

See the World One Drawing at a Time

Moleskine® to Create Custom Notebook for 2010 Urban Sketchers Symposium

New York, NY - Moleskine, the legendary notebook of artists and thinkers, will participate in the first annual International Sketching Symposium, where over 200 international sketchers and illustrators, members of the collective blog urbansketchers.org, meet up for the first time. Taking place July 29-31, 2010 in Portland, OR, Moleskine celebrates the meeting by providing a custom edition large-size Japanese notebook. The notebook includes an Urban Sketchers logo embossed on the cover of the book, a custom paperband with Urban Sketchers imagery and logo, and a custom insert with messaging from Urban Sketchers.

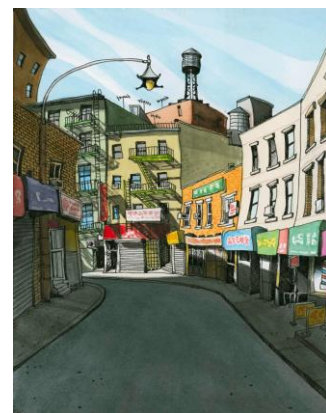


Sketches from left to right : USK correspondent Stuart Kerr, USK correspondent Tia Boon Sim, Flickr user Max Gooding

The partnership between Moleskine and Urban Sketchers (USK) is meant to engage symposium attendees while fostering creativity and personal expression – qualities that both Urban Sketchers and Moleskine embody and promote. The notebooks will be distributed to attendees at the symposium to be used for sketching, gifted to presenters and supporters of the symposium, and presented to USK VIPs and sponsors.

Moleskine's progressive and artistic point of view focuses on creating a connection between the artist of the past and those embracing the future; great avant garde artists of the past century used their black notebooks because they needed a durable platform to create freely whenever inspiration struck, much like the symposium's attendees. In an era of digital photography and portable communication devices, Moleskine's partnership with Urban Sketchers brings together the analog with the digital, stressing the importance of immortalizing thoughts and memories on paper while enabling the artists to share their creations using a digital platform.

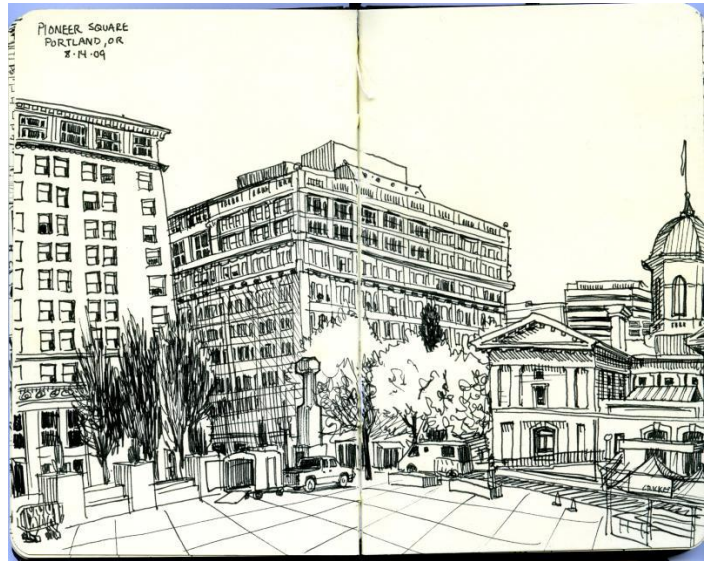
Sketch by Urban Sketchers correspondent Tommy Kane



MOLESKINE®
www.moleskine.com

Since making its debut in November 2008, the Urban Sketchers group blog (www.urbansketchers.com) has drawn more than 2 million visits and established a network of hundreds of members in more than fifty countries. Readers of the blog can travel vicariously through the thousands of drawings posted by invited correspondents; a sister group on Flickr (www.flickr.com) has attracted more than 3,000 members, with over 30,000 uploaded sketches. The images can be browsed according to theme, city, or by using a map that is hosted through the Flickr site. Urban Sketchers correspondents hail from cities such as São Paulo, Naples, Tokyo, Jakarta and Oslo, and many of the artists who contribute to the community are recognized illustrators, architects, and art directors; for example, Tommy Kane, Luis Ruiz, and Simo Capecci ..

The three-day symposium, hosted in conjunction with Pacific Northwest College of Art (PNCA), will feature a blend of lectures, panels, and exhibits, as well as practical sketching sessions around the Portland area led by a team of international presenters with backgrounds in art education, architecture, illustration and journalism. Portland is home to a growing community of artists and creative thinkers, as well as a rapidly growing street culture perfect for fostering artistic expression. The symposium also marks a growing trend in the online community, in which members of the online group organize a "meetup" where individuals are able to interact face-to-face with acquaintances made through the internet community.



Pioneer Square, Portland, Sketch by by Paul Heaston

This symposium is only one of many notebook sharing and notebook crossing experiences happening every year in all continents, most of them organized over the internet, with online image galleries, web videos and blogs. See for example: [Sketchbook Project](#), [myDetour](#), [Moleskine Grand Tour](#), [1000Journals](#), and [Sketch Crawls](#).

For further information on the history of Moleskine and their line of products, please visit www.moleskine.com. To learn more about the USK Symposium, visit <http://pdx2010.urbansketchers.org>

Press Contact for Moleskine:

Marlene C. Capron, BDE
T: 212.353.1383 | F: 212.353.2005
marlene@BDEonline.biz

Press Contact for Urban Sketchers:

Gabriel Campanario
T: 425.686.2398
gabicampanario@gmail.com

About Moleskine®

Legendary notebooks

Moleskine® is the heir of the legendary notebook used for the past two centuries by artists and thinkers, from Vincent Van Gogh to Pablo Picasso, from Ernest Hemingway to Bruce Chatwin. The anonymous and essential little black notebook, with its unique rounded corners, elastic closure, and expandable inner pocket, was originally produced for more than a century by a small French bookbinder that supplied Parisian stationery shops frequented by the international literary and artistic avant garde. This trusty, pocket sized travel companion held their sketches, notes, stories, and ideas before they became famous images or beloved books.

The Moleskine® Notebook

In 1997, a small Milanese publisher brought the legendary notebook back to life, choosing for it this literary name, thus restoring an extraordinary tradition. Following Chatwin's footsteps, Moleskine® begins its journey once again, this time as an indispensable complement to today's mobile technology. Capturing reality on the move, preserving details, impressing the unique aspects of experience upon paper, Moleskine is an accumulator of ideas and emotions, which are then released over time.

About Moleskine® and Moleskine® America, Inc.

The Moleskine brand was born in 1997, reproducing the legendary notebook of artists and thinkers of the past two centuries. Since January 1, 2007, Moleskine is also the name of the company which manufactures and distributes the legendary notebook and its newer descendants. Moleskine srl was born of the experience of Modo&Modo, the small Milanese publishing house which, in 1997, created the Moleskine brand, thus rediscovering and reviving an extraordinary tradition. In the autumn of 2006, Modo&Modo Spa was purchased by SGCapital Europe, with the aim of fully developing the potential of the Moleskine brand. Moleskine srl is a small creative company in constant growth. Today, Moleskine srl has over 60 employees and a vast network of partners and collaborators, located in Milan, Italy. In May of 2008, its American affiliate, Moleskine America Inc., was founded and is currently stationed in the Chelsea Art District of New York, home of artists, designers, and visionaries from around the world.

About Urban Sketchers

Urban Sketchers is a nonprofit organization dedicated to raising the artistic, storytelling and educational value of location drawing, promoting its practice and connecting people around the world who draw on location where they live and travel. We aim to show the world, one drawing at a time.