

Nomadic objects: from the Classic Notebook to the Classic Backpack.

Bradley Theodore with Moleskine at Milan Design Week.

The New York street artist reinterprets the Classic Backpack. Live painting performances, talks and a party with the artist.



The meeting of two nomadic objects *par excellence*. First, the **Classic Black Notebook**, a design icon, simple, pocket-sized and durable, created to collect sketches, thoughts and ideas when travelling or on the move. Second, the **Classic Backpack**, the natural evolution of the Moleskine Classic Notebook, with its rounded corners, solid, elegant design and its protective shell base that allows it to be set down on the ground in any situation.



Moleskine is taking part in this year's Milan Design Week at **BASE Milano** where the theme of **Nomadic Design** will be explored. During the event, the **Moleskine Classic Backpack** - like the pages of a notebook - will be filled with colors and ideas thanks to a partnership with artist Bradley Theodore.

Why Nomadic Design? Travel - in all its shapes and forms - is at the heart of all Moleskine objects, apps and services. During Milan Design Week, Moleskine wishes to explore the deeper meaning of travel - not simply as a way to get from A to B, but as a way of life. For contemporary nomads, objects carried are not merely functional items that enable life on the move, but are full of meaning and tell a deeper story about the owner's identity. Just as you fill the pages of a notebook with stories and ideas, the contents of your bag also reflect your

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personality and all the places you've been. The backpack from the **Moleskine Classic Bag Collection designed by Giulio Iacchetti**, is the most symbolically nomadic of all bag forms for its portability and versatility.

An event taking place across 5 locations in the city.

Within the **BASE Milano** space, Moleskine presents **M-Box**, an installation that explores the innovative protective base of all Classic Collection Bags. This protective shell **base** allows the bag to stand upright when you put it down, keeping it protected and uniting elegance and nomadism. Videos and sketches tell the story of the process that led to the design of the bag and its base. Other videos show New York street artist **Bradley Theodore** at work customizing the bag.

On Monday, April 3rd, during the press preview, **Giulio Iacchetti** and **Bradley Theodore** will be at **BASE Milano** to meet members of the media.

The event continues at the **Moleskine Café**, Corso Garibaldi 65, at the **Moving Ideas Party (on invitation only)** on **April 3rd at 7 pm**. Special guest, Bradley Theodore will stage a live painting performance on the façade windows, and three of the artist's new works on canvas will be on display.

The customization performance continues digitally. At BASE, the Moleskine Café and the **Moleskine Stores** in Piazza Gae Aulenti, Via Dante and Corso Buenos Aires, members of the public will be able to virtually create their own customized Moleskine Classic Backpack. Visitors will be invited to create their own design and apply it to a Classic Backpack using the Moleskine Smart Writing Set which transforms content on paper into digital format. Thanks to the specially created My Virtual Backpack app, each person will then receive an animated GIF featuring their unique work of backpack art. These images will also scroll across displays in BASE Milano.

During Design Week only, for every bag purchased in Moleskine Stores in Milan (Via Dante, Piazza Gae Aulenti and Corso Buenos Aires), customers will receive a free Limited Edition Notebook designed by Bradley Theodore.

Classic Backpacks customized by the artist will be on display at the same three Moleskine Stores for the entire duration of the Design Week.

About Bradley Theodore. A street artist originally from the Caribbean and now based in New York, he is drawn to and inspired by the world of fashion. He is famous for his street art project dedicated to two fashion icons: Anna Wintour and Karl Lagerfeld. The faces of his characters, transformed into lovely, gentile skulls, skeletal and colorful, are depicted with rapid brush strokes that draw seemingly imprecise lines, with a somewhat expressionist flavor, dominated by colors and pastel combinations, strongly evocative of the '80s.



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A story which began in Milan.

Moleskine is a brand which began in Milan 20 years ago at the dawn of the digital age, responding to the rising need for quality objects to help creative people and travelers organize their ideas and their time. Driven by the growth of creative industries in the world and the increase in frequent travelers, Moleskine has evolved into an international brand that encompasses a family of nomadic objects designed to improve productivity and creativity on the move: notebooks, diaries, journals, bags, writing instruments, reading accessories and digital tools. The Moleskine brand is a worldwide presence with a network of over 70 Moleskine Stores and, since July 2016, the first prototype of the Moleskine Café, which will soon be replicated in other creative capital cities around the world. With headquarters in Milan, Italy, the company has become the Moleskine Group, which 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.

Dates:

BASE, Via Bergognone 34

- Monday, April 3rd, 3-5pm – **M-Box** Press Preview with Giulio Iacchetti and Bradley Theodore
- Tuesday, April 4th, 12am – **M-Box Street Talks**. Let's talk about street-art. Conversation with Bradley Theodore.
- Wednesday, April 5th, 5pm – **From Notebook to backpack**. Conversation with Giulio Iacchetti, designer of the Moleskine Classic Bag Collection.

Moleskine Café, Corso Garibaldi 65

- Monday, April 3, starting from 7pm – **Moving Ideas Party – on invitation only**. Live painting performance with Bradley Theodore. DJ set: RollOver. Press Preview at 6pm.
- Thursday, April 6th 6pm – **Street Talks**. Let's talk about street-art. Conversation with Bradley Theodore.

Complete media kit download [here](#).

www.moleskine.com/mdw2017

Moleskine Classic Backpack

Europe: 129 euro

USA: \$ 150

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