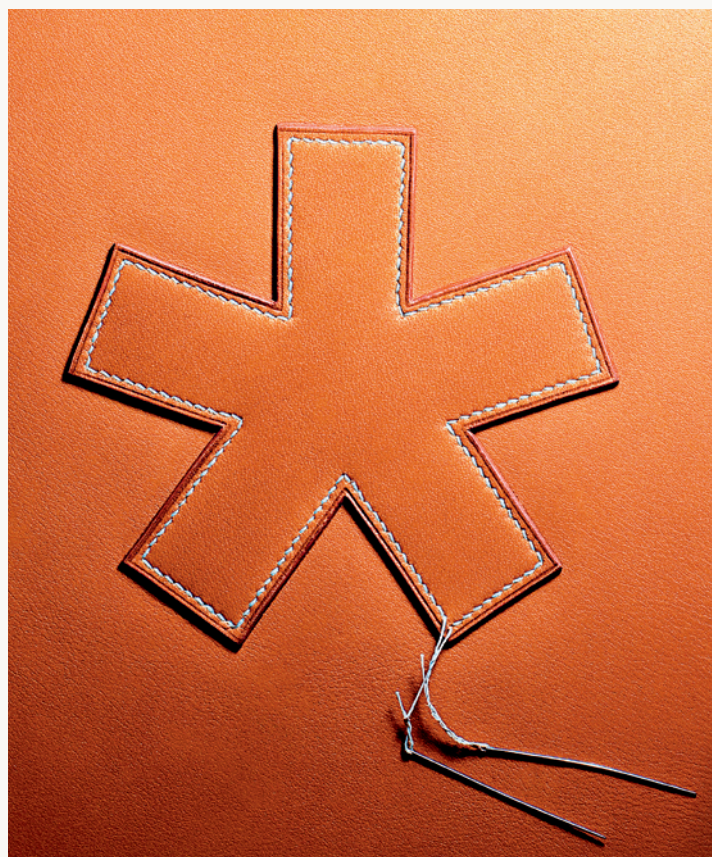


# Wallpaper\*

8 JULY 2010



## HANDMADE: WALLPAPER\* PUBLISHES ITS MOST AMBITIOUS ISSUE YET.

**Wallpaper\***, the international design, fashion and lifestyle magazine, today publishes Handmade, its most ambitious issue to date. Having brought together and briefed some of the world's leading designers, craftsmen and manufacturers to produce unique furniture, fittings, foodstuffs, fashion and more, **Wallpaper\***, in its August issue, chronicles the production and presentation of this astonishing collection of one-off designs and delicacies.

From cover to cover, Handmade is a complete celebration of craftsmanship. Printed on no fewer than seven different paper stocks, supplied by Finnish company UPM, the issue also includes a sketchbook documenting how designs evolved, while there is even a paper house to cut out and assemble, courtesy of Ryuji Nakamura.

In another first, readers were invited to get in on the Handmade act too. Through the wonders of state-of-the-art digital printing, every reader had the chance to design their own cover using a palette of images, textures and type from some of Wallpaper's favourite graphic artists. The finished artwork was bound to a complete issue and delivered to each reader's home.

Having generated more excitement than would fit into a single issue, an extended insider's guide to Handmade can be found at [Wallpaper.com](http://Wallpaper.com). From time-lapse films detailing the construction of the largest commissions and picture galleries featuring every single Handmade product, to an interactive tour of the '**Wallpaper\*** Handmade... in Italy' exhibition staged during the Salone del Mobile in Milan, where many of the designs were first unveiled. And for those who want to own a piece of the action, a limited selection of the Handmade items will be available to buy online.

'This hugely ambitious issue is about the recipe for remarkable things: art, craft, skill, vision and the determination to do better.'

Tony Chambers, **Wallpaper\*** Editor-in-Chief

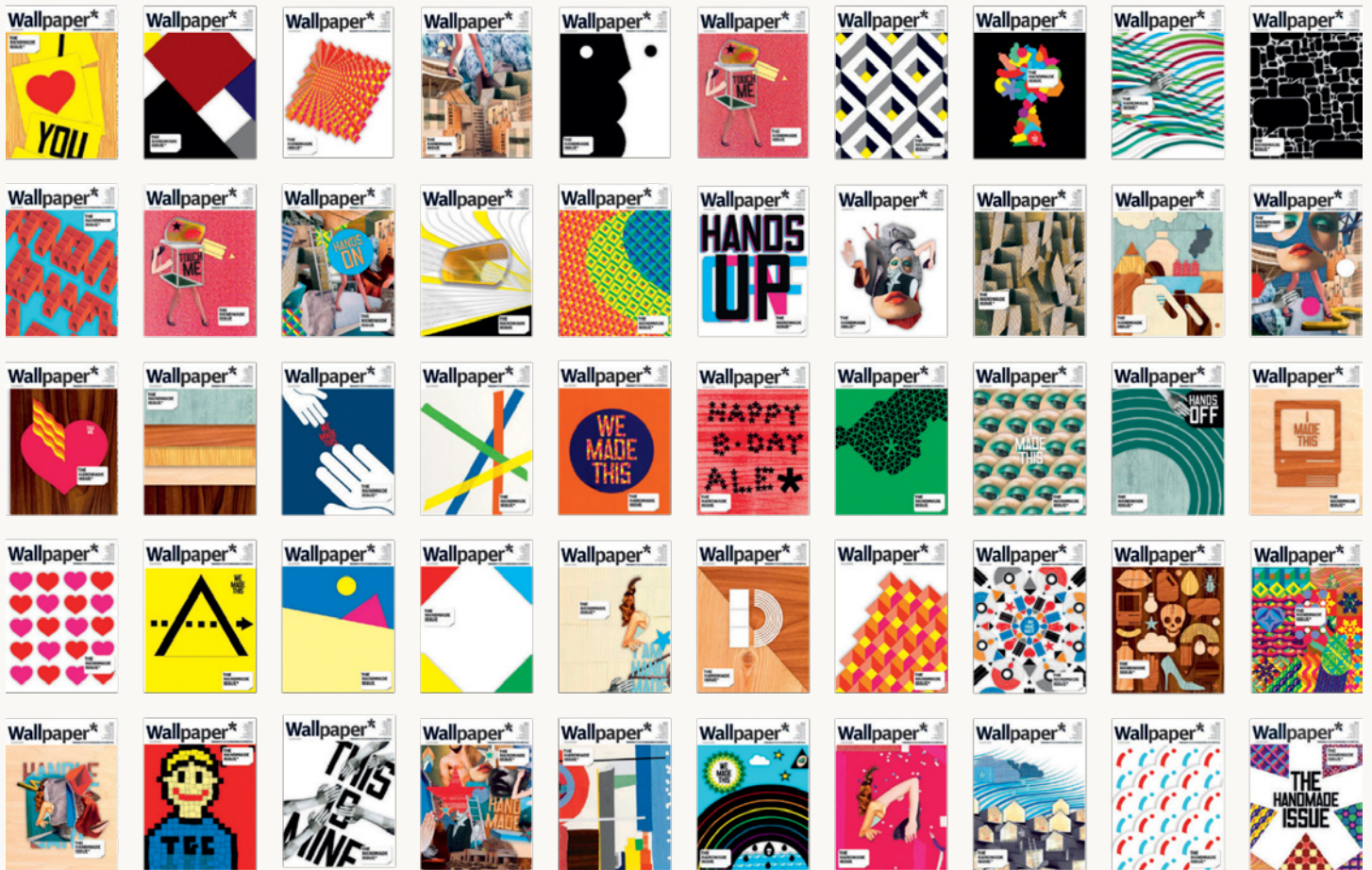
'We are delighted we have been able to execute something as logistically complex as the custom covers project and are thrilled by the enthusiasm shown by our readers to engage with the brand on such a creative level.'

Gord Ray, **Wallpaper\*** Publishing Director

**Wallpaper\* Handmade is on sale on Thursday 8 July.**



# Wallpaper\*



Thousands of our readers designed their very own cover for this issue of Wallpaper\*

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## NOTES TO EDITORS

### For bespoke cover registration:

[www.wallpaper.com/custom-covers/registration](http://www.wallpaper.com/custom-covers/registration)

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## 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\* 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 in this category. A triumph.’

The judges, Press Gazette Magazine Design and Journalism Awards 2008