

## JAGUAR CARS JOINS WALLPAPER\* FOR ANNUAL DESIGN AWARDS

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**The international design, fashion and lifestyle magazine, Wallpaper\*, has announced that for the second year running Jaguar will be the sole partner of its annual Design Awards – the Oscars of the design world.**

The Wallpaper\* Design Awards in association with Jaguar will celebrate and congratulate the year's highest design achievers, whether it's extraordinary architecture, brilliant product design or the most life-enhancing item.

Jaguar will be integral to the prestigious Design Awards ceremony on 9 January 2008 and will also support the readers' award 'Best Gadget on the Go'.

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Tony Chambers, Wallpaper\* Editor-in-Chief, says,

**“The Wallpaper\* Design Awards and the dedicated issue generates a great sense of anticipation among the international design community. We're thrilled Jaguar is supporting our awards for the second year running as it's a brand which truly values good quality design.”**

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Jaguar will be highlighted in the Design Awards issue of Wallpaper\* (February 2008) – one of the most popular issues of the year – and in all the marketing activity building up to the awards, including the January issue and on Wallpaper.com from 22 December 2007.

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Jaguar's Global Marketing Director CJ O'Donnell said:

**“Jaguar is renowned for creating cars with ground-breaking exterior looks and innovative interiors; design is what drives our business and for that reason we are proud to join Wallpaper\* in revealing and rewarding the best of the year's designs. As two global design-led brands, it makes perfect sense for us to build upon the relationship that began with last year's awards.”**

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The Design Award categories include architecture, domestic design, fashion and beauty, media and travel and will be judged by an internationally renowned panel,

**Tadao Ando, André Balazs, Wong Kar-Wai, Langlands + Bell,  
Patricia Urquiola and Donatella Versace.**

The Wallpaper\* Design Awards in association with Jaguar take place at the The Old Sorting Office, 21-31 New Oxford Street, WC1A 1AP, on 9 January 2008 and the Wallpaper\* Design Awards issue (February issue) goes on sale on 10 January 2008.

# NOTES TO EDITORS

These are the fourth annual Wallpaper\* Design Awards. The first awards were launched in the January/February issue of Wallpaper\* in 2005.

Since its launch in 1996, Wallpaper\* has consistently been one of the most influential design magazines, as well as the most beautiful. Few magazines can claim to have changed the world, but whether you are in the coolest bars and restaurants or the hippest hotels, the aesthetic that surrounds you was first championed by Wallpaper\*. The focus is on continuing to search the globe for emerging trends and presenting the world's best new designers and their extraordinary creations in a luxurious format.

Now available in over 70 countries, Wallpaper\* is the only magazine to have international appeal, unified by one passion - design.

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