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**WALLPAPER* AND BERNHARDT DESIGN
CELEBRATE AT ICFE**

As summer approaches, so does the tantalising prospect of some time in New York City for the International Contemporary Furniture Fair (ICFF). Every year the US's major design fair offers up new trends and daring prototypes and this year's edition promises to push the boundaries further with an un-missable program of presentations and events.

Wallpaper*, the iconic international design and lifestyle magazine is celebrating its 100th issue (June/July issue) and a new editor-in-chief Tony Chambers. This year for ICFE Wallpaper* is hosting an exclusive party on Sunday May 20th 2007 with the international design force Bernhardt Design.

Wallpaper* magazine - new logo and the future

Wallpaper* is proud to reveal a new look logo with its 100th issue which is a refresh of the Wallpaper* asterisk, elegantly incorporating a mouse cursor symbol to represent the brand's integration of print and digital.

Wallpaper's 100th issue is a collectable edition that includes a poster showcasing all 100 newsstand covers, limited edition covers and other specials and supplements.

The 100th issue also reveals the Wallpaper* world top 100, encompassing fashion, architecture, objects of desire, people and places to watch out for.

Tony Chambers, Wallpaper's new editor-in-chief, says: "Rather than a retrospective, Wallpaper's 100th issue is all about the things that are hot right now and will be in the future. It's the perfect issue to unveil our new logo, which is a subtle nod to multi-platform Wallpaper* brand, our party during ICFE with Bernhardt Design will showcase our new logo as well as the best of our 100 covers, it's a great platform for us to show our efforts over the last ten years and whilst we are very much looking forward, we love to show off our fabulous and cutting-edge past."

BERNHARDT DESIGN

A NEW DESIGN COLLECTIVE

Bernhardt Design continually pushes the boundaries of furniture design, continually asking what makes a design timeless? Is it a certain uniqueness of form? Is it about an originality of technology, material or function? Or is it something more difficult to define? All timeless designs seem to share a common sensibility of being somehow familiar. These designs are the products you connect with, the ones that never seem to go out of style and that travel with you throughout your life.

Bernhardt Design's new collection 'Global Edition' is born out of the desire to create a collective of furniture that shares these characteristics by creating designs that are simple, pure, universal and, above all, timeless.

"I believe that the concept of creating things of permanence is often overlooked in our discussion about being responsible environmentally. The dialog often seems to focus more on recycling, rather than on creating products that will stand the test of time and not end up in the landfill. Perhaps we should also concentrate on creating things that will last and that we want to keep," states Jerry Helling, Creative Director of Bernhardt Design.

Bernhardt Design enlisted an accomplished roster of international design talents to create this collection including Shin Azumi, Jeffrey Bennett, Christian Biecher, Culdesac, Yves Béhar, Arik Levy, Lievore Altherr Molina and PearsonLloyd. All representing a diverse demographic from the United States to Israel to Japan and all with their unique individual styles and range. Their quest was to design individual pieces that transcend a specific category, time period or origin: pieces that have a sense of permanence and quality.

The designers represent a diverse demographic from Japan, England, France and Spain, to Israel and the United States. Their individual design studios work in an array of disciplines including product, furniture, graphics, architecture and interior design. Together their award-winning designs are shaping everything from aspirin bottles and airplane interiors to office towers and flower vases.

The concept for the collection was also an attempt to break the mould of the traditional notion of furniture collections being authored by a single designer and consisting of an array of coordinating product. Instead, Global Edition was created to reflect the relevance of individual choice in designing today's diverse commercial and residential interiors.

Jerry Helling continues "Global Edition is a response to the notion that often great designs like great art are defined by what is left out. The quest is to create products that transcend specific style, category of use, time period or place of origin: pieces that have a sense of permanence and quality. As the arbiter, of contemporary international design Wallpaper* magazine is the perfect partner for presenting these designs to the world."

DETAILS

WALLPAPER* AND BERNHARDT CELEBRATE

To celebrate Wallpaper* and Bernhardt Design' will host a stylish and most talked about party on Sunday May 20th 2007. Held at XChange, 640 West 28th Street, NYC from 7.30pm until late, guests are invited to drink and dance to the success of both brands.

The XChange will be created into a beautiful print exhibition of Wallpaper* front covers and Bernhardt Designs new collection. A bar will also be made to look like a stack of all 100 issues of Wallpaper. The event was managed by My Beautiful City, headed up by Robin Scott-Lawson.

The Guests

Guests include fashion designers, architects, interior designers, models and friends/VIPs of Wallpaper* and Bernhardt Design

Music

The legendary Arthur Baker will be DJing throughout the night.

The Drinks

Bombay Sapphire is the proud drinks sponsors of the event and will create and serve the delicious cocktails.

Interviews and pictures (emailed) available from 12.00 on Monday May 21 2007.

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