



MAPS

Clever St. Augustine wrote, "The world is a book and those who do not travel read only one page." Give a wanderlusting friend the whole book—or the whole world—with the **Michele Varian chalkboard globe**. Only the borders of the continents are painted on. The rest is left open to be filled in—and explored. (\$450, michelevarian.com)

ARCHIVE

THAT'S A WRAP

Recycled, avant-garde, retro: There's never been such gorgeous diversity in the marketplace for gift wrap.

// Tired of shopping for gifts? Give gift wrap. That's what Lisa Maloof, SVP of ad agency Brogan Tennyson Group, did one Christmas. Bored with corporate-branded pens and paperweights, Maloof put her creative team to work. "We sent out a gift-wrap set, and immediately got calls asking for more," she says. "A month later, we took our designs to a trade show in New York." The side project evolved into Whimsy Press, where Maloof moonlights as chief inspirational officer.

Whimsy's double-sided designs reflect how gift wrap has gone upscale. (Way upscale, in the case of San Francisco's Cavallini; some buyers frame sheets of its vintage-inspired patterns as art.) It also indicates how, while standard wrap (trees, bows) still dominates, there's now more room for the different and daring. Take French Paper's "Stranger Manger," which shows Santa and Frosty with Jesus and Mary. "It's a comment on how we have commercialized a religious holiday," says president Jerry French, who insists he means no disrespect. "We would never poke fun at religion since we believe it's a miracle and by the grace of God that we're still in business."

—STEPHANIE SCHOMER



OLIVE PAPER
Skokie, Illinois
"Retro Trees Moss"

NASHVILLE WRAPS
"Red Bird Berries"

MR. GIFT WRAP
Webster, New York
Two-sided stars
and dreidels

FRENCH PAPER
Niles, Michigan
"Stranger Manger"

ARTIST
POINT WRAP
Pennsauken,
New Jersey
"Elephant Walk"

CAVALLINI
San Francisco
Vintage Santa
Claus

GREEN APPLE
Warwickshire, U.K.
Merry Christmas
recycled paper

NASHVILLE
WRAPS
Hendersonville,
Tennessee
"Hanukkah Ribbons"

WHIMSY PRESS
Atlanta
Two-sided "Retro
Festive"

PAPYRUS
Fairfield, California
Metallic gold textured wrap

LUXE PAPERIE
San Ramon, California
"Winter Wonderland"



A FrontierVille gift card. I would use the extra horseshoes to unlock a new furnace. —**ANNE GLOBE**, HEAD OF WORLD-WIDE MARKETING AND CONSUMER PRODUCTS, DREAMWORKS ANIMATION



I ask friends to make a donation to charitywater.org. Almost a billion people don't have access to clean, safe drinking water. A \$20 donation can give one person clean water for 20 years. —**PADMASREE WARRIOR**, CTO, CISCO