

Wallpaper*

Wallpaper.com launches new-look site

Wallpaper.com has today revealed its new look. The site has been rethought and refined to reflect the new visual identity of the print edition, as seen in the September issue. Leading digital consultants Nicolas Roope of Poke London and Marc Kremers were appointed to work with Wallpaper* to create an industry-leading, innovative site.

The website's elegantly composed pages are now fully responsive and thanks to the drop-down menu, and the scroll-able (or swipe-able) archives of stories, visitors can now dig deep into the site without so much as a click. The new and improved article formats not only offer a rich reader experience, but act as mini homepages themselves, displaying accessible related content.

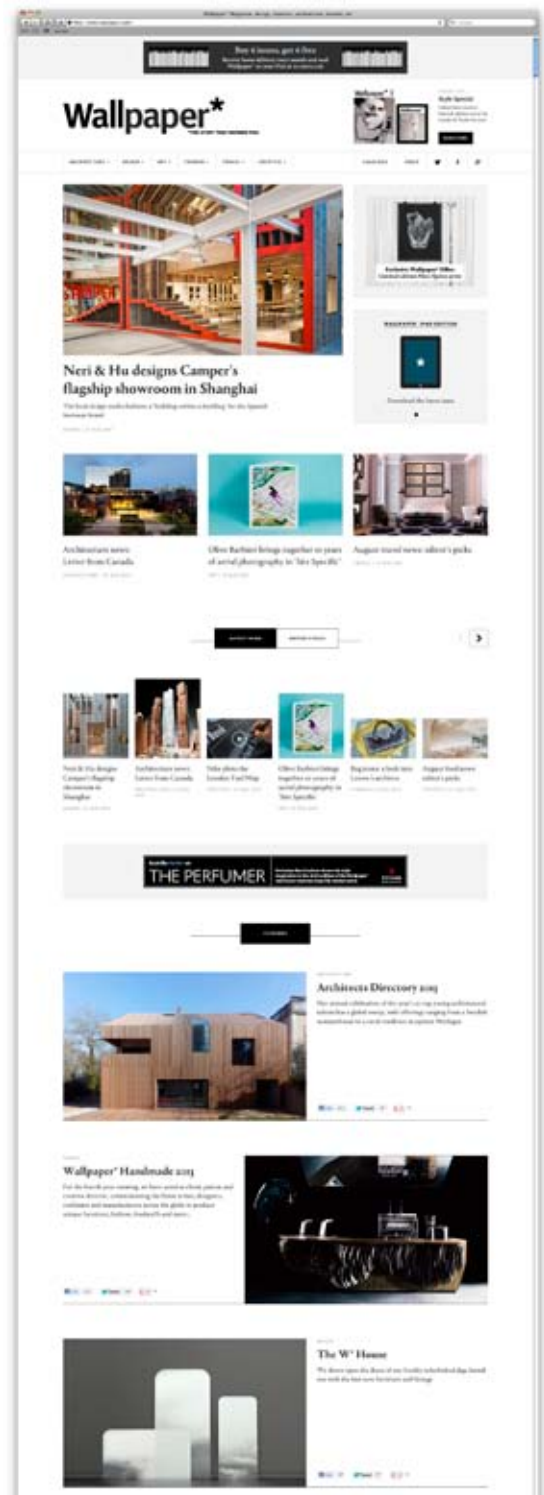
As with the print edition refresh, the site also uses Portrait and Darby, the two exclusive typefaces designed specifically for Wallpaper* by Paul Barnes and Christian Schwartz, which echo the refined new aesthetic of the site.

Wallpaper* has also introduced an exclusive new digital advertising format, The Triptych. This innovative new offering comprises three impactful, full-width images that reveal themselves at different intervals down the homepage, using a parallax scrolling motion and enabling optimal presentation of beautiful client imagery.

The first phase of the website's new look is now live and Wallpaper* will be rolling out more enhancements in the coming months to ensure it stays at the forefront of the evolving digital landscape.

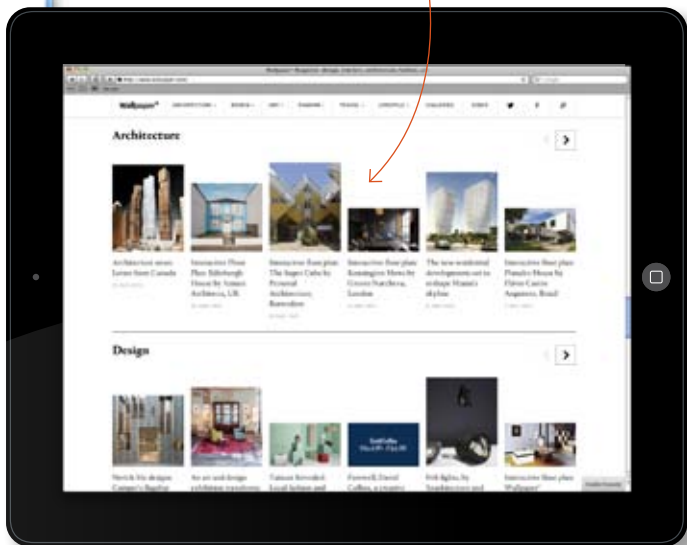
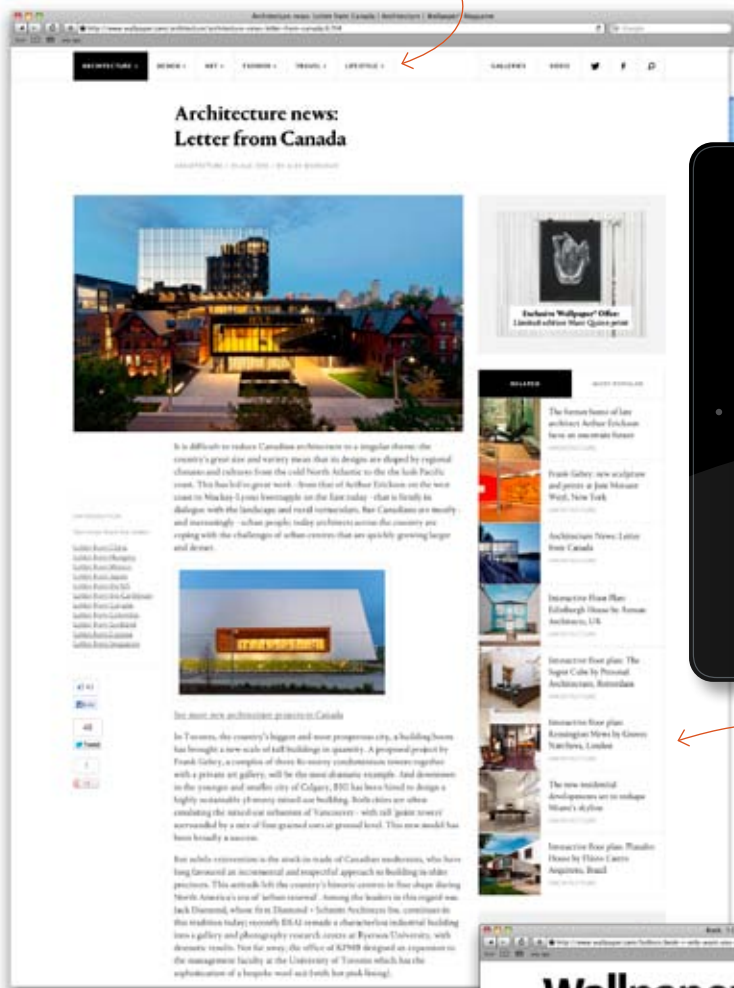
Malaika Byng, Online Editor, Wallpaper.com: 'The site redesign conveys the richness of our content in an instant, maximising our photography and depth of stories. The fresh and sophisticated new look is paired with a dramatically enhanced user experience, which takes advantage of the most innovative technologies available.'

Tony Chambers, Editor-in-Chief, Wallpaper*: 'Wallpaper.com is both technically innovative and aesthetically refined. It is informative and inspirational and reinforces our reputation as the go-to source for all design, fashion and lifestyle knowledge.'



FIXED NAVIGATION

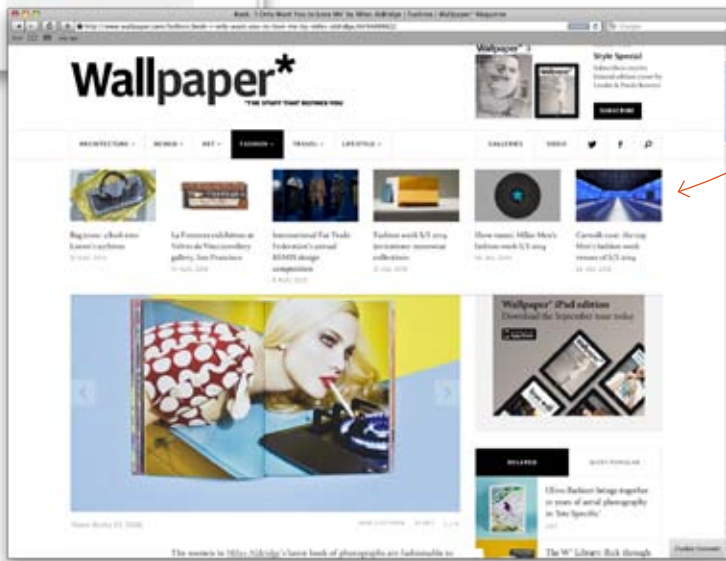
SCROLLABLE ARCHIVE CONTENT



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Truly international, consistently intelligent and hugely influential, Wallpaper* is the world's most important design and style magazine. Wallpaper* has readers in 93 countries and has unparalleled success in reaching the design elite right across the globe. With 12 themed issues a year, a limited-edition cover by a different artist or designer each month, more than 850,000 average monthly unique users on Wallpaper.com, and over 880,000 Twitter followers, Wallpaper* has evolved from style bible to internationally recognised brand.

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