

# MOLESKINE®

## Windows into creativity at the Frankfurter Buchmesse

### Hall 8 – booth H959

Once again, Moleskine® meets the Buchmesse audience with a booth introducing the Moleskine world and its cultural values, centred on creativity, personal identity and new urban mobility.



For the **60th anniversary of the Buchmesse**, Moleskine presents its **Frankfurt City Notebook**: an important addition to this collection of innovative guides, conceived for the urban users of our time, **a tool for professionals** and operators of the Frankfurter Fair to experience the city in all its many dimensions and leave their personal mark.



As a tribute to **Turkey, 2008 Guest of Honour at the Messe**, Moleskine also presents the **Istanbul City Notebook**, as interpreted by **three young artists** from Bilgi University, Istanbul: on display at the booth are the first selected notebook and two special mentions that were awarded by the jury of the **Detour Istanbul** project – a Moleskine initiative organised in collaboration with Domus Academy (Italy) and Bilgi University.



**The Detour shared creativity project** – which has already involved London, New York and Paris – rotates around a collection of images and videos. Information on the next legs of the project is available at the booth:

- **October 30<sup>th</sup> - November 16<sup>th</sup> 2008, Detour exhibition in Berlin**
- **Spring 2009, Detour exhibition in Istanbul**

**Come and visit us and collect the special Moleskine edition** created for Buchmesse journalists and guests: the Frankfurt City Notebook + the Istanbul City Notebook, joined in perfect brotherhood by the Detour project.

## 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](http://www.moleskine.com)

## About The Detour Project

**Detour is a Moleskine project dedicated to travelling culture and creativity worldwide.** An itinerant group show that features notebooks created by internationally recognized artists, architects, film directors, graphic designers, illustrators, and writers.

The notebooks, which have already been exhibited in London and New York, have recently been on display at the Parisian Pompidou Centre. **From October 30 to November 16, Detour will be in Berlin, at the Museum Der Dinge, while next spring it will move on to Istanbul. Through the myDetour initiatives, this shared creative adventure brings together, currently unknown talents, for the delight of all moleskiners.**

**Detour supports lettera27, a non-profit Foundation whose mission is to defend the right to literacy**, education, and access to knowledge and information all over the world, with a special focus on more deprived areas. **The authors donate their participation and their notebooks to lettera27.** The Detour and myDetour Archive is an inheritance that constantly creates resources to support new projects in Africa.

[www.moleskine.com/detour](http://www.moleskine.com/detour)

[www.lettera27.org](http://www.lettera27.org)