

Press Release,
St. Petersburg. July 25, 2012

**SUMMER IN NEW HOLLAND 2012
PHOTO BOOTH**

**Wallpaper* and Koto Bolofu at New Holland Island
July 27, 28**

Wallpaper* magazine and celebrated photographer Koto Bolofu are joining forces in St Petersburg's most exciting new culture and events hub, the New Holland Island, for a one-off artistic happening this July.

Turning documentary photography into a dramatic live art performance, Bolofu is setting up a photographic studio in one of the island's event spaces and shooting the people who form the image of the city. Visitors will be able to watch Bolofu in action and find out more about Wallpaper's latest international adventure. The project will take place at the Art Gallery on the island and will be opened to visitors from 12 p.m. to 8 a.m. on July 27 and 28.

Part of a unique publishing event, Bolofu is linking up with the Wallpaper* editorial team as they move on Moscow, St Petersburg and beyond to put together November's Reigning in Russia issue, the final part of the four-year BRIC nations project.

Koto Bolofu

Koto Bolofu was born in South Africa in 1959 and raised in Great Britain. Bolofu has photographed and made short films for magazines such as *Vogue*, *Vanity Fair* and *GQ*. He has created advertising campaigns for companies including Hermès, Louis Vuitton and Dom Pérignon. Bolofu lives in the Vendée in France and his books with Steidl include *Venus*, *I Spy With My Little Eye*, *Something Beginning With S*, *Vroom! Vroom!*, *La Maison*, *Lord Snowdon*, *Dreams*, *Horse Power* and *Grande Complication*.

Wallpaper*

Truly international, consistently intelligent and hugely influential, Wallpaper* is the world's most important design and style magazine. It attracts the most sophisticated global audience by constantly pushing into new creative territories and ensuring its coverage of everything from architecture to motoring, fashion to travel, and interiors to jewelry remains unrivalled.

Wallpaper* has readers in 93 countries and has enjoyed unparalleled success in reaching the design elite right across the globe. To Wallpaper*, the world is one seamless marketplace, where consumers flit from one destination to the next, easily cross physical borders and cultural divides, and flirt with a variety of different brands, both established and undiscovered.

With 12 themed issues a year, a limited-edition cover by a different artist or designer each month, more than 600,000 Twitter followers and a monthly iPad edition, Wallpaper* has evolved from style bible to internationally recognized brand.

Wallpaper.com

Summer in New Holland

Summer in New Holland is a temporary summer program on New Holland Island's territory which covers various areas of modern culture. The program is the first step in a large-scale renovation project of New Holland Island, the purpose of which is the restoration of the architectural monument, as well as redefining its role in the life of the city. It is planned that by 2017 the island will be established as a multifunctional cultural, business and tourist center.

Summer in New Holland
Admiralteisky Canal Embankment, 2
Monday – Thursday: 11:00 am – 10:00 pm
Friday – Sunday: 11:00 am – 11:00 pm
www.newhollandsp.com
info@newhollandsp.com

Contacts:

For more information on the summer program and photographs please contact the Iris New Holland PR department: Alyona Markovich, +7 964 333 36 41, pr@newhollandsp.com.

For questions about the investment project of New Holland Island, contact the PR department at Millhouse LLC: John Mann, +7 495 961 1307, john.mann@millhouse.ru.