

Wallpaper*

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WALLPAPER* UNRAVELS NORWAY WITH A SPONSORED SUPPLEMENT

Wallpaper*, the international design, fashion and lifestyle magazine, is to celebrate Norway's design credentials in a special supplement in its October issue.

Produced by **Wallpaper's** editorial and design team, 'Norway Revealed' will provide an in-depth exploration of Norway's people and culture, with particular emphasis on its architecture, product and furniture design.

At 24-pages, this supplement is the biggest that **Wallpaper*** has bound into the magazine and it is using a matt paper stock for extra standout.

The project has been made possible with the support from the Royal Norwegian Embassy in London, the Norwegian Ministry of Foreign Affairs, Innovation Norway and the Association of Norwegian Furniture Industry.

The supplement is timed to coincide with the 100% Norway exhibition, which is curated by **Wallpaper's** design editor, Henrietta Thompson. The exhibition will showcase the latest furniture and interior products from Norway at London's 100% Design fair.

Tony Chambers, **Wallpaper's** editor-in-chief, says: "Norway's great diversity and huge reserves of creative talent made it the ideal place for us to explore. Our readers are passionate about design and this supplement will put Norway's design credentials firmly on their radars."

Thomas Aastad, project manager for design with the Royal Norwegian Embassy, says: "In recent years Norway has positioned itself as an exciting and innovative player in the worlds of architecture, design and culture with numerous landmark projects and award-winning designs both at home and abroad.

"**Wallpaper*** has always been very supportive of Scandinavian designers and architects, and we see this project as a manifestation of the impressive reputation that both young and established Norwegian professionals continue to make for themselves internationally."

Norway Revealed will run in **Wallpaper's** October issue, which is on sale from Thursday 10 September, and will be marked with a **Wallpaper*** party hosted together with the Royal Norwegian Embassy on 23 September in London.

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