

## Moleskine Café

The classic *café littéraire*, revisited. Designed to deliver a mix of energizing and soothing experiences, boost creative productivity, enable deep thinking and foster conversations.



Milan, July 25<sup>th</sup> 2016 - Launching today, the Moleskine Café is a brand **new format** that reinterprets the idea of the *café littéraire* in a very contemporary mood. Mixing elements of the café, art gallery, store and library, it supplies energy to boost creativity as well as space for deep thinking and relaxation. The sofa area in the mezzanine is for reading, working and quiet conversations; the bar at the ground floor is where energizing coffee is served together with art shows, talks, workshops, books and notebooks. Outside a terrace opens up to the spectacle of city streets. **For your daily fix of inspiration.**

The new format debuts on 25 July at Corso Garibaldi 65 in the **Brera Design District** of Moleskine Company's hometown, Milan, ready to be replicated in global cities worldwide. This original retail concept was conceived together with the expertise of international brand consultancy, **Interbrand**. The new café in Milan is the first to be centrally located and follows the success of the pilot Moleskine Café in **Geneva Airport**.

**INTERIOR DESIGN. CAFÉ LITTÉRAIRE, FROM PAST TO PRESENT.** The new café format is designed *à la* Moleskine: essential, clean aesthetics and a contemporary color palette of neutral colors, just like the ivory color of a Moleskine notebook, for a tranquil mood that enables privacy as well as conversation.



# MOLESKINE

Under Embargo until July 25th

Floor-to-ceiling windows give the sense of limitless space between the interior, the terrace and the city street outside.

At the communal **sharing table** on the ground floor seating arrangements are casual, you sit side-by-side with other visitors, conversation is an open-ended option. For more intimacy, smaller tables are also available both on the ground floor and in the quieter sofa area in the mezzanine.

The two-level layout reflects the purpose of the café: somewhere to be energized and stimulated by coffee, culture and conversation (ground floor) while at the same time finding relaxation and silence to un-plug, read and create (the **mezzanine**, sofa area). Just like the iconic Moleskine notebook, that was inspired by the notebooks used by the avant-garde artists of the last century, the Moleskine Café revisits an idea from the past. There is a strong connection to the **Enlightenment-era literary cafés**, unofficial public spaces where conversations were held about the important ideas of the time that became hubs of cultural, artistic and political life in Europe's great cities.

**COFFEE STORIES.** At the Moleskine Café, coffee takes center stage. A partnership with the Milan-based coffee roaster **Sevengrams** brings two carefully selected espresso blends and a selection of brewed coffee that includes three extra-fine single for an energizing creativity boost. Coffee beans are available for purchase in Moleskine branded bags. Just like for grapes and wines, each kind of coffee tells the story of a different place, people and roasting tradition. All these stories are presented on the **paperband bag wraps** with illustrations by a range of different authors, just like for a book cover. Coffee is served in Moleskine cups and mugs.

**AROMATIC CUISINE.** Morning starts with slow **breakfast** trays featuring freshly baked brown bread, fresh fruit, yogurt, nuts and super-foods together with a **juice selection** that includes fruit, vegetables and herbs in detox, anti-oxidizing and energizing combinations. At **lunch**, a range of gourmet sandwiches, soups and salads rich in a variety of fresh sprouts. Hot dishes are served in paper parcels, ready to be unwrapped and to release their aromas. Water is available in a variety of fruit infused flavors. **Every Sunday** from 12am a varied brunch menu with Italian, American and Vegetarian options.

**ARTSHOWS AND EVENTS: AN INSIDER VIEW INTO THE CREATIVE PROCESS.** A special section of the café is dedicated to exhibitions, focusing especially on the early stages of the creative process. Sketches, notes and doodles created by established and emerging architects, designers, illustrators, business innovators and film directors are the starting point for a series of on-site exhibitions, where the creative process is revealed as it develops, as if browsing through the pages of a notebook. Collections of original sketches by established authors including international *archistars* like **Cino Zucchi** and **Kengo Kuma**, renowned illustrators like **John Alcorn** and fashion designers such as **Salvatore Ferragamo** are among the first exhibitions in the calendar.



Year round a program of talks, breakfast learning sessions and workshops animate the Moleskine Café. Creative professionals from different backgrounds share their learnings on topics as diverse as **visual thinking, idea generation, smart productivity, sketching, travel writing and photography**. The Moleskine-supported literary and illustration magazine **The Towner** also contributes to enriching the space with shows, galleries and live interviews.

**A SHOWCASE FOR THE MOLESKINE COMMUNITY.** An interactive sharing wall that creates opportunities to connect with and draw inspiration from artists, designers and creative professionals from around the world is on display featuring artwork, illustrations and design pieces.

**EXPERIENCE TABLE. A PLACE TO TEST AND BUY YOUR FAVOURITE CREATIVE TOOLS.** A sales corner with a specially designed boutique-like display-deck allows hands-on contact with the objects in Moleskine collections: the surface feel and density of different paper grades, the different page layouts, the Moleskine+ collection of smart notebooks for digitizing analog content, the Moleskine Publishing initiatives and the pens, pencils and bags.

**A NEW CHAPTER IN THE MOLESKINE STORY.** The Moleskine Café franchise is a **new entrepreneurial journey** into **Food and Beverage Retailing** for a company that has already gone far beyond paper, stretching its reach into travel accessories and publishing to software development (apps, print on demand) and consumer electronics (smart pens). It is also a natural development for a brand dedicated to creating content and building cultural experiences.

**LIFESTYLE BRAND FOR THE CREATIVE CLASS.** “This is an important new step in our journey to realize the full potential of Moleskine as the lifestyle brand of the Creative Class”, says **Arrigo Berni, CEO of Moleskine**. “Our vision for the Moleskine Café is exciting and unique. We will provide our guests with an innovative retail experience, bringing the socializing dimensions of food, creativity and shopping to a single space designed to reflect the distinctive, clean aesthetics of Moleskine. I believe this vision fully reflects the growing interest people show for retail formats that go beyond the sheer act of shopping and I look forward to validating this concept for global expansion.”

If needed, you may use this link in your stories: [cafe.moleskine.com](http://cafe.moleskine.com) (live July 25th).

**Renders and sketches** available now.

Download the **full media kit** with hi-res images [here](#).

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**Moleskine®** as a brand was created in 1997, inspired to bring back the essential, nameless black notebook used by famous writers and artists like Vincent van Gogh, Pablo Picasso, Ernest Hemingway, and Bruce Chatwin that was long out of print.

Today, the Moleskine brand encompasses a family of objects: notebooks, diaries, journals, bags, writing instruments and reading accessories, to enhance productivity and creativity in our nomadic lives. 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.

