

For big kids

A new hacked limited edition where Moleskine® meets LEGO®

The legend of LEGO® bricks joins the legendary notebook. The new limited edition hacks the classic Moleskine® notebook by embedding a LEGO plate into the iconic black cover. This limited edition pays tribute to all of the former kids who believe in the importance of playfulness in their everyday grown-up lives.

Moleskine Notebooks and LEGO® bricks are both design icons and creative platforms, for kids and for grown-ups.

This LEGO® limited edition is the latest in a series of limited editions that plays with pop icons of our times, including: Woodstock, Pac-Man, Petit Prince, and Star Wars.

The LEGO® collection offers four different formats: Ruled and Plain Notebooks both in pocket and large sizes. The cover is debossed, silkscreened, and different color LEGO plates are built in each of the four models of the notebooks. Inside: a printed themed flyleaf, an inner pocket, a color-coordinated bookmark, and 10 adhesive labels representing LEGO bricks and LEGO men to personalize your records and pages.

The LEGO® limited edition will be available on the [Moleskine Store](#) and on shelves worldwide starting from March 1, 2012.

A video on the LEGO® limited edition will be available on the [Moleskine YouTube](#) and [Vimeo](#) channels starting from March 1.

Download full Media Kit with hi-res images [here](#).
Please credit photos: Moleskine.

NEWS EMBARGO until March 1, 2012

For updates register to our [press mailing list](#) or contact:

Moleskine srl: Silvia Trenta: silvia.trenta@moleskine.com
T. +39 02434498.1

Moleskine America: Erik Fabian: erik.fabian@moleskine.com
T. +1 646-461-2431

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Moleskine LEGO® Limited Edition Notebooks

Ruled Notebook Large: debossing and a real black LEGO® plate on the cover, adhesive labels, silkscreen on the flyleaf.

Ruled Notebook Pocket: debossing, yellow silkscreen and a real yellow LEGO® plate on the cover, adhesive labels, colour coordinated bookmark, silkscreen on the flyleaf.

Plain Notebook Large: debossing, red silkscreen and a real red LEGO® plate on the cover, adhesive labels, color coordinated bookmark, silkscreen on the flyleaf.

Plain Notebook Pocket: green silkscreen and a real green LEGO® plate on the cover, adhesive labels, color coordinated bookmark silkscreen on the flyleaf.

LEGO®

The LEGO® Group is a privately held, family-owned company, based in Billund, Denmark. It was founded in 1932 and today the group is one of the world's leading manufacturers of play materials for children, employing approximately 9,000 people globally. The LEGO Group is committed to the development of children's creative and imaginative abilities. LEGO products can be purchased in more than 130 countries. Visit www.LEGO.com

Moleskine®

The Moleskine notebook is the heir and successor to the legendary notebook used by artists and thinkers over the past two centuries. In the mid-1980s, the notebook that Bruce Chatwin had nicknamed "moleskine" became increasingly scarce and then disappeared completely. In 1997, a small Milanese publisher brought the legendary notebook back to life, choosing this literary name to revive an extraordinary tradition and accompany the creative professions of our time.

Today Moleskine is a brand that encompasses a family of nomadic objects dedicated to our mobile identity, synonym for creativity and an inspiration for ideas, projects and spontaneous collaborations. Moleskine is now also a series of collections that go beyond paper: bags, writing instruments and reading accessories. They are the natural creative evolution of the legendary notebook and are designed to live in harmony with it. Moleskine believes in the infinite potential of continuity and connection between the analog and digital world. This strong bond is being continuously expressed and reaffirmed by groups of people from all over the globe who share images, videos and "hacks" of their notebooks on blogs, social networks and other online platforms.