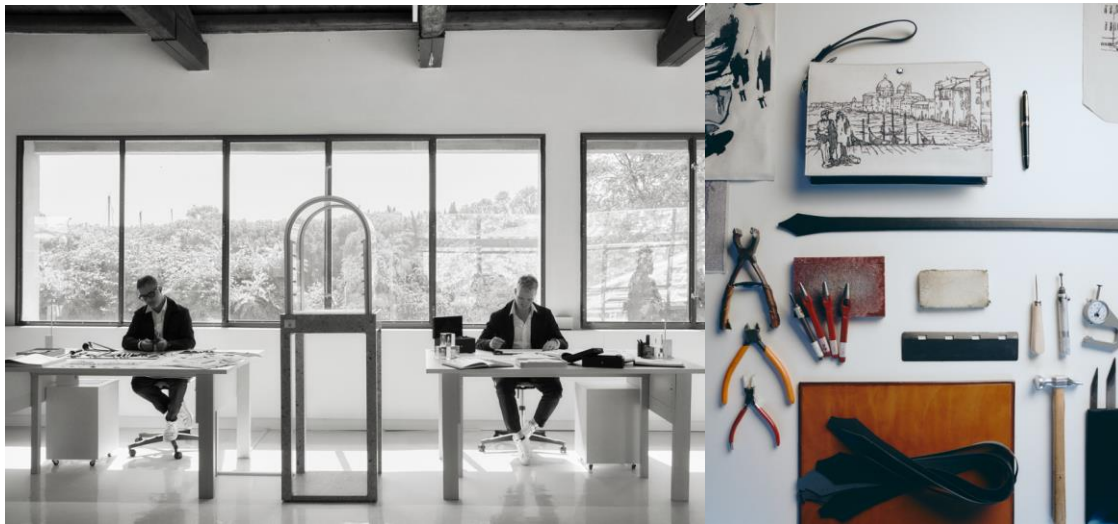




MONTBLANC

Montblanc Explores the Power of Creative Transmission at Homo Faber in Venice

Luxury Maison brings its artistry to the third edition of the cultural event dedicated to contemporary craftsmanship.



From September 1st - 30th 2024, Montblanc showcases the transmission of craftsmanship and creativity from its writing culture to leather artistry at Homo Faber, the biannual cultural experience in Venice that celebrates the wonder of contemporary craftsmanship in all its forms.

Titled *The Journey of Life*, this year's event takes visitors on a sensory voyage through the human life, showcasing the diverse craftsmanship behind objects that accompany life's most precious moments. From childhood to travel, romance to dreams, life's meaningful milestones are articulated via ten key themes that are expressed through exceptional scenography, bespoke handmade creations and live artisan demonstrations, highlight the artisans' unique techniques and innovative approaches.

Inside the space of the Fondazione Giorgio Cini on Island San Giorgio Maggiore, Montblanc puts the spotlight on the never-ending dialogue between creatives and craftspeople, emphasizing the transmission of know-how from artisan to artisan, master to fellow, designer to artist. As 2024 marks the centenary of its iconic Meisterstück writing instrument, an everyday object that accompanies life's special moments, Montblanc reflects on the ways in which creativity can translate from pen on paper to other crafts and platforms, with a special focus on the Maison's long-standing legacy in leather artisanship.

Located in the aptly name Dialogues room, guests visiting the Montblanc booth will encounter two desks that capture the interplay between crafts. This journey of transmission starts with an artist using a Montblanc writing instrument to capture creative ideas on paper.



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Moving from one desk to the other, guests will experience how this artwork has been reinterpreted into delicate embroidery on Montblanc leather pieces.

"We are delighted to return to Homo Faber, exploring the inspirational ways in which putting pen to paper can spark a creative odyssey that finds its final form in different mediums like leather artisanship. Montblanc's legacy in leather was borne out of our customers' desire to protect their Montblanc writing instruments during their travels. This dialogue between the two forms of craftsmanship continues to be palpable in the enduring passion of our artisans and the traditions of craftsmanship they uphold," says Marco Tomasetta, Montblanc Artistic Director.

Guests will also experience Montblanc's writing craftsmanship with the unveiling of two limited editions writing instruments, crafted in celebration of the Meisterstück centenary. Paying homage to the history of the iconic fountain pen, the **Montblanc Meisterstück The Origin Collection Limited Edition 100** showcases a cap and barrel in skeletonized solid Au 750 signature gold, featuring a pattern inspired by a design from Montblanc's extensive archives and enhanced with a translucent underlay made from green lacquer. The fountain pen's special anniversary clip is set with a single tsavorite, while the solid Au 750 gold nib is similarly set with a precious stone. To commemorate the 100th anniversary, the nib is also decorated with a special design showing the number "100" as well as the years "1924" and "2024". Atop the writing instrument, the Montblanc emblem sparkles as a Montblanc-cut diamond surrounded by tsavorites.

Meanwhile the **Montblanc Meisterstück Inspire Calligraphy Limited Edition 88** serves as a tribute to the art of calligraphy and the connection between the fountain pen and the quill, one of history's most notable writing modes. Artfully recreating the layered structure of a feather, the fountain pen's solid Au 750 white gold cap and barrel feature a 3D design embellished with individually hand-crafted lacquer inlays in a palette of blue tones and enhanced by marquetry inlays cut from genuine feathers, inserted by hand. Crowning the writing instrument are tiny feather barbs, delicately interlaced and trimmed into the shape of the Montblanc emblem and placed under a dome of rock crystal. Particularly suited for calligraphy, the fountain pen's solid Au 750 white gold italic nib also features the number "100" to mark the Meisterstück centenary, alongside a brilliant blue sapphire.

As part of its mission to provide real insight into Montblanc's craftsmanship, MONTBLANC HAUS opened its doors in 2022 in Hamburg, welcoming visitors from all over the world to discover and rediscover the power of putting pen to paper. It tells the story of Montblanc from its founding days to the present, of the individuals that craft Montblanc's writing instruments and of those who have used them to share their imprint on humanity. The immersive brand experience brings to life Montblanc's belief in the value of writing and the ways in which it helps people express their full potential and ultimately leave their mark on the world.

Montblanc appears at Homo Faber at Island San Giorgio Maggiore from September 1st - 30th 2024. For more information visit www.montblanc.com

About Montblanc



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Synonymous with excellence in craftsmanship and design, Montblanc has been pushing the boundaries of innovation ever since the Maison first revolutionized the culture of writing in 1906. Ingenuity and imagination continue to be driving forces for the Maison today as it advances its expression of fine craftsmanship across product categories: writing instruments, watches, leather goods, new technologies and accessories. Reflecting upon its ongoing mission to create fine lifetime companions born from bold ideas and expertly crafted through the skills of the Maison's artisans, the iconic Montblanc Emblem has become the ultimate seal of performance, quality and an expression of sophisticated style. To spread the message of Inspire Writing, MONTBLANC HAUS opened its doors in 2022 in Hamburg, welcoming visitors from all over the world to discover and rediscover the power of putting pen to paper. As part of its on-going commitment to elevating and support those who strive to leave their mark, Montblanc continues to assert its encouragement of education programs around the world and initiatives that inspire people to express their full potential.

Information for Press:

All Information and images are available to download on the Montblanc Press Lounge:
<https://press.montblanc.com/>

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