**THE DESIGN OF EXPLORATION**

Moleskine celebrates timeless journeys of discovery at Milan Design Week 2019

Milan Design Week 2019 | 9th April – 14th April

**March 2019** – So many of the innovations we take for granted today were born out of exploration and the need to find design solutions for uncharted territories. Exploration can mean shooting for the moon, diving to the depths of the Mariana trench, or simply having the courage to question and test ideas. Our innate desire to keep exploring – beyond both our physical surroundings and the limits of human knowledge – is the ultimate catalyst for innovation, including in the field of design.

To encapsulate the epic theme of exploration, Moleskine presents a backpack inspired by perhaps the greatest example of humankind’s desire to push boundaries. 2019 marks the 50th anniversary of the first manned moon landing, which Moleskine celebrates with a special **The Backpack Silver Edition**, designed by **Giulio Iacchetti**. Available in a limited run, it embodies a passion for discovery and takes inspiration from the magical and mysterious colors of the lunar landscape.

*“As a child, I was fascinated as I watched the clumsy and hesitant steps of astronauts walking on the moon on TV. I discovered that the enormous backpacks they carried on their shoulders were indispensable for their survival, and that man, spacesuit, helmet and backpack were as one.*

*This was the inspiration behind The Backpack Silver Edition – an indispensable element, the same color as the moon, lightweight, practical, metallic: by wearing it you are declaring your intent, your willingness to overcome limits, your tendency to look to the future and take on challenges each day as you travel in pursuit of your dreams.”* ***Giulio Iacchetti***

Moleskine will expand upon the concept of exploration with an **interactive art installation** at Moleskine Café Milan. This engaging installation, curated by acclaimed architect, designer and professor **Riccardo Blumer,** explores our innate urge to leave something of ourselves on unmarked terrain.

The installation will feature a striking interactive panel outside Moleskine Café that invites passers-by to stop and make their mark. The panel will grow each day into a mural full of the impressions left by the public as they journey around Milan Design Week seeking out new places and new ideas.

*“Exploration requires a limit, a boundary over which we want to travel. It also requires tools and, of course, a place or location in which we inevitably leave some kind of mark. To explore and to push ourselves beyond certain limits is a deep human need, closely linked to our desire to leave something of ourselves behind on unmapped terrain. In a way, our exploration of the unknown helps us to make sense of where and who we are now.”*

***Riccardo Blumer***

Moleskine Café Milan will also host an exploration-themed **exhibition** for the duration of Milan Design Week. The exhibition will include a behind-the-scenes look at the campaign for The Backpack Silver Edition, which was shot on the slopes of Mount Etna by award-winning photographer and video maker, **Max Rommel**.

Delving further still into the theme of exploration, Moleskine invites the public to a **panel discussion** entitled “**The Design of Exploration. An Endless Journey”** at **Casa Corriere** on 11th April at 6.30 PM. Panel members will include record-breaking European Space Agency astronaut, **Samantha Cristoforetti**; philosopher, **Giulio Giorello**; and award-winning designer, **Giulio Iacchetti**. Together, these uniquely talented individuals, each a leader in their field, will unfold their vision of the past, present and future of human exploration.

Moleskine has long believed in the power of travel to inspire and open new horizons, while Milan Design Week has always been dedicated to exploring new territories and ideas. During this year’s Salone del Mobile, Moleskine invites you to explore the theme of exploration itself, the epic role it has played in our history and its limitless power to inspire our future.

KEY INFO:

**The Backpack Silver Edition**:

Unveiled at Moleskine Café Milan and in selected stores during Milan Design Week

**Interactive art installation** and **exhibition** at Moleskine Café:

Press preview (by invitation only): 8th April 4.30 PM – 6.30 PM

Open to the public April 9th - April 14th

**Panel discussion**:

Casa Corriere (Sala Buzzati) 11th April 6.30 PM Via Eugenio Balzan, 3, 20121 Milan

**High resolution images available** [**here**](https://www.dropbox.com/s/alhkug77rpe072x/TheDesignOfExploration_MDW2019_MEDIA%20KIT.zip?dl=0)**.**

**Watch the video** [**here**](https://youtu.be/sM7rk3ebmtM)**.**

**More information at moleskine.com/designofexploration**

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**About**

Moleskine® was created as a brand in 1997, bringing back to life the nameless black notebooks used by writers and artists like Vincent van Gogh, Pablo Picasso, Ernest Hemingway and Bruce Chatwin that had long gone out of print. Today, the Moleskine brand encompasses a family of objects that enhance productivity and creativity including notebooks, diaries and planners, journals, bags, writing instruments, reading accessories, publishing and digital tools. The Moleskine brand is a worldwide presence thanks to over 80 Moleskine Stores and the innovative retail concept, the Moleskine Café.

The home office in Milan, Italy includes wholly-owned subsidiaries, Moleskine America, Inc. (established in 2008), Moleskine France (2013), Moleskine Germany (2013) and Moleskine Asia Ltd (2011), which controls Moleskine Shanghai and Moleskine Singapore, and Moleskine Japan (2018).

**Giulio Iacchetti**

Based in Milan, Giulio Iacchetti has been an industrial designer since 1992. Among the companies he has worked with are Abet Laminati, Alessi, Artemide, Danese, Foscarini, Magis, Molteni, Globo, Refin, and , of course, Moleskine. In 2012 he launched the Internoitaliano brand.   
His work is characterized by a commitment to research and the definition of new object typologies. In May 2009, the Milan Triennale held a solo exhibition dedicated to his work, entitled “Giulio Iacchetti. Disobedient objects.”. He has been awarded the Compasso d’Oro twice: in 2001, with Moscardino, a spoon-fork for Pandora design, and in 2014, with a manhole cover series entitled Sfera for Montini.

**Riccardo Blumer**

Riccardo Blumer graduated with a degree in architecture from Politecnico di Milano in 1982. From 1983 to 1988, he worked with Mario Botta in his Lugano studio where his career took off both in terms of technique and ethics – elements which are evident in his work today thanks to his on-going professional, educational and personal relationships. Since 1988 he has created small and medium-sized residential, service sector and industrial buildings. He has alternated this work with numerous private interior design projects in which he has experimented with novel construction techniques and new ways of using different materials. He has also taught for many years at several universities, such as IUAV, IED and Politecnico di Milano. In 2012, he became a full professor at Università della Svizzera Italiana, of which he is a director. He has received prestigious awards for his design work, including the Design Preis Schweiz in 1997, and the Compasso d’Oro in 1998. In 2010, his Laleggera chairs for Alias and Entronauta for Desalto were added to the permanent collection at the MoMA in New York.

**Max Rommel**

Max Rommel is a professional photographer and video maker whose work has been featured in Inventario, Domus, Abitare, Interni and Case da Abitare. He has worked with top design brands such as Alessi, Icon Design, Elle Decor, Sottsass, Baxter, Luxottica, Magis, and many more. His photographs have featured in exhibitions and books such as Case di Cartone and Storie di una Strada, and he has developed projects for Telecom Italia with Corraini Edizioni. His short film entitled “Non Solo Popcorn” with Foscarini for ExpoMilano won an award at the Biennale d’Architettura and at the Milano Design Film Festival. He is currently working on a photographic and video project which will show the harsher side of life in the mountains.