

Edipresse Asia wins design awards



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Edipresse Asia has won its first kudos for 2008. At IFRA's seventh Asia Media Awards, Edipresse Asia's flagship publication, Hong Kong Tatler, won a Judges' Special Recognition award in the Best in Magazine Overall Design category, while Home Journal won Bronze in Best in Magazine Cover Design

Asia Tatler's win

comes after the group picked up a merit at this year's Society of Publication Designers (SPD) Annual Magazine Design Competition in New York. The SPD competition is one of the world's most respected for designers and, this year, 64 judges chose from 7,000 international entries, including *Time*, *Vanity Fair* and *Wired*.

Asia Tatler's IFRA Asia Media award and SPD merit are glowing endorsements of the magazine's hugely successful redesign, which was launched in June 2007 across nine editions: Hong Kong, Singapore, Malaysia, Philippine, Indonesia, Thailand, Beijing, Shanghai and Korea. The redesign was the result of a seven-month collaboration between Edipresse Asia and editorial design consultants Maryjane Fahey and Mariana Ochs.

Home Journal's IFRA win comes after its redesign in June 2007.

To receive both the Judges' Special Recognition Award for Best in Magazine Overall and the SPD merit for Redesign is a testament to the excellence of *Asia*

Tatler's new look and feel. Similarly, *Home Journal's* Asia Media award for Best in Magazine Cover Design is an affirmation of that publication's creativity.

Asia Tatler and

Home Journal set the standard for luxury lifestyle and home interiors magazines in Asia and we are thrilled to accept these accolades," says Barrie C. Goodridge, publisher and CEO of

Edipresse Asia.

Edipresse Group's Chairman, Pierre Lamunière, adds, "Since taking over the *Asia Tatler* and *Home Journal* publications, we have placed strong emphasis on contemporary world-class design. I am very proud that two of our magazines in Asia have been honored by the IFRA and the SPD."

**About
Asia**

Tatler:

Asia Tatler is the region's leading high society and luxury lifestyle magazine and comprises 10 publications:

Hong Kong Tatler, Beijing Tatler, Macau Tatler, Malaysia Tatler, Shanghai Tatler, Singapore Tatler, Philippine Tatler, Thailand Tatler, Korea Tatler and *Indonesia Tatler*. The

Asia Tatler group of publications is headquartered in Hong Kong.

**About
Home Journal:**

Home Journal is Hong Kong's leading home interiors and lifestyle magazine. A bilingual (English and Chinese), monthly publication, the magazine offers readers the latest in interior design and decoration trends, both in Hong Kong and from around the world. From stunning residential projects to informative architectural features and beautifully styled lifestyle columns, *Home Journal* is a wealth of design inspiration, and sets the benchmark for home interiors magazines in Asia.

About Edipresse Group:

Edipresse Group is an international media and communications company headquartered in Switzerland. The Group is active in newspapers, magazines and electronic publishing. It publishes over 200 titles and websites, and employs 3,400 people. Edipresse is present in 15 countries and territories; the company has operations in Switzerland, Spain, Portugal, France, Poland, Ukraine, Russia, Romania, and several Asian countries such as China (including Hong Kong and Macau), Singapore, Philippines, Malaysia and Thailand.

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