

# Wallpaper\*

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## FAMOUS FOR 15 YEARS

We celebrate 150 agenda-setting, era-defining issues that have made the world a better-looking place to be

**THE STUFF THAT SURROUNDED US**

15 years of our favourite things with much more inside



**THE WALLPAPER**  
**\* 150**

Tipping our hats to the ground-breakers and game-changers who made it all possible

**DESIGNING THE DREAM**

NYC's art director A-team

**ROME RISING**

Silvia Fendi's insider guide to a city's renaissance

**CHAIR LADY**

How to look like your favourite furniture





Ronan &amp; Erwan Bouroullec

Rem Koolhaas

Zaha Hadid

Olafur Eliasson

So here they are, 150 people who have come into all our lives over the last 15 years and made something that matters to us better, more interesting, or more fun. But, in a Wallpaper\* first, these aren't just our choices. Through the wonders of the Twittersphere, we shot a number of our suggestions out there to provoke debate and input into our great name-checking project. And you came back in numbers and with a lot to say. So this list is, we like to think, the collective hip hip hoorays of the big, happy Wallpaper\* family. It's also worth mentioning, before you get upset that (insert fave designer here) isn't in the list, there were a couple of crucial criteria used when putting this list together. For one thing, our 150ers had to be still extant. And their creative flowering has to have happened in the last 15 years (sorry, Mr Armani, but you were a legend long before 1996). It's been a close call in many cases but our panel and researchers have been forensic in their deliberations. Anyway, enough preamble, begin the parade.

**DAVID ADJAYE**

The leading British architect of his generation parlayed contemporary art nous into major public commissions around the world.

**JONATHAN ADLER**

Potter who built a total-look interiors empire on the back of an acid-coloured update of Palm Springs modernism.

**FERRAN ADRIÀ**

At El Bulli he re-invented food, breaking it down to its smallest components and rebuilding it again as something completely new.

**AI WEIWEI**

Artist, architect, photographer, dissident and the benevolent big daddy of contemporary Chinese art.

**ALEX ATALA**

São Paulo's DOM is one of the planet's super-foodie destinations thanks to Atala's incisive way with indigenous ingredients.

**ATELIER BOW-WOW**

Flying the flag for the iconic 'small but perfectly formed' in Japanese architecture, Atelier Bow-Wow has a place in our heart.

**CHRISTOPHER BAILEY**

Bailey has retooled the engine of aspiration at Burberry. Live catwalk feeds with a click-and-buy option are just the start.

**DROOG**

Gijs Bakker and Renny Ramakers' Droog made design take a good, hard look at itself.

**SHIGERU BAN**

Orchestrating the meeting of Western modernism with Japanese tradition. But praised most for his humanitarian designs.

**MARIAN BANTJES**

A loopy, twisting, turning and subversive approach to typography, pattern and colour has made her a global, graphical success.

**BARBER OSGERBY**

The design of the 2012 Olympic torch confirms Edward Barber and Jay Osgerby's upgrade from poster boys to British design establishment.

**JORN BARGER**

Online legend and the creator of the first blog, Robot Wisdom, in 1995, Barger's posts ranged from AI to James Joyce.

**MATTHEW BARNEY**

Technically stunning epic-surrealist films, full of metaphor, allusion (plus pop star wife Björk); and thus genius is proclaimed.

**DAVID BECKHAM**

The footballer who took the idea of personal branding to a new level. And made it OK for men to spend big on fashion and grooming.

**YVES BÉHAR**

Putting the human into the industrial and his conscience into his projects made the US/Swiss designer ahead of his time.

**BERNARDES + JACOBSEN**

Offering their own take on Brazilian modernism, Thiago Bernardes and Paulo Jacobsen produce architecture perfectly suited to its surroundings.

**BLAIN SOUTHERN**

Harry Blain and Graham Southern started super-gallery Haunch of Venison, sold it for £££. Now set to conquer the world with new venture, Blain Southern.

**IWONA BLAZWICK**

Put on Hirst at London's ICA, filled the Turbine Hall at Tate Modern and is now queen of the East End art scene at the Whitechapel Gallery.

**HESTON BLUMENTHAL**

Britain's first self-taught scientist-chef. His perfectionism and his vacuum flask took him to the top of the culinary tree.

**TORD BOONTJE**

Gorgeous in glass. The RCA's decorative design professor's triumphs combine the artisanal and romantic with advanced tech.

**THE BOURULLEC BROTHERS**

Designers Ronan and Erwan Bouroullec took Jasper Morrison's soft-edged minimalism and added colour and Gallic goofiness where appropriate.



Al Weibel



Patricia Urquiola



David Beckham



Raf Simons

**THOM BROWNE**

Exposed the male ankle and made too-small suits and skinny ties the smart option.

**THE CAMPANA BROTHERS**

Based in São Paulo, Fernando and Humberto Campana celebrate beauty in the found object and pretty much invented favela chic.

**CARMODY GROARKE**

The British architecture duo have revolutionised exhibition and pavilion design, turning it into a high art.

**CARUSO ST JOHN**

Their New Art Gallery in Walsall put the Black Country on the UK art map. Flag-bearers for a new British modernism.

**MAURIZIO CATTELAN**

His squashed Pope, suicidal squirrel and funny juxtapositions made Cattelan the art world's leading satirist-absurdist.

**HUSSEIN CHALAYAN**

Hear them cry – is he a fashion designer or an artist? He is and can be both; as well as the master conceptualist.

**DAVID CHANG**

The acclaimed hotshot behind Manhattan's Momofuku chain redefined fusion food and built an empire on sublime pork buns.

**THE CHAPMAN BROTHERS**

Jake and Dinos' taste for death, mutilation, Nazis and orifices have made the art-shock brothers beloved of the British press.

**PIERRE CHARPIN**

The artist as designer. Charpin's forms are freely interpretable and made in small, oh-so-collectible production runs.

**DAVID CHIPPERFIELD**

It took his fellow-Britons a few years and awards to warm to Sir David Chipperfield's masterful minimalism. Now he's simply unstoppable.

**CLAESON KOIVISTO RUNE**

Sweden's star design agency proves that Scandi simplicity and functionality can go global without a big blue shed.

**DAVID COLLINS**

Collins has defined what luxury looks like. His contemporary deco amps up the glamour of hotels and bars worldwide, but avoids kitsch.

**JAMES CORNER**

New York's High Line, the wild park in the sky, and Fresh Kills Park have made Corner America's star landscape architect.

**ALESSANDRO CRIVELLI**

His Estate4 agency worked out that creatives like high ceilings and big windows and sold them Milan's post-industrial Tortona area.

**BOBBY DEKEYSER**

Ex-Bayern Munich goalkeeper who sold 6ft painted raffia giraffes before reinventing outdoor furniture with Dedon.

**THOMAS DEMAND**

Demand's paper universe is perfect and perfectly sinister. The Berlin-based artist makes us see the world anew.

**ANN DEMEULEMEESTER**

Deconstructed, avant-garde, androgynous and asymmetrical; Demeulemeester's designs attract the most interesting adjectives.

**SIMON DE PURY**

Phillips De Pury & Company challenged the Christie's/Sotheby's duopoly and dusted off the auction house world for a new audience.

**STEFAN DIEZ**

His combination of conceptual minimalism and high levels of craftsmanship have made him Germany's fast-rising design star.

**DILLER, SCOFIDIO + RENFRO**

Diller Scofidio + Renfro's ethereal Blur Building for Swiss Expo 2002 rocked our world. It also flagged up globally the practice's unique interdisciplinary approach.

**JACK DORSEY**

His obsession with taxi dispatchers became Twitter, and helped the Arab world organise and Stephen Fry tell you his whereabouts.

**ALAIN DUCASSE**

Daringly simple combinations; the best ingredients and lots of awards. At last count, Ducasse's empire had 20 Michelin stars.

**ALBER ELBAZ**

Lanvin's anxious Moroccan-born Israeli saviour has conquered the fashion world with timeless designs that make women feel elegant and intelligent.

**OLAFUR ELIASSON**

Working with architecture, space and nature, the Danish-Icelandic artist installed a waterfall under Brooklyn Bridge and hung a new sun in Tate Modern.

**TRACEY EMIN**

Using her emotional life as her main source of inspiration, Margate's greatest living artist is flourishing at the top of the Brit Art tree.

**SHAWN FANNING**

Almost killed the music industry while barely out of high school. But without Fanning's Napster, there would be no iTunes or iPod.

**ROGÉRIO FASANO**

Restaurateur and hotelier who has been a key force in Brazil's emergence as the destination of choice for the design-minded.

**GUSTAVO FILOUEIRAS**

Opened the Emiliano hotel in 2001 back when São Paulo was a hot zone, not in a good way. Now in a good way.

**TOM FORD**

The fashion designer who took the Gucci brand by the lapels, redefined contemporary glamour and the commercial mechanics of the industry.

**THE NEXT 15 YEARS, POSSIBLY**

**01. The game layer**

Everything will be driven by the gaming dynamic. And everyone's a winner. Or loser

**02. Post-screen**

Student designers are imagining us unshackled from our LED masters. Good luck with that

**03. High-speed trains**

Even the US is laying down new train tracks. And once again getting the Chinese to do it for them

**04. Just passing through**

Tourists will outnumber locals, everywhere around the world

**05. Water wars**

H2O becomes the resource to scrap over

**06. Do it yourself**

We finally accept that robots are rubbish and always will be

**07. Sour grapes of wrath**

The world decides that austerity is not a good look after all

**08. The beard in retreat**

Men start shaving again

**09. Dark and light**

The 3D chocolate printer becomes the must-have kitchen appliance

**10. Temporary becomes permanent**

With empty urban spaces abundant, pop-upism becomes the norm

**11. Against the grain**

White bread becomes extinct

**12. Now we're motoring**

Detroit becomes the model for the successful post-industrial city

**13. Say cheese**

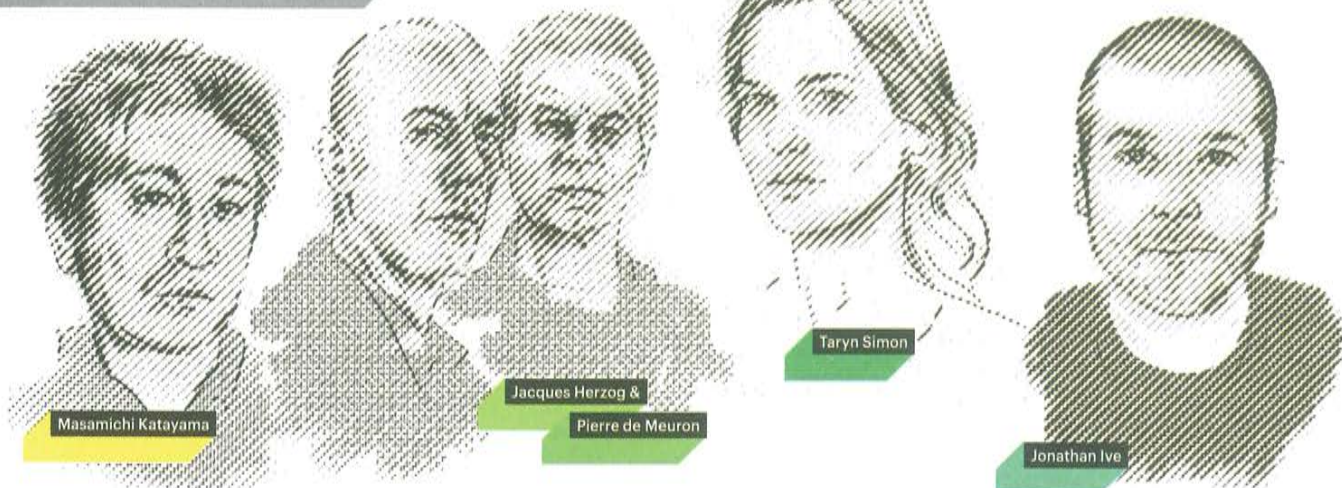
The Parmesan pencil revolutionises dinner time rituals

**14. By royal appointment**

Wallpaper\* Composed gets the call to give the Palace a makeover

**15. Winging it**

The flying car takes to the skies

**FRONT**

Well put-together Swedish design trio behind the love it or loathe it 'Horse' lamp.

**TERUNOBU FUJIMORI**

One-time architectural historian and eccentric whose radical, nature-infused designs are like nothing ever seen in the textbooks.

**SOU FUJIMOTO**

His memorable Wallpaper\* debut, a Best House award in 2009, underlined Fujimoto's rising reputation in the contemporary architecture scene.

**NAOTO FUKASAWA**

A Dieter Rams disciple, Fukasawa reduces his designs to a beautiful bare minimum and silences noisy bells and whistles.

**PIERRE GAIGNAIRE**

The Michelin-laden daddy of modern French cuisine has seen us through fusion and now wows us with his own-brand molecular.

**JOHN GALLIANO**

Before the fall, Galliano was LVMH's prize asset, a man who understood that selling a fantasy starts with grand spectacle.

**FRANK GEHRY**

His landmark Bilbao Guggenheim overturned ideas of what architecture was for. Its legacy is buildings of boldness and vision.

**NICOLAS Ghesquière**

By 2001 the Gucci group were so desperate to land him that they bought Balenciaga – the house he reinvented – outright.

**KONSTANTIN GRIC**

Stood up for the better impulses of industrial design and stood out as its best hope. And he has been right all along.

**BEN GORHAM**

The ex-basketball player turned scent tsar has slam-dunked his way into perfume history with Byredo, a line of perfectly modern classics.

**ANDREAS GURSKY**

Observation on a massive scale, enhanced with digital manipulation, has made Gursky the world's big-bucks photographer.

**ZAHA HADID**

When she at last started to build, she built like no one ever has. A virtuoso diva and the world's first truly computer-age architect.

**KENYA HARA**

Japan's prolific design celebrity is a big thinker big enough to fill the big design shoes (and a seat on the board) at Muji.

**PIERRE HARDY**

More sculptor than shoemaker, Hardy became cobbler to the stars by focusing on volume, graphic design and perfect proportions.

**JAIME HAYÓN**

The Spanish designer used talent, and considerable charm and charisma, to bring craft and decoration out of cold storage.

**THOMAS HEATHERWICK**

The British designer and architect who channelled Brunel to make visionary engineering cool again.

**SAM HECHT**

Behind some of Muji's greatest hits, including the marvellous 'City in a Bag'.

**FERGUS HENDERSON**

A part-trained architect, his brainy take on nose-to-tail eating at St John made him a star.

**HERZOG & DE MEURON**

The Tate Modern made them, and fixing the problems their fix left behind (with a new extension) will make them all over again. Smart.

**JAMIE HEWLETT**

The post-punk cartoonist behind Tank Girl and Gorillaz moved seamlessly into Chinese opera and animations for the BBC.

**TOYO ITO**

Innovative and influential, Ito is an architectural legend. Also, many a design talent was bred in his office, such as the SANAA partnership.

**JONATHAN IVE**

We do a lot of what we do and in the way that we do it because of Apple's design chief. iBook, iPod, iPhone, iPad. Our iLife.

**MARC JACOBS**

The defining fashion designer of the last 15 years whose personal 'journey' is as emblematic of the era as his clothes.

**JONNY JOHANSSON**

Built a brand, Acne, before deciding what to do with it. It did jeans and now clothes, furniture with more to come.

**NICK JONES**

Soho House NYC turned his media-centric members' bars – the rooftop pool was masterful – into the contemporary clubhouse.

**HELLA JONGERIUS**

Her wildly eccentric creations have brought new levels of artistry to design.

**MASAMICHI KATAYAMA**

Interior design as film-making. Katayama is making the retail experience dazzle, one Harajuku fashion boutique at a time.

**PIERRE KELLER**

Used architecture and luxury giants to transform ECAL – a middling Swiss design school – into an academic superbrand.

**MARCIO KOGAN**

Kogan's designs give us some serious house envy and (even more) reason to visit South America. True modernism, Brazilian-style.

**REM KOOLHAAS**

Architecture's agitator-in-chief actually got to build, and so proved there was substance behind the sloganeering.

**GALERIE KREO**

Working with Newson, Morrison et al, Clémence and Didier Krzentowski's Galerie Kreo in Paris created 'design-art' *avant la lettre*.

**TOM KUNDIG**

A taste for kinetic gizmos, shooting roof lines and materials that age into the landscape made Kundig a late-blossoming hit.

**AMANDA LEVETE**

Former co-partner at legendary Future Systems, now head of dynamic AL\_A, she's an architectural force to be reckoned with.

**DANIEL LIBESKIND**

The completion of the Jewish Museum in Berlin in 1999 propelled him into starchitecture-dom.

**HOW WE HATED****01. Ryanair**

Evil in the skies

**02. Tasting menus**

Where's my main?

**03. The taming of Manhattan**

Gotham becomes a sitcom set

**04. Redux reflux**

Remakes, reissues. What happened to new ideas?

**05. Tattoo fever**

One day you will be old

**06. Sex and the City 2**

SITC was everything good: gags, sex, shoes, cocktails, cupcakes, doughnuts. And then they went and did that (also, see entry 3)

**07. The Wire speak in offices**

Tru' dat. Shiiiiiiiiit!

**08. CGI and auto-tune**

Anything is possible and nothing is true

**09. BlackBerries at dinner**

Hello, I was talking

**10. Spoilt brats**

The progeny of the rich and famous have inherited the earth

**11. Foam as food**

Foam is not food

**12. 'Curators'**

What did you curate exactly?

**13. Chorizo madness**

There are other sausages

**14. McJacobsen**

Arne lays the golden Egg

**15 Post Mad Men-modernists**

Oh, now you get it



David Chang



Alain Ducasse



Humberto &

Fernando Campana

Marc Jacobs

### CHRISTIAN LOUBOUTIN

He's the red-sole man who makes shoes more akin to jewels and spurns an obsessive devotion from his fans.

### GLENN LOWRY

Holder of the most important job in modern art, director of New York's MoMA, giving contemporary art greater prominence.

### TOMAS MAIER

A theorist of contemporary luxury, Maier's stewardship of Bottega Veneta saved the idea of extravagant good taste.

### MALIN + GOETZ

Know their Panton from their Prouvé and used their nous to create the architect's favourite skincare line.

### MARTIN MARGIELA

One of the Antwerp Six, famously never interviewed or photographed, the enigma who still influences fashion's cognoscenti.

### MICHAEL MARRIOTT

His found-object design DIYism has earned him a serious following.

### NATALIE MASSENET

People would never buy clothes over the internet, would they?! They would the Massenet way.

### BRUCE MAU

Canadian head of the blockbuster design agency who redesigns how businesses operate, not just what they make or how they look.

### THOM MAYNE

Creator of some key California buildings, like the Caltrans District 7 HQ, Mayne is our favourite West-Coast architect.

### MOURAD MAZOUZ

The channel-straddling restaurateur conquered hearts with his modern African menus at Momo and 404 and egg-shaped loos at Sketch.

### STELLA MCCARTNEY

At Chloé and under her own name, her sharp tailoring and feminine lines proved she has so much more than just a famous dad.

### AMBRA MEDDA & CRAIG ROBINS

Plugged Design Miami/Basel into the biggest art bazaars. As well as creating a brand new Miami design quarter.

### TAMARA MELLON

The most papped CEO in the luxury trade, Mellon has ridden the shoe revolution to make Jimmy Choo an international accessory behemoth.

### THE MICHA BROTHERS

Their much-imitated Habita hotel group has led the design hotel pack for a decade and is now expanding out of Mexico to take on the world.

### GUIDO MOCAFICO

Like an Old Master, but of still-life photography, Mocafo's compositions find beauty in the banal, the dead and the scaly.

### YASUMICHI MORITA

Conquering Japan and the world with glamorous restaurant interiors that create buzz, turn heads and crackle with va-voom.

### JASPER MORRISON

The British designer every other designer name checks. The granddaddy of soulful minimalism and fun functionalism.

### MURRAY MOSS

Moss is New York's (and the States') leading serious design retailer. His SoHo (of course) store and gallery deals in the accessible and avant-garde.

### ELON MUSK

The engineering entrepreneur behind PayPal, Tesla Motors and a replacement for the Space Shuttle is the innovators' innovator.

### MARC NEWSON

Design's dude-in-chief. Playful retro-futurist who sure knows his engineering onions. Early works worth \$\$\$\$!

### FABIO NOVEMBRE

Do say: 'anthropomorphic design'. Don't say: 'Panton chair with a bottom pressing through it.'

### THE BIG SELL: 15 YEARS OF CLASSY WALLPAPER\* COVER LINES

#### 1. Feeling flush

The world's most lavish loos

#### 2. Embarrassed by your bunker

How toppled tyrants should decorate their dugouts

#### 3. Pouches on couches

Studs in duds parade the new season's sofas

#### 4. At home with Osama Bin Laden

Putin on the Ritz Life in post-mafia Moscow

#### 6. Fancy a nibble

What we like to eat in bed

#### 7. Come and get it

Wallpaper sticks it in

#### 8. Maurizio Cattelan's kitty-cat casserole

#### 9. Make an entrance

Knobs, knockers, beauty and booty

#### 10. Plan a pig party

#### 11. Karl Lagerfeld's iPod pimp

#### 12. Well hung

Our big swinging interiors issue

#### 13. Show us your knickers

Pants go public

#### 14. Vorsprung dick technik

Does your manhood shape up?

#### 15. Big and bouncy

The best well-sprung beds

### HANS ULRICH OBRIST

The Serpentine's super-curator has made the art conversation broader, louder and more inclusive.

### JAMIE OLIVER

Cheeky chappie British chef and TV star who made eating well a moral crusade, in the UK and then the US.

### JULIAN OPIE

Developed a new line language for the portrait and the nude; charmingly immediate and disconcertingly sexy.

### ROSSANA ORLANDI

The ultimate Milanese design matron, Orlandi's artfully ramshackle design showrooms have become *the* Salone stop-off.

### RICK OWENS

The cult LA clothing designer who moved to Paris and parlayed a bias cut and languid silhouette into a fashion forward smash.

### LARRY PAGE & SERGEY BRIN

The men who wrote an algorithm, founded a verb and monetised all the world's information.

### DENNIS PAPHITIS

Aesop's founder conquers sink-sides with pure potions, perfect packets and the cosmetic world's most architectonic counters.

### GRAYSON PERRY

The potter who helped repair the centuries long rift between art and craft, a stand-off that makes less and less sense.

### PHOEBE PHILO

Philo emerged from Stella's shadow at Chloé and then re-emerged at Céline with her squeaky clean lines squeakier than ever.

### RENÉ REDZEPI

Revolutionised 21st century gastronomy with plated artworks of foraged foods and flowers at his Copenhagen restaurant, Noma.

### CARINE ROITFELD

Kicked fresh life into French *Vogue*; and her rock-chic personal style became iconic.

### MICHEL ROJKIND

He flirted with a musical career, but we're glad that design won Rojkind over. He's now among Mexico's key contemporary architects.

### FERNANDO ROMERO

For Romero, the man behind the new landmark for Mexico City, the curvaceous Soumaya Museum, the only way is up.

### JK ROWLING

First waved her magic wand over children's reading habits in the year of our birth and made herself squillions in the process.



Hella Jongerius



Tom Ford



Jack Dorsey



Marc Newson

**STEFAN SAGMEISTER**

The New York-based rock star designer who combines philosophy, politics and a social conscience with the avant-garde.

**SANAA**

We have always admired Kazuyo Sejima and Ryue Nishizawa's vision. Their 2010 Pritzker prize only justified our love.

**OKI SATO**

Since launching Nendo in 2002 Sato's lightweight, minimalist aesthetic has garnered awards and contracts.

**CHRISTIAN SCHWARTZ**

Multi-award winning, prolific, creative; if typography has a star it is Schwartz. Amplitude was first seen in these pages.

**SCOTT SCHUMANN**

The quality photography on Schumann's genre-defying street-fashion blog, The Sartorialist, inspires 70,000 fashionistas a day.

**TARYN SIMON**

Her hyperreal, aestheticised documentary narratives fascinate and scoop awards with their revelations of the unknown.

**RAF SIMONS**

Known for the hoodie-and-classic-tailoring combos of his own label and the rejuvenation of the Jil Sander brand.

**HEDI SLIMANE**

A restless polymath, he slimmed the male silhouette with an architect's eye and tailored like an engineer.

**MATTHEW SLOTOVER & AMANDA SHARP**

London is a contemporary art super power; so thank you to the founders of the Frieze magazine and fair.

**SPRÜTH MAGERS**

Monika Sprüth and Philomene Magers are continually the most interesting of the empire-building global gallerists.

**ROMAN AND WILLIAMS**

New York duo Robin Standefer & Stephen Alesch devised a fresh Americana – as at NYC's Ace Hotel – comforting but completely new.

**GERHARD STEIDL**

Since 1996 his dedication to the fullest potential of print and paper has become clear. Just ask Robert Frank or Ed Ruscha.

**PETER THIEL**

Stanford-educated libertarian hedge fund chief who co-founded PayPal, and made an early investment in Facebook.

**MATTEO THUN**

A co-founder of the legendary Memphis group, Thun won our hearts with his Vigilius Mountain Resort in Italy, which combined eco credentials and luxury.

**PATRICIA URQUIOLA**

The designer in-demand, Urquiola has an unmatched feel for fancy-tickling form and colour, a sort of strict sensualism.

**DRIES VAN NOTEN**

The master of subtlety, pattern and colour among the Antwerp Six, Van Noten's design restraint stands out in a world of brash fash.

**VIKTOR & ROLF**

The Dutch design duo exemplify the new interplay of fashion and art.

**ROBERT VIOLETTE**

The maker of big, beautiful books edited the monograph that helped turn Damien Hirst into a star, before doing similar with Jürgen Teller.

**MASSIMO VITALI**

Beach scene panorama of the good life? Or critique of conformity and commodified leisure? Either way, very collectible.

**JIMMY WALES**

Patron saint of the time-poor journalist and lazy undergrad. His open-source Wikipedia may well be the internet's most useful site.

**MARCEL WANDERS**

Demolishing minimalism in one fell swoop, Wanders made decorative, surreal design fun and fascinating.

**JUNYA WATANABE**

The Comme des Garçons protégé who each year puts out some of the Paris shows' most artistic and sculptural collections.

**KELLY WEARSTLER**

The colourful, superbly composed former centrefold who bought colour and superb composition to West Coast modernism.

**ISAY WEINFELD**

Isay Weinfeld, together with Marcio Kogan (see page 160), gave us a masterclass with the Hotel Fasano design in 2003, consistently raising the bar ever since.

**KANYE WEST**

West matches eloquence with bravado. He's also made contemporary design a rapper's delight and a status symbol for all global superstars.

**MARVA GRIFFIN WILSHIRE**

Devised and curates Salone Satellite, still the world's most important showcase for design tyros over a decade on.

**LOUISE WILSON**

Funny and fearsome, Central Saint Martins' head of fashion makes bright young things even brighter.

**RICHARD WRIGHT**

His Chicago auction house transformed the market for 20th century design. Their catalogues are collectibles.

**TOKUJIN YOSHIOKA**

As prolific as he is pioneering, the Japanese designer consistently pushes materials in wonderful, unpredictable ways.

**JAMES ZEMAITIS**

At Christie's and then Sotheby's Zemaitis pushed 20th century design onto the sales floor and under the hammer.

**PETER ZUMTHOR**

The architects' architect. Champion of the tactile and the experiential in architecture, Peter Zumthor is also a trained cabinet-maker.

**WALLPAPER'S FIRST 15 – THE EARLY YEARS****Tyler Brulé**

With a little help from his friends, Jayson created the essential handbook for 'urban modernists'

**Paulo Cesana**

Smooth operating Italian ad rep

**Patrick Cox**

Supported our first steps

**Ruth Cummings**

Our in-house chef

**Martin Jacobs**

Allegedly responsible for first spin of the Wallpaper\* asterisk

**Jordi Labanda**

Edmond Kiraz for hub-hopping hipsters and Balearic beatniks

**Simon Mills**

The don of lifestyle journalism, and the founder's landlord

**Norman Pearlstine**

The Time Inc editor-in-chief who liked us so much he persuaded Time-Warner to buy the company

**Alice Rawsthorn**

The design journalist brought authority and a killer haircut

**Michael Reynolds**

Styled our first cover; we're still crazy about his interior world

**Thomas Sandell**

Swedish architect who designed our Vitsoe-tastic first HQ

**Simian sentinals**

Kay Bojesen's wooden monkeys for Rosendahl welcomed visitors at Wallpaper\* reception

**Softroom Architects**

Rendered the Wallpaper\* world

**Alasdhair Willis**

Helped build a media brand before boosting British design with Established & Sons

**Herbert Winkler**

Art director who helped define Wallpaper's mix of clean lines and high camp