator Janice Blackburn, novelist Will Self and graphic designer Mark Farrow. All winners will be unveiled on 28 February and the overall Brit Insurance Design of the Year will be crowned at the awards dinner on 15 March.

Tony Chambers, editor-in-chief, Wallpaper*: *'Our epic Custom Covers project was a combination of military-precision planning and state-of-the-art digital printing and we are delighted the Design Museum has recognised it.'*



Tear-out poster presenting this season's must have shades

ABOUT WALLPAPER*

Truly international, consistently intelligent and hugely influential, Wallpaper* is the world's most important design and style 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.

Innovation & Brand Building Initiative – Wallpaper* Handmade issue

British Society of Magazine Editors Awards 2010

Innovation & Brand Building Initiative – Wallpaper* Made in China issue

British Society of Magazine Editors Awards 2009

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. A triumph.' The judges, Press Gazette Magazine Design and Journalism Awards 2008

For further information:

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