

40 UNDER 40 *****

THE WHIZZ KID

Ito Morabito is perhaps the world's most successful design-school dropout. Better known as Ora Ito, he is the upstart from Marseille who, aged 21, created imaginary products for real brands (a camouflage case for Apple laptops, a Louis Vuitton bag) and put them on the internet, making them look like genuine commissioned work. A virtual following grew, which, fortunately, led to commissions rather than lawsuits from the big brands whose names he had exploited. His portfolio has grown plump in the eight years since his cheeky stunt – he has designed an award-winning aluminium bottle for Heineken (Ito is pictured here with the display he designed for its Paris launch), a water bottle for Ogo, perfume bottles for Adidas and Joop, a watch for Swatch, a lighter for Bic, ad campaigns for Alain Mikli and Levi's, websites for Magis and Cappellini, and a light for Artemide, as well as furniture for B&B Italia. He was the first designer to fully exploit the power of the internet, and build an inter-disciplinary design career on the back of it.

www.ora-ito.com





40 40

The world's most influential young creatives star here in Wallpaper's first annual 40 under 40. For the last word in who's who and who's on top in the design world, in alphabetical order, consult the hot list...

FELIPE ASSADI, 35, ARCHITECT, SANTIAGO
The young Chilean architect Felipe Assadi first came to our notice with his impressive series of ultra-modern private houses, such as Casa Garcia. His seven-strong team is currently upscaling its workload as larger projects flood in, including a nine-storey apartment building in Valparaíso, a schools project and the remodelling of a shopping mall. Assadi's work draws its strength from his rather confrontational approach – bold shapes that refuse to settle down quietly into the dramatic landscape – and few established architects are building with this kind of panache. www.felipeassadi.com

MAARTEN BAAS, 28, DESIGNER, EINDHOVEN
Maarten Baas's first collection, launched at his final degree show at Design Academy Eindhoven, consisted of old iconic wooden furniture that had been burnt, scorched with a blowtorch, then sealed with epoxy resin. Design connoisseur Murray Moss spotted the potential and took a gamble on him, commissioning 'Where There's Smoke', a one-off collection of charred remains of some of furniture history's most iconic designs. Collectors fought to buy them, design journalists raved about them and Moooi put them into mass production. Hitting on one of the biggest trends in design today (taking something old and turning it into something new), Baas skipped the lower and middle rungs of the ladder and went straight to the top. And, proving he's no one-hit wonder, he won over critics again this year with his 'Clay' furniture range, made of industrial clay, hand-moulded on metal frames. www.maartenbaas.com

MATTHEW BANNISTER, 39, CREATIVE DIRECTOR, DBOX, NEW YORK
Architectural renderings, not 3D models, are the way to raise project funds these days. And Dbox is the team to go to if you want to show sponsors how your glass tower will glisten or glow convincingly

against the skyline. Co-founded ten years ago by Matthew Bannister, the Dbox team includes designers, illustrators and photographers, and has been sought out by the likes of Norman Foster, Richard Meier, and Skidmore, Owings & Merrill. www.dbox.com

EDWARD BARBER, JAY OSGERBY, BOTH 37, DESIGNERS, LONDON
Since launching their 'Loop' table nine years ago, Edward Barber and Jay Osgerby (Barber Osgerby) have helped define new British modernism. Their portfolio, like their furniture, is neat and focused compared to others of their generation, but that hasn't stopped them winning the prestigious Jerwood Prize or working with the best European manufacturers, from Cappellini and Flos to Established & Sons. They also run Universal Design Studio, an architectural and interior design outfit responsible for Stella McCartney's stores and hip East End eaterie Canteen. And last year they were invited to design a range of furniture to replace the original pieces by Alvar Aalto at the newly restored modernist De La Warr Pavilion in Bexhill-on-Sea. www.barberosgerby.com

YVES BEHAR, 38, PRODUCT DESIGNER, SAN FRANCISCO
Yves Béhar was born in Switzerland, has a German mother, a Turkish father and lives in San Francisco. It is perhaps this international make-up that has given him such a broadminded approach to design. In 1999, he set up Fuseproject, a studio dedicated to close, collaborative designer-client relationships, and he loves to blur the boundaries between art, graphics, branding, and industrial, fashion, interior and product design. Béhar has tinkered with technology for Toshiba, and fiddled with fashion for Lutz & Patmos. He has also designed lifestyle accessories for MINI, lighting for Swarovski and an illuminated sculpture for JFK's new Terminal 4. www.fuseproject.com

THE DRIVING FORCE
Being entrusted with the exterior design of one of the world's most celebrated marques is a big deal, especially when your previous experience was crafting humble Skodas. The Brazilian-born Raul Pires is a VW man through and through, having gone straight into a design internship with Volkswagen Brazil after graduating from São Paulo's Mackenzie University. His talent then led him to Crewe to become the head of exterior design at Bentley, under the watchful eye of design director Dirk van Braeckel. Pires took responsibility for the shape of the brand's most crucial car, the Continental GT coupé (pictured right in the Bentley factory), the model that brought Bentley a younger, sharper, more high performance image, with plenty of references to its glamorous heyday. And we reckon there'll be plenty more to come as the company capitalises on its stylish new profile. www.bentleymotors.co.uk



TORD BOONTJE, 37, DESIGNER, BOURG-ARGENTAL, FRANCE
Dutch-born designer Tord Boontje is the man who brought decoration back into design, turning functional objects, such as lights, glassware and chairs, into magical accessories. Boontje has been dazzling design connoisseurs ever since 2001 when he first showed his etched-steel 'Wednesday' garland light, later mass-manufactured and sold by Habitat. While continuing to make exquisite limited-edition pieces, most notably his chandeliers for Swarovski, he is also advancing his modern digital production methods to make ever more intricate patterns and designs for mass production. www.tordboontje.com

ERWAN AND RONAN BOUROULLEC, 30 AND 35, DESIGNERS, PARIS
See page 215 for the Bouroullacs' profile.

MATTEO DI MONTEZEMOLO, 29, MD OF CHARME INVESTMENTS AND CO-CHAIRMAN OF POLTRONA FRAU, ITALY
Since buying a stake in Poltrona Frau in 2003, Charme, headed by Matteo di Montezemolo, has picked up several other design names, including Cassina and Cappellini, creating the closest the design world has to an LVMH-style group. Fears that Charme would force a commercialisation of

its charges have proved unfounded and Cassina and Cappellini remain hothouses of innovative design. If the Italian design industry is making the evolutionary shift towards conglomeratisation that the fashion industry did a generation ago, then this man will be seen as the movement's architect.

DAVE EGGERS, 36, AUTHOR, PUBLISHER, ART DIRECTOR, SAN FRANCISCO
Dave Eggers is best known as the author of the 2000 novel *A Heartbreaking Work of Staggering Genius* (shortlisted for a Pulitzer Prize), and as the founder of publishing house McSweeney's, which sponsors other literary talent. Less well known is that Eggers also art directed the *McSweeney's* journal. There are those who are snuffy about his technique, his typesetting and his typography, but he has given all his projects an unmistakable identity that squares with his aim of producing writing that matters to an audience that cares. He's no Chip Kidd, but that's exactly why his self-conscious antiquarianism has proved so influential. www.mcsweeneys.net

MIGUEL FLUXA, 30, BRAND EXTENDER, CAMPER, MALLORCA, SPAIN
The youngest son of Lorenzo Fluxa, founder and owner of the Spanish shoe brand Camper, Miguel Fluxa is responsible for the kooky Casa Camper

boutique hotel in Barcelona (more are planned), and Foodball, a quirky, organic fast food restaurant with branches in Barcelona and Berlin. Fluxa is also involved in keeping the company ahead of the game when it comes to savvy advertising campaigns, ingenious instore concepts and collaborations with the best designers around. www.camper.com

LYN HARRIS, 37, PERFUMER, LONDON
See page 214 for Lyn Harris's profile.

JAIME HAYON, 32, DESIGNER, BARCELONA
Jaime Hayon's career has taken him to LA, Paris, Hong Kong and Treviso, where he headed up the design department at Benetton's Fabrica institute. The wilfully eccentric Hayon has put the fun back into design and daringly tackled that trickiest of interior spaces, the bathroom. Launched in 2005, the AQHayon collection for ArtQuitect set the tone for experimental design in the bathroom without sacrificing luxury or elegance. This year saw him add a bathtub to the previous collection, as well create a striking furniture range for BD Barcelona. www.hayonstudio.com

THOMAS HEATHERWICK, 35, ARCHITECT, LONDON
See page 218 for Thomas Heatherwick's profile. >>



THE PERFUMER

Lyn Harris (above in her Notting Hill premises) is not only the creative force behind one of the world's best-loved independent perfume lines, Miller Harris, but she has also contributed to countless fragrance projects over the past 15 years. Harris entered a world not normally inhabited by young Brits at the end of the 1980s – French perfume school. For five years, she studied in Paris, then Grasse, before returning to the UK to set up on her own. As the only independent perfumer practising in the UK, Harris quickly picked up commissions and, in 2000, founded Miller Harris in Notting Hill – she sees clients for bespoke commissions in her lab downstairs, while the shop upstairs sells

her ready-to-spritz scents. The solid, square bottles and boxes, softened with her trademark botanical drawings, embody the refreshingly contemporary twist on tradition that is at the heart of Harris's philosophy. And with a second shop in Mayfair, designed in 2004 by Ab Rogers (see page 223), she has taken her philosophy into her interiors. She will soon launch her 18th fragrance, L'Air de Rien, a bespoke project in collaboration with Jane Birkin, a longtime fan. Harris has always done things her own stylish way, unconsciously pace-setting the surge in design-conscious niche perfume lines and haute-perfumery stores around the world. www.millerharris.com

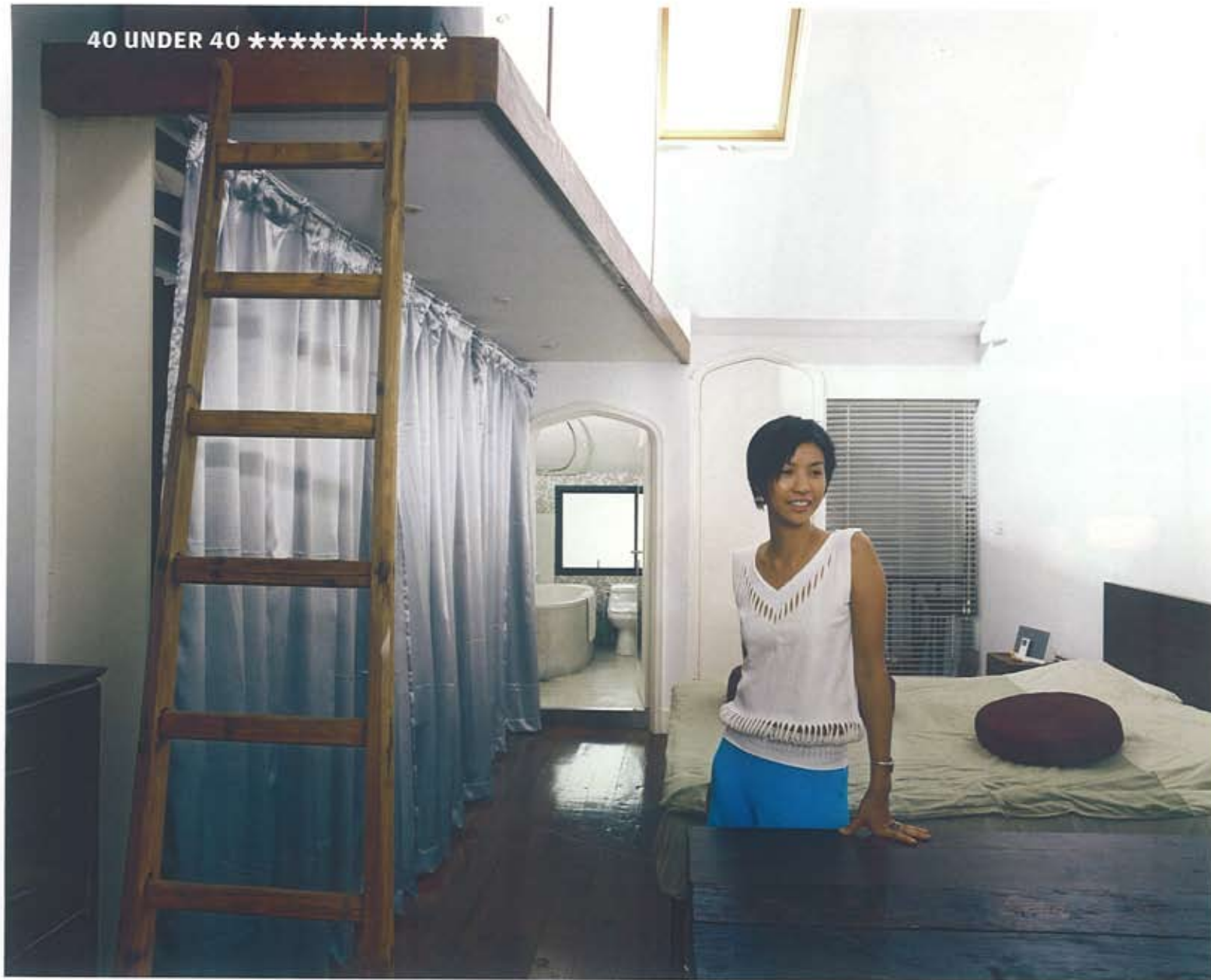


***** 40 UNDER 40

THE INNOVATORS

Erwan and Ronan Bouroullec (above in their Paris studio) enjoyed a relatively rapid rise to design fame, but their consistent inventiveness and the quality of what they do means that there has been no slow fade. Giulio Cappellini discovered their 'Disintegrated Kitchen' at the Salon du Meuble in Paris in 1997, and Cappellini began a long-standing collaboration with the duo that continues to this day. Continually pushing boundaries, the French brothers' pieces are remarkable in their ability to invent new typologies, forms and uses. Addressing multi-faceted problems, their work – from office furniture and jewellery to conceptual architectural pieces – proved to a whole new

generation that product design can be both functional and radical. Their prolific output ranges from high design at collector prices (with limited editions at Galerie Kreo in Paris, and pieces for Cappellini and Vitra) to more economical products for manufacturers such as Magis, Ligne Roset and Habitat. So eclectic is the Bouroullecs' output that Phaidon published a book dedicated to their work (and designed by the brothers themselves) in 2003, while a number of art galleries, including MoMA in New York, the Centre Pompidou in Paris and the Design Museum in London, have pieces by them in their permanent collections. www.bouroullec.com >>

**OLIVER HOLY, 33, CLASSICON CEO, MUNICH**

Oliver Holy worked his way up from shop floor to office before transforming ClassiCon into one of the most important design firms in the market. It was Holy who turned Eileen Gray's rugs and furniture, reissued by ClassiCon, into design lovers' staples. Equally important is his relationship with contemporary designers, including Konstantin Grcic, Alfredo Häberli and Barber Osgerby. www.classicon.com

ORA ITO, 29, PRODUCT DESIGNER, PARIS

See page 210 for Ora Ito's profile.

JONATHAN IVE, 39, PRODUCT DESIGNER, CUPERTINO, CALIFORNIA

The world without Jonathan Ive would be a dull place — imagine no iPods, no iMacs, no iBooks? By creating computers with bright colours, curvy shapes and dinky detailing, geek became chic and Apple went from a company near collapse to one of the brightest brands on the planet. After a short spell running his own company in London in the 1990s, Ive hotfooted it to Apple HQ in Silicon Valley, where he's now firmly ensconced as vice president of industrial design. He is, without doubt, the most important British industrial designer of our time. www.apple.com

THE CITY-SCAPER

Representing the acceptable face of China's rampant growth, Delphine Yip (pictured above in the Shanghai home she redesigned herself in the French Concession area of Puxi), and her partner Ben Wood, of Ben Wood Studio Shanghai, are currently throwing their creative energies into reinterpreting the city. First they oversaw the development of the Xintiandi commercial district, a car-free area that preserves much of the traditional architecture swiftly being bulldozed elsewhere in the city. Now Yip, a Harvard School of Design graduate, and Wood are undertaking a similar project in the North Bund, which is currently undergoing a \$2 billion makeover. Wood's American-bred commercial instinct, and Yip's abilities to translate Western concepts of style and luxury for the new China, make Studio Shanghai very important to this brave new economy. www.studioshanghai.com

PATRICK JOUIN, 39, DESIGNER, PARIS

Soon after graduating from ENSCI, Patrick Jouin joined Philippe Starck's furniture division, before setting up on his own in 1999. He designed the lighting for Lille-Flandres station for Lille's reign as European Capital of Culture 2004, and he moulded the restaurant interiors for Alain Ducasse's Spoon Byblos in St Tropez, Plaza Athénée in Paris and Mix in New York. But perhaps his most influential project has been his 'Solid' collection of furniture, which is 'built' using a 3D layering technique known as stereolithography to produce an inspired set of organic-looking chairs and tables. www.patrickjouin.com

JEANNA KIMBRE, 37, SENIOR INDUSTRIAL DESIGNER, SONY ERICSSON, LUND, SWEDEN

As solo acts, Japan's Sony and Sweden's Ericsson were bit players in the global mobile phone market. As a double act, which is what they became in 2001, they could add up to so much more than the sum of their parts. Design has played a big part in getting the two punching their combined weight, and Jeanna Kimbre's work has been crucial in giving the new company extra reach. Her CV includes stints at Black & Decker and Lego, so it's no surprise that her designs have a macho understatement that suits. www.sony-ericsson.com

**GEORGE AND LENA KORRES, 40 AND 35, SKINCARE MOGULS, ATHENS**

See page 225 for the Korres's profile.

PATRICK LI, 38, ART DIRECTOR, NEW YORK

After an architecture degree at Berkeley University, and an early career in magazine design, Patrick Li went to work with visionary art director Fabien Baron in New York. In 2000, he opened the New York branch of the European design studio Work in Progress, which now counts among its projects the publishing of *Self Service* magazine, something Li describes as 'a laboratory of experimentation'. He also moulds the image of some of the world's coolest and most influential fashion and beauty houses, and clients include Bottega Veneta, Calvin Klein, Chanel, Adidas, Barneys, Pucci and Prada. www.workinprog.com

M/M (MICHAEL AMZALAG, MATHIAS AUGUSTYNIAK), 37 AND 38, GRAPHIC DESIGNERS, PARIS

M/M are the duo who put decoration, abstraction and a heavy dose of Gallic ego into contemporary graphic design. Established back in 1992, the pair started out designing record sleeves, but have since built up an impressive client list that includes Yohji Yamamoto, Louis Vuitton, Calvin Klein and French *Vogue*. They have also had solo shows in

London, Paris, Tokyo, Venice and Berlin. The angry head boys of an anti-Swiss graphic design school, M/M care not a jot for comprehension or legibility. www.mmparis.com

JOHN MAEDA, 39, HEAD OF DESIGN AND COMPUTATION AT MIT, BOSTON

John Maeda has been a key figure in understanding the possibilities of designing on computers for over ten years. He trained in computer engineering at MIT, but a love of design, and the discovery of Paul Rand, led him to study graphics in Japan. Since then, he has dedicated himself to working out how code and creativity can best be allied. Maeda has probably thought more about where design goes in the digital era than anyone else in the world. www.maedastudio.com

PAUL MALMSTROM, 39, LINUS KARLSSON, 37, CREATIVE DIRECTORS, MOTHER NEW YORK

See page 220 for The Swedes' profile.

HEATHER MARTIN, 36, CO-FOUNDER OF THE COPENHAGEN INSTITUTE OF INTERACTION DESIGN, COPENHAGEN

As computers embed themselves deeper into every device we use, so design becomes more about how we interact with such devices. This is the business of Heather Martin and very important it is, too.

THE MULTI-TALENT

A multi-disciplinary designer acclaimed for his sculpture, architecture and engineering, Thomas Heatherwick is the very model of the modern renaissance man. He trained at the Royal College of Art in London and, shortly after graduating, found himself in the limelight with an elaborate window display for Harvey Nichols in London. A winding object that threaded in and out of the ground floor façade, it typified Heatherwick's approach; big concept with high levels of hand-finishing that push materials to the maximum (even his studio's Christmas cards are a delight). Some recent works by Heatherwick (pictured left in his King's Cross studio in front of designs for a roof) include the spiky 'B of the Bang' sculpture in Manchester, a rolling bridge in London's Paddington Basin, the Longchamp flagship store in New York and an intensely complex design for a Buddhist temple in Kagoshima in south-west Japan. www.thomasheatherwick.com

While at IDEO, she worked on projects such as the Prada New York store and in-flight entertainment devices for Lufthansa, but it was her work at the Interaction Design Institute Ivrea (IDII) that built her reputation. As IDII's academic director, Martin encouraged her students to think about humans first and technology second. With fellow ex-IDII staffer Simona Maschi, she has since set up the Copenhagen Institute of Interaction Design, which should welcome its first students next September. www.ciid.dk

GEOFF MCFETRIDGE, 35, ARTIST, LOS ANGELES

Geoff McPettridge is the kind of skate-kid creative that made the 1990s what they were and look the way they did. He is an LA-based graphic designer, ad director, animator, music video maker, sneaker and streetwear designer, and collector of Japanese toys. And if that wasn't cool enough, he is also part of Sofia Coppola's creative clubhouse, The Directors Bureau (McPettridge designed the title sequence for Coppola's *The Virgin Suicides*, as well as for other Hollywood movies such as *Adaptation*) and he has worked for street and fashion labels such as Stussy, X-Large, Marc Jacobs and Burton Snowboards. McPettridge's way of reinventing, reinterpreting and, in turn, redrawing America's logo landscape has made him a true graphic star. www.thedirectorsbureau.com

**THE AD GUYS**

Better known as 'The Swedes', Linus Karlsson (left) and Paul Malmstrom (right) built a reputation for being two of the smartest young advertising creatives in the States while they were working at Fallon Worldwide. Advertising campaigns for MTV, Diesel and Wrangler, among others, brought them shelves full of awards and first place in the queue when white-hot London advertising agency Mother decided to make an advance on New York. Since opening three years ago at its 44 Bond Street offices (pictured), the US outpost has pulled in clients as varied as Target, Miramax Films, TBS, Virgin Mobile and the NBA. And those who were sceptical about whether Mother's modus operandi, a leftfield mix of irony and innovative design, could work

in the crushingly conservative world of US marketing were quickly proven wrong. Indeed, in an industry that is struggling with the fragmentation of traditional media, and with new media still slippery and uncertain, Mother New York and 'The Swedes' look better able than anyone to work the new angles. And, as the Mother mothership in London moves into areas such as TV and film production, Malmstrom and Karlsson may become multimedia moguls. www.mothernewyork.com »

THE ARCHITECTS

At 36, Joshua Prince-Ramus (pictured right, in black shirt) is an architectural whippersnapper, but five years helming the US arm of Rem Koolhaas's OMA makes him a very experienced one. Prince-Ramus had a significant hand in the Seattle Central Library (the building that really announced Koolhaas as a serious architect) and is handling Koolhaas projects in Dallas and Louisville. This year, though, Prince-Ramus announced he was setting up his own company with fellow OMA man, Erez Ella (pictured right, in red shirt, in an empty space next door to their new office). Ramus Ella Architects (REX) has taken all 35 members of staff of the New York OMA office and a number of the Koolhaas projects. Given that Prince-Ramus was the main stakeholder in Koolhaas's US office, this is not the act of desertion it might seem and Koolhaas has given the new venture his full blessing. However, Prince-Ramus's move, and it is a daring one for an architect his age, has raised interesting questions about authorship in the age of the 'starchitect', as well as clients' needs to credit their building to a big star. www.rex-ny.com

**ALEXANDER MCQUEEN, 36, FASHION DESIGNER, LONDON**

Alexander McQueen was anointed the next big thing before he'd even graduated from Central St Martins in 1991, championed by Isabella Blow, who pushed her protégé for all he was worth. In truth, he was worth a great deal and didn't need that much help. At a time when fashion had become a rather dull wash of lower-denominator diffusion lines and franchises, McQueen made fashion that was about sex and death, and he designed a kind of extreme tailoring that not even John Galliano had attempted. McQueen's vision has been hugely influential across all design fields – from graphics to fabrics – and he has energised a decaying British capital in ways even he could not have predicted. www.alexandermcqueen.com

AMBRA MEDDA, 26, DIRECTOR OF DESIGN MIAMI/BASEL, MIAMI

Ambra Medda is the powerhouse behind Design Miami/Basel, a design show that, after just two editions, is changing ideas of what design, 20th century and contemporary, has been, is and can be. The idea – bringing together the world's top design galleries as a satellite attraction to a major art fair, in this case Art Basel and Art Basel Miami – is not a new one, but Medda has done it with a unique flair and discipline. And, as a result, the project has prompted new ways of looking at what is

contemporary art and what is design, as well as how it's commissioned, sold and collected. www.designmiami.com

LUKE PEARSON, 38, TOM LLOYD, 39, DESIGNERS, LONDON

They may not have the star wattage of Ron Arad or the Bouroullecs, but, over the last decade, Luke Pearson and Tom Lloyd (Pearson Lloyd) have assembled a client list that includes Knoll, Magis and ClassiCon, and their shelves buckle under the weight of more awards than most designers pick up in an entire career. It is their work on the Virgin Upper Class interiors, however, that has brought them the loudest cheers, creating glamorous sky lounges, with bars and Swarovski chandeliers, and upping the ante on first class service for all airlines. www.pearsonlloyd.co.uk

RAUL PIRES, 37, CAR DESIGNER, CREWE, UK

See page 213 for Raul Pires's profile.

JOSHUA PRINCE-RAMUS, 36, EREZ ELLA, 35, ARCHITECTS, REX, NEW YORK

See above for the REX boys' profile.

AB ROGERS, 37, ARCHITECT, LONDON

Ab Rogers is part of a high-profile design dynasty; his father, the architect Lord Richard Rogers, is, in turn, the nephew of the celebrated post-war Italian

architect Ernesto Rogers. Formerly in partnership with Shona Kitchen, and now going it alone as Ab Rogers Design, he seems intent on being even more playful, colourful and experimental than his pioneering relations. The gliding red cubes of Comme des Garçons' flagship store in Paris, or the children's sleeping 'pods' he installed in his London town house are just two of the ways that Rogers plays with space and function. His new studio pushes the envelope further, creating everything from interiors to packaging and furniture design. www.abrogers.com

WILLIAM RUSSELL, 40, ARCHITECT, LONDON

William Russell initially collaborated with David Adjaye before forming his own studio in 2000. In 2005, he became one of Pentagram's team of 19 partners, a high-flying collective working across every field of creative design. Along with Daniel Weil, Russell is now responsible for architecture, which is an increasingly important part of the mix for firms like Pentagram, who need to provide a one-stop shop for their clients. Best known for his sleek and ingenious retail interiors for Margaret Howell and Alexander McQueen, Russell also built a critically acclaimed modernist house for himself in East London, suggesting that the agency's clients will be getting bolder results, starting next year with a flagship fashion store on Regent Street. www.pentagram.co.uk »

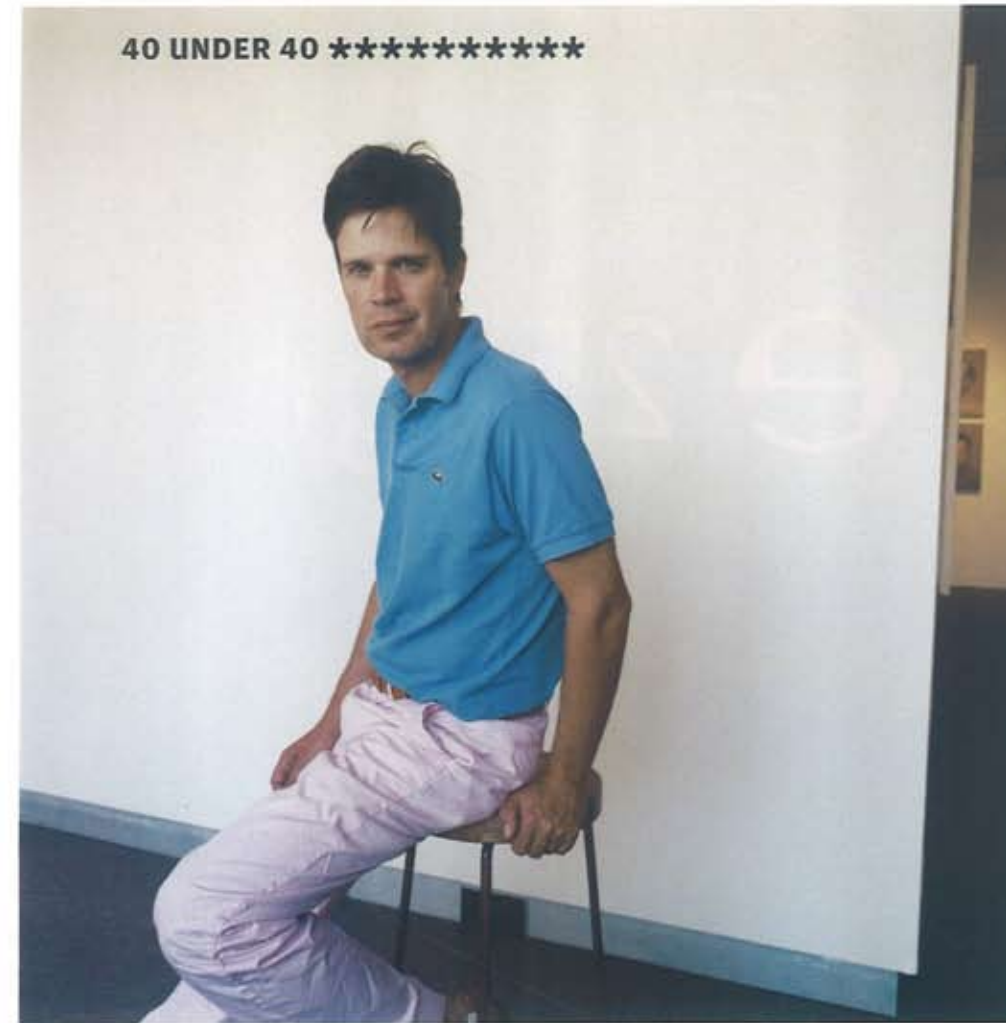
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THE BEAUTY BRAINS

In 1989, George Korres took over the Athens homeopathic pharmacy where he worked, the first step in the creation of what is now a hugely influential global skincare firm. Meanwhile, armed with a degree in chemical engineering and an MBA, Lena Philippou was central in pushing the business, developing new products and marketing strategies. Especially once she became George's wife. But, beyond the chemistry, it is the couple's interest in all forms of design that has helped Korres become one of the world's most desirable herbal skincare ranges. Not only is its quality exemplary, but

the packaging and the store design (sinks to encourage product testing, white tiles, wooden shelving) are inspired. The original pharmacy in Ivikou Street remains, offering skincare alongside the latest venture, healthy foods and drinks, but there are now stores in London, Barcelona, Helsinki and New York, too. The duo (pictured above outside one of the buildings at the new Korres production plant at Oinofyta) are also involved in publishing projects. Korres is proof that not all good design has to originate in London, Milan, Paris, New York or Tokyo. www.korres.com »



CHRISTIAN SCHWARTZ, 29, NEW JERSEY, PAUL BARNES, 36, LONDON, TYPE DESIGNERS

Christian Schwartz is one of the world's leading type designers, and his fonts have been used by *Esquire*, *Harper's Bazaar*, *International Herald Tribune* and, yes, *Wallpaper**. His most famous work, though, is the development of a new font for *The Guardian*. Since David Hillman's radical redesign in 1988, *The Guardian* has held iconic status in the design world. When the paper decided to relaunch in Berliner size in 2005, *The Guardian* called on Schwartz and Paul Barnes to adapt its typefaces. (Barnes' CV includes work for *Newsweek*, *Esquire*, *US Vogue* and *Wallpaper**, as well as collaborations with Peter Saville and Nick Knight). Adaptation turned into overhaul, and Schwartz and Barnes's new Egyptian typeface did the almost impossible and won over those who had thought that Hillman's work couldn't be bettered. www.orangeitalic.com, www.moderntypography.com

HEDI SLIMANE, 38, CREATIVE DIRECTOR OF DIOR HOMME, PARIS

Hedi Slimane made menswear exciting again; his razor-slim suits are worn by every snake-hipped hipster on planet fashion and his sharp tailoring put the label best known for logo print ties back on the map. As *au fait* with cantilevers as he is with cloth, he also redesigned the Dior atelier upon arrival in 2001 and is remodelling all major Dior Homme stores from Tokyo to LA, kitting them out with his displays and giving a local artist of his choice carte blanche with the fitting rooms. And his tentacles stretch way beyond the bounds of fashion — he produces photography books, loves

going to gigs, curates art shows and designs furniture, such as the 'F System', a limited-edition series of eight modular pieces in metal and ebony. www.dior.com

SHUWA TEI, 38, ARCHITECT, TOKYO

Through his architecture studio, Intentionallies, Shuwa Tei is spearheading young Japan's revived interest in traditional craft and design. His work is thoroughly modern, but influenced by the materials and techniques of old Japan. His transformation of a 1970s block into the small but chic Hotel Alaska retained the best features of the old building and combined sharp lines with craft-made floors and furniture. He also designed the quirky Amadana range of electronics, and he recently finished a sympathetically modern house in Bali and a new home for his burgeoning office in Tokyo. www.intentionallies.co.jp

KELLY WEARSTLER, 38, INTERIOR DESIGNER, LOS ANGELES

LA's Kor Hotel Group established Kelly Wearstler as the interior design queen of the city and a designer much in demand across the country. And Kor's rapid rise has been largely possible because Wearstler's spaces always come off as fresh. While she shifts stylistically from place to place (the Avalon in Beverly Hills is an homage to Californian midcentury modern, while Santa Monica's Viceroy is an English Regency fantasy), her interiors are always distinctively Wearstler. Like David Collins, she has proved that hotel design can be sumptuous, glamorous, comfortable and hip, and that Starck theatrics or cold minimalism are not the only ways. www.korhotelgroup.com, www.kwid.com

THE AUCTIONEER

While it's hard not to credit Richard Wright and his eponymous Chicago gallery with changing the way 20th century design was sold (putting it in exquisite catalogues and auctioning it to a cabal of specialist design collectors), it was James Zemaitis (pictured left at Sotheby's New York headquarters on the Upper East Side), who, while at Phillips de Pury, made it the business of the international auction houses. It was he who introduced 20th century design to those who had thought such work the sole concern of vintage stores. And it was he who brought midcentury design on to the auction floor, achieving then-unheard-of prices. And since moving to Sotheby's in 2003, Zemaitis has put together the most important auction of 20th century design yet, selling a 'Lockheed Lounge' chair by Marc Newson for almost \$1m. If the 'design as art' phenomenon (see W*91) has a founding father, then Zemaitis is it. www.sothebys.com

DELPHINE YIP, 33, ARCHITECT, SHANGHAI

See page 216 for Delphine Yip's profile.

TOKUJIN YOSHIOKA, 38, DESIGNER, TOKYO

Already shaping up to be one of the most successful designers of his generation, Tokujin Yoshioka is as prolific as he is experimental. Recent projects include a watch for Issey Miyake, an installation for Toyota at the Tokyo Motor Show, a chandelier for Swarovski and a metallic chair for Driade. He's been collaborating with Issey Miyake on shop design for almost 20 years and, like Miyake, he loves to try out new materials. He's been given more awards than most designers receive in a lifetime and his works are in the permanent collections of museums such as MoMA in New York and the V&A in London. www.tokujin.com

MICHAEL YOUNG, 40, DESIGNER, HONG KONG

For the last ten years, British designer Michael Young has led a peripatetic existence, moving from London to Reykjavik to Seoul (where his retro/future style goes down well). For him, Asia is an experimental playground like no other. Currently holed up in Hong Kong, he is the design director of Radio Shack, where he's busy 'funking up' its electronic products. Proving that the contemporary designer has to be global in both outlook and experience, Young's geographical career trajectory has made him a major player. And, though he's still plugged into Europe work-wise, we miss him. www.michael-young.com

JAMES ZEMAITIS, 37, DIRECTOR OF 20TH CENTURY DESIGN, SOTHEBY'S NEW YORK

See above for James Zemaitis's profile. ★