

Objectivity

Notebook Hacking Collaborative Drawing, and New Collections

Moleskine, with Eyebeam Art + Technology Center, present workshops, an exhibition and reception in celebration of the International Contemporary Furniture Fair™

New York, NY – Moleskine®, Moleskine fans, designers, artists, and the Eyebeam Art + Technology Center gather in Eyebeam's West Chelsea exhibition space on **Sunday, May 15th** for a special one-day event entitled: *Objectivity: Notebook Hacking, Collaborative Drawing, and New Collections*. The event will feature two workshops from 3 – 6 pm and an exhibition and reception from 6 – 9 pm.

Presented with Eyebeam, the leading art and technology center in the USA, *Objectivity* explores how the contemporary nomad navigates information saturated digital and urban landscapes. The workshops and exhibition, *A vocabulary of objects*, focuses on the process of creation, sharing, and response to iconic Moleskine objects.

Objectivity is presented by Moleskine in concert with the North American launch of three new collections of objects, **Writing, Travelling, and Reading** which include pens, pencils, bags, reading glasses, cases, reading stands and USB rechargeable booklights. They will join the existing collections of legendary Moleskine notebooks and planners as a complete set of tools for cultural enjoyment and mobile living. *Objectivity* explores the themes that informed the design of the new collection and brings together the community of fans who use Moleskine objects as platforms for their imagination, memory, and expression.

Eyebeam Fellow Nova Jiang presents her *Figurative Drawing Device* in an installation that highlights the powerful tactile and social experience of analog technology. In an electroluminescent notebook hacking workshop, Eyebeam Alumni Diana Eng will help participants to prototype their own Moleskine notebook of the future, enabling their notebooks to literally glow. **Mark Parsons of the Pratt Institute of Architecture** will lead a collaborative drawing workshop mapping the way our personal stories shift and mix as we navigate the urban environment. In addition, some of the world's favorite Moleskine videos and objects will be on display, including the sketchbooks used by award-winning designer Giulio Iacchetti in his creation of three new collections for Moleskine that reach beyond paper. Brooklyn-based illustrator Brendan Leach will offer his response to the new collections with sketches that capture the new breed of traveler navigating the urban metropolis.



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MOLESKINE®

www.moleskine.com

Objectivity

Notebook Hacking, Collaborative Drawing, and New Collections

Sunday May 15th, 2011

Free workshops 3-6pm
Exhibition and reception 6-9pm

EYEBEAM

540 West 21st Street
New York, NY 10011

Workshop registration: Electroluminescent Moleskine Notebook Hacking Workshop: click [here](#)

SHIFT - A Collaborative Drawing Workshop: click [here](#)

Exhibition RSVP: Email: rsvp9@bdeonline.biz
Phone: 212.353.1383

Presented with Eyebeam Art + Technology Center in their West Chelsea exhibition space.

Exhibition: *A vocabulary of objects*

A vocabulary of objects. explores the things we carry as we move through the world, navigating information saturated digital and urban landscapes. Moleskine notebooks, and objects from the new reading, writing, and travelling collections are offered to artists and designers as tools for creation, platforms for self-expression, and systems to be hacked.

Featuring work by artists including:

Nova Jiang, Artist and Eyebeam Fellow
Diana Eng, Fashion Designer and Eyebeam Alum
Mark Parsons, Pratt Institute of Architecture
Giulio Iacchetti, Designer
Brendan Leach, Illustrator
Students from the Beyond the Page Program at Parsons

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Workshops:

Electroluminescent Moleskine Notebook Hacking Workshop

Leader – Diana Eng (Eyebeam Alumni)

Prototype your own Moleskine notebook of the future. In this workshop participants will design and build their own illuminated Moleskine notebooks by creating custom designs with electroluminescent materials, installing the material on the cover of their notebook, and soldering the material to drivers that will power the designs. Participants receive Moleskine notebooks to customize, electroluminescent material, and a driver. Participants are also welcome to bring additional materials to share. The results will be displayed during the evening exhibition/reception following the workshop. Limited to 10 participants.

SHIFT – A Collaborative Drawing Workshop

Leader – Mark Parsons (of Pratt Institute of Architecture)

Participants are led in a 3 hour group drawing jam to explore how value systems shift as you travel within city spaces. It will be a symphonic cacophony, with layers of images accumulating and abstracting while creating a community of artists. Participants are provided with Moleskine notebooks and drawing materials, but welcome to bring additional materials to share. The results will be displayed and continue to transform during the evening exhibition/reception following the workshop. Limited to 20 participants..

Featured Artists Bios

Nova Jiang (Eyebeam Fellow)

Nova Jiang is an artist seeking to expand the evolving definition of public space by encouraging playful, tactile, and creative participation. A current Eyebeam Fellow, she holds a Master of Fine Arts from UCLA and has exhibited at the 01SJ Biennial, Sundance, TEDActive, and the Milan Public Design Festival. She is the recipient of a Skowhegan Fellowship, a Black Rock Arts Foundation grant, and a Sculpture Space grant.

www.novajiang.com

Diana Eng (Eyebeam Alum)

Diana Eng is a fashion designer who works with math, science, and technology. Her designs range from inflatable clothing to fashions inspired by the mechanical engineering of biomimetics. Author of *Fashion Geek: Clothes, Accessories, Tech*, Diana has worked with Yahoo, Victoria's Secret, and Sony Ericsson. Her work has been featured in *Women's Wear Daily*, *ID*, *Wired*, *Popular Science*. She was also a contestant Bravo's *Project Runway, Season 2*.

www.dianaeng.com

Mark Parsons

Mark Parsons currently teaches and serves as Director of Production and Technology for Pratt Institute Architecture. Mark has exhibited his work at the United Nations, the John F. Kennedy Center for the Performing Arts, the Provincetown Art Museum, the New Bedford Art Museum, and numerous private galleries in New York City and elsewhere. He lives and works in Brooklyn.

www.thatartist.com

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Additional work by:

Giulio Iacchetti

Giulio Iacchetti combines professional activity with teaching in various international universities. With the Moscardino, the multiuse biodegradable kitchen utensil, he won the Compasso d'Oro prize in 2001. This object became part of the permanent design collection of MoMA New York. In May 2009 the Milan Triennale held a solo show of his work entitled "Giulio Iacchetti. Disobedient Objects."

www.giulioiacchetti.com

Brendan Leach

Brendan Leach is an illustrator living in Brooklyn and a graduate of the Master of Fine Arts program Illustration as Visual Essay Department at the School of Visual Arts. His work has been published in *Time Out New York*, *The L Magazine*, and *Time Out New York Kids*. He is the 2010 Xeric Award winner, and his illustrations have been recognized by the Society of Illustrators and 3x3 magazine.

www.iknowashortcut.com

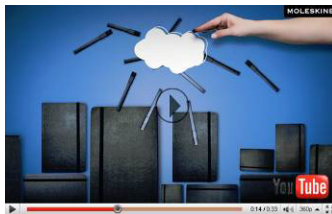
Moleskine [Artist Marketplace Artists](#)

Students from the Beyond the Page class at Parsons

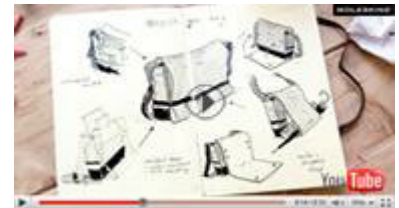
Check out the **three new videos** featuring the new collections:



[General new collections](#)



[Writing Collection.](#)



[Travelling Collection.](#)

Full description of new collections and **Hi-res images** available on request:

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About Moleskine®

Moleskine® is a brand that encompasses a family of nomadic objects dedicated to our mobile identity including legendary notebooks, journals, and planners. Flexible and brilliantly simple tools for use both in everyday and extraordinary circumstances, ultimately becoming an integral part of our personality.

www.moleskine.com

About Eyebeam Art + Technology Center

Eyebeam, based in New York City, is the leading art and technology center in the USA. Eyebeam provides a fertile context and state-of-the-art tools for digital research and experimentation. It is a lively incubator of creativity and thought, where resident artists and technologists actively engage with culture in addressing the issues and concerns of our time. Eyebeam challenges convention, celebrates the hack, educates the next generation, encourages collaboration, freely offers its contributions to the community, and invites the public to share in a spirit of openness: open source, open content, open distribution.

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