



The best of Wallpaper* at a touch, Wallpaper* launches a new iPhone app

Wallpaper* has launched a free iPhone app, in association with Swarovski Crystal Palace. The **Wallpaper*** app will give you instant access to our pick of the best from the worlds of art, fashion, travel, architecture and technology.

The app will bring to life the best of Wallpaper.com by giving users an exciting daily dose of up-to-the-minute news stories, stunning picture galleries and short-form video content directly from the site. Moreover, wherever you are in the world, you will be able to access information and exclusives from all the major design fairs, fashion shows and exhibitions.

The launch of the iPhone app cements **Wallpaper*** magazine's ambitions to be at the cutting edge of technology and social media. **Wallpaper*** currently has over 90,000 followers on Twitter and Wallpaper.com receives 555,000 unique users per month.

The **Wallpaper*** iPhone app is free and available to download now from the App store.

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'The iPhone gives the brand another platform for our global audience to enjoy our exceptional content. The app is a really exciting extension to the Wallpaper* brand.'
Ben Giles, online publisher, Wallpaper*

Wallpaper*

ABOUT WALLPAPER*

Truly international, consistently intelligent and hugely influential, Wallpaper* is the world's most important design and lifestyle 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 of the Year – Wallpaper's 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