

MEDIA ALERT

Who:

Moleskine City Notebooks

What:

DETOUR: The Moleskine City Notebook Experience

Curated by Raffaella Guidobono

Design by Zetalab.com

When:

June 1st - 29th, 2007, with a private preview on May 20th

Where:

The Art Directors Club

106 West 29th Street

New York, NY 10001

Moleskine City Notebook - a great guide deserves a great introduction. Which is why Moleskine, the legendary notebook of great artists and thinkers is pleased to launch the first guidebook you write yourself - with a special exhibition and display at the Art Directors Club in New York City.

The Moleskine City Notebook is empty, except for maps. Written in your unique voice, the book allows you to create itineraries and record interesting destinations on the streets of New York, Washington DC, San Francisco, Boston and more. The City Notebook will not offer tips on the top 10 things to do, spots to see or places to go - that's for you to decide as it's the first guidebook that is entirely, completely written by you.

To launch the new US City Notebooks, Moleskine has given 70 blank, manually bound books to some of the most creative artists, architects, film directors, graphic designers, illustrators, and writers from around the world. These luminaries have been invited to fill a notebook describing their daily journeys and life experiences in a project to support Lettera 27, a non-profit organization whose mission is to defend the right to literacy and education in the world's most deprived areas.

These 70 notebooks will be on display in DETOUR at the Art Directors' Club in New York City, June 1-29, 2007. The show will have a special private preview May 20th, during the International Contemporary Furniture Fair. The exhibit will open to the public June 1, during the start of Book Expo America, the premier event serving the U.S. book publishing industry. The exhibit follows other successful Moleskine shows in London, Milan and Tokyo.

DETOUR is a small piece of the Moleskine journey, where interlacing stories merge.

For DETOUR, curated by Raffaella Guidobono, writers are asked to write, illustrators to draw, and filmmakers are beckoned to photograph or paint. Each person is encouraged to work in whatever medium his or her imagination takes form. Between the covers of the book they will leave images, notes, symbols of their lives, or simply significant paths - many of which will astonish and inspire us.



MOLESKINE®

lettera 27

In conjunction with the show, there will also be MY DETOUR in several retail locations throughout Manhattan from June 1-June 7. Anyone visiting the installation will be allowed to draw their own map of the city—highlighting their favorite discoveries and itineraries with restaurants, galleries, museums, shops, private areas and more. Allowing diverse, densely-crowded, multi-layered, and hyper-real views of how we each individually experience New York, the maps are a unique opportunity to see our city in an entirely new way.

The Moleskine journey comes full circle when the notebooks are donated to the Lettera 27 archive to support new projects in Africa. Lettera 27 is a not for profit foundation. Its mission is to defend the right to literacy and education and in more general terms, the access to knowledge and information across the world. The foundation raises funds to support hands-on projects devoted to education at all levels, along with numerous research projects. Further information can be found at www.lettera27.org

DETOUR The Moleskine City Notebook Experience

ADC Art Directors Club

106 West 29th Street

New York, NY 10001

June 1st - 29th, 2007

Monday - Friday 10.00 am - 6.00 pm

Also open on Saturday June 2nd and Sunday June 3rd 12.00 am - 6.00 pm

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About Moleskine®

www.moleskine.com

www.moleskinacity.com

Moleskine is the legendary notebook used by great artists and thinkers for the past two centuries. This silent and discreet keeper of an extraordinary tradition was re-invented in 1998. With its various page styles, it accompanies the creative professions and has become a symbol of contemporary nomadism. Moleskine is a family of notebooks and diaries suitable for different functions, all fitting with a free style of mind, both basic and emotional.

About Lettera 27

www.lettera27.org

Lettera 27 is a non profit foundation. Its mission is to defend the right to literacy, to education, and access to knowledge and information, all over the world and especially in the more deprived areas. The foundation raises funds to support—in various ways, including through direct financial contributions—hands-on projects devoted to education at all levels, and to the creation of areas for research.

About the Art Directors' Club

www.adcglobal.org

Founded in New York in 1920 as the first creative collective of its kind, the Art Directors' Club, Inc. is a 501(c)(3) not-for-profit organization with an international membership in visual communications. ADC's mission is to honor and inspire excellence in advertising and design; to bring together creative leaders across the boundaries of their disciplines; and to encourage the next generation of innovators. The prestigious ADC Annual Awards and Art Directors Annuals, now in their 86th year, are unrivaled as a history of the industry. Programs also include ADC Young Guns, the ADC Hall of Fame, scholarships, workshops, exhibitions, and symposia.