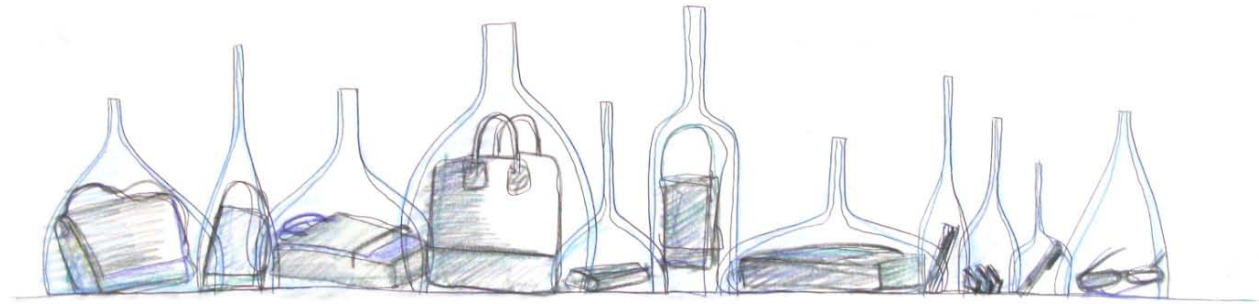


SPIRIT IN A BOTTLE

Moleskine presents its new Writing, Travelling, and Reading collections,



designed by Giulio Iacchetti.

MOSCOW DESIGN WEEK 2011
October, 11–16



Moleskine, publisher of blank pages and design brand devoted to open platforms for creativity, joins the Moscow Design Week with its new Writing, Reading and Travelling collections, presented in a design installation in Winzavod. In the darkness of a former wine cellar, the new Moleskine collections of bags, reading glasses, computer cases, bookstands, book lights, pens and pencils are bottled in precious glass creations crafted by the fine glassblower Massimo Lunardon. In the background, a wall of YouTube, Flickr and Vimeo moving images, close-up glimpses into the Moleskine pages created by worldwide creative talents: stop motion animations, "what's in my bag" galleries, notebooks from the Detour exhibition, installations in other design events, videos created by the Moleskine fans and communities. Reading and writing corners complete the scene, with three open questions and blank pages for the public to fill in with thoughts and notes: "Is handwriting still important to you?" "The three objects you can never travel without?" "Analog or digital writing: when do you use which?"

Blank Space Design.

"In an era of information overload – says Maria Sebregondi, Brand Equity Director of Moleskine and one of the creators of the brand and original concept –, we all need blank space to think, create, elaborate, explore, design. This is especially so for those of us who work in the creative industries, always connected and digitally inclined. Moleskine is devoted exactly to this: designing blank space and open platforms for creativity in the digital era". During Moscow Design Week, Maria Sebregondi will give the public an insider view into the creative process of the company, in one of the "People of Design" lectures. (See *Program* below)



Winzavod is a special place in the heart of Moscow, a former wine cellar turned into a flagship center in the contemporary creative scene of Russia. The vaulted cellars, imbued with the sensations of the wine once bottled there, provide an evocative setting. The installation has been created by Giulio Iacchetti in cooperation with Vittorio Venezia. Spirit in a Bottle is part of the Interni Mutant Architecture&Design event, main event within the Moscow Design Week, set up by design magazine INTERNI Russia. Interni Mutant Architecture is an open-air laboratory on design in all its complexity and progressive evolution, transformations and achievements, with the participation of world famous designers.



The Program

Spirit in a Bottle

October 11–16, 2011

In the darkness of a former wine cellar, the new Moleskine collections are bottled in precious glass creations crafted by the fine glassblower Massimo Lunardon. In the background, a wall of [YouTube](#), [Flickr](#) and [Vimeo](#) moving images, close-up glimpses into the Moleskine pages created by worldwide creative talents: stop motion animations, "what's in my bag" galleries, notebooks the [Detour exhibition](#), installations in [other design events](#), videos created by the Moleskine fans and communities



October 11 13, 2011 in the same venue

From 12am to 2pm and from 4pm to 6 pm

"What's in your bag" photo corner

A photographic set where Moleskine fans can take pictures of the content of their bags and have them uploaded on [myMoleskine.ru](#), as part of a special contest. What's in my bag is a very popular tag on Flickr, offering us a unique and intimate series of snapshots on people's identities and their day-to-day lives.



Analog to Digital and back

A display of downloadable paper toys, print outs that you can cut, glue and mount. Some of them are created with artworks uploaded on the [myMoleskine](#) gallery by the Moleskine community. Downloadable presents will be given out to the Spirit in A Bottle guests.



[Winzavod](#), Moscow Centre for Contemporary Art

4-th Syromyatnicheskiy lane, 1, bld. 6

Every day from 11am to 9 pm

MDW Press Tour (organized by MDW staff)

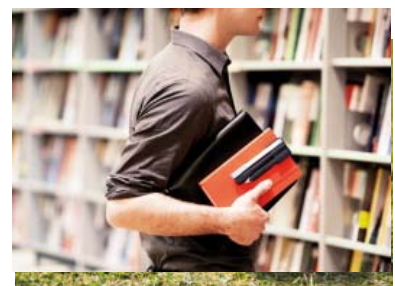
October 11, 2011

From 12 am to 12 pm.

Press Tour arrives at Winzavod

Opening Spirit in a Bottle

October 11, 2011 – 2.30 pm



People of Design: the Moscow Design Week lectures.

October 12, 2011

Blank Space Design. A lecture by Maria Sebregondi.

In an era of information overload, we all need blank space to think, create, elaborate, explore, design. This is especially so for those of us who work in the creative industries, always connected, digitally inclined. Moleskine is devoted exactly to this: designing blank space and open platforms for creativity in the digital era. Maria Sebregondi, one of the original creators of the Moleskine concept and brand, gives us an insider view into the creative process of the company.

From 4pm to 5pm

Planning the design, designing Moleskine. A lecture by Giulio Iacchetti.

What is the purpose of design? The relationship between the designer and the company is based on a plan to achieve a common objective. Starting from this solid basis, the designer takes a path that leads to sometimes different and often unexpected results, to the point of turning the design into an absolute, autonomous and free value.

From 6pm to 7 pm

Department of Journalism, Moscow State University
9 Mokhovaya Street

Full program on www.moleskine.com/ru

Moleskine. Culture, imagination, memory, travel, personal identity.

Moleskine is a brand that encompasses a family of nomadic objects dedicated to our mobile identity: flexible and brilliantly simple tools for use both in everyday and extraordinary circumstances, ultimately becoming an integral part of our personality.

Moleskine was created as a brand in 1997, bringing back to life the legendary notebook used by artists and thinkers over the past two centuries: among them Vincent van Gogh, Pablo Picasso, Ernest Hemingway, and Bruce Chatwin. A trusted and handy travel companion, the nameless black notebook held invaluable sketches, notes, stories, and ideas that would one day become famous paintings or the pages of beloved books. Today, Moleskine is synonymous with a set of indispensable creative tools that help define who we are, identifying us wherever we are in the world. They have become a symbol of latter-day nomadism, and they are intimately tied to the digital world.

Giulio Iacchetti has worked as an industrial designer since 1992. His client portfolio includes brands as Alessi, Arthema, Danese, Foscari, Globo, Grom, Jannelli&Volpi, Lavazza, Meritalia, Panasonic, and Pandora Design. He combines his design activity with teaching positions in Italy and abroad. His work is characterized by a search for new object types, such as the Moscardino, a biodegradable multipurpose flatware set that won him, together with Matteo Ragni, a Compasso d'Oro prize in 2001 and a place in the permanent design collection of the New York MoMA. In May 2009, the Milan Triennale held a solo show of his work titled *Giulio Iacchetti. Disobedient Objects*.



Maria Sebregondi. Creator of the Moleskine notebook line for Modo&Modo SpA in the 1990s, since 2007 she has been Director of Brand Equity at Moleskine Srl, in charge of brand value. She oversees brand development projects in building social networks both offline and online. Previously she worked independently as a consultant on strategic communications and product concept. Author of several socio-anthropological essays on contemporary change and various articles for newspapers and magazines, with a special emphasis on new linguistics. She has worked on the subject of writing in different fields: creative writing, copywriting and communication, essays and literary translation, teaching at different public and private universities from 1998 to 2007. She is an active member of the non-profit foundation lettera27 and a member of OPLEPO (Opificio di Letteratura Potenziale).



Have a look at the moleskine.com, [in Russian](#)

Hi-res photos available on request. For arranging interviews or press assistance:

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For updates [register](#) with our press mailing list or visit www.moleskine.com/ru.