

How paper diaries prosper in the digital era.

The Moleskine Diary Collection gets wider, from Extra Small all the way to A4.

Moleskine releases two new entries in the planners collection for 2011- two new endpoints in the collection's dimensional range: the **Extra Small**, 6.5 x 10.5 cm (2 ½ x 4 inches), and the **A4**, 21x29.7 cm (12 x 81/2 inches). They are the smallest and the biggest planners in the Moleskine catalogue so far, both hard cover, both in two different page layouts, daily and weekly. The Extra Small is a super portable organizing tool for people who love **miniature design** and small writing. It comes in 6 colors: Pink, Maroon, Sky Blue, Blue, Lime Green and - of course - the classic Moleskine Black. The A4 is made for desk use in an office environment - sober, spacious, contemporary classic. All other features of the two new planners are those of the iconic Moleskine notebook: rounded corners, ivory color paper, strong elastic band, place marker and inner pocket.



Design.

The Moleskine planner collection now includes 32 pieces in a range of sizes, page layouts (daily, weekly, monthly), covers (soft, hard, black, red, other colors) and different combinations of scheduling space and space for free notes: they are designed to fit the portability and planning needs of people from all sorts of professions, and the most diverse cultural inclinations. Planner design is in fact a cultural specific matter. Some people see the planner as an intimate diary, others as an organizing tool. There are those who love to keep it always with them and others who prefer to use it only at work. Geography also makes a difference. In Japan and US, for example, there is a larger demand for monthly planners (one whole month in a page spread): more people here have long term scheduling habits, needing a bird's eye view on projects.



Durable Planners.

Another main focus of the Moleskine design team is to make planners durable, in the binding, the stitching, the cover and the place marker ribbon. Every planner is thumbed through up to 20 times per day, 365 days a year. It needs to be portable to tuck into bags and pockets. It needs to be tough. This is why Moleskine materials are submitted to a strict quality control system.



Quality Control.
Elastic extension test.



Quality Control.
Cover thickness test.



Quality Control.
Traction test.

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The long debated issue about digital tools possibly overcoming analog ones is far from being resolved. Everyone has their own answers, often shared with others over the internet, as in GTD-themed groups (GTD → "Getting Things Done" method). Most Moleskine users feel completely comfortable using both analog and digital devices or even merging them together in new hybrids. Moleskine believes in continuity between analog and digital tools for organizing time and ideas. Research tells us that Moleskine users have a much higher than average inclination towards digital devices, and they see no contradiction in giving themselves a nice treat with good analog tools such as a Moleskine notebook or diary. Analog and digital tools have different moods and serve different purposes for different tasks and situations.



A wide range of sizes and layouts: from the Extra Small Weekly Planner: 160 Pages | \$9.95 to the A4 daily Planner: 400 Pages | \$39.95,

NOTE. Three different Videos dedicated to the planner collection and created by US and European visual artists will be available on moleskine.com starting from mid October.

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