

Wallpaper*

7 MAY 2009

BORN IN BRAZIL NASCIDA NO BRASIL

BORN IN BRAZIL: WALLPAPER* MAGAZINE'S HOMAGE TO THE MOST EXCITING COUNTRY ON EARTH

Wallpaper* launches its **Born in Brazil** issue with a celebration in New York on **Friday 14 May 2010**. The event is being held in association with Iguatemi, Brazil's leading chain of luxury shopping centres, at the stunning specialist Brazilian contemporary furniture gallery, Espasso.

The **Born in Brazil** launch coincides with ICFF and will be attended by friends of Wallpaper*, Iguatemi and leading lights from the social, art and design community who will be the first to see the limited edition cover designed by artist Vik Muniz. In keeping with the theme of Brazil, guests will be served custom-blended Wallpaper* caipirinhas from Sagatiba and authentic Brazilian delicacies from Greenwich Village restaurant Berimbau.

Following last year's award-winning Made in China issue, the Wallpaper* team recently established operational HQ and luxurious quarters in Rio and São Paulo to produce its **Born in Brazil** issue. From the discovery of massive offshore oil reserves to the awarding of the 2014 World Cup and the 2016 Olympic games, Brazil is on a serious roll and Wallpaper* wanted to be at the centre of the action.

Born in Brazil high points include:

- Cover star Ana Beatriz Barros floating above São Paulo on the helipad of the Emiliano hotel
- A second cover featuring a beautiful boy shot at the rooftop pool of the Ipanema outpost of the Fasano hotel

- Profiles and portraits of our advisory panel of Brazil's brightest stars, including architect Paulo Mendes da Rocha, the Campana brothers, beachwear queen Lenny Niemeyer, Ana Beatriz Barros, super chef Alex Atala, musician and actor Seu Jorge and incendiary artist Cildo Meireles

- Brazil's richest man Eike Batista talks about earning \$2.2m a hour and how he's backing Rio's remarkable renaissance

- Brazil's leading designers, Sergio Rodrigues, Carlos Motta and Hugo França, pick the design stars of tomorrow

- Super mall Iguatemi opens shop in Brasilia

- Plus why Pepsi and Coke are betting big on coconut water; Brazil's regional cooking gets the Wallpaper* treatment; in praise of the Brazilian bum; and a Portuguese translation.

'Brazil is the most exciting country on earth and Wallpaper* was there, en masse, to capture this exceptional country at an extraordinary moment of transition'

Tony Chambers, Editor-in-Chief, Wallpaper*

'Wallpaper* magazine has really captured the spirit of our country in this remarkable issue. We are delighted to partner with Wallpaper* in the launch of Born in Brazil.'

Carlos Jereissati, CEO Iguatemi

Wallpaper*

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.

Innovation & Brand Building Initiative — Wallpaper* 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

NOTES TO EDITORS

ABOUT IGUATEMI

Iguatemi currently manages 12 strategically placed shopping centres in Brazil, located in Brasília, Campinas, Sorocaba, São Carlos, Rio de Janeiro, Florianópolis, Porto Alegre, Caxias do Sul and its flagship in São Paulo, which attracts over 1.6 million visitors a month and is home to the largest number of international brands in Brazil. Known for providing its clientele with a comprehensive shopping experience that brings together the world's finest luxury brands, Brazilian designers, dining, entertainment, art and exceptional customer service, Iguatemi has become the largest, full service company in Brazil's shopping centre sector. A pioneer of indoor shopping in Latin America, Iguatemi opened its flagship Iguatemi São Paulo in 1966, the first shopping centre in Brazil. Iguatemi currently has five shopping centers under development including JK in São Paulo, opening in 2011.

ABOUT ESPASSO

Espasso specializes in Brazilian furniture design by vintage masters and emerging contemporary designers. The New York showroom became the first gallery in the U.S. dedicated to Brazilian design from the 1930s to the present day. Founded in 2002, Espasso moved to a 6,000 sq. ft. converted Tribeca factory in 2006 and opened a Los Angeles location in 2004. The gallery features works by Oscar Niemeyer, Sergio Rodrigues, Joaquim Tenreiro, Jorge Zalsupin and Jose Zanine Caldas, re-edited works by 1950s architecture collective Branco & Preto, 1970s icon Ricardo Fasanello, and 1930's designer Gregory Warchavachic, as well as contemporary designers Antonio da Motta, Etel Carmona, Claudia Moreira Salles, Carlos Motta, Fernando Mendes and Roberto-Hirth, and architects Arthur Casas and Isay Weinfeld.

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