

The Moleskine story continues, even beyond the page.

Worldwide preview on the 2012 collections: new shells, add-ons, colors, new postal notebooks, new possibilities for customization. From October 12 to 16, 2011 at Frankfurt Buchmesse

Frankfurt am Main- As a design brand devoted to the creation of open platforms for creativity, Moleskine joins the 63rd edition of the Frankfurter Buchmesse, with a special space where new releases are presented in worldwide preview and where people are invited to play with Moleskine objects, and create with their own hands.

A publisher of blank pages.

In an era of information overload we all need blank space to think, create, elaborate, explore, write. 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 and mobile living in the digital era.

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In the spotlight at the Moleskine booth the new 2012 collections are presented, both paper and beyond paper. Since 2011, Moleskine has introduced three new collections dedicated to **Writing, Travelling, and Reading**. They now include pens, pencils, bags, reading glasses, cases, shells, reading stands and USB rechargeable booklights. They join the existing collections of legendary Moleskine notebooks and planners as a complete set of tools for cultural enjoyment and mobile living. Designed by Giulio Iacchetti, the objects are perfectly compatible with each other and with the Moleskine notebooks and planners through special clips and holders. Detachable add-ons make them customizable and adaptable to different preferences, as self-contained kits for the contemporary nomad. The new accessories retain many of the familiar features of the Moleskine notebooks: elastic band, smooth and rounded corners, black color, "in case of loss" label, and essential aesthetics. In the 2012 collections new add-ons and complements add to the list, with new colors.

New release: the Messages collection.

A totally new concept of postal cards, that combines the features of a notebook, a card and an envelope. Letters or drawings, words and sketches can now travel the world on the pages of this new range of notebooks, with a basic design, unmistakably Moleskine, ready to be mailed. Available in two versions: Note Cards and Postal Notebooks, each come in pocket and large size.

Publishing.

A series of hardbound monographs on design, graphic art and architecture, testifying to the liveliness of hand drawing in the creative professions of today. After "the Hand" series (Hand of the Architect, Hand of the Designer, Hand of the Graphic Designer), the new **Inspiration and Process in Architecture** series features hand drawn sketches, photographs and interviews exploring the creative process of internationally renowned architects, from Alberto Kalach to Zaha Hadid.



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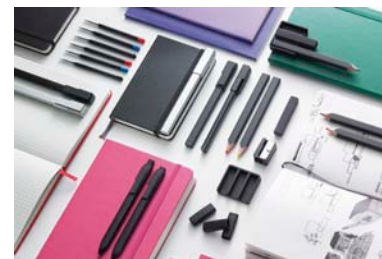
Limited edition: Lego.

After Woodstock, Pac-Man, Petit Prince, Peanuts and Star Wars, a new limited edition celebrating another pop and cultural icon of our times: Lego. It's a union where two platforms for free expression unite, where the legend of Lego meets the legendary notebook. A cult limited edition, with a real Lego plate set in the iconic Moleskine cover.



Writing Collection. New Releases 2012.

All pens and pencils of the Writing Collection can be attached to the notebook cover via a special clip. Among the new releases for 2012: a Click roller pen, with a retractable point; a refillable Click pencil; a set of Highlighter pencil set in two fluorescent colors; a 3 Black pencils set, made of high quality cedar wood, with two 2B pencils and one HB pencil; a new Eraser & Sharpener set.



Travelling Collection: New Releases 2012.

All the bags in the Moleskine Travelling Collection are characterized by a series of modular accessories and add-ons, to customize them and create your ideal bag. Among the new releases for 2012, the Tote bag large, a durable and versatile multipurpose bag; the small Backpack, equipped with adjustable and removable shoulder straps; the new Shells, protective cases for precious objects in large, medium and small size, including the iPad shell and the eReader shell, another travelling companion for the digital nomads. Moreover there are two new colors - orange and cerulean blue - made to personalize the interior of the Storage panel and Multipurpose cases.



Your Messages.

Join us to play with stamps and paper.

Graphic artists Gilles & Cecilie will perform live for a showcase of DIY and papercraft culture. The public will be invited to join in the performance and use rubber stamps to personalize the pages and covers of the new Messages collection. Images from the Your Messages performance will be uploaded on the Flickr, Vimeo and YouTube channels.



For updates and hi-res images [register](#) with our press mailing list or contact:
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Come to visit us at Hall 8 Stand H 959. Discover the new Moleskine Collections.

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