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W MAGAZINE AND THE MILL LAUNCH AN AUGMENTED REALITY EXPERIENCE BRINGING THE SEPTEMBER 2017 COLLECTOR'S ISSUE TO LIFE

Katy Perry Stars on the Cover, with a Series of Interactive Films by Steven Klein

NEW YORK –August 10, 2017 – *W* magazine today launched an [augmented reality experience](#) bringing its September 2017 collector's issue to life with a three-dimensional, "talking" cover, as well as a series of short films, interactive features, and AR-enhanced fashion portfolios, produced with The Mill, a creative technology and VFX studio. [The cover, featuring Katy Perry](#), was conceptualized and shot by Steven Klein, who also directed the star as part of the AR experience. This marks Klein's first venture into the world of AR/VR filmmaking.

"We are thrilled to unveil a very special and collectible September issue, blending the printed page with the virtual realm," said [W editor in chief Stefano Tonchi](#). "This augmented reality experience embodies everything that *W* stands for – it's bold, provocative, and offers a truly immersive escape, across print and digital platforms."

W's collector's issue features cinematic, 3-D visual effects, and AR-enhanced imagery and videos, which appear to leap off the page when viewed through the app. Readers can activate content from the cover and four of the magazine's features and portfolios using *W*'s Beyond the Page app, which was developed by The Mill. The app is available for download today, [for iOS](#) and [Android](#).

The AR experience begins with a "talking" cover: a video and audio message from Katy Perry, transformed by Klein, styled by Edward Enninful, and depicted in a surreal setting while reading an Albert Camus-esque declaration of freedom. Readers are encouraged to interact with different parts of Katy Perry's cover portrait, as each facial feature unlocks a new piece of content. Scanning images and pages from the magazine, which are marked with an AR-activated *W* icon, leads to multi-dimensional visuals, films, and a panoramic, 360-degree view of the cinematic set.

"We perceive magazines as flat planes of expression. Photographic and print materials as static, firmly held in place by the laws of time and space. But now, through new technology, we have broken those laws and can render a picture as a living entity, as in the case of my *W* magazine cover story with musical artist Katy Perry," said image-maker Steven Klein. "Like Alice looking through the looking glass, you are invited, through the use of an app, to step into the wonderland we have created with the technical assistance of The Mill."

The Mill worked with Klein to create 3-D scans of Perry on set at the cover shoot, which were used to produce a series of virtual portraits. The focus was on designing a seamless experience between the screen and the printed page, matching Klein's aesthetic throughout the CG renderings, and producing a cohesive narrative across the issue and all its AR components.

“With this collaboration with *W* magazine, we wanted to push the boundaries of what’s possible in print, while unlocking a new kind of viewing experience through augmented reality,” said [Angus Kneale, The Mill’s chief creative officer](#). “This is an incredibly exciting time to be at the forefront of emerging technology and digital storytelling, and we’re looking forward to further exploring how it can complement and expand the print medium.”

In addition to the cover story, the AR experience extends to a collaboration with artist Alex Israel, accompanied by a futuristic piece of fiction; a defiant take on fall fashion by photographers Mert Alas and Marcus Piggott; and a portfolio by photographer and artist Collier Schorr, capturing fashion’s obsession with gender fluidity.

This initiative is part of *W*’s strategy to enhance the print product, make it collectible, and deliver a special experience around key issues. In 2016, the magazine announced a series of special issues, with a reimagined look and limited-edition approach. Following Terry Jones in September 2016 and Marc Ascoli in March 2017, The Mill is *W*’s guest creative collaborator for the September 2017 issue.

W’s September, collector’s issue will hit newsstands August 14. A special edition, including two additional covers, will be on sale in New York and Los Angeles. To order a copy of *W*’s September issue, go to wmag.com/go/katyperrypromo.

About Condé Nast:

Condé Nast is a premier media company renowned for producing the highest quality content for the world’s most influential audiences. Attracting more than 120 million consumers across its industry-leading print, digital and video brands, the company’s portfolio includes some of the most iconic titles in media: *Vogue*, *Vanity Fair*, *Glamour*, *Brides*, *Self*, *GQ*, *GQ Style*, *The New Yorker*, *Condé Nast Traveler*, *Allure*, *Architectural Digest*, *Bon Appétit*, *Epicurious*, *Wired*, *W*, *Golf Digest*, *Golf World*, *Teen Vogue*, *Ars Technica*, *The Scene*, *Pitchfork* and *Backchannel*. The company’s newest division, Condé Nast Entertainment, was launched in 2011 to develop film, television and premium digital video programming.

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About *W* Magazine:

W (wmagazine.com) is an escape from the ordinary. Unbound by convention, *W* represents the very best in fashion, film, and art, with a consistent eye toward the game changers of tomorrow. Across platforms, *W* celebrates the unexpected and sparks cultural conversations, with provocative stories, addictive videos, and distinctively curated social feeds. Follow *W* on [Instagram](#), [Facebook](#), [Twitter](#), [Tumblr](#), and [Snapchat](#).

About Steven Klein:

Steven Klein is one of the most challenging and provocative artists in photography and film. The most celebrated of Klein’s body of work are the groundbreaking 1999 *Fight Club* portfolio with Brad Pitt, the 2001 feature of a bloodied Justin Timberlake in *Arena Homme Plus* that was banned from newsstands, and the 2005 images of Brad Pitt and Angelina Jolie as a mid-century married couple. Other noted works include his collaborations with Lady Gaga on *Alejandro* and *Fame*. Klein trained as a painter at the Rhode Island School of Design. He is continually being commissioned by the world’s top designers and publications, and his work has been exhibited worldwide at galleries and museums. He was the recipient of an Infinity Award from the International Center for Photography in 2014.

About The Mill:

The Mill is a creative technology and VFX studio collaborating on projects for the advertising, gaming and music industries. We pride ourselves on building partnerships based on creative excellence and cutting-edge technologies, with the world's leading agencies, groundbreaking directors, creative firms and visionary brands. Our work is built on the bedrock of cinematic legacy. We produce visually driven projects for any screen and build awe-inspiring interactive and immersive experiences. For more information, please visit themill.com.

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