



THE PICK ME UP ISSUE NO. 314

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i-D

call me



## i-D NOW

# The Red Gallery, London

## 1st to 18th September 2011

Marking over three decades at the forefront of style and culture, i-D will be 'popping-up' at London's Red Gallery this September, showcasing all of i-D's historic covers and laying on a feast of interactive events—including acoustic performances, fashion shoots, book swaps, dance classes, coffee mornings and more—in celebration of i-D NOW.

The i-D pop-up, in conjunction with the recently published Taschen anthology *i-D Covers 1980 – 2010*, will give fans the opportunity to retrace the magazine's history from its humble beginnings as a stapled fanzine, through iconic winks from Madonna, Kate Moss and Lady Gaga to its now multi-platformed position at the front of the field. Accompanying over three hundred iconic covers will be memories and contributions from a host of loyal, industry-leading i-D family members, including Nick Knight, Simon Foxtton, Edward Enninfu and Pat McGrath. The pop-up offers an incredible behind-the-scenes look at the covers that have been winking at you from the newsstands for over thirty years.

As well as celebrating i-D's trail-blazing history, the pop-up will provide visitors with an exciting insight into #iDNOW. With the recently refreshed [i-Donline.com](http://i-Donline.com) having hit the web-waves this summer, the outlook is bright. In addition to the covers exhibited, we're offering a programme of exciting, interactive music, fashion, film and art events that reflect the eclectic tone of i-D in both its print and online forms. And the fantastic folk from [Material](http://Material.com) will be tailoring their in-gallery bookshop to suit i-D's well-read and well-eclectic audience!

With an engaged online readership and a reach of over 350,000 across our social networking platforms, all of the pop-up happenings will be covered minute-by-minute. Keep one eye glued to [i-Donline.com](http://i-Donline.com) (and #iDNOW on Twitter) for all the latest... We hope you enjoy the show!

1st to 18th September 2011

The Red Gallery, EC2A

Opening hours vary (see [i-Donline.com](http://i-Donline.com))

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