



## 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-to-use 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-to-be-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.

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