

MOLESKINE®

Moleskine® Introduces New Diaries for 2010

The legendary notebook of great artists and thinkers introduces four innovative ways to keep track of appointments, meetings, projects, and more

Milan, Italy -- Moleskine, is pleased to announce the launch of its new series of diaries for 2010. Long known for the iconic design of their little black notebook, Moleskine has taken many of these well-loved and familiar details and re-imagined them in the designs of four innovative new diaries.

Moleskine Color a Month Daily Diary Box Set: 12-months: one color per month

Packed in an elegant black case with elastic strap, each of the notebooks in this series of twelve is a different color--one color for each month of the year. The interior of each notebook features lined pages that delineate hours so that appointments, meetings, and notes are easy to decipher. Lightweight and easy to carry, the rich, deep reds, vibrant greens, and cool blues of the notebooks make them instantly distinguishable. Packed in an elegant black case with an elastic strap that can easily transform into an archive of the year's thoughts, this set also includes transparent label stickers with month numbers and names for easy customization.



Moleskine Color a Month Daily Diary Box Set: 12-months: one color per month

Moleskine's new **Project Planner** is the perfect tool for planning, organizing, and keeping track of both long-term and short-term projects. The diary features a soft black cover and 52 accordion-style pages with lined and graphed pages -- creating the ideal forum for tracking the progress of professional, business, and artistic projects over the course of a year.



Moleskine Project Planner
12-months

Press Contact: Moleskine srl

Silvia Trenta
silvia.trenta@moleskine.com
www.moleskine.com
tel: +39 02 43449830

The **Panoramic Diary** offers a fresh way to look at the workweek. Unlike other daily and weekly planners, the Panoramic Diary is used vertically instead of horizontally and graphically represents one week on two pages, with each week's view, a full month "snapshot" is also shown in the lower right hand corner. Space on the right-hand side of the book also includes room for "to do" lists, notes, and more.



Moleskine Panoramic Diary
12-months

Moleskine's first-ever **Desk Calendar** artfully re-imagines the notebook's iconic and well-loved details in an entirely new format. The calendar's hard black cover folds back to turn into a stand and features an elastic strap for secure closure. The daily detachable pages count down the days of the year and include lines for writing down thoughts, ideas, inspirations, daily events, appointments, and more. An inner pocket neatly stores the "days" to remember.



Moleskine Desk Calendar
12-months

Moleskine "Artist's cover" Diaries - Martí Guixé - Limited Edition 12-months

Martí Guixé, the provocative Barcelona and Berlin-based designer, whom had participated in the Detour Moleskine Project in Paris in 2008, was selected to create the inaugural Moleskine Artist Collection Diaries. Guixé's first project for Moleskine is a series of weekly and daily planners for 2010 in both large and pocket sizes. The notebooks' playful, hand-drawn graphic is carried over from the front to the back of each notebook, bringing the designer's distinctive aesthetic to the iconic Moleskine notebook. Each planner features a leather cover and is available in either basic black or vibrant red.



Moleskine "Artist's cover" Diaries - Martí Guixé - Limited Edition 12-months

Press Contact: Moleskine srl
Silvia Trenta
silvia.trenta@moleskine.com
www.moleskine.com
tel: +39 02 43449830