

MOLESKINE®



MOLESKINE CITY NOTEBOOK, THE FIRST GUIDE YOU WRITE YOURSELF.

Moleskine®, the heir of the legendary notebook of Hemingway, Picasso and Chatwin, has developed a completely new concept for city travelers, the City Notebook.

The City Notebook is a guide you write yourself, tracing your own personal map of the city. It reflects your personal sense of place, and your unique city experiences. It contains all your personal information; it incorporates your interests, your itineraries, your reference points, and your personal aesthetic.

'For every traveler who has any taste of his own, the only useful guidebook will be the one which he himself has written.'

Aldous Huxley

The City Notebook is easy to use and self-contained. It's for city travelers who come and go; occasional and regular visitors – for tourism, leisure, work, culture. It's also for city residents, as it's the pocket-sized pad to accompany new urban lifestyles.

The City Notebook reflects the individual lifestyles of people who are independent and free-thinking. People who live their lives at a fast pace, always connected, but who can relax and enjoy themselves; people who are creative, and discriminating in their tastes.

The City Notebook is a perfect companion for those exploring the magic of the city.

"Not to find one's way around a city does not mean much. But to lose one's way in a city, as one loses one's way in a forest, requires some schooling..."

Walter Benjamin, Berlin Childhood, 1932.

The City Notebook is useful in planning a trip, organizing a stay, gathering information, news, internet addresses. During a trip it's helpful to note down useful information, personal reflections, addresses, experiences. In this way you can retrace your journey, revisit memories, exchange information, and update it for your next visit.

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There is a Moleskine City Notebook for each of the following Cities:

Amsterdam	Miami
Athens	Milan
Atlanta	Montréal
Barcelona	Moscow
Beijing	Munich
Berlin	New York
Brussels	Paris
Boston	Philadelphia
Chicago	Prague
Copenhagen	Rome
Dublin	San Francisco
Florence	Saint Petersburg
Frankfurt am Main	Seattle
Hamburg	Stockholm
Hong Kong	Tokyo
Kyoto	Toronto
Istanbul	Turin
Lisbon	Vancouver
London	Venice
Los Angeles	Vienna
Las Vegas	Washington, D.C.
Madrid	Zurich

Contents:

Each City Notebook contains:

- A key map, metro map and station index
- Other travel information
- A city map and street index
- Personal blank pages
- Cityfile for food, drinks, people, places, books, with 35 adhesive labels for personalizing
- Translucent sheets for tracing itineraries
- Detachable sheets for quick messages

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ABOUT MOLESKINE®

Culture, imagination, memory, travel, personal identity. Moleskine is a brand identifying a family of notebooks, planners and guidebooks: versatile and essential companions both in everyday life and for special occasions, they become an integral part of the personality of each of us.

The Moleskine brand was born in 1997, recreating the legendary notebook of great artists and thinkers of the past two centuries, from Vincent Van Gogh to Pablo Picasso, from Ernest Hemingway to Bruce Chatwin. A trusty, pocket-sized travel companion, the anonymous black notebook was the faithful keeper of sketches, notes, stories and tips before they became famous pictures or pages of well-loved books.

Since January 1, 2007 Moleskine is also the name of the company which manufactures and distributes the legendary notebook and its many descendants.

Today, Moleskine accompanies the creative efforts and the imagery of our time: it is a symbol of modern-day nomadism, closely connected with the digital world through a network of websites, blogs, online groups and virtual archives.

www.moleskine.com



SPECIAL EXHIBITIONS OF MOLESKINE NOTEBOOKS CREATED BY ARCHITECTS, ARTISTS, DESIGNERS, ILLUSTRATORS, AND WRITERS.

Detour is a travelling group show featuring the Moleskine notebooks designed by internationally recognized artists, architects, film directors, graphic designers, illustrators, and writers.

After successful exhibitions at the Museum der Dinge in Berlin (Fall 2008), at the Centre Pompidou in Paris (Spring 2008), in New York (2007) and in London (2006), **Detour** will travel in 2009 to Istanbul and Tokyo. Through the changing exhibition locations, **Detour is always attracting new artists** to the project, especially creative artists that are particularly related to the cities where exhibitions take place. The notebooks displayed during all Detour exhibitions **are permanently shown on the Moleskine website**. A single post is dedicated to each author, with photo, video, and biography.

Raffaella Guidobono is an independent art critic and visiting professor at the Domus Academy in Rome, working between Italy and Latin America. She curated the Detour group shows in Berlin, Paris, New York and London.

Moleskine Srl, the company behind the Detour exhibition, and all the participating artists support the non-profit organization lettera27, whose aim is to promote the right to literacy, education, access to knowledge and information.

Moleskine supports the lettera27 foundation by providing an annual contribution for its projects. In exchange, it enjoys the right of access to the notebooks and the images contained therein. The extent of Moleskine's funding to lettera27 for the year 2008 equals 150,000 €. www.lettera27.org

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