



Wonderland - 'Plastic is Precious'

Belford, P. (Author), Ludlow, A. (Author), Neil, D. (Author), & Storey, H. (Author). (2008). Wonderland - 'Plastic is Precious'. Exhibition http://uir.ulster.ac.uk/3612/1/Wonderland_8.10_-_8.11_08-7.pdf

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Publication Status:

Published (in print/issue): 08/10/2008

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Wonderland Press Coverage and Interest

International Print and Online Media

Publication	Date	Author	Circulation	
The Telegraph, Calcutta, India	20.01.07	Roger Highfield Science Correspondent	very wide	
La Repubblica, Italy	01.07			
The Sun Herald, Sydney, Australia	21.1.07		1,200,000	
The Sunday Age, Melbourne, Australia	21.1.07		516,245	
Der Spiegel Germany	12.02.07		700,000	
Times Educational Supplement Blog	On going		207,000	
The Dominion Post, New Zealand	01.07		2 million	hits/week
The Irish Independent	01.07		237,000	
Ad, Netherlands	01.07		162,582	
Yes Mag The science magazine Canada	07.08	Now you see them...now you don't! Kathiann M. Kowalski	21,000	readership

UK Print and Online Media

V&A Magazine	10.06	Victoria & Albert Museum Magazine		
The Daily Telegraph	19.1.07	Roger Highfield Science Correspondent	904,000	
The Telegraph online	19.1.07			
Plastics and Rubber Weekly	26.1.07	News piece and cartoon		
Stella Magazine, Sunday Telegraph	20.05.07	4 page Feature		
The Yorkshire Post	01.05.07	Jill Armstrong	51,777	http://www.y
The Yorkshire Post	25.07 .07		as above	
Newsweek	15.10.07	Just Stay Out of The Rain by Linda Stern	1,640,000	worldwide online
Nature, Volume 451 Number 7179, p631, 'Fashion: Fleeting fabrics'	07.02.08 -Published online 06.02.2008	Joanne Baker	46,000	worldwide http://www.n
Materials Recycling Week www.rwminfo.com	01.02.08	Andrea Height: Assistant Editor, MRW	21,000	approx http://www.n
Materials Recycling Week www.rwminfo.com	27.02.08	Liz Gyekye Now you see the dress, now you don't!	as above	< http://www .
Materials Recycling Week www.rwminfo.com	07.03.08	Liz Gyekye A Fashion for Sustainable Living	as above	http://www.r
Vogue Online	20.02.08	Jessica Bumpus	1,200,000	hits per month http://www.v
fuk.co.uk	18.02.08	Marian Buckley	40,000	hits http://www.fi
Drapers Record	02.08			
Time Out	02.08	Exhibition overview and opening times	318,000	weekly readership

The Observer

24.02.08

Juliette Jowit: Plastic Bags Fashioned into Clothes

1,372,000

average
readership

www.guardian.co.uk

WGSN	11.03.08	Wonderland: the disappearing dress Sarah Dennis		worldwide online	
InfoChem (Part of RSC Education in Chemistry)	05.08	Chemistry in Vogue	14 ,000	paper online	http://www.r
smart planet	16.06.08	Wonderland Disappearing Dresses Adam Williams	400,000	online	http://www.s
Metro	17.06.08	Five Questions for Tony Ryan	82,710	paper	http://www.b
BBC South Yorkshire online	18.06.08	Transcribed Toby Foster Breakfast Show		online	
Times Higher Education	26.06.08	Dresses to Thrill		online	http://www.ti
Exposed	07.08	The Chef's choice		readership	
i-D Magazine	07.08	Triggering the Future Caryn Franklyn			
The Sheffield Star	2.07.08	Scientists show bottle in a disappearing world Mike Russell	58,287	weekly readership	
The Sheffield Star	06.08.08	Now you see it... Fiona Firth	58,287	weekly readership	
Broadcast media					
World Service	19.1.07 am	Trish Belford Interviewed			
Radio Ulster					
Radio Ulster	19.1.07 pm	Trish Belford interviewed by Karen Patterson			
BBC Radio 2	19.1.07 pm	Tony Ryan on Chris Evans Drivetime Show	4.8 million audience		
Newsnight BBC2	07.02.07 10.30pm		1.1 million		
The Guardian	4.03.08	Environment Weekly Podcast Alison Benjamin	19.7 million	monthly unique users	http://www.g
BBC regional news Look North	18.06.08	Kersti Mitchell			
BBC Radio Sheffield	18.06.08	Toby Foster Breakfast Show	255,000	listeners	
SBT Brasil news channel		Sheffield Garrafas	unknown		
Radio 4	19.06.08	Material World Quentin Cooper	1 million	listeners	http://www.b
Blogs and other online interest					
whatwhenandnow.co.uk	24.01.08	When Design and Science collide... Posted by: Laura, 2:35 am			http://www.v
twenty1f.com	17.02.08	Dissolving Fashion by Regine			http://twenty

trendhunter.com	18.02.08	Biodegradable Couture unknown poster	tp://www.tre http://www.tl
thefader.com	15.05.08	Helen Storey's Wonderland	
dropdeadgreen.com	6.08	Wonderland the start of something remarkable by Drop Dead Green	http://www.d
creativesheffield.co.uk	6.08	We create plastic dresses	http://www.c
tshirtandsons.co.uk	15.07.08	Wonderland Exhibition – Solutions for a more sustainable world	http://www.t
nottene.net	30.06.08	Storey Story Kim (long article)	http://www.n

Examples of other media interest/contacts in place for Wonderland tour 2008

Columbia University News Wire	Michael Dang
You and Yours, BBC Radio 4	Clare Evans, Assistant Producer
Irish Post	Siobhán Breatnach
ABC News, Good Morning America	Lama Hasan
T-Online, Germany	Stefan-Kai Obst, Content Editor
ZDF (Zweites Deutsches Fernsehen),	Marina Bøddeker, Germany's nationwide public television broadcaster
www.Kopalniawiedzy.pl Poland	Anna Blonska
The Daily Mail	

Events featuring Wonderland

Unravel, Siggraph	31.07.06	Siggraph 2006, Boston a runway show of innovative and experimental works in computational and conceptual couture
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orkshirepost

newsweek.co

nature.com/n

:rwminfo.com

wminfo.com/

rogue.co.uk/

uk.co.uk/eve

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