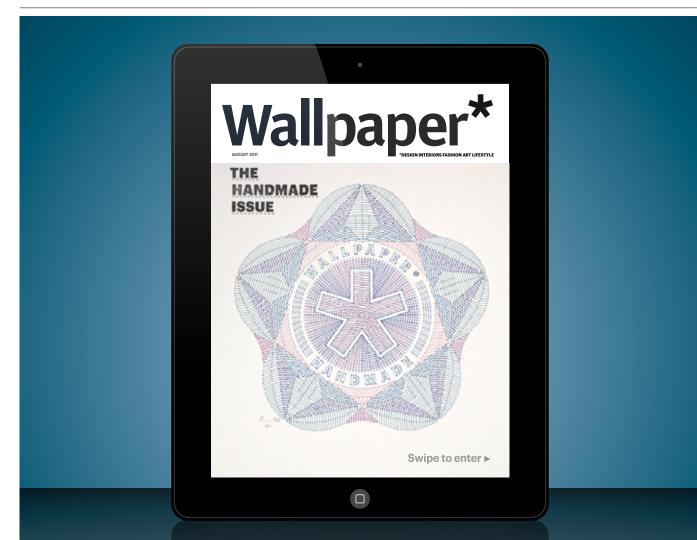
Wallpaper*



WALLPAPER* LAUNCHES IPAD EDITION WITH AUGUST HANDMADE ISSUE

Wallpaper*, the international design, fashion and lifestyle bible, has launched its first iPad edition of the magazine. The app is free to all existing Wallpaper* subscribers and gives users a portable and enhanced version of the print issue.

Launching with August's Handmade issue, one of the most eagerly awaited of the year, the all-new iPad edition features all the content of the print version, but also includes behind-the-scenes videos, user-controlled stop-motion animations and a specially commissioned soundtrack by fashion's go-to musicologist, Michel Gaubert. It also features an animated cover and how-touse guide, as well as giving users the option of viewing all content in either portrait or landscape formats.

Since its inception last year, the Handmade initiative has evolved into a key global showcase for contemporary design and craftsmanship. The Handmade exhibition, held for the second consecutive year at Salone del Mobile, the award-winning August Handmade issue, and now the launch of Wallpaper's iPad edition cements Wallpaper's status as the flag bearer of a new design movement and a real driving force behind design innovation.

Tony Chambers, Wallpaper* Editor-in-Chief, says: 'Our iPad app is a dazzling addition to the tactile touchy-feely print issue. An all-singing and dancing monthly fix with not-tobe-missed added extras. Thank you Jonathan Ive – it feels like the iPad was designed with Wallpaper* in mind'

The Wallpaper* app is available to download from 14 July from the App store priced £4.99. The app is free for all subscribers to Wallpaper*. The August print edition goes on sale 14 July.



AWARDS & RECOGNITION

Winner of best editorial design – Design Week 2011 Wallpaper* Handmade

Art Directors Club Annual Awards Merit for Wallpaper* Handmade

Nomination for a Brit Insurance Design Award Custom Covers application for Handmade

Time magazine's top ten magazine covers Wallpaper* Handmade at no.3

Society of Publication Designers Merit for Wallpaper* Handmade

D&AD Yellow Pencil Award 2010 August Handmade Custom Covers project

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 – 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

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.