

# Wallpaper\*

APRIL 2012

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## THE GREAT INDOORS

Your guided tour to new global design and tomorrow's national treasures

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Boarding now for  
**BELGIUM**

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**COVER IMAGE**

**Photography:**  
Benedict Redgrove  
**Fashion:** Stephanie Canisius

**Hair & make-up:**  
Manuela Kopp at Nina Klein  
using Chanel  
**Model:** Alexandra Tretter  
at M4 Models  
Jumper (worn as dress), €799,  
by Odeh. Jacket, €645, by  
Kaviar Gauche. Cut-out shoes,  
€150, by Adidas SLVR  
For stockists, see  
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# FOREWORD

What is it about Germany? While its neighbours struggle to arrest an alarming fiscal freefall, it remains Europe's largest economy. Unemployment is low and productivity is buoyant. Consumer spending is up 1.5 per cent on 2011, the fastest growth for five years. Oh and the German football team is strongly tipped to win the Euro 2012 Championships.

But it is in the field of manufacture that Germany truly excels. It's easy to cite the well-worn clichés about build quality, reliability and efficiency, but during financially straitened times, in the luxury goods arena of well-engineered kitchens, bombproof bathrooms and premium autos, the qualities long upheld by

German manufacture, and its dogged refusal to compromise, are helping the country's wider economy to flourish.

And so our annual Germany supplement discovers a country not just financially buoyant but also blooming creatively. We focus on Berlin's fashion design community, talk to Adidas CEO Herbert Hainer about his plans to take on Nike and put three stripes on the London Olympics, sample caveman cuisine and preview Volkswagen's brand new Up! city car – a German runaround with a playful exclamation mark as part of its logo. Now if that's not proof Germany is changing, we don't know what is...

*Simon Mills, Editor*



**PRODUCT**  
Dining table  
(prototype)

**PRODUCER**  
Stilwerk Limited  
Edition Design Gallery

**DESIGNER**  
Doshi Levien

**FEATURES**  
A mixed-media table  
with some of Doshi  
Levien's favourite  
chairs, including  
Martino Gamper's  
'Vigna' chair for Magis  
in white (near left)

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[www.stilwerk-designgallery.com](http://www.stilwerk-designgallery.com)



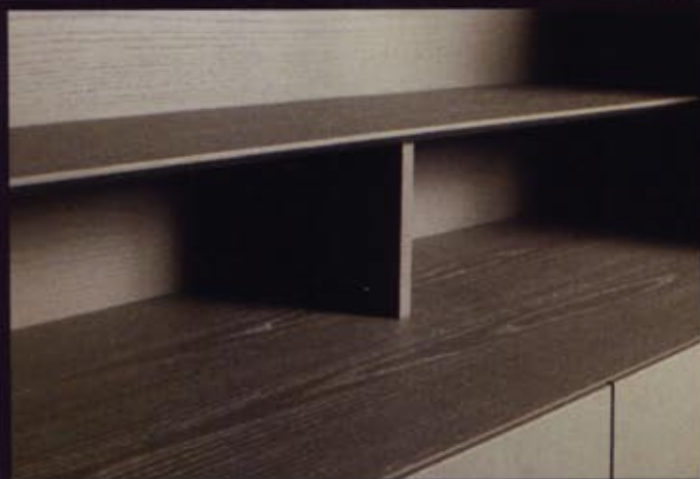
**PRODUCT**  
'Concept Kitchen'

**PRODUCER**  
Naber

**DESIGNER**  
Kilian Schindler

**FEATURES**  
Flexible components  
adaptable to the  
needs of the user

**CONTACT**  
[www.naber.de](http://www.naber.de)



**PRODUCT**  
'Highboard 120'

**PRODUCER**  
Böwer

**DESIGNER**  
Eric Degenhardt

**FEATURES**  
Made from finest  
elm wood, available  
with a clear finish  
or painted

**CONTACT**  
[www.boewer.com](http://www.boewer.com)

