

UPON PAPER found its start in Berlin in March 2012 as an innovative platform for the exchange between artists, photographers, designers, and art enthusiasts from around the world. Following the successful launch of the XXL-magazine's first issue-on the theme of Los Angeles-and the two exhibitions Planet L.A. and Niall O'Brien's Good Rats, UPON PAPER #02 will be appearing on September 24, 2012. The second issue has taken COLOR as its main theme.

UPON PAPER is an initiative of Hahnemühle FineArt, and its concept is based on three complementary channels: the semiannual, monothematic, large-format (490 . 690 mm) magazine; the exhibition venue UPON PAPER space, in Berlin Mitte; and the professionally edited UPON PAPER web.

COLOR at it's best

Editor-in-Chief Holger Homann and his Editorial Director Paul Hetherington have succeeded in bringing together an extraordinary lineup of contributors for the second issue. Perspectives and positions on the theme of COLOR have been provided not only by photographers like Peter Bailey and Wolfgang Tillmans, but also by the performance artist and painter Hermann Nitsch, the musician and artist Kim Gordon, and the author Julia Zange. Many of these works were created specifically for this issue of the magazine. Through the utilization of elaborate production processes, including the use of high-pigment and fluorescent colors as well as some processes individually developed for UPON PAPER-we have paid special tribute to the central theme of COLOR.

Peter Saville was made famous by Power, Corruption and Lies (1983), one of New Order's most iconic album covers; after almost 30 years, he has once again taken up the color code of this pioneering cover-for UPON PAPER #02.

Nick Knight is responsible for this issue's centerfold: The Englishman is always jumping the borders between art, fashion, and pop culture, and interrogating photography's aesthetic and technical boundaries.

UPON PAPER examines the fascinating interconnections between squares of color and electronic music through a scarcely known group of color studies by the legendary Bauhaus master Josef Albers, who devoted a large portion of his artistic career to his interest in the interrelationships of colors.

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In the recent watercolors presented in this issue, Kim Gordon (Sonic Youth) interprets the relationship between audience and performer in an abstract idiom, with colors possessing a powerful aura. In an interview with editor Boris Pofalla, the all-around talent talks about paper, performativity, and New York in the 1980s.

The list of artists involved in UPON PAPER #02 COLOR also includes David Bailey, Wolfgang Tillmans, Erwan Frotin, Michele Abeles, David Benjamin Sherry, Walter Pfeiffer, and Steve Shapiro.

Successful start of a fascinating project

In July, Creative Director Helder Suffenplan's design team received the coveted "best of the best" distinction from the red dot award-one of the largest and best-known international design competitions-in recognition of the consummate design quality of UPON PAPER #01.

UPON PAPER magazine is bilingual (German/English) and costs 49.80 €. Every issue is devoted to a specific theme, which is also taken up by an accompanying exhibition presented in the UPON PAPER space. The web site <http://www.uponpaper.com/> also correlates with the given theme and supplements the other two channels with additional content and social networking aspects.

Parallel to the standard edition, the Hatje Cantz-Verlag will publish a limited collector's edition with a Steve Schapiro fine-art premium print on Hahnemühle paper. The signed and numbered photo, Dancers at the Apollo Theatre, Harlem (1961), is printed on an approximately 50 . 60 cm sheet of Hahnemühle Photo Rag 308 gsm and is sold in combination with an issue of UPON PAPER #02.

This initiative by Hahnemühle FineArt emerged from a passion for paper as a medium that survives through time in order to preserve ideas, dreams, and visions and to inspire discussion: Hahnemühle FineArt was founded in 1584 and is among the world's leading providers of high-quality papers for artists, photographers, and the graphic design industry-both for traditional art techniques, such as watercolor or drawing (Traditional FineArt), and for digitally processed photography (Digital FineArt). Over the centuries, Hahnemühle has maintained a corporate culture that is clearly defined by quality and innovation; its 150 employees in the small Lower Saxon town of Dassel serve artists and creatives on five continents.

UPON PAPER magazine is available in select bookstores, magazine shops, museum shops, and concept stores as well as online at the UPON PAPER web. Get connected with UPON PAPER launch video here. You can also follow the growing Upon Paper community at Twitter and Facebook.

UPON PAPER magazine is printed and processed at the Druckerei zu Altenburg, using pre-press and printing techniques that have been specially developed for this occasion.

Hahnemühle FineArt GmbH has been producing paper since 1584, thus being one of Germany's oldest paper manufacturers. In addition to the production of traditional artist papers, Hahnemühle today focuses on producing refined papers for the digital print as well as on the development and production of technical specialty papers for industry and research. The company based in Dassel, Southern Lower Saxony, has some 150 employees worldwide.

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