

# THE CELEBRITY ISSUE



Publisher's letter  
Editor's letter  
Contributors

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## THE INFORMATION:

Viewpoint's pick of graphics, technology, design and culture news

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## THE ANALYSIS:

Viewpoint's in-depth look at the hot topic: celebrity

### Look at me

Just where does the interest in celebrity come from?

### Fame! (Abridged)

We reduce celebrities to the simple codes that define them

### No fame, no gain?

What shape might celebrity take over the coming years?

### The new VIPs

(very important products)

It's not just people who are celebrities now - even objects are famous

### Iconic

In the future, everything will be iconic for 15 minutes



I'm an actress, a brand, a businesswoman.  
I'm all kinds of stuff - *Paris Hilton*

For more see page 30, THE ANALYSIS: FAME! (ABRIDGED)

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Social commentators get opinionated about emerging trends

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A visual essay of influential ideas

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**THE FEATURES:**

Focus on the new season's major issues

**In the club**

The return of ultra-luxe is about being an insider

**Boys II Men**

How the influences on male teens today might shape the man of tomorrow

**On the job**

Why new tech and business models are seeing the working world get a radical overhaul

**Amateur hour**

Could product design signal the death of the expert?

**Right here, right now**

That's so last minute - into a world in which real time communication is paramount

**Under the influence**

Followers need leaders. But is the idea of the influencer really nonsense?

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Our look at the important new directions in texture and colour

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The creatives setting the aesthetic agenda

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Snapshots of some big ideas

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**THE FORM:**

Viewpoint's round-up of the current key design aesthetics



It's a shame to call somebody a 'diva' simply because they work harder than everybody else - *Jennifer Lopez*

For more see page 30, THE ANALYSIS: FAME! (ABRIDGED)